

## DEVELOPING A RESORT DESTINATION THROUGH THE EYES OF THE TOURIST

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**Citation:** Makuzva, W., & Ntloko, N.J. (2021). DEVELOPING A RESORT DESTINATION THROUGH THE EYES OF THE TOURIST. *GeoJournal of Tourism and Geosites*, 37(3), 921–928. <https://doi.org/10.30892/gtg.37325-727>

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**Abstract:** One of the fundamental ways of enhancing destination development and sustainability is through the satisfaction of the tourists, as it provides ripple effects for the destination. The purpose of this paper was to assess the value of integrating views of the tourists in the development of a resort destination - Victoria Falls in Zimbabwe. The study followed a quantitative research design in testing seven critical elements of the tourism product drawn from literature which include accommodation, activities and tours, accessibility, attractions, facilities, image and price from the tourist visiting Victoria Falls, Zimbabwe. Data from 377 respondents were collected using systematic sampling and analysed using IBM23 Statistical Package for Social Science (SPSS). The results of this study underscore the importance of integrating the views of tourists as a fundamental element in the growth and development of a sustainable tourist destination. The tourists' evaluation of the seven elements of the tourism product further revealed the price of the offering as deeming too high, while attractions, image, accommodation and activities and tours were the outstanding elements of the resort destination's tourism product. A mixed reaction (mainly neutral), were noted on the accessibility and the facilities of the resort destination tourism product.

**Key words:** resort destination, tourists, tourism product, tourist satisfaction, destination development, perceptions

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### INTRODUCTION

Despite the Covid-19 pandemic - one of the deadly respiratory diseases that put tourism and the world to a standstill since the end of 2019 (Anjorin, 2020), destinations are expected to offer unparalleled tourism offerings that satisfy the tourists (Sigala, 2020). Before the wave of the Covid-19 pandemic, tourism has been continuously growing over the years and competition for a better market share amongst the destinations have been prevalent (Goodall, 2004; Lowry, 2017; Haarhoff and De Klerk, 2019). Hence, tourism products need to be developed, and as a means to ward off competition, destinations have to offer tourism products that satisfy the tourists (Manhas et al., 2016). However, without putting into considerations the views of the tourists in the development equation, the sustainability of the tourism product could be futile (Aydin and Alvarez, 2020). Tourism services are intangible and can only be consumed at a tourist destination. As a result, in order to comprehend the experience of a tourism product rendered to the consumers at any tourist destination, it is important to collect the data from the tourists. These are the final users of the tourism product and are the right respondents to give their view on the nature of the available tourism product. It can be easily deduced from the tourists' views whether the tourism product is still competitive or not, as their views are drawn from their experiences.

Several types of research (Tichaawa and Mhlanga, 2015; Makoni and Chikobvu, 2019; Woyo and Slabbert, 2019; Dube and Nhamo, 2020) on the Victoria Falls tourism product neglected the aspect of involving the tourists' views on the performance of the key elements of the tourism product as a means for developing a sustainable tourism product. For a resort destination like Victoria Falls to be recognised continuously, the tourism product it offers should create a desire for travel. Mulec (2010) supports this dictum by stating that destinations may offer excellent tourism products, however, the product should be convincing to the possible clients that they will have a memorable experience. Mulec (2010) and Moral-Cuadra et al. (2019) attest that destinations should focus on changing the perceptions of the consumers towards the destination as it is the cornerstone for a sustainable competitive advantage.

This can be done by developing the offering through the views of the tourists. Not only do the tourists' perceptions assist in the future planning and development of the tourism product (Manhas et al., 2016), but their perceptions also help in shaping the tourism product to meet their demands (Dube and Nhamo, 2020) as well as pointing the direction in which the tourism product is taking. Victoria Falls tourism product is saturated with a combination of elements (accommodation, tours and activities, accessibility, price, facilities, attractions and image) that can be used to understand better the views of the tourists towards the tourism product. This leads to closing the gap in the literature on the significance of involving the tourists' views when developing a tourism product.

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## LITERATURE REVIEW

The departure point into the sustainable development of a tourism product is through assessing the current offering by analysing the critical elements that built the tourism product (Torres-Delgado and Saarinen, 2013; Aydin and Alvarez, 2020). This could lead to developing a memorable holiday destination if the views of the tourists are included when assessing the current offering (Candela and Figini, 2012; Manhas et al., 2016). Tourism destinations should provide tourists with an attractive offering that help in stimulating travel (Haarhoff and De Klerk, 2019; Zappiano, 2005). Zemla (2016) argues that due to the fragmentation of tourism, several definitions are associated with the term tourism destination and can be defined based on the approach one has adopted. According to Zemla (2016), one can define a tourism destination from a spatial approach, economic approach, managerial approach, systems approach or network approach.

However, despite the approach applied, geographical location is one the most common aspect associated with most definitions proposed before (Burkart and Medlik, 1974; Murphy, 1985; Gonçalves and Águas, 1997; Goeldner and Ritchie, 2003). Adopting a managerial approach, where a tourism destination is defined as “a product”, Bieger (1998) defines a destination as “the tourist product that competes with other products in certain markets”. Different scholars (Grzanic and Zanketic, 2008; Gupta et al., 2015) ushered in several terms of a tourism product and its characteristics. Gupta et al. (2015: 49) posit the view that a tourism product is “any product that is marketed by a country or an organisation to tourists to attract them to visit the destination and enjoy the experience of the product”. Additionally, a tourism product should have special components that aid the comfort of the tourists while on holiday (Gupta et al., 2015). Grzanic and Zanketic (2008: 6) refer to the tourism product as “a sum of available resources service and facilities that tourists can use in a specific place and at a specific time to satisfy their needs”. Elements of the tourism product such as accommodation, attractions, tours and activities, accessibility, facilities, price and image play a great significance in the mindset of the tourist before they choose to visit a certain destination (Manhas et al., 2016). It is vitally fundamental to study the performance of these key elements of the Victoria Falls tourism product through the views of the tourists so as to reinforce sustainable destination development. The purpose of this study was to assess the value of integrating views of the tourists in the development of a resort destination - Victoria Falls in Zimbabwe and this was guided by the Social Exchange Theory.

## SOCIAL EXCHANGE THEORY (SET)

According to Nunkoo (2016), SET is a theory that explains the social behaviour that occurs through the exchange process whereby people evaluate the benefits and costs of social relationships through maximising the benefits and minimising the costs. Makuzva and Ntloko (2018) argue that the contribution of SET is vital when dealing with aspects of perceptions as it assists in the understanding of the behaviour of the tourists on the tourism product. Holthausen (2013) and Nunkoo (2016) agree that SET is grounded on the basis that it has players who rely on each other and for the exchange to happen each player needs to evaluate the cost and benefits associated with the exchange. Therefore, in this case, the players are the tourists (customers) and the supplier is the destination (Victoria Falls). This means there is an exchange between Victoria Falls and the tourists, hence, the views of the tourists towards Victoria Falls are being investigated by making use of the SET. The tourist's responses help to determine the side to which the exchange was favourable or unfavourable. If the tourists are not satisfied with the exchange offered by the Victoria Falls tourism product, negative consequences for the destination may be experienced. On the other hand, the satisfaction of tourist needs may result in positive impacts on the destination (Mlambo and Ezeudji, 2020). The elements causing displeasure will need to be developed and positive elements be maximised using the tourists' views in order to improve sustainable growth and development of the destination.

## MATERIALS AND METHODS

A systematic sampling approach was deployed to collect data from the respondents and in this case, were the tourists visiting Victoria Falls Rainforest. Levy and Lemeshow (2013:14) describe this type of sampling by stating that “individuals who are selected are considered to be most representative of the population as a whole”. Interviewer-administered questionnaires were used to gather data from both domestic and international tourists. The questionnaire was developed to gather views of the tourists towards the Victoria Falls tourism product. A quantitative research design was applied, and data collected from the fieldwork was captured and analysed using the software called IBM23 Statistical Package for Social Science (SPSS). George (2011) posits that quantitative research allows the researcher to ascertain how many respondents agree or disagree with a statement, but it is not likely to provide insight into why respondents have answered as they have. This is one of the limitations of the study and is explained on the implication section of this paper. Nykiel (2007) defines the same term as a method of research that aims to establish factual information, deduce estimates, and testing hypotheses that have been already stated.

Quantitative research is best understood in the marketing context by its ability to gather the most useful measurable information which can be pursued over time (Nykiel, 2007). The population ( $N = 21420$ ) for this study was based on average per month tourists' arrivals (Zimbabwe Parks and Wildlife Management Authority (ZPWMA), 2016). Based on the identified population, the sample  $n = 377$  was achieved in conjunction with recommendations suggested by Isaac and Micheal (1981) to attain a 95% confidence level. Data were collected at the entry/exit point of the Rainforest and the survey questionnaire was administered to the tourists on their return from seeing the waterfall. In meeting the ethical requirements, the researcher acquired a letter of permission from ZPWMA to conduct the study. Furthermore, a declaration of anonymity was added in the questionnaire survey to safeguard the participants' privacy. Additionally, an ethical clearance certificate was issued by the Ethics Research Committee of the Cape Peninsula University of Technology before the research was conducted. This was done to ensure that this study conforms to the standards required.

**RESULTS AND DISCUSSION**

The findings from this study are presented in the following subsections. The traditional 5-point Likert scale was used with the following options and responses SD = Strongly Disagree; D = Disagree; N = Neutral; A = Agree; and SA = Strongly Agree. As a result of the close link between A and SA, as well as D and SD, the results were combined for an in-depth analysis. Livingston (2004) argue that despite the significance of the mean results which shows the average value of the data, alone, it does not reflect meaningful analysis of the results, therefore, standard deviation (Std.D) results which shows the distribution of data around the mean needs to be incorporated. As a result, a measure of variation using the mean and Std.D results was performed for further analysis by showing how dispersed or polarised were the results from the mean (Jackson, 2009). The Std.D is considered low when the results are close to zero, signifying that the results are clustered around the mean and is considered high when the results are spread away from the mean (Shane, 2008).

**Tourists’ responses on accommodation**

To get a true representation of how the tourists feel about the accommodation in Victoria Falls, data from 191 respondents (50.7%) who stayed at least one night in the town were used. Most of the respondents liked the accommodation and they agreed with almost every statement presented in Table 1. Earlier scholars (Kotler et al., 2010; Gnanapala, 2015) agreed that customer satisfaction is achieved when products and services at the destination meet or surpass the customer’s expectations. The respondents agreed to strongly agree that, staff/employees act professionally (38.7%), the accommodation was very clean (37.1%), well maintained (35.3%) and met their expectations (34.5%). Almost half (25.5%) of the respondents who stayed in Victoria Falls agreed to strongly agree that accommodation is world-class. A high standard deviation on each statement (ranging between 3.12 - 3.58) was noted which indicates that the tourists who stay overnight in this town were satisfied with the level of services they were offered in the various sectors of accommodation they stayed in. Therefore, it can be deduced that the accommodation in Victoria Falls satisfies most of the tourists, however, very few were unsatisfied. Lam and So (2013) posit that normally happy tourists are fundamental carriers of good word of mouth. Thus, these results suggest that there is a great possibility that the satisfied tourists will spread good word-of-mouth which will, in turn, create the desire to travel and stay on the Victoria Falls accommodation. Not only do such results yield improved visitation from new tourists to Victoria Falls, but they can also stimulate repeat visitation (Dolnicar et al., 2013; Chen et al., 2020; Mlambo and Ezeuduji, 2020). However, the destination needs to note that they will need to maintain the good standards rendered to the tourists or even to do more to lure the 49.3% who stated that they did not stay in any of the accommodation in Victoria Falls.

Table 1. Tourists’ responses on accommodation (n = 377, in %)

Statements	Level of agreement in percentage					Level of agreement	
	SD	D	N	A	SA	Mean	Std.D
Accommodation is world class	2.4	4.2	18.6	14.9	10.6	3.70	3.12
Accommodation met my expectations	1.9	2.9	11.4	21.8	12.7	3.83	3.44
Accommodation was very clean	1.3	2.7	9.6	24.9	12.2	3.84	3.43
Accommodation is well maintained	0.8	2.7	11.9	23.6	11.7	3.82	3.40
Staff/employees act professionally	0	0.5	11.5	23.1	15.6	4.03	3.58
N/A (Not Applicable)	<b>49.3 %</b>						

Table 2. Tourists’ responses on accessibility (n = 377, in %)

Statements	Level of agreement in percentage					Level of agreement	
	SD	D	N	A	SA	Mean	Std.D
Getting to this destination was not a problem	2.7	10.8	13.8	37.2	35.3	3.92	3.55
It is very complicated to travel around this destination	20.2	38.2	30.2	9.8	1.6	2.34	2.01
Roads are well maintained	4.0	12.4	53.6	22.6	7.4	3.16	2.76
Access is supported by necessary infrastructure	2.4	3.7	63.1	23.9	6.9	3.29	2.84
Making a booking online was very difficult	7.2	16.1	71.9	4	0.8	2.75	2.29
Making a booking by telephone was very difficult	3.4	10.9	78.8	6.4	0.5	2.89	2.41
Generally, the infrastructure is of good standards	1.1	5.5	55.7	34.5	3.2	3.33	2.86

**Tourists’ responses on activities and tours**

As mentioned earlier, tourists consider destinations that offer them activities and tours where they can directly or physically participate. The results show that most of the respondents (76.4%) agreed to strongly agree with the statement that the destination offers world-class adventure activities and (70.9%) agreed to strongly agree that the variety of activities increased their willingness to visit. A mixed response – neutral (Mean 3.09) was noted on the statement that says, “additional transport costs are relatively low”. This could be as a result of almost 60% of the respondents who stated that they booked their trip through travel agents in home country (46.9%) and tour operator (13.0%) having received a packaged itinerary instead of itemised costed itinerary. Generally, the responses from tourists’ perceptions of the activities and tours were mostly agreeing to strongly agree (standard deviation between 2.65 – 3.60) with the statements in Figure 1. The results show that the tourists perceive Victoria Falls as having good activities and tours that match their needs. It could also mean that most of the tourists who visited this resort town were adventure tourist as they were happy with this tourism element of the tourism product. As noted by Rogerson (2004) Victoria Falls is referred to as the adventure capital of Africa.

**Tourists’ responses on accessibility**

The overall impression on this aspect was that most of the respondents (72.7%) agreed to strongly agree that it was easy to get to Victoria Falls, but, there was a considerable number of respondents who were neutral to the statements: “making a booking by telephone was very difficult” (78.8%), “making a booking online was very difficult” (71.9%),

“access is supported by necessary infrastructure” (63.1%), “generally, the infrastructure is of good standards” (55.7%) as well as “roads are well maintained” (53.6%). Interestingly, the high level of neutral responses on the statements in Table 2 also shows how close the standard deviation is to the mean which may suggest that these areas of this tourism product element need to be improved as being neutral may make it easy for tourists to fall on the positive or negative side of perceptions. Most respondents (Mean 2.34) disagreed to strongly disagree with the statement that says, it is very complicated to travel around this destination. From these results, it shows that above half of the respondents did not struggle to travel from one point to another while in the town and this is a positive reflection for the destination. Table 2 shows the results of the tourists’ perspectives on the element of accessibility.

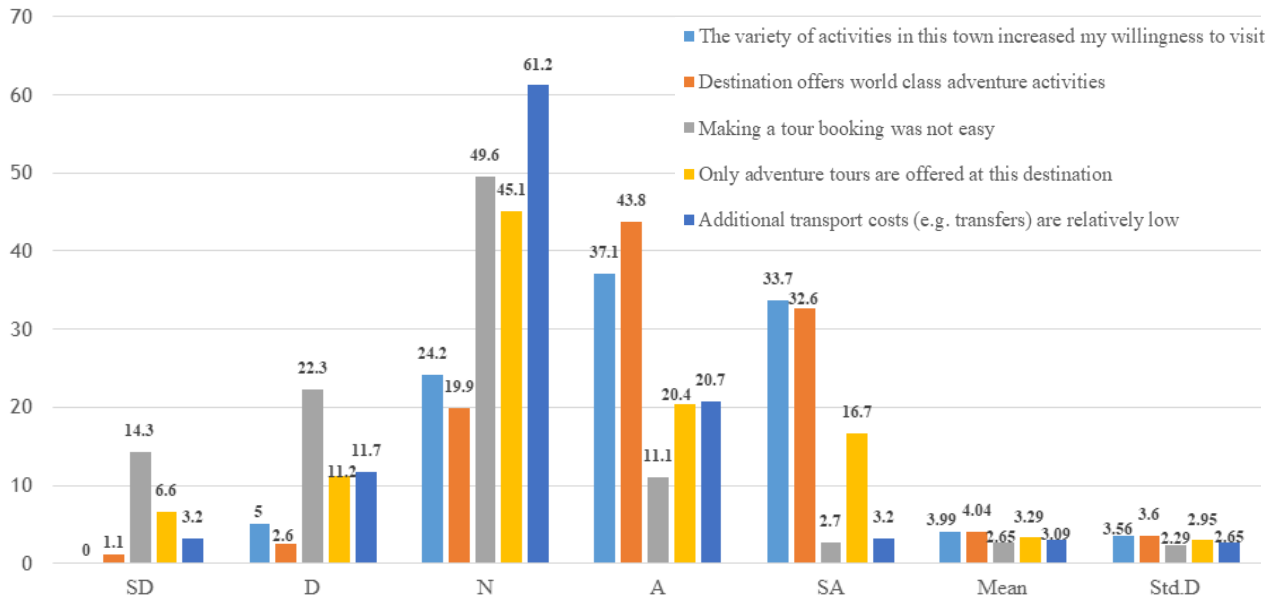


Figure 1. Tourists’ responses on activities and tours (n = 377, in %)

**Tourists’ responses on attractions**

Attractions are viewed as the cornerstone of every tourist destination (Patel and Nayab, 2014). They are the centre of the tourism product that pulls the tourist to a destination. This means there are certain expectations from the tourist that need to be fulfilled while the tourist is at the destination. As shown in Figure 2 the results of the tourists’ perceptions of the attractions element of the tourism product indicated that the majority agreed with almost all the statements (standard deviation ranges between 3.59 – 3.73). The respondents agreed to strongly agree with the statements in Figure 2 that, “natural attractions are well maintained and managed” (85.4%), “attractions in this town were the most convincing factors in your decision to visit the town” (80.9%), “the waterfall is the only interesting attraction to see at this destination” (72.1%) as well “attractions in this town are appealing” (71.4%).

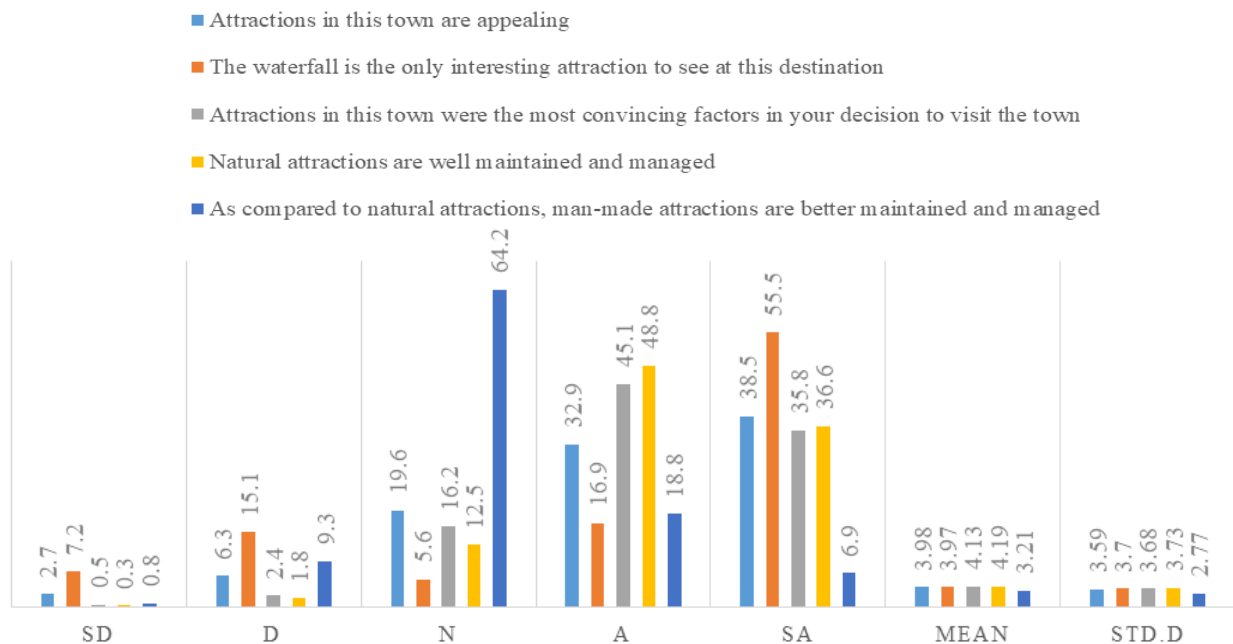


Figure 2. Tourists’ responses on attractions (n = 377, in %)

It is interesting to note that the appealing of the attractions in this town could be attributed to the good maintenance and management of the attractions which in turn resulted in encouraging the respondents to visit the Victoria Falls tourism product. Moreover, from the SET standpoint, it could mean that the exchange benefited most of the tourists as they were satisfied by the attractions in this town and this created a positive perception of the attraction element of the tourism product of Victoria Falls. Therefore, from the destination point of view, it is crucial to maintain the available tourism resources as their maintenance and management attract the tourists to visit the destination.

There were high neutral responses (64.2%) on the statement, “as compared to natural attractions, man-made attractions are better maintained and managed”. This could be that some of the respondents did not visit the man-made attractions like the bridge, the lookout café, crocodile farm and many more, for them to have a better analysis, thereby projecting the natural attractions as having a strong pulling power.

**Tourists’ responses on facilities**

Facilities at a destination receive considerable attention when the tourists decide on the destination to visit (Kozak, 2004; Bhatia, 2006). It is utterly fundamental to comprehend the tourists’ views on the facilities in Victoria Falls. The results, as presented in Table 3 show that generally there are negative perceptions of the facilities element of the tourism product. The results show that the facilities are not convincing enough to make the tourists to return to this destination or to buy again this tourism product. This is because the respondents were mainly neutral (standard deviation between 2.23 – 2.84) to most of the statements like; “generally, the standard of facilities in this town is high” (65%), “this town offers a wide range of facilities to cater for different tourist needs” (63.7%), “dining facilities in this town are poor” (55.7%), “signage in this town is very poor and needs to be improved and maintained” (49.6%). On the other hand, 58.6% agreed to strongly agree with the statement that, transport network in this town is very functional. When considering the importance of this tourism element, there is a need to re-visit all the aspects rated as neutral by the respondents and improvement should be done before more damage to this tourism product is done. This is mainly because most of the tourists share a bad experience more often than a good experience and that will tarnish the image of the whole tourism product.

Table 3. Tourists’ responses on facilities (n = 377, in %)

Statements	Level of agreement in percentage					Level of agreement	
	SD	D	N	A	SA	Mean	Std.D
Transport network in this town is very functional	0	3.7	37.7	39.5	19.1	3.74	3.30
Dining facilities in this town are poor	10.1	26	55.7	6.3	1.9	2.63	2.23
Signage in this town is very poor and needs to be improved and maintained	7.4	15.9	49.6	24.4	2.7	2.98	2.59
This town offers a wide range of facilities to cater for different tourist needs	1.3	6.4	63.7	24.6	4	3.23	2.77
Generally, the standard of facilities in this town is high	0.8	2.6	65	27.1	4.5	3.31	2.84

Table 4. Tourists’ responses on the image of the destination (n = 377 in %)

Statements	Level of agreement in percentage					Level of agreement	
	SD	D	N	A	SA	Mean	Std.D
This destination is considered to be safe	0	0.3	17.5	39.5	42.7	4.24	3.78
This destination has a unique image	0	0.8	16.4	43.3	39.5	4.21	3.71
The political instability in Zimbabwe might affect the image and appeal of this destination	2.9	6.4	29.2	28.9	32.6	3.81	3.44
More should be done to promote the image of this destination	2.1	3.7	32.1	40.1	22	3.76	3.34
I will leave this town with good impressions	0	0.8	27.3	50.1	21.8	3.92	3.46
I will spread a good word-of-mouth	0	1.3	26.8	53.3	18.6	3.89	3.42

**Tourists’ responses on the image of the destination**

This is one of the tourism elements that have a strong correlation with other elements that build up the tourism product and can get tarnished if one of the tourism elements underperforms. On the same aphorism, Table 4 shows the outcomes from the respondents on their perspectives on this tourism element in Victoria Falls. A high standard deviation ranging between 3.34 to 3.78 was noted showing more data clustered around agreeing to strongly agree with each of the statements listed in Table 4. This is good for this destination as it creates a positive perception of the tourism product.

The respondents agreed to strongly agree that, this destination has a unique image (82.8%); this destination is considered to be safe (82.2%) and equal results of 71.9% were noted on the statements, “I will spread good word-of-mouth” and “I will leave this town with good impressions” respectively. The respondents also expressed their views on the way the image of this destination is negatively portrayed internationally, and they agreed with the statement that more should be done to promote the image of this destination (62.1%). However, some of the respondents (Mean 3.81) were not happy with the political situation in the country and they agreed to strongly agree with the statement that, the political instability in Zimbabwe might affect the image and appeal of this destination. George (2011) assert that destination image is considered highly important when tourists decide on the tourism product to buy and visit, hence, the town needs to continue maintains the good image it has, however, there is still a lot of marketing and promotions to be done so that this brand will be recognised positively internationally and develop a positive perception in the minds of the tourists.

**Tourists’ responses on price**

The results show mixed reflections on price as a tourism product element as the majority of the respondents were neutral to the statements asked in Figure 3 - projecting the price element as an unfavourable one to the tourists. The neutral

response of nearly sixty per cent (58.1%) was noted on the statement that says “generally, the price of tourism products is reasonable”, whereas 25.2% disagree to strongly disagree and 16.7% agree to strongly agree with the same statement. By and large, these results reflect the price charged on the tourism product at this destination as high.

As noted by the researcher through interaction with the tourists, some tourists do not mind paying high prices to visit a destination, but the experience must be exceptional and not compromised and they can even flex their budget. Arunmozhi and Panneerselvam (2014) support the same aphorism by stating that, “travel is a costly product and consumers expect quality for their vacation since they save up for it over some time”. Based on that, the respondents were asked to choose their response to the statement, “the quality of service delivery at this destination is worth the price paid” but again 52.2% were neutral on their response and 27.9% agree to strongly agree, whilst 19.9% disagree to strongly disagree with the statement. Another high neutral response (49.1%) was noted on the statement, “for the price I pay I always get value for my money”. Those who agreed to strongly agree with the same statement were 25.7% whereas 25.2% disagree to strongly disagree. Lastly, on the statement, “prices charged for tourism products are likely to discourage locals”, there was again a slightly high neutral response (44.8%) compared to 44.7% who agree to strongly agree with the statement whilst only 12.5% disagree to strongly disagree with the statement. These results show that tourists are not contented with the price charged on the tourism product in this town and that may result in the decline in tourist numbers or if they decide to visit they will not stay in Victoria Falls due to the price factor. This tallies with Woyo (2018) results that the competitiveness of the Zimbabwe tourism product was being affected by the high price. This has negative perceptions on the tourists as they may opt to visit cheaper destinations and Victoria Falls tourism product will be affected as it will not be able to generate revenues which in turn affects the sustainability of this tourism product.

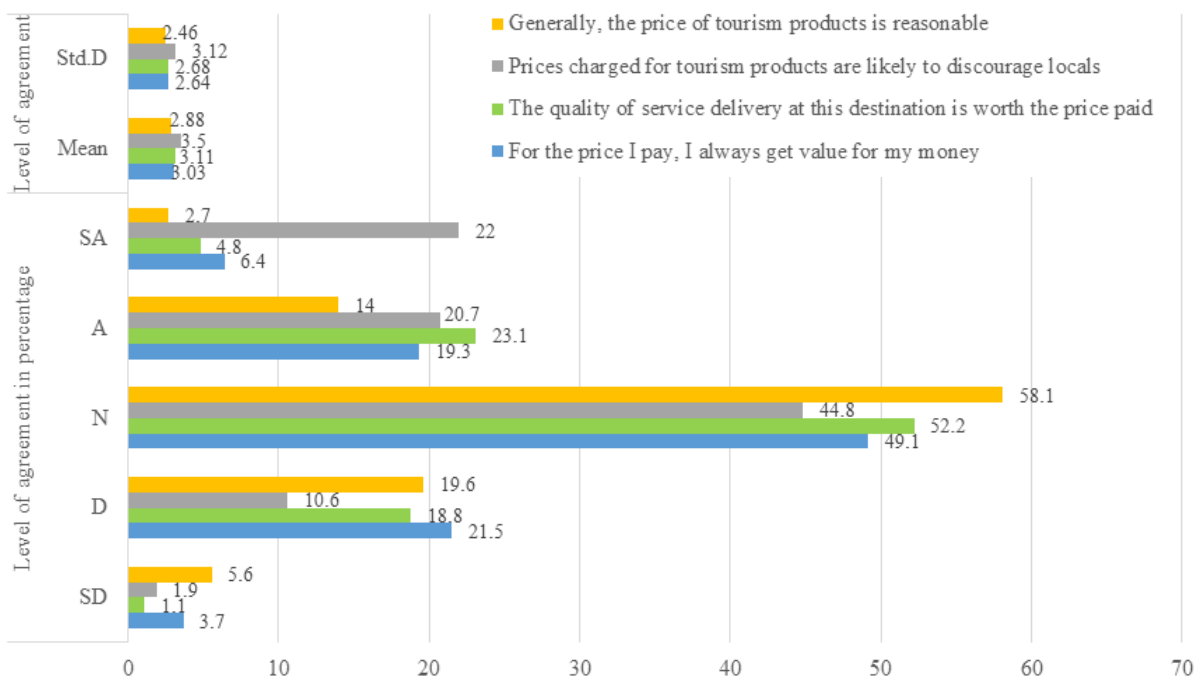


Figure 3. Tourists responses on price ( $n = 377$  in %)

## IMPLICATIONS

From a broader perspective, the results imply that the perceptions and satisfaction of tourists are hinged on the quality of the multifaceted tourism elements that are seamlessly joined together and provided at destinations. The results from this study also highlight implications for stakeholders (tourists, owners of tourism establishments and Zimbabwe Tourism Authority (ZTA)). Even though the attractions, image, accommodation and activities and tours were rated positively, these results show that the Victoria Falls tourism product can do much better through these elements. Additionally, the tourism elements like facilities and price can hinder the potential growth of this tourism product if not addressed accordingly. This also implies that destinations should strive to close service gaps caused by any of the crucial tourism elements which underperform for that particular destination. While the ZTA can market this tourism product through its beautiful attractions, accommodation, good image as well as great activities and tours it can offer, it is also important for the tourism establishments as well as government to play a crucial role in maintaining the facilities in the town as well as relooking on the pricing strategies for the tourism product to attract more tourists.

As it became evident that the destination is perceived to be expensive, yet offering beautiful attractions and a good image, the pricing factor can be managed by tourists booking their travel trips to this destination through travel agents and tour operators as they have negotiated rates and this may help in lowering the costs. This study does not only have a great contribution to Victoria Falls tourism product but also pave the way in understanding the perceptions of tourist on resort town destinations, thereby highlighting the crucial components of the tourism product that help to convince the tourists to choose one destination over the another. Moreover, other destinations can learn from this study that there is a

need for proper planning and coordination of the tourism elements that are prerequisites for the development of a tourism product for a successful and sustainable tourism product to prevail. To get a holistic view of the elements that impede the sustainability of the Victoria Falls tourism product, qualitative research on the assessed crucial elements could provide valuable answers as to why tourists have rated the services the way they did.

## CONCLUSION

In this study, tourists' perceptions of the Victoria Falls tourism product have been investigated. This was done by looking at their views towards the current tourism product. Besides the better performance on elements of the Victoria Falls tourism product such as activities and tours, accessibility, accommodation as well as attractions, other elements like price and facilities require immediate attention as they did not offer the tourists what they were hoping for.

Additionally, the outcome of this study underscores the significance of having a seamless tourism product through the amalgamation of tourism services. The results of the study also pointed out that tourists are interested in the Victoria Falls tourism product and they will spread good word-of-mouth, however, government and tourism governing bodies in Victoria Falls should note that there is a need to consider the reduction of price on most of the elements of the tourism product that were investigated in this study. The improvement of facilities in the town is highlighted as a crucial aspect to consider for the growth and development of a sustainable tourism product. This is because these factors can create negative perceptions that can deter tourists from visiting and may also tarnish the entire tourism product including other elements that are currently performing well. This study also highlighted the significance of each of the discussed tourism element to perform incredibly well as they play a fundamental role in destination selection.

If all of the elements presented in this study are in a good form and shape, and mutually combined, the tourists would consider visiting again in future and spread good word of mouth. This in turn will create positive tourists' perceptions towards the offering, thus contributing to the development of a competitive and sustainable tourism product.

## ACKNOWLEDGMENT

The study forms part of MTech in Tourism & Hospitality Management at Cape Peninsula University of Technology (CPUT) in South Africa. The authors thank the Zimbabwe Parks Wildlife Management Authority for permission to collect data at the Victoria Falls rainforest. Additionally, the tourists to Victoria Falls during the data collection period, are acknowledged for participating in this study.

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Article history: Received: 19.05.2021 Revised: 06.07.2021 Accepted: 01.09.2021 Available online: 22.09.2021