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**DEPARTMENT OF TOURISM AND HOSPITALITY**

**MANAGEMENT**

**SPORTS TOURISM IN ZIMBABWE: AN ANALYSIS**

**BY**

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## **DEDICATIONS**

This dissertation is dedicated to my parents Ignatious and Sibongile for their unwavering support throughout the duration of my studies.

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## ABSTRACT

There has been an increasing concern by the tourism and sports stakeholders to develop sports tourism in Zimbabwe. There are fears escalating that the organisations and the country lose a lot of potential benefits because of failure to fully recognise and give adequate attention to sports tourism which is a tourism multibillion niche. This research therefore sought to undertake an analysis of sports tourism in Zimbabwe, realising where the country stands as compared to other nations that participate in the tourism sub-sector. As an objective the study sought to reveal the state of sports tourism in Zimbabwe. The research also identified the benefits that sports tourism brings to a destination partaking in it. The study entailed examination of the challenges that Zimbabwe is facing in the quest of the full development of sports tourism. The research also produced feasible recommendations on how to enhance sports tourism in Zimbabwe. It was identified that the state and extent of the opportunities that sports tourism bring to the development of Zimbabwe was not well known and documented, this research sought to close the gap. The researcher selected 5 organisations and 2 ministries in both the sports and tourism sectors as research units that fairly represented all the direct stakeholders in sports tourism. These were Ministry of Tourism and Hospitality, Ministry of Sports, Arts and Culture, Zimbabwe Tourism Authority, Hospitality Association of Zimbabwe, Zimbabwe Rugby Union, Zimbabwe Cricket, Zimbabwe Football Association and Zimbabwe Sports Commission. In this study the researcher used the descriptive research design to collect, analyze and present data in an attempt to provide a flawless picture on the current state of sports tourism and challenges it faced in Zimbabwe. Open-ended questionnaires and direct interviews were used to collect primary data to determine opinions, attitudes, preferences and expectations of these targeted respondents. Qualitative and quantitative data were both collected and analyzed by the researcher. Expert sampling was mostly used in the research whereby respondents were selected based on their known or demonstrable experience and proficiency in the area of sports and tourism. From the research it was found out that the state of the sports tourism facilities and capacity were not adequate as stated by 90% of the respondents. 90% of the respondents also stated that most of the sports events in the country are staged in Harare. It was also found out that sporting organisations had no sports tourism strategy; this reflected that the state of sports tourism in Zimbabwe was in an intensive care unit. The organisations were recommended to devise a sports tourism strategy and come up with ways to upgrade the existing facilities to meet international standards rather than being ambitious to build new facilities and also to create joint marketing initiatives with other stakeholders in sports tourism. The researcher suggests that future researchers should investigate on ways to avoid the uneven distribution of sports tourism in Zimbabwe and also they should look at the potential of sports tourism to create loyalty among tourists who visit the country.

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## LIST OF ACRONYMS

**ZC** Zimbabwe Cricket

**ZIFA** Zimbabwe Football Association

**ZRU** Zimbabwe Rugby Union

**ZTA** Zimbabwe Tourism Authority

**ICC** International Cricket Council

**FIFA** Fédération Internationale de Football Association

**CAF** Confederation of African Football

**HAZ** Hospitality Association of Zimbabwe

**IAAF** International Association of Athletics Federations

# CHAPTER ONE

## INTRODUCTION

### 1.1 Introduction

This chapter seeks to introduce the research by highlighting the background of the study in which the research gap was unveiled. The problem statement is stated and the chapter then gives research objectives, which the study sought to address. The research questions are outlined the chapter then provides justification of the study, the methodology used and scope of the study. The limitations of the study met in conducting the research are revealed in the chapter also. Lastly, there is the definition of terms and the summary concludes chapter one.

### 1.2 Background of the study

Sports tourism is one of the fastest-growing segments of the tourism industry and it is now widely recognized as a major fuel of socio-economic development by many nations (UNWTO, 2012). Sports tourism is a term used to refer to travel that involves either observing or participating in a sporting event, staying apart from a person's usual environment (Higham and Hinch, 2011). In the late 19<sup>th</sup> century the Western nations embraced sports tourism as there was an increase in the movement of tourists to all parts of the countries to participate and observe sports due to the introduction of reliable transport systems (Ritchie and Adair, 2005). During the mid and late 20<sup>th</sup> century, sports tourism was neglected as an area of possible national development and a major subject of research by many national tourism boards as focus mainly was aimed at visitor attractions (UNWTO, 2012). Scholars have seen sports tourism lately as a viable tool in the tourism market; its revenue is expected to exceed that of visitor attractions by a trivial gap by 2020 in most parts of the world (UNWTO, 2012). Sports tourism has transformed many societies enormously turning out to be a major key of today's culture, influencing positively on the behaviour of different societies. The turn of the millennium has witnessed sport become a huge international theme with large amount of media attention, money, entertainment and political interest due to the technological advancement (Higham, 2005).

In developed countries sports tourism is considered as a viable tool of development owing to the high retains associated with it (Horne and Manzenreiter, 2006). According to Lee and Taylor

(2004), the 2002 FIFA World cup in Korea-Japan injected US\$220 million in the economies of the two countries; US\$4.7 billion invested into preparing for the global showpiece resulting in the upgrade and expansion of the transport system, infrastructure, and telecommunications among others, furthermore 500 000 jobs were created directly and indirectly.

According to Karnik (2013), English sports contribute over £80 billion to the £720 billion economy in 2012. The Barclays English Premier League's popularity grew by 2% drawing thousands of spectators from all corners of the world; it contributed £30 billion to the £80 billion. This revenue works massively in the up lifting of the economy within the UK as evidenced by the development of smaller urban communities such as Blackpool, Sunderland and Stoke. Deloitte Figures (2013) suggests that this continued growth in sports tourism revenue has led to tax revenues from this niche exceed £2 billion a year, this resulting in the increase of Government income. Major tournaments like the 2012 London Olympics, ICC Cricket T20 World Cup augmented sport related revenue to the country thus further straightening the British pound against other major currencies (Karnik, 2013).

In the developing world, many countries are still to fully utilise the possible benefits of sports tourism (Higham and Hinch, 2011). India though has seen the introduction of the multibillion-dollar IPL, which draws people from all over the world; this is bringing enormous development to the country and the poor region (Karnik, 2013). The 50 day annual tournament which takes place every May and April attracts over 250 000 travellers from India and around the World, contributes over 200 million to the economy as a result convey infrastructure development and employment opportunities (Karnick, 2013).

Over the past decades, South Africa has benefited from hosting major sporting events economically, socially, technologically and politically (Higham and Hinch, 2011). In 2010, they hosted the FIFA World Cup that attracted international investors, increased the international trade and foreign direct trade by 10% (South Africa Sport Tourism Report, 2012). US\$21, 3 billion was injected into the economy in preparation of the tournament, 159 000 jobs were created including full and part time jobs, both permanent and temporary (Fourie 2010). South Africa over the years has host a number of tournaments, which stimulated development. These are Rugby World Cup 1995, ICC Cricket World Cup 2003, Champions Trophy 2007 and FIFA World Cup 2010.

However, in Zimbabwe there is dearth of sports tourism. The tourism niche for years has been struggling to get off its feet. The Zimbabwean government in 2014 started noticing the importance of sports tourism as it tasked ZIFA and the Zimbabwe Sports Commission to prepare the documentation required to bid for the 2017 Africa Cup of Nations (Kausiyo, 2014). The minister of Tourism and Hospitality Eng Walter Mzembi shock the world when he announced that Zimbabwe was to bid for the 2034 FIFA World Cup further reflecting how the importance of sports tourism was viewed by the government of Zimbabwe (Guvamombe, 2014). Zimbabwe Tourism Authority has indicated sports tourism as a potential area that can boost the whole tourism industry that was still not taken seriously by the sports and tourism players. The organisation in 2014 pledged to start pushing for the development of sports tourism. This was noticed by the organisation partnering with the organisers of the world boxing bantamweight title fight (Delta Force sports management) to encourage sports tourism in the country (Kausiyo, 2014).The state of the sports tourism is yet to be analysed, the benefits that the full development of sports tourism brings are not well known

### **1.3 Statement of the problem**

The ministry of Sports and Tourism have realised the potential of sports in transforming tourism in Zimbabwe, It bid for hosting the 2034 FIFA World cup tournament. However, the state of sports tourism currently is not well know and documented hence the researcher sought to fill the gap.

### **1.4 Study objectives**

The research objectives of the research were:

- i) To determine the state of sports tourism in Zimbabwe.
- ii) To find out the benefits and challenges of sports tourism development
- iii) To produce recommendations on how to enhance sports tourism in Zimbabwe.

### **1.5 Research questions**

- i) What is the state of sports tourism in Zimbabwe?
- ii) What are the benefits of sports tourism to Zimbabwe?

- iii) What challenges are being faced in the development of sports tourism in Zimbabwe?
- iv) What are the vital facilities essential for the Sports tourism events to be a success?
- v) What is the future of sports tourism in Zimbabwe?
- vi) How can sports tourism be fully developed in Zimbabwe?

### **1.6 Importance of the study**

Not many empirical studies have been conducted in the past on the opportunities that sports tourism bring to societies, therefore the findings of the study might significantly add to the existing academic literature on strategies that can be adopted to promote and curb the challenges of sports tourism. The research also significantly sought to establish how tourism organisations can merge with other authorities to create a sound and satisfying tourism product and how the potential that sports tourism has can be fully utilised.

The undertaken research was of paramount importance to various stakeholders that include ZTA, Ministry of Sports, Ministry of Transport and Infrastructure development, Hospitality operators and the Government. This fully bring the recommendations on how best different players can promote the investment in the sporting area, supporting facilities needed and also promoting the destination whilst realising the full benefits.

The recommendations also provide stakeholders in the Tourism and Hospitality sector with an insight on the future, as to prepare for this new form of tourism that is not seasonal. The research gives the Government an insight on the necessity of coming up with policies that are pro-sports to cater for the growing niche market of tourism. The research may provide a basis for future studies. The researcher believes that the results of the study might inspire other researchers to investigate further areas that will not be covered in this study.

### **1.7 Methodology**

The researcher used both primary and secondary data. With regard to secondary data, the researcher used the internet, journals, textbooks and magazines. The researcher used secondary data because it was readily available and less costly. The data was collected through interviews that were held with management of Zimbabwe Tourism Authority, Ministry of Tourism and Hospitality, Ministry of Sports and Hospitality Association of Zimbabwe because these were the



key informants of the research and they had information which could answer the research questions of the research. A detailed account of the methods used by the researcher was provided in Chapter 3.

### **1.8 Delimitations of the study**

The study sought to evaluate the change of sport tourism in the post 2009 era up to 2014 as it is the economic recovery time for Zimbabwe. The study was limited to the city of Harare, as the researcher targeted sporting organisations head offices. The Ministry of Sport, Arts and Culture, Zimbabwe Tourism Authority and the Ministry of Tourism and Hospitality were the main research units since they are all active participants and are synonymous in terms of sports tourism policies and supporting facilities.

### **1.9 Limitations**

The researcher had problems with other targeted personnel refusing to fill in questionnaires or answer to some questions, as they were afraid of victimisation and being mis-quoted hence lack of information from targeted study subjects. The researcher offered re-assurance and complete confidentiality and the information to be used for academic purpose only.

The researcher also incurred problems in scheduling appointments with different managers and other top-targeted respondents. The respondents were busy chasing deadlines and in some cases attending different meetings trying to come up with turnaround strategies for their organisations. In order to increase responses the researcher had to re-schedule the appointments to different dates.

### **1.10 Definition of terms**

In this study, the following terms refer to:

**Analysis-** An examination of data and facts to uncover and understand cause-effect relationships, thus providing basis for problem solving and decision making.

**Sports tourism-** This is travel away from one's primary residence to participate in a sport activity for recreation or competition, travel to observe sport at the grassroots or elite level, and travel to visit a sport attraction such as a sport hall of fame or a water park (Weed, 2010).

**Opportunity-** This is chance for advancement, progress from a previous position to a more pronounced and substantial form.

**Development-** The process of growth, directed change in a positive way in a way applying new ideas to practical problem.

### **1.11 Summary**

This chapter revealed the gap in the background of the study identified by several authors like Karnick (2013), Higham and Hinch (2011) and Fourie (2010) that prompted the research which was that most countries including Zimbabwe, are now realising the benefits of sports tourism but have not fully realised them. The research was given meaning through the study objectives that were to establish the state, challenges faced, impact of sports tourism to Zimbabwe. This led to the unfolding of clearly tabled research problems. The chapter spelt out the importance of the study to different stakeholders and the methodology was discussed briefly highlighting that both primary and secondary data was used in the research. The delimitations and limitations of the study were revealed to show some of the problems that were faced and how they were tackled. The next chapter will clearly review literature related to sports tourism.

## CHAPTER TWO

### LITERATURE REVIEW

#### 2.1 Introduction

This chapter is aimed at reviewing existing literature as it seeks to conceptualise and contextualise the field of study in which this tourism sub-sector, 'Sports tourism' is located in relation to the research questions. Related aspects are covered in this chapter to analyse sports tourism in Zimbabwe. Researchers have provided various definitions of sport tourism, this chapter discusses what sport tourism is and focus on characteristics of sport tourists, the benefits of sports tourism to a destination is discussed. The review discusses the sport events and their impacts on a destination. Furthermore, the chapter provides and explains different sports tourism models and theories, challenges that the sector is facing in the quest of its full development. The chapter concludes with a summary.

#### 2.2 Defining Sports tourism

Getz (2006; 16) defines sports tourism as “a special event that is a one-time or infrequent event outside normal programmes or activities of sponsoring or organizing body. Jafari (2006; 14) defines sports tourism as; “a major vehicle for tourism endeavours, in which activities encompass the physical context of running, jumping, shooting, racing and the like. Sports tourism has been delineated along the lines of activity categories which have direct relationships to tourism (sports events, attractions, resorts, tours, cruises) and are influenced by inherent elements such as history, destination, policy, socio-cultural characteristics, marketing and economic impact (p.553)”

Deary *et al* (2006) have a differing definition of what sports tourism is as they say that the definition of sport only includes competitive sports and all other forms of sport should be either recreational or leisure pursuits. Based on this, they argue that sports tourism is sport event tourism and that; it is only focused on sports that are competitive. Weed (2008) offers us a definition of sports tourism that is slightly different from all the others while encompassing the

same attributes others have given for sports tourism. He writes that sports tourism is “a social, economic and cultural phenomenon arising from the unique interaction of activity, people and place.

According to Hinch and Higham (2011; 33) people travelling to a place to watch as well as a person participating are both sport tourist. According to them, tourist “participate in sports while travelling” what motivates athletes and spectators to travel is that they are looking for competition or want to pursue their passions. This supports a comprehensive definition of sports tourism provided by (Ottevanger, 2007 p12) where he said “it is all forms of active and passive involvement in sporting activity, participated in casually or in an organized way for non-commercial or business reasons, that necessitate travel away from their comfort area”. He went further to state that sport activity can range from mega event (such as the world cup) to a local or community event. However, from the above definitions it can be cited that sports tourism entails travel away from a person’s usual environment (work or home) for purpose of observing or participating in sport.

### **2.3 History of Sports tourism**

(Berridge, 2006; Weed, 2007; Wagenet *al*, 2005) states that sports tourism is the fastest growing niche of the tourism industry. It has been popularised through worldwide sporting events such as FIFA World cup, Olympics Games, ICC Cricket World cup, IRB Rugby World Cup among others. At present a large pool of people are participating in sports tourism either as participants or as spectators.

Industrialisation was an important phenomenon in the development of sport tourism. What makes it important is that from that time two clear trends can be discerned, one being the development of tourist requiring them to travel and the development of sporting activities which involved the travelling spectators (Ottevanger, 2007).

According to Weed (2007), Sports tourism began long back in ancient Athens. Sports tourism has a long history and it is symbolic that the turn of the 20<sup>th</sup> century, which witnessed the most substantial growth and development of sports tourism, “the revival of the modern Olympics games in Athens 1896 is the most remarkable event as the Olympic games clearly reflect the importance and significance of contemporary sports tourism (p6). The history of the

development of Sports tourism in the twentieth century was driven largely by the ability to overcome various constraints to enable such opportunities to be widened to a larger sphere to involve most people rather than just a few elite privileged (Weed 2007, p18).

The 20<sup>th</sup> century by far has been the most important era; it has witnessed the most substantial growth and development of sports tourism. Where in the beginning sports tourism was only for the few elite and by mid century, it transcended to be of the upper and middle class and by the end; it had dramatically changed to involve everyone despising the social class. A number of important occurrences fuelled this such as the diminishing of the working week; this led to more leisure time translating to more holiday time. In addition, the paid holiday entitlements were important in the development of sports tourism. The major happening came in the last quarter of the century when people started getting 4 to 5 weeks of paid holidays per year. In most scenarios, people spent these participating in sports tourism events (Weed, 2007).

Sport, was regarded then as a form of achieving health, physical fitness and shape, nowadays is more a matter of pleasure and leisure (Ottevanger, 2007 p 9). The growth of sport events is a result of commercialisation and globalisation. The globalisation of economic activity, growing impact of sport culture, the expansion of communication possibilities rising mobility of people, acceleration of international migration fuelled by the advent of the jet engine and global regulations of organisations like UNWTO, which were important for sport and the sport-industry, are some of the reasons for this development (Ottevanger, 2007)

#### **2.4 Different types of sports**

Weed (2007) stated that the world is full of different types of sports that are in their thousands. During the centuries, different types of sports transcended some of the major types of sports are basketball, volleyball, cricket, badminton, tennis, football, rugby, soccer, athletics, golf, diving, cycling, motor racing, wrestling, boxing, fishing, hockey, water polo, baseball, and squash among others. The significance of different types of sports differs from one region to another. For example, America is well known for Baseball, Basketball and American Football whilst Europe it is well known for its Cricket, Rugby and Hockey, Asia is well known for its Gymnastics and karate (Hinch and Higham, 2011; Harrison-Hill and Chalip, 2005; Ottevanger, 2007).

In Zimbabwe athletics, cricket, rugby, basketball, volleyball, soccer and tennis are the major types of sports. These sports are well integrated into the education system and are well played and followed, this has led to the nation producing many world recognised sports names and personalities for example Kirsty Coventry (Swimming), Tendai Mtawarira (Rugby), Andy Flower (Cricket), Peter Ndlovu (Soccer) among others.

Cricket is the most popular sport after soccer in Zimbabwe; its national team is one of the 10 elite full members of the world that play test cricket (Kausiyo, 2014). The Zimbabwean soccer is the most popular with its national team nicknamed the Warriors. The team has managed to qualify for the Africa Cup of nations twice in 2004 and 2006. The Zimbabwe Premier Soccer League is the top professional division in Zimbabwe, the game is played in eight main stadiums where football is played, the largest being the National Sports Stadium in Harare. Rugby is a significant sport in Zimbabwe dating back to the 19<sup>th</sup> century; the rugby national team has been to the world cup twice. Tennis has had the nation competing at Wimbledon, Davis cup and the US open most notably with the Black family. In athletics Zimbabwe has won medals at the Olympic Games, the nation also did well in the Commonwealth Games and All-Africa Games (Kausiyo, 2014). These sports are played in different events which are widely known as sports events.

Fourie and Spronk (2010) defined sport events as events that are characterised by creative and complex content of sport-like, recreational activities, of entertaining character and are performed in accordance with a particular predetermined programme. These events have a great impact on the tourism of the region that they will be hosted in. Sports events vary in their impacts, scope and size. Ntloko and Swart (2008, p.80) highlighted that sport tourism events add value to a region or community that they are hosted through enhancing improvements in transport infrastructure and communication services, increasing tourist expenditure, creating provisional and stable employment, show case of the local culture and also act as a method of social and physical renewal. Jafari (2006) has argued that sports tourism has not only brought economic impact due to the hosting of sports events as a major benefit to a destination, but the development of sports resorts and sports attractions. The increased marketing of sports tourism by regions, nations and communities has suggested that there is much benefits not yet fully realised and potential for improved tourism receipts.

Higham (2005) classified events into primary events, secondary events and tertiary events. A primary event has the power to influence a tourist to visit a region, country or community, a secondary event is well known to the tourist, but it is not critical in the itinerary decisions and tertiary events is not known by the tourist prior to their visit but it is experienced upon arrival at the destination. According to Ottevanger (2007), most of the destinations are struggling to host international sports events, the ones that influence tourist to travel from one region to another or from one country to another thus missing the opportunity for development associated with tourism. He cited African countries as the major sufferers.

According to Weed (2007), some sporting events are used to introduce tourist to a new destination, and to generate repeat visits either to other sports-related events and activities or to other tourist related aspects of the destination. The author cited that tourists could end up having a destination at heart because of the sporting events that would have had an impact on their lives. Ottevanger (2007) supported Weed (2007) and added that sports events have a lasting effect on the tourists who participated in them. Yousuf (2009) added that small events have a positive impact on host communities and these events include cricket, soccer, athletics, rugby, swimming, marathons, boxing, volleyball, basketball among others. These small events require less investment usually they operate within the current infrastructure and are more manageable than mega events.

However, in some scenarios sporting events can bring negative impacts to a host community. In the Atlanta 1996 Olympics' games, negative social impacts were noticed. An investigation task force found out that over 15 000 were evicted from the public projects homes to make way for the accommodation of tourists. Over 350 million of public funds were used to prepare for the games. This led to problems after the games between the state and the civilians, people protested and its propelled negative perception of the area by the tourist thus affecting it after the games (Ottevanger, 2007).

In general, sport events mostly have greater positive impacts than negative impacts. Researchers have found out that these events bring peace among countries (Ottevanger, 2007; Kearney, 2005; Weed 2007; Yousuf 2009). On a local level sports events creates employment for the host community. They bring media attention to the community and economic development. Sports events impact the social and cultural form in promotion of culture and information,

transformation and restructuring of society, enhancement and development of culture, pride to local community and develop sport locally. There is also promotion of the preservation of natural assets and awareness education by sports bodies (Ottevanger, 2007).

## **2.5 Framework for sports tourism development**

In 2010, David Coltart lamented that in Zimbabwe “sports tourism opportunities... are lost and not fully realised because of the linkages that are there between the sports and tourism sectors which are heavily not well established” (Guvamombe, 2014; 23). This clearly reflected that the lack of cohesiveness in the sports tourism was one of the biggest impediments of its development in Zimbabwe. Several authors have also noted that the lack of coordination between sport and tourism organisation as a major reason of sports tourism failure (Deery and Jago, 2005; Weed, 2006; Devine et al, 2011; Ottevanger, 2007; Chalip and McGuirly, 2004; Harrison-Hill and Chalip, 2005). However, there is divergent on which organisation should pull up its socks to rectify this broken relationship and how they can do so.

Zimbabwe Tourism Authority (2011) described the sports tourism to involve the following organisations: government sport and tourism ministries, sporting bodies, facilities managers, event promoters, event organisers, tour operators, accommodation providers, transport providers, retailers, the suppliers of goods and services used by tourism and sport operators. ZTA argued that a coordinated to maximising the opportunities of sport tourism should involve all these organisations. These organisations should take a leadership role for sports tourism to fully develop (Stokes, 2007; Deery and Jago, 2005; Weed, 2006).

However, Harrison-Hill and Chalip (2005) focused on the greater coordination of the media, sport and tourism marketers and providers at the destination. They argued that the organisations marketing the destination and those marketing sport and tourism should make an alliance and focus on cross leveraging sport related events and activities with other local attractions, services and events. They relatively suggested that cross leveraging could add value to the tourist holiday package and to the economy of the receiving region.



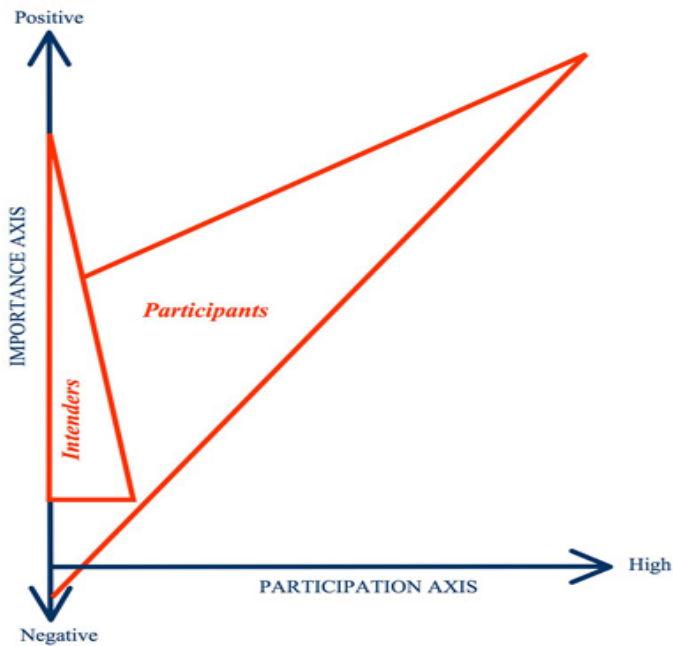
Weed (2006) argued however that the failure of sports tourism was mainly due to sports organisations. This has been caused by the strategy of organising the sporting events just for sporting purposes with the tourism agenda being “optional”. In the mist of this, the strategy indicates that there is need for education and training of sport governing bodies to have the requisite business skills and minds to run successful events and take full advantage of the tourism opportunities associated with hosting those events (Stokes, 2007). Getz (2007) recommended that sports organisers must promote the event as well as the destination and create long-term partnerships with the local destination marketing organisations. While there were differing views on which organisation should take a leading role in coordinating efforts to maximise the opportunity of sport tourism, researchers agree that collaboration of the two may yield greater benefits (Deery and Jago, 2005; Harrison-Hill and Chalip, 2005; Devine et al, 2011)

## **2.5.1 Sports tourism models**

### **2.5.1.1 Sports tourism participation model**

This model can be applied by policy-makers as an analytical tool to profile a range of sports tourism characteristics and can also be used to assist in the analysis of sports tourism behaviour. According to Weed (2006) the main purpose of this model is to appreciate the complex nature of sports tourists and develop greater understanding of the sports tourism phenomenon. Weed (2006) plots the sports participation model where he placed sport participation against the importance placed on sports tourism trips and activities (see figure 2.1). Horizontal axis is characterised by the increase in the participation, whilst the vertical axis shows the amount of importance individuals place on sports tourism. The model indicates that towards the left of the scale generally the importance that is attached to a trip may be different from a relatively high level to low importance or even negative importance at times. This is illustrated by the diagram below:

## Sports Tourism Participation Model



**Figure 2.1:** The sports tourism participation model from Weed (2006)

As indicated above at the right of the scale, both participation and importance are relatively high. This however, creates a triangle of participation the size corresponding to the size and number of sports tourist at a particular level. This generally refers to figures of participants rather than levels of activity; this is because those towards the right of the scale will generate a relatively higher level of activity per participant than those on the left of the scale.

According to Weed (2007) studies of sports participation at Butlins Holiday Worlds in the UK describe reluctant participation in sport on holiday that accounts for the existence of participants who attach a negative importance to sports tourism. For such people it is actually important not to engage in sports tourism behaviours on holiday. Such participation is usually a sense of duty to others, particularly family members such as children and partners. Participation takes place although there may be an antipathy towards it. At the other end of the importance axis at the left of the scale is participation that individuals feel is important to their sense of self or identity even though actual levels of participation may be low. Such participation is important as it affects the identity that participants wish to portray to their peers on return from the sports tourism trip. The importance here is attached to the need of telling and re-telling of the experience upon returning

home, often based on only sporadic or incidental participation. An example of this level of importance may be of someone who takes a beach holiday abroad and spends most of the time soaking up the sun on the beach. However, this person may be goaded by his or her family into participating in a 30 minute water-skiing session. A perceived identity is constructed that means the sports tourism element of trip has a relatively high importance despite the very low level of actual participation.

For other participants on the left and towards the middle of the scale, sports holiday participation may be important for more intrinsic factors. Holiday sports participation may be an opportunity to take part in lapsed activities for which the time or opportunity for participation does not exist at home (Weed, 2007). Here significant importance may be attached to such participation because holiday sports participation, no matter how low, may be the only link that such individuals have with past sports participation and, consequently, with a continued conception of themselves as a 'sports person'. This is something that may be of major importance to someone who has previously been a very active sports participant, but for whom other responsibilities now restrict participation.

As levels of participation, and broad levels of importance, increase with a move from left to right in the model, the quality of the sports tourism experience becomes more important as sport becomes a significant factor in tourism destination choices. Weed and Bull (2004) discuss the extent to which the nature of the place can contribute considerably to the quality of such experiences. This may be through the standard of facilities available at the destination, but also as a result of the general environment, the place ambience, the scenic attractiveness, and the presence of other like-minded people. The significance of the unique interaction of activity, people and place would appear to increase with movement towards the right of the participation triangle. However, for some at the far right of the scale, the place experience may be less important than technical requirements related to the quality of facilities. Such participants are the elite athletes described by Gammon and Robson (2004) as those that are active sports persons and take sports seriously and are professionals.

Also at the far right of the model are spectators in a number of sports for whom both participation and importance are high, and for whom sports spectating is a defining part of their self-identity. An example from this end of the scale might be the ‘Barmy Army’ group of England cricket fans who, since their emergence in the mid-1990s, have demonstrated a very high level of commitment to following a less than successful England cricket team around the globe (Weed, 2006)

A discussion of sports spectators provides a useful avenue through which to introduce another concept into the model that of the ‘Intender’. Intenders were described in relation to arts audiences by Higham (2005; 43) as “those who think the arts are a “good thing” and like the idea of attending, but never seem to get around to it”. Such a concept would also seem to be useful in relation to sports tourism, and perhaps sports spectators provide the most useful illustration. The growth in televised coverage of sport has created a vast number of sports spectators who are highly committed, and for whom watching sport is important, but who rarely travel to a live event (Weed, 2006). Many such spectators often express a desire to go to a live event, but like Higham (2005) arts intenders, ‘never seem to get around to it’. Of course, some intenders will attend the odd match, and so the boundary with incidental participation is fluid. However, this group is largely made up of those for whom watching sport is important, but for whom attending a live event never becomes more than a whimsical intention.

Harrison-Hill and Chalip (2005) supported the model citing that it has managed to indicate the motivation to participate in sports tourism. Barclays (2009) also supported the model reflecting that it was a useful tool to assess the reasons for sports tourism participation and thus giving the stakeholders in the tourism sub-sector adequate knowledge on how to attract different tourists to participate in sports tourism. However, Getz (2007) argued that the model had no enough justification for the participation in sports tourism as the models does not highlight the drivers for the participation and also it did not justify that sports tourism play a role in trip decision making. However, though other authors argued about how useful the model is it is a reliable form of anticipating the sports tourism participation.

### 2.5.1.2 The Sports Tourism Model and the Trip Decision Making Process

In updating the Sports Tourism Participation Model from that proposed in 2006, Weed (2010) considered the role of sports tourism in the trip decision making process. Here, sports tourism may be a deciding or contributing factor in the decision to take a trip and the choice of destination, it may be a factor in trip planning that takes place after the trip decision and destination choice has been made, and/or it may simply be a spontaneous trip behaviour. According to Weed (2010) sports tourism plays a major role in the decision making of whether to engage on a trip and influences the place to be visited. It can be a great factor in trip planning after the trip decision has been made and the destination to be visited known. Other scholars like Fourie and Spronk (2010) also agreed that sports tourism plays a critical role in the decision making process of a tourist. Weed (2010) revised the sports tourism model to try to give evidence that sports tourism indeed influences decision making on a trip. This is illustrated with the diagram below:

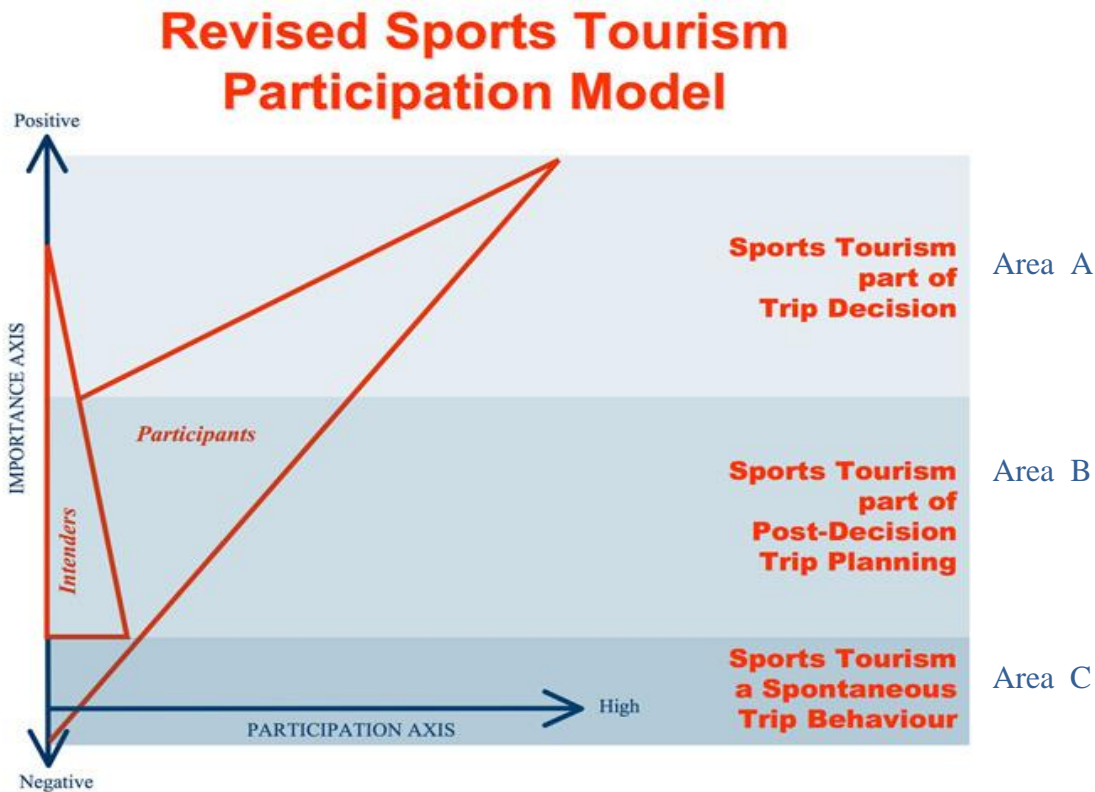


Figure 2.2: A revised sports tourism participation model from Weed (2010)

The diagram shows that, as might be intuitively expected, sports tourism behaviours are a factor in the trip decision in the top half of the model where importance is high (area A), they are a factor in post-decision trip planning in the upper part of the the lower half of the model where importance is moderate (area B) and are spontaneous trip behaviour at the bottom of the model where importance is low (area C). Sports tourism intentions as indicated by the intenders classification can also be carried through to actual sports tourism behaviours, although as indicated by the line between intenders and participants, this boundary can be fluid. Finally the small area indicating participants for whom negative importance is attached to sports tourism behaviours (i.e those to whom it is important not to engage in sports tourism behaviours, but who do so to please others such as family and friends) is likely to include those behaviours have featured at every level of the trip decision making process.

As noted by the figure 2.2 sports tourism plays a part in desion making in cases where it has been a factor in the trip decision, but area B referes to those participants for whom sports tourism behaviours were not considered in the trip decision, but for whom they do play a part in trip planning. The model indicates that the majority of sports tourism behaviours take place on trips were they have played a part in the trip decision area A, with fewer behaviours taking place as a result of trip planning (areaB) and fewer still as spontaneous behaviours (area C). This suggests that even the most incidental level of sports tourism participation, such as swimming in a hotel pool, such participation is likely to have been considered pre-trip (areas A and B).

Sports tourism intentions can also influence trip decisions and planning, even though this will not be carried through to actual sports tourism behaviours (Weed, 2010, p. 12).Getz (2007) accepted that this model had a form of justification on the decision making of a trip as compared to the previous version thus it acted as bridge that enhances travel. Siyaaman (2012) suggested that it was important for destinations to begin using the model so as to reflect on their targeted tourist and realise how sports tourism assist in decision making, this was seen as an opportunity for destinations to form strategies that develop sports tourism. However, Roberts (2011) argued with the other authors citing that the model did not reflect on the differences in behaviour and motivations of active, vicarious and passive sports tourism behaviours, making the model not adequate to draw conclusions on the trip decision making. Karnik (2013) also supported him citing that sports tourism participation as a whole has range of activities that are heterogeneous

rather homogeneous. This heterogeneity is what makes the model problematic as it becomes difficult to conclude that sports tourism was the reason for trip decision making.

## **2.6 Benefits of Sports tourism for a destination**

Sports tourism not only displays the talents and abilities of athletes, but also highlights the tourism experiences of a destination (Weed, 2006). Research reflects that the impact of sports tourism has a lasting effect.

Hosting a sport event allows the country, city or community to display their tourism products, culture and sporting offerings. The right to host World cups, Olympics, Major events e.t.c are sought after by many countries because of the benefit that are attached with sports tourism (Duran, 2005; Groote, 2005; Karpareliotis et al, 2010; Kirkup and Major, 2006). The benefits of sports tourism to a destination include the improvement of the infra and super structure, increase in the destination's capacity for tourists, promotion and marketing of the destination and contribution to the economy among others. According to Weed (2007) sports tourist spend 50% more than the average excursionist when travelling to support their team. The benefits that are accrued from sports tourism can be categorised, these categories are given and illustrated below.

### **2.6.1 Socio-cultural benefits**

Benefits accrue when changes have a positive reading to a situation. The major benefit is the employment that sports tourism brings with it to a destination. According to Siyaaman (2012) when the local people and the tourist mingle and become better acquainted, a pleasant and favourable situation transcends which leads to the building of respect and appreciation of the different cultures. This will lead to the preserve of the local culture and tourist in most scenarios learns the local culture thus creating cultural tourism. There is improved identity to the local community; some of the cultures that were not known will be tabled to the world, this will be in the form of food, dance, and clothing among others. A major example is the vuvuzelas that were made popular around the world by the 2010 FIFA World cup in South Africa. Sports tourism also improves the quality of life of the local residents this is due to the increase in shopping facilities; relaxation of the shop opening times by the authorities, there is also an increase in the leisure and recreational facilities so as to target the sport tourist (Weed, 2006). There is also the

improvement of roads and the widening of high ways, which is done prior to hosting major sports events.

Sporting events makes the local communities proud of their cultural traditions. This leads to the strengthening of communities and work as a peace force. Sports tourism encourages involvement and pride of the civilians leading to less friction between the tourist and the local communities. High media coverage on a host community is common with the hosting of events; this is how big sports tourism can contribute social and city profiling (Kurtzman, 2005). This markets the destination and leads to repeat visits. Countries and cities will establish social links and interactions during and after sporting events, which in most cases will be transfer to other facets of lives.

### **2.6.2 Economic benefits**

According to Siyaaman (2012) local authorities that invest in the recreational and sport tourism facilities enjoys huge returns and gains all year through, it also results in lower levels of unemployment. These fixed assets are crucial in the wake of bidding to host major events. According to Fourie and Spronk (2010), the ICC Cricket world cup generated around 1.2 billion rands into the economy of South Africa; the FIFA world cup generated around 56 billion rands. This generally strengthens the local currency and the economy. Sport tourism ignites high exchange and foreign currency injection into the community through spending by the sports tourist. Sport tourism helps a region to achieve balance of payment. Accommodation facilities and transport business often witness higher customers and greater profits margins in areas with high levels of sports tourism activities than those with low, this in most case scenarios leads to defying of seasonality in the tourism products (Weed, 2010).

The sports products like t-shirts, shoes, balls, whistles, vuvuzelas, shades selling and buying helps an economy. People can even purchase the replicas even without visiting the sport facilities to watch the games. According to Real Madrid football club official website, the club sold 345 000 replica t-shirts of James Rodriguez only from the month of July 2014- August 2014 that were worth \$35 million dollars. After summing up the whole team replica jersey sells, the imagination of the economic benefits of sports tourism can be admired. The aviation industry makes money through sport tourist who travels around the country and the world with their team



and the inbound tourists who come in to witness events and teams compete. According to Zimbabwe Cricket annual report (2013), the board expected to realise \$2 million in TV rights and sponsorship from hosting South Africa and Australia for 2 weeks in August 2014. This was excluding the economic benefits that the tourism players accrued by the hosting of this tri-series. This clearly shows the economic benefits well-planned events would bring. Sports tourism comes with heavy investors who try to benefit from the events hosted. The investors mostly foreign investors pose a greater chance of investing in other sectors other than those linked to sports tourism in the future (Siyaaman, 2012)

### **2.6.3 Environmental benefits**

Sports tourism fosters conservation of natural resources; this will lead to better management of these resources preserving them for future generations. Siyaaman (2012) supported the assertion and notified that sports tourism acts as a form of preservation of cultural, natural and historical resources. Weed (2010) argued also that sports tourism is a way of revitalization of the local community and encourages its beautification. Generally, the beautification process is the one that will lead the community to be appealing in the senses of tourist, in a way improving its appearance. This is greatly seen by the Olympic parks where trees, flowers, species conservation among others. The author also highlighted that most sports organisers and event's organisers are now placing the sustainability of the games from the planning stage and try to use the sports as a way of improving lives in the host community. Many authors regard sports tourism as a clean industry, with no chemical spillage, or toxic fumes in the atmosphere (Siyaman, 2012; Weed, 2010; Kurtzman, 2005). However, these assertions have been greatly criticised by many authors (Otto and Heath, 2009; Higham and Hinch, 2004; Hritz and Ross, 2010; Ntoko and Swart, 2008) who have said that sports tourism increases noise and litter pollution, air pollution caused by transport fumes. This is largely cannot be used as a force to undermine the environmental benefits that sports tourism bring to a destination.

### **2.6.4 Political benefits**

Burnett (2010) argued that sports tourism enhances national pride and the people of the nation together thus; it acts as a forum for the leaders to address key national and international issues through sports. According to Siyaaman (2012), the late former South African president Nelson Mandela used the IRB Rugby World cup hosted and won by South Africa as a way of creating a

rainbow nation, bring people of different race and colour together. Ghafouri et al (2009) identified that sports tourism is now a universal phenomenon, in this era of close and solidified cooperation due to globalisation countries see this phenomena as a way of creating peace and tranquillity with other nations. The Olympic Games and the FIFA World cup are some of the examples of globalisation of sports. Roberts (2011) cited that political messages that are conveyed within a host nation include the benefits of fitness and athleticism and encourage healthy lifestyles. This is particularly useful to the surrounding communities left with the potential to use state-of-the-art sports facilities. Other significant political messages are aimed at attracting business to the host nation and contribute towards globalisation in terms of removing the cultural differences for example the Olympics as the message of unity is symbolically conveyed through the use of emblems such as the five ringed logo, representing the union of five continents. The Olympic hymn, forming a statement of peace and the lit torch symbolizing continuity through time and space.

## **2.7 Key success factors of Sports tourism**

### **2.7.1 Marketing strategy**

Marketing strategy entails how a destination will market its sports tourism activities and facilities. It generally communicates what tourist would be offered and leads them into making a decision to visit the destination. The marketing strategy is important; it actually defines if the destination sports tourism will be a success or a failure. Hinch and Higham (2004) supported marketing strategy as a way of achieving destination success. The two argued that marketing is a form of destination re-imaging that attempts to capitalise on a positive association between sport and the place. Sport-related marketing slogans, such as Edmonton's (Canada) "City of Champions", also reflects this type of marketing strategy (Hinch and Higham, 2004p 119). Sports tourism helps in the promoting, positioning and branding the destination. For years this assertion has been overlooked greatly by literature (Weed, 2010).

### **2.7.2 Sports tourism sponsorship and investment**

Weed (2010) cited sponsorship as now a global industry that is expanding at an enormous rate. This has increased investment and cash injection into different economies. Sponsorship is defined as assistance in cash and kind by an organisation in exchange of its brand name to be

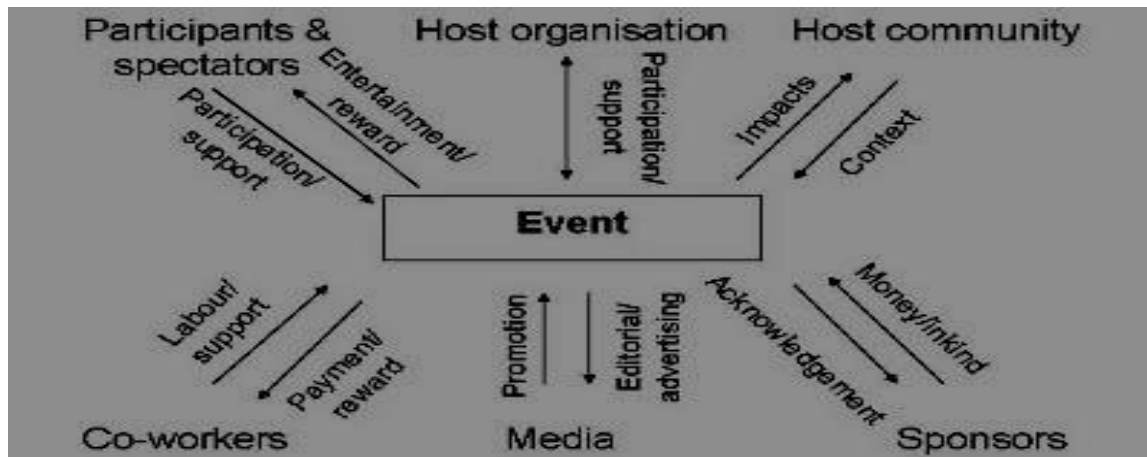
displayed which generally leads to achieving commercial objectives (Siyaaman, 2012). Weed (2010) defined it as financial assistance that is given so as the company to manage to get brand exposure in return. Sponsorship generally is given to teams, events, individuals among others. Higham (2005) argued that for sports tourism to be a success sponsorship and investment should move hand in hand. This will increase the host community or destination awareness, enhances destination building, building perception of quality (erasing negative image) among other benefits. Overallly for sports tourism in Zimbabwe to reach its full potential, there is need to obtain sponsorship from reputable and stable companies and investment as this is the backbone and foundation of sports tourism development.

### **2.7.3 Training and education**

Weed (2010) cites training and education as vital in the development of sports tourism especially in developing countries. Different sports governing bodies are well equipped to run sports events profitably. The tourism bodies should be educated to have knowledge on the benefits that sports tourism development brings. Therefore, the tourism and the sports bodies should be trained so that they learn to work together in the same vision to realise the full benefits that sports tourism has. Siyaaman (2012) identified that training and education is essential for the sports tourism stakeholders if its full benefits are to be realised.

### **2.7.4 Stakeholders**

Siyaaman (2012) cited that due to the ever increase of sport tourism activities and events many stakeholders have become attracted and involved with this booming industry. Government bodies, cooperation and different companies have become part of this professional sector. Ntloko and Swart (2008) suggested that due to the ever increase in the popularity of sporting activities and events; this has put the host destination under spotlight giving all the stakeholders a great responsibility of making this a reality and success. Sports tourism has developed around the world to the extent that it is no more than just satisfying the needs of the audience but as well meet the needs of the sponsors, government (regulations and objects), community and the media requirements (Weed, 2010). Some of the key stakeholders in the sports tourism industry are sports ministry, tourism ministry, host community, host organisation, media, sponsors, tourism and hospitality operators, participants and spectators, co-workers.



**Figure 2.4:** The different stakeholder relationships to events from Allen et al. 2011

The diagram demonstrates the various stakeholders' relationship with the events industry and it points up also their functions and benefits. Sports tourism through different events brings up these stakeholders without these stakeholders the sports tourism cannot function (Allen et al, 2011).

### 2.7.5 Infrastructure related to sports tourism

Kurtzman (2005) stated that for a destination to boom with sports tourism contributions it should have the sports related infrastructure on the ground. Ntloko and Swart (2008) cites that the availability of adequate sports tourism infrastructure leverages a destination in hosting a sports event this is evidenced by South Africa with the hosting of the IRB rugby world cup in 1995, ICC Cricket world cup in 2003 and FIFA World cup in 2010. This infrastructure already in the destination leads it to host future events and the development continues to transcend resulting in excellent infrastructure in the host area (Siyaaman, 2012). Weed (2010) cites that Federation Internationale de Football Association (FIFA), requires that for a country to host the world cup tournament it should have, at least 8 to 10 stadiums with a seating capacity of between 45 000 and 65 000. The Federation also accesses the power or electricity sector to avoid embarrassment during the event, the country's aviation sector is examined making sure, that they will be enough airports and aircrafts to cater for the sports tourist. All this reflects that for sports tourism to boom in a region related infrastructure should be in place and be of good quality.

Weed (2010) cites that good infrastructure is critical for the continued sustainable development of sports tourism. The destination should also possess the accessibility in terms of information

channels such as e-ticketing, e-booking, internet information among others. Sport related facilities must be available at the destination to support the sport tourist these are gyms, stadiums, indoor and outdoor sports facilities among others. Accessibility in terms of transport (air and road) should be efficient and safe. However, Tourism and transport forum (2008) argued that stadia and sporting infrastructure need to be flexible enough to support multiple sporting codes for the full development of sports tourism. They further stipulated that these venues should also be used to host concerts by international acts, musical theatres and music festivals, which encourage people to travel to see a concert, a one-off event or show with limited season. This will increase the returns from investing in such facilities by the local government and or authority.

## **2.8 Challenges faced in the development of Sports tourism**

Benefits are accruing from sports tourism in a much faster rate than anticipated by many researchers and scholars (Hinch and Higham, 2004). However, developing countries like Zimbabwe are facing a pool of challenges that are hindering and depriving them grossly from enjoying the developmental packages of sports tourism. These challenges are illustrated fully below.

### **2.8.1 Security**

Siyaaman (2012) cites that the general safety of lives and property are essential in order to encourage sports tourism. Sports tourists value enormously their lives and property to the extent that they will not take risks (Hinch and Higham, 2004). Political violence has been a major concern to tourist about Zimbabwe, threat of lives and property has affected countries like Egypt and Nigeria in the full development of Sports tourism. The cases of kidnapping in southern Nigeria have affected their ambitions to bid for events (Siyaaman, 2012). The security threats are more than enough to disqualify a nation or city from bidding to host any major sporting event. Insecurity has been a major challenge in the development of sports tourism as investors shun away countries with high security threats (Mansfed and Pizam, 2006).

### **2.8.2 Corruption**

Siyaaman (2012) cites that corruption is a huge social menace that has consumed deep into most developing countries. Investors find it very difficult in pledging their wealth in societies full of

corruption. Those that do mostly win different tenders through engaging into corrupt activities. Ntloko and Swart (2008) supported this assertion adding that most of the funds that are directed to sports related infrastructure are mismanaged and in most case scenarios embezzled in developing countries. Embezzlement of funds has left many organisations in Zimbabwe having little to offer in the sporting arena, there is little sport facilities making it difficult to bid and host major events. For example, there is foul cry over ZIFA corrupt personnel who have left the body walking with its knees. The challenges are not due to lack of resources but were caused by deep corruption.

### **2.8.3 Sports management**

The success of sports bodies, sports events and sports tourism is determined largely by their management (Hich and Higham, 2004). Most of the sports tourism activities are not properly managed. This is mainly because non-professional and competent personnel are at the helm of these organisations. Weed (2010) cites that when sports tourism is not well managed and administered sports tourist will not be interested in participating in it. Sponsors are not interested in investing in run down organisations, thus affecting the full development of sports tourism in Zimbabwe. Siyaaman (2012) cites that poor officiating has driven some potential sports tourists not to travel to participate in sports tourism.

### **2.8.4 Infrastructure**

Siyaaman (2012) cites that the satisfaction and engagement sports tourists have been marred by many infrastructure challenges. In Zimbabwe, the smooth organisation of sports events has been interrupted by the epileptic power supply. Most tourists from countries with stable power supply find it difficult to travel to Zimbabwe where electricity is always a problem. Ntloko and Swart (2008) cite poor road network system as a major infrastructural issue, tourists regard most roads in developing countries as unsafe and death traps. The poor condition and lack of maintenance of the existing sports facilities post great challenges or developing countries mostly in Africa to host major events like the Olympics Games. Provision of world-class facilities is prerequisite of the successful development of sports tourism.

## **2.9 Implications of the literature review**

The literature review has highlighted out what different authors say about the development and state of sports tourism. The citing of authors was meant to bring out the gap in information that helped the researcher in justifying the research of such a topic. The implication of this literature review gives ways of developing the sector through allusions of different authors. The literature has identified the reason for the analysis of sports tourism and its development as it suggests the benefits and impacts that it adds to a destination. The value of sports tourism to a destination includes creating peace and tranquillity (Weed, 2010; Siyaaman, 2012; Ntloko and Swart, 2008). In addition, sports tourism requires coordination from different organisations in different sectors if it will succeed in a destination. There is need for working together organisations directly and indirectly associated to sports tourism for its development (Deery and Jago, 2005; Weed, 2006; Devine et al, 2011; Ottevanger, 2007). Benefits of sports tourism include economic positive impact, socio-cultural uplift of the host community, environmental preservation and political stability. The advantage of sports tourism over other tourism subsectors is that it has a greater impact and returns than other sub-sectors and it gives host communities an opportunity to display their cultures and beliefs (Siyaaman, 2012). Although the benefits of sports tourism have been identified, most countries and cities in the world have not developed it, much of their attention and research has been directed to mainstream tourism. Another gap identified in the research are that challenges like corruption and poor officiating are some of the reasons that sports tourism is facing failing to reach its full potential rather than the lack of resources as previously reported by different researchers like (Hinch and Higham, 2004; Weed, 2006; Ottevanger, 2007).

## **2.10 Summary**

The literature review aimed at looking at the different authors and researchers in the sports tourism development, revealing the knowledge gaps and areas of agreement and disagreement. Views of different authors were aired out concerning the benefit and impact of sports tourism. Challenges that sports tourism is facing were also reviewed. The following chapter reflects the research methodology used in gathering vital information for this research.

## **CHAPTER THREE**

### **RESEARCH METHODOLOGY**

#### **3.1 Introduction**

This chapter seeks to provide a detailed explanation on the different methods that were used to gather information for this research. This was done in order to address and fulfil the statement of the problem that was detailed in the research and to accomplish the objectives of the study. In general, the chapter gives a comprehensive description on how the research was carried out. Firstly, it begins by identifying the research design used by the researcher justifying the different methods used. Then the study population, sample size and techniques used to collect data are also outlined in this chapter. The other section focuses on the data collection methods, sampling methods and data analysis methods used in the research and gives their advantages and disadvantages. The chapter concludes with a summary.

#### **3.2 Research design**

The research design guides logical arrangements for the collection and analysis of data so that conclusions may be drawn (Mason, 2008). According to Maxwell (2006), research design is a map or blue print for achieving research objectives. It gives direction and systematizes the research. A research design is the framework or plan for a study used as a guide in collecting and analyzing data (Punch, 2005). There are generally three basic types of research design, which are exploratory, descriptive, and causal. Each of these designs has its own inherent approaches and the most suitable situations that it should be employed on. Therefore, selection of the most suitable design was driven by the research objectives and the degree of the information already on hand about the problem and its nature. According to Mason (2008) descriptive studies are the best methods for collecting information that will demonstrate relationships and describe the world, as it exists. The researcher used descriptive study as it helped in providing answers to the questions of what, where, and how associated with the analysis of sports tourism in Zimbabwe.



Descriptive research was used to obtain information concerning the current status of the sports tourism. The researcher made use of both qualitative and quantitative research approaches thus also the reason for choosing descriptive study, as it gives room for the use of both.

### **3.3 Sampling strategy**

#### **3.3.1 Target population**

Brynard and Hanekom (2005:43) explain that in research methodology, ‘population’ does not refer to the population of a country, but rather to the subjects, objects, phenomena, cases, events or activities specified for the purpose of sampling. The target population is “the whole aggregation of respondents that generally meet the selected set of criterion”. The target population in this research constituted marketing employees from Zimbabwe Tourism Authority, administrators and management of Zimbabwe Cricket, Ministry of Sports, Zimbabwe Football Association, Zimbabwe Sports Commission, Zimbabwe Rugby Union, Hospitality Association of Zimbabwe and Ministry of Tourism and Hospitality because these are the active participants in sports tourism and the information they had was important for answering the research problems. These were regarded as the key informants by the researcher. According to Patten (2008), the quality of the sample affects the quality of the research generalizations. Nesbary (2008) suggests the bigger the sample size, the better the likelihood that the sample will reflect the general population.

#### **3.3.2 Sampling frame**

According to Mason (2008) a sampling frame is a list used to define a researcher's population of interest. The sampling frame defines a set of elements from which can be selected by the researcher as a sample of the target population. Thus, the sampling frame consisted of all the marketing employees in the Zimbabwe Tourism Authority, all the management and administrators in the Zimbabwe Cricket, Zimbabwe Rugby Union, Zimbabwe Football Association, Zimbabwe Sports Commission, Ministry of Sports and Hospitality association of Zimbabwe and Ministry of Tourism and Hospitality. A sample population was drawn from the sampling frame. A sampling frame includes the actual list of individuals included in the

population (Nesbary, 2006) which was six organisations and two ministries. Kumar (2011) acknowledged that if a sample size is 30% and above it is generally a representation of the entire population

### **3.3.4 Sampling**

Sampling is the process of selecting a subset of the population to represent the entire population by either probability or non-probability. According to O’Leary (2006), sampling is a process that is always strategic and at times mathematical, which will involve using the most practical procedures possible for gathering a sample that best ‘represents’ a larger population. Sampling of a population was used to simplify the research– it was much easier to study a representative sample of a population than to study the whole population, save time studying an entire population is time-consuming and also to cut costs collecting data from the entire population was costly because it was large and geographically distributed (Brynard and Hanekom, 2005).

Non-probability sampling was used in the research; this entails the selection of participants because they are available, convenient, or represent some characteristic the researcher wants to study (Mason, 2008).The researcher mainly used expert sampling, persons with known or demonstrable experience and proficiency in the area of sports and tourism were selected. The researcher believed that the research required glean knowledge from individuals that have particular expertise in the field of sports and tourism. This is the reason why they were purposively chosen as subjects. However, the researcher used different sampling techniques to obtain accurate findings and have an in-depth investigation.

The researcher selected the most productive sample to answer the research questions. According to Mason (2009) purposive or judgemental sampling is a sampling technique where the researcher selects units to be sampled based on their knowledge and professional judgment, other scholars like (Brynard and Hanekom, 2005; Mason, 2008; Maxwell, 2006; Black, 2010) agreed with him. It was used to choose respondents from the Hospitality Association of Zimbabwe, Zimbabwe Football Association, Zimbabwe Cricket and Zimbabwe Rugby Union because there was limited number of individuals in these organisations who possessed the traits of key interest. The researcher then selected the managers and administrators from these organisations,

Zimbabwe Cricket 1 managers and 2 administrators were selected from a pool of 3 managers and 5 administrators, Hospitality Association of Zimbabwe 1 managers and 1 administrators were selected from a pool of 2 managers and 4 administrators, Zimbabwe Rugby Union 1 managers and 2 administrators were selected from a pool of 2 managers and 5 administrators and from Zimbabwe Football Association 1 managers and 1 administrators were selected from a pool of 2 managers and 4 administrators. A total of 10 respondents were sampled using this technique.

The researcher mainly used expert sampling for the research. The only difference between purposive sampling and expert sampling is that in the case of the former, it is entirely the researcher's judgement as to the ability of the respondents to contribute to the study, but in the case of expert sampling, the respondents must be known experts in the field of interest to you (Kumar, 2005 p207). This is mainly used in qualitative research. According to Kumar (2005) when the researcher use expert sampling in qualitative research, the number of respondents talked to is dependent upon the data saturation point whereas in quantitative research the researcher should decide on the number of experts to be contacted without considering the saturation point.

The researcher used this sampling technique sampling respondents from the ministry of Tourism and Hospitality who were all managers and administrators from the domestic tourism, international tourism and marketing department. The researcher identified people who had the demonstrated or known expertise in the area of sports tourism, then the researcher seek their consent for participation, and then collect the information. 6 respondents were selected for the research 3 managers and 3 administrators from a pool of 6 managers and 12 administrators. This technique was also used sampling respondents from the ministry of Sports, Arts and Culture all managers and administrators were included. The researcher selected 2 managers and 4 administrators from a pool of 5 managers and 10 administrators. The researcher also used this technique for Zimbabwe Tourism Authority where all the managers and administrators from the marketing department were included, 1 manager and 2 administrators were selected from a pool of 2 managers and 4 administrators. For the Zimbabwe Sports Commission 1 manager and 2 administrators were selected from a pool of 3 managers and 6 administrators from all the departments. A total of 18 respondents were sampled using this technique.

### 3.3.5 Table: Sample size

Study participants	Target population	Sample	Selection method
Zimbabwe Cricket	8	3	Judgemental
Zimbabwe Rugby Union	7	3	Judgemental
Ministry of Sports, Arts and Culture	15	6	Expert
Zimbabwe Tourism Authority	6	3	Expert
Ministry of Tourism and Hospitality	18	6	Expert
Hospitality Association of Zimbabwe	6	2	Judgemental
Zimbabwe Football Association	6	2	Judgemental
Zimbabwe Sports Commission	9	3	Expert
<b>Total</b>	<b>74</b>	<b>28</b>	

### 3.4 Data collection methods

According to Mason (2008), data collection is the process of gathering information on variables of interest, this is conducted in an established systematic fashion that enables one to answer the research questions and evaluate outcomes of the research. The purpose of data collection is to capture quality evidence that will translate to rich data analysis and allows the moulding of a convincing and credible answer to the research questions posed. To this cause (Mason, 2008; Black, 2010; Maxwell, 2006) argued to get good answers to research questions appropriate

techniques and methods should be used. There are two different types of sources of data, primary and secondary data. The researcher used both for the research.

### **3.4.1 Primary data**

Primary data consists of the collection of information by the researcher in its original form, specifically for a research project or problem at hand (Black, 2010). The primary data sources were used to meet the descriptive research design. The researcher used in-depth interviews in the form of face to face and questionnaires. Primary research importance was that the researcher interacted with different stakeholders from different organisations and ministries answering the questions, which allowed coming up with validated answers to the problems. Another importance of the primary research was that the researcher was able to focus on both qualitative and quantitative issues. The researcher also had control on the research design managing to address specific research issues.

### **3.4.2 Secondary data**

The secondary research in this research was conducted to give an academically and theoretical basis for further primary research. Secondary data entails information that was published before in various forms. Black (2010) defines secondary data as information encoded into data collected by someone other than the user, which is in quantitative form. The researcher had to use journals, books, newspapers, annual reports that gave clear analysis of sports tourism. The researcher also used Zimbabwe Sports Commission's newsletter articles as they gave updates on the oncoming sports events and the past events with their participation and observation ratings.

Some of the secondary data was obtained electronically over the internet. Websites of different organisations, media houses, ministries and city councils were visited. These were used because they provide pasts and current information on what has been done, what is being done and what can be done in the development of sports tourism.

### **3.4.3 Research instruments**

In the gathering of the relevant data for the research, the researcher used in-depth interviews through face-to-face interactions and questionnaires. Santosh (2008) identified research

instruments as critical tools to gather both primary and secondary data relevant to the research on hand.

#### **3.4.3.1 In-depth interviews**

An interview is a purposeful conversation between the interviewer (researcher) and interviewee (s), in turn getting information from the interviewee vital to the research (Kothari, 2008; Santosh, 2008; Black, 2010). In this case, it took the form of verbal stimuli as the researcher interviewed the respondents in a face-to-face interaction. This was the most suitable as for the intensive investigation that was on hand, as it provided direct and positive feedback. The main advantage that was realised from this form of research was that clarifications and explanations were made on certain questions leading to accuracy of the findings of the research. The researcher also had control over lines of questioning thus giving more room to probe other questions not previously jotted down.

The managers from Ministry of Sports who were 2, Ministry of Tourism and Hospitality who were 3 and Zimbabwe Tourism Authority who was 1 were interviewed, because these were key respondents of the research and they had the information on the analysis of sports tourism in Zimbabwe that needed to be discussed. The interviews were conducted during the lunch hour and tea breaks of these organisations so as not to interfere with the working time of the respondents. They were scheduled for 10 minutes for each respondent this was done so that the researcher had time to interview all respondents and that the researcher respected the break periods of the respondents. However, the interviews gave the researcher face to face interaction with the respondents and time for clarification of the questions. This in a way made them effective in the data collection for the research.

#### **3.4.3.2 Questionnaires**

According to Kothari (2008) questionnaires are questions in a logical sequence that are used to draw up conclusions and to collect relevant data for a research. The research made use of a document that had semi structured questions designed to solicit information. The researcher used self-administered questionnaires; these were distributed to respondent in which they wrote their responses answering to a set of questions. In these questionnaires, the respondents read and interpreted the questions on their own. The semi-structured questionnaires chosen by the

researcher constituted both open ended and closed ended questions. The researcher used the drop and pick technique as questionnaires were left and collected after 2 days. This was done to give the respondents ample time to understand the questions and respond in a more fruitful manner. The researcher left 9 questionnaires at Zimbabwe Tourism Authority, Ministry of Sports, Arts and Culture and Ministry of Tourism and Hospitality for the administrators who were not interviewed to fill in. 13 questionnaires were left at Zimbabwe Rugby Union, Zimbabwe Sports Commission, Hospitality Association of Zimbabwe, Zimbabwe Cricket and Zimbabwe Football Association respectively to be answered by the administrators and managers selected for the research. In total 22 questionnaires were distributed by the researcher.

The questionnaires helped the researcher to easily assess, analyze and interpret views as responses were penned down on paper. The major advantage was confidentiality of identity as the respondents answered questions without disclosing their names. Questionnaires saved time and money as they were administered to a larger number. The major drawback from them was that some of the respondents were not willing to answer them since the researcher was not there; the researcher had to wait on the day of collection for some respondents to answer them. Furthermore, some respondents interpreted some questions differently or misunderstood some questions to an extent that some questions were left unanswered, however the researcher further clarified on how to respond to specific questions on collection day to a point that the respondents understood and was in a position to fill in the previously left behind questions.

### **3.5 Data analysis**

After the conclusion of collecting data, the researcher had the mandate to organise the collected information. According to Green (2005), once the collection of data is completed, the researcher should analyse the data. Data analysis is generally the process of systematically searching and arranging the interview transcripts and the materials that are acquired during the process so as to increase the researchers understanding of them and to present what is discovered in the research to others (Black, 2010). This preliminary analysis hinted the researcher on how to redesign questions to focus on the central theme of the research whilst the interviews continue. Data analysis procedure took the form of the following steps:



Figure 3.1: Steps in Processing and Presentation of data

The researcher used thematic analysis in analysing qualitative data. Braun and Clarke, (2006, p.79) defined thematic analysis as a qualitative analytic method for: ‘identifying, analysing and reporting themes (patterns) within data. It organises and describes data in rich detail and interprets various aspects of the research topic. With this form the researcher reviewed the data on hand, made notes of it and sorted it into categories. The researcher used this method because of its flexibility. The researcher collected quantitative data through questionnaires and interviews and used pie charts, bar charts and tables for data presentation, deeper analysis was done to give cemented significance to the study. The research used pie charts, bar charts and tables because they bring out trends in certain activities and they are easy to interpret. The interpretation of data was aimed at understanding the sports tourism in Zimbabwe and analyse it.

### **3.6 Summary**

The chapter discussed the research methodology used in the research. The researcher used descriptive research design as a blueprint of achieving research objectives. Different sources of data were explained in this chapter while the research instruments used were explained and justified. Interviews and questionnaires were the data collection methods used to gather the data to achieve the stipulated research objectives. Data was analysed using the thematic analysis and quantitative process of bar charts, pie charts and tables. The next chapter will present and analyse the findings from the field research.



## **CHAPTER FOUR**

### **DATA PRESENTATION AND ANALYSIS**

#### **4.1 Introduction**

The aim of this chapter is to report and analyse the findings of the study conducted on the analysis of sports tourism in Zimbabwe. Firstly, the chapter gives the response rate of the study. The chapter then provides findings from interviews and questionnaires, in this section the results obtained from the field of the impacts of sports tourism, the available sports tourism facilities, the benefits of sports tourism and challenges it is facing in Zimbabwe are discussed. It also presents descriptive statistics in the form of tables, graphs and charts to enhance easy understanding of the research findings. Lastly, the chapter concludes with a chapter summary.

#### **4.2 Response rate**

##### **4.2.1 Questionnaire response rate**

The researcher hand delivered a total of 22 questionnaires at all the organisations to represent the total population. 3 questionnaires were left at Zimbabwe Cricket, 2 at Hospitality Association of Zimbabwe, 3 at Ministry of Tourism and Hospitality, 4 at the Ministry of Sports, Arts and Culture, 2 at Zimbabwe Tourism Authority, 3 at Zimbabwe Sports Commission, 2 at Zimbabwe Football Association and 3 at Zimbabwe Rugby Union. The questionnaires were supposed to be filled by selected managers and administrators of the organizations, out of the 22 questionnaires 20 were filled. The response rate thus became 91%. The remaining 2 questionnaire were not answered because the targeted respondent from the Ministry of Sports, Arts and Culture was away on ministry business at the time of the research and the targeted respondent from Zimbabwe Cricket had dispatched to Bangladesh with the national team for a 2 months long tour between October and November 2014. Therefore a total response rate of 91% was achieved; this is as shown by table 4.1 below:

**Table 4.1** Response rate of questionnaires from sporting organizations

<b>ORGANISATION</b>	<b>TARGETED RESPONDENTS</b>	<b>ACTUAL RESPONDENTS</b>	<b>RESPONSE RATE</b>
Zimbabwe Cricket	3	2	75%
Hospitality Association of Zimbabwe	2	2	100%
Zimbabwe Rugby Union	3	3	100%
Zimbabwe Football Association	2	2	100%
Ministry of Tourism and Hospitality	3	3	100%
Ministry of Sports, Arts and Culture	4	3	75%
Zimbabwe Tourism Authority	2	2	100%
Zimbabwe Sports Commission	3	3	100%

**Total**                      **22**                      **20**                      **91%**

Source: Questionnaire field research (2014)

Punch (2005) suggested that a response rate of 51% and above is adequate to validate the findings of a research. The questionnaire response rate of 91% therefore was high, so can draw meaningful conclusions on the findings.

#### 4.2.2 Interviews response rate

A total of 6 interviews were supposed to be conducted by the researcher. Out of the 2 interviews scheduled for the Ministry of Sports, Arts and Culture 1 was conducted, the 1 Interviews scheduled for the Zimbabwe Tourism Authority was conducted and out of the 3 interviews scheduled for the Ministry of Tourism and Hospitality 2 were conducted. The reason being that the managers had busy schedules, trying to devise and formulate turn-around strategies for their organizations. The organizations in turn negotiated with the researcher to hold certain number of interviews. All together the response rate of the interviews was 67%. This is illustrated in the diagram below:

**Table 4.2 Response rate of interviews**

<b>Organizations</b>	<b>TARGETED RESPONDENTS</b>	<b>ACTUAL RESPONDENTS</b>	<b>RESPONSE RATE</b>
Z.T.A	1	1	100%
Ministry of Sports	2	1	50%
Ministry of Tourism and Hospitality	3	2	67
<b>Total</b>	<b>6</b>	<b>4</b>	<b>67%</b>

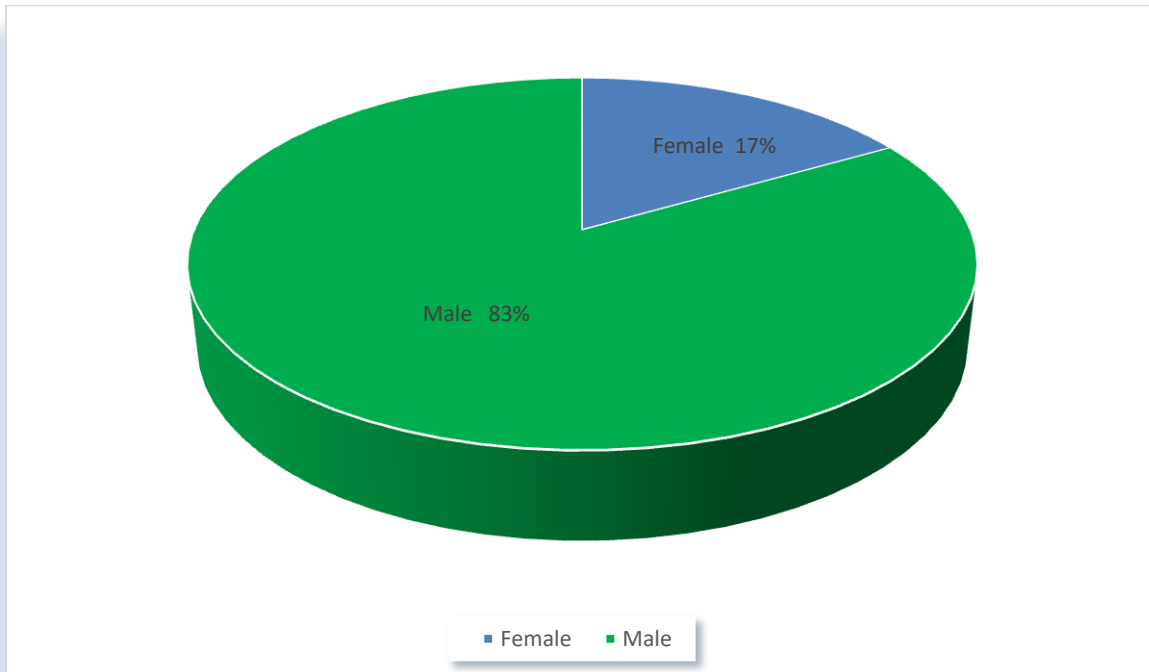
Source: Interviews field research (2014)

The interview response rate was 67% as shown by the above table. The total response rate of the research combining the interviews and questionnaires was 79%. The 21% did not manage to respond as they were busy and in some cases some on holiday and out of the country at the time the study was conducted. According to Kumar (2005) a response rate of 50% is adequate whilst 60% is good. The research response rate was high making the quality of the findings very good and also enabling the findings to be used as a basis of drawing conclusions and recommendations on the analysis of sports tourism in Zimbabwe.

### 4.3 Demographics characteristics of respondents

The researcher managed to find out that out of all the respondents 83% of both sports and tourism organizations managers and administrators were male and only 17% were female. This is illustrated by fig 4.1 below

**Figure 4.1 Gender of the respondents**



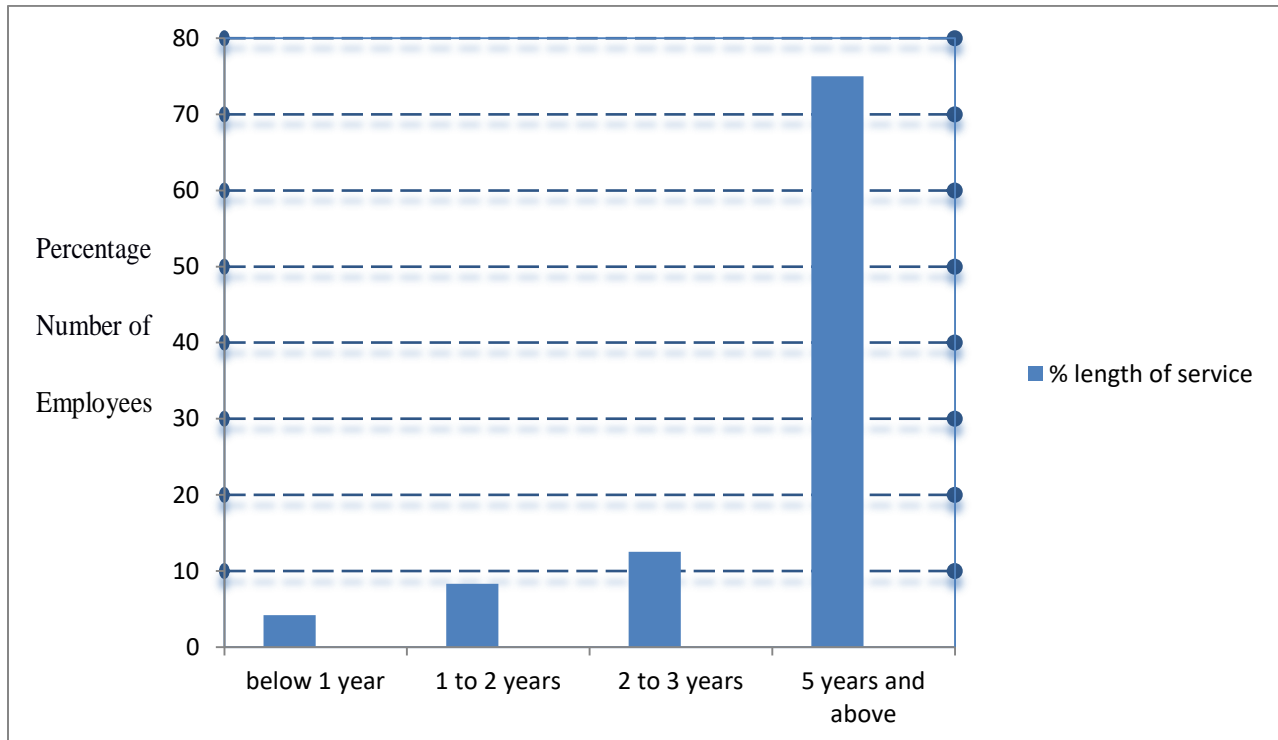
Source: Field research (2014)

From the above pie chart it can be noted that the ratio of female to male is 1:6 in sporting organisations. Thus in every one woman there are six men. This has been due to the fact that men are more participative and interested in sports as compared to women. According to Siyaaman (2012) less woman have showed interest in studying sports science and management over the years, this has resulted in less women being seen in regional and international sports administration.

The researcher also managed to find out that 75% of the managers and administrators has had service of 5 years and above with their organizations with 13% with service between 3 and 4

years, 8% percent with a service of between 1 and 2 years and with only 4% with service of less than a year as shown by fig 4.2 below:

**Figure 4.2 Length of service of the respondents**

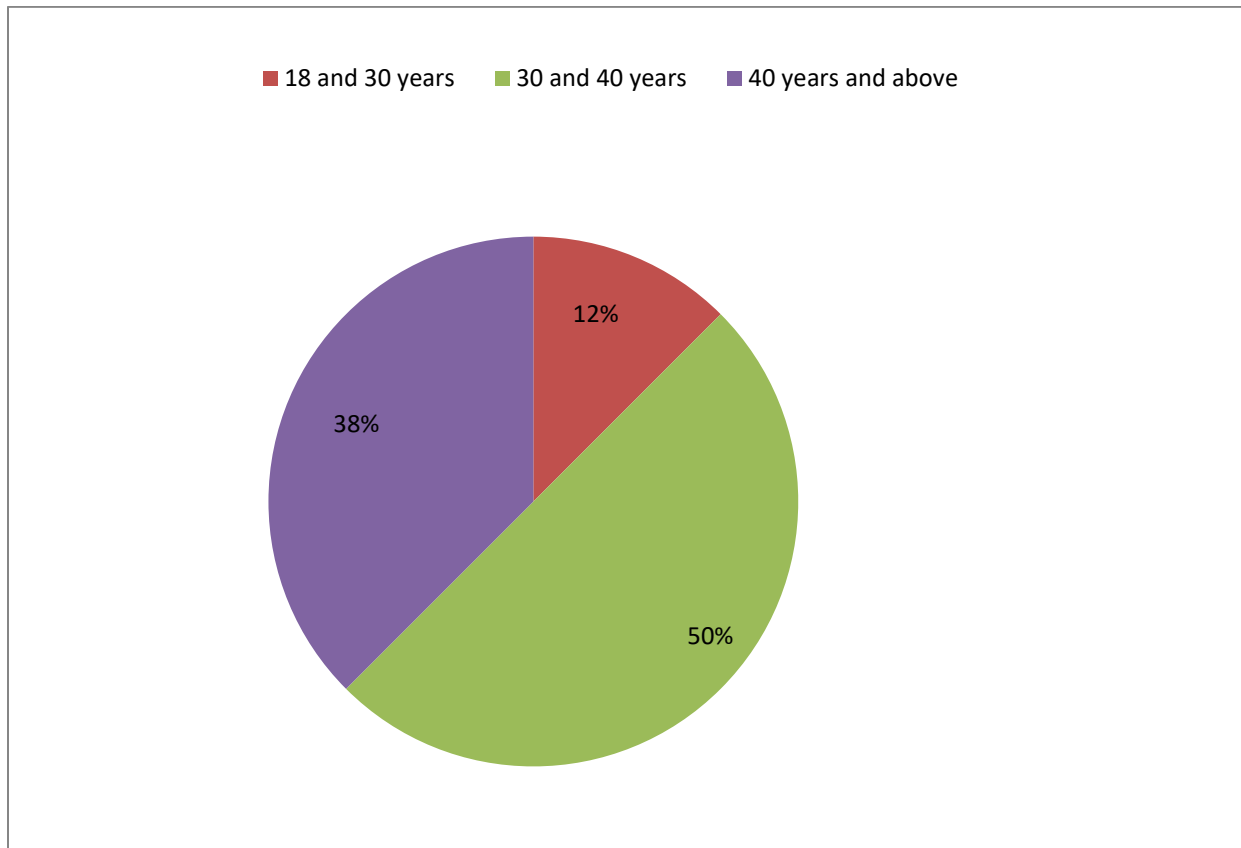


Source: Field research (2014)

The above graph highlights that 75% of the respondents had service with their organisation of more than 5 years. This gave the researcher the reason to believe that they possessed the adequate experience and knowledge of sports tourism, this helping in the validation and accuracy of the research findings.

According to Weed (2010) for sports tourism in any region to succeed there is great need for the hiring of expertise and experienced personal in different organisations linked to the tourism sub-sector. These are responsible for making critical decisions and strategies that helps the development of the niche which is mostly based on past experiences. The researcher observed that on the age group of the respondents 50% of the managers and administrators fell between 30 to 40 years whilst 38% above 40 years and only 12% between 18 and 30 years. This is illustrated by the fig 4.3 below

**Figure 4.3 Age group of the respondents**



Source: Field research (2014)

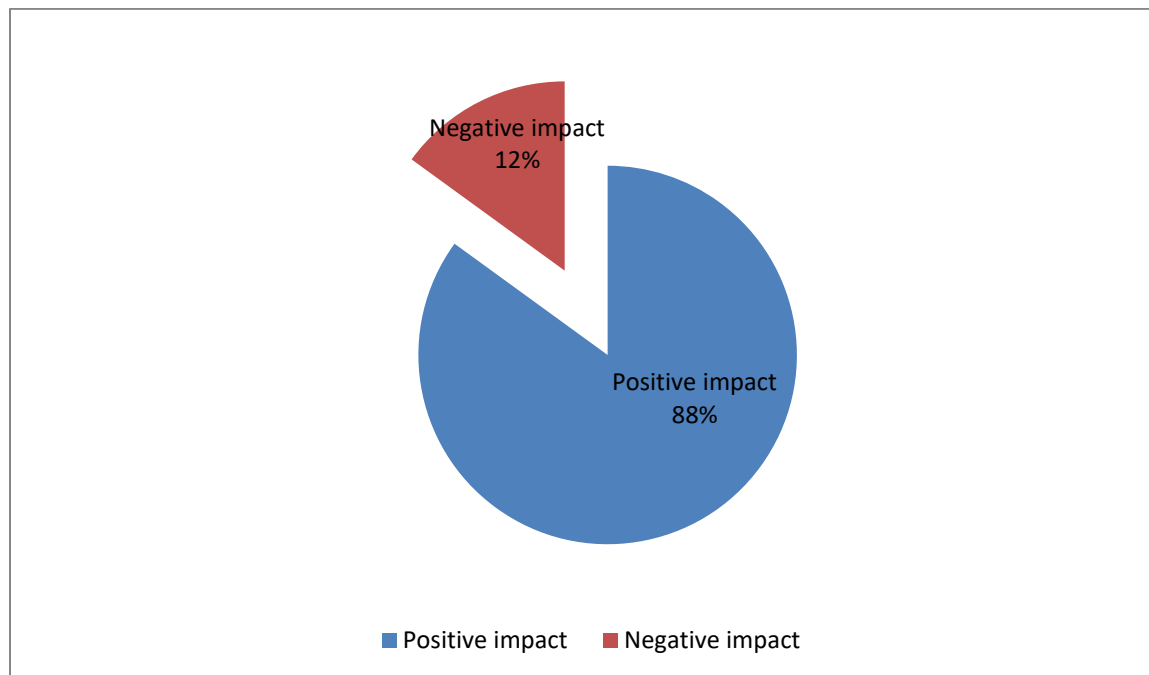
The research findings as illustrated above shows that most of the managers and administrators in both sporting and tourism organizations were above 30 years. This reflected that they had the necessary experience this helping in the validation and accuracy of the study.

## **4.4 Findings**

### **4.4.1 Impact of sports tourism**

The respondents from all the organization acknowledged that sports tourism has an impact on the development of destination Zimbabwe. 88% stated that sports tourism had a positive impact on the development of the country whilst 12% argued that sports tourism has a negative impact on the development of the country. This is illustrated by the graph below

**Figure 4.4 Impact of sports tourism**



Source: Field research (2014)

From the above pie chart the 12% cited that sports tourism leads to pollution of the environment during the development of the stadiums and the permanent damage of the natural resources. They also cited that in most cases local residents are displaced just to accommodate the sporting events and capitalise on destination image. The 88% cited that sports tourism brings positive impacts such as development of a legacy, creation of a destination image and unification of the nation.

#### **4.4.2 Availability of a sports tourism strategy in Zimbabwe**

The respondents were asked if their organizations had a sports tourism strategy and if Zimbabwe had a sports tourism strategy. 38% said their organizations did not have any sports tourism strategy whilst 62% said they had a sports tourism strategy. Zimbabwe Cricket, Zimbabwe Rugby Union, Hospitality Association of Zimbabwe, Zimbabwe Football Association respondents said though their organizations had sports strategies of some sort they regarded them of not being well documented and clear.

The respondents suggested that the main reason of this was that their superiors were more concerned about saving their organizations from crumbling and meeting their mandate rather than the infusion of sport and tourism. Others reflected that the lack of coordination between sporting organizations and tourism organizations acted as a barrier to the creation of such strategies.

However, all the respondents from Ministry of Sports, Arts and Culture cited that their organization had a strategy on sports tourism. One respondent cited “sport is a business, arts a source of employment while culture may be an attraction to tourists”. The main strategy was partnership of the ministry with the ministry of tourism and hospitality with a theme unlocking Zimbabwe’s potential through sports tourism. The ministry saw in 2014 its minister CdeLanga signing a memorandum of understanding with Z.T.A and Zimbabwe Sports Commission, coming up with a strategy for the development of sports tourism in Zimbabwe. 67% of respondents from Z.T.A cited that their organization had a number of strategies on sports tourism in place some of them were partnering with the ministry of sports, arts and culture, partnering organizers of the world boxing bantamweight title fight among others. Whilst the 33% argued that though the strategies were presented nothing had been done to make them a reality, therefore they recognized the organization as not having a clear strategy on sports tourism.

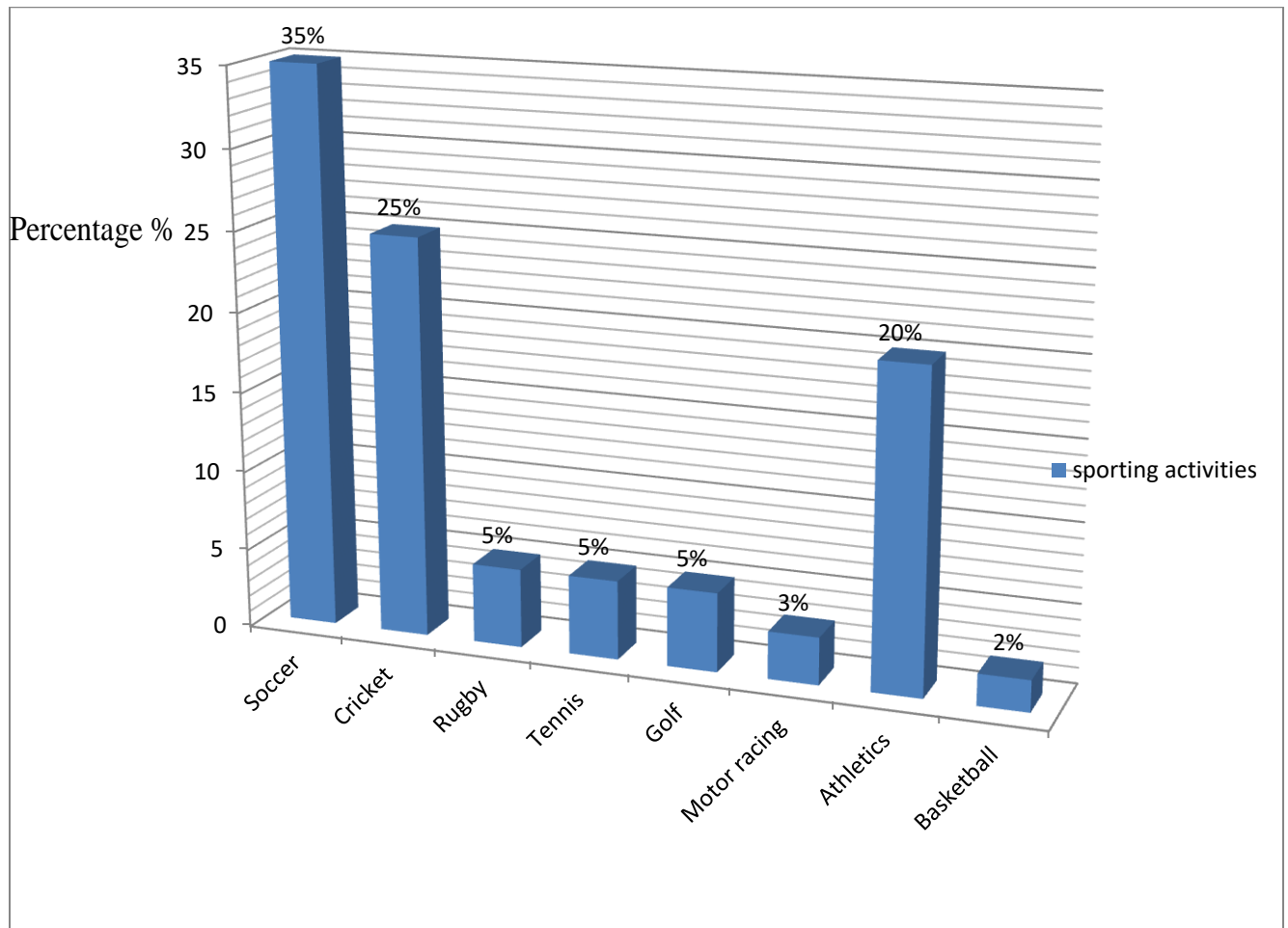
The Zimbabwe Sports Commission respondents acknowledged that there was a sports tourism strategy in place with their organization. The current strategic plan had been crafted in 2013 and stretches up to 2016. The organization partnered with the ministry of tourism as its major strategy to develop sports tourism. The strategy on partnering with the Norway’s culture and sports co-operation has seen the boost in sports tourism also. The respondents from the ministry of tourism and hospitality also acknowledged that their organisation has a strategy on sports tourism that was noted by the signing of memorandum of understanding with the key stakeholders in the niche and strategies on the development of sports tourism. From the responses it was noted that in terms of coming up with strategies for the development and full inception of sports tourism, Zimbabwe was doing well and moving in the right direction.



#### 4.4.3 Major events that attract sports tourism to Zimbabwe

Respondents from different organizations had conflicting views on the major events that can stimulate sports tourism development in Zimbabwe. Out of the total respondents 35% believed that soccer tournaments as the ones that can attract sports tourism whilst 25% acknowledged that cricket series attract sports tourism whilst 20% cited athletics events as the major attractors of sports tourism, 5% cited tennis, golf, rugby respectively as the ones that can attract sports tourism, 3% cited motor racing and 2% basketball tournaments as the ones that can attract sports tourism. The graph below shows the sporting events that attract sports tourism to Zimbabwe as given by the respondents.

**Figure 4.5 Sporting events that attract sports tourism to Zimbabwe**



Source: Field research (October 2014)

From the above graph as show respondents who selected soccer as the major sport event that attracts sports tourism cited that their decision was driven by the fact that soccer is the most and well sort after sport in the world. When it is well organised it is capable to be the biggest earner of the sports tourism niche. However, the respondents who cited cricket argued that at the current state, the sport was drawing the most sports tourism activities and revenue as seen by its hosting of Australia, South Africa, Pakistan, Bangladesh and Afghanistan in a space of just 2 years. The respondents also highlighted cricket was well funded and one of the 10 full members of the ICC. The other respondents acknowledged that though cricket is doing well in Zimbabwe, athletics events were capable of being the major attractors of sports tourism given that fewer resources are needed in its development as compared to other sports but the right coaching structures are essential. They cited that athletics events are one of the most popular sporting disciplines shown by the coverage and the number of people who follow the Olympic Games, All Africa games, and IAAF World Championships.

#### **4.4.4 Sports tourism facilities in Zimbabwe**

Below are the response from the respondents on the facilities in Zimbabwe, their state, and their capacity.

##### **4.4.4.1 Available facilities in Zimbabwe**

The respondents managed to highlight the sports tourism facilities that are available in Zimbabwe. All the respondents managed to acknowledge that Zimbabwe has stadiums, sports complex, accommodation facilities, restaurants, transport facilities. However, 60% acknowledged that Zimbabwe had basketball arenas and tennis arenas, 20% acknowledged that Zimbabwe had ticketing booths and sporting halls. Only 5% cited that Zimbabwe had fitness rooms and gyms. No respondent acknowledged that Zimbabwe had baseball parks and race tracks. Though some of the facilities are available in Zimbabwe there is need to add on their numbers and quality for Zimbabwe to compete equally on the international market. The respondents also cited that there is need for the creation of state of the art fitness facilities and gyms for the athletes and high performance training centres if Zimbabwe athletes are to transgress and compete on the international arena. Other respondents cited that there is need also to diversify and invest in race tracks, shooting ranges among others as these have gained ground on popularity over the years and attracts a great chunk of sports tourism

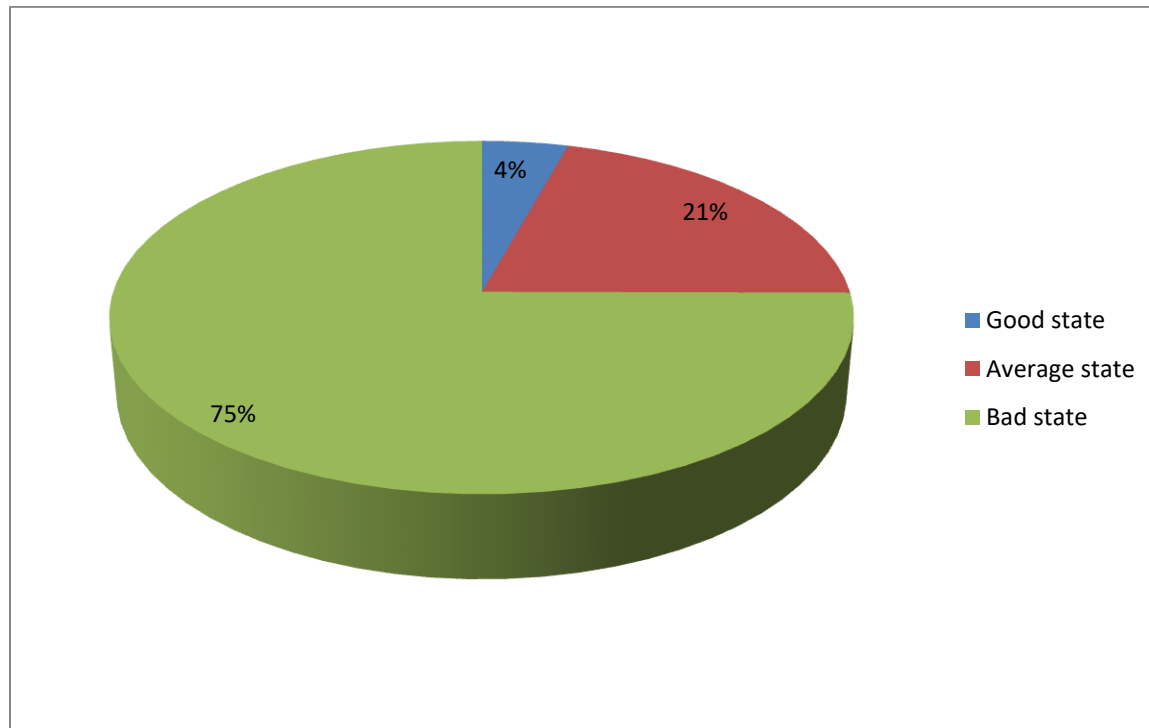
25% of the respondents cited that the average capacity of stadiums in Zimbabwe was below 20 000 whilst 75% cited that the capacity was between 20 000 and 50 000. None of the respondents cited the average capacity to be 50 000 and above. During the interviews some respondents even noted that the failure for Zimbabwe to build and renovate existing facilities to capacities of more than 50 000 has resulted in her failing to make an impact on the bidding table to host major and mega events. One respondent cited that this was one of the major causes why Zimbabwe was failing to make an impact on the global and region sports arena. According to Weed (2007) for the capacity of the stadiums, FIFA recommends a minimum of 30 thousand seats for international games, a minimum of 50 thousand for a Confederations Cup, and a minimum of 60 thousand for a World Cup. So from the findings, Zimbabwe will not be able to host the major tournaments like the FIFA World cup and Confederations Cup.

#### **4.4.4.2 Adequacy and state of the facilities in Zimbabwe**

88% of the respondents cited that the facilities were not adequate and there was need to add and develop on the existing ones, whilst 12% noted that the existing facilities were adequate given the size of the country the existing ones are enough given that they are well looked after and maintained. The few respondents cited that if Zimbabwe was able to renovate the existing facilities in the provinces to world standards, it could increase the chances to host an AFCON for starters. This in turn would stimulate the chances and probability of hosting mega events like the FIFA world cup and the Olympics games among others. From the total respondents only 4% acknowledged that the facilities in Zimbabwe are in a good state, 21% agreed that the facilities state is average. They noted that the facilities were neither bad or in a good state. Whilst 75% noted that, the facilities in Zimbabwe were in a bad state and something was in need to be done to resuscitate them.

The respondents cited that sports tourism facilities in Zimbabwe were in a dire state this causing the tourism sub-sector to struggle. One of the respondents went even further citing that the sports facilities in Zimbabwe were now so bad that they had past retrieval and there was need to condemn most of them. This is shown in fig 4.6 below

**Figure 4.6 State of sports tourism facilities in Zimbabwe**



Source: Field research (October 2014)

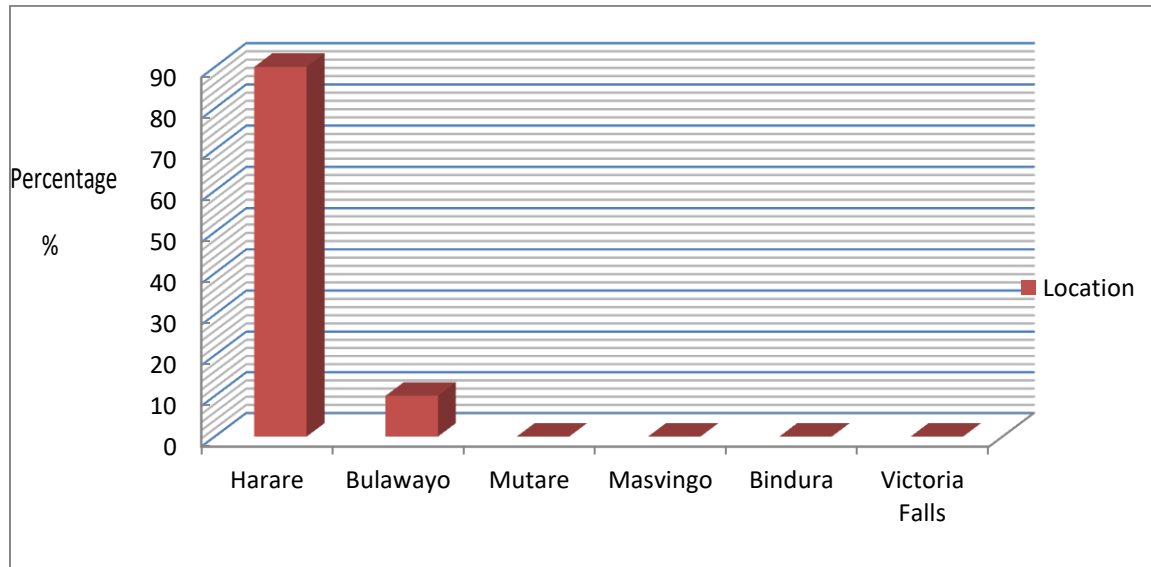
As shown by the above chart a small number of respondents cited that our sports facilities were in a good state citing the upgrading of the National Sports Stadium to install new seats and turf, Rufarostadium was upgraded. This was done in the bid of the AFCON 2017. The respondents also cited that the Harare Sports Club was upgraded and flood lights were installed and the Zimbabwe Cricket had just started building a cricket stadium in Victoria Falls. However, most of respondents cited that the facilities were in a bad state as seen by some of the sports complexes and stadiums now being used for church services and most of the failing to host even 5 000 people at once.

#### **4.4.4.3 Sporting destinations in Zimbabwe**

The respondents cited that most of the international sporting events are held in Harare. This resulted in 91% of them citing that the sports events are held in the capital while 9% cited Bulawayo the second capital of Harare as were most sports international events are held and no

other respondents cited other areas in Zimbabwe. Fig 4.4 below illustrates the distribution of sports tourism in Zimbabwe:

**Figure 4.7 Sports tourism destinations in Zimbabwe**



Source: Field research (October 2014)

From the interviews with respondents from Ministry of Sports, Arts and Culture, Ministry of Tourism and Hospitality the researcher managed to unearth the causes of a high concentration of international sports events being held in Harare. The respondents cited poor transport infrastructure like roads and airports around the country as the major hindrance. This leads to most events being held in Harare as the associations will not be expected to drive athletes from other well of nations for hours just to partake in a match said some respondents. Lack of adequate sports facilities in the other 8 provinces that meet international standards was also cited as being a major hindrance. The respondents explained that most if not all of the sports facilities that met the international standards were found in Harare. This in turn is a major result why Harare receives a lot of sports events as compared to other areas. The other respondents cited that business was in Harare, explaining that if an organisation construct a stadium and host its matches in Harare it had a better chance to break even since the residents in the capital partake in sports initiatives as compared to the other areas. These were the major reasons why Harare was still realizing the major chunk of sports events.

#### **4.4.5 Major international sporting events that have been hosted in Zimbabwe**

All respondents from Zimbabwe Cricket cited that their organization has hosted a number of big international games in the country. The biggest being the co-hosting of the ICC Cricket world cup with Kenya and South Africa in 2003. The respondents also cited that the organization had hosted all the 9 full members of the cricketing world in the last 2 decades dating back to 1995, these being Australia, England, South Africa, New Zealand, West Indies, India, Sri Lanka, Pakistan and Bangladesh. They cited the current major international event hosted by the organization at the time of the research being the tri series with South Africa and Australia in September 2014, with the nations being rated number 1 and 2 in the One day internationals (ODI) by ICC in the world respectively at the time.

Respondents from ZIFA cited that though the board had hosted the Council of Southern Africa Football Associations (COSAFA) cup in 2009 they revealed that it has not brought much benefit to the organization as the other major international events like the CAF Africa Cup of Nations or the FIFA World Cup. The respondents cited that inside ZIFA's 50 years of existence the organization only managed to host a team in the top 10 FIFA rankings once in 2010 when they hosted Brazil. The respondents also cited that the organization failed in 2000 to host the CAF Africa Cup of Nations when the rights to host the event after they had won the bid were taken away. The respondents described lack of government and poor infrastructure as the reason why the rights were taken away. One respondent cited that when the rights were taken away by CAF in 2000 they described Mutare's Sakubva Stadium as "just a hip of sand". The respondents also cited that the failure was also triggered by the fact that the country is served by just two international airports, which could create congestion for travelling teams and fans therefore CAF has given a cold shoulder on Zimbabwe in hosting the AFCON.

The respondents from Zimbabwe Rugby Union cited that their organization has not yet hosted any major international events. 33% of the respondents cited that Zimbabwe is considered to be a third tier rugby union nation thus the reason in its failure to attract major international events. 67% of the respondents cited lack of government support as being a major hindrance. The respondents went further unearthing that the union had no rugby stadium or even a world class field or gym. Some respondents further unearthed that the union used the Prince Edward School fields for hosting their international fixtures. All of the respondents noted that the schools rugby

in Zimbabwe was one of the best in the world but the union had failed to create a solid and competitive club rugby franchise due to lack of funds. However, there is little incentive for most players to play beyond high school level, and consequently the club rugby pool is much diluted. There is little to choose from at national level and this has been the reason for Zimbabwe's rugby downfall. All this has led to the massive exodus of the talented world-class rugby players to other top flight rugby nations, examples cited being Ray Mordt, Gary Teichmann, Brian Mujati, Adrian Garvey, TendaiMtawarira, Brian Mujati, Bobby Skinstad, TonderaiChavanga and Kennedy Tsimba (all to South Africa), David Pocock (to Australia), TakudzwaNgwenya (USA), David Curtis (to Ireland), Scott Gray, David Denton and Paul Johnstone (to Scotland), Andy Marinos (to Wales) and EdmooreTakaendesa (Germany), to name but a few. Many others are playing at top levels in New Zealand, South Africa, Wales, England, Scotland, Ireland and across Europe. However, from the research the respondents managed to unearth that cricket was the sport that hosts the most international events and the other sports were struggling to do the same.

#### **4.4.6 Benefits of hosting sports tourism events in Zimbabwe**

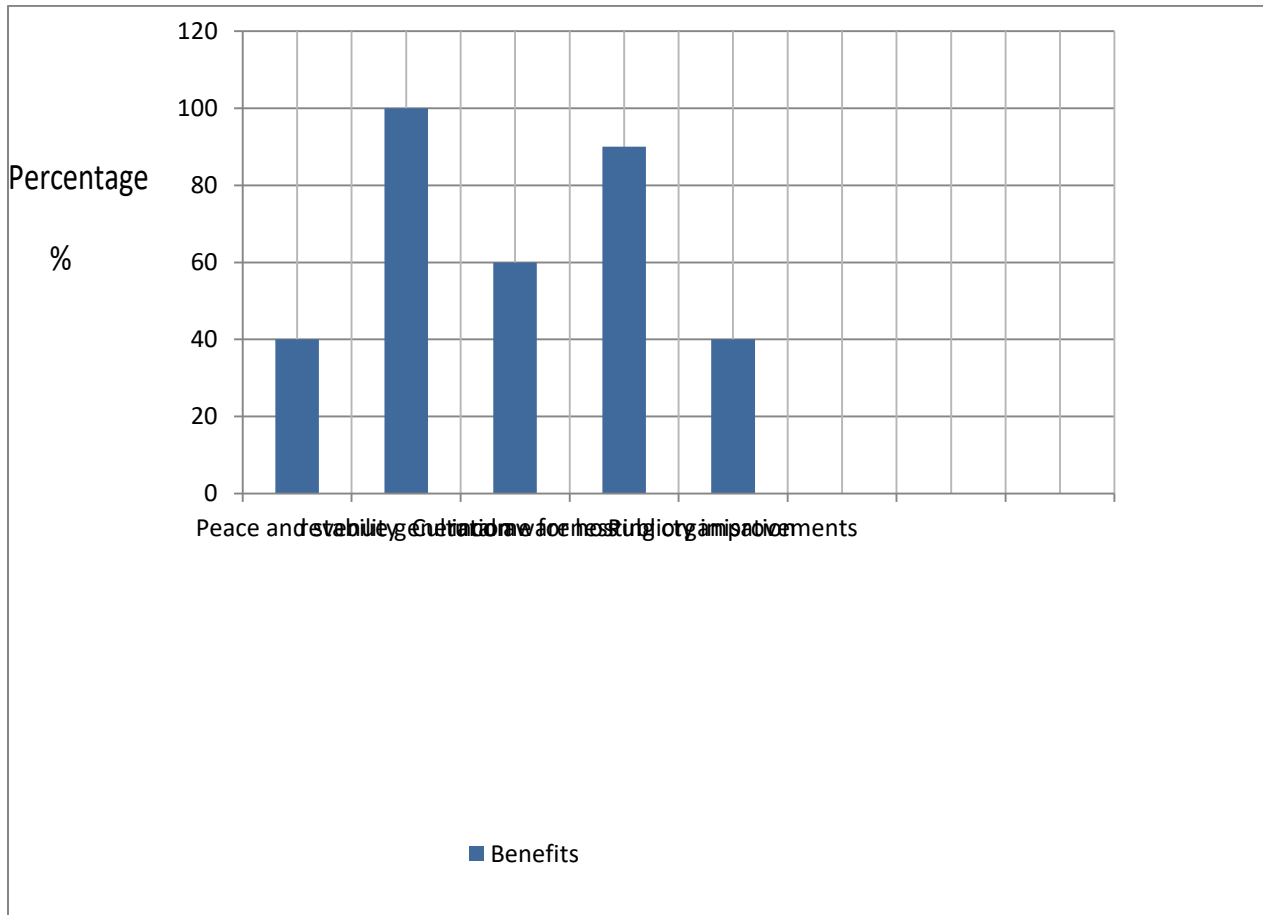
The researcher used open ended questions to unearth the possible benefits hosting of sports tourism events bring to Zimbabwe. 40% acknowledged that sports tourism events hosting brings peace and stability into the country. All the respondents cited that hosting of sports tourism events acts as a form of revenue generation for the country. This is through sports tourists spending. One respondent cited that sports tourists spend more than any other tourists especially when they are enjoying the events and their supported teams doing well.

60% of the respondents cited cultural awareness of the local community as another major benefit of hosting of sports events. The respondents cited that the culture of a nation will be introduced to the sports tourists and the media coverage given to sports events makes it possible for the destination to showcase her culture to a wider base of people across different continents. 90% of the respondents cited that sports tourism events also benefits a destination through publicity improvement to the country. They went on to explain that these events can raise the profile of the country with a lasting effect.

40% of the respondents cited that the hosting of sports events acts as a form of income generation for the sporting organizations hosting them through selling of the TV rights, tourists

flow as spectators and participants who will spend their money through gate fees, sponsorship among others. These benefits are illustrated in the graph below:

**Figure 4.8 Benefits of sports tourism in Zimbabwe**



Source: Field research (2014)

As shown with the above graph all the respondents cited sports tourism as a revenue generator. This generally is caused by the surge of visitors, athletes and the media. It leads to an increase in spending and injection of money into the economy of the country. The respondents cited that hosting of sports events helps the economy of the country through investments, job creation and infrastructure development

The respondents also cited culture awareness as shown by the graph. They cited that hosting of events leads to the local communities being the centre of attention and with these they can show



case there local culture, beliefs and cuisines. The high enhancement of local community spirit and pride leads to the strengthening of the local cultural traditions.

As shown by the graph the respondents also explained that sports tourism is a form of publicity improvement. The respondents went on to say that cities that host the Olympics can be assured of a persistent increase in recognition and tourism. Barcelona, Sydney, Beijing have all seen this from hosting the Olympics. One respondent from Ministry of Tourism and Hospitality cited that when South Africa hosted the Rugby World Cup in 1995 and later the Football World Cup in 2010, it was a defining moment in highlighting the new 'post-apartheid' South Africa. This raised her profile and also gave the country economic benefits, such as attracting tourists and business investment. This also managed to change some of the perception other travellers had on South Africa.

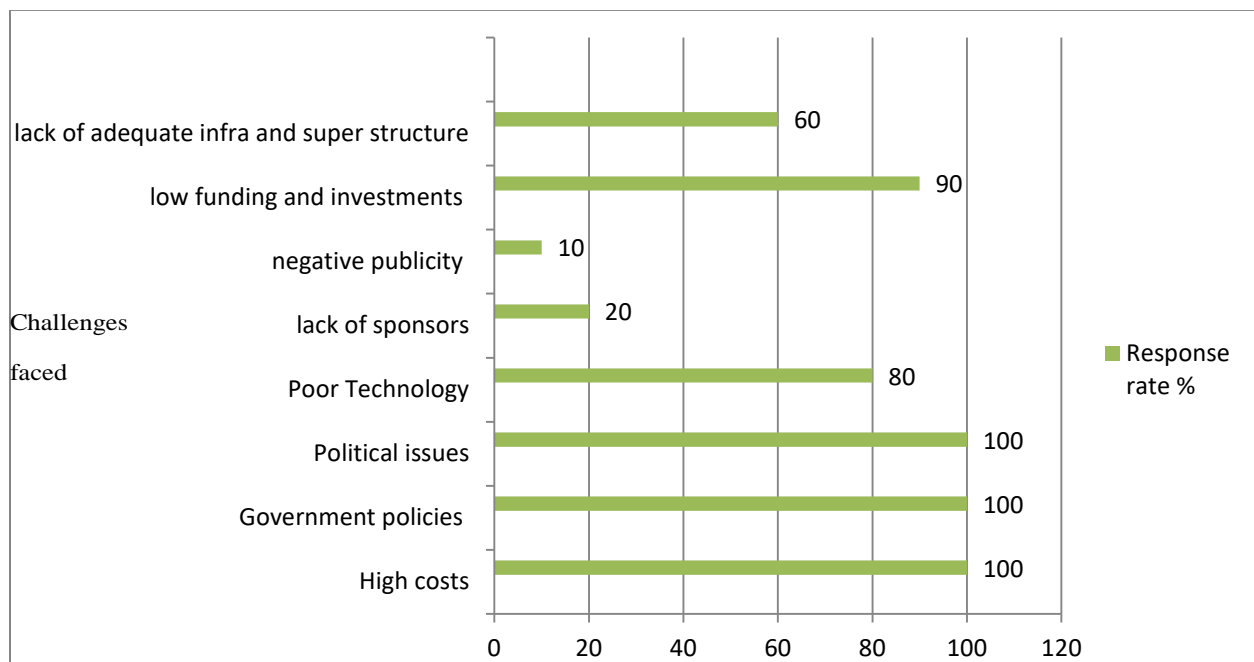
The other respondents cited that sports tourism benefited sports organisations through income generation. They further explained that this enhances the continuity of the sport in the country; improve the wellbeing of the athletes who belong to the organizations. Some respondents from Zimbabwe Cricket and ZIFA cited that the lack of hosting of renowned international teams frequently have hit badly on the welfare of most of the athletes in the country who for long have been struggling to make ends meet.

#### **4.4.7 Challenges being faced in sports tourism development in Zimbabwe**

From the study conducted, 80% of the respondents alluded to the fact that poor technology was acting as a force hindering the full development of sports tourism whilst 20% cited poor technology as a moderate force that is affecting the full development of sports tourism in Zimbabwe. However, 100% of the respondents agreed that high costs, government policies and political issues was having a strong force in hindering the full development of sports tourism in Zimbabwe. 10% of the respondents further indicated on the negative publicity that the country has been receiving in the past as another major barrier. 20% cited that lack of a viable industry in the economy was affecting the full development of sports tourism, this was triggered by the fact that the sporting organizations were struggling to attract sponsors and investors leading to athletes leaving to compete in other leagues that pays generously, also the domestic league failing to attract well renowned international athletes to compete in the leagues.

90% of the respondents cited that they were facing low funding and investments in their sector thus falling to provide for the adequate facilities and services required for the full development of sports tourism. Another 60% of the respondents cited that lack of adequate infra and super structure for examples roads, airports, railway system, hotels, stadiums, training facilities among others were acting as a major hindrance for the full development of sports tourism in Zimbabwe. The researcher came with the below graph where a justification of the challenges that are hindering the full development of sports tourism in Zimbabwe.

**Figure 4.9 Challenges hindering the full development of sports tourism in Zimbabwe**



Source: Field research (October 2014)

As shown by the above graph Political issues, government policies and high costs in providing their mandates are affecting the sports tourism niche in Zimbabwe heavily. The high costs cited by the respondents ranged from cost of preparing the events, accusation of new materials from outside the country is expensive after the tax that is charged by Zimbabwe Revenue Authority and also the costs of electricity especially in the case of hosting night matches. Low funding and investments was hurting the tourism niche as it is mostly driven by the need to reach certain standard i.e. international standards to hold major sports events said the respondents. Poor technology in the tourism sub-sector as shown by the above graph has been caused mostly by the

lack of funds by the organisations. These challenges have caused the sports tourism to fail to reach its full potential as stated by the respondents.

#### **4.4.8 Future of sports tourism in Zimbabwe**

60% of the respondents cited that the future of sports tourism is bright. Whilst 40% of the respondents foreseen a bleak in the future of sports tourism. The respondents who foreseen a bright future cited the current efforts that are being put by government to push for the tourism sub-sector's development. The examples cited being the signing of a memorandum of understanding between the Ministry of Sports, Arts and Culture with the tourism operators in the country. The respondents also cited the push by the government to host the 2017 Africa Cup of Nations tournament and also the ambitious dream of hosting the 2035 FIFA world cup tournament. This reflected that with this kind of determination the sports tourism industry was moving in the right direction. One respondent cited that the Zimbabwe cricket hosted a tri-series in September 2014, which had Zimbabwe, Australia and South Africa it had live coverage in all the continents. Major TV channels that broadcast this were Willow Cricket (USA), Ten Cricket (Asia), Supersport (Africa), and Sky sports (UK) among others. This in general explains that the future is bright and the country should develop sports tourism not to miss the benefits of the future.

The respondents who foreseen a bleak future cited that while other countries were progressing in the development of their infra and super structure, Zimbabwe was in a retrogressive mode. The current stadiums, roads, airports and most of the hotels were in an intensive care, deteriorating to a state of needing an overhaul to upgrade them. The country economic and political state creates an uncertain future for the ambitious athletes and future of the tourism sub-sector therefore a lot needed to be thought about said one respondent. From the respondents it can be noted that though sports tourism is facing a faculty of challenges the future looks exciting given the attention the tourism sub-sector is receiving. Given that the Government continues with its drive the future will bear good fruits.

## 4.5 Discussions

The analysis of sports tourism in Zimbabwe managed to bring out that sports tourism has positive impacts as its major bearing. This view was supported by Weed (2007) when the author mentioned that sports tourism has many positive impacts that are in many facets, ranging from political, economic, socio-cultural, and technological among others. This in turn drives the importance placed by many destinations on the tourism sub-sector. In the research other respondents argued that though sports tourism had a lot of positive impacts its negative impacts were not to be ignored as they cause more harm than good. This was also supported by Higham (2005) who has cited that sports tourism is a devil in the making as local people are displaced and left homeless in the construction of sporting facilities, the environment is polluted by noise pollution during the hosting of events and air during the construction of the sports facilities. The author also cited that the natural environment is disturbed by the construction of the sporting facilities. However, Ottevanger (2007) argued that although different people may try to regard sports tourism as a phenomenon that has many negative impacts, the tourism sub-sector positive impacts are enormous to the point that this dilutes all its shortcomings.

The researcher unearthed also that sports tourism strategies are still not available, the few that are available are just a matter of pen on paper but nothing has been done to make them a reality. The researcher concluded that there was no sports tourism strategy in Zimbabwe, this was supported by (Higham, 2005) when he said sports tourism strategies are deemed void when they not acted upon. Siyaaman (2012) cited that the lack of clear sports tourism strategies was acting as a major hindrance in the full development of sports tourism in most of the developing countries. This was supported by several authors (Hinch and Higham, 2011; Harrison-Hill and Chalip, 2005; Ottevager, 2007) who cited and agreed that the first sports tourism strategy for any organization is to collaborate with other stakeholders in the niche. The researcher managed to uproot that lack of a solid relationship between sports and tourism organisations were the major causes of lack of sports tourism strategies. Ntloko and Swart (2008) supported this when they cited that sports tourism strategies formulation were mainly affected by lack of sports and tourism organisations relationships which are most caused by sports organizations desire to meet and surpass their mandate rather than uplifting the tourism of the country also.

The research brought to light that soccer is the most popular sport in Zimbabwe, however given that cricket is the major attractor of sports tourism given that it has managed to host a World Cup in 2003 and also hosted all the full members of ICC in the past decade. This was in direct opposite to Roberts (2011) who cited that soccer events and athletics events are the major sports tourism pullers in the world because of their popularity and the cultural relevance they poses. However, Hinch and Higham (2007) stated that sports that attract sports tourism differ with regions and culture. So to another extend the current state of sports tourism can be justified based on those assertion.

According to Weed (2007) for sports tourism to be successful in any region investments in outdoor and indoor sports facilities, including multiplex facilities, sporting complexes, athletic halls, stadiums among others are essential in creating leverage over other regions. The research revealed that there has not been a single investment in new sports tourism facilities in the last decade. The existing facilities have deteriorated and are not adequate to host major sports events like the Olympics Games or FIFA World cup. Siyaaman (2012) cited that most third world countries have sports facilities in very bad state and is the major result of the poor performance of sports tourism in them.

It was noted from the research that most sports events are held in Harare. This is in total opposite of (Ntloko and Swart, 2008) who cited that sports tourism to be successful and its impacts to be felt, it needs to be evenly distributed in a region or country. Higham (2005) also stated that sports tourism income should be evenly distributed in a country or state and this is achieved by evenly distributing the facilities and hosting of events. The current state in Zimbabwe however reflects that the distribution of sports events is in great opposite of the assertion of existing literature.

The responses managed to highlight that hosting of events unites the nation for one common cause bring with it peace and tranquillity. This is stimulated by the need to conquer as one and also to the fact that a lot of eyes will be following the events outside the country and region. Siyaaman (2012) also cited that sports tourism creates peace as hosting of sports events ignites excessive media attention and citizens of the host country will create a united front. Guvamombe (2014) pointed out that hosting of sports events makes people forget about their problems and join hands and minds for a common goal.

The research brought out that revenue generation was the major benefit of sports tourism either with the host sporting organisation or at regional or national level. Several authors like (Weed, 2007; Ottevanger, 2007; Siyaaman, 2012) cited sports tourism as a cash cow to many destinations given the amount of figures it comes with it. It was also brought to light that sports tourism improves the publicity of a host community and region. Siyaaman (2012) supported the notion brought out by the respondent when he cited that the FIFA world cup opening and closing ceremony is crucial to the host nation as it show cases the country's culture to the entire world and also making people know what the country is all about.

During the research challenges sports tourism is facing were unearthed ranging from lack of funding and investment, high cost to host and develop sports events, poor government policies, political issues and poor infra and super structure. However, Weed (2007) cited that the availability of state of the art transport system and infrastructure as a major advantage in the bid to host mega events like the Olympics games and the FIFA world cup. This goes on to show that respondents were on the same view with notable authors like (Weed, 2007; Ntloko and Swart, 2008; Getz, D. 2007) who cited that funding and government support of the different sports organizations as the key for the development of sports tourism in any region

However the research revealed the need for coming up with superior marketing initiative and lack of government interference in sports running as a way to mitigate some of the strategies and develop sports tourism in Zimbabwe. Siyaaman (2012) supported this assertion when he cited that there is need for privatization of sports organization and their leagues, this acts as a major driver for their development in any nation citing the Barclays premier league in England as an example of this. The comments of the respondents were in line with (Higham, 2004) comments that marketing of sports is the key to the development of sports tourism in a region.

#### **4.6 Summary**

This chapter has presented, analysed all the major findings of the research and linked the study findings to literature. The findings indicated that all the findings were fully responded to and a response rate of more than 70% was realized for both the questionnaires and the interviews. The chapter analysed sports tourism in Zimbabwe reflecting on its state and the future its heading to. The following chapter presents the main conclusions and recommendations for the whole study.

## **CHAPTER 5**

### **CONCLUSION AND RECOMMENDATIONS**

#### **5.1 Introduction**

This chapter provides the summary of the study, which is an analysis of sports tourism in Zimbabwe. Firstly, the chapter looks at the restatement of the study objectives. Then the chapter looks at the summary of the whole study and it discusses the conclusions derived from this study. Recommendations are then given basing on the collected data. Lastly, the chapter provides suggestions for future studies.

#### **5.2 Restatement of study objectives**

- 1.To determine the state of sports tourism in Zimbabwe.
2. To find out the benefits and challenges of sports tourism development.
3. To produce recommendations on how to enhance sports tourism in Zimbabwe.

#### **5.3 Summary of the research**

The study aimed at analyzing sports tourism in Zimbabwe.This research gave an insight on the research study and the background of sports tourism and its current state in Zimbabwe.The statement of the problem was unveiled which was the current state of sports tourism was not well known and documented in Zimbabwe.

The objectives of the study were to determine the current state of sports tourism in Zimbabwe, to find out the benefits brought by sports tourism, also to find out the challenges that are faced by Zimbabwe in the quest for the development of sports tourism and to produce recommendations on how to enhance sports tourism in Zimbabwe.The study was conducted as a way of offering knowledge to the Zimbabwean sports and tourism organisations as the issue of sports tourism has not bloomed in the country.The research will also make a contribution to the existing pool of literature on sports tourism analysis.

The research methodology was discussed which included the use of a descriptive case study as the research design. A qualitative and quantitative research was used. The study population were all the stakeholders who were directly involved in sports tourism development in Zimbabwe which were 2 ministries that is ministry of Sports, Arts and Culture and ministry of Tourism and Hospitality and 6 organisations which fell under the 2 ministries. Interviews and questionnaires were the data collection methods used in this study. The researcher mainly used expert sampling to select respondents. Sources of secondary data were the internet, journals and textbooks.

#### **5.4 Achievement of study objectives**

1) To determine the state of sports tourism in Zimbabwe

The researcher managed to achieve the objective by analyzing the collected data from respondents on different aspects that leads to making a decision on the state of sports tourism. These aspects were the facilities available and their state and capacity, the availability of sports tourism strategies among the organization in the sports tourism industry, the destinations where sports events are held. From the findings the researcher managed to unearth that more than 80% of the responses highlighted that sports tourism in Zimbabwe was in an intensive care and in a bad state.

2) To find out the benefits and challenges of sports tourism development

This objective was achieved through the responses gathered from the respondents. These responses were that sports tourism benefits in bring peace and stability to the hosting country, sports tourism is a revenue generation tool for a country, another benefits is that sports tourism helps the economy through investments, job creation and infrastructure development. Sports tourism helps in the publicity improvement of a nation and acts as a way of local cultural awareness. The tourism sub-sector also benefits the host organisation to realise income through TV rights, gate fees and sponsorship among others. The researcher managed to find out that a faculty of challenges burdened sports tourism development in Zimbabwe. Most respondents unearthed their views bringing out the major challenges that were facing sports tourism ranging from political instability, economic depression, poor technologic, unfriendly government policies and lack of education among others.



## **5.5 Conclusions**

This research revealed that sports tourism in Zimbabwe is in a bad state, these have been shown by the sports tourism facilities available which are inadequate, in a bad state and also with low capacity that does not meet the minimum international standards. It has also been shown by lack of solid sports tourism strategies and also by the fact that most of the sports events are held in Harare. From these findings, it can be concluded that the poor economic performance and mismanagement has resulted in the dearth of sports tourism in Zimbabwe.

The researcher also concluded that low funding and investments are hindering the full development of sports tourism. The organisations are failing to fully perform their mandates and also failing to reach their full potential.

Another conclusion is that poor government policies and political issues are affecting the full development of sports tourism as the local sporting organisations are failing to attract major teams and also to host major events.

The researcher concluded that the future looks bright for sports tourism development this was noticed by the government putting effort in a bid of trying to host the 2017 AFCON bid and 2035 FIFA world cup.

## **5.6 Recommendations**

It is a recommendation that the government and local authorities should upgrade constantly sports tourism facilities in the whole country not just in Harare and to meet international standards. They must be dedicated maintenance of these facilities by the authorities. Instead of developing new structures and letting the old one dilapidate it is rather wise to develop the existing ones like stadiums, hotels, lodges, roads, sports complexes and other facilities since sports tourism has not yet reach the saturation point in the country. Having adequate roads, airports, hotels, stadiums, and restaurants attracts tourist to visit a nation. This results the country increasing its potential to host major events as the available facilities would be internationally acceptable. The government can source the funds for these initiatives from sourcing loans from the banks and also through introducing a sports levy whereby local residents can be levied for the maintenance of their sports facilities through the council bills.

It is also a recommendation that Zimbabwe tourism organizations and sports organizations create a relationship. This can be done by coordination and this leads to the organisations create strong sports tourism strategies and create synergy in fighting the challenges that the tourism subsector face. The involvement of all the stakeholders results in better coordination, greater marketing force, support from other organisations and better management of the impacts with sports tourism events to destination Zimbabwe. This can be done by the sports ministry and tourism ministry lobbying for a partnership amongst its members

The research also recommends the need for aggressive marketing of the sports tourism in Zimbabwe. This can be achieved through joint marketing initiatives of stakeholders in the sports tourism sub-sector and by using the yester year sports superstars to market and lure international athletes to participate in the local leagues. This results in the increase of the number of sports tourists who will visit destination Zimbabwe and in the quest for the full development of sports tourism. For example when the sports organisations market their teams and upcoming events they should also market the tourism of Zimbabwe. The yester year sports stars can be used to market sports tourism as they will be well known and followed from within the country and outside the country. The impact of their marketing stances is much stronger and if it's well managed their results will be eminent.

The Government needs to enforce policies and regulations that promote sports tourism development in the country. This among others is issuing of land and rights to build sports facilities like stadiums, sports complexes and arenas to investors with little paperwork. The Government should privatise the sports organisations so that they could make decisions that are for the best of the development of the sporting disciplines rather for the self-interest of the few. An example being in 2004 the then Chairman of Zimbabwe Cricket issued a quota system statement enforcing that the national team was supposed to be represented by at least 7 black members regardless of their performance. This led to the sacking of the white captain Heath Streak after he had confronted them with the team's grievances on this matter. This resulted in both black and white players began to allege political interference in the running of the game as it took a deep slide in Zimbabwe. Therefore these instances should be avoided if sports tourism is to develop fully.

## **5.6 Suggestions for future research**

There is need for future researches to analyse the uneven distribution of sports tourism facilities in Zimbabwe and how the issues can be reversed. This is mainly driven by the fact that other countries like Spain and England have benefited from the even distribution of sports tourism facilities across all their provinces. Suggestions for further studies can also be aligned to the potential of sports tourism to create loyalty among tourists who visit the country. A number of authors like (Weed, 2007; Ottevanger, 2007; Higham and Hinch, 2010) argue that the hosting of sports tourism events results in loyalty to a destination since the tourists will be introduced to different traditions, cultures, cuisines which will act as driving forces for future visits. Future studies should look at the opportunities that sports tourism brings to the sustainable development of Zimbabwe.

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## Appendix 1

### MIDLANDS STATE UNIVERSITY



#### Faculty of Commerce

#### Department of Tourism and Hospitality Management

Date \_\_\_\_\_

Dear : Sir/Madam

#### **RE: LETTER OF INTRODUCTION**

This letter serves to introduce Emmanuel N. Hlupho a final year student at the above mentioned institution. He/She is doing a Bachelor of Commerce Tourism and Hospitality Management Honours Degree and his/her registration number is R111233Y. He/she is undertaking a research titled “**Sports tourism in Zimbabwe: An analysis**”.The department therefore kindly asks for your assistance in this regard.Please note that the information that you will provide will be used for academic purposes only and will be treated with utmost confidentiality.

Your cooperation will be greatly appreciated. For any inquires please contact the undersigned

Yours faithfully

Chikuta O

Chairperson

**chikutao@msu.ac.zw**

**+263 0773 094 501**

## Appendix 2

### QUESTIONNAIRE FOR SPORTS ORGANISATIONS

My name is Emmanuel NgonidzasheHlupho, I'm a final year student at Midlands State University studying for Bachelor of Commerce Tourism and Hospitality Management Honours degree. As partial fulfilment of the requirements of my degree program, I am carrying out a research project entitled.” **Sports Tourism in Zimbabwe: An analysis**”. I am therefore appealing for your assistance in responding to the questionnaire which is part of a research work. Your information and responses are confidential and will be used for academic purposes only.

Would you kindly answer the following question with an or and fill open spaces

Q1. Name of Organisation

.....

Q2.Position

.....

Q3. Gender?

Male

Female

Q4. Age group?

18-30 years

30-40 years

Above 40 year

Q5. Length of service?

Less than a year

1 to 2 years

3 to 4 years

5 years and above



Q6. Do you think that sports tourism has a major impact on the development of destination Zimbabwe?

Yes  No

Q7. Does your organisation have a strategy to develop sports tourism in Zimbabwe?

Yes  No

If yes, give details of the strategy

.....  
.....  
.....

If No, give reasons why not

.....  
.....  
.....

Q8. What are the major sports events that can attract sports tourist to Zimbabwe?

Soccer t  nents      Cricket s       Tennis to  nents  
Golf tou  nts      Motor rac       Athletics e

Others specify.....

Q9. Of the following facilities, tick all that are found in Zimbabwe

Stadiums      Ba  parks      Sp  mplex  
 Race tracks      T  arenas      B  all arenas  
 Accommodation       Restaurants       Transport facilities

Others specify.....

Q10. Are these facilities adequate?

Yes

No

Q11. What is the state of the facilities?

Good

Average

Bad

Q12. What is the average capacity of the stadiums available?

Below 20 000

20 000 to 50 000

Above 50 000

Q13. Where are most sporting events held?

Harare

Bulawayo

Mutare

Masvingo

Victoria F

Gweru

Others specify.....

Why are they hosted in the place you specified?

.....

Q14. What are the benefits of hosting sports tourism events in Zimbabwe?

Revenue generation  Infrastructure development

Cultural awareness  Peace and Political stability

Publicity improvement

Others specify

.....

.....

.....

Q15. Have your organisation hosted any major international sporting events?

Yes

No

If yes, specify the events

.....  
.....  
.....  
.....  
.....

If no, why not

.....  
.....  
.....

Q16. What challenges are hindering the full development of sports tourism in Zimbabwe?

<b>Challenges</b>	<b>Strong</b>	<b>Moderate</b>	<b>Weak</b>
High costs	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Government policies	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Political issues	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Poor Technology	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

Others(specify).....  
.....  
.....  
.....

Q17. What strategies can be employed to mitigate these challenges?

.....  
.....  
.....  
.....  
.....

Q18. How do you rate the relationship between Zimbabwe tourism organisations and sports organisations?

Good                       Average                       Bad

Q19. Is there any coordination between sports organisations and tourism organisations in Zimbabwe?

Yes                       No

Q20. What can be done to fully develop sports tourism in Zimbabwe?

.....Q2

1. How do you see the future of sports tourism?

Bleak                       Bright

Q22. Do you have any other comments related to sports tourism in Zimbabwe?

.....  
.....  
.....  
.....

**THANK YOU FOR YOUR COOPERATION**

### **Appendix 3**

#### **INTERVIEW GUIDE FOR THE ADMINISTRATORS**

- Q1. What is the current state of sport tourism in Zimbabwe?
- Q2. Is there any coordination between sports organisations and tourism organisations in Zimbabwe?
- Q3. What do you think are the major drivers of sports tourism?
- Q4. Are there adequate facilities to influence sports tourism development?
- Q5. What efforts are being done to fully develop sports tourism?
- Q6. What are the benefits that can accrue from the full development of sports tourism?
- Q7. What challenges are being faced in the quest for the full development of sports tourism?
- Q8. What strategies have been devised by your organisation to fight those challenges?
- Q9. How can sports tourism be fully developed in Zimbabwe?
- Q10. Is there a sports tourism plan in Zimbabwe?
- Q11. Is there enough sports tourism education in Zimbabwe?
- Q12. What is the future of sports tourism in Zimbabwe?