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Sustainability Practices in the Hospitality Sector of Zimbabwe: a Spatial View

Abstract. The article offers a spatial analysis of sustainability practices and drivers in the Zimbabwean hospitality sector. Although differences in this regard can be observed between the Global North and the Global South, there are few studies on geographical variations in sustainability practices within particular countries. The main goal of the following study is to compare sustainability practices in Victoria Falls, a destination which attracts mainly international tourists, with other destinations, which mainly cater to domestic tourists. A questionnaire was used to collect data from 125 respondents selected through stratified random sampling. The results reveal that hospitality enterprises in Victoria Falls exhibit a higher sustainability awareness than those in other destinations. Hospitality establishments in destinations which cater mostly to domestic tourists were found to mainly implement sustainable practices required by government regulation.

Keywords: sustainable tourism, spatial view, sustainable practices, hospitality sector, Zimbabwe

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1. Introduction

As pointed out by Saarinen (2021, p. 1) since the early 1990s “sustainability has formed a development paradigm for tourism”. The concept of sustainable development has attracted much attention as a basis for mitigating the negative consequences of human activities and in the context of the dramatic escalation of global tourism over recent decades (Boluk, Cavaliere & Higgins-Desbiolles, 2019). Further, the tourism industry adopted a neo-liberal growth model to maximise economic gain causing notable sustainability challenges (Hall, 2019; Rastegar, 2022; Saarinen, Rogerson & Hall, 2017). Although the COVID-19 pandemic affected international tourist arrivals, there is growing evidence that the tourism sector has

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been recovering (Shereni, 2022). The World Tourism and Travel Council (WTTC, 2022) predict a decade of strong tourism growth at an average rate of 5.8% per annum between 2022–2032, with significant implications for the achievement of sustainable tourism (Dube & Nhamo, 2021a).

Not surprisingly, sustainable tourism has become a dominant research theme in tourism scholarship (Bramwell et al., 2017; Hall, 2019; Islam & Zhang, 2019; Saarinen, 2014, 2021; Saarinen & Rogerson, 2021). This is out of the realisation that tourism can be both a vehicle to promote social justice and at the same time, if not properly managed, can propel various injustices (Rastegar, 2022). The hospitality industry is one of the leading segments of the tourism industry and is central to sustainability debates because of its huge ecological footprint and impact on the social and economic conditions of various stakeholders (Ismail & Rogerson, 2016; Shereni, 2022). The accommodation services sector contributes significantly to tourism carbon emissions, energy and water consumption, waste generation, social exclusion, cultural erosion as well as unfair labour practices (Abdou, Hassan & El-Dief, 2020; Bello, Banda & Kamanga, 2017; Dube, 2021; Jasmim, Sampaio & Costa, 2020; Mensah & Blankson, 2014; Shereni, Saarinen & Rogerson, 2022a). Accordingly, this has made sustainability issues a critical area of interest for policymakers, tourism scholars and hospitality practitioners (Peng & Chen, 2019; Shereni, Saarinen & Rogerson, 2022b). In June 2023 the critical importance of tourism as a vehicle for achieving the United Nations Sustainable Development Goals (SDGs) was affirmed during the meeting of G20 member countries in Goa, India and the launch of the Goa Roadmap for accelerating the achievement of the SDGs (Tourism Working Group India G20 Presidency, 2023; UNWTO, 2023).

There are variations in the way sustainability has been understood and adopted by the tourism and hospitality industry in different global contexts (Brazyté, Weber & Schaffner, 2017; Sharpley, 2000). In addition to variation at the level of individual businesses, there are marked differences in the way sustainability in the tourism industry is viewed by tourism policymakers and tourism enterprises in the Global North as opposed to the Global South (Khonje & Leonard, 2019; Melissen, Mzembe & Novakovic, 2018). It has been pointed out that the degree to which sustainability practices have been adopted often depends on the target market. From the perspective of the Global South, destinations where hospitality enterprises are targeting international tourists are considered to exhibit a different understanding of sustainable tourism compared to those that operate in areas which cater mainly to domestic tourists (Bello, Banda & Kamanga, 2017; van der Merwe & Wocke, 2007; Shereni, 2022).

Nevertheless, the tourism literature includes few studies on spatial variations in sustainability practices in the hospitality sector. Saarinen (2020, p. 1) notes that

tourism geographers have a long-standing interest in sustainability issues and have “contributed substantially to this emerging and highly policy-relevant research field”. It is against this backdrop that this study aims to investigate geographical variations in the adoption of sustainability through a case study of the hospitality sector in Zimbabwe. The study provides a comparison of sustainable practices and factors that motivate decisions about sustainability in the hospitality sector in Victoria Falls, which attracts many international tourists, with several other destinations in Zimbabwe which mainly cater to domestic tourism. This paper provides insight into critical sustainability issues in the hospitality sector of a Global South country from a spatial perspective. With growing international concerns about the socio-economic and environmental impacts of hospitality businesses, it is essential to have an in-depth understanding of how sustainability is implemented in the hospitality sector in different geographical contexts. This study is an attempt to fill the knowledge gap in research concerning financially constrained environments of the Global South.

2. Literature Review

Sustainability has become a critical issue recently in the business operations of hospitality enterprises (Su & Chen, 2020; Le et al., 2023). According to Dube (2021) the way sustainable tourism is understood to a large extent depends on geographical location. Consequently, the application of sustainability principles in tourism has been undertaken at different planning scales and in different spatial contexts (Saarinen, 2018). Across the Global South (and specifically in sub-Saharan Africa) the adoption of sustainability practices is observed to be slow and far less advanced than in countries of the Global North (Dube, 2020; Idahosa & Ebhuoma, 2020; Rogerson, 2020).

Although some notable progress has been recorded in the adoption of sustainability principles by the hospitality sector, a number of investigations indicate that progress in the African context is still quite sluggish (Dube, 2021; Melissen, Mzembe & Novakovic, 2018). The academic literature on sustainability practices in the hospitality sector is dominated by studies focusing on hospitality enterprises in destinations of the Global North, while few studies exist to address the same issues in regions such as sub-Saharan Africa (Chan, Okumus & Chan, 2018; Islam & Zhang, 2019). The limited body of Africa-focused research confirms the slow uptake of sustainability practices among hospitality enterprises across the region with the greatest progress recorded for accommodation enterprises in South Africa

(Ismail & Rogerson, 2016; Musavengane, 2019; Rogerson, 2014a, 2014b, 2023; Rogerson & Sims, 2012; Shereni, Saarinen & Rogerson, 2022b). It is not surprising that only a small proportion of hospitality establishments in Africa are eco-certified, which signals the lack of sustainable tourism mainstreaming in the African hospitality sector (Spenceley, 2019).

Over the past decade, sustainability debates in the tourism and hospitality industry have been framed broadly around the United Nations Sustainable Development Goals (SDGs) (Hall, 2019; Kandler Rodríguez, 2020; Musavengane, Siakwah & Leonard, 2020; Saarinen, 2014, 2018, 2021; Sharma, Chen & Liu, 2020). This is a result of the global appeal of the SDGs, which emanates from an agenda championed and agreed upon by a wide spectrum of stakeholders led by multilateral institutions (Raub & Martin-Rios, 2019; Shereni, 2022). Several scholars argue that the tourism industry in the Global South pays little serious attention to SDGs compared to the Global North, where leading hotel groups have widely adopted the SDGs and are making significant progress in implementing them. (Jones, 2019; Nwokorie & Obiora, 2018; Rasoolimanesh et al., 2020; Shereni, Saarinen & Rogerson, 2022b).

There are a number of factors that can explain these differences in the adoption of SDGs and sustainability practices between enterprises operating in the Global South and the more prosperous environments of countries in the Global North. According to Mzembe, Melissen & Novakovic (2019), the differences can be attributed to colonial legacies, different levels of development, and even different religious beliefs. Other factors, such as local context, political and business systems can also affect the way sustainability is understood and implemented from country to country (Melissen, Mzembe & Novakovic, 2018; Raub & Martin-Rios, 2019). According to Siakwah, Musavengane & Leonard (2019), sustainable tourism governance and misalignment of policies in the Global South constitute enduring challenges. Khonje and Leonard (2019) agree that the lack of a comprehensive legal and institutional policy framework in many countries of the Global South is a major obstacle to encouraging sustainable behaviours in the hospitality sector. The development of sustainable business practices by tourism enterprises in parts of southern Africa is also limited by the lack of knowledge, awareness and capacity (Dube & Nhamo, 2021b). Other studies have shown that certain sustainability practices which require large capital investments have a lower uptake in the financially constrained hospitality sector of the Global South (Agyeiwaah, 2019; Eshun & Appiah, 2018; Shereni et al., 2022b), which is an important difference in relation to the Global North.

Consumers are regarded as a critical driver in the adoption of sustainable tourism in the accommodation services sector (Abdou, Hassan & El-Dief, 2020; Idaho-

sa & Ebhuoma, 2020; Shereni, Saarinen & Rogerson, 2023). In recent years tourists have become more conscious about sustainability issues (Martínez & López, 2019; Shereni, Saarinen & Rogerson, 2022c). When choosing hospitality establishments, more and more tourists either prioritise or, at least, show evidence of a commitment to sustainability practices (Brazyté, Weber & Schaffner, 2017; Ijasan, Ajibola & Gaibee, 2016; Sharma, Yadav & Sharma, 2018). According to Kim, Tanford & Book (2020), tourists' attitudes toward sustainability can affect their travel behaviour and consequently, determine to what extent hospitality enterprises decide to adopt sustainability practices. This means that in destinations where customers have little interest in sustainability, hospitality establishments tend to keep their sustainable practices to a minimum.

Other factors that motivate tourism and hospitality establishments to take up sustainable practices have also been identified (Berezan, Millar & Raab, 2014; Kasim & Ismail, 2012; Leonidou et al., 2013). Hospitality establishments tend to adopt sustainable practices that can ensure business growth, improve their reputation and provide access to new markets (Hsieh, 2012; Mbasera et al., 2016). Studies have also revealed that hospitality establishments are motivated to adopt sustainable practices because of regulations (Campos, Hall & Backlund, 2018; Jose & Lee, 2007; Mzembe, 2021).

The adoption of sustainable practices can also be linked to the level of internationalisation of tourism and hospitality establishments (Jones, 2019). Chain hotels located in various countries are facing growing pressure from foreign stakeholders to adhere to sustainability principles and practices (Mensah, 2013). Research has shown that hospitality establishments in the Global South with a significant with a significant foreign ownership component are often under pressure to adhere to Corporate Social Responsibility (CSR) principles (Nguyen et al., 2020). This is because tourists, especially those from the Global North, are highly aware of sustainability issues and make purchase decisions based on the company's sustainability performance (Melissen, Mzembe & Novakovic, 2018). Accommodation establishments in the Global South that deal with international tourists are therefore more likely to adopt sustainable practices than those which cater mainly to domestic clientele (Bello, Banda & Kamanga, 2017; van der Merwe & Wocke, 2007; Shereni, 2022).

3. Zimbabwe – A Case Study

With tourist arrivals in Zimbabwe growing steadily from 1980 when the country gained independence, the tourism industry contributed an average of 8% to the GDP annually up to the year 2000 (Woyo & Woyo, 2019; Zhou, 2018). Between 1980 and 1990 the country was marketed to mostly first-time visitors with the slogan ‘Discover Zimbabwe’ (Kanokanga et al., 2019). As a result, the country’s tourism industry became one of the key pillars of the economy. From the early 1990s to late 1999, Zimbabwe saw a significant growth in tourist arrivals with the highest growth rate recorded in 1995, when the country hosted the All Africa Games (Karambakuwa et al., 2011; Zhou, 2018). From 2000, the role of tourism started to wane owing to the unstable political and economic situation resulting from the chaotic ‘fast-track’ land reform programme undertaken by the Mugabe government (Mkono, 2012; Zhou, 2016). According to some studies (Woyo, Slabbert & Saayman, 2019; Woyo & Slabbert, 2021), the competitiveness of Zimbabwean tourism has been impacted by the political effects of those reforms for the past two decades.

When the Government of National Unity (GNU) came to power in 2009, Zimbabwe started its slow recovery as a destination for international tourism (Chibaya, 2013). However, even now, Zimbabwe is still described by certain observers as a ‘distressed destination’ (Musavengane, Woyo & Ndlovu, 2022; Woyo & Slabbert, 2023). As in the rest of the world, the COVID-19 pandemic further exacerbated the difficulties of the Zimbabwean tourism sector (Makoni & Tichaawa, 2021; Dube, Nhamo & Swart, 2023). International leisure tourism was the segment of tourism most impacted by political turmoil and economic disruption over the past two decades. Most international tourists are regional visitors from South Africa, Zambia, Malawi Mozambique and Botswana (Shereni, 2022). With the decline of international tourism, domestic tourism as a whole and the segment of business tourism, in particular, has come to play a greater role in the national tourism economy (Shereni, Musavengane & Woyo, 2023).

The Zimbabwean tourism industry is concentrated around a number of destinations and attractions featuring natural scenery, safari game viewing, nature tourism, and cultural and heritage experiences (Matura & Mapira, 2018). Figure 1 shows the location of the country’s major destinations, tourist attractions and national parks, including the iconic waterfalls at the town of Victoria Falls, the prime attraction for international tourists, especially long-haul arrivals from Europe and North America. As documented by McGregor (2003, p. 717), the tourist resort around Victoria Falls, described as “one of Africa’s most well-known geographical features”, began to develop and attract growing numbers of tourist arrivals

from 1900. However, many visitors were drawn to the falls even earlier during the 19th century and thus helped to ‘turn water into tourist gold’ (Arrington, 2010; Arrington-Sirois, 2017).

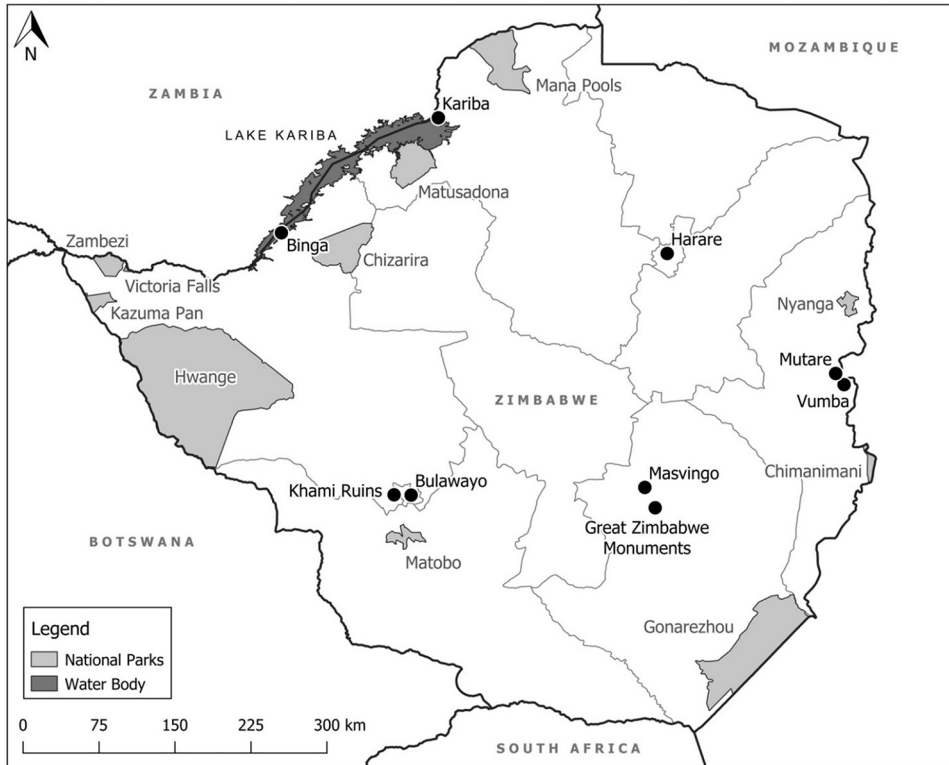


Figure 1. Tourism destinations in Zimbabwe

Source: Authors

In addition to Victoria Falls National Park, the Hwange National Park is an important destination for nature-based safari tourism. Leisure travellers also visit historical attractions such as the archaeological site of Great Zimbabwe, located close to Masvingo and Khami Ruins, and the Matobo Hills heritage sites, which are situated not far from Zimbabwe’s second largest city, Bulawayo. The national capital, Harare, the centre of government and home to headquarters of leading commercial enterprises, is primarily a centre for domestic tourism and especially for business tourism (Makoni & Rogerson, 2023). Other tourist attractions that are mainly visited by domestic tourists include the Eastern Highlands (around Mutare and Vumba) and Kariba, a border resort town on the lake known as a great destination for sport fishing and nature tourism (Matanzima & Nhiwatiwa, 2023).

4. Research Method

Moswete and Darley (2012) point out that tourism survey research in sub-Saharan Africa is often faced with the absence or unreliability of official data that could be used to draw statistically representative samples. The target population for this study consisted of hospitality establishments situated in Zimbabwe's six major tourist destinations: Victoria Falls, Bulawayo, Eastern Highlands, Harare, Kariba and Masvingo. The study focused on hotels, lodges and guest houses which were formally registered with the Zimbabwe Tourism Authority (ZTA). No data is available to conduct an analysis of unregistered hospitality establishments in Zimbabwe. This is a typical sampling limitation in tourism research in the Global South (see Moswete & Darley, 2012). As stressed by Booyens (2018) and Booyens et al. (2022), the poor quality of official databases about the hospitality sector is an enduring problem for African scholars in conducting empirical research.

For this study, stratified random sampling was applied to select a representative sample from the population of registered hospitality establishments. Hotels, guest houses and lodges were treated as three different strata and in each destination a percentage share of the total population of establishments was computed for each stratum. A random sample of hospitality establishments in each stratum, equal to the percentage previously established for each destination, was selected. The final sample included 125 establishments. Table 1 shows the sample distribution across each stratum for each of the six destinations.

Table 1. Sample distribution by destination (n=125)

Strata	Victoria Falls	Bulawayo	Harare	Kariba	Eastern Highlands	Masvingo	n	%
Hotels	3	6	6	1	4	1	21	16.8
Lodges	8	13	12	8	3	5	49	39.2
Guest Houses	3	12	25	1	12	2	55	44.0
Total	14	31	43	10	19	8	125	

Source: Author survey

The questionnaire was administered to one respondent selected from members of senior management in each hospitality establishment. 52% of them were males and 48% were females; 62% of respondents were aged 32–40, 37% were at the supervisory level and most were holders of at least a diploma qualification; one-third were university graduates with Bachelor's degrees. As regards work experience, the respondents had worked for an average of 6.5 years in their current organisation and an average of 9 years in the hospitality sector.

The questionnaire contained a set of questions designed to identify sustainabil-

ity practices used in each business unit and factors that motivate decisions made in this regard. Descriptive and inferential statistics were generated using SPSS version 25. One-way ANOVA and Chi-square tests were conducted to compare differences in responses from hotels, guest houses and lodges across the six destinations. Full details of the survey and the questionnaire are available in Shereni (2022).

5. Findings

The findings are divided into two parts: the first relating to sustainable practices undertaken by hospitality establishments, and the second concerning motivations behind the sustainable practices in each of the destinations analysed in the study.

5.1. Sustainable Practices

Table 2 presents results concerning sustainable practices undertaken by hospitality establishments in the selected tourist destinations in Zimbabwe. As can be seen, Victoria Falls is the leader when it comes to the adoption of environmentally friendly practices, which include joining certification schemes, waste management practices, proper wastewater disposal, linen reuse policy and waste recycling. As already mentioned, such practices are important for environmentally-conscious international tourists, who treat them as an important criterion when selecting hospitality establishments.

By contrast, the most common sustainable practices at other tourist destinations, which target mostly local tourists, include those required to ensure compliance with regulations introduced by the national government, such as the use of energy-saving light bulbs, proper waste disposal, fair pricing and paying salaries in accordance with National Employment Council (NEC) grades. Linen reuse policy is also a common practice in all areas (outside Victoria Falls) probably because of its ease of implementation. In the cities of Harare and Bulawayo, which cater mainly to domestic tourists, including a significant segment of MICE business travellers, in addition to practices that ensure compliance with regulations, less-costly sustainability practices are also in use. These include the use of local products to prepare meals offered on the menu and the employment of locals. The fact that less costly sustainability practices and those required by government regulations are implemented mainly by hospitality establishments outside Victoria Falls means that business tourists and domestic tourists in general do not have such high expectations in this regard as international leisure tourists. As a result, hospitality organisa-

tions in those areas (outside Victoria Falls) are less motivated to adopt additional practices other than those required by law or those that are relatively inexpensive.

Table 2. Sustainable practices by geographical location (n=125)

Sustainable practices	Victoria Falls		Eastern Highlands		Bulawayo		Harare		Kariba		Masvingo		P value
	N	%	N	%	N	%	N	%	N	%	N	%	
Use of energy saving bulbs	13	92.9	18	94.7	29	93.5	40	93.0	9	90	7	87.5	.988
Wastewater management practices	13	92.9	16	84.2	20	64.5	28	65.1	2	20	4	50.0	.003*
Joining certification standards	12	85.7	12	63.2	8	25.8	18	41.9	2	20	2	25.0	.001*
Enforcing linen reuse policy	12	85.7	14	73.7	27	87.1	29	67.4	5	50	6	75.0	.168
Proper waste disposal practices	12	85.7	16	84.2	25	80.6	31	72.1	7	70	5	62.5	.672
Adhering to fair pricing	12	85.7	13	68.4	30	96.8	33	76.7	7	70	4	50.0	.031*
Recycling of waste	11	78.6	9	47.4	15	48.4	23	53.5	1	10	1	12.5	.008*
Pay salaries according to the National Employment Council (NEC) grades	11	78.6	14	73.7	19	61.3	34	79.1	7	70	6	75.0	.665
Use of local products in menu design	11	78.6	11	57.9	21	67.7	30	69.8	7	70	5	62.5	.876
Promotion of local arts (gift shop with local products)	11	78.6	8	42.1	14	45.2	7	16.3	4	40	1	12.5	.001*
Employing a significant number of locals	11	78.6	14	73.7	22	71.0	27	62.8	7	70	7	87.5	.720
Use of low flow shower systems in bathrooms	10	71.4	11	57.9	22	71.0	23	53.5	1	10	4	50.0	.023*
Use of solar energy	10	71.4	9	47.4	19	61.3	20	46.5	3	30	1	12.5	.062
Organisational policies that provide for growth of employees	10	71.4	12	63.2	17	54.8	30	69.8	3	30	2	25.0	.059
Employee benefits such as health insurance, funeral cover & pension funds	10	71.4	10	52.6	17	54.8	35	81.4	5	50	4	50.0	.082
Installation of refillable soap dispensers	10	71.4	9	47.4	12	38.7	8	18.6	3	30	1	12.5	.005*
Use of local themes in building designs and names	9	64.3	9	47.4	8	25.8	21	48.8	3	30	2	25.0	.117
Prioritize local companies in the hotel supply chain	9	64.3	14	73.7	16	51.6	28	65.1	7	70	4	50.0	.624
Installation of Energy Management Systems	6	42.9	7	36.8	10	32.3	4	9.3	2	20	2	25.0	.062*

Note: *chi-square significant at $p < 0.05$

Source: Authors survey

The chi-square test results indicate that there is a significant relationship ($P < 0.05$) between geographical location and the following sustainable practices: the installation of energy management systems, use of refillable soap dispensers, wastewater management practices, joining certification standards, fair pricing, the

promotion of local arts, recycling of waste and use of low flow shower systems in bathrooms. As can be seen in Table 2, most hospitality establishments in Victoria Falls implement the majority of these environmentally-friendly measures. The range of implemented practices decreases for other destinations such as Masvingo, Eastern Highlands and Kariba, which largely cater to domestic tourists.

5.2. Factors that Motivate the Implementation of Sustainability Practices

The second part of this analysis concerns factors that motivate hospitality establishments at different destinations in Zimbabwe to implement sustainability practices. Results relating to this aspect are presented in Table 3. As can be seen, respondents from all six destinations stress that sustainability practices are implemented mainly in order to improve the establishment's reputation, create new market opportunities, observe professional ethics, and comply with regulations. The effect of these motivating factors is most evident in Victoria Falls, which, as already pointed out, can be attributed to the stronger pressure to adopt sustainable practices in an effort to satisfy the expectations of mostly international tourists. The second major factor, observed in all destinations, is regulatory compliance.

Table 3. Drivers of sustainability by destination (n=125)

Drivers of sustainability	n	Means						ANOVA	
		Victoria Falls	Eastern Highlands	Bulawayo	Harare	Kariba	Masvingo	F value	P value
To improve the reputation of the organization	115	4.43	4.26	3.87	4.14	4.44	4.13	1.290	.273
To create new market opportunities	116	4.36	4.00	3.81	4.00	3.90	4.13	.877	.499
To observe professional ethics	116	4.50	3.68	3.81	3.65	4.40	3.88	2.792	.020*
To comply with regulations	116	3.71	3.95	4.06	3.70	3.50	4.38	1.642	.154
Support from industrial associations	116	3.71	3.11	3.52	4.02	3.40	4.00	2.651	.026*
Availability of incentives	115	3.79	3.05	3.23	4.10	3.40	4.13	5.020	.000*
Pressure from customers	114	3.62	3.21	3.33	3.36	4.00	3.25	1.020	.409
Recommendations from pressure groups	115	3.46	3.26	3.13	3.33	3.10	3.88	.953	.450

NB: Responses based on a 5-point Likert scale range from 1 (strongly disagree) to 5 (strongly agree); One-way ANOVA results were significant at $p < 0.05$

Source: Authors survey

One-way ANOVA results indicate a statistically significant difference in responses on professional ethics, support from industry associations, and availability of incentives. Tukey's HSD post hoc test was performed to identify if there were significant differences between destinations. A statistically significant difference with

respect to professional ethics was only found to exist between respondents from Harare and Victoria Falls ($P < 0.05 = 0.030$). This means that the desire to comply with standards of professional ethics is significantly stronger for hospitality establishments in Victoria Falls ($M = 4.50$) than for those in Harare ($M = 3.65$).

Other significant differences were also observed between the destinations. For example, with regard to support from industry associations, Tukey's HSD post hoc results indicate a statistically significant difference was found between Harare and Eastern Highlands ($P < 0.05 = 0.017$). Respondents from Harare ($M = 4.02$) agreed that they received support from industry associations to engage in sustainable practices, while the mean response regarding this factor in Eastern Highlands was only $M = 3.11$. There was also a significant difference as to the availability of incentives ($P < 0.05 = 0.002$) between Harare and Eastern Highlands as well as between Harare and Bulawayo ($P < 0.05 = 0.003$).

6. Discussion

The study provides insights into spatial variation in the implementation of sustainability practices in the hospitality sector of Zimbabwe. The study focused on differences between destinations which cater mainly to international customers and those that mostly serve domestic customers. In Victoria Falls, which mainly caters to international tourists, the range of sustainability practices employed by hospitality establishments was found to be much larger than that observed in the other destinations analysed in the study. Environmental practices such as the use of energy saving bulbs, wastewater management, joining standards, linen reuse policy, proper waste disposal and waste recycling were widespread across accommodation establishments at Victoria Falls. By contrast, hospitality enterprises in the other destinations tended to restrict their practices to those required to ensure regulatory compliance and/or those that do not require much investment. In fact, it can be argued that establishments targeting mostly the local market are often engaged in what can be called 'greenwashing', in other words, strategies aimed at persuading customers that they are environmentally friendly. Such practices include fair pricing, proper waste disposal, paying salaries according to minimum set regulatory standards, linen reuse policy, recycling of waste, and the promotion of local arts.

Overall, the results from Zimbabwe to a large extent resemble those reported from studies conducted in neighbouring Malawi. Bello, Banda & Kamanga (2017) found that hotel companies with a significant component of foreign clients were more likely to engage in sustainable practices expected by their customers than

those that largely serve a domestic clientele. Melissen, Mzembe & Novakovic (2018) reported that many tourist destinations in Malawi had embraced sustainability because they cater to environmentally-conscious tourists from the Global North. Since establishments operating in Victoria Falls regard environmental practices as critical to their customer base, they have adopted them widely, following the example of establishments in the Global North (Mensah, 2020; Shereni, Saarinen & Rogerson, 2022a). In contrast, hospitality establishments in other tourist destinations, which mainly attract business and domestic tourists, operate on the premise that sustainability is not a criterion such guests use when selecting a place to stay and are therefore unwilling to pay a premium for more sustainable hospitality services (Shereni, 2022).

This study did not reveal any notable differences in the factors that motivate the implementation of sustainability practices between subsectors of the hospitality industry or the destinations. Establishments in all six destinations were motivated by the desire to comply with regulations, and to improve business prospects through new market opportunities. It should be stressed, however, that the importance of these factors was stronger in enterprises at Victoria Falls than in those at other destinations, which confirms the motivation in this regard is influenced by expectations from international customers.

7. Conclusions

Research on tourism geography continues to address critical issues of sustainability (Rogerson & Visser, 2020; Saarinen, 2020). Understanding the adoption of sustainability practices by accommodation establishments is part of the research agenda concerning tourism and change in the Global South (Saarinen & Rogerson, 2021). This study on Zimbabwe contributes to this body of scholarship by addressing a knowledge gap concerning intra-national spatial patterns and variations in sustainability practices and drivers in the registered hospitality sector. Owing to the lack of appropriate data, the sample did not include any representatives from unregistered hospitality establishments in Zimbabwe.

The spatial analysis has shown that sustainability practices vary greatly depending on location and are linked to the target market. Hospitality establishments in destinations such as Victoria Falls, which caters to international tourists, have started to implement sustainable practices in order to satisfy customer expectations. By contrast, in much of the rest of Zimbabwe, where formal (registered) accommodation establishments concentrate upon a domestic clientele, the range and type

of sustainability practices differ. Accommodation establishments in destinations which mainly attract domestic tourists tend to restrict their sustainable practices to only those required by government regulation. In the final analysis, sustainability practices in the formal hospitality industry exhibit geographical variation, a finding which has policy relevance in the financially constrained environments of the Global South and particularly in the Zimbabwean context.

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Praktyki zrównoważonego rozwoju w sektorze hotelarsko-gastronomicznym Zimbabwe: ujęcie przestrzenne

Streszczenie. Artykuł zawiera analizę przestrzenną działań w zakresie zrównoważonego rozwoju podejmowanych w sektorze hotelarsko-gastronomicznym Zimbabwe oraz czynników wpływających na tego typu działania. Choć w kwestii tej można zaobserwować różnice pomiędzy globalną Północą a globalnym Południem, istnieje niewiele badań dotyczących różnic w tego typu praktykach w różnych częściach poszczególnych krajów. Głównym celem badania opisanego w artykule jest porównanie działań w zakresie zrównoważonego rozwoju w okolicach Wodospadów Wiktorii, obszarze przyciągającym głównie turystów zagranicznych, z działaniami podejmowanymi w innych miejscach recepcji turystycznej nastawionych głównie na turystów krajowych. Analiza jest oparta na danych zebranych za pomocą badania ankietowego z udziałem 125 respondentów wylosowanych w drodze doboru warstwowego. Wyniki wskazują, że przedsiębiorstwa z branży hotelarsko-gastronomicznej w okolicach Wodospadów Wiktorii przywiązują większą wagę do praktyk zrównoważonego rozwoju niż przedsiębiorstwa w innych lokalizacjach. Stwierdzono, że obiekty hotelarskie w miejscowościach obsługujących przede wszystkim turystów krajowych wdrażają głównie działania, których wymagają przepisy.

Słowa kluczowe: zrównoważona turystyka, ujęcie przestrzenne, zrównoważone praktyki, sektor hotelarsko-gastronomiczny, Zimbabwe



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