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**DEPARTMENT OF TOURISM, HOSPITALITY AND
LEISURE SCIENCES**

**Accessibility of Zimbabwe tourism destinations. The role of the aviation
sector**

By

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DEDICATIONS

This dissertation is dedicated to my sister Anotidaishe. R. Basvi and my mother Bernadette Kativu for their relentless support throughout the duration of my studies.

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ABSTRACT

There are growing fears that Zimbabwe and the various stakeholders in its tourism and aviation sectors are missing out on the potential benefits that may be derived from a more defined participation of the aviation sector towards improving destination accessibility in Zimbabwe. Therefore, this research sought to establish the current role which the aviation sector holds in improving the accessibility of Zimbabwean tourism destinations when compared to other countries mostly by focusing on the extent to which the aviation sector has committed itself towards fostering the accessibility through strategy formulations, partnerships with tourism establishments as well as regulatory frameworks. The study thus identified the benefits that accessibility to a destination which has improved and refined it. The researcher selected 2 government ministries and 7 organisations in the tourism and aviation sectors as the research units that are concerned with destination accessibility and air travel. These were the Ministry of Environment Climate Tourism and Hospitality industry, Ministry of Transport and Infrastructure Development, Zimbabwe Tourism Authority, Civil Aviation Authority of Zimbabwe, Air Zimbabwe, Emirates Airlines, Ethiopian Airlines and South African AirlinK and Halstead's Aviation company. In this study the researcher utilised the descriptive research design to collect, analyse and present data in an effort to give a seamless view of the role played by the aviation sector in improving destination accessibility in Zimbabwe and the difficulties which it encounters in performing this role. Open-ended questionnaires and direct interviews were employed to collect primary data so as to determine opinions, attitudes, preferences and expectations of the targeted respondents. Qualitative and quantitative data were both collected and analysed by the researcher. Convenience sampling was mostly used in the research whereby respondents were selected based on their availability as the research was conducted in the midst of the Covid19 pandemic were most respondents were not available for fear of contracting or transmitting the lethal virus. The research uncovered that there is a lack of proper coordination between tourism and aviation authorities, an inadequacy of operational airports near tourism destination in all provinces, over concentration of development efforts on a few airports namely Harare R.G Mugabe, Bulawayo J.M Nkomo and Victoria Falls International airports, failure by the CAAZ to create policies and financial bailout programmes to protect local airlines from unfair external competition as well as to save them from avoidable bankruptcy and lastly limited financial resources on part of the Ministries in charge of the tourism and aviation sectors and also airlines were caught guilty of lacking proper organisational strategies aimed at improving accessibility in Zimbabwe as they were more focused towards their own individual goals such as profit making and growth. On the other hand, achievements included increased government investments in the aviation sector through infrastructure capacity building programmes like the expansion of Harare, Bulawayo and Victoria Falls international airports, the reopening of the Gweru airport, opening up of the airspace indicated by the increasing number of airlines which either reintroduced or introduced flights into Zimbabwe such as Kenya and Ethiopian Airways introducing scheduled direct flight to Victoria Falls from their hubs and Qatar Airways connecting Doha, Lusaka and Harare by air. The organisations were recommended to coordinate their policy and strategy formulation. The government was recommended to reopen local regional airports to ease accessibility to remote and non-mainstream attractions. The researcher recommends future researches to be aimed at investigating data instruments which show the actual volumes of inbound tourists that come in by air only and their benefits to government as well tourism and aviation regulators.

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List of Acronyms

CAAZ Civil Aviation Authority of Zimbabwe

HAC Halstead's Aviation Company

IATA International Air Transport Association

ICAO International Civil Aviation Organisation

MOECTHI Ministry of Environment Climate Tourism and Hospitality Industry

MOTID Ministry of Transport and Infrastructure Development

ZTA Zimbabwe Tourism Authority

CHAPTER ONE

INTRODUCTION

1.1 Introduction

The study aims to probe the role of the aviation sector in improving destination accessibility in Zimbabwe. This chapter first features the background of the study where the researcher glances at how the aviation sector has fostered the accessibility of tourist attractions. It also highlights the problem under study, which is the focus of the study. A lay out and an in-depth discussion of the objectives of this study is taking place soon after. The significance of the topic under study is outlined in this chapter. Furthermore, this chapter outlines the assumptions to the study and its scope, as they are critical in making the topic researchable. In this chapter, the researcher also looks at the limitations to the study where the researcher considers those issues that may limit the accuracy of the study. To benefit the reader, the researcher defines complex terms, which may need simplification for easy understanding. Finally, the researcher is also looking at the organization of this study.

1.2 Background of the study

The term tourism refers to a socio-cultural and economic phenomenon that is characterized by the movement of people to countries or places outside their usual environment for personal or business/professional purposes (*UNWTO Tourism Definitions*, 2019). The tourism industry is an industry, which is actually characterized of the movement of people between different points at a time therefore; it is of highly important that a destination be well suited to promote accessibility that is one of the key attributes of tourism.

Accessibility can be defined as the ability of a tourism destination to dispense quality transportation methods, which allow travelers to transfer from one location to another (Aguila and Ragot, 2014). The availability of tourism accessibility infrastructure is important in influencing a traveler's choice to visit a particular tourism destination (Yeoman et al 2012). In tourism it is not just a matter of there being accessibility infrastructure but that which is effective and efficient at connecting tourists to their destination of choice, this is what sets any destination apart from the competition putting it at the top of visitor preferences. Good accessibility has the tendency to improve a destination's attractiveness to tourists and

increase arrivals (Guiver and Stanford 2014). More advanced modes of transportation which can reduce the adverse effects that torrential rains can have on dirt roads, the effects deep heavy snowy weather and terrain can make a destination even more attractive.

The aviation sector therefore becomes relevant as tourism and air transport are generally considered to be closely related (Bows et al, 2009). It could be argued that maintaining a single airstrip may seem more attractive and more cost effective for economies that have budgetary constraints than paving wide surfaced roads to numerous remote tourist attractions. The aviation sector is an integral part of the tourism industry. The aviation sector encapsulates the range of activities involved in the building and flying of aircraft and these activities include aircraft manufacturing, airline operations, airport operations and aviation support industries. For the purpose of this study much attention shall be draw to airline operations that is to include scheduled and non-scheduled air transport operations for remuneration being surrounded by the other afore-mentioned activities to collectively form what is commonly referred to as the airline industry meaning that the role the aviation sector plays shall mostly be based on the way in which airlines operate in Zimbabwe (Njoya, 2013).

Tourism accessibility has become much more commercialized and developed. The accessibility of a tourist destination is an indicator for tourist arrivals since a higher degree of accessibility results to increased tourism receipts (Khadaroo, 2007). The challenge was that most destinations suffered from being geographically distanced from their source markets for example the south eastern African countries which are very far from the American block which is their source region .This made them essentially remote and literally non-existent to their potential travelers since they were not easily accessible given that only ocean liners and short range piston engine aircraft could reach them which lengthened the trip time discouraging a lot of visitor interest. However, a research done on the benefits of the Aviation sector in Russia demonstrated air transport especially excels when it comes to boosting connectivity over vast geographical expanses (Vasiliy et al, 2019). Thus the development and advancements of the technology of air services thus profoundly shaped the tourism industry in many countries as it changed their statuses of accessibility for the better.

Another research done in the Caribbean islands also concurs on aviation's ability and suitability to cater for areas that are deprived of land connectivity. (Warnock-Smith and Morell, 2008) "The Caribbean region consists of a mixture of island chains and states in relatively close geographical proximity situated between the large continental land masses of

North and South America. They are generally but not exclusively separated by expanses of sea large enough to make air transport the most practical mode for the vast majority of the region's travel needs”

The United States of America is one such country which demonstrates how the aviation sector through a high level of participation by airlines fosters tourism destination accessibility. The United States has a very high volume of airlines from small commuter airlines and regional airlines to major hub airlines that connect the country to every continent on the planet. The country has many major carriers, to name only 5 of them they are, American airlines which is the largest airline in the World, United Airlines, Delta Airlines, South West Airlines which is the world's first budget carrier and Alaska Airlines (Mazareanu, 2020).

American Airlines transported over 215 182 000 passengers, with Delta transporting 204 000 000 passengers, United Airlines 162 443 000 passengers, South West Airlines 162 681 000 passengers and Alaska Airlines accommodating the movement of 46 733 000 passengers in the same years. This amount totals to more than 791 million passengers transported between these 5 which is a fraction if the other players are considered. These airlines also have partnerships with smaller regional and commuter airlines which then connects passengers from any part of the globe to the many tourism destinations within the country such as the Yellowstone and Yosemite national parks, Walt Disney park, Grand Canyon national park, Hawaiian Islands, Rocky Mountains, Lake Michigan and the South Beach in Miami just to mention a few(Teresa, 2021).

Another example is from the South east Asian nation of Indonesia where the aviation sector has shown the vital role which it plays in the promoting the accessibility of tourism destinations. This country is a demonstration of the aviation sector's role on a smaller but much extensive scale. Here the aviation sector through small commuter airlines actually connects more people to tourism destinations than any other mode of transport due to the country being made up of more than 16000 small islands with 6000 being inhabited (Pearson *et al.*, 2015; Prasadja Ricardianto, 2017)

A regional example in Southern Africa is Botswana which is another beneficiary of an active aviation sector. Botswana does not have a large national flag carrier like its neighbors but the efforts of the small Air Botswana are complemented by smaller commuter airlines which

have ensured that every tourism destination in the country is accessible. Air Botswana and others like Mack Air provide air connectivity to tourist centers like Maun, Francistown and many tourist hotspots through-out the Okavango Delta. This has helped Botswana become one of the most sought after destinations in Southern Africa even surpassing Zimbabwe due to the fact that they have better accessibility even though they may have less popularly known tourist attractions(Leechor Chad and Fabricius Mike, 2005)

In Zimbabwe destination accessibility can be beneficial as it will expose the country to new sources of international travelers and regional travelers as it will promote the ease of movement of tourists from their countries of residents to Zimbabwean tourist attractions(Njoya, 2013). It is even more beneficial to incorporate the aviation sector into this drive to accelerate the process through exploring various legal frameworks such as the Open Skies policy which encourage airlines to operate within the country as well as connecting the country to major international hubs like Dubai, Perth and Johannesburg (Samuel et al, 2013). The extent to which the aviation sector contributes to destination accessibility is not fully analyzed and known.

1.3 Statement of the problem

The aviation sector is a prime factor in the accessibility of tourism destinations within any country as it shortens great distances between source markets and destination regions due to its high speeds of travel while eliminating hurdles linked to poorly maintained dirt road networks particularly at remote destinations. The government through the Ministry of Transport and Infrastructure Development as well as the Civil Aviation Authority of Zimbabwe has taken the initiative to reopen district council aerodromes and upgrade international airports in order to accommodate higher volumes of air traffic. On the contrary, the extent to which the role of the aviation sector plays in promoting destination accessibility of Zimbabwe is not known. This problem therefore becomes the focal point of this research as it sought to establish type of relationship that endures between the tourism and aviation sectors.

1.4 Study objectives

The objectives of the research were:

1. To determine the role of the aviation sector in promoting the accessibility of Zimbabwe tourism destinations.
2. To examine the challenges faced by the aviation sector in promoting destination accessibility in Zimbabwe.
3. To produce a set of recommendations on how the aviation sector can improve destination accessibility in Zimbabwe.

1.5 Research questions

- i. What is the relationship between the aviation sector and destination accessibility in Zimbabwe?
- ii. What are the benefits of the aviation sector to the accessibility of tourism destinations in Zimbabwe?
- iii. What are the challenges being faced by aviation in contributing to acceptable accessibility of Zimbabwe as a tourism destination?
- iv. What is the availability and readiness of local airports to support accessibility?
- v. What are the areas that need more attention to enhance the participation of the aviation sector in improving destination accessibility in Zimbabwe?
- vi. How can the aviation sector be more streamlined to improve tourism destination accessibility in Zimbabwe?

1.6 Importance of the study

An analysis of the aviation sector's role in the accessibility of Zimbabwean tourism destinations may be relevant in that it might bring a unique perspective of what airlines can bring to the tourism industry other than just being mere modes of transportation. The research also seeks to shed more light on the existence of a stable common ground from which tourism organizations can establish reliable, efficient and self-sufficient partnerships with their counterparts in the aviation sector to improve destination accessibility for the benefit of the traveler and the hosts.

This research may also be of importance to key government ministries such as the Ministry of Environment, Climate Change, Tourism and Hospitality Industry (MECTHI) and the Ministry of Transport and Infrastructure development so that they can maximize the output and relevance of their projects by cooperating on the formulation of goals and strategies on projects that affect tourism and the country's state of accessibility to all. Adding on, this study might also bring an understanding of the benefits that can be gained from combining

the knowledge and expertise from industry regulators like the Zimbabwe Tourism Authority and the Civil Aviation Authority of Zimbabwe. This could aid in bringing about a safe air transport system but being one which addresses the needs of the modern tourist while gaining or surpassing the competitive advantages of neighboring regional competitors.

The study might increase the researcher's knowledge base and ability to effectively apply skills in the industry for employment purposes while refining the researcher's future research capabilities. The research may further act as a bedrock for future researches on the topic and ignite interest in other researchers to investigate deeper into concepts that will not be addressed by this study.

1.7 Methodology

During this study secondary data in the form of other researchers' previous studies on the subject, the internet, textbooks and journals were used by the researcher. The researcher also used primary data that was collected in the form of questionnaires and interviews which were held with the management of the principal informants of this study who were endowed with the correct information to answer the research questions of the study. They were chosen through quota sampling which is a non-probability sampling technique where two subgroups of the research population were established. The first one featured government bodies which lead and regulate tourism and transport policies that is the Ministry of Environment, Climate, Tourism and Hospitality Industry(MECTHI), the Zimbabwe Tourism Authority(ZTA), the Ministry of Transport and Infrastructure development and the Civil Aviation Authority of Zimbabwe(CAAZ). The second subgroup was made up tourism principals which specialize facilitating destination accessibility from within the aviation sector in the form of domestic and international airlines which fly in Zimbabwe namely Air Zimbabwe, Fastjet, Halstead's Aviation Company, South African AirlinK, Ethiopian Airways, Emirates Airlines and Air Namibia. A detailed account of the methods used by the researcher was provided in chapter 3.

1.8 Delimitations of the study

The study sought to analyze the contribution of the airline industry to destination accessibility in Zimbabwe during the post 2010 period to 2021 as the decade has been comprised of a relative rebound in activity in the travel and tourism industry. The study was restricted to

Harare only as the city is host to the main offices of the study units. The ZTA, CAAZ, Ministry of Environment; Tourism and Hospitality and the Ministry of Transport and Infrastructural Development were the main study units as they are all functional participants and are interchangeable with regards to travel and tourism policies and regulations from which the subject of accessibility is based.

1.9 Limitations of the study

The researcher encountered difficulty in getting hold of the management personnel of other airlines operating in Zimbabwe as their offices were yet to reopen to the public and also the existence of rotational skeleton schedules which all worked precautionary measures to prevent the spread of the covid-19 virus to their personnel. Some managers had busy schedules where they were constantly formulating new strategies to survive the covid-19 pandemic and subsequent government policies which reduced business activity to protect the public.

A lack of sufficient information from interviews and questionnaires was also encountered since other targeted respondents were hesitant to participate due to the fear of exposing vital corporate secrets as well as being misquoted and victimized. The researcher offered reassurance that the information gathered would be used for educational purposes only. More so, complete confidentiality was granted to the respondents to protect them from any unforeseen negative issues that could arise from the information that they provided.

1.10 Definition of terms

In this study the following terms refer to:

Airlines/ Carriers – Commercial organizations that participate in the business of transporting passengers and freight from one point to another by air.

Accessibility – The state of a tourism destination being relatively easy for a traveler to reach by all means

1.11 Summary

In summary, this chapter was aimed at introducing the reader to the subject under study. The chapter covered relevant studies in the field of tourism transport which were examined and Objectives of the study and research questions on the examination of the role of the aviation sector in the accessibility of Zimbabwe tourism destinations which included determining the role of the aviation sector in destination accessibility as well as to discover the challenges faced by the aviation sector in destination accessibility and to produce a set of recommendations to improve the participation of the sector towards accessibility were formulated as well in this chapter. The significance of the study was also included in this chapter where it emphasized the on the benefit of establishing and understanding the functions of the aviation sector in tourism to nurture a symbiotic relationship which breeds well informed strategies towards the goal of destination accessibility in Zimbabwe. This was highlighted as the criticality of conducting this study. A brief highlight of the methodology was given then after that the delimitations of the study featured 2010 to 2021 at the time period in which the research is limited to then the limitations of the study were highlighted chief among them was the prevalence of the Covid19 pandemic which heavy impacted as altered the researcher's progress. A definition of key terms for the study was also highlighted and the chapter was concluded.

CHAPTER TWO

LITERATURE REVIEW

2.1 Introduction

This chapter is aimed at reviewing existing literature that is studies and researches which were done on the subject of the aviation sector's role in improving tourism destination accessibility. Destination accessibility shall be fully defined making use of the various definitions which were brought forward by other scholars for the sake of clarity. In the third segment of this chapter the key benefits which a destination enjoys from good accessibility shall also be highlighted and discussed comprehensively. With reference to empirical evidence air transport shall be defined and its characteristic and roles shall be discussed giving special care to the context of tourism destination accessibility. The challenges which the aviation sector faces in enhancing destination accessibility and the framework of theories which inform this research are outlined and discussed soon after. A special section summarizing prior researches done on the subject in both the developed and developing world shall be featuring in this chapter prior to the implications of the literature review which concludes the chapter.

2.2 Defining destination accessibility

According to (Kim, 1998: 345) accessibility refers to “relative ease or difficulty with which customers can reach the destination of their choice”. Accessibility is the means by which a tourist can reach the point of service delivery (Zhou, 2005). The special feature of the tourism industry is the immovability of the product meaning the consumer has to be physically present at the site in order to receive service thus accessibility can also be defined as the possibility to receive tourism service (Chin. El al, 2018). Due to their uniqueness and the intangible pleasures which tourist attractions bring to travellers, tourists are motivated to travel to them but that process must be affordable financially and possible physically (Zhang and Lam, 1999).

Good accessibility denotes a case where the location of tourism destinations or attractions is linked to the more relevant transport corridors that connect the tourist to their desired destination (Toth and David, 2010). Accessibility is related to the possibility to visit, to feel, to see or watch special events, to realize or understand and experience (Pizam, 2009). It is related to fulfilling the desires or wants whose creation is inspired by tourist attractions

(Kumar et al, 2012). Even though transport can be an attraction in itself, accessibility is not tourism but rather a means of arriving at the point of tourism satisfaction is accessibility and tourism cannot occur without accessibility (Yang et al, 2019).

Accessibility is one of the fundamental expectations or key elements which a destination must possess in order for travellers or visitors to recommend their experience to others for them to revisit as retained clientele as it practically refers to how easily visitors can get to a tourism destination with respect of the kind and amount of resources used such as time and money (Bieger and Wittmer, 2006; Medlick, 2003). Accessibility can also refer to a destination's infrastructure, wayfinding as well as the ability to cater to visitors with disabilities (Hansen, 2017). Concluding all above definitions, it can be concluded that accessibility most concerned with answering questions like how a tourist gets to an immovable tourism destination as it is the element which facilitates the travel process and it is a very important factor for travellers in all its forms.

2.3 Importance of Destination Accessibility

According to Chin et al (2016, p7), "...destination accessibility enhances destination competitiveness even without the existence of social media marketing" Destination accessibility is one of the core attributes that are necessary for tourism to take place. Accessibility quality is also particular term which helps bring out the importance of destination accessibility since it is defined as tourism destination's ability to provide transportation methods to ease the transfer of people between locations (Hall, 2004). Good accessibility at a destination informs improves destination attractiveness (Lee, 2016). It was also found that when a destination is relatively accessible it creates tourist satisfaction which influences revisit intentions thus increasing the frequencies and volumes of tourist arrivals (Chin. Et.al 2018). This concurs with another study which established that there is a strong relationship between destination accessibility and destination competitiveness (Law et al, 2016)

Destination accessibility at its best improves the service quality that is enjoyed by tourists when they come to visit the attractions in a destination (Kumra, 2008). This shows that if the travel process is smooth or characterised of less hurdles such as long queues at airports and poorly maintained roads tourists enjoy their travel more and tend to give positive word of mouth inviting others to visit the attraction. Accessibility is often considered as a driver towards visitors' satisfaction and a provision that a destination must come up with to be

relished by all travellers (Chin et al., 2018). Therefore, it can be said that when there are negative sentiments in a destination due to low levels of visitor satisfaction improving the degree of accessibility will increase positive visitor sentiment (Natalia et al., 2019).

When accessibility is improved in a destination it improves the economic success of that particular destination tourism destination. The ease of accessibility to destinations spurs the growth of tourism at a destination (Sorupia, 2005). This generally begins a chain reaction where the derived increase in tourism incomes will allow for further investment towards tourism projects which creates more capacity for a destination meaning that it will be able to take and more visitors as new attractions are created (Henderson ,2009).

2.4 Air Transport and Destination accessibility

Nyaruwata and Runyowa, (2017, p.1) says, "...transport plays a critical role for the success of the tourism sector provides the umbilical cord that binds tourism destinations and their source markets and ensures that tourists can be dispersed geographically within a destination". Air transport in the context of this study refers to all airline businesses which provide passengers transportation services to promote the movement of people between two locations (Vasily et al. 2019). It also involves the major aspects of the aviation sector as a whole with special attention going towards civil aviation industry regulators (Lohmann and Duval, 2015). Since the introduction of passenger flights during the years succeeding the second world war the air travel has been an integral and inseparable part of tourism. It can therefore be said that air transport is one of the most importation modes in tourism (Mammadov, n. d). Other scholars have suggested that the aviation sector is largely active in international tourism rather than on other modes. This is because more than half that is 54% of international tourists travelled by air (UNWTO, 2015)

In brief air transport comes in three general categories and they all contribute to destination accessibility in their own unique ways. These are namely Scheduled and Chartered services; Legacy airlines and Low-Cost Carriers (Camilleri, 2017). It is important to know that air transport and tourism influence the progress of one another (Lian and Denstadli, 2010). Tourism has stimulated the development of charter airlines (Bieger & Wittmer, 2006). Charter airlines are a generally the aviation sector's equivalent of a car hire as they may involve a single passenger or a group of passengers chartering a whole aircraft for a flight to their desired destination with some offering services to remote destinations through the use of small single engine aircraft as such they improve destination accessibility (Camilleri, 2017).

With respect to this explanation it shows that the aviation sector is integral in promoting accessibility since the charter airlines enable tourists to fly to newer tourist attractions which may have little transport infrastructure development.

Legacy airlines are the second and main category of airline travel in the aviation sector. Generally legacy airlines include the national flag carriers or national airlines and other private full service carriers as well. Most airlines in this category especially the flag carriers started flying in the first half of the 20th century that is before the 1950s therefore they have long histories and experience in improving destination accessibility since they facilitated the establishment European tourism destinations because they offered transatlantic travel between North America and Europe (Camilleri, 2017). They are the category which mostly highlights the element of reducing barriers of long geographical distances as they cover many thousands of kilometres between distant tourism destinations in only a quarter of a day whereas typical trips by sea would take upwards of two weeks.

Airlines of this grouping fly varied aircraft types and provide a whole compliment of services ranging from inflight meals, entertainment, seat reservations as well as generally more substantial legroom and some even offer airport lounge facilities which increases comfort (Ginieis, et al, 2011). For example, American, Delta and Delta airlines as well as British Airways, Qantas and Lufthansa all fall into the category of legacy airlines and they mostly facilitate intercontinental travel (Teresa, 2021). This category comprises the majority of the air travel which improves a tourism destination's accessibility to international tourist markets as the airlines offer intercontinental or transoceanic flights.

The last category of orthodox air travel is low cost carriers (LCCs) whose concept is based on the idea of conveying low fares to encourage demand by following the uppermost levels of efficiency in every aspect of the business (Chung & Whang, 2011). To attain this result, the key ingredients of the low cost business model consist of; high aircraft use in order to guarantee that flight incomes far surpass leasing expenditures, using the same aircraft type to lower flight crew training expenses, they may also confiscate seat-back screens, lie back seats and window blinds with the aim of minimizing fuel consumption or to increase revenues by shipping air cargo in the cargo hold to produce revenue from that extra unexploited load (Camilleri, 2017). Low-cost carriers (LCCs) have been found to motivate demand for destinations in case studies from Korea (Chung & Whang, 2011) and Southern Italy (Donzelli, 2010). The growth of LCCs in Africa though not extensively spread, also provided

evidence of their aptitude to improve accessibility as they stimulated a new upsurge of demand to airports near tourism destinations which previously had little or no air connectivity in six countries i.e. South Africa, Kenya, Egypt, Morocco, Tanzania, Zimbabwe (Mutinda, no date). This is because they end up charging very reduced air fares thus they ease accessibility to tourism destinations by reducing the financial barriers which may have impeded travel. More benefits of improved tourism destination accessibility occur when LCCs contend with legacy carriers because it most always results to reduced fares for the tourists thus they can be able to visit tourism destinations which they may have never been to before.

The aviation sector also improves tourism destination accessibility in the form of the actions of other players in the aviation sector such as government aviation regulators and private operators. Investment in the construction of improved aviation infrastructure by civil aviation authorities is yet another chief factor to note since they upgrade or construct new airports which open up a destination to airlines which bring tourists to a new or previously inaccessible tourism destination (Lohmann & Vianna, 2016). This was the case in Zimbabwe when the Victoria Falls international airport was upgraded since major airlines which operate on a global scale such as Ethiopian airlines and Kenya Airways could now operate directly from their capital cities bringing in new tourism traffic as destination accessibility of Victoria Falls had been improved. The industry regulators also engage into bilateral agreements with aviation industry regulators of other countries which allows airlines from their respective countries to fly between them (Camilleri, 2017; Lohmann and Vianna, 2016). That improves tourism destination accessibility of those two countries as was done between Zimbabwe and Tanzania (Mutinda, no date).

More so, Air liberalization which is approved by the aviation sector's regulators allows for improved destination accessibility because it allows tourists from a particular tourism region to fly to a tourism destination in another block. Air transport policies such as airspace liberalization and 'open skies' agreements underpin growth in air travel (Dobruszkes & Mondou, 2013; Zhang & Findlay, 2014) Also the existence of agreements between airlines themselves may also improve the accessibility of tourism destinations because they mostly result the formulation of dense air transport networks between a tourism destination and various source markets as well as countless travel promotions which exposes the destination to new groups of travellers who previously could not access that particular destination. This is highlighted as it is said international airline alliances affect tourist destinations by influencing fares and total travel time, connectivity, and cooperative promotion (Morley,

2003). The aviation sector is therefore highly instrumental in improving destination accessibility because it facilitates the movement of travellers from source markets to their destinations as scholarly proven in the literature review of air transport and destination accessibility.

2.5 Challenges faced by the aviation sector in improving destination accessibility

The aviation sector has a lot of strategic advantages in promoting tourism destination accessibility as highlighted in chapter 2.4, however the sector is also burdened a myriad of problems which tend to stall its progress in fostering seamless destination accessibility. The global airline industry is full of challenges and the range of issues present directly affects the operations of the companies operating in the airline industry (Belobaba, 2015). In the modern era, competition is one of the main barriers faced where a large number of airlines are working at a global level and this has in some way harmed the actions carried out by every company in the market (Hill & Jones 2004). Especially in the case of new start up airlines, they are not able to endure in the market due to the presence of tough competition and, in turn, survival of the companies has become a little bit difficult and this reduces their effectiveness in promoting destination accessibility. In order to deal with the issue of high competition, airline companies are focusing on developing business tactics so that their long-term survival can take place easily through this (Borenstein and Rose, 2014).

The levels of investment in the aviation sector are quite high as by seeing different types of opportunities, airlines are operating in this sector and they are rendering airline services to the customers in the market which translates to more competition (Misopoulos et al, 2014). Rising competition in the airline industry is directly preventing small and medium sized companies to carry out their operations because bigger airlines can afford the relatively higher levels of investment which may be needed to uproot the competition unlike smaller airlines which have smaller financial capabilities and sometimes many airlines have to shut down their operations due to the presence of high competition (Tran, 2018). This is highlighted by the number of airlines which fail every year here in Africa and across the world. In actual fact destination accessibility has been reduced as a result of this challenge in places. Competition as one of the barriers can only be confronted if the start-up airlines are offering some unique service and this occasionally becomes one of the main reasons behind the success of aviation companies in the market (Choi, Lee and Olson, 2015)

Higher levels of competition mean that tourism travellers are going to develop the ability to benchmark the amenities of one airline against that of another and they will tend to reduce travel with the one which is relatively less interesting as is the case of Air India, it is ranked as the third worst performing airline in the world where its service quality is below the expectation level of the consumers (Eaton, 2017). Apart from this, some other airlines like Air Zimbabwe once suffered from this reputation and ended up having to discontinue their flights to Europe for the same reason. This hindered the accessibility of Zimbabwe tourism destinations to European tourists since they now need to travel using connecting flights through other countries which raises travel costs

Another encounter is the ever changing consumer needs which can result to airlines being unable to meet the expectations of their target markets. In the airline industry, meeting the expectation of the customer in service quality and price is an important role to identify the success of the airline companies. According to Abdelghany A. and Abdelghany K. (2016), traveller anticipation is one of the challenge faced by the airline companies, where expectations of the customers are mounting at a faster pace. Every airline has to adopt some useful strategy to comply with the expectation of the target market and this allows them to operate for lengthier periods of time in the market (Tran, 2018). Sometimes this mostly ends up leading airlines off of the path of fostering accessibility because by trying to match their service quality and specifications to that which is expected by customers the airfares end up being expensive and a destination becomes financially inaccessible to tourists.

The airline industry suffers also from the challenge of being highly or excessively priced since most airlines especially the long established legacy carriers charge high prices (Shaw, 2016). However, certain types of tourists especially those of the modern day require lower prices because they do not care much about luxury but getting to the destination and it leads airlines into incurring costs which they cannot recover as they end up offering services at a lower price to retain demand and survive (Tran, 2018) In the short term destination accessibility may be supported by in the long term all fails when the airlines go bankrupt. Overly, the cost of carrying out operations in the airline industry is high and this inflates overall costs in this type of market. Prices are not at all under the control of the companies, as they have to bear large numbers of costs such as fuel prices, etc. Different ways are present through which airline companies practice price discrimination (Lee et al, 2013).

Further, there is a lack of cooperation between tourism regulators and aviation sector regulators. This is because the fixed costs in the airline industry are very high in terms of landing and departure fees, airport taxes, fuel, employee salaries as well as carbon taxes (Mallikarjun, 2015). With the motive to enhance the sales volume, the airline companies mainly focus on selling more and more tickets with the help of attractive offers and this contributes a lot in enhancing the overall performance in the market (Kleymann and Seristo, 2017). However, fluctuations in the fuel price is also one of the challenges faced by the airline industry where sometimes the overall rise in the prices of the fuel adversely affects the situation of airline businesses operating in the market (Bilotkach, 2015). If better cooperation happens between the two regulators they can come together to for proper frameworks which will enable airlines to receive the benefits or incentives which other tourism businesses get such as heavy discounts when purchasing fuel as well as lower airport taxes so that they can easily facilitate destination accessibility.

The aviation sector is also characterised of high acquisition costs of technology since the sector is highly specialised (Lawton, 2017). The cost of obtaining new self-check-in counters is relatively high such that airlines in relatively less developed markets may face difficulty in acquiring them. This presents a challenge since the global market is so advanced such that these expensive technologies are actually a requirement especially when dealing with customers from developed countries as such due to that failure to keep up to date with technology the destination may be rendered inaccessible to tourists.

More so, the airline industry is highly regulated where large numbers of legalities and guidelines have been developed by the government and it is necessary for every airline company to follow such laws to operate flawlessly in the industry (Fraher and Gabriel, 2014). Some of these laws nevertheless may cripple airlines' ability to foster destination accessibility because they may either make it more expensive to operate rising costs for tourists or they may simple make it unsustainable for an airline to operate in the future.

2.6 Researches in the Developed and Developing World

In the developed world the aviation sector has occupied a special space in which it has largely improved the accessibility of tourism destinations due to the various benefits which its characteristics bring with it. A study carried out in brazil showed that major airports in tourism hubs received large volumes of passenger flows per year as Lohmann and Trischler, (2012, p7), says "São Paulo's second largest airport, Congonhas, had over 11 million

passengers and 190,000 aircraft movements in the same year...”. This goes on to show that the large metropolitan city of São Paulo as a tourism destination and surrounding areas benefit from improved accessibility as a result of the contribution of the aviation sector since Brazil handled 110 million passengers by air in 2009. Furthermore, Lohmann and Trischler (2012, p8) says, “... report projected an increase to 146 million passengers by 2014, with the 2014 FIFA World Cup generating six million additional travellers”. This proves that the aviation sector was instrumental in improving the destination accessibility of Brazil as a tourism destination for sports tourists in this case.

Another study was conducted in Indonesia to show that the aviation sector also plays an important role in improving destination accessibility in the developing world. Ricardianto et al (2017, p1) says “Air Transportation is the easiest and most comfortable means of travel in Indonesia. Air service are available to all provincial district capitals and other remote areas operated by an Indonesian airline. There are no less than 27 domestic scheduled airlines and at least 8 (eight) charter airlines”. Since air travel is the easiest it shows that the aviation sector plays the most central role other than any mode of transportation when it comes to improving tourism destination accessibility in Indonesia. Garuda Indonesia which is the national airline of the country plays a key role especially in offering services that are specifically aimed at improving tourism arrivals as Ricardianto et al (2017, p1) further says, “Garuda Indonesia, the national flag air carrier, functions on both international and domestic routes. It serves 33 cities together with all the provincial capitals. It has numerous regular flights from Jakarta to destination of commercial and touristic importance. In addition, it also runs shuttle voyages to Surabaya and Semarang several times per day. Garuda also introduced Visit Indonesia Air passes offering special flight prices on its domestic flights”. The airline also went on further to create tactical partnerships with other major international airlines from Singapore, Malaysia, Australia, the United States of America, China and Japan among others so as to make sure tourists from these countries would have easy and direct access to Indonesian tourism destinations.

In the developing world on the African continent. On a regional level Botswana may have a relatively insignificant aviation sector however that small air traffic is almost entirely dedicated to supporting tourism travel since much of it is concentrated in tourism zones and it greatly increases the accessibility of the country as a tourism destination (Leechor and Fabricious, 2005). Botswana does not have a large national flag carrier like its neighbors but the efforts of the small Air Botswana are complemented by smaller commuter airlines which

have ensured that every tourism destination in the country is accessible. Air Botswana and others like Mack Air provide air connectivity to tourist centers like Maun, Francistown and many tourist hotspots through-out the Okavango Delta.

The effect of the airline industry towards destination accessibility in Zimbabwe are not very widely known since most publications have been largely concentrated on the problems which the sector faces. Some authors released publications which reflected on the harsh economic environment which made airline operations difficult giving special attention to Air Zimbabwe which was hit the hardest by these difficulties as such its contribution to destination accessibility was not accessed (Muli and Pellisier, 2014). Other scholars who managed to make researches on similar subjects in 2017 established that only 18% of tourists accessed the destination by air (Nyaruwata and Runyowa, 2017). However, conclusions cannot be made since the research was more centered on consumer choices rather than the conditions created by the aviation sector itself thus more on the contribution of the aviation sector towards accessibility remains to be studied.

2.7 Implications of the literature review

The literature review has brought out what different authors say about the role of the aviation sector in improving destination accessibility. The implication of this literature review gives ways of developing the sector through allusions of different authors. The literature has identified the reason for the analysis of the role of the aviation sector towards destination accessibility as it suggests the benefits and impacts that it adds to a destination. The value of the aviation sector to destination accessibility as highlighted included increased comfort to travellers when travelling to a destination which improves positive sentiments when a tourist perceives how accessible a destination is (Ginieis, et al, 2011). It also increases travel speed reducing travel time which makes a destination more attractive to tourists given that modern tourists are time constrained due to the various complex aspects of modern living (Ivanova, 2017). Benefits of the aviation sector towards accessibility also include its ability to neutralise the effects of geographical barriers such as mountains and canyons which may challenge the ease of access to a destination (Ricardianto, 2017). Air travel also reduces the general costs of travel which travellers typically incur when using other modes of transport especially over long distances (Chung and Wang, 2011). When a destination is relatively cheaper to visit in other terms it becomes financially accessible to visitors which is exactly what the aviation sector brings to a tourism destination (Ricardianto, 2017; Ivanova, 2017).

Finally, another benefit of the sector to destination accessibility was that it increases destination capacity. Some tourism destinations have lower numbers of visitors not because they have low visitor interest but because they cannot accommodate higher volumes of travellers at a time in the form of limited access infrastructure perhaps in the form of bad road networks but investments by aviation sector stakeholders quickly increase the quantity of visitors which can be in transit to a particular destination at a time thus access capacity is increased (Lohmann & Vianna, 2016). Although the positive impacts of the aviation sector to destination accessibility have been outlined and explained, most countries especially in Africa fail to develop their aviation sectors, much of their attention and research is given to other sectors in the tourism mainstream. Another gap identified in the research are that challenges like corruption, ill-informed legislative policies and frameworks as well as mismanagement are some of the reasons why the aviation sector fails to fully show its prowess in the improvement of tourism destination accessibility in some regions.

2.8 Summary

This chapter was aimed at giving the reader an understanding of what previous researches established about the role of the aviation sector in destination accessibility. It first sought to give the reader an understanding of destination accessibility which was established as the means which facilitate a tourist's travel from their point of origin to their desired destination. The importance of accessibility was outlined as many benefits came forward such as bringing new tourist markets to a destination and promoting destination growth just to mention a few. The aviation sector's participation in tourism was analysed and its contributions towards destination accessibility were also mentioned which included reduced costs of accessing a destination in terms of time and money. The next chapter looks at the methodology which was utilized in gathering data for this study

CHAPTER THREE

Research Methodology

3.1 Introduction

This is aimed at meticulously explaining the varied methods that were utilized in the gathering of information for this research. This was done so as to address and gratify the statement of the problem which was fully detailed in the research. As a starting point, this chapter identifies the research design which was used in justifying the different methods of data collection which were utilized. In its third segment the chapter outlines the target population, the sample size and data collection techniques which the researcher utilized. The next section gives exclusive attention to the data collection methods, sampling methods as well as the data analysis methods giving their advantages and disadvantages before being succeeded by the chapter summary which concludes the chapter.

3.2 Research design

Research design refers to the conceptual blueprint within which research is conducted (Akhtar, 2016). Research design not only anticipates and specifies the seemingly innumerable decisions linked to carrying out data collection, processing and analysis but it also presents a logical basis for these decisions (Manheim, 1977). A research design may be referred to as a framework which used as a guide when collecting and analysing data (Punch, 2005). From these definitions it can be established that the research design plays the role of being the map of the study which provides indications of where a particular task ends and the next one begins during the course of the study. In general, three primary notable types of research design are available for use by researchers. The research designs include exploratory, descriptive and casual designs which all have varied unique approaches thus they also have specific situations in which they excel in. For the purpose of this study the choice of research design was arrived at by largely considering the research objectives, nature of the problem as well as the extent of prior researches on the problem which were available to the researcher and in that regard, descriptive research design was deemed the most suitable. This is because according to Akhtar (2016, p75), “Descriptive research answers the questions, what, who, where, how and when. It is used to study the current situation.” Thus the researcher believed it will be help bring about a practical answer in terms of the role of the aviation sector on the accessibility of tourism destinations in Zimbabwe since the research is instrumental in

bringing out current situations. Descriptive research design allows the application of both qualitative and quantitative approaches which the researcher utilized thus it was also chosen for this characteristic.

3.3 Sampling Strategy

3.3.1 Target population

According to Brynard and Hanekom (2005, p43) in research methodology, population“ does not refer to the population of a country, but rather to the subjects, objects, phenomena, cases, events or activities specified for the purpose of sampling. The target population is “the whole aggregation of respondents that generally meet the selected set of criterion”. In this research the target population ranged from 4 of the Zimbabwe Tourism authority’s destination managers, 3 international marketing managers and 1 corporate executive from the Zimbabwe Tourism Authority, 3 marketing and customer relations representatives and 2 corporate affairs representative from the Civil Aviation Authority of Zimbabwe, 1 representative from the office of the permanent secretary for transport and infrastructure development, 2 respondents from the Permanent secretary for tourism’s office at the Ministry of Environment, Climate Change, Tourism and Hospitality industry, as well as 4 operations and marketing managers from the marketing and operations managers from Air Zimbabwe, 3 marketing representatives from Halstead’s Aviation Company, 4 marketing and corporate services representatives from Fastjet Zimbabwe, 1 country manager from Emirates Airlines, 1 marketing manager at Ethiopian Airways, 1 marketing representative from South African AirlinK, 2 corporate and marketing personnel from Air Tanzania and also 1 head of marketing from Rwandair. The target population was spread across almost all participants in Zimbabwe’s tourism and civil aviation sector regulators as well as private participants in the aviation sector to bring a result which much closer to the actual situation in the industry.

3.3.2 Sampling Frame

A sampling frame is a list used to define a researcher's population of interest (Mason, 2008) The sampling frame defines a set of elements from which can be selected by the researcher as a sample of the target population. A sampling frame includes the actual list of individuals included in the population (Nesbary, 2006). The frame in this study therefore contained two government ministries, 2 government industry regulators and twelve passenger airlines that fly to Zimbabwe as well as within Zimbabwe. The sampling frame consisted of all the

marketing employees as well as the management and administrators in the following organisations.

Ministry of Environment, Climate, Tourism and Hospitality Industry

Zimbabwe Tourism Authority

Ministry of Transport and Infrastructure development

Civil Aviation Authority of Zimbabwe

Air Zimbabwe

Fastjet Zimbabwe

Halstead's Aviation Company

South African Airlink

Comair T/A British Airways

Air Namibia

Air Tanzania

Malawian Airlines

Rwandair

Kenya Airways

Ethiopian Airways

Emirates Airlines

3.3.3 Sampling

Sampling is the process which involves selecting a small portion of the population which will be a representative of the whole population (O'Leary, 2006, Henderson and Sunderson, 2005) The researcher made use of quota sampling in choosing the institutions which would participate in the study to ensure a sufficient portion of the population was represented. The researcher used quota sampling to determine which institutions were most capable of answering the research questions due to the nature of their operations and exposure to both the tourism and hospitality as well as the aviation sector. The institutions which met these criteria were the Ministries of Transport and Infrastructure development and that of

Environment Climate Tourism and Hospitality Industry because they are concerned with policy formulation which governs the aviation sector as well as the tourism industry respectively. Also the Zimbabwe Tourism Authority were chosen through quota sampling because they could be able to answer questions relating to the kind of tourism destinations which need to be accessed and which tourists need to get there while the Civil Aviation Authority would be able to answer how the Zimbabwean aviation sector is strategically positioned to bring accessibility to these destinations from a resource and policy based point of view. A selection of airlines such as Air Zimbabwe, Fastjet, Halstead’s aviation company, Emirates airlines, Ethiopian airways, South African Airline, Air Tanzania and Rwandair were chosen in order for them to respond to questions mostly relating to the challenges which they face in promoting the destination accessibility of Zimbabwe Tourism destinations. In order to arrive at the final sample size, the researcher used both purposive and expert sampling on marketing managers depending on the type of organisation they were part of. Expert sampling would give the researcher access to rich sources of information as the respondents selected would provide data that has expert insights (Kumar, 2005). Quota sampling is a non-probability sampling technique which was advantageous as it uses samples which are not only readily available but ones who possess the perfect characteristics required to participate and provide a satisfactory quality of responses (Mason, 2008)

3.3.4 Table 3.1: Sample Size

Study Partakers	Station	Target Population	Sample Scope	Selection Technique
Ministry of Environment Climate Tourism and Hospitality Industry	Permanent Secretary for Tourism	4	2	Convenience
Ministry of Transport and Infrastructure development		2	1	Convenience
Zimbabwe Tourism Authority	International Marketing Managers	8	4	Convenience

Civil Aviation Authority of Zimbabwe	Marketing executes and Corporate affairs representatives	5	3	Convenience
Scheduled and Charter Airlines	Country Managers and Marketing Managers	18	12	Quota
Total		37	22	

3.4 Sources of Data

Data collection as a process provides a researcher the opportunity to acquire quality information which will make it possible to bring satisfactory and conclusive answers to the research questions especially when the research is properly conducted (Maxwell, 2006). Also data collection enables the gathering of information on variables of interest, this is conducted in an established systematic fashion that enables one to answer the research questions and evaluate outcomes of the research (Mason, 2008). There are two main sources of data which were available to the researcher that is, primary and secondary data. The researcher used both during the course of the research.

3.4.1 Primary data

Primary data consists of the collection of information by the researcher in its original form, specifically for a research project or problem at hand (Black, 2010). The primary data sources were used to meet the descriptive research design. The researcher used in-depth interviews in the form of face to face and questionnaires. Primary research importance was that the researcher interacted with different stakeholders from different organisations and ministries answering the questions, which allowed coming up with validated answers to the problems. Another importance of the primary research was that the researcher was able to focus on both qualitative and quantitative issues. The researcher also had control on the research design managing to address specific research issues

3.4.2 Secondary data

In this research secondary data was collected to give an academically and theoretically sound basis from which the researcher could advance his research through primary research. Secondary data entails information that was published before in various forms. It can also be defined as the information infused into data collected by someone other than the user, which is in quantitative form (Black, 2010). In this respect therefore, the researcher made use of books, journals, reports and well as magazine and newspaper articles. Newsletters from the Ministry of Transport and Infrastructure development, the Civil Aviation Authority of Zimbabwe and the ZTA were also used in conjunction with internet based sources of data such as the websites of the target population.

3.5 Method of Data Collection and Instruments used

Data collection methods occupy the space of a critical part within the research design as they are the determinants of the quality and quantity of data which a researcher can collect in the field given they have been used effectively. Research instruments are critical tools to gather both primary and secondary data relevant to the research on hand (Santosh, 2008)

3.5.1 Interviews

The term interview refers to a decisive exchange between the questioner (researcher) and claimant (s), in turn getting information that is vital to the research from the interviewee (Santosh, 2008). Prior to conducting the actual interviews, the researcher made phone calls to the public relations and marketing departments airlines so as to get permission to hold interviews with the members of their staff. More so, emails were also sent to the heads of department within which various respondents were assigned. These emails served as the written requests to conduct academic research for record keeping and the respective organisation were given the option to request for an official request to conduct research from the researcher's school for legal and security reasons. The researcher also made physical visits to some organisations even though at a relatively limited rate as a result of the high rates of COVID 19 infections which were widespread in Harare. The interviews were conducted within 3 days so that the researcher would get the chance to refresh and strategize before holding an interview with the next respondent and because the respondents were located in very different and distant parts of Harare. The interviewees included the country managers of international airlines which fly in Zimbabwe as well as some heads of marketing and customer relations from the ZTA and CAAZ respectively. To minimise the chances of spreading or contracting the COVID19 virus the researcher wore a facemask during the

duration of the interviews and they were also seated further away from the respondents. Where internet broadband subscriptions were available the researcher also opted to hold other interviews over the Zoom Meetings platform. The interviews took the form of verbal stimuli as the researcher interviewed the respondents in a face-to-face interaction. This was the most suitable as for the intensive investigation that was on hand, as it provided direct and positive feedback. The main advantage that was realised from this form of research was that clarifications and explanations were made on certain questions leading to accuracy of the findings of the research. The researcher also had control over lines of questioning thus giving more room to probe other questions not previously jotted down.

3.5.2 Questionnaires

Questionnaires are questions in a logical sequence that are used to draw up conclusions and to collect relevant data for a research (Kothari, 2008). For this research a document comprised of semi structured questions was used. This design was meant to solicit information. Since the data collection process took place in the midst of the COVID19 pandemic the researcher used questionnaires which were administered to respective respondents as WORD documents through email. In return the respondents either printed the questionnaires and returned them back to the researcher as scanned documents after writing their responses answering to a set of questions or they typed in their responses onto the WORD documents through their work computers then sent them back after converting them to the PDF format to ensure that their responses would not be tempered with. In these questionnaires, the respondents read and interpreted the questions on their own. With the goal of maintaining a manageable balance between the need to acquire feasible and practical responses and also the need award respondents with the freedom to express their actual feelings and views the semi-structured questionnaires chosen by the researcher constituted both open ended and closed ended questions. 7 questionnaires were distributed to some airline country and marketing managers as well as some representatives from the ministry of transport which were not available for face to face interviews due to the corona virus and other commitments which needed their attention. The researcher applied the drop and pick technique given that questionnaires were delivered to the respondents and then collected after 2 days. This was to give the respondents sufficient time to understand the questions and generate responses in a manner which bore desirable results.

3.6 Data Analysis

After the conclusion of collecting data, the researcher had the mandate to organise the collected information. Once the collection of data is completed, the researcher should analyse the data (Green, 2005). Data analysis serves to describe the process of systematically searching and arranging the interview transcripts and the materials that are acquired during the process to increase their understanding by the researcher and to present the insights derived from the research to others (Black, 2010). Data analysis procedure presented itself in the form of five steps as expressed below:



Figure 3.1: Steps for processing and presenting data

The researcher used thematic analysis in analysing qualitative data. Thematic analysis is a qualitative analytic method for identifying, analysing and reporting themes (patterns) within data Braun and Clarke, (2006). It organises and describes data in rich detail and interprets various aspects of the research topic. Using this form, the investigator went over the facts on hand, prepared summaries of them and organized it into categories. The scholar used this method because of its flexibility. The researcher gathered quantitative data by means of questionnaires and interviews while they also employed pie charts, bar charts and tables for data presentation, deeper analysis was done to give a cemented meaning to the study. The investigator used pie charts, bar charts and tables for their ability to express consistency of events and are easy to deduce. Understanding and defining the role of the aviation sector in the accessibility of tourism destinations in Zimbabwe was the prime reason behind the interpretation and analysis of the research data.

3.7 Summary

This chapter gave a full discussion of the methodology that was utilized during this research. The researcher used descriptive research design as a blueprint of achieving research objectives. Different sources of data that is primary and secondary data sources were explained in this chapter while interviews and questionnaires were explained and justifications were given for why they were the research instruments used. Interviews and questionnaires were the data collection methods used to gather the data to achieve the stipulated research objectives. Data was analysed using the thematic analysis and quantitative

process of bar charts, pie charts and tables. The next chapter will present and analyse the findings from the field research.

CHAPTER FOUR

DATA ANALYSIS AND PRESENTATION

4.1 Introduction

The aim of this chapter is to analyse and present the outcomes of the study done on determining the role of the aviation sector in the accessibility of Zimbabwe tourism destinations. Foremost, this chapter highlights on the response rate of the research. A brief description of the demographic characteristics is given. This description is then preceded by a discussion of the findings of the research where they are weighed against the objectives of the study as various facets such as the functions which the aviation sector performs will be given backed by literature to help determine its role in destination accessibility on the Zimbabwean tourism arena as well as the challenges which it faces while it performs those functions. For the benefit of the reader the chapter also features some charts, graphs and tables as an illustrative description of the research findings to ease understanding. A chapter summary immediately follows concluding the chapter.

4.2 Response rate

4.2.1 Questionnaire response rate

A total of 12 questionnaires were sent by the researcher through email to all the organisations or research units which represented the desired sample of the study population. These questionnaires were meant to be responded to by a selection both directors, managers and marketing executives of these organisations. 3 questionnaires were sent to the Civil Aviation of Zimbabwe, another 3 questionnaires were sent to the Zimbabwe Tourism Authority while 2 questionnaires were sent to Air Zimbabwe limited, 2 questionnaires were sent to the Ministry of Environment Climate Tourism and Hospitality Industry where likewise a total of 2 questionnaires were also forwarded to the Ministry of Transport and Infrastructure Development. A total of 12 questionnaires were responded to out of the 12 which were submitted. As such an achievement of 100% response rate was achieved as illustrated by the table below.

Table 4.1 Questionnaire response rate in the tourism and aviation sectors

ORGANISATION	TARGETED RESPONDENTS	ACTUAL RESPONDENTS	RESPONSE RATE (%)
CAAZ	3	2	75%
ZTA	3	2	75%
MOECTHI	2	2	100%
MOTID	2	2	100%
AIR ZIMBABWE LIMITED	2	1	50%
TOTAL	12	9	80%

Source: Field Research Questionnaire (2021)

The response rate as illustrated above was very high at 80% and thus sufficient enough for the findings to be basis for meaningful conclusions to be drawn (Kumar, 2005). This is justified as the response rate far surpasses the minimum requirement in research which is set at 51% response rate (Punch, 2005)

4.2.2 Interview Response rate

The prevalence of the covid19 pandemic resulted in many policy changes within many organisations regarding to their operating procedures especially on the aspect of visitors. Most of the organisations which made up the key research units of this study had now resorted to restricting the number and type of people who were granted access into their offices and in most cases it was only their employees to as to minimize the rate of infection of the virus' deadly and highly infectious variant. After consulting these research units, the researcher had to strategize and restrict the interviews to a smaller number of organisations. 3 interviews were held with heads of marketing and public relations at the ZTA as well as 1 with marketing personnel at the CAAZ. 2 other interviews were conducted with marketing representatives from Ethiopian Airways and Air Zimbabwe.

Table 4.2 Interview Response rate

ORGANISATION	TARGETED RESPONDENTS	ACTUAL RESPONDENTS	RESPONSE RATE (%)
CAAZ	1	1	100%
ZTA	3	2	75%
Air Zimbabwe	1	1	100%
Emirates Airlines	1	0	0%
Ethiopian Airways	1	1	100%
TOTAL	7	5	75%

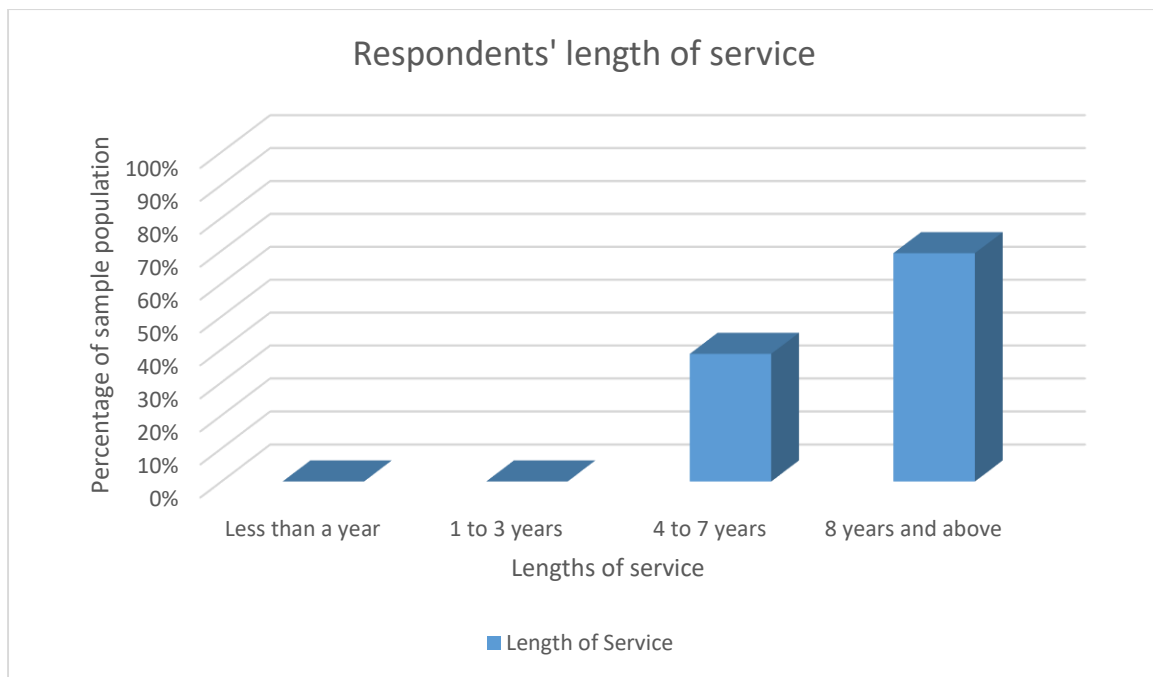
As such the interview response rate in this research was 75%. The aggregate response rate from questionnaires and interviews therefore summed up to 77.5% which is sufficient basis to arrive at viable and realistic conclusions

4.3 Respondents' demographic structure

Out of the 80% respondents who had participated in this research it was established that 33.3% were female while the rest of the gender make-up was comprised of males at 66.7%. A more illustrative presentation of the population's gender is included below.

These findings show that on average there is a ratio of 1 woman per every 2 men occupying managerial positions related to this study in both the travel and tourism organisations. The findings also revealed to the researcher that 100% of the sample population was relatively experienced in their relative organisations as they had been with these institutions for at least 4 years. This is so since 33.3% of the respondents had been in service of their organisations between 4 and 7 years while the remaining 66.7% had been in service for periods between 8 years and above. Figure 4.2 graphically shows these statistics below.

Fig 4.1 Respondents' length of service



Source: Field Research (2021)

The validation and accuracy was easily guaranteed since most of the respondents had worked in the tourism and aviation sectors long enough to gained valuable experience. This enabled the researcher to trust that they were best informed to understand and help determine the role in which the aviation sector plays in the accessibility of Zimbabwe tourism destinations since most the them had a minimum of 4 years working experience. Experience is of key importance when it comes to determining the relationship between two articular sectors of tourism as one gains more a refined approach of weighing the various factors which influences that relationship and thus can clearly locate the areas at which the aviation sector accommodates or facilitates accessibility when compared to relatively inexperienced personnel.

The final component of the sample population's demographic characteristics is related to their age groups. The researcher organised the respondent's age groups into 3 categories where the first group was comprised of people ranging 18 to 35 years of age which accounted for 22.2% of the respondents. The next age group ranged from 36 to 49 years and this was the most populous group as it was comprised of 44.4% of the population while the third group

which totalled 33.3% of the population was made up of respondents aged from 50 years and above. Figure 4.3 gives an illustration of the age distribution below.

According to the above findings of the research the majority of the department directors and managers who were research participants are above 36 years of age. As was the case with their working experience the more respondent representation in the higher age groups cemented the accuracy and validation of the research as they possessed the relevant experience in the sectors under study.

4.4 Findings and Discussion

4.4.1 Aviation infrastructure available to foster destination accessibility

In order to address the first objective, which involved determining the state of the aviation sector in Zimbabwe the researcher introduced a compilation of 13 local airports which included both International and domestic/regional airports across the country's 10 provinces as shown in the table below.

Table 4.3 Airports serviced by scheduled daily airline services in Zimbabwe

Airport	Yes	No
Buffalo Range Airport	X	
Bulawayo J. Nkomo International Airport	X	
Centenary Airport		X
Charles Prince Airport		X
Harare R. G. Mugabe International Airport	X	
Hwange National Park Airport		X
Hwange Town Airport		X
Kariba Airport		X
Masvingo Airport		X

Mount Darwin Airport		X
Mutare Airport		X
Mutoko Airport		X
Victoria Falls International Airport		X
GRAND TOTAL	3	10

After the research was conducted it was found out that out of these 13 airports which had been put under study only 3 that is Harare R.G Mugabe International Airport, Bulawayo J.M Nkomo International Airport and the Victoria Falls International Airport were practically available to commercial airlines for them to conduct daily scheduled flights. The other airports were either out of commission or simply not attractive because of them not being well maintained or serviced enough to generate and support sufficient air travel demand. This only represents a mere 23 percent of the total airports involved in the study meaning that the local aviation sector is only 23% capable of providing constant and guaranteed air access between tourism destinations in Zimbabwe. The diagram below gives a graphical presentation of this anomaly.

These findings were arrived as at 100 percent of the respondents from the Civil Aviation Authority of Zimbabwe indicated the statistic that only 3 airports were currently being serviced by scheduled airlines in Zimbabwe on both domestic and International flights with reference to the daily airline schedules.

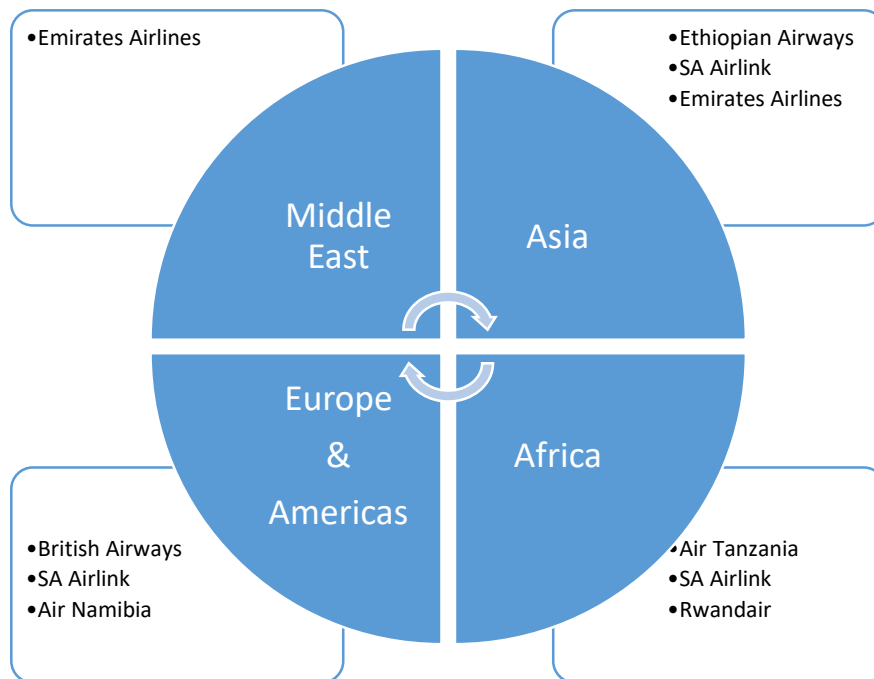
More so, 33.3% of the study population represented by a 100% from both the CAAZ and Air Zimbabwe concurred with the outcome that only three airports out of those 13 share the highest density or frequency of scheduled airline service. This goes hand in hand with the previous result which had restricted scheduled air access to 23% of the local airports being Harare R.G.M International Airport, Bulawayo International Airport and Victoria Falls International Airport. Another finding suggested however that this statistic was not as terrible for tourism as it seems because 55% of the research population indicated that these three airports provide to three of the top tourism destinations giving special notice to the Victoria Falls City which was designated a Tourism Special Economic Zone therefore, the aviation

infrastructure was shown to be capable of accommodating accessibility however it failed to cater for most destinations which require air access to improve visitor mobility in the country.

4.4.2 Zimbabwe’s Air Connectivity to International Travelers

Respondents from the Zimbabwe Tourism Authority showed that Zimbabwe was connected to most of its International Markets by air as they indicated that 100% of the country’s source markets had access to the country as tourists either had direct or connecting flights to Zimbabwe from their countries of residents. The respondents from the CAAZ also concurred as they indicated that the country was well connected through the following airlines as listed by Fig 4.5 below.

Fig 4.2 Source markets and airlines connecting them to Zimbabwe



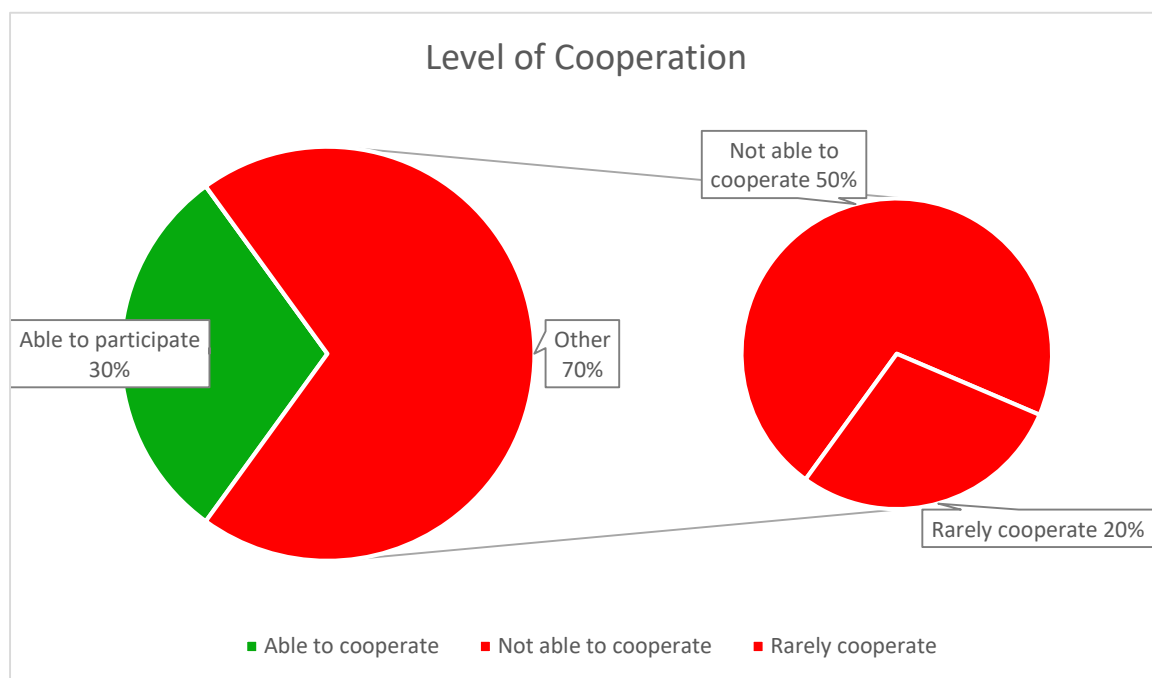
Source: Field Research (2021)

The diagram above showed that Zimbabwe has relatively good air connectivity to its international source markets with more than 7 airlines facilitating the air accessibility of Zimbabwe tourism destinations

4.4.3 Intra-organizational cooperation between aviation sector and tourism industry stakeholders

A question was presented to the aviation sector respondents were they were asked if their organisations had worked together with the Zimbabwe Tourism Authority and MOECTHI in policy planning and marketing strategy formulation while the tourism industry regulators were asked if they considered aviation sector organisations in their own strategy and policy formulation. The responses from a combined 30% of the population ranging from airlines to the CAAZ and ZTA indicated that they had some level of cooperation with organisations in the other sector or industry however in some instances the level of involvement was kept to a relative minimum to avoid conflict of interest as well as to safeguard some corporate strategies and secrets especially from private organisations operating in the private sector. The figure below illustrates the percentage of organisations which have either fully or jointly cooperated with an establishment in the opposite sector that is aviation or tourism sector.

Fig 4.3 Level of cooperation between tourism and aviation sector organisations



The findings therefore support the notion that there lacks significant level of cooperation between tourism organisations and those in the aviation sector therefore promote accessibility with full dedication in isolated cases as the only examples cited included when the ZTA partnered with Ethiopian Airways during the 2019 Sanganai/Hlanganani World Tourism Expo.

4.4.4 Challenges faced by the aviation sector in Zimbabwe

The respondents brought up a lot of challenges which the aviation sector is facing. Some respondents sighted that there is a challenge of high fees and taxes charged at the airports. The responses highlighted that these high taxes made it difficult for airlines to play their role effectively in providing transportation which translates to the facilitation of tourism destination accessibility in Zimbabwe. Due to the relatively low volumes which the country's aviation infrastructure can hold the overall costs of managing, maintaining and growing the aviation infrastructure ends up being a burden on a few airlines (Khadoroo, 2007). This translates to high fees and taxes charged on both the airlines and their passengers which turns the sector into a highly priced system as it was established in the research that travelers ended up having to pay an extra \$50USD as their own share of departure taxes which is too expensive to attract the much needed traveler demand which could promote or enhance the aviation sector's ability to facilitate destination accessibility. It is understood that taxes and levies are necessary but if they are unsustainably high they will only lead to disappointing outcomes as those systems are self-destructive leading to the suffering of accessibility initiatives as well as the aviation regulators as well.

The aviation sector in Zimbabwe is also constrained from performing well in promoting destination accessibility due to the relative unavailability and accessibility of aviation infrastructure in the country. The research uncovered that the only 23% of the existing airports and airfields are available for use by scheduled airlines and even charters are not able to fly everywhere as was indicated by the research respondents. This is a real challenge because it restricts the aviation sector's contribution towards accessibility to a very small portion of the total number of local tourism destinations since only 3 out of 10 provinces in the country benefit directly from the available airports being Harare, Bulawayo and Matabeleland North provinces respectively. Airport based infrastructural challenges this one can have very negative impacts on the flow of air traffic as well as tourism movements (Debbage, 2002; Duval and Schiff, 2011)

Given how time poor tourists are if they were to want to visit Zimbabwe from France to see the Mavhuradonha wilderness area, Lake Kariba and the Great Zimbabwe Monuments by spending at least two days at each in the span of a week the itinerary would be impossible. This is because air travel that could accommodate accessibility between these three destinations by flying into Centenary Airport, Kariba Airport and Buffalo range airport

respectively is rendered incapacitated as there simply is no scheduled airline service to these airports (USAID, 2013)

Furthermore, it was discovered the aviation sector in Zimbabwe is also not very capable of facilitating destination accessibility to its fullest ability because of the harsh economic environment prevailing in the country. The effects of this have rather been indirect and coming in from many angles as the research established. The relatively poor performance of the economy characterized by low liquidity, high interest rates coupled with high higher rates of inflation on the back of a devaluing currency has led to there being a growing number of the population which would otherwise represent domestic travel demand losing much of their purchasing power and discretionary incomes limiting their ability to use air transport for their tourism travels. The consequence of this has been reduced capacity utilization by aviation businesses from smaller airports to the actual aircraft that are used because the low levels of demand mean the aviation organisations are not receiving sufficient revenues and funding to maintain their equipment as well as their skilled personnel therefore, at the end of the day the whole domestic aviation sector is no longer capable of facilitating accessibility to local tourism destinations as a result of the conditions in the local economy.

On the contrary, the major players in the tourism and aviation sectors cited budgetary constraints as other reasons why they cannot improve the participation of the aviation sector towards improving destination accessibility. The regulators are faced with a large number of financial commitments which are only supported by smaller revenue streams thus offering grants or bailouts to airlines so as to promote their survival for the overall benefit of the sector and accessibility becomes a major challenge for them.

More recently it has also discovered that the impact of unprecedented diseases such as the novel corona virus has also had surprising but major impacts that have hindered the aviation sector's ability to promote accessibility. The high rates of infections and casualties at the hand of the virus has resulted in the government like those of other states imposing travel restrictions especially on international travel which as the research found was actually halted for much of the final two quarters of 2020 and the results were that no tourists could be transported from one location to the other.

Another challenge was more to do with the structural constraints within the local tourism industry. It was discovered that the true benefits of tourism to the economy could not be

accurately determined given that the country does not have a tourism satellite account as such it was difficult for regulators especially those in aviation to understand the benefits which the aviation sector obtains from tourism. On this background they had no justification to motivate operators and themselves to act towards promoting accessibility for the benefit of tourism without any apparent direct benefit to the aviation sector or the economy thus accessibility suffered.

The research also discovered that locally based airlines were facing unique challenges in contrast to others. The previously mentioned economic hardships has meant that the airlines cannot manage to honour their financial obligations with creditors both at home and abroad leading to failure (Polska, 2011). Fly Africa Zimbabwe and Rainbow airlines are examples of local carriers that could not survive the harsh conditions while others such as Air Zimbabwe have been unable to acquire new equipment such as efficient and comfortable aircraft and maintaining reputable safety standards leading to them being blacklisted in Europe. Thus the impact of this on accessibility has been that Air Zimbabwe could not directly provide direct access for European based tourists to Zimbabwean destinations as result.

4.5 The Future of the Aviation sector and accessibility in Zimbabwe

The country is constrained by many challenges which have constrained the aviation sector sectors ability to properly support and promote the accessibility of tourism destinations in the country however the future performance of the sector is not as gloomy. This is because there have been many notable efforts in the sector to improve the capacity of the aviation infrastructure citing the expansion of the three major airports but also most importantly the fact developments like these are no longer limited to international airports only but also to smaller district and town airports across the country's 10 provinces.

It was cited that the Mutare airport will receive the next modernization and expansion projects as the Harare International Airport expansion attains completion with other similar programs succeeding it. The Gweru airport was recently reopened allowing room for airlines to provide regular services into the Midlands provincial capital and when other airports across the country reopen like this the aviation sector's contribution towards accessibility is only poised to improve as was indicated by the sentiments of the research respondents.

4.6 Summary

The key findings of the research were presented and analysed the in sync with literature. An overall response rate of 80% was achieved giving the researcher the ability to present the findings with confidence. Thus as the current state the relationship or rather contribution of the of the aviation sector towards destination accessibility in Zimbabwe as well as possible future conditions were analysed in this chapter. The primary conclusions and recommendations of this study from its inception to this chapter shall be presented in the next chapter.

CHAPTER FIVE

CONCLUSIONS AND RECOMMENDATIONS

5.1 Introduction

This study which was focused on determining the role of the aviation in promoting and improving destinations accessibility shall be summarised in this chapter. The objectives of this study are restated first so as to discuss their achievement followed by a summarisation of the whole study where its conclusions are discussed. Next recommendations are proposed for the sector citing the findings of the data collection process before related subjects are suggested for future research.

5.2 Achievement of the Objectives

5.2.1 Restatement of study objectives

The objectives of the research were:

1. To determine the role of the aviation sector in promoting the accessibility of Zimbabwe tourism destinations.
2. To examine the challenges faced by the aviation sector in promoting destination accessibility in Zimbabwe.
3. To produce a set of recommendations on how the aviation sector can improve destination accessibility in Zimbabwe.

5.2.2 Discussion of achievements

1. To determine the role of the aviation sector in promoting the accessibility of Zimbabwe tourism destination

Based on the responses obtained from the data collection process the researcher gathered that the aviation plays a facilitative role when it comes to the accessibility of a tourism destination. This is because it was discovered that the aviation is part of tourism transport which is necessary for a tourist or traveler to move from their place of residence to their desired destination to enjoy an immovable attraction. This understanding was also cemented when the findings indicated that in a destination where air travel is relatively limited tourism is also negatively impacted to the fact that the attractions become inaccessible to tourists. It was also discovered that the aviation sector also has the role of enhancing destination accessibility. This basically encompassed the fact that where air travel existed it not only facilitated accessibility but it improved it in the spheres of passenger comfort and satisfaction, reduced travel time as well as adding extra enjoyment to the process of accessing a destination. This is because the equipment used such as wide body aircraft like the Boeing 777, 787 as well as the Airbus A350 and narrower but comfortable A220 spoil travelers with comfortable seating, cabin environments as well as luxurious service.

2. To examine the challenges faced by the aviation sector in promoting destination accessibility in Zimbabwe.

On this aspect the researcher found that the aviation sector is highly impacted by the harsh economic environment which was frequently prevalent in the country as airlines incurred heavy losses especially locally based carriers like Air Zimbabwe while others failed to survive long enough to make any significant impact towards accessibility such as Fly Africa and Rainbow Airlines. Another challenge was that the sector faced challenges relating low government support due to budgetary constraints limiting the ability to survive economic onslaughts as well as the ability to grow. Lower rates of aviation infrastructure availability were also sighted as a challenge since they reduced the sector's reach to popular and lessor known destinations in Zimbabwe. It was also discovered that the high levies and taxes

incurred by the sector makes financially unsustainable for travelers to use it most often as a means of accessing tourism destinations.

5.3 Conclusions

Along the lines of destinations accessibility, the study established that the aviation sector in Zimbabwe has is not in an admirable state as it fails to facilitate accessibility to most of the tourism destinations and their attractions in Zimbabwe. This has been shown by scheduled tourism air traffic being only restricted to 3 cities in Zimbabwe where only a handful of attractions exist thus actually diverting possible initiatives by government to construct accessibility systems at other destinations because much attention will be given to the destinations which receive most visitors not necessarily by popularity but because they will accessible causing overall tourism development to be centered in less than 25% of local tourism destinations.

Another conclusion drawn from this study is even though the government is engaged in some projects which may improve the aviation sector's ability to facilitate accessibility, it still shows a lack of proper understanding of how the aviation sector impacts tourism visitors into the country based on its role of facilitating the movement of tourists. As such the sector's full potential may never be realized if policy changes are not made and fully implemented to ensure that the organisations in the sector are left to operate independently and freely without heavy financial obligations but with the government only coming in to provide supportive services to the sector for the benefit of it and tourism.

More so, the researcher concluded that there are lower levels of institutional cooperation most importantly between aviation sector regulators and tourism industry regulators being the Civil Aviation Authority of Zimbabwe and the Zimbabwe Tourism Authority. This was signaled by a mismatch between their goals and the respective strategies which they use to achieve those goals resulting to there being a situation where the strategies of one regulator affects the goals of the other affecting the aviation sector's performance and overall participation in the aviation sector. For example, while the Zimbabwe Tourism Authority is trying to improve the

number of visitors to the country the CAAZ is increasing the rates of its taxes and fees which discourage aviation sector players from fully delivering tourists or visitors to the country.

Zimbabwe's Aviation sector has also been found to be neglecting its local airlines by not putting in place policies which encourage airlines to fly in Zimbabwe while encouraging fair competition so as to protect the locally founded airlines that are actually important for the development of the domestic tourism aviation segment of the aviation sector. As a result, there is a high rate of failure as only one private full service scheduled airline still operates out of more than three that were formed between 2010 and 2020. These included Fly Africa, Rainbow Airlines and Fastjet with Fastjet being the sole survivor as the local airlines are constantly under onslaught from various international airlines which in many cases challenge them on key domestic tourism routes such as SA Airlink and British Airways T/A Comair which ply the Bulawayo Victoria Falls route directly competing with Air Zimbabwe and Fastjet.

Another conclusion derived was that even though the challenges which hinder the aviation sector's progress and effectiveness in facilitating destination accessibility in Zimbabwe are many the sector is set for greener pastures in future given the current changes in policy, infrastructure availability as well the general investor interest in the country's energy sector. This might reduce fuel prices for carriers when oil exploitation begins as well as there being new entrants into the Zimbabwean aviation sector such Qatar Airways which plans to start scheduled services into Zimbabwe in August 2021 thereby increasing the accessibility of Zimbabwe to tourists from the Middle eastern source region and other markets brought by future airlines.

5.4 Recommendations

For the country to truly experience the aviation sector's aforementioned roles such as facilitating destination accessibility and more, the researcher recommends that the government further reduces the taxes, navigation levies and other unnecessary financial obligations which the airlines operating in the Zimbabwe are burned to pay. This will greatly increase the country's positive image among as a place which welcomes airlines thus attracting in more airlines which will make the country's tourism destination easily and

quickly accessible to more tourism source markets leading to the country benefiting greatly from higher visitor numbers.

The researcher also recommends that players in the aviation and tourism sectors especially the ZTA and the CAAZ increase their levels of cooperation so as to improve the efficiency and effectiveness of their policies and strategies. This because when they work together in such a manner their policies and strategies will have predatory impacts on one another as such development will be much faster and also less costly than it would when they continue working in parallel to each other. The moment they do this they will realise development of the economy of Zimbabwe is their ultimate common group which dictates that they help each other through such cooperation for the benefit of the country as such the aviation sector's participation in facilitating destination accessibility will not only bring revenues to the tourism industry but it will also bring revenues to the aviation sector as well triggering economy-wide development.

The researcher also recommends that the ZTA creates more programs where aviation sector participants such as the CAAZ both locally as well as international airlines are principal guests so that the country's tourism goals are well known to them and that they are well capacitated by the cooperation of the MOECTHI, MOTID, ZTA as well as the CAAZ to improve accessibility in the country. More so, there should be at least a bi annual national tourism marketing program which involves participants from both the aviation sector and the tourism sector to provide a platform for private businesses such as hotels and airlines to create self-administered cross-sectoral initiatives which can be instrumental in enhancing the aviation sector's contribution towards destination accessibility.

It is also recommendable that the government facilitates the free movement of people especially from Zimbabwe to the countries in the SADC region at the least and vice-versa without the need for multiple visa applications so that airlines may be able to move tourists easily into the country to make our attractions more accessible through the use of the aviation sector.

Finally, the researcher also recommends that the government puts in place measures to protect locally owned or based airlines from stiff competition from external airlines which might have been granted access to fly into the country due to the adoption of the open skies policy. This because most of the foreign airlines are much bigger and financially stable such

that they may occupy key routes which might erase the main revenue sources of locally based airlines and due to their relative financial weakness they might not be able to react quickly or effectively enough leading to years of unsustainable operations and indebtedness or failure leaving the market open to foreign domination which causes serious revenue leakages reversing all the benefits of the aviation participating in destination accessibility.

5.5 Suggestions for further studies

The researcher suggests that further studies be made on similar topics on this subject. Such topics can be but not limited to, analyzing the benefits of tourism to the aviation sector. This is because it may help create an internal willingness in local aviation sector businesses and organisations to create initiatives that promote tourism for the benefit of the country at large. Also the researcher recommends that further studies be made on the impacts of charter airlines on sustainable tourism in remote tourism destinations. This is important because it will help to determine whether charter flights are the most relevant means of accessing remote tourism destinations by bringing visitors that are necessary for the attraction's survival while reducing the impacts on mass tourism on a destination due to the smaller passenger numbers which they accommodate.

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([Transport](#), [Airlines](#)- 3 Biggest Challenges Facing the Global Aviation Industry Samantha Shankman, Skift- Jul 4, 2021 12:00 pm)

Appendix 1

QUESTIONNAIRE FOR THE CIVIL AVIATION AUTHORITY OF ZIMBABWE

My name is Brendon Mukarati, I am a final year student at the Midlands State University studying for the Bachelor of Commerce Tourism and Hospitality Management Honours degree. As partial fulfilment of the requirements of my degree program, I am carrying out a research project entitled. "Accessibility of Zimbabwe Tourism destinations. The role of the aviation sector". As such, I am appealing for your assistance by responding to the questionnaire which is part of the research work. Your information and responses are confidential and will be used for academic purposes only.

Would you kindly answer the following questions by inserting an "X" or a "Tick" in the box which suites your choice and filling open spaces?

Q1. Name of Organisation

.....
.....

Q2. What position do you hold in your organisation?

.....
.....

Q3. Gender?

<input type="checkbox"/>	Male
<input type="checkbox"/>	Female

Q4. Age group?

<input type="checkbox"/>	18-35 years
<input type="checkbox"/>	36-49 years

50 + years

Q5. Length of service

Less than a year

1 to 3 years

4 to 7 years

8 years and above

Q6. Do you think that the aviation sector is important in promoting tourism destination accessibility in Zimbabwe?

Yes

No

Briefly give an explanation for your answer

.....
.....

Q7. Does your organisation have a strategy to improve the participation of the aviation towards improved destination accessibility in Zimbabwe?

Yes

Outline and briefly give the reasons for this strategy

Strategy and explanation.....

.....
.....
.....
.....
.....

No

Give reasons why the strategy is not in place

.....
.....

Q8. Outline any incentives made available by the CAAZ to airlines encourage them to focus more on luring tourism visitors to visit Zimbabwe? If there are none respond with N/A.

.....
.....
.....

Q9. Does your organisation hold workshops with airlines to encourage their participation towards tourism destination accessibility?

<input type="checkbox"/>	Yes;
<input type="checkbox"/>	No

State any two workshops if your answer was yes.

- i)
- ii)

Q10. Does the Civil Aviation Authority of Zimbabwe make consultations with the Zimbabwe Tourism Authority and Ministry of Environment Climate Tourism and Hospitality Industry during its strategy and policy formulation processes?

<input type="checkbox"/>	Yes
<input type="checkbox"/>	No

Comment on your Answer

.....
.....
.....

Q11. Does your organisation have any active and viable partnership with the Zimbabwe Tourism Authority so that they are aware of air traffic passenger trends which they can use to determine potential tourism source markets who can get easy air access to Zimbabwe?

	Yes
	No

Comment on your Answer

.....

.....

.....

Q12. Are domestic airlines allowed to fly scheduled flights or Charters into the following airports as they are close to tourist attractions?

Indicate your answer by crossing out the desired empty space OR, putting a “Tick” or “X” in the relevant box

Airport	Yes	No	Comment
Buffalo Range Airport			
Centenary Airport			
Charles Prince Airport			
Hwange National Park Airport			
Hwange Town Airport			
Kariba Airport			
Masvingo Airport			
Mount Darwin Airport			
Mutare Airport			
Mutoko Airport			

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Q13. These airports can service tourist attractions if active, what is their state?

Indicate your answer by crossing out the desired empty space OR, putting a “Tick” or “X” in the relevant box

Airport	Good	Average	Bad/ Closed	Other/Comment
Buffalo Range Airport				
Bulawayo J. Nkomo International Airport				
Centenary Airport				
Charles Prince Airport				
Harare R. G. Mugabe International Airport				
Hwange National Park Airport				
Hwange Town Airport				
Kariba Airport				
Masvingo Airport				
Mount Darwin Airport				
Mutare Airport				
Mutoko Airport				
Victoria Falls International Airport				

--	--	--	--	--

Q14. Which domestic routes have the densest air traffic per year?

Harare and Bulawayo

Harare and Victoria Falls

Bulawayo and Victoria Falls

Other, specify.....

Q15. Outline any success stories which the Civil Aviation Authority of Zimbabwe has had in it positively contributing towards improving the air connectivity of Zimbabwe to other countries both regionally and internationally

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.....

Q16. What are challenges which your organisation faces in promoting the participation of the aviation sector towards destination accessibility?

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Q17. Can you suggest any solutions to the challenges which the aviation sector faces in promoting the accessibility of Zimbabwe as a tourism destination?

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Q18. Do you have any recommendations which the ZTA can use to make it easier for the aviation sector to participate towards improving the destination accessibility of Zimbabwe?

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.....
.....

Q19. Comment on how you see the future of the Aviation sector in the Zimbabwean tourism industry

.....
.....
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.....
.....

THANK YOU FOR YOUR COOPERATION!

Appendix 2

QUESTIONNAIRE FOR THE ZIMBABWE TOURISM AUTHORITY

My name is Brendon Mukarati, I am a final year student at the Midlands State University studying for the Bachelor of Commerce Tourism and Hospitality Management Honours degree. As partial fulfilment of the requirements of my degree program, I am carrying out a research project entitled. "Accessibility of Zimbabwe Tourism destinations. The role of the aviation sector". As such, I am appealing for your assistance by responding to the questionnaire which is part of the research work. Your information and responses are confidential and will be used for academic purposes only.

Would you kindly answer the following questions by inserting an "X" or a "Tick" in the box which suites your choice and filling open spaces?

Q1. Name of Organisation

.....
.....

Q2. What position do you hold in your organisation?

.....
.....

Q3. Gender?

<input type="checkbox"/>	Male
<input type="checkbox"/>	Female

Q4. Age group?

<input type="checkbox"/>	18-35 years
<input type="checkbox"/>	36-49 years

50 + years

Q6. Length of service

Less than a year

1 to 3 years

4 to 7 years

8 years and above

Q7. Do you agree that the aviation sector has a role to play in promoting tourism destination accessibility in Zimbabwe?

Yes

No

If Not briefly provide an explanation for your answer

.....
.....

Q8. Does your organisation incorporate the aviation sector being CAAZ and airlines in its programs to encourage tourism travellers to visit Zimbabwe?

Yes

Give examples of such programs

.....
.....
.....

No

If not give reasons why

.....
.....

Q9) Does your organisation have a strategy to improve the participation of the aviation sector towards improving destination accessibility in Zimbabwe?

Yes

State and briefly explain this strategy

Strategy

Brief Explanation

.....
.....
.....
.....
.....

No

Give reasons why the strategy is not in place

.....
.....

Q10. Are there any incentives made available by the ZTA to encourage airlines to focus on luring tourism visitors to visit Zimbabwe? If there are none respond with N/A.

.....
.....
.....
.....

Q11. Does the International Marketing Division hold developmental workshops and joint marketing efforts in the international community with the CAAZ and airlines to encourage the aviation sector's contribution towards destination accessibility?

<input type="checkbox"/>	Yes;
<input type="checkbox"/>	
<input type="checkbox"/>	No

State any two such workshops/marketing efforts if your answer was yes.

i)

ii)

Comment if applicable

Q12) Does the Zimbabwe Tourism authority have an active and viable partnership with the Civil Aviation Authority of Zimbabwe or any airlines to encourage the promotion of tourism destination accessibility in their aviation policy formulation?

<input type="checkbox"/>	Yes
<input type="checkbox"/>	No

If possible comment on your Answer

Q13) Does the Zimbabwe Tourism Authority offer mutually beneficial professional advice to airlines during their route creation process by highlighting potentially profitable routes which represent unserved tourism source markets so as to improve their connectivity to Zimbabwean tourist attractions?

<input type="checkbox"/>	Yes
<input type="checkbox"/>	No

Comment

.....

Q14) The local tourism industry stands to benefit from improved air connectivity if the government through the Civil Aviation Authority of Zimbabwe reduces the amount of taxes that are charged to tourists who travel by air to Zimbabwe. Has the ZTA ever made any efforts to make the government aware of these benefits so as to improve and harness the aviation sector’s participation?

	Yes
	No

Comment

.....

15) Of the following actual and potential international visitor source markets please highlight with a “Tick” or “X” to show the status of their **air** connectivity to Zimbabwe?

Source Market	Connected	Not connected
Ghana and Nigeria		
Morocco		
East Africa		
United Kingdom		
France		
Russia		
China and Japan		

South East Asia		
India		
Australia		
Middle East		
Canada and USA		
Brazil		

16) Are there any success stories in which the ZTA has had in relation to promoting the participation of the aviation in improving the accessibility of Zimbabwe tourism destinations?

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17) What are the challenges that the Zimbabwe Tourism Authority has faced in in promoting the participation of the aviation sector towards improving the destination accessibility of Zimbabwe and improving accessibility in general?

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Q18) How do you see the future of the aviation sector in Zimbabwean tourism?

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THANK YOU FOR YOUR PARTICIPATION!

Appendix 3

QUESTIONNAIRE FOR AIRLINES OPERATING IN ZIMBABWE

My name is Brendon Mukarati, I am a final year student at the Midlands State University studying for the Bachelor of Commerce Tourism and Hospitality Management Honours degree. As partial fulfilment of the requirements of my degree program, I am carrying out a research project entitled. "Accessibility of Zimbabwe Tourism destinations. The role of the aviation sector". As such, I am appealing for your assistance by responding to the questionnaire which is part of the research work. Your information and responses are confidential and will be used for academic purposes only.

Would you kindly answer the following questions by inserting an "X" or a "Tick" in the box which suites your choice and filling open spaces?

Q1. Name of Organisation

.....
.....

Q2. Which category does your organisation fall in?

<input type="checkbox"/>	Internationally based Schedule Airline
<input type="checkbox"/>	Locally based Scheduled Airline
<input type="checkbox"/>	Charter Airline
<input type="checkbox"/>	Other;

Q3. What position do you hold in your organisation?

.....
.....

Q4. Gender?

<input type="checkbox"/>	Male
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Female

Q5. Age group?

- 18-35 years
- 36-49 years
- 50 + years

Q6. Length of service

- Less than a year
- 1 to 3 years
- 4 to 7 years
- 8 years and above

Q7. Do you agree that airlines are important in promoting tourism destination accessibility in Zimbabwe?

- Yes
- No

Briefly give an explanation for your answer

.....
.....

Q8. Does your organisation run special promotions which encourage tourism travellers to visit Zimbabwe?

- Yes

Give

examples

.....
.....

No

Give

reasons

.....
.....

Q9. Does your airline take part in any tourism related meetings, conventions and events such as the Sangana/Hlanganani Tourism Expo, Victoria Falls Carnival, Harare agricultural show etcetera?

Yes

Specify

.....
.....

No

Specify the reasons why

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.....
.....

Q10) Which markets does your airline connect Zimbabwean tourist attractions to?

Domestic

Regional

International

All of the Above

Q11) Which specific tourism markets does your airline cater for of the ones mentioned below? It can be more than one.

<input type="checkbox"/>	Mass Tourism
<input type="checkbox"/>	Business Tourism
<input type="checkbox"/>	Medical Tourism
<input type="checkbox"/>	Adventure Tourism
<input type="checkbox"/>	Other,

Q12) Does your airline make consultations with the ZTA when creating new routes so as to get information on potentially profitable yet underserved tourism travel routes to Zimbabwe?

<input type="checkbox"/>	Yes
<input type="checkbox"/>	No

Comment

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.....

.....

Q13) An Airline Alliance can extend an airline's global network helping it to make Zimbabwe accessible to tourism travellers throughout the world. In order to meet this goal, which of the following alliances are you a full/affiliate member of?

<input type="checkbox"/>	Star Alliance
<input type="checkbox"/>	OneWorld
<input type="checkbox"/>	Sky Team
<input type="checkbox"/>	Vanilla Alliance
<input type="checkbox"/>	U-FLY Alliance

Value Alliance

None of the above

Comment

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.....

Q14) Does your airline have any codeshare agreements with other airlines to increase your degree of participation in promoting the accessibility of Zimbabwe as a tourism destination?

Yes

Specify any examples of airlines which you have a codeshare agreement with.

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No

Specify the reason(s) why

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Q15) Are there any notable success stories where your airline has achieved a goal related to increasing the number of tourism arrivals it brings to Zimbabwe?

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Q16) Does your airline receive sufficient support from the CAAZ in promoting destination accessibility? Comment.

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Q17) Is the Zimbabwean aviation sector conducive for your organisation to promote tourism destination accessibility?

Yes

How?

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.....
.....

No

How?

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.....

Q18) What Challenges if any does your airline face in promoting tourism destination accessibility in Zimbabwe?

- High fuel prices
- Uneconomic slot and airport charges
- High departure fees
- Restrictive tax levies
- Lack of government support i.e. grants

<input type="checkbox"/>	Unfair competition
<input type="checkbox"/>	
<input type="checkbox"/>	Inconsistent policies
<input type="checkbox"/>	N/A
<input type="checkbox"/>	Other

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Q19) Are there any possible strategies or solutions which you can suggest to mitigate these challenges?

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Q20) How do you see the future of aviation in the promotion of tourism destination accessibility?

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THANK YOU FOR YOUR COOPERATION!