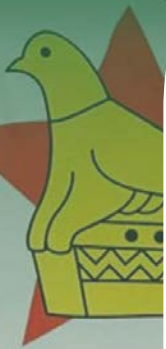
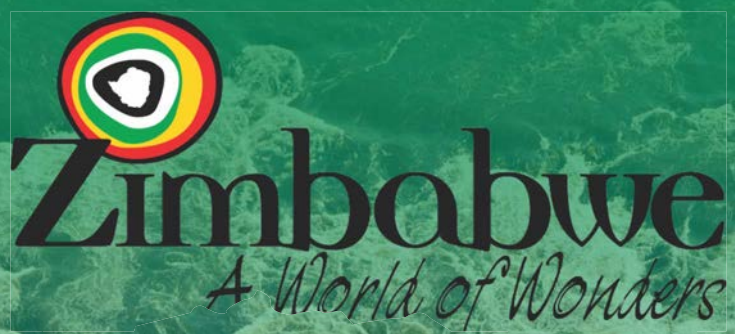




TOURISM & HOSPITALITY INDUSTRY POLICY

2025 - 2030







Tourism and Hospitality Industry Policy 2025 - 2030

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FOREWORD



HE Cde. Dr. Emmerson Dambudzo Mnangagwa
President of the Republic of Zimbabwe

Consistent with the collective aspirations and determination of the people of Zimbabwe to establish and promote a just free and democratic society in which people enjoy prosperous, happy and fulfilling lives, the Second Republic launched Vision 2030. This vision predicts that Zimbabwe shall achieve an upper middle income economy status by 2030. To this end, Vision 2030 shall guide the implementation of national development policies and strategies to ensure the attainment of this upper middle income status.

The development and deployment of appropriate policies in key sectors of the economy such as the Tourism and Hospitality industry is critical for Zimbabwe's sustainable development. Thus, in order to transform the Tourism and Hospitality industry, the Second Republic made a decision to develop this comprehensive Tourism and Hospitality Industry Policy.

The goal of this policy is to (1) promote and (2) develop the tourism and hospitality industry as a key driver for the achievement of the upper middle income economy status. The key aim is to make Zimbabwe a prime tourism destination that pursue international best practice.

In the face of climate change and volatility in world commodity prices, the Tourism and Hospitality Industry has become one of the world-wide sector of choice that countries use to grow their economies based on its sustainability. Thus, in the Second Republic Zimbabwe is focused on growing the Tourism and Hospitality Industry to make it one of the top contributors to the Gross Domestic Product, alongside mining, agriculture and manufacturing.

In order to spur the growth in the Tourism and hospitality industry as a strategic sector of the economy in the Second Republic, we shall deepen our focus by investing in innovative tourism promotion and development programmes that we shall implement using a streamlined and robust human capital infrastructure, a strong physical and digital infrastructure and all this backed up by transformational laws and regulations funded through strong and innovative financing pipelines.

Based on this Tourism and Hospitality Industry policy, the Second Republic seeks to ensure that Zimbabweans benefit from local tourism resources. The policy is designed to facilitate the industrialisation and modernisation of Zimbabwe, following the mantra '**Nyika Inovakwa Nevene Vayo/Ilizwe Lakhiwa Ngabanikhazi Balo,**' and '**Leaving No Place and No One Behind**'. Together, harnessing the collective energies of all Zimbabweans from all walks of life and from across the length and breadth of our country, we shall achieve Vision 2030 and beyond.

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HE Cde. Dr. Emmerson Dambudzo Mnangagwa
President of the Republic of Zimbabwe

PREFACE By the Honourable Minister



Hon Barbara Rwodzi
Minister of Tourism and Hospitality Industry

Zimbabwe's national vision is to become a Prosperous and Empowered Upper Middle-income Society by 2030, as directed by His Excellency, the President of the Republic of Zimbabwe, Dr E.D. Mnangagwa. This shall be achieved through the development and deployment of necessary capabilities in the key sectors of the economy that includes the Tourism and Hospitality industry as explicitly outlined in the NDS1 (2021-2025).

The goal of the Ministry of Tourism and Hospitality Industry is to (1) PROMOTE and (2) DEVELOP the Tourism and Hospitality Industry in Zimbabwe as per dictates of the Constitution Section 13 on National development and as articulated in the Tourism Act (Cap 14:20). The vision is to make Zimbabwe a prime tourism destination that pursue international best practice. To achieve this goal the development and application of a Tourism and Hospitality Industry Policy that ensures an alignment with national goals and aspirations is paramount.

We herein present a Tourism and Hospitality Industry Policy that is in tandem with the aspirations of the Second Republic which emphasises accelerated and balanced economic growth in Zimbabwe. In fact, Section 13 of the Constitution on National Development is instructive that tourism, inter alia, promotes socio-economic benefits for all Zimbabweans; in particular the most vulnerable sectors of society. The Constitution recognises national development as its main objectives and seeks to bring about a balanced development of the different areas of Zimbabwe, in particular a proper balance in the development of rural and urban areas and that local communities must benefit from the resources in their areas.

This Tourism and Hospitality Industry policy seeks to ensure that Zimbabweans benefit from local tourism resources. Furthermore, the policy herein presented is designed to facilitate the industrialisation and modernisation of Zimbabwe, following the mantra '**Nyika Inovakwa Nevene Vayo/Ilizwe Lakhiwa Ngabanikazi Balo,**' and '**Leaving No Place and No One Behind**'.

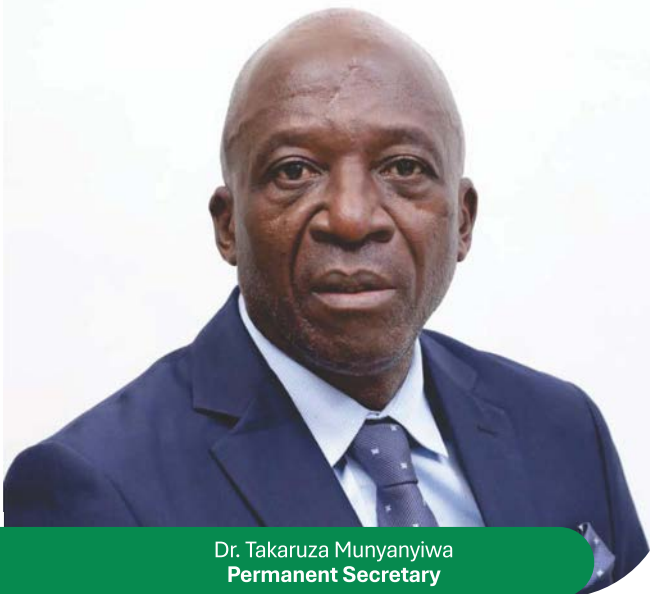
Finally, this policy seeks to bring about a balanced tourism and hospitality industry related development to different areas of Zimbabwe, in particular a proper balance in the development of rural and urban areas and local communities by fostering the accelerated development of tourism facilities across the country.

A handwritten signature in black ink, appearing to read 'Barb'.

Hon Barbara Rwodzi

Minister of Tourism and Hospitality Industry

STATEMENT By the Permanent Secretary



Dr. Takaruzo Munyanyiwa
Permanent Secretary

The review of the Tourism and Hospitality Industry Policy comes at an important juncture of Zimbabwe Tourism Industry's economic evolution as defined in a comprehensive new Tourism Policy Direction by the Minister responsible for Tourism in line with The Constitution, Tourism Act (14:20) and Vision 2030 as espoused by HE Dr E.D Mnangagwa the President of the Republic of Zimbabwe.

The Tourism and Hospitality Industry Policy for 2025-2030 presents goals and objectives necessary to position the Tourism sector on a sustainable growth path, and take into account emerging sector issues in support of the country's developmental objectives. The Ministry will align its operations to achieve set strategic objectives and goals using the tourism cluster-based approach.

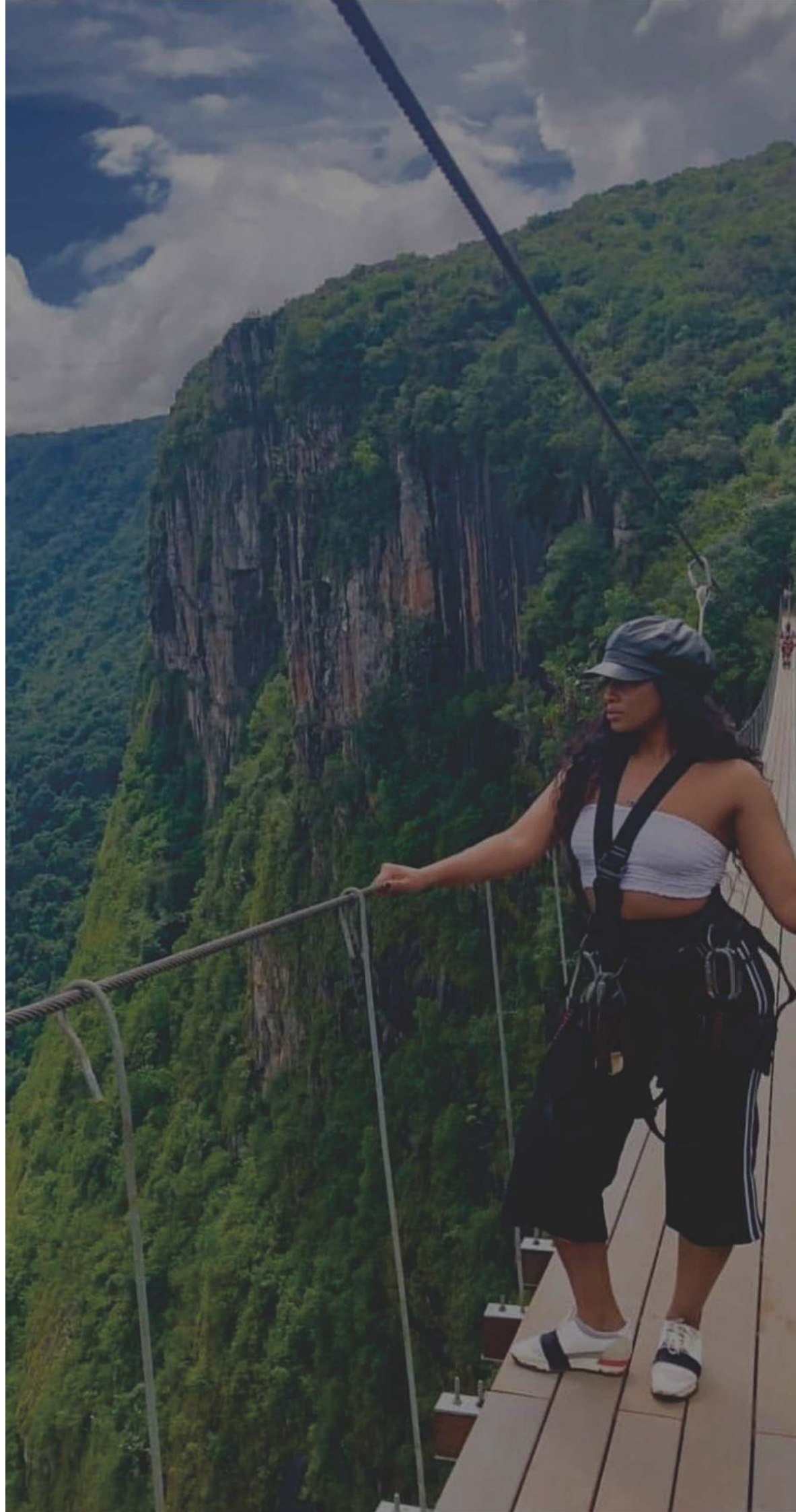
The Ministry of Tourism and Hospitality Industry is committed to ensure that this holistic policy is implemented through the whole of Government Approach and we are inviting all stakeholders to collaborate with us in the implementation, monitoring and evaluation of this policy which is designed to ensure socio-economic development across the tourism sector and its value chain. As such, an institutional framework will be clearly defined in terms of duties and responsibilities for better coordination and avoidance of duplication and inconsistencies in implementing the policy.

This Policy is built upon an engagement process with diverse Tourism stakeholders that include MDAs, academia, private sector, tourism industry practitioners and representative organisations. The Ministry of Tourism and Hospitality Industry expresses its profound gratitude for their insights and dedication in such an important process that will shape the development of the sector in the next six years. Together we can grow the Tourism sector.



Dr. Takaruzo Munyanyiwa
Secretary for Tourism and Hospitality Industry

BACKGROUND





BACKGROUND

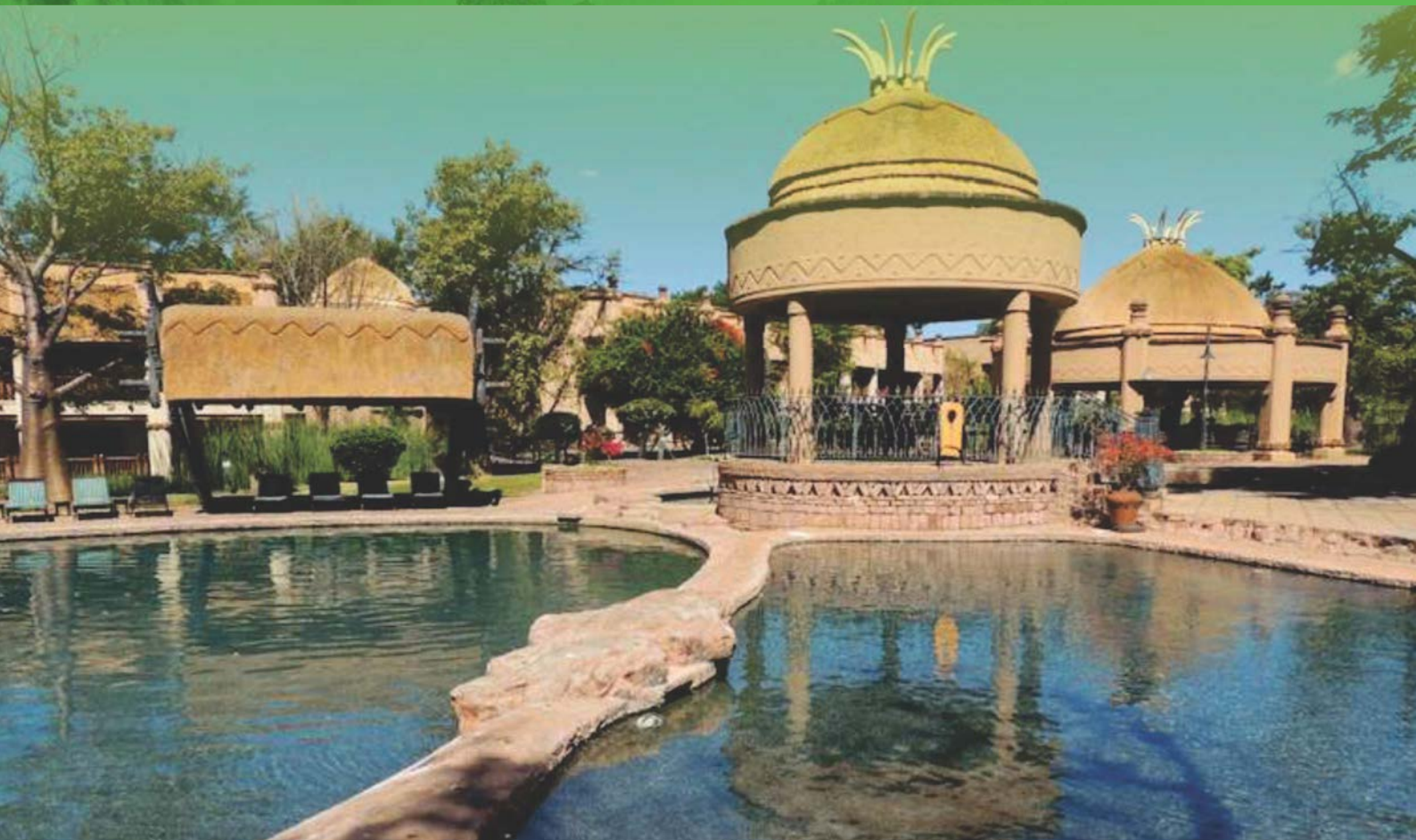
1. Zimbabwe's national vision pronounced by His Excellency the President, Dr E. D. Mnangagwa is for the country to become An Upper Middle Income Society with people that are prosperous, happy and have fulfilling lives by 2030 as espoused in Chapter 2 of the Constitution. This shall be achieved through the development and deployment of necessary capabilities in the key sectors of the economy that includes the Tourism and Hospitality industry.
2. The general Tourism and Hospitality industry policy framework aims to (1) PROMOTE and (2) DEVELOP the tourism and hospitality industry in Zimbabwe as required by the Constitution of Zimbabwe Section 13 on National development and as articulated in the Tourism Act (Cap 14:20).
3. Realizing the importance of Tourism as one of the largest contributors to the national Gross Domestic Product (GDP), His Excellency, the President of the Republic Zimbabwe, Cde Dr. Emmerson Dambudzo Mnangagwa, directed the development of a robust Tourism and Hospitality industry policy which facilitates the industrialisation and modernisation of Zimbabwe, following the mantra

‘Nyika Inovakwa Nevene Vayo/Ilizwe Lakhiwa Ngabanikhazi Balo,’ and ‘Leaving No Place and No One Behind’.

4. In response to the directive, the Ministry responsible for the promotion and development of the tourism and hospitality industry co-ordinated the development of this tourism and hospitality industry policy. The development of this policy was informed by the modern policy formulation processes and procedures including conducting interviews, stakeholder consultations and identifying gaps as a way to assess and develop relevant policy options for Zimbabwe.
5. It was noted that generally, the tourism and hospitality policy implementation in Zimbabwe needed streamlining and modernisation for the promotion of socio-economic benefits for all Zimbabweans; in particular the marginalised and most vulnerable sectors of society. This policy seeks to bring about a balanced tourism and hospitality industry related development to different areas of Zimbabwe, in particular a proper balance in the development of rural and urban areas and that local communities benefit from the resources in their areas as directed by section 13 of the Constitution.
6. The Government of Zimbabwe thus developed this tourism and hospitality industry policy to cause the rapid and equitable development of Zimbabwe. This policy was developed to guide the present and future promotion and development of a robust tourism and hospitality industry ecosystem. The Tourism and hospitality industry is a cross-cutting industry. Thus, this policy pivots on inclusivity and robustness that demonstrate the importance of all sectors of the economy in the promotion and development of the tourism and hospitality industry.



Vision & Goals



VISION

The vision encapsulated in this tourism and hospitality industry policy is to develop Zimbabwe into a prime tourism destination that pursues international best practice thereby making the industry a major contributor to the national Gross Domestic Product (GDP).

The vision has been adopted to deliver a responsive, innovative and developmental Tourism and Hospitality industry supporting an inclusive and resilient national economy. This Policy is underpinned by six primary goals/pillars that serve to guide programming and measurement of core activities. To this end, under each of these Primary Goals specific policies shall be cited.

Policy Goals

- Utilise innovative frameworks to accelerate tourism and hospitality industry development and promotion
- Strengthen human capacity development in the tourism and hospitality industry
- Develop a robust physical and digital infrastructure for the tourism and hospitality industry
- Strengthen a facilitatory legal and regulatory infrastructure for the tourism and hospitality industry
- Develop and utilise innovative and stable financing infrastructure to facilitate the tourism and hospitality industry
- Foster regional and international cooperation to grow the tourism and hospitality industry

Policy Principles

This policy is guided by Zimbabwe Vision 2030, AU Agenda 2063, Sustainable Development Goals, NDS1 (2021-2025) and National Devolution Policy. The policy principles are:

1. Sustainable Tourism: Policy promote sustainable tourism practices that conserve the environment and cultural heritage
2. Community participation: Enhance community participation across the tourism value chain.
3. Inclusivity: Promote universal accessibility and tourism benefits to youths, women and persons with disability.

Policy Implementation

In the next section, specific policies are cited under each of the above primary goals and they are unpacked to show how each will be implemented, including possible monitoring mechanisms.



Main Goals and Specific Policies

GOAL NUMBER 1: UTILISE INNOVATIVE FRAMEWORKS TO ACCELERATE TOURISM AND HOSPITALITY INDUSTRY DEVELOPMENT AND PROMOTION

For the tourism and hospitality industry to thrive and appropriately contribute to national development, it has to leverage on uniqueness and sustainability which is normally encapsulated in the heritage of a country. In addition, tourism encompasses several sectors of the economy thereby requiring appropriate frameworks and strategies to ensure focused and sustainable growth in the tourism sector. The following specific policies shall be pursued to ensure innovative and sustainable frameworks are adopted for the growth of the industry:

- 1.1. Promote a heritage-based approach to tourism development so as to take advantage of Zimbabwe's unique heritage in growing the industry.
- 1.2. Adopt a cluster-based approach to accelerate focused strategies in different sectors of the tourism and hospitality industry. For example, the Culture and Heritage Tourism cluster, the Sports Tourism cluster, etc, each requiring unique attention to grow them.
- 1.3. Promote a devolved-tourism development approach that incorporate developing rural tourism in addition to traditional tourism development thereby leaving no place behind.
- 1.4. Promote an inclusive approach in tourism development and promotion by making tourism facilities accessible to marginalised groups and persons including those with disabilities, rural women and the youths thereby leaving no-one behind.
- 1.5. Develop and promote tourism and hospitality facilities that incorporate environmentally sustainable solutions in line with the UNTourism guidelines.



Main Goals and Specific Policies

GOAL NUMBER 2: STRENGTHEN HUMAN CAPACITY DEVELOPMENT IN THE TOURISM AND HOSPITALITY INDUSTRY.

1. The capability of a country to grow any sector of the economy including the tourism and hospitality sector depends on the availability of appropriately educated and skilled human capital. The development of knowledgeable and skilled human resources has its foundation in education and skills training. Specific policies cited below shall be pursued to ensure that human capacity is appropriately developed in the tourism and hospitality industry:
 - 2.1. Tourism and hospitality students in tertiary institutions shall spend at least 40% of their overall time doing appropriate practical work for the tourism and hospitality industry in line with Heritage-based Education 5.0.
 - 2.2. Tourism and hospitality industry players shall make available attachment places to students in the tourism and hospitality industry in order to improve the quality of the human capacity in the sector.
 - 2.3. Encourage tourism and hospitality industry practitioners to participate in the training of tourism and hospitality students through giving lectures at tertiary institutions periodically.
 - 2.4. Develop tourism and hospitality industry innovation and incubation programs for the youths and students in the tourism and hospitality industry to help stimulate growth and diversification in the industry.



Main Goals and Specific Policies

GOAL NUMBER 3: DEVELOP A ROBUST PHYSICAL AND DIGITAL INFRASTRUCTURE FOR THE TOURISM AND HOSPITALITY INDUSTRY



1. Physical and digital infrastructure have to be developed as the backbone of the tourism and hospitality industry programmes so that these can run to acceptable standards. To this end:
 - 3.1. Affordable and robust methods for supporting the development of high standard physical infrastructure in the tourism and hospitality industry, as well as related sectors (e.g. transport industry for accessibility) shall be put in place.
 - 3.2. Promote robust utilisation of digital (information and communication technology) infrastructure to facilitate smooth running of the tourism and hospitality sector including the regulation of operators.

Main Goals and Specific Policies

GOAL NUMBER 4: STRENGTHEN A FACILITATORY LEGAL AND REGULATORY INFRASTRUCTURE FOR THE TOURISM AND HOSPITALITY INDUSTRY

Legislation and regulatory frameworks governing the tourism and hospitality industry must address national development needs in accordance with Section 13 of the Constitution of Zimbabwe which focuses on National Development. Legislation and associated regulations shall guide the tourism and hospitality programmes, human capacity development, digital and physical infrastructure as well as our financing and international engagements. To this end, the legal and regulatory infrastructure shall be strengthened through the following policies:

- 4.1. Continually improve the legislative and regulatory infrastructure to comply with the constitutional requirements of making the tourism and hospitality industry lead to a robust and balanced national development.
- 4.2. Promote the strengthening of the Quality and Standards Management in the Tourism and Hospitality Industry through continual improvement of laws and regulations.
- 4.3. Promote mandatory coordination between Zimbabwe Tourism Authority and Local Authorities.
- 4.4. Develop legislation that Strengthen the registration and grading of Tourism and Hospitality industry Facilities
- 4.5. Promote good corporate governance, transparency and accountability, and gender balance in the industry as set out in the Constitution.



Main Goals and Specific Policies

GOAL NUMBER 5: DEVELOP AND UTILISE INNOVATIVE AND STABLE FINANCING INFRASTRUCTURE TO FACILITATE THE TOURISM AND HOSPITALITY INDUSTRY



The Financing Infrastructure for the tourism and hospitality industry shall provide for the establishment of a resilient and sustainable model and system of financing the development of the sector. The effective implementation of the aspirations of the Policy require transparency and accountability in the utilization and management of tourism and hospitality industry resources. The financial infrastructure is the platform through which resources are mobilized and financial transactions are handled for the sustainable financing of the industry. A Sustainable financial infrastructure is achieved through policies cited below:

- 5.1. Configuring of the Zimbabwe Tourism Fund (ZTF) so that it is used for tourism and hospitality industry infrastructure development, as well as quality and standards development and enhancement
- 5.2. Strengthening the registration and grading of tourism facilities to improve financial flows in the industry leading to improved contributions of the industry to the national GDP.
- 5.3. Strengthening operational regulations so as to improve tax compliance by emerging tourism and hospitality industry operators, e.g. online operators and bookings.
- 5.4. Promote international and domestic private sector investment in the tourism and hospitality industry.

Main Goals and Specific Policies

GOAL NUMBER 6: FOSTER REGIONAL AND INTERNATIONAL COOPERATION TO GROW THE TOURISM AND HOSPITALITY INDUSTRY IN ZIMBABWE

In order to foster the growth of the tourism and hospitality sector in Zimbabwe so that it becomes a major contributor to Zimbabwe's national GDP, weaving Zimbabwe into the regional and international tourism and hospitality landscape is critical. For example, promoting Zimbabwe's involvement in regional tourism promotion programmes such as the Trans-frontier Conservation Areas (TFCAs) and joining international tourism organisations such as United Nations Tourism (UNTourism) boosts the growth in the industry. To achieve these, the following specific policies shall be pursued:

- 6.1. Promote Zimbabwe's participation in Regional and International Tourism and Hospitality industry bodies and initiatives
- 6.2. Promote and participate in the hosting of regional and international Tourism events, e.g. Sanganaï/Hlanganani Tourism Expo.
- 6.3. Attract world brands in the tourism and hospitality industry to invest and establish themselves in Zimbabwe as a way to attract international tourism.



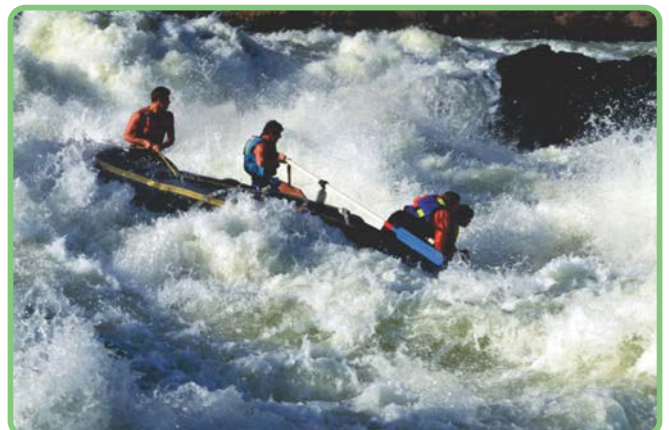


Way forward

To address the six main goals of this Tourism and Hospitality Industry Policy, a total of 23 specific policies have been developed. For each of these policies, specific actions will be developed including monitoring and evaluation mechanisms. These policies are aligned to the national vision of becoming an upper middle income economy or better. It is intended that strategic plans and annual budgets will be guided by the policies detailed herein. In implementing the intentions of these policies, periodic prioritization is important as a way to efficiently utilise scarce resources.

For such prioritization to yield expected positive impacts, inter-ministerial and inter-agency coordination is critical. This policy will be implemented to produce intended impacts as a function of the extent of the resources allocated. The success of the policy also lies heavily on a coherent whole of government approach to the implementation process. It is therefore imperative to develop an implementation plan which clearly defines roles and responsibilities of specific institutions and timeframes. Finally, the ever-changing and dynamic environments require constant monitoring and evaluation of existing policies for them to remain relevant.







Tourism and Hospitality Industry Policy 2025 - 2030





TOURISM & HOSPITALITY INDUSTRY POLICY

2025 - 2030

