



ZIMBABWE

MINISTRY OF TOURISM AND HOSPITALITY INDUSTRY

PRESENTATION ON THE TOURISM POLICY
DIRECTION

BY

Hon. BARBARA RWODZI

THE MINISTER OF TOURISM AND HOSPITALITY
INDUSTRY

TO

THE PARLIAMENTARY PORTFOLIO COMMITTEE ON
TOURISM

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1. Our national strategic intent as pronounced by His Excellency the President, Cde Dr E. D. Mnangagwa is to become an upper middle income economy by 2030. To this end key capabilities that enable this vision to be attained must be developed and deployed in key sectors of the economy that include the Tourism and Hospitality sector.

2.The strategic goal of the Ministry of Tourism and Hospitality industry is to (1) PROMOTE and (2) DEVELOP the tourist and hospitality industry in Zimbabwe as per dictates of the Constitution of Zimbabwe Section 13 on National development and as articulated in the Tourism Act (Cap 14:20). The vision is to make Zimbabwe a prime tourist

destination that pursue international best practice.

3. In order to achieve this strategic goal, **developing and adopting a well structured Tourism and Hospitality industry doctrine that details contextualises approaches, policies, laws and regulations** that are aligned with national goals and aspirations is critical.

4. Our strategic objective aims at growing the Tourism and Hospitality Sector to more than USD 5 billion by 2025. Thus, a comprehensive Tourism and Hospitality industry growth strategy has been developed by the Ministry of Tourism and Hospitality Industry. The strategy recognises Domestic Tourism as a key driver of the tourism

economy. The strategy further organises the tourism and hospitality sector into clusters as a way to enhance targeted and efficient Tourism development. Eleven Tourism Clusters have thus far been developed with a focus on growing Business Tourism, Sports Tourism, Culture and Heritage Tourism, Medical Tourism, just to mention a few.

- 5.** It is important to note this cluster strategy for tourism can only be successful when supported by strategic pillars that include, well structured programmes, a highly trained and efficient workforce, a robust legal and financial infrastructure, as well as modern physical infrastructure.

6. Accordingly, we have deliberately organised the **key** enablers of our innovative cluster based approach to include the development and deployment of an appropriate (1) Programming infrastructure (2) human capital or staffing infrastructure (3) physical and digital infrastructure (4) legal and regulatory infrastructure and (5) Financing infrastructure. All in all, the innovative cluster approach increases focus by reducing confusion through possible omissions of specific clusters that are critical to the development of the Tourism and Hospitality Industry.

7. Currently Tourism is the third largest contributor to the national Gross Domestic Product (GDP) after Mining and Agriculture. Our goal is to promote and

develop our tourism so that it moves up 2 places to become a top contributor to our national GDP or at least to double its contribution to the same.

8.In accordance with the provisions of the Tourism Act Cap 14:20, Promotion of Tourism is implemented through the Zimbabwe Tourism Authority (ZTA) while the Development of the tourist industry is implemented and facilitated through the Zimbabwe Tourism Fund (ZTF). In accordance with the Tourism Act Cap 14:20, tourism Promotion and Development shall target domestic, regional and international markets.

9. Honourable members, Ladies and gentlemen, please allow me to focus on the current

reformation of the **legal and regulatory infrastructure governing the Tourism and Hospitality Industry.**

10. We are focusing on the Amendment of the Tourism Act Cap 14:20. So far Cabinet has accepted the principles for the Amendment of the Act and we are now at the consultation and drafting stage. This reformation of the legal infrastructure governing the Tourism and Hospitality industry is a response to the fact that the current Tourism Act was enacted at a time when the socio-economic and political dispensation of the country varied distinctly from what it is today. In fact, The current Tourism Act CAP *14:20* was promulgated in 2003. For example, the new constitutional dispensation

brought about changes which place emphasis on gender balance, transparency and accountability as principles of good governance and the importance of socio-economic rights, to name a few.

11. Section 13 of the Constitution on National Development is instructive to tourism to promote socio-economic benefits for all Zimbabweans; in particular the poor and most vulnerable sectors of society. The section recognises national development as its main objectives and seeks to bring about a balanced development for the 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.

12. The amendments to the Tourism Act we are proposing principally seek to ensure that Zimbabwean people benefit from local tourism resources and it is our hope that the incorporation of these objectives in our law will make the national development objectives through Tourism contribution, a reality.

13. The amendment we are proposing, also seek to ensure that the principles of public administration and leadership set out in the Constitution and the Public Entities and Corporate Governance Act [*Chapter 10:31*] are incorporated in our law.

14. The Act gives the Minister responsible for Tourism (hereinafter referred to as “the Minister”) a mandate to promote and develop the Tourism and Hospitality Industry in Zimbabwe

15. Honourable members, ladies and gentlemen, please allow me to give some highlights of the amendments that we are proposing. For instance, the Act gives effect to the Zimbabwe Tourism Authority and the Zimbabwe Tourism Fund. However, the Zimbabwe Tourism Fund is configured in such a way that its not elevated to the level of its actual importance but is rather a hidden part within the Zimbabwe Tourism Authority. This has necessitated the reconfiguration

of the Zimbabwe Tourism Fund for it to serve its deep purpose of Tourism infrastructure development and Tourism Promotion.

16. The Constitution of Zimbabwe ushered in the promotion of good corporate governance. This necessitated a process of entrenching these and other progressive principles into the existing laws in order to improve service delivery in the Tourism and Hospitality Industry

17. Furthermore, review of the Act is important in order to modernise and industrialise Zimbabwe in line with Vision 2030. In this regard, the following principles guide the amendment of the Tourism Act;

PRINCIPLE 1: Reconfiguration of the Zimbabwe Tourism Fund

It is proposed to amend the provisions of Part IV of the Act which provides for the Zimbabwe Tourism Fund by establishing an entity responsible for management and administration of the Fund. This has been necessitated by the need to pool financial resources for tourism development and promotion.

The Bill also seeks to provide for the application of the Fund. While the Fund has always existed, it was managed by the Zimbabwe Tourism Authority, a stand alone Fund will ensure transparency and accountability for the levies remitted to the Fund and their utilization.

PRINCIPLE 2: Strengthening the registration and grading of Tourist Facilities

In section 39, it is proposed to introduce new requirements before registering a designated tourist facility, these should include complying with environmentally sustainable development practices and ensuring universal access, and producing a report from the Chief Fire Officer and/ or employing a life guard.

In section 41, it is proposed that we repeal subsection (2) because no operator should be given a discretion to choose whether to be on the list of registered tourist facilities that is required to be published in terms of that section.

The Bill seeks to introduce a new provision which will provide for the shutting down of unregistered tourist facilities.

The current provision provides for criminal liability where any person operates an unregistered tourist facility and is not deterrent enough.

PRINCIPLE 3: Strengthening the Quality and Standards Management in the Tourism and Hospitality Industry

The Bill seeks to strengthen the standards Department within the Zimbabwe Tourism Authority which is responsible for setting and enforcing quality standards for tourism products and services in Zimbabwe, such as accommodation, restaurants, attractions, and tour

operators. Currently the department is small and less robust. This would enhance the reputation and attractiveness of Zimbabwe as a tourism destination and encourage more domestic and international visitors to explore its diverse and rich offerings.

PRINCIPLE 4: Strengthening the Digital Systems in the Tourism and Hospitality Industry

The Bill seeks to regulate operators who are making use of online booking platforms, they will now be required to register with the Authority in order to receive guests.

PRINCIPLE 5: Streamlining the functions Licensing Officers

Section 46(1) of the Act mandates the Minister to designate Licensing Officers who are public officers and form part of the Civil Service. In that section it is proposed that the provision be amended and licensing officers be persons employed by the Zimbabwe Tourism Authority.

It is also proposed to amend section 32 by repealing the statutory requirement on the Zimbabwe Tourism Authority to reimburse the Consolidated Revenue Fund for the remuneration of licensing officers in terms of section 46 of the Act. This will no longer be necessary as the officers will all be employed by the Zimbabwe Tourism Authority.

PRINCIPLE 6: Administration and Recovery of Tourism Levies

It is proposed to introduce a new section 55 (2a) which provides for the payment of civil penalties for non-remittance of tourism levies. It is also proposed to amend section 55(3) which empowers the Minister to recover the amount of any levy due in terms of this Act from any person who has a legal obligation to pay, collect or remit this levy. Instead the Chief Executive Officer will now be responsible for such recovery to increase efficiency. It is also proposed to introduce civil penalties for failure to pay, collect or remit any levies and fees.

It is further proposed to amend all penalty levels which are no longer deterrent and in addition to make consequential amendments throughout the Act with regards registration and grading which is not optional.

It is also proposed to repeal section 59 which provides for summary judgement, in its entirety because failure to pay, collect or remit any levy will be regulated through the introduction of civil penalty orders.

PRINCIPLE 7: Mandatory Submission of Statistics and Information by Operators

The current Act in section 56 does not make it mandatory for operators to submit to the Zimbabwe Tourism Authority statistics and information for tourism planning purposes. The amendment therefore seeks to make this mandatory. In addition, it is proposed to amend the penalty subsection which provides for a level six fine to a more deterrent level.

PRINCIPLE 8: Reconfiguration of the Zimbabwe National Conventions Bureau

In line with regional and international best practices the Bill seeks to introduce the Zimbabwe National Conventions Bureau (ZNCB) which should be established as a stand-alone strategic business unit, as is the case with competing destinations in the Sub-Saharan Africa Region including Rwanda, South Africa, and Kenya.

Although the Conventions Bureau currently exists within the Zimbabwe Tourism Authority as a small department, a stand-alone ZNCB will enable the country to maximise its effectiveness in promoting Zimbabwe as a premier destination for business events and conferences. As a dedicated Meetings, Incentives, Conventions and Events (MICE) entity, the ZNCB will be given adequate prominence without being overshadowed in its promotional efforts. This specialised focus allows for

dedicated resources, streamlined decision making processes and tailored strategies for targeting the specific needs of the business events industry.

PRINCIPLE 9: Mandatory Coordination between Zimbabwe Tourism Authority and Local Authorities

In section 38, it is proposed that before approving tourism a development plan or issuing a permit, all local authorities should require the Zimbabwe Tourism Authority to submit recommendations. This will help the Zimbabwe Tourism Authority in enforcing its regulations.

PRINCIPLE 10: Good governance

In section 4, a number of changes are proposed to amend provisions relating to the composition of the

Board and to incorporate principles of good corporate governance, transparency and accountability set out in the Constitution. Gender neutral language should be used, for instance, Chairman and Deputy Chairman should be replaced with Chairperson and Deputy Chairperson.

In addition, Section 4 is silent on the need to ensure gender equity and equality in all Board appointments in line with the national objectives set out in the Constitution.

It is also proposed to amend the Act to specify that the Board should include persons qualified in tourism, marketing, and conservation.

In these principles, it is proposed that section 5 be amended to empower the Authority to assist the Ministry in tourism development planning and in addition, it is intended to empower the Zimbabwe Tourism Authority with a new function, that is to promote measures that facilitate the adoption of sustainable tourism.

This will update the Act, as the current Act was promulgated at a time when environmentally friendly practices and providing tangible social and economic benefits to local communities was not a priority.

The provisions in the Act relating to the appointment and functions of Chief Executive of Authority have been

amended in line with the Public Entities Corporate Governance Act.

Section 17 of the Constitution stipulates that the state must promote full gender balance and that the state must take all legislative measures to ensure that both genders are equally represented in all institutions and agencies of government.

Both genders must be equally represented in all institutions and agencies of government at every level.

This principle seeks to bring into effect the right to gender balance in all boards and Councils appointed in terms of the Act as stipulated in the Constitution.

The Act will be aligned to the Constitution to incorporate the management of statutory bodies to give effect to the Constitutional position and the position as provided for in the Public Finance Management Act [Chapter 22:19]. In addition, all sections that provides for contracts of employment must be amended to specify that the contracts of employment should be performance based and with a specific term limit.

PRINCIPLE 11: Amendment of Schedules

In these principles it is proposed to amend First Schedule which provides for powers of the Zimbabwe Tourism Authority and repeal the Second Schedule which no longer speaks to the Act as it was promulgated to cater for the dissolution of the Zimbabwe Tourism Development Corporation more than 20 years ago. In its

place the new Second Schedule will provide for civil penalty orders. The Bill seeks to insert a Third Schedule covering matters relating to appointment, procedures and meetings of the Board.

It is proposed that in sections 6, 7, 8, 9,10,11 and 12 be repealed, and all provisions concerning the conditions of office of the Board be housed in the Schedule.

18. I THANK YOU, SIYABONGA, TATENDA