

ABSTRACT

This paper reports on the findings of an exploratory study on the level of environmental awareness and engagement among Gweru urban lodges. The study's data collection instruments were a survey questionnaire, personal observations, follow-up interviews and document analysis. The key finding of the study was that there were low levels of ecoliteracy and environmental awareness and consequently, limited „green actions“ undertaken by lodge managers. It was also found that not a single tourist lodge had a formal written environmental policy whilst the lodge managers expressed a need for the provision of information and education around green tourism. A conclusion is reached that this study's findings are consistent with studies elsewhere that bemoan the limited nature of green actions undertaken by tourism Small, Medium and Micro Enterprises (SMMEs). The study ends with recommendations and an indication of future research priorities