

Country Summary  
Report: ZIMBABWE,  
FEBRUARY 2022

AFRICAN  
NATURE  BASED  
TOURISM PLATFORM

# ZIMB ABWE







# Country Summary Report: ZIMBABWE, FEBRUARY 2022

**SURVEY OVERVIEW:** The African Nature-Based Tourism platform has developed a survey to assess the degree to which local communities and small and medium enterprises (SMEs) in the nature-based tourism sector are being impacted by COVID-19. The target audience is community members and SMEs who support the tourism value chain, as suppliers of tourism goods and services, and their associated enterprises, such as lodges, vehicle hire, guiding services, shops, etc. The questions seek to better understand their involvement in conservation and tourism, how the COVID-19 pandemic has affected them, and what their resulting needs are.

These reports present a summary for each country, including an analysis of qualitative data collected through the surveys, and certain quantitative data. The surveys are however more comprehensive than the data presented in these summary reports, so please be sure to visit <https://naturebasedtourism.africa/data> to explore more of the data, and register to access the database for full survey results.

All photographs by Nikhil Advani







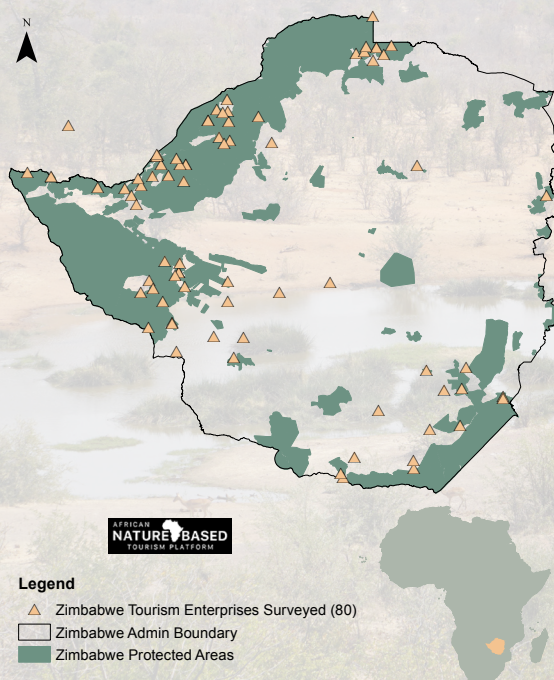
# INTRODUCTION

**ZIMBABWE HAS MANY TOURIST ATTRACTIONS**, some of which have been accorded world heritage status by the UNESCO World Heritage organization, such as the Great Zimbabwe Ruins, and the Mighty Victoria Falls, or Mosi-oa-tunya - "the smoke that thunders" (Muzapu, 2016). In addition to natural wonders and abundant wildlife, Zimbabwe also boasts many rich cultural and historic tourist attractions (Matura and Mapira, 2018). Zimbabwe's travel and tourism industry is competitive in the Southern Africa Development Community region and contributed a total of 5.8% to the country's GDP in 2019, in addition to providing 8.6% of the total employment (WTTC, 2021). As a result of the COVID-19 pandemic, the total contributions to GDP and employment dropped in 2020 to 4.1% and 7.8% respectively.

The African Nature Based Tourism Platform worked with the Community Areas Management Programme for Indigenous Resources (CAMPFIRE) Association. CAMPFIRE engages Rural District Councils (RDCs), their constituent communities, and other relevant public and private agencies to implement and support activities conducive to the development of communal areas through the sustainable utilization of wildlife and other natural resources in communal areas.

## SURVEY LOCATIONS

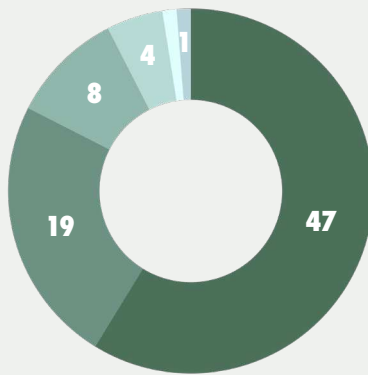
### SURVEYED TOURISM ENTERPRISES IN ZIMBABWE





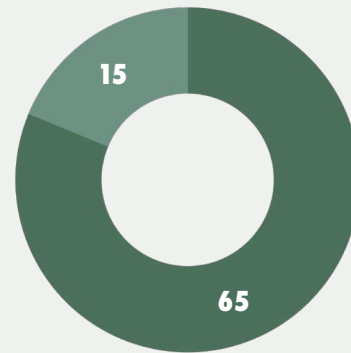
# SURVEY RESULTS

## PRIMARY INVOLVEMENT OF THE ENTERPRISE IN NATURE-BASED TOURISM



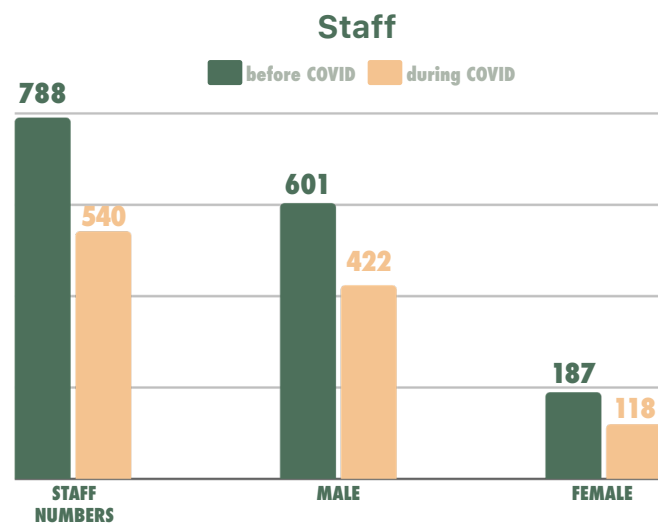
47 hunting  
19 community conservancy  
8 null  
4 other  
1 private conservancy  
1 community owned lodging

## ENTERPRISE OWNERSHIP



15 private  
65 community

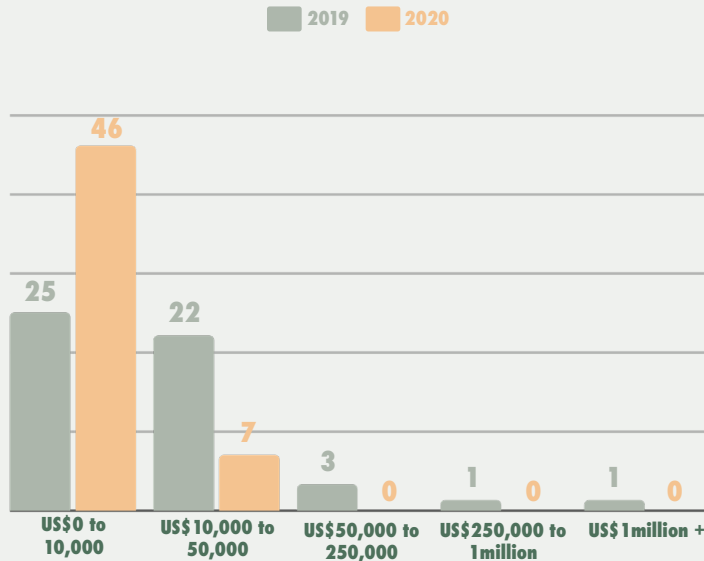
## STAFFING BEFORE THE COVID-19 PANDEMIC VS. CURRENT STAFFING



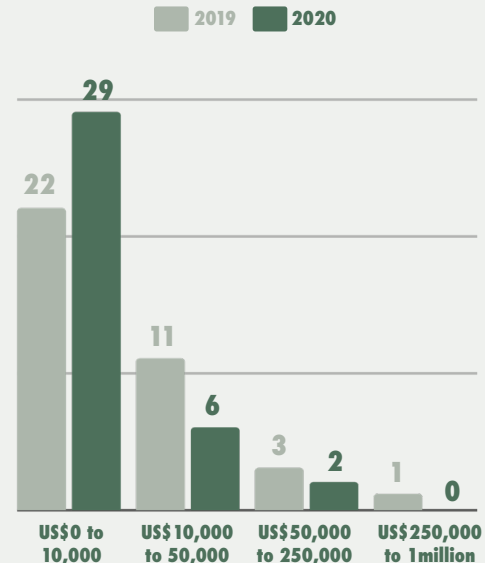


## TOTAL ANNUAL GROSS REVENUE (income from selling goods and services before any deductions) THAT SURVEYED ENTERPRISES GENERATE FROM TOURISM

ANNUAL GROSS REVENUE 2019 VS 2020



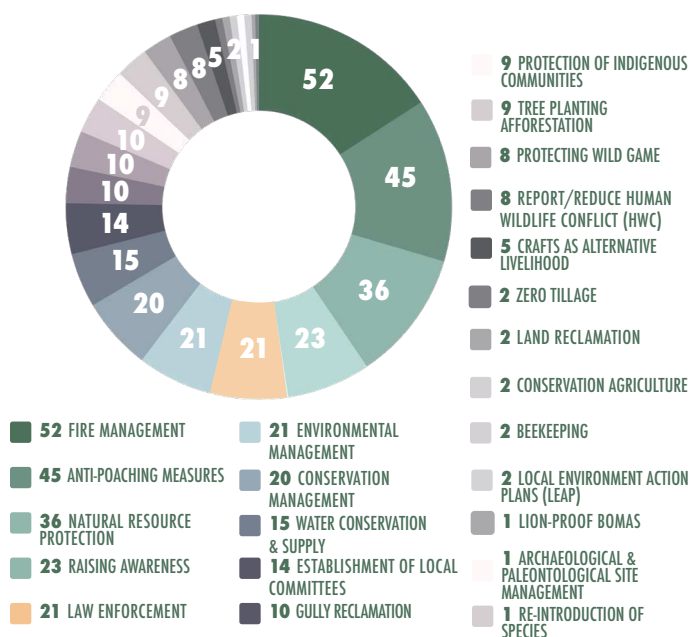
ANNUAL SALARY COST 2019 VS 2020



## QUALITATIVE SURVEY QUESTIONS

**CONTRIBUTIONS TO CONSERVATION** (the role of the community/enterprise in the management and custodianship of the land and its wildlife, including any distinguishing features about the area, its wildlife, its people and the role of tourism in its local economy)

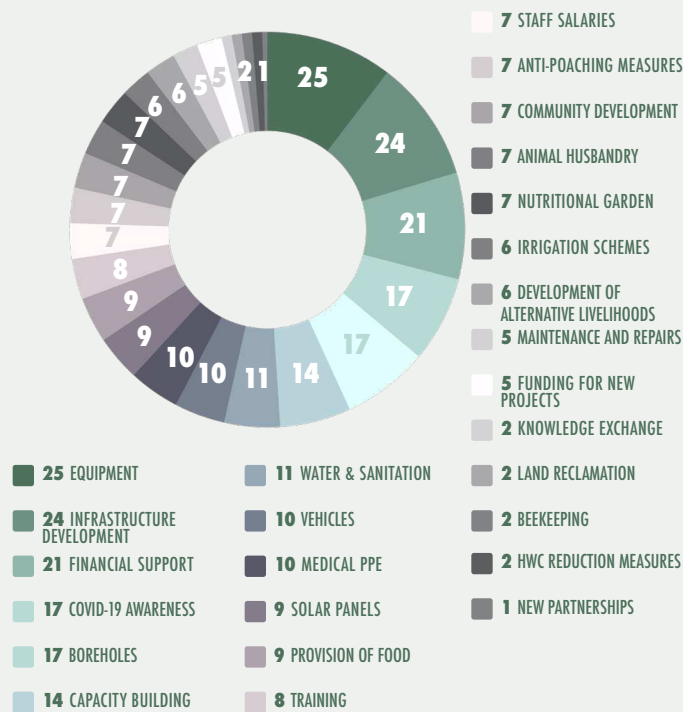
CONTRIBUTIONS TO CONSERVATION



**ZIMBABWE IS ONE OF THE MOST** fire-prone countries in Africa south of the Sahara (Chinamatira, 2016), and as a result the primary conservation measure carried out by many enterprises is fire management. Fire management takes different forms for each enterprise, but the cited measures included the creation of fire fighting committees, wildfire awareness campaigns, volunteer groups to control veld fires (also known as bush fires or wildfires), and the creation and maintenance of physical fire guards. Anti-poaching measures are also important in fire management, as some hunting tactics can cause veld fires. Through their efforts to raise awareness about natural resource management and conservation in schools and communities, including tree planting and the introduction of crafts as alternative livelihoods, enterprises in Zimbabwe hope to create a more sustainable and symbiotic path forward for community members and the environment.

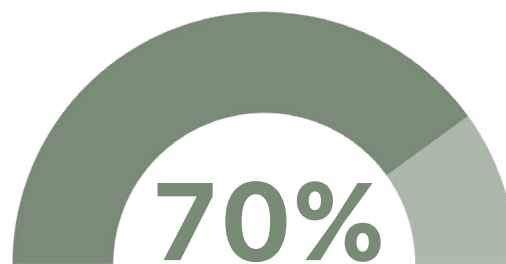


## SUPPORT THAT THE INSTITUTIONS NEED



**THE MOST URGENTLY REQUESTED** form of support for most of the interviewed enterprises in Zimbabwe was equipment. Equipment needs ranged from warm clothing and uniforms for employees, to veterinary medications, tents, cybertrackers for wildlife, fuel, and larger machinery. Infrastructure development needs were also high. The infrastructure required included roads, clinics, schools, and lodges. Also mentioned was the need for boreholes to improve water access, and better sanitation systems. Enterprises also mentioned the desire for boreholes to be operated by solar-powered pumps.

## ALTERNATIVE NATURE-FRIENDLY SOURCES OF REVENUE, BEYOND TOURISM, THAT THE ENTERPRISES WOULD BE INTERESTED IN EXPLORING



**AGRICULTURAL ACTIVITIES PROVIDE DIRECT EMPLOYMENT** and income for 60-70% of the population of Zimbabwe (UN, 2021), making it an ideal alternative to tourism. However, most surveyed enterprises are found in the arid and semi-arid regions of Zimbabwe and would require irrigation for successful crop production. These regions have also embraced fish farming which is fast gaining momentum (Shava & Gunhidzirai, 2017). Following agriculture, mining and tourism are the next-largest pillars of the Zimbabwean economy, as evidenced by the interest in mining and craft making. Many enterprises also expressed an interest in forest produce for both timber and non-timber products. Special mention was made for beekeeping, indigenous fruits, mopane worms, timber, and charcoal production. Enterprises also listed alternative livelihoods such as manufacturing and selling various commodities.



## ALTERNATIVE SOURCES OF REVENUE ENTERPRISES WOULD BE INTERESTED IN EXPLORING

|                                      |                                 |  |
|--------------------------------------|---------------------------------|--|
| 50 LIVESTOCK PRODUCTION              | 8 TIMBER & CHARCOAL PRODUCTION  | 2 THATCH GRASS & STONE BUSINESS        |
| 39 CROP FARMING & IRRIGATION SCHEMES | 7 RIVER SAND EXTRACTION & SALES | 2 TRADITIONAL VILLAGES/ CULTURAL SITES |
| 26 POULTRY                           | 6 WELDING                       | 2 WATER PURIFICATION                   |
| 25 FISH FARMING                      | 5 TAILORING BUSINESS            | 2 CARPENTRY                            |
| 23 CRAFTS & CURIOS                   | 5 VOCATIONAL TRAINING CENTRES   | 2 BOAT SERVICES                        |
| 17 GARDEN & ORCHARD                  | 4 FARM PRODUCE MARKETS          | 2 MANUFACTURING INDUSTRIES             |
| 13 NON-TIMBER FOREST PRODUCTS        | 4 SMALL BUSINESSES              | 1 BUTTER MAKING                        |
| 11 BEEKEEPING & HONEY PRODUCTION     | 4 BIRD & GAME SANCTUARY         | 1 HAY & FEED                           |
| 10 INFRASTRUCTURE & TRANSPORT        | 3 CARBON CREDITS                | 1 SELLING AGRICULTURAL MERCHANDISE     |
| 10 MINING                            | 2 BAKERY                        |  |

## OTHER COMMENTS

**NEARLY EVERY ENTERPRISE INDICATED** the degree to which COVID-19 had adversely affected their businesses, and reiterated their dire need for financial assistance. These funds would be directed towards anti-poaching units, staff salaries, and rehabilitation of infrastructure for both the enterprises and the communities. Another topic was Human Wildlife Conflict (HWC) and, the need for rigorous education and awareness on the topic and compensation towards victims. Institutions also indicated the need for capacity development and training in resource monitoring, especially for women and youth. More support was requested from the government for environment-related programmes on topics that affect their communities, such as afforestation projects and irrigation. Many enterprises expressed a need for knowledge-sharing among themselves and platforms that allow them to grow and share stories.

References: 1. Muzapu R and Sibanda M, 2016. *Tourism Development Strategies in Zimbabwe, Management*, (6)3: pp. 55-63. doi: 10.5923/j.mm.20160603.01. 2. Matura P and Mapira J, 2018. *Tourism destinations, facilities, challenges and opportunities in Zimbabwe. European Journal of Social Sciences Studies* 2: pp. 125-138. doi: 10.5281/zenodo.1217194. 3. World Travel and Tourism Council (WTTC), 2021. *Travel and Tourism economic impacts reports- Zimbabwe*. 4. Chinamaitira L, Mtetwa S, and Nyamadzawo G, 2016. *Causes of wildland fires, associated socio-economic impacts and challenges with policing in Chakari resettlement area, Kadoma, Zimbabwe. Fire Sci Rev* (5)1. <https://doi.org/10.1186/s40038-016-0010-5>. 5. United Nations (UN), 2021. *The United Nations Common Country Analysis, Zimbabwe*. 6. Shava E and Gunhidzirai C, 2017. *Fish farming as an innovative strategy for promoting food security in drought risk regions of Zimbabwe. Jambá, Journal of Disaster Risk Studies*, (9)1: pp. 10.