

Unlocking Tourism Value through a Tourist Experience Management Paradigm

Authors : Sipiwe P. Mandina, Tinashe Shamuyashe

Abstract : Tourism has become a topical issue amongst academics and practitioners due to its potential to contribute significantly towards an economy's GDP. The problem underpinning this research is the fact that the major attraction, Victoria Falls, is being marketed in neighboring countries like South Africa, Botswana and Zambia with tour operators providing just day trips to the Victoria Falls. This has deprived Zimbabwe of income from tourism with tourists making day trips and actually not spending nights in Zimbabwe. This therefore calls for cutting edge marketing strategies that are superior to or inimitable by competing nations such as South Africa and Zambia. This study proposes a shift towards an experience management paradigm in the tourism sector. A qualitative research was adopted for this study, and findings of this study were generalized across different tourism contexts, therefore making the survey based research design more appropriate. The target population for this study is tourists visiting Zimbabwe over the period 2016 and ZTA visitor database acquired from the Department of Immigration will form the sampling frame for the purposes of this study.

Keywords : tourist experiences, Zimbabwe, tourist arrivals, competitiveness

Conference Title : ICBMT 2016 : International Conference on Business, Marketing and Tourism

Conference Location : Cape Town, South Africa

Conference Dates : November 03-04, 2016