



National University of Science and Technology

Graduate School of Business

**An Examination of the effectiveness of investment promotion practises in
Victoria Falls Municipality (2010-2017).**

by

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ABSTRACT

This study sought to examine the effectiveness of investment promotion practises in Victoria Falls Municipality(VFM) over the period 2010 – 2017. The study targeted VFM because the municipality offers investment prospects in a number of sectors with tourism being the prime possible investment sector. The primary objective of the study was to explore the effectiveness of investment promotion practises of VFM. The study sought to answer the following primary research question: How effective are investment promotion practices of VFM? The primary research question was supplemented by six secondary research questions. The study is significant in the sense that it seeks to highlight the effectiveness of VFM investment promotion practices. It is hoped the study will provide a general picture of the challenges and successes of the investment promotion practices of local authorities. It is also hoped various stakeholders will benefit differently from the results of the study. The study focused on all investors who have invested in Victoria Falls and potential investors as per 2016 Victoria Falls Business Forum register. These added up to 150 from which a sample of 80 individuals was selected using stratified random sampling. The study also included a sample from the municipality senior managers and councillors referred to in the study as VFM executives as respondents. The purposive sampling technique was applied to select respondents from VFM managers and councillors. The study was located within an interpretive paradigm and applied both qualitative and quantitative methods. The main instrument used to collect data was a quantitative questionnaire supplemented by a qualitative interview guide. Ethical issues, such as respondent's informed consent, anonymity and confidentiality were taken care of. Data collected was analysed using interpretive skills and descriptive statistics. The execution of this research was not without limitations and constraints. The study found that the absence of a municipality specific IPA was one of the major factors affecting investment promotion activities of VFM. It was also emerged that from the study that the investment policies, procedures, bylaws and regulation of VFM were not supportive to investment promotion. In the end the study recommended that due to existences of unique niche opportunities in local authorities these should consider establish local authority specific IPAs instead of relying on the national IPA the Zimbabwe Investment Authority. The study also recommended that the Victoria Falls

Municipality should immediately take advantage of being tourism Special Economic Zone and Work with other investment promotion statutory bodies to come up with tourism specific investment packages. Finally, the study recommended that further studies conducted in other local authorities including rural local authorities to assess this investment practices.

Key words: foreign direct investment, investment, investment promotion, investment promotion agency, local authority, municipality.