

**THE USE OF UNDERUTILIZED RURAL HOMESTEADS
FOR VILLAGE TOURISM; THE CASE OF ZVIYAMBE
SMALL SCALE FARMING AREA IN ZIMBABWE**

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Abstract:

This article is based on the study carried out to establish the suitability of Zviyambe homesteads for Village tourism. The variables in the study addressed research questions that uncovered the number of people at each homestead, the way people in each homestead in Zviyambe small scale farming area use their land, the composition of the area's natural environment, the extent to which human activity in this area is in line with ecological principles, ways in which village tourism can be integrated to the present human activities in the area under study, the way in which Village Tourism would benefit the local communities and the possible challenges Village Tourism is likely to bring to the people in the communities that were studied. The writer carried out focus group interviews in this community and she also did participant observation. In addition, a documentary analysis was done. Findings revealed that there are over 400 underutilized homesteads in this small-scale farming area. The study also established that in this area there has always been a harmonious human activity with earth's biosphere. Through village tourism, the tourists can interact with the community, while the people will benefit from the nation's scientific and commercial expertise in conservation and the understanding of biodiversity and natural habitats in the area. Village tourism will also bring income to supplement the households' income in this area as the underutilized homesteads can be used as accommodation for tourists. Some possible effects of village tourism were identified. These include among others, the possibility of acculturation and exposure to undesirable habits brought to the area by tourists. The researcher came up with Recommendations and possible interventions by Zimbabwe Council of Tourism (ZTA), Ministry of Tourism and Hospitality, Ministry of Environment and Natural Resources and Environmental Nongovernmental Organizations (NGOs).

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Introduction of the study:

Village tourism refers to the kind of tourism that enables the tourists to interact with the indigenous people. The people in the community make their own decisions about use of natural resources, activities and tourist accommodation management. Tourism activities are integrated to the usual activities of people in the area. (LaCaille 2008). In village tourism attractions to tourists comprise the area's scenery, culture of the people; customs, values, norms language, beliefs cultural villages, cultural dances, indigenous dishes (cuisine) served in indigenous utensils, (Telfer, 2001).

In developed states such as in Europe, farm tourism is long established, and recently its importance has increased, both as a tourism resource and as a source of revenue for the farming community, thus integrating farming and tourism for the development of rural areas. (<http://www.Science direct.Com>). Arts and crafts centres are developed to enable teaching and preservation of many skills and crafts in danger of being lost forever. (<Http://paulbanthony.com/>). In America Farm tourism is a recent phenomenon when compared to farm stay programs that have existed for decades in Europe (Anthopoulou, 2000). This paper reviews how the principles of sustainable tourism have special relevance to the development of village tourism in Zviyambe small scale farming area, and examines how the resources in the homesteads and their surrounding environments could be used to introduce village tourism.

In many African countries Agro-tourism is one of the alternative forms of tourism developed to alleviate poverty amongst the rural poor. As a tourist destination, Zimbabwe has excellent reputation it earned in wildlife conservation and sustainable development of natural resources which need to be supplemented by newer forms of responsible tourism such as village tourism to ensure sustainability. In ecology, sustainability describes how biological systems remain diverse and productive over time. (IUCN/UNEP/wwwf1991). For humans sustainability is the potential for long term maintenance of well-being, which in turn depends on the well-being of the natural world and the responsible use of natural resources. The sustainability goal is to raise the global standard of living without increasing the use of resources beyond globally sustainable levels; that is, not to exceed "one planet" consumption. Tourism in rural areas is growing partly because economic developers are gradually embracing it and cottage industries as viable means for diversifying their investment and increasing wealth of families. Village Tourism focuses on

participating in a rural lifestyle. It can change the economic status of the community (Bernard 2005). Village tourism is based on sustainable tourism principles; hence, it should aim to:

- Sustain the culture and character of host communities.
- Sustain landscape and habitats.
- Sustain the rural economy.
- Sustain a tourism industry which will be viable in the long term and this in turn means the promotion of successful and satisfying holiday experiences.
- Develop sufficient understanding, leadership and vision amongst the decision-makers in an area that they realise the dangers of too much reliance on tourism, and continue to work towards a balanced and diversified rural economy. (Bernard Lane 1994).

(Global Footprint Network 2008) There are some projects that have played a significant role in management of rural resources in Zimbabwe. The Communal Area Management Programme for Indigenous Resources (CAMPFIRE) is a visible player in the rural areas of Zimbabwe. Many other NGOs have offices and projects in various parts of the destination. (<http://www.slideshare.net/John Pollock Work/Changing the nature of Tourism>). In addition, there is Zimuto Cultural Village, the Farmer Innovators, and also Tasangana Conservancy which is a demonstration area for wildlife management according to indigenous development principles. In the preliminary study the researcher established that accommodation at many homesteads in Zviyambe small scale farming area is apparently underutilized. (www.camfed.org). Urban dwellers visit their rural homesteads during holiday periods such as Christmas time and other public holidays. There is no community Tourism programme in Zviyambe area. However any village can be a tourist attraction and many villagers are very hospitable. ("http://en.wikipedia.org/wiki/Rural_tourism"). There is only a small body of research literature on the physical environment of the small scale farming area that was studied. In the rare instances that research was conducted in this area, it was often focused on agriculture and nutrition. (Campbell 1987; Chigariro 2004). That is a critical reason for justification of this research effort, the literature shows little evidence that this farming area can be considered by farmers, planners, and professionals for village tourism projects.

Village Tourism focuses on participation of community and tourists in a rural lifestyle, utilizing rural zones. In the preliminary study the researcher established that there is a high exodus of young people to urban areas from Zviyambe small scale farming area. Elderly widows or widowers remain at the homesteads. This results in depopulation of the area, with only a few people residing at each homestead. The researcher envisages that Village tourism may become a solution to rural urban migration which characterizes Zimbabwe as a tourist destination. It is for this reason that the writer sought to establish how families utilize their homesteads. It has potential solution to sustain social life, through productive activities and employment. This will minimize rural-urban migration trends, which characterize many tourist destinations (RIAT 2005). It is for this reason that the writer sought to establish how best families would utilize their homesteads profitably through village tourism initiatives.

Statement of the problem:

In Zviyambe small scale farming area, elderly widows or widowers constitute the few people residing at each homestead. This characteristic of the population has negative implications on labour intensive, traditional methods of farming in this area; hence most of these families live in poverty. The researcher was inspired by this scenario in this community and she sought to establish the extend of underutilization of the resources in the homesteads and surrounding environment, with a view to come up with solutions that can be used to empower this poor community so they can participate profitably in people oriented activities such as village tourism, thus improving their wellbeing and livelihood.

Proposition:

This study was based on the proposition that small scale farming areas activities when integrated with Sustainable tourism activities protect biodiversity in the environment and improve community's livelihoods.

Research questions:

The following research questions guided the study;

- What is the composition of the built and natural environment under study?
- What constitutes human activities prior to introduction of village tourism in this small scale farming area?
- To what extent would farming activities and sustainable tourism be integrated to village tourism in this small scale farming area?
- In what ways can biodiversity be protected through village tourism?
- What are the possible effects of village Tourism on the local community?

Objectives:

The study sought;

1. To make a considerable contribution to debates on Sustainable Tourism development focusing on resources in Zviyambe small farming area.
2. To establish the relevance of sustainable Tourism principles to community village tourism development.
3. To utilize interviews, focus groups discussions, observation and documentary search and to collect primary data on the human activities in the area under study.
5. To establish the possible effects of Tourism on Biodiversity.

Literature review:

The family farm is not just for growing food or cash crops anymore. Today's farmers are looking at new ways to supplement their revenue from tourism, the world's largest export industry and the third largest employer (TIA, 2002). Rural farms are also becoming attractive tourist destinations because more visitors are nostalgic for a "simpler" time. They want to escape the

hustle of city life and connect with natural and cultural heritage and enjoy a richer and authentic leisure experience. In addition tourists want to learn, connect with meaning, and meet “genuine” people engaged in a rural/agricultural lifestyle. Roberts (2002). The reasons for tourism development in rural areas are very well described in the literature. Factors include farmers who desire to diversify their own production with the opportunity to sell their own products directly to customers, female family members who need income, a part of the house or the farm may need utilisation, to name a few. (Kozac 2002)

The state has its own reasons for promoting rural tourism, such as avoiding depopulation of the countryside, protecting the natural environment and to provide income in a cheaper way for local residents etc. Obviously, on the demand side there are also needs of tourists to be met, but in the beginning, rural tourism is rather a supply-driven activity. (Bernard 1994).

Composition of the Environment:

According to Dann’s model (1981) which is widely accepted in tourism literature, a distinction can be made between factors that encourage people to travel (push factors) and factors that attract people to a particular destination (pull factors). Push factors relate to travellers’ intangible and intrinsic needs and pull factors relate to tourism destinations’ attractiveness. A tourism destination has facilities, services and resources aiming at satisfying tourists’ needs and factors such as accessibility, infrastructures and price as well as natural or cultural resources, tangible characteristics. (Kozac, 2002).

Zviyambe area is in the Wedza district in Mashonaland East province in Zimbabwe. The word Wedza literally translates to "The lighting of the sun". Myth has it that the word is derived from the location of the ancient town, which was found on the other side of a deep forest. (<http://en.wikipedia.org/wiki/Hwedza#Tourism>)

Zviyambe is well connected to towns by tarred roads. The main river in Zviyambe is Mhare river with tributaries namely Chikurumadziva and Manhango. Mountains in the area are-Gato, Marunda, Gangare and hills Marigwa and Marigwana. Zviyambe is in lower Wedza, comprising Zviyambe East and West small scale farming area which experiences warm to hot

temperatures and lower rainfall. Zviyambe is the area encompassing Makarara and leading to Dorowa (http://en.wikipedia.org/wiki/Wedza_District).

Area Activities prior to introduction of village tourism:

People in this small scale farming area are involved in small scale farming activities which include cash crop farming, livestock rearing and market gardening on a small scale. Cambel (1989) observes that women and children in this area are major collectors of the many wild fruits. As with collection of wild fruit, marketing of it is also the domain of women and children. (Gumbo, Mukamuri, Muzondo & Scoones 1990). Women in this area are considered among the finest potters of handmade clay vessels used for cooking and other functions. Cooper and Whanhill (1997) observe that fine clay for a thousand years has been turned into utilitarian vessels, for water carriage and for storage. These vessels are also used for decoration of kitchens.

Ways to integrate village tourism with the present human activities in the area:

Village tourism is considered to be a development paradigm which is pragmatic and is centered upon people and natural environment. Holden (2006) is of the view that such an approach is sympathetic to human needs and development and is centered on alleviating human poverty. Mowforth and Mint (2003) note that such tourism places a strong emphasis upon the conservation of natural resources and ecosystems and can integrate with agricultural activities. This concurs with (Mapfumo and Giller 2001) who link human development with the conservation of natural resources and farming activities.

Ways to protect biodiversity:

To protect biodiversity through village tourism, development of education and information centres on the effects of human activity and on recommended use of resources is essential in development of village tourism. Meerah, Halim and Nadeson (2010) emphasize the need for such awareness and assert that environmental conservation is everybody's sole responsibility at

all times. Until recent decades there was little concern about losses of overall biodiversity and the function of forests as a storehouse of carbon which decreases the amount of carbon dioxide, greenhouse gas in the atmosphere. Village tourism is able to encourage community commitment to conservation of biodiversity, ensuring that they do not degrade forests and other resources. For example the use of solar power protects forests, people's health and ecological life systems in the forests because it is clean energy. Rodger (2001) notes that forests continue to be the source of timber used as building materials. Forests are also increasingly looked at as a source of a variety of recreational, environmental and ecological services. Village tourism protects aesthetic values of the people enhancing their moral and ethical responsibilities and behaviour towards the natural and cultural values. (Smith & Long, 2000).

Possible effects of village tourists:

Too often village tourism is largely driven by economic objectives rather than broader well-being of the community and the environment. The danger is that any aspect or activity of the place that is compatible with making profits and economic growth will be accepted (Alfrey and Putman 1992). To that end, introduction of village tourism may result in use of land for economic gains as tourists demands increase. Such a situation can lead to exploitation and in some instances neglect of resources and the ultimate compromise of the favored interpreted themes. Small community asserts may start to be valued by the community largely in terms of their exchange value in the context of trade to the external public, thus commoditizing community or heritage assets. That way the cultural meaning of community and heritage assets is destroyed (RIAT 2005).

METHODOLOGY:

Qualitative research design was adopted in carrying out the study in this small scale farming area

Population

The population that was studied comprised residents of the 400 homesteads in Zviyambe small scale farming area coming up to an average of 2000 people

Sample

40 respondents, one from each of the 40 homesteads were selected purposively to be part of the sample which was studied yielding data that addressed the objectives of the study. These people were selected as experts in small scale farming that is done within this area

Research Instruments

Research in this community was carried out using participant observation as the researcher interacted with this farming community and data was recorded on an observation schedule. This research took place over a period of a total of 8 months. The researcher also collected data through Focus group discussion. There were eight (8) focus groups each with 5 members that were interviewed. Focus group discussion enabled the researcher to gather data from these experts involved in small scale farming activities. Data was recorded on an interview schedule constituting both closed and open ended Questions. The open ended questionnaires allowed the researcher to probe deeper as need to do so arose so as to get the required data that best addressed the study objectives. In addition, a documentary analysis was carried out on this small scale farming area, yielding addressing the objectives of the study.

Data Analysis

In this article data gathered through observation, interview and documentary analysis was presented in descriptive narrations

Findings

Data that addressed the five research objectives was presented in this section. First to be presented was data collected from the focus groups, followed by data collected through participant observation and lastly data collected through documentary search

Responses from the focus group discussion

Composition of Zviyambe Small Scale farming area

Population in the area

Question number 1 sought to establish the members of families responsible for heading the home. Frequency of responses from all eight focus group discussions revealed that many homes are headed by elderly widows and sometimes widowers. Question number two sought to

establish the number of orphans if any in each family. Frequency of responses from all eight focus groups revealed that most homes have on the average two orphans left to them after the loss of loved ones through HIV and AIDS. Question number three sought to establish the number of workers at each homestead. The responses from all focus groups revealed that there is one or two workers residing at each homestead. Question number four sought to establish if there were any changes to population levels. The responses from all focus groups revealed that the area is continuously being depopulated. Question number five sought to establish causes of depopulation if the area is being depopulated. Responses from all focus groups revealed that deaths and rural urban migration have caused depopulation in this small scale farming area. Question number six sought to establish the cases of deaths these homesteads. Responses from all eight focus groups revealed that deaths are due mainly to HIV and AIDS and in rare instances due to old age.

Area Activities prior to introduction of village tourism

Question number seven sought to establish the activities in the area prior to introduction of village tourism. Frequency of responses from all eight focus groups indicated that the local community is currently involved in small scale farming activities amounting to subsistence farming and limited contribution to cash crop production. The study also revealed that they are engaged in conservation projects which include making drains and reduction of footpaths and use of slages in the area to avoid soil erosion.

Integrating tourism with present activities

Question number eight sought to establish ways to integrate village tourism with the present human activities in the area. Frequency of responses of the focus groups revealed that integration of village tourism and the present farming activities in the area would take the form of empowering the community economically, conservation of resources, protection of the heritage of the community, conserving culture, protecting the values as well maintaining the rural traditional authority.

Ways in which intervention can protect the environment:

Question number nine sought to establish ways in which the intervention can protect the environment. Frequency of responses of the focus groups revealed that in this farming community, ways in which village tourism intervention can protect the environment would include use of solar energy for cooking food, pumping water, light homes, schools and clinics.

Possible effects of village tourists

Question number ten sought to establish possible effects of village tourism on the local community. Frequency of responses from focus groups indicated that the possible effects of village tourism on the local community would include learning new habits from the tourists visiting the area. Frequencies of responses from the focus groups also revealed that possible interventions by ZTA and Ministries of Tourism and Hospitality as well as Ministry of environment and Natural resources and Non Governmental Organizations (NGOs) would include projects to improve accessibility, accommodation, service delivery that is cooking, serving and education on tour guiding.

Findings from participant observation:

Composition of Zviyambe Small Scale farming area.

Question number 1 on the observation schedule sought information about the landscapes in this area that was studied. Findings revealed that the area has fascinating landscapes. The study also revealed that there is a lot of virgin land left untouched, representing its biodiversity and there is a lot of unpolluted air and unpolluted rivers. This implies that area has attractions for tourism. Question number two sought to establish the kind of vegetation in the area. Observation made revealed that vegetation in that area comprises Savanna type of vegetation and miombo woodlands. Question number three sought to establish the types of buildings and materials used to construct houses. The study revealed that there is a combination of brick houses with zinc roofs and grass thatch as well as mud houses with grass thatch. Most of the round huts are

furnished with clay pots and other utilitarian utensils. The uniqueness of furnishings implies that this can have a pull effect to tourists who may want to learn about the culture of the area.

Area activities prior to introduction of village tourism

Question number 4 sought to establish the use of land prior to introduction of village tourism. Findings revealed that land is used for agriculture. Farming is being done at a small scale. Question number five sought to establish conservation activities in this area. Findings revealed that traditional norms on conservation result in protection of flora and fauna's genetics for the various species minimizing negative impacts on ecosystem levels. These include discouraging people from killing small animals unnecessarily; avoiding washing pots with black suit in rivers. This implies that the community upholds aesthetic values which encourage environmental protection. Question number six sought to establish methods of ploughing in this area that was studied. Findings revealed that in this area people use cattle for ploughing. This implies that there are no emissions from vehicles such as tractors, thus reducing to zero the amount of environmental pollution which would otherwise be a result of use of tractors. Question number eight sought to establish ways in which harvesting and milling is done in this area. The study revealed that people use traditional methods of harvesting crops, rock for winnowing and grinding small grains. It was however observed that the area has a number of grinding mills for maize milling.

Integrating tourism with present activities

Question number nine sought to establish how present activities can be a source of attraction to tourists. The study revealed that tourists would have to interact a lot with the people in this small scale farming community. Tourists would have first hand experience as they live in the village. Tourists would participate in activities of hunting rodents such as mice and small animals which destroy crops.

Possible effects of village tourism

Question number ten sought to establish if the intervention will create a need to introduce village tourism in other areas in Zimbabwe. The study revealed that it can be desirable to introduce the village tourism intervention in other small scale farming areas similar to the area that was studied in Zimbabwe.

DISCUSSION:

The results of the study covered all variables addressed by the objectives namely; composition of the area, both built and natural environment, human activity in this area prior to introduction of Village Tourism, ways to integrate village tourism with the present human activities in the area, ways to protect the environment, possible effects of tourism on the local communities, Possible challenges of village tourism, possible interventions by ZTA and Ministries of Tourism and Hospitality as well Ministry of Environment and Natural Resources and NGOs

Composition of the area

Population of the area;

The study revealed that there is depopulation in the area that was studied as most of the homes have single elderly widows or widowers heading the family. Campbell (1987) concurs noting that the small-scale commercial farming area of Zviyambe, has least population pressure. On the average there are two orphans left to each of these families after the loss of loved ones through AIDS. Often these single headed families are poor. It is arguable in line with the Annals of Tourism research (1995) that such poverty can be alleviated by way of introduction of village tourism which is a combination of domestic responsibilities with tourism work, bringing income that supports continued small scale farming activities. Rural urban migration has also contributed to depopulation in the area and in addition, depopulation is also attributed to deaths in families due to old age. Swarbrooke (1998) argues that in those areas where traditional economy and society is declining due to factors such as agricultural change and depopulation, tourism is seen as a potential savior providing jobs and extra income for farmers and locals.

Landscapes

This farming area still has fascinating landscapes which are of aesthetic value to tourists. The writer subscribes to Ribe (2002) who argues that people with different types of environmental attitudes agree that the most beautiful landscapes are also the most acceptable, hence they are also appealing to tourists. The area has savanna type of vegetation comprising grassland and open Moimbo woodlands which is life supporting. This concurs with Kour et al (2004) who observe that a forest with mixed vegetation supports a diversity of biological species. There is a lot of virgin land which is left untouched representing its biodiversity. In addition the area has

unpolluted environment, with unpolluted air and unpolluted rivers. Such environment is favourable for human health in line with the evolutionary theory of landscapes perception which says humans have an intrinsic standard of beauty which has enormous adaptive and/or welfare implications (Tveite et al 2006). There is also historic Hwedza Mountain where The Njanja and Mbire ancestors used to smelt iron ore for making, hoes axes, spears and arrows. (www.yimetrust.org, Mackenzie(1975))

The accommodation facilities at the homesteads

Thatch is used in most homes in the area. When calculating cost of material to ratio of floor space, thatch roofs are extremely cost effective as the materials used are readily available in the area. Material used to construct thatch roof is environmentally friendly and comes from renewable sources. The affordability and the aesthetics of thatch make it the structure of choice for residential and commercial use. Thatch roof houses are monuments of the cultural diversity in Southern Africa and stand in harmony with the African sky from Cape Dutch to the Safari Lodges. Thatch is popular because of its thermal advantages. A well maintained roof keeps a building warm in winter and cool in summer and has the added advantage of being highly sound proof ([www.climate change and yourhome.org uk](http://www.climatechangeandyourhome.org.uk)). Thatch is also growing in popularity because of the way it blends well with the natural environment, making it an appealing way of roofing rural houses. Zinc material is also used for roofing purposes in Zviyambe. Zinc rarely requires maintenance over their lifetime (<http://www.corrline.co.za/>). The indigenous people's accommodation can be used to accommodate the tourists. However if tourists require privacy, separate accommodation similar to these houses will be made so that the tourists can be accommodated separately only during the night.

Human activity in this area prior to introduction of village tourism

The people in this area are commented for using land as a community and not a commodity. This is in line with Lindsay (2001) who argues for the community land model based on the belief that land is not a commodity, but a sacred inheritance to be shared by all. This makes the area one of the suitable places to try community based tourism. There is minimal cutting of trees. The study established that in the area that was studied, people are involved in small scale farming activities and they use cattle for ploughing. To a great extent the farming methods upheld by the people in the area have enabled them to identify, conserve and protect the world's biological

resources at genetic, species and ecosystem level. This is recommended for sustainable soil management as given by (www.fao.org) who advocate for eco friendly tilling of land which minimizes soil disturbance. They also use trays/baskets known as (tsero) in vernacular language made of reeds and grass for winnowing and they also use rock for grinding small grains. Women and children in this area prepare in the area collect wild fruit for sale and consumption. Both domestic and wild fruits can form part of the cuisine to be enjoyed by tourists in the area. (Campbell 1987),

Ways to integrate village tourism with the present human activities in the area.

The study revealed that there is need to integrate village tourism into the dominant culture and farming activities of the area. Gningue (1993) notes that integrated approach to rural tourism development can be used as a tool to enrich the livelihood and well being of rural people. To that end, active involvement of people in design and management of village tourism project is important. This integration needs to be planned using grassroots approach rather than being imposed from outside. Human activity in this area can be harmonized with earth's biosphere for village tourism, in line with sustainable tourism principles. Phillips (1988) suggests that planning, designing and citing of tourist developments should be compatible with and, if possible, enhance the local landscape. When traveling most local people ride on bicycles, a suitable form of transport in this environment, which neither causes noise pollution nor air pollution. Village tourism would in essence be based on rural tourism principles and those of ecotourism. Phillips (1988) asserts that for effective sustainable tourism experiences should draw upon the character of the environment, its aesthetics, culture of the people, vegetation and wildlife and control of tourism should remain as far as possible in the local hands. This control and the ensuing benefits should be spread through the community who also should contribute to environmental conservation and enhancement. The study also revealed that village tourism should promote moral and ethical responsibilities and behavior towards the natural and cultural environment by all players. There is need to make an assessment of traditional authority in the area such as headmen and chiefs so as to ascertain community buy in for the tourism intervention. Tourism investment should support the local economy and encourage a steady dispersal of activity, thus avoiding and minimizing impacts.(Kozac 2002). In addition Jenkins (1998) notes that principles of sustainability include the need to protect both human heritage and

biodiversity. Cater and Lowman (1994) asserts that tourism should not degrade the resource and should be developed in an environmentally sound manner. Indirectly village tourism will conserve and refine the culture of local people as the activities will reflect the way of life, their cuisine and accommodation. (Source).

Anticipated village tourism activities

Village tourism will enable tourists to visit the homesteads. Weaver (2006) observes that home stays are one of the accommodation options which are controlled by local residents within a destination. Guests can be taken to unspoiled homesteads where they spend a few days living with the local people, being treated as honored family guests, interacting with the community and helping in carrying out daily chores. Morforth and Mint (2003) observe that Village tourism preserves and reflects the locals' way of life and cuisine. Fennel (1999) concurs and says that village tourism is sensitive to local culture. This implies that while tourists stay in the village enjoying the cuisine of the local people. Tourists may want to taste local wild indigenous fruits, (masawi), (mazhanje), (matamba), (hacha), (tsvanzva), depending on the season of the year. (Campbell 1987). They may also want to taste the dishes prepared out of these items, which include fruit, drinks, Millie meal drink (maheu) and indigenous bear. They will experience a welcome and hospitality that will remain a happy memory for a lifetime. While they are with locals, guests can rest assured that they are always in secure comfortable accommodation and safe environment. (Village Tourism in Nepa-Adam Tours and Travel 2010). The tourists go to the fields with the people, enjoy the scenery swim in rivers, and do mountain climbing, bird watching, view monkeys, baboons, wild hogs, and porcupine bears. Tourists will also enjoy the flora and fauna.

Protection of the environment

Tourists' activities will be designed in a way that will encourage environmental protection as in all community based tourism. Community based tourism may be defined as the use of a community's resources, both cultural and natural, for tourism activities in order to encourage community commitment to conservation of bio-diversity and sustainable management of the natural resource base. (Fennel1999). Livestock farming activities need to be supported and wildlife need to be protected. Special provision shall be made here for the selective use of public transport; the use of cars will be discouraged on some roads. Thus walking and riding bicycles

would support shopping and other services. (Riat 2005) The hills and river banks should be developed for walking because they are ecologically strong. Countryside parking policy will need to be developed. Clean renewable energy is encouraged to protect biodiversity. (en.wikipedia.org/wiki/Biodiversity). People in the area will use solar energy (renewable and clean) thus solar power protects people's health as well as ecological life systems. Special provision should be made here for the selective use of public transport; the use of cars should be discouraged on some roads. The hills need a comprehensive footpath and countryside parking policy will need to be developed. Two of the biggest threats facing humanity today are climate change and global poverty. The use of solar energy helps to combat both, simply by bringing clean, renewable power to the poorest people in the world. (Source) Today there are two billion people with no access to electricity. They rely on burning fuels such as kerosene and wood for light and heat, which is highly toxic and expensive. (Source) Having solar power also improves income for the local community and also education. This is made possible because solar power can enable poor people to cook food, pump clean water, run fridges, light homes, schools and hospitals and farm more effectively, (<http://solar-aid.org/about/>)

Possible effects of Tourism on the local communities

Findings revealed that Village tourism would supplement local people's incomes. This concurs with Weaver (2006) who observes that small visitor numbers and overall tourists' receipts in rural tourism destinations bring revenue which is retained and leakages minimized due to high level of local control and higher multiplier effect as farmers and artisans fill the demand for goods and services for village tourists. The findings revealed that employment for the youths will be one of the benefits of village tourism. This is supported by Butler and Hinch (1996) who consider the development of community based tourism strategy to be a source of income and employment for the locals and will eventually lead to reduction of rural urban migration. In addition to that, McIntosh & Campbell (2001) observe that Rural landowners are searching for a means to supplement their incomes, keep children working on the family farm, and act as a farming community ambassador to the urbanized visitors who are disconnected from their food source. Communities will make their own decisions about natural resources, agricultural and accommodation management and control. The whole eco-system benefits, animals, people, flora,

fauna and general protection of the genetic diversity of wild species. Village tourism will bring new use and value to historic structures and enhance reclamation of land. (Phillip1988)

The study revealed that effects of tourism are that people in the community will likely use land for commercial purposes trying to meet demands of tourists. Campbell (1989) notes that there is significant trade in wild fruit. This is likely to increase as the community will find market amongst tourists. Art and craft or certain aspects of culture are likely to be commercialized significantly as people will make and sell souvenirs in the form of soap/wood carvings as curios. In such circumstances, the danger is that any of the qualities of place that is compatible with profits and economic gain will be accepted (Bramwell and Bernar Lane 2005). Such exploitation of resouses can lead to both the compromise of the favoured interpreted themes and the serious neglect of resources.

The study also revealed that there is possibility of acculturation as tourist visits increase and members of the community learn new habits from tourists such as drug abuse and prostitution. This concurs with Dicks (2000) who asserts that the existence of the pristine cultures that exist before tourism intervention is unlikely, given economic interdependence of global trade and subsequent outside influence. However, if visitors appreciate the cultural heritage and the present patterns of life of the destination, this may also stimulate the hosts pride in their heritage and their present way of life. The effects of this could include more preservation of local crafts, traditions and customs and a reduction in the demonstration effect, the effect whereby locals imitate the behaviour of tourists producing ever-greater global uniformity and sameness. Such interpretation has the potential for other beneficial effects. For example, it might give at least a little encouragement to people's own personal development and self realization, which then may encourage the emergence in the long term of personal life styles and behavioural patterns which are more supportive of sustainable tourism (Krippendorf, 1987).

Findings revealed that there can be several possible interventions by the national Tourism organization, Zimbabwe Tourism Authority (ZTA), Ministry of Tourism and Hospitality, Ministry of Environment and Natural Resources and Non Governmental Organization (NGOs).This view is supported by (UN 2002) who observe that village tourism is a variant of pro-poor tourism, assisting host communities in managing visits to their tourism attractions for their benefit, while ensuring the least negative impact on traditions, culture and environment, but

with the support of relevant tourism organizations. Support for tourism would include among other activities implementation of projects to improve accessibility to the area by way of building bridges over rivers and its tributaries. The study revealed that it will become necessary to educate the people in village tourism and give them assistance to furnish homesteads to acceptable ecotourism standards. Gningue (1993) is of the view that village Tourism provides employment for the young which discourages them from migrating to larger towns in search for employment. Some members of the community participating in village tourism will be required to train as tourist guides and some as cooks and waiters. This concurs with Holden (2006) who is of the view that village tourism aids social stability, improving health and educational opportunities for youths. There is need for information centres in urban and in some rural areas to provide information to tourists. Phillips (1988) suggests that the tourism industry would actively assist in the understanding of both the tourist requirements and services using awareness campaigns and publicity. The study revealed that there is need to provide awareness of biodiversity and education on effects of human activity on ecological systems. This is important because the world's leading biological scientists that analyse the state of the Earth's ecosystems and provides summaries and guidelines for decision-makers concludes that human activity is having a significant and escalating impact on the biodiversity of world ecosystems, reducing both their resilience and biocapacity. (Millennium Ecosystem Assessment, pp. 42–47).

There is also need to educate the community on recommended methods of cooking and presenting food and beverages, as well as providing aid and education on use of renewable energy to avoid deforestation and climate change. It is agreeable that , given the resources available in Zviyambe, there are very good prospects for the development of rural tourism.

Summary:

In summary the tourist activities expected in the area where the study was carried out include; staying in accommodation made of pole, mud or bricks and grass thatch' visits to surrounding hills and other important attractions in the area, such as the Hwedza mountain which is of historical importance with regards iron smelting and preparation of hoes. Tourists would experience a number of village activities such as swimming and fishing in rivers, participation in

rural agriculture, eating indigenous dishes and fruit. It will be the community's responsibility to explore, evaluate and become educated about the tourism product. In this regard tourism is no different from a new variety of seed on the farm. If village tourism is embraced as a strategy to conserve the family farm, the small scale farming community will benefit from the revenue earned from tourists' visits. Tourists will experience authentic small scale farming life.

Recommendations:

- There is need for control of tourist visits to avoid mass tourism and advocate for low volume high value tourism.
- Once village tourism intervention proves to be successful it can be introduced in other small scale farming areas in Zimbabwe similar to Zviyambe.
- Raising awareness on legal ways to use natural resources wisely to avoid commoditization of resources trying to meet the demands of the tourists.

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