

Religious Tourism in Zimbabwe: A Stakeholders` Perspective

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Abstract

The impact of religious tourism on destination economies is clearly an important question for public policymakers wishing to develop a robust tourism industry. This chapter aimed to offer insights into the contemporary state of religious tourism in Zimbabwe. Using interpretive qualitative data obtained through observation and in-depth interviews conducted with 30 key informants purposively selected from religious tourism stakeholders, the study established that although teeming with bright prospects, as manifested through the availing of employment opportunities to communities around religious tourism sites, religious tourism in Zimbabwe remains on the back foot. Findings revealed that religious tourism is hamstrung by the absence of a proper regulatory framework, spike in stampede cases jeopardising the safety and security of pilgrims, congestion and environmental pollution. Policy recommendations were proffered.