

# Chapter 1: Green Tourism Development: Key Debates and Promotability in Developing Countries

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## Abstract

Green tourism is gaining more attention from different stakeholders because of the environmental benefits that it offers. The area of green tourism and its influence on the environment has not been fully researched on in developing countries. This chapter investigates the development of green tourism, specifically looking at key debates and its promotability in developing countries. Primary and secondary research methods were used to investigate the promotability and key debates in developing countries. A case study design, focusing on four selected countries, Kenya, Nigeria, South Africa and Zimbabwe, was adopted. Within the case study design, the chapter employed qualitative methods based predominantly on desk review. The chapter draws on literature from books, journal articles and other publications that were made on tourism in developing countries across the world. Secondary literature review of previous studies done on tourism in developing countries in Africa was also conducted. Literature reviewed indicates that attitudinal, financial and operational factors were major factors affecting green tourism. The study recommends further research into the challenges faced by the tourism industries in fully ensuring that green tourism is adopted in the developing world.

## INTRODUCTION

The United Nations (2012) argues that more than a third of travelling tourists favour tourism that is environmentally friendly and are willing to pay more for this experience. Green tourism is about being an environmentally friendly tourist or providing environmentally friendly tourist services (Furqaan *et al.*, 2010). It is a term that can be used to indicate that tourism operations taking place in an area are not harmful to the environment (Font and Tribe, 2001). Tourism has significant potential as a driver for growth of the world economy. The sector's share of the world Gross Domestic Product (GDP) is 5%, while it contributes about 8% of total employment (UNWTO and UNEP, 2012). The same source notes that tourism is one of five top export earners in over 150 countries, while in 60 countries, it is the number one export. The sector is a major source of foreign currency in most developing countries. The sector creates employment directly and indirectly it is estimated that one job in the

core tourism industry creates about one and a half additional or indirect jobs in the tourism related economy (*ibid.*). Tourism has become a key driver for socio-economic progress through the creation of jobs and enterprises, infrastructure development and the export revenue that is subsequently earned (Oh, 2005; Furqaan *et al.*, 2010). Tourism is a quickly growing industry that may end up as the major source of emission of global greenhouse gases. The growth of the sector can be envisaged as a double-edged sword. On one hand, it is a critical source of economic growth and its operations enrich cultural base for communities (2009). On the other hand, tourism involves premium energy absorption and massive contributions to waste generation and carbon dioxide emissions through its various functions and operations (ER, 1996).

There are high expectations that the greening of tourism that involves efficiency improvements in energy, water and waste systems, will reinforce employment potential in the sector with increased local employment, hiring and sourcing. The green tourism or sustainable tourism concept, as it is called by Yu *et al.* (2011), has been promoted in several countries to reduce carbon emissions resulting from tourist and hotel management operator practices. The World Tourism Organisation (WTO) defines sustainable tourism as:

...tourism that leads to management of all resources in such a way that economic, social and aesthetic needs can be filled while maintaining cultural integrity, essential ecological processes, biological diversity and life support systems (WTO Report, 2002:7).

The United Nations World Tourism Organisation (UNWTO) (2005) acknowledges that green tourism is tourism that yields current and future economic, environmental and social impacts on the needs of the industry, visitors, the host communities and the environment.

Green tourism promotes minimal unfavourable impacts on the local environment and the enrichment and promotion of cultural benefits in the region for its local inhabitants (Jones, 1987). The concept of green tourism seeks to answer the global challenge of climate change one of the objectives of Agenda 2030, sustainable development goal number 13 that seeks to address issues on climate change. Promoting green tourism enhances people's commitment to promote nature-based destination and contribution to a greener environment. It also enhances people's lives when tourism and hospitality sectors identify their operations and management to be subsequently following environmentally friendly measures. A greener or sustainable tourism promotes environmental protection from many environmental problems, such as minimising air, water and soil pollution. It also reduces the

waste produced by travellers and practitioners whilst focusing on maintaining environmentally friendly characteristic of the landscape, habitats, wild plants and animals (Kirkby *et al.*, 2011). With full appreciation of the contributions made by numerous writers towards the progress of tourism research, this chapter attempts to make a critical analysis of the sector focusing on green tourism. The chapter makes a contribution to the green literature through critically analysing the promotability of the sector in developing countries. It also seeks to address current key debates in the field of green tourism in the developing world.

## **BACKGROUND AND OVERVIEW**

Environmental and socio-cultural concerns have arisen in countries and regions of the world with economies that are driven by the tourism sector due to unsustainable tourism. The growth of tourism as the world's fastest growing industry in the 21st century has brought with it major environmental problems that need to be addressed and resolved to achieve sustainability in the short and long term. As a result of natural depletion in many tourist destinations internationally, the world gathered to discuss and present solutions on the need to promote green tourism development to minimise its environmental impacts and to maximise socio-economic overall benefits at tourist destinations. Tourism was not specifically addressed in Agenda 21, an international action plan on sustainable development that was agreed on at the 1992 Earth Summit in Rio de Janeiro in Brazil (UN, 1993). The growing economic importance of tourism, significant use of natural resources and environmental impact all contributed to its gradual introduction on the international sustainable development agenda. The tourism industry cooperated with other intergovernmental agencies to form sectorial action plan called Agenda 21 for the Travel and Tourism Industry. The action plan was the first concrete sectorial action plan for sustainable tourism development launched by the World Tourism Organisation., in cooperation with two business associations in 1996.

The United Nations General Assembly decided that there was need to consider the importance of tourism in the context of Agenda 21 and develop an action-oriented international programme of work on sustainable tourism (UN, 1998) in 1997. This was followed up at the seventh annual session of the United Nations Commission on Sustainable Development (CSD), held in New York in 1999. At this session, the WTO was invited to develop a proposed global code of ethics. The Global Code of Ethics for Tourism was introduced by the WTO in late 1999. The code outlined basic rules for governments, tour

operators, developers, travel agents, workers and host communities and the tourists themselves (Neto, 2003). In 2001, the United Nations General Assembly adopted the Global Code of Ethics for Tourism. A plan of implementation that identified further measures to promote green tourism development was adopted at the World Summit on Sustainable Development in Johannesburg, South Africa, in 2002. The major outlook was to increase the benefits that the population in host communities derive from tourism resources with a view of maintaining cultural and environmental integrity and enhancing the protection of ecologically sensitive areas and natural heritages (UN, 2002b).

In Asia, tourism is growing fast and several countries rate tourism as one of the main contributors to economic growth. Although the concept of sustainability is now part and parcel of economic development in Asia, many countries have existing policy frameworks for greening the tourism industry. There are a few cases for green tourism in the continent that have been evaluated and successful enough to be models for other countries. Asia has experienced rapid economic growth in the past decades, with South East Asia's economy increasing 7.4% per annum (Asian Development Bank, 2010). Zhang (2008) argues that this growth has some environmental consequences. Encouraging collaboration and participation among stakeholders may assist in developing and implementing any efforts by reducing potential or actual conflicts of interest and values. The private sector has been actively participating and investing in the achievement of greener tourism industry in Asia. This has been seen in developed tourism destinations such as Hong Kong, Taiwan, Malaysia, Thailand and Nepal (Deike, 2009). Promoting the right climate and providing the right incentives for investment is essential for the greening of the tourism industry.

Coming to Africa, several tools are being used to encourage sustainability, including policies, guidelines, standards and certification. However, additional investment is required in Africa, especially in the advancement and use of appropriate environmental technologies and training. Compared to other continents, Africa is still lagging in the use of modern technologies in various sectors. The enabling conditions for sustainable tourism in Africa are similar to elsewhere. The areas described here include policies and strategies, investment regulations, infrastructure and land, tax incentives and human resources. The continent is facing a series of challenges in trying to achieve sustainable or green tourism development. The government of South Africa

announced its campaign to make tourism a priority industry in the creation of jobs and generation of revenue through foreign exchange earnings. Investment in sustainable tourism projects and programmes has been observed across the African continent. This was accelerated by initiatives from various stakeholders such as the governments, the private sector, donors and non-governmental organisations. Employment in the travel and tourism sector in Africa has also seen some increases but with the global economic crisis, some decrease was observed since 2008 (World Travel Tourism Council [WTTC], 2010a). Countries in sub-Saharan Africa witnessed strong performances in 2017, especially in large destinations like Kenya, Côte d'Ivoire, Mauritius and Zimbabwe. The problems in Africa's tourism are closely related to structural imbalances in their overall development pattern (Dieke, 2009). Tourism has not been integrated in sectorial strategies with other economic sectors in countries such as Cameroon and Nigeria (*ibid.*). The organisation of the sector has been inadequate and lacked control in Kenya, hence lacking profitability. This shows a lack of clear strategies and insufficient development of the sector.

## **THEORETICAL FRAMEWORK**

This research proposes two theoretical research models based on the Theory of Motivation and the Theory of Planned Behaviour (Ajzen, 1991). The two theories explain the major factors that lure individuals to act in a certain way in green tourism initiatives. It is critical to analyse the factors that control an individual to act the way they do, since the success or failure of green tourism initiatives is based on these factors.

### **THEORIES OF MOTIVATION**

Existing theories of motivation suggest that motivational incentives are either intrinsic or extrinsic in nature (Frey and Jegen, 2001). Intrinsic motivation is the act of doing something without any obvious reward. The theory says an individual does an activity because it is enjoyable and interesting, rather than an outside reward. Intrinsic motives are tied to structures such as morals, values and obligations. Intrinsically motivated reward is the activity itself, rather than things such as money, status or food (Deci, 1971). When it comes to tourism, one may participate in green tourism behaviour because one thinks it is ethically right to do so for the good of humankind. Such a person values the earth and wants to preserve its resources, or because person feels that he/she must be responsible to ensure a sustainable environment for future generations. In most cases, such intrinsic motivations are often a product of internal standards of behaviours and are specific to the individual.

Understanding the factors that promote intrinsic motivation helps us to see its benefits. Intrinsically motivated factors include curiosity that pushes people to explore and learn, challenge that helps us to work continuously towards achieving certain goals, control that comes from the basic desire to control the environment. Recognition is also part of these factors. Some individuals have an innate need to be appreciated by society when they have done good works on the environment. Others have a strong desire to satisfy their needs of belonging, especially in helping others to achieve a shared goal.

On the other hand, extrinsically motivated behaviour is performed to receive something in return or to avoid certain negative outcomes. Theories of motivation define extrinsic motivation as that drive to engage in an activity to obtain an outcome that is separable from the activity itself (DeCharms, 1968; Leeper and Green, 1978). This kind of motivator acts outside of the individual as opposed to an intrinsic motivator and it acts on the individual. Extrinsic motivations include incentives such as money, status and power. When it comes to tourism, a tourist's action towards sustainability is motivated by tangible financial incentives, such as discounts, coupons or loyalty points that incentivise the green tourism behaviour (Line *et al.*, 2018). Some people are extrinsically motivated to participate in green tourism initiatives because of intangible rewards that they may receive after participation. These rewards include things such as a gain in status or power. Some tourists are encouraged to participate in green tourism behaviour to increase status among their peers. (Griskevicius *et al.*, 2010). This concurs with an argument made by Bird and Smith (2005) who posits that participating in such initiatives results in an increase in social status and power among the person's peer group that the individual can then trade later for intangible resources in the group. By choosing a relatively costlier green product or service, the consumer signals to others in the service environment that he/she has spare resources and can afford to expend those resources for the good of others.

### **THEORY OF PLANNED BEHAVIOUR**

The Theory of Planned Behaviour was propounded by Ajzen (1991). The theory states that there are factors that determine an individual's intention towards his/her behaviour. Amongst these are the attitudes towards the behaviour, the perceived behavioural control and the subjective norms. International tourists are attracted to international tourism destinations with attractive natural and cultural resources, followed by a great range of several aspects and valuable heritage. The theory of planned behaviour is one that can be used to predict the environmental responsible behaviours of international

tourists. The theory can be extended further to include other variables to predict the behavioural intentions of tourists and their actual behaviours. It has been widely used in research to explain people's behaviour. It claims that behaviours stem from individual intention that is defined as a cognitive depiction of the person's willingness to try or to perform the behaviour that in turn, depends on three global hidden predictors: subjective norms, attitudes and perceived behavioural control.

The attitude is defined as favourable or unfavourable feelings associated with a particular action to perform a behaviour. According to Ajzen (*ibid.*), attitude is the degree to which a person has a favourable or unfavourable evaluation of the behaviour in question. Attitude towards behaviour is the difference between desires of people to visit tourist destinations or not to visit. Further, attitude is stated as the positive or negative evaluation of performing that behaviour (Chen and Tung, 2014; Paul *et al.*, 2016). Previous studies found that there were two types of attitudes: a specific type and a general type. While the general type of attitude explicates the attitude toward environmental challenges, the specific type of attitude, on the other hand, indicates the attitude towards a specific green product. Subjective norms are the views that are considered important by the advisor who influences an individual whether to perform a behaviour or not. These are opinions sought from other people like friends, members of the family, teachers, business consultants, pastors, businesspeople and others.

The subjective norm is theoretically determined as the perceived social pressure to engage or not in a behaviour (Ajzen, 1991). Paul *et al.* (2016) acknowledged the importance of other influences of people closer to the person (teachers, pastors, family members, etc.) to a person's behaviour. Precisely, this social pressure derives from the word-of-mouth opinion from these friends and family members. In contemporary society, word of mouth has become vital in spreading and connecting individuals with information about environmental degradation and has further stimulated individual pro-environmental behaviours. Lastly, perceived behaviour control is taken as a strong factor that influences an individual tourist's decision. Ajzen (1991) has defined perceived behaviour as self-efficacy. This is where people believe that certain behaviour is either difficult or easy to undertake. Perceived behavioural control also encompasses previous experiences and expected hindrances (Paul *et al.*, 2016). Accordingly, previous studies argued that the control beliefs and perceived power through different aspects, such as effort,

cost, time, opportunities and resources, perceived the inconvenience and availability that affected consumer purchase intentions. Therefore, in this context, it is the belief that a tourist holds that influences him/her to venture into green tourism initiatives or not. In developing countries, people pursue green tourism as a result of opinions that they get from advisors and the learned in the industry. In some cases, they copy the history of the old people in the societies they live.

## **LITERATURE REVIEW**

The concept of green tourism is new and still an emerging concept (Dodds and Joppe, 2001), especially in developing countries. Key issues on the topic have been debated on in existing literature in both developing and developed countries. This section reveals the existing literature on the concept of green tourism focusing mainly on developing countries.

Tzschentke (2008) carried out a qualitative study research investigation into tourism firms and the environment. The major aim of the study was to investigate factors that act as barriers to action in green tourism firms. The chapter focuses on the factors preventing a sample of small environmentally accredited businesses from undertaking further action. Attitudinal, financial and operational factors were identified as the major factors in this study. The study argues that to encourage businesses to undertake environmentally responsible practices, the conditions that they operate in must be favourable. These include adequate support and infrastructure. More important, however, is addressing widespread scepticism towards environmental alternatives in both the public and operators, to ensure that going green becomes commercially feasible.

Furqan *et al.* (2010) carried out a research to attempt to discuss green tourism concept. They further discussed the green tourism certification and its processes as well as explained the comparative approaches of green tourism in a few developing countries. The authors noted that only a few consumers understand environmental claims and many claims are not regulated in their countries. They concluded that through green labelling, the tourism industry can legally open up new areas for the more discriminating. Furthermore, tourists or visitors can enjoy the holiday they want with clear integrity with a wider range of the tourism market.

Line *et al.* (2018) carried out research that tried to figure out and understand the factors that motivate tourists to engage in green tourism behaviour. The

research argued that green tourism is an increasingly important topic in the tourism industry. The purpose of the study was to advance the understanding of the motivating factors that underlie tourist reactions to sustainability programmes. Based on the tenets of motivation crowding theory, the research demonstrated that such reactions depend not only on the nature of the incentive that is offered, but also on the image of the destination in which the property is located. The study noted that to incentivise the green tourism behaviour, government should lodge properties to tourists who are willing to participate in property-level sustainability programmes.

Ibnou-Laaroussi *et al.* (2020) investigated the behavioural aspects of international tourists towards the sustainability of green tourism, employing an extended framework of the theory of planned behaviour in north Cyprus. The study model was examined through structural equation modelling, administering a sample of 395 questionnaires to tourists that lodged at 20 randomly selected five-star hotels. The study's ultimate objective was to investigate the behavioural aspects of tourists towards environmental challenges and their decision-making impacts to achieve green growth and environmental degradation reduction in tourism destinations. Findings from the study indicated that the perceptions of tourists on the sustainability of green tourism and their environmental concerns had a significantly positive impact on their attitudes. Results also revealed that subjective norms had a significantly negative impact on intentions of the tourists to participate in sustainability of green tourism. Attitude was found to have a significantly positive impact on the tourists' intentions to participate in the sustainability of green tourism. This concurs with results found by Hsu and Huang (2012) and Wang *et al.* (2019). More so, the study also found that both environmental concerns and the intention of the tourists to participate in the sustainability of green tourism had a significantly positive impact on environmentally responsible tourism behaviour.

Khan *et al.* (2020) carried out a study in Pakistan to assess the role of tourism in shaping the fundamental pillars of development in developing economies. The study employed various econometric techniques and approaches to investigate the causal relationships of tourism with economic growth, energy and agriculture development and poverty. The study highlighted the important role of tourism in the development of emerging or developing economies. The findings of the study suggested that tourism significantly enhances gross domestic product (GDP) by 0.051%. It was also revealed that tourism boosts foreign direct investment (FDI) by 2.647%, energy development by 0.134%,

and agriculture development by 0.26%. It was revealed that tourism reduces poverty by 0.51% in the long run. The study recommended that policy-makers should be advised that through public interventions, development can be advanced by tourism through design and implementation of integrated policies in developing economies. The study recommended that there be policy consistency and coherence for they are essential for competitiveness, sustainable green tourism and maximising benefits from tourism.

## **RESEARCH METHODOLOGY**

The chapter uses primary and secondary research methods to investigate the promotability and key debates in the tourism sector, focusing specifically on green tourism in Zimbabwe. The chapter adopted a case-study design concentrating on four selected countries, Kenya, Nigeria, South Africa and Zimbabwe. The study was comparative with the four countries of focus. Within the case-study design, the chapter, employed qualitative methods predominantly based on desk review. The chapter draws on literature in books, journal articles and other publications that were made on tourism in developing countries across the world. Secondary literature review of previous studies done on tourism in developing countries in Africa was also conducted.

## **RESULTS**

The study found that green tourism is possible, but is impinged on an individual's motivation and the range of measures that firms in developing countries can undertake to be environmentally friendly. The study found that today's firms and individuals lack social responsibility, resulting in lack of respect for the environment. Lack of education and out-of-mind attitude affected green tourism in remote areas. A negative attitude towards the government also impacted on the success of green tourism in developing countries. It was also found that the act of converting an environment into a sustainable greener tourism one is not a totally free activity, it involves financial costs. The cost involved in the operation is bound to be a drawback for the operation. Passing on the expenses to the consumer, in this case the tourist, is a great concern because asking them to pay a premium for being green is a constraint to further involvement. Financial assets that an individual or a firm holds is an important factor for involvement in green tourism operations. For those who reside in remote and marginalised areas in developing countries, the availability and reliability of green suppliers is an issue of dissatisfaction. Also a perceived shortage of information on new products or technological developments resulted in reluctance to make contributions towards the tourism industry, especially green tourism.

## **CASE STUDIES**

A desk review was done to investigate on the tourism industries four developing countries selected to be case studies. The study focused on developing countries in Africa that is Kenya, Nigeria, South Africa and Zimbabwe.

### ***CASE 1: KENYA***

East Africa is a natural destination for tourists, boasting the richest and most varied concentration of wildlife on the African continent. Kenya, a country in east Africa, built a flourishing industry that was safari-based when it saw the potential of being a tourist destination quickly, when it opened its first national park in 1947. Backed by national legislation that aimed at representing the community and protecting the wildlife in the natural environment, Kenya has pursued ecotourism with more determination. Dieke (2009) postulates that when tourism development in some countries has been neglected, in Kenya it has been uncontrolled and excessive. Although there has been unreliable progress in Kenya's tourism industry, West and Carrier (2003) acknowledge that Kenya's ecotourism<sup>1</sup> has been able to deliver concrete benefits to its people. One of the central principles that Kenya has adopted is involving local communities in the industry. Kenyan nationals do not pay admission fees to visit the country's national parks. The country slashed the admission fees to provide an important boost to domestic tourism. Ordinary Kenyans also have been involved in developing tourism in their areas through programmes such as Parks Beyond Parks. Communities have been given a leading role in these programmes, so that they manage and conserve wildlife areas in their own communities. Consequently, the tourism sector has helped immensely in achieving the United Nations Millennium Development goals and sustainable development goals in Kenya. Thus, through providing employment and alleviating poverty, the of the industry has helped societies to raise their livelihoods. Environmental sustainability has been part of the benefits the progress in Kenyan tourism industry has achieved. Through aid offered by donors to developing countries like Kenya, one of the critical benefits of tourism, is that it tends to have a balloon effect, generating revenue in indirect ways (West and Carrier, 2003). Donor countries are more likely to give aid and support to nations that their citizens visit and where tourists beat a path, businesses and non-governmental organisations

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1 A trend of tourism that is managed by the host country or region that commits itself to establishing and maintaining the sites with participation of local residents, marketing them appropriately, enforcing regulations and using the proceeds of the enterprise to fund the area's land management and community development (Ziffer, 1989).

(NGOs) often follow. In the West's view, more can be done to exploit the benefits that the individual travellers are willing to give back to the communities they visit to achieve a greener tourist destination.

### **CASE 2: NIGERIA**

Nigeria established a national tourist policy in 1990. Tourism in Nigeria has suffered from political marginalisation, though ethnic groups give it a rich cultural heritage. The country is blessed with natural wonders, unique wildlife and a favourable climate. Little effort has been made at the national level to develop the tourism industry. The majority of foreign visitors in the country come for business or family visits. Adeleke (2008) postulates that an enabling tourism environment does not exist in Nigeria. The issue of peace is a strong factor that impacts on tourism in the country. For a country's tourism to flourish, there is need for peace and safety. Nigeria has a history of political instability, violence, ethnic rivalry and crime. People are especially warned to avoid the Niger Delta where there is violence among local citizens, international oil companies and the national military. If tourism was well established, it could help promote peace in the country. The sector will also help Nigeria to diversify and leave its dependence on oil, its single exportation industry. The oil industry has been the source of many problems in the country, for that environmental problem are not an exception.

Tourism cannot be established in a community that is prone instabilities and conflicts in particular. Adeleke (*ibid.*) notes that there are several other factors that have caused havoc within Nigerian and complicated the thriving of a strong tourism sector. One of the strongest structural barriers is poor infrastructure in the country. The roads in the country are poorly maintained, meaning that tourists, would struggle to travel from one point to another when touring different regions. One example of a region with poor road network is the Niger Delta, where roads are extremely dangerous. In terms of domestic tourism, poverty has hindered local tourism. However, those who have the money, have not developed a culture of tourism in the country. The absence of an institutional capacity is a major barrier to tourism in Nigeria.

At national level, the country has not developed a national tourism strategy. It is difficult to develop a coordinated plan since some of government departments overlap national and regional levels. Organising the sector is also complicated by the government having no reliable figures of people visiting the country from foreign countries. Nigeria is not an exception when it comes to issues of corruption. Corruption has been a serious restraining factor in the

country's tourism sector as it undermines efficiency and limits potential investors in the sector in Nigeria. Corruption has scared away quite a number of visitors, not only in the Nigerian tourism sector, but even in other sectors of the economy and around the world. Little has been done to lift tourism development in some countries or neglected, as in Cameroon and Nigeria (Dieke, 2009). This reveals that notwithstanding that tourism brings benefits to the developing world, establishing a fully-fledged sustainable tourism sector is difficult and has proved to be beyond the capacity of many developing nations including Nigeria. Without peace and stability, combined with strategic planning at a national level, a country will struggle to persuade tourists to visit.

### ***CASE 3: ZIMBABWE***

The importance of the tourism sector in Zimbabwe is shown by the government of Zimbabwe identifying it as one of the main pillars of economic growth. Tourism has been put at the top of government's development priority list upon the realisation that it can play a significant role in reviving the economy of the country (Zhou, 2018). Amongst these sectors complementing tourism in driving the country's growth are agriculture, mining and manufacturing. Tourists consume goods and services that have direct linkages to farming, construction and other services (Sharpley, 2002). The country is, therefore, prioritising the implementation of policies that promote both domestic and international tourism to anchor growth and development.

Notwithstanding that tourism has been recognised as an anchor to growth and development in the country, the sector continues to face growth constraining challenges. These undermine the full potential of the sector to contribute to foreign earnings, growth, reducing climate change, employment creation and poverty eradication, among other things. The sector continues to face skill flight due to brain drain, poor infrastructure, water and electricity shortages, few flights due to COVID 19 lockdowns, high utility charges that increase the cost of doing business. The dilapidated Zimbabwean roads have also seriously constrained domestic tourism, making it less competitive on international markets (ZEPARU, 2013). The tourism sector in Zimbabwe has been working without a guiding policy framework (*ibid.*). The current effort by the government to develop a national tourism policy is a step in the right direction. With a well-coordinated institutional framework, the tourism sector is bound to realise full potential by having an environment policy that clearly outlines roles and responsibilities for all the stakeholders.

A shared responsibility is required between the government and the private sector for more investment in tourism infrastructure to be realised. The country is building its tourism infrastructure despite years of economic challenges. The government of Zimbabwe should take a leading role in investing in tourism in public infrastructure such as roads, electricity supply, water, sewage reticulation and other related areas. The private sector should do the same, concentrating on private infrastructure. This attracts well-structured partnerships that enhance growth. The draft National Tourism Policy makes pronouncements on a wide range of issues that require specific programmes to be developed and implemented in order for tourism to make meaningful contribution to the economic growth of the country. This should be strengthened by putting together the different pieces of legislation that have a bearing on the development of the sector. Zimbabwe has an abundance of tourism resources that she can bank on to stimulate economic growth and alleviate poverty (ZTA, 2016).

#### ***CASE 4: SOUTH AFRICA***

One of the major forms of tourist attractions in South Africa is ecotourism. The tourism sector still plays a relatively small role in the development of the South African economy. There is still a long way to go to fulfil the sector's potential to contribute to the overall economy of South Africa. The industry continues to focus on a narrow market that has reduced its potential to breed entrepreneurship and new services like local entertainment and handicrafts, and to drive local economic development. Entrepreneurship in tourism attracts domestic and international tourists and creates opportunities for small entrepreneurs and economic linkages, for example agriculture, hunting, handicraft production and a wide range of service industries that tourists are likely to consume, both in their countries of destination and countries of origin. Having noticed that there are local economic benefits that the country can derive from tourism, South Africa began to work on maximising these local benefits. The country looks forward to benefit from creating more diversified tourism products. Creating a more diversified tourism product and marketing a wider range of experiences, activities and services to tourists will benefit the country in a greatly.

In rural areas, the country seeks to reduce rural-to-urban migration through providing opportunities for employment for the locals, giving them an alternative to moving to urban areas. The sector pursues to promote market-related tourism than community-based tourism to promote other tourism development processes. Market-based tourism ensures that tourism is planned,

implemented and managed according to market demands. The African cultural tourism experience needs to be intertwined with the fabric of the mainstream South African tourism product. Sustainable tourism can create positive opportunities for community development in remote areas. The business sector can choose sustainable tourism over other more polluting ventures. Long- and short-term development plans should be crafted so that tourism and its benefits are spread within the area. However, early developments in the country's tourism sector gave little consideration of the limitations of natural resources, impacts of tourism on wildlife and on local cultures. In tourism development, the sustainability of green tourism in South Africa is affected by too many environmental problems in the country. Most of these are a result of people and business organisations, including those operating in the tourism industry. The human environment and development have been largely ignored.

## **DISCUSSION**

Several insights can be harnessed from results of the desk review presented, insights into theories that can guide us in dealing with individual attitudes towards green tourism. To be successful in promoting tourism at the national, regional and community levels, there is need for development of tourism in harmony with the natural and cultural environment, through development, education and training programmes in the developing world. Tourism cannot be established in a community that is prone to instabilities and conflicts in particular. This is so especially in countries like Nigeria, with issues of terrorist attacks. In order for developing countries to promote green tourism, strategic development plans that environmentally and economically, culturally and socially promote sound sustainable development, is the way forward. This needs public-private partnerships to ensure that the plans succeed. A shared responsibility is required between the government and the private sector, so that more investment in tourism infrastructure is realised. Strategic plans need to be drawn up in such a way that they promote and protect the health and safety of tourists. This must be done in all areas in close partnership with health authorities, tourism operators and security service providers such as the police. Green tourism may help reduce rural-to-urban migration through providing opportunities for employment, giving them an alternative to moving to urban areas. Through providing employment and alleviating poverty, the industry has helped societies raise their livelihoods in developing countries like Kenya. The dilapidated state of tourism infrastructure, such as roads, has also impacted the domestic tourism, making it less competitive on the international market.

## **CONCLUSION AND RECOMMENDATIONS**

Tourism is beneficial at a local level as it comes with benefits through local business linkage initiatives like training, community tour guides and local tourism workers and providing health care services and education to surrounding communities. The study found that green tourism is possible, but is impinged on the individual's motivation and the range of measures that firms in developing countries can undertake to be environmentally friendly. The study found that today's firms and individuals lack social responsibility that results in lack of respect for the environment. The act of converting an environment into a sustainable greener tourism environment is not a totally free activity, it involves financial costs. The financial assets that an individual or a firm holds are important for involvement in green tourism operations.

Developing, adopting and implementing legislation to promote responsible practices in tourism development recommended. Enforcing legislation in the tourism environment would help to ensure that people take serious measures that promote a greener sustainable environment that will help future generations. The government should collaborate with the private sector and local communities in formulating criteria for the sustainable use of natural resources. Involving local communities to design programmes aimed at raising awareness for the development of sustainable green tourism at all levels of society promotes and facilitates their full participation, and explaining the environmental impact studies for the design of tourism projects, to ensure sustainable development. If the responsible authorities work with experts within the tourism and hospitality industry to help explain some tourism projects, it will help societies to understand green tourism. Understanding may also help to raise motivation to participate in green tourism initiatives. Government may also work with national authorities to use tourism earnings as one of the means of alleviating poverty and generate employment in developing countries. This may also help to raise the motives of societies towards contributing in green tourism initiatives since they will be benefiting from the industry.