

‘Nothing to Show Because of this Dirt?’ Prospects for Urban Tourism under Informality

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Abstract

This article examines the contribution of destination physical appeal (both cleanliness and urban planning) to tourism destination competitiveness based on urban tourism under the impact of informality. The research established the influence of effective cleanliness and proper urban planning on a destination in line with tourist best practices. It was motivated by the continual informality in urban areas resulting in poor destination appeal. A mixed method of qualitative and quantitative was used in the research. Case studies of the oldest residential areas from South Africa and Zimbabwe, that is Soweto and Mbare, respectively, were used. These were chosen because of their popularity and active social and economic activities. Research findings indicated that destination appeal plays a central role in making a destination more competitive than the others. Most old towns are somehow neglected in terms of formal development yet they have a lot to offer in terms of tourism. Though there are many unique attractions and activities to show, dirty places are unattractive and feared by visitors. The study, therefore, recommends that there be a holistic approach to urban planning to manage destination appeal. Cooperation of public, private and non-governmental parties is a necessity for the old towns to be more appealing to visitors.

Keywords: destination, attractiveness, tourism, urbanization, planning

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INTRODUCTION

This article evaluates the relationship between destination attractiveness and physical appearance (both cleanliness and urban planning) to tourism destination competitiveness. It has been motivated by the continual informality due to e urbanisation in oldest towns of developing countries. Urban tourism is proving to be popular in the modern era, hence the need to check on the cities' physical appeal to boost this promising tourism sector. Destination appeal is at the heart of success in the sector. To achieve competitiveness, a destination must ensure that its overall appeal in the eyes of the traveller (tourist) and the experience it offers to the tourist, is superior to that of alternative destinations open to the same potential visitor (Zengeni, 2018). Worldwide tourism is considered to be one of the major economic sectors that a country can rely on (World Tourism Organisation, 2019). In Zimbabwe, tourism is considered among the top three economic drivers, comprising agriculture, mining and manufacturing (National Development Strategy 1, 2020). Worldwide, Zimbabwe included, tourism has been seen to be highly dependent on, among other factors, its supportive physical environment such as destination overall appeal, urban planning and destination management systems. This is because the industry deals with people travelling to and from places as well as staying outside their usual environment for leisure, business and other purposes. In this regard, acknowledging the established pre-dominance of mass tourists, who tend to prefer living within an environmental bubble similar to the environment in their home countries (Knežević, 2016), the overall destination appeal of a country stands as being a potential determinant of destination competitiveness (Walker, 2011). Physical destination appeal is not the only issue that tourism scholars have elevated as being the key determinant of destination competitiveness. Other factors like prices, activities and government policies, have been explored by some scholars, with little attention being made to the supportive role of destination cleanliness and informality (Dragićević, 2012; Komšić, 2016). It is, therefore, for that, reason that this study examines the relative significance of destination physical appeal in-line with the impacts of informality to destination attractiveness.

CONTEXT OF STUDY

This study was carried out in Zimbabwe, located in Southern Africa. Zimbabwe, like any other African country relies on tourism as one of its economic promoters. The National Development Strategy 1 placed tourism in Zimbabwe as one of the national pillars, together with mining, agriculture and manufacturing (NDS1, 2020). Tourist arrivals have been on the rise since 2019, with a total arrival of over two million in 2019 (ZTA, 2020). The industry was greatly affected by COVID-19, resulting in the reduction of arrivals to approximately more than 1.5 million in 2020 less compared to 2019 (*ibid.*). The major tourist pull factor in Zimbabwe is its natural environment. This includes the Victoria Falls one of the world's seven wonders, national parks, the Great Zimbabwe and the Eastern Highlands. There is too little to show in urban areas, which is a gap to be explored. The assumption is that 'there is really nothing to show in these cities because of improper planning and management caused by informalities' (Zengeni, 2018). Zimbabwe has big cities, with Harare being the capital city, followed by Bulawayo, Mutare, Gweru, Kwekwe, Marondera, Chinhoyi, Rusape, Kadoma and other small towns. Management of these cities fall under city and councils and municipal authorities.

- Tourism occurs in an environment that comprises human beings and physical environment. It is in this environment that tourists experience and consume the tourism product on offer. The appeal of the product can be influenced by proper destination planning. This study, therefore, seeks to understand the effect of destination appeal as contributed by informality and dirtiness.
- The research was guided by the need to examine the relationship between urban cleanliness and destination attractiveness and whether formal urban planning can change the faces of potential tourism towns and cities for vibrant tourism business in Southern Africa.
- The study's recommendations must guide the urban authorities on how best to improve towns and cities' appearance in line with best urban planning and management practices.

CONCEPTUAL FRAMEWORK

The attractiveness of a tourism destination is often referred to the opinions of visitors about the destination's perceived ability to satisfy their needs. It is often indicated that the more a destination is able to meet the needs of a traveller and satisfy them, the more that destination is attractive to the tourist and the more the destination is likely to be chosen in preference to competing destinations. Thus, the major value of destination attractiveness is the pulling effect attractiveness, has on tourists. There are several attributes that contribute to destination attractiveness amongst them being destination pricing structures, man-made and natural attributes, historical attributes, events and attractions (Ritchie and Crouch, 2018). From the discussion, scholars on destination appeal confirm that there is very little information on destination cleanliness and informality. Ferrario (1979) argued that tourists can be attracted by being involved and active in the attraction like taking part in activities such as water rafting, hunting, safari walks and bush trails. This notion resulted in authors like Ritchie and Crouch (2014) arguing that different attractions persuade different types of tourists to a destination and satisfy different needs. For instance, a destination that offers entertaining night life will appeal more to the young generation. Destinations with family attractions will appeal more to family travellers and those with easy accessibility are the elderly's choice (Vengesai, 2009). In this regard, clean destinations and proper destination planning can act as pull factors in destinations, resulting in tourists wanting to travel into destination.

LITERATURE REVIEW

The attractiveness of a tourism destination is often referred to the opinions of visitors about the destination's perceived ability to satisfy their needs. Research has shown that attractiveness studies are necessary for understanding the elements that encourage people to travel. The more a destination can meet the needs of tourists, the more the destination is perceived to be attractive and the more it is likely to be chosen in preference to competing destinations. Thus, the major value of destination attractiveness is the pulling effect it has on tourists.

Tomigová (2014: 16) defines destination attractiveness as “the relative importance of individual benefits and the perceived ability of the

destination to deliver these individual benefits”. This ability is enhanced by specific attributes found in a destination that would be unique to that destination, such as infrastructure and services provided, among others. According to Zhou (2016), a tourist destination attribute is, therefore, an amalgam of tourist facilities and services. Tourism operators, thus, need to build and nurture these attributes to return the attractiveness within a destination. Lack of such will result in tourist shunning the destination in favour of more attractive destinations.

INFORMALITY IN URBAN DEVELOPMENT

The concept of urban informality has been a central focus within studies of the urban development since it was first observed (Matamanda, 2020). The International Labour Organisation (ILO) (2009) argues that some African cities, such as Dar es Salaam in Tanzania and Lusaka in Zambia, have up to 90% of jobs in the informal sector. The informal economy accounts for up to 38% of the gross domestic product (GDP) in some Sub-Saharan African countries, Zimbabwe included (Kamete, 2013). Although it is viewed as a major source of economic growth, informality in most countries remains an unregulated sector, and authorities have not realised its potential in urban development (Matamanda, 2020). Informality is not an issue in developing countries only, it is also realised in the Global South. In these countries, informality is viewed as an indication of poverty. Roy (2005) views urban informality as an organising logic that connects different economies and spaces to one another, although some scholars viewed urban informality as an indication of poverty. McFarlane (2012) understands urban informality as a phenomenon that encompasses the actions of different sectors, including middle and high-income urban residents, the state and business interests.

Banks (2020) has concluded that what emerges is recognition that informality is much more than the absence of rules or regulations. He alluded that, if the formal sphere follows a set of rules defined by the state, the informal sphere can be seen as a different set of rules negotiated and enforced by diverse actors who frequently include, but go beyond, the city-based or national elite. Ranganathan (2014: 89-105), pointed out that informality is ‘the flexible and uneven suspension of regulation and law in the production of urban space and materiality’. It is a negotiated

process in that different actors have (and negotiate) different forms of authority or subservience. While informality can occur through multiple channels, what differs and, particularly, what determines whether these channels, experiences, and strategies can be used as part of survival or accumulation networks?

It emerged that urban informality in Harare takes on different forms, aside from the economic crisis. Politics played a role in the emergence and proliferation of urban informality (Chirisa, 2019). Mbiba (2018) noted that over the years, planners and decision-makers have been grappling with urban informality, especially in Harare, the capital city of Zimbabwe. There are instances where urban informality is ‘tolerated’, while the same activities are sometimes identified as illegal and unsanctioned by the state, for example, the street vendors in the Central Business District (CBD) of Harare, and the backyard shacks that thrived for some time. In 2005, the government, through Operation *Murambatsvina*, condemned such activities and demolished all informal structures only to create more informal settlements a few months later (Chirisa, 2019). Mutamanda (2020) identified three major types of informality in Harare, these included street vending, informal public transport and urban land management and allocation. All these three affect destination competitiveness due to their effect on destination appeal.

RESEARCH METHODOLOGY

The study adopted both qualitative and quantitative approaches. Questionnaires were distributed online to tourism business people, including the youth in tourism. Mbare, a township in Harare, was used as a case study to gain understanding of the people regarding informality and its effects on the aesthetics of the environment. A comparison was made with Soweto (South Africa) that has some similarities with Mbare in terms of historical development and purpose. The main tools of data collection were questionnaires. Questionnaires are methods of data collection in that information is gathered through written questioning (Jennings, 2010). The main advantage of e-questionnaires was the scope and speed of contacting the respondents. Content analysis was used to analyse data. Content analysis is a research technique that seeks to analyse

data within a specific context in view of the meanings someone, a group, or a culture attribute to them (Krippendorff, 1989).

RESULTS

Destination appeal plays a major role in destination competitiveness. The study explores how informality can result in a city being dirty, resulting in tourists shunning the destination. Destinations compete against each other, just like how supermarket products compete with each other (Knežević, 2016).

Fifty questionnaires were distributed electronically using Google Files to tourism business people, youth in tourism and upcoming entrepreneurs. The results indicated that there are more women than men in the tourism industry. This result concurred with the study that was done by World Bank in 2017 that indicated that in some countries, tourism has almost twice as many women employers as other sectors, offering significant opportunities for women to run their own enterprises. In countries, like Indonesia, Malaysia, the Philippines and Thailand, more than half of tourism businesses are run by women. Furthermore, in Latin America, 51% of tourism businesses are managed by women, more than double the proportion in other sectors. In Nicaragua and Panama, more than 70% of business owners are women, compared to just over 20% in other sectors (World Bank, 2017). In Zimbabwe, this study indicated that 57,1% are females and the balance of 42.9% comprises men.

The study indicated that personnel working in the tourism sector range from below the age of 30 up to over 40. ILO (2018) indicated that most people who work in the tourism industry are below 35 years. The level of education for the respondents was very pleasing, as it was indicated that most people possess either a PhD (14.3%), Masters (28.6%) and a 1st degree (42.9%). This shows that the respondents understood the requirements and the scope of the study. The respondents understood the implications of informality to urban cleanliness, how these two variables contributed to destination competitiveness.

The study was well represented by people from all sectors, including academia (21.4%), administrators (7.1%), managers (28.6%), upcoming

entrepreneurs (14.3%) and students (28.6%). This coverage resulted in a well-informed research output. The results also indicated that the respondents were drawn from all sectors of the economy. This included tertiary institutions (37.7%), government organisations (14.3%), private organisations (42.9%) and other organisations (7.1%). This representation was very good because it will spearhead a holistic approach to urban planning that will promote clean destinations. What was also of great importance was the experience these respondents possessed while working in the tourism and hospitality industry. The results indicated that the majority of the population had 3-6years (35.7%) experience in the tourism and hospitality industry, followed by 11 years and above (28.6%), two years and below (21.4%) and then lastly, 7-10years (14.3%). This shows that the respondents understood destination competitiveness as an output of clean cities exuberated by proper urban planning.

The respondents were asked if they had engaged in urban tourism before. This was done to find out if the respondents really understood the concept of urban tourism. A sizeable number (78.6%) indicated that they had once engaged in urban tourism, 7.1% indicated to have not engaged and 7.1% indicated to have had done city tours. The results show that these respondents had an understanding of what constitutes urban tourism. The respondents were further asked the type of tourist they think must take part in urban tourism. The following answers were provided: domestic, regional, international, both local and international, business, religious and leisure tourist, visiting heritage sites. All types of tourists were cited, excluding health-related tours.

Marketing is considered as a paramount aspect in destination competitiveness (Buhalis, 2017). Respondents were asked if there is enough awareness campaign regarding urban tourism in Zimbabwe. The majority (71.4%) said there is no awareness regarding urban tourism in Zimbabwe, 7.1% said it is there but it is not enough and 7.1% said the product is marketed as part of the bigger product. This shows that there is still a lot to be done by the Zimbabwe Tourism Authority (ZTA) in marketing urban areas as tourist attractions. The mission of ZTA is to promote the sustainable growth and development of tourism in

Zimbabwe for the social and economic benefit of the nation through setting and monitoring of standards and marketing activities (ZTA, 2018). According to its mission statement, ZTA are the custodians and the marketers of tourism destinations in Zimbabwe. They should aggressively market urban tourism much as they do for Victoria Falls.

Respondents proposed many strategies that can be adopted to promote urban tourism in Zimbabwe. These included robust advertisements on urban attractions, more events (MICE) to be hosted in the city, poster advertisement in the city, awareness campaign on domestic audience, giveaways and competition that have an urban tour as a prize, make the vehicles used for these purposes more prominent and fun so people become curious, get proper sales teams that get people to buy the packages, review prices and push for infrastructure development, and the Ministry responsible for tourism and ZTA are supposed to embark on massive awareness and educate locals on the importance of urban tourism.

The respondents were further asked the importance of clean cities to urban tourism in Zimbabwe and the following answers were given: clean cities attract visitors and enhance destination competitiveness and attractiveness, creating good city brand, Furthermore, it was indicated that clean cities are applicable to any city in the world, including Zimbabwean cities, what only needs to be done is to implement strategies that guarantee Zimbabwean cities the status of clean cities. Another finding was that clean cities are very applicable to urban tourism since they improve the image of the destination and hence become tourist attractions. It was also indicated that clean cities resonate well with establishing attractive destinations. The study found that the concept is also applicable if it is well communicated and done properly as clean cities attract tourist. Some respondents highlighted the challenges of implementing the strategy, saying that the concept is very applicable but it is a mammoth task to achieve the total turnaround since this involves many stakeholders. Last but not least, it is believed that the concept is very much applicable to Zimbabwe as its cities have a story to tell that is worth visitors' attention.

Clean cities and proper urban planning are not the only elements that contributed to destination competitiveness. Respondents were asked to cite other factors that contribute to destination competitiveness, and the following factors were identified: accessibility, competitive pricing, product diversity, customer care, good infrastructure base (roads, accommodation and ICT), more awareness activities, conducive political environment, security, available packages, operational costs and strong adoption and awareness of industry 5.0 technology.

As competition between destinations is growing, understanding the dimensions influencing destination competitiveness is invaluable, because it enables destination managers to focus on unique critical dimensions to sustain a competitive advantage (Woyo, 2021). The researchers asked if clean cities can help a destination to be competitive. Woyo (*ibid.*) asserts that there was a 100% agreement on the question. All the respondents agreed that clean cities contribute to the uniqueness of a destination and make it attractive compared to other destinations. The study assumed a direct relationship between clean city and proper urban planning. As a result, the respondents were asked if urban planning has any impact on urban tourism (78.6% strongly agreed to the notion and 21.4% only agreed). Grah (2020) noted that the concept of urban sustainable growth and tourism development growing, hence needed to be given more emphasis. The respondents concurred with Grah (*ibid.*). Clean cities and proper urban planning were discovered to have contributed to the marketing of destinations. Respondents were asked if the concept of clean cities can act as a marketing strategy and if it makes any impact on destination competitiveness. The majority (57.1%) strongly agreed and 28.6% agreed. Only 14.3% were neutral to the notion.

Proper stakeholder involvement has multiple outcomes, depending on the process used and the type of stakeholders involved. The outcomes of involvement include: Information and education of the public about the topics and issues (Kruja & Hasaj 2010). Stakeholder involvement was also noted as one main key to the success and implementation of sustainable tourism development in a country (*ibid.*). A stakeholder is identified as “any group or individual who can affect, or is affected by, tourism development in an area” (WTO, 2019). For this study, public

stakeholders (the government represented by the ministry responsible for tourism, Zimbabwe Tourism Authority (ZTA) and the City Fathers), private sector stakeholders (private players in the tourism and hospitality industry and all associations responsible for tourism and hospitality growth) and voluntary organisations and non-governmental organisations, were included. Having noted the importance of stakeholders in tourism development, respondents were asked if there has been stakeholder consultation in promoting urban tourism. The response was that 42.9% said there has been stakeholder involvement in promoting urban tourism and 7.1% also agreed to the notion. Though it was positive to a large extent, there was a substantial number of respondents who felt that stakeholder involvement was not done effectively. This constituted 21.4% of the population who were disagreeing and 28.8% that constituted those that were neutral.

It has emerged that urban informality follows illegal means of development (Bank, 2020). As a result, there will be dirty and improper setting up of structures and businesses. Tourism flourishes in a well-planned and organised destination. Basing on this notion, respondents were asked if urban informality has any effects on urban tourism. Half of the respondents (50%) strongly agreed to the relationship and 28.8% agreed. Only 14.3% disagreed and 7.1% were neutral. This section of respondents concurred with Ahmad (2020) who studied the cities of China and discovered that tourism can still flourish in dirty environments. One-Belt-One Road Provinces of Western China received many tourists though the benefits of tourism have proved to be a double-edged sword due to environmental degradation (ibid.).

Cities in many African countries are good tourist attractions. Most visited cities included Cape Town in South Africa, Victoria Falls in Zimbabwe, Esssaouira in Morocco, Luxor in Egypt, Djenné in Mali, Lamu in Kenya, and Bahir Dar in Ethiopia. This study aimed at studying old city locations like Mbare in Harare, Zimbabwe, compared to Soweto in South Africa. As a result, the respondents were asked if Mbare can be nurtured to become a strong tourist destination. Most

respondents (64.3%) strongly agreed with the notion and 21.4% agreed. Only 14.3% were neutral. The historic attachments of these cities can be developed and nurtured and contribute to tourism development within a country.

CASE STUDY: MBARE OPPORTUNITIES TO IMPROVE URBAN TOURISM UNDER INFORMALITY

Mbare is a high-density in the Southern suburb of Harare, Zimbabwe. It was the first high-density suburb to be established in 1907 as a dormitory township for Salisbury (Harare). The model was the same as Soweto in South Africa, where historically, Soweto was a dormitory township for metropolitan Johannesburg. Many developers are now seeing Soweto as the focal point of massive public and private investment, most notably with several new private sector-led shopping mall developments. Soweto is rapidly becoming a centre of commercial and even office development. Through proper urban planning, Mbare can be developed to be a commercial suburb and be a tourism destination. Now, Soweto is growing as a tourism destination for both international and domestic visitors who are motivated by an interest in ethnic diversity and rich cultural heritage as manifested in the daily lives and practices of township residents. This is also demonstrated in Mbare, where there is so much ethnic and diversity and rich cultural heritage evidenced by cultural groups and Mbare Musika (a local, intercity and international bus terminus) where one can get a variety of cultural medicines, old buildings, etc.

Mbare was located near a cemetery, sewage works and abattoir. It was originally called Harare Township, a name later used for the capital itself. During the 1940s, there was a big shortage of worker's accommodation and the council built Matapi Flats and hostels to accommodate local male workers. This was supposed to be a bachelors' settlement and there was a big battle in allowing wives and families to join their husbands in the married quarters. Families had to vacate their houses once the breadwinner died or lost employment and had to go back to the rural areas.

Mbare has the potential to be developed into a tourist township. Visitors to townships are in search of a genuine and complete experience. They would want to see how people live. Matapi Flats, in its current state, can be showcased as an attraction. It is now home to thousands of residents and are one of the biggest residential areas in Zimbabwe. The flats are known for their visible dilapidated state, overcrowded houses and poor sanitation seen on every corner of every street. Another historical land mark in Mbare is the Pioneer Cemetery that was established as a burial place for Europeans during the colonial era. There was, however, a section where Africans were buried. It was graded as an 'A' grade cemetery and some heroes of the first and second world war who later came to Rhodesia were buried there. However, the cemetery is now dilapidated and is now closed (Kwiri, 2014). Economic development is also very high in Mbare as most of trading happens there. In terms of entertainment, in Mbare there is Stoddart Hall, the biggest community centre. Nowadays people are hosting DJ parties, also film screening and as a place of night vigil for deceased national heroes. Mbare also has Mai Musodzi Hall close to Mbare Musika. It is one of Harare's oldest theatres, named after Mai Musodzi, a pioneer of education for women in Zimbabwe. Young adults go there to watch late 1990s movies.

The largest farm produce market in Zimbabwe is situated in Mbare Musika Market. Farmers from different parts of the country deliver their fresh crops for sale every morning. Mbare Musika is a hive of activity and one can get and do all the trading they want there because it is a free space, offering different opportunities. Mupedzanhamo is located in Mbare, a place where you can buy and sell second-hand clothes at any price.

There is Magaba Market in Mbare, a place for metal goods and craftsmanship. This is a hub for upcoming entrepreneurs and artists who provide a variety of goods and services. A majority of Zimdance hall artists have emerged from Mbare flats. Rufaro Stadium, a 35000-seater stadium is located here too. It is the second biggest home of football in Zimbabwe after the National Sports Stadium. Residents of Mbare are credited for adding the vibe to most local and international matches that take place at the stadium with their exciting music and entertaining

dances. The majority of self-employed agro-business population in Zimbabwe work at Mbare Musika.

Informality is the order of the day in Mbare as one would find uncollected garbage, exposing both traders and patrons to serious health problems. Mbare often goes for very long times without collection of refuse though this exercise must be done daily. Mounds of uncollected garbage are a common sight. It is very common for one to see rotten fruits and vegetables, raw sewage and bins overflowing with garbage. Again, the dirt is a step backward in the fight against cholera, typhoid (Kwiri, *et al.*, 2014), and, of late COVID-19.

Tourist arrivals in the country had been on the rise were affected by COVID-19. Many destinations lost between 80-90% of their yearly arrivals (ZTA, 2020). As a country, Harare where Mbare township is located, usually comes second to Victoria Falls on room occupancy year-in and year-out (*ibid.*). This implies that Mbare has huge potential to become an attractive township/urban tourist destination compared to Soweto in South Africa.

DISCUSSION

The purpose of the research was to find out if tourism can be developed under informality. The problem was there is nothing to show because of the dirt in the informal sector. Informality has been defined by many scholars, including Bank (2020), as illegal, resulting in developments within settlements happening without planning. Data were collected using online questionnaires from tourism and hospitality practitioners, including youths in tourism. From the results, it was discovered that there are more women operating in the tourism industry than men and more people are educated. A case study of Mbare was used to explore this phenomenon. There is high informality in Mbare, with activities, like flea markets (for clothing, farm produces and metal work), selling in the streets, dancing, bus terminus and other types of entertainment.

City tourism or township tourism can take part in different forms. In South Africa, township tourism in Soweto showcases historical appeal of the city emanating from the apartheid era (Rogerson, 2008). The

informality in Mbare township can be turned into an attraction. As stated by Bank (2020), the concept of informality can benefit many stakeholders. The results of this study showed that there is still lack of awareness in Zimbabwe regarding township tourism. This shows that if well-marketed, township tourism can contribute to destination competitiveness. Furthermore, the major value of destination attractiveness is the pulling effect on tourists. There is so much that can be showcased in Mbare. These attributes can be developed and nurtured to contribute to destination competitiveness. These attributes include, among them, Matapi Flats that can be showcased as the oldest flats in Zimbabwe and home to many artists; Mbare Pioneer Cemetery, established as a burial place for Europeans during colonial era; Mai Musodzi Hall can also be showcased as one of the oldest theatre halls, Mbare Musika the largest farm produce market in Zimbabwe; Mupedzanhamo market where one can get second-hand clothes at give-away prices, Magaba Market home to all metal craftsmanship and last but not least, Rufaro Stadium, that can be showcased as the home of football in Zimbabwe.

Mutamanda (2020) identified three major types of informality in Harare. These included street vending, informal public transport and urban land management and allocation. The informality that is common in Mbare was not identified. As Mutambara (2020) explained on the sustainability of informality in the Harare city centre, the informality in Mbare can be tapped into and restructured to benefit the tourism industry. Ananya (2005) and MacFarlane (2012) viewed informality as an organism logic that connects different economies and space. Mbare brings together different economies that, according to Roy (2005) and MacFarlane (2012), can be viewed as an organism logic that connects different economies and space to one another.

In talking about informality and tourism development, it has emerged that the marketing of Mbare is critical for its success. This came out as a case as many respondents in the study pointed out the lack of marketing for urban tourism in Zimbabwe. Furthermore, different strategies were expressed as effective to urban tourism development, amongst them being aggressive advertisement, including making the product exciting and worth engaging. Stakeholder involvement also emerged as a critical aspect

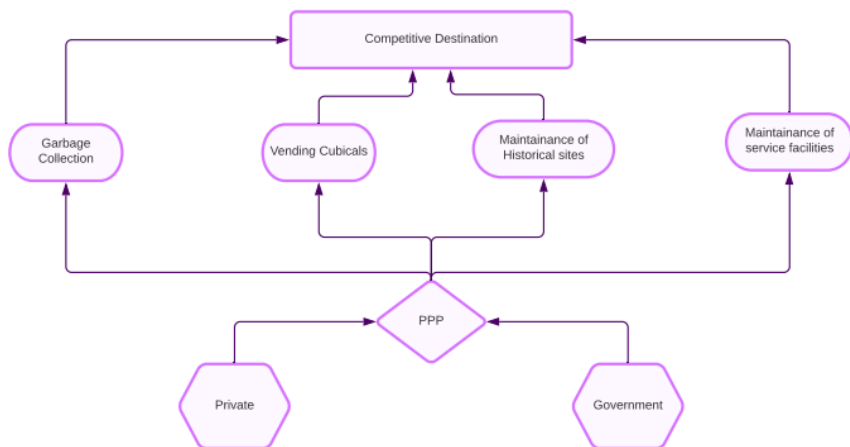
in destination competitiveness. Though many respondents highlighted the importance of clean cities and proper urban planning, the tourist is most concerned with the unique attributes of a destination. Mbare can be developed and showcased with its unique attributes and appeal to the tourist.

CONCLUSION AND RECOMMENDATIONS

From the foregoing discussion, by and large, the significance of clean cities and proper urban planning has been confirmed. In light of the above conclusion, the researchers further agreed that this research conforms to the schools of thought that uphold the significant role played by clean cities and urban formality as a primary factor that drives the performance and competitiveness of a township tourism (Woyo, 2021; Bank, 2020 & Matamanda, 2020). It is in this light that the researchers further concluded that stakeholder involvement plays a critical role in promoting formality in urban areas, resulting in the destination being competitive for tourism purposes. Further examining the attributes of Mbare as a destination of choice, the researchers concluded that Mbare can be showcased as a destination of choice by many travellers who would want to explore African oldest residential suburbs.

Having discussed the effects of clean cities on tourism development, it was discovered that there is need for aggressive marketing for township tourism to be effective. Strategies were highlighted. Policy makers are recommended to adopt. There is also a strong need for stakeholder involvement (both public and private) in cities development and management. Furthermore, the pricing structures must be favourable and attract both domestic and international tourists. To this end, the proposed implementation framework below will buttress the discussion.

From the foregoing, there is no specific practical solution that could help ameliorate the situation. This is true for the success of urban tourism owing to the presence of multiple stakeholders, stretching from the private players to the government. Nevertheless, to help consolidate the key solutions highlighted above with the results established earlier, below is the key framework that can be used to ensure the competitiveness of Mbare as a destination of choice.



Source: *Researchers own compilation*

For Mbare to be a competitive destination, both the government and the private sector must engage each other in Public-Private-Partnerships (PPP), the government being represented by the ministry responsible for tourism, Zimbabwe Tourism Authority (ZTA) and city authorities, and the private sector represented by the Tourism Business Council of Zimbabwe and its associations, and tourism business operators. Major variables to work on include garbage collection, vending cubicles, maintenance of historical sites and maintenance of service facilities.

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