

Implications of China's Approved Tourism Destination Status (ADS) on Zimbabwe's Tourism Environment: Insights from Local and Government Tourism Groups in Zimbabwe.

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Abstract

This study examined system-wide implications of an Approved Destination Status (ADS) granted to Zimbabwe by China in 2004 on Zimbabwe's tourism industry. A total of 150 self-administered questionnaires were used to collect data. The study revealed a disproportionate increase of tourism traffic from the Chinese market and revenue inflows which have largely remained depressed. Findings further highlighted that Chinese's low spending patterns, inaccessibility of the country, and a highly volatile political environment have undermined the ADS. The ADS dispensation has presented local operators with a dilemma on the way forward, hence a shift in marketing strategy, re-configuration of the pricing regime, and improved air connectivity are necessary.

Keywords: Approved Destination Status, Zimbabwe Tourism Environment, Chinese Market, Implications