

Heritage Entrepreneurship as a Strategy for Local Economic Development in Zimbabwe

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Abstract

The study was conducted in the districts of Beitbridge, Chipinge and Chiredzi which are the districts sharing boundaries with the Great Limpopo Transfrontier Park in Zimbabwe. The research was conducted to investigate the heritage entrepreneurship supposition of these districts in driving local economic development. Despite the significant development of heritage entrepreneurship and its dividends to communities, it appears the concept and practice is yet to gain traction in Zimbabwe. The study used descriptive statistics for the quantitative data whereas qualitative data was analysed using descriptions and thematic text. The study sample comprised of 310 community heads, 32 local authority officials, 15 entrepreneurs and three district development coordinators. Purposive sampling was used to sample the respondents. Results revealed that heritage resources are growth poles for local economic development and the Great Limpopo Transfrontier Park has stimulated downstream economic activities both at local and national level. The study revealed that communities have been empowered through heritage utilisation which has modernised communities through CAMPFIRE and industrialisation. The findings established that communities now have access to sustainable primary public infrastructure, decent accommodation, uninterrupted distribution of social necessities, improved human capital and wealth distribution. Heritage sites have become major attractions the world over and it is recommended that communities be involved, educated and empowered to participate in the local economic development value chain. Associated future research should have emphasis on destination-level attributes that influence heritage site visits with a complementary study concerning factors which prohibit communities' involvement in heritage tourism business development and growth.

Keywords: Local economic development, Heritage entrepreneurship, Sustainable development, Community participation, Tourism business development, Conservation

Introduction

Heritage builds a locus of social structure that exemplifies the morals of a new society incorporating education, authority, social responsibility, femininity equivalence and natural sustainability. Globally, heritage properties offer wide-ranging economic and social opportunities for resident societies through supporting local development and growth of entrepreneurship. The world has of late witnessed significant economic development opportunities centred on heritage sites (Nuno, Surugiu, & Surungiu, 2014). Heritage entrepreneurship occupies a central place in debates on unlocking the growth of economies taking into consideration the diversity and rich cultural heritage of countries' histories. The opportunities for heritage entrepreneurs appear through the strategic utilisation of unique

heritage and cultural advantages within their local areas through valorisation of niche tourists (Macleod, 2006). However, despite the significant development of heritage entrepreneurship and its dividends to communities, it appears the concept and practice is yet to gain traction in Zimbabwe. Heritage entrepreneurship is a promising avenue for driving local economic development in Zimbabwe. For instance, the Slave Cave in Kenya is renowned for drawing thousands of visitors both local and international engrossed in heritage resources. The Slave Cave has been considered as part of a strategy of dearth mitigation as several local economic initiatives have been developed (Wynne-Jones & Walsh, 2010). Secondi et al. (2011) enthused and affirmed that by sustaining heritage attributes, communities neighbouring heritage sites are better positioned in mitigating the chains of poverty by using those sites as mechanism for tourism development and growth.

In modern developmental trajectory, heritage is acknowledged as an engine and a catalyst of socio-economic development. Not only in the academic literature, but in policy blueprints of global administrations, countrywide and county governments, heritage is repetitively identified as an influential economic and social resource, a “development asset” that can be used to “catalyse local-level development,” provide employment, generate income, rejuvenate metropolitan and rural areas, augment environmental fortification and reinforce communities’ social capital (World Bank, 2008). Anticipation shows that entrepreneurial innovation in heritage is being nurtured making it “the most significant product of the 21st century, determining communities’ future” as suggested by Ogino (2021). Additionally, being companionable with the long-term viewpoints of sustainable development, heritage can be acknowledged as an indispensable traditional, societal, economic and environmental asset contributing to the sustainable functioning of the three interconnected systems of nature, humanity and the economy (Loulanski, 2007).

It is extensively documented that natural resources contribute meaningfully to development in different ways, as an economic activity and source of livelihood, by providing jobs for the people, and also as a provider of environmental services (New Partnership in Africa’s Development (Funke & Nsouli, 2003; Khan J., 2008; IAASTD, 2009; Chowdhury & Ahmed, 2010). Despite the existence of world heritage sites in Zimbabwe, there is limited employment generation, limited generation of foreign currency by the communities, depressed local economy and unsustainable community income which would then encourage entrepreneurship. Presently, the majority of communities from Zimbabwe’s heritage sites have not yet been impacted positively which is problematic. Zimbabwean communities living along the corridors of heritage sites are impoverished as 60% of them earn less than US\$100.00 a month which is far below the poverty datum line of US\$1.90 per person per day whilst considering that the average household is five for these communities (Beegle et al., 2016).

Heritage entrepreneurship and local economic development

Heritage sites have turned out to be significant sources of income for local economies. The relationship between heritage and the economy forms the foundation for addressing critical social issues, such as inadequate human and infrastructural investment, inadequate access to credit, and supremacy of metropolitan players (Kausar & Nishikawa, 2010). This association has also been resourceful in addressing income disparities and an unemployment crunch predominant in the developing countries (Kausar and Nishikawa, 2010). Hence, local economic development is considered as a sustainable strategy with which poverty, unemployment and inequality can be assuaged in developing countries, such as South Africa

(Rogerson, 2006). Despite the fact that heritage sites might be incapable of eliminating poverty, they can be used as a strategy for accruing economic benefits. It is against this background that developing countries enriched with heritage resources, such as museums, pilgrimages, and architecture have a great opportunity of attracting both domestic and international tourists who have allegiance in heritage exploration. Tourists are normally not fly by night people but do spend some considerable period staying within the communities and the money they spend during their stay enables host destinations to collect earnings which could augment economic opportunities (Gomes de Menezes & Moniz, 2011).

From the African perspective, heritage tourism has been successfully used as a mechanism for local economic development. Mali is one of Africa's developing countries that has used heritage resources as a bedrock for local economic development. Several tourists have been frequently visiting the Republic of Mali because of its indigenous culinary and architectural buildings. The proceeds generated from tourists has positively contributed towards the Gross Domestic Product (GDP) of Mali and has resulted in the creation of new employment opportunities. In 2014, Mali created approximately 73 000 jobs from heritage tourism, and it was anticipated that the job creation would increase significantly during in 2015 (Farid, 2015). Heritage tourism has become the most dominant form of tourism in terms of attractions and tourists spending. Heritage tourism attracts millions of tourists every year. Statistics show that 40% of international visits is attributed to heritage tourism in Africa. The visitation for heritage tourism has been found to be increasing by 15% each year not only in Mali but the world over (Nguyen & Cheung, 2014).

Local communities are being encouraged to treat endangered areas and the wider indigenous heritage as opportunities for new economic and social development. Heritage stayed absent from the mainstream on sustainable development debate notwithstanding its critical importance to societies and the wide acknowledgment of its great potential to contribute to social, economic and environmental goals. It is interesting to note that heritage is increasingly being recognised at the highest level together with the quality of the natural heritage within an area indirectly giving rise to economic opportunities (Hill & Woodland, 2002). Resoundingly, many may dispute that it is natural heritage and amenity values that are now the main attributes of the comparative advantage of rural areas and their development opportunities. Heritage is generally being viewed as a source and symbol of identity, and it is also helping in fashioning individual, community and national identity. Developing and developed nations have opportunities for national unity and global recognition through heritage sites. Heritage tourism has been seen to be empowering local communities, as seen in what is happening in Hue, the former capital of Vietnam (Engelhardt, 2005). Heritage conservation revitalises growth poles through renovation, restoration, and reconstruction of historic buildings. Heritage creates pride in communities and provides self-confidence, which may result in more local efforts to protect the cultural past.

Local economic development

Local Economic Development (LED) is a progression in which a community manages existing resources and institutes partnerships to create new jobs and boost regional economic growth (Kuncoro, Otonomi, & Daerah, 2004). Every effort skewed towards economic development witnesses the expansion of the quantity and types of employment possibilities available to the society. Early economic development within communities in general, and in the agricultural sector in particular, should be placed in its definite locus as a very important, dynamic, and even conclusive element in the overall development strategy.

Local Economic Development is an approach to local development that focuses on local economic transformation to respond to opportunities and threats existing in local and national economies (Bartik et al., 2003). Local economies are shaped globally by policies and processes that are designed at international, national, subnational and local levels, and comprise complex forces and processes such as globalisation, urbanisation, migration, global and national production systems and trade. These forces create opportunities and threats to neighbourhoods which call for intervention through formulating plans and projects both at national and local governments seeking to create and stimulate local and national development (Trah, 2004).

The requirement for local economic development rises out of the developing challenge that economic development does not happen everywhere at the same time, but happens haphazardly and asymmetrically across economic space, landscape, and social groups, creating major challenges in terms of satisfying the needs of the citizens in terms of employment opportunities, wealth creation and services particularly for disadvantaged and marginalised groups. This forms the basis of regional development theory and planning (Trah, 2004).

In terms of precise deliverables, local economic development (LED) approaches seek to grow local economies (raising local GDP's and standards of living), improve local employment levels, attract both local and international investment, preserve and grow existing industries, and link them to global value chains (Helmsing & Egziabher, 2005). LED is territorial and is bound by local jurisdictions (local authority, districts, municipalities, regions), who adopt it through their local powers and jurisdictions to address need, inequality, and opportunity and unlock potential (Helmsing & Egziabher, 2005). Helmsing & Egziabher (2005) posits that LED is a process fostering partnership to manage existing resources, creating jobs and stimulating the economy. Nancey & Blakely (2013) in his classic work identifies LED as a process which brings local governments and other key stakeholders to work together in their localities to stimulate and maintain business activity to stimulate local employment.

The drive for local economic development is meant to enhance the economic capacity of a local area in a bid to improve its economic future and the quality of life for all. LED is a process by which the public sector, business community, and development partners work together to create better conditions for economic growth and employment generation. The outright development of a community today depends upon its ability to acclimatise to the dynamic local, national, and international market economy. Strategically an inclusive local economic development plan will increasingly be used by communities in strengthen the local economic capacity of an area, improve the investment climate, and increase the output and competitiveness of local industries, entrepreneurs, and workers. The ability of a community to improve its quality of life, create new economic opportunities and fight poverty depends upon it being able to understand the processes of LED, and act strategically in the changing and increasingly competitive market economy. Local economic development is key and central in guiding territorial development by local governments. Local economic development is a process which brings together different development partners in a designated local area to work together, to harness resources for sustainable economic growth. Local economic development is progressively being perceived as a key function of local government and a means of ensuring that local authorities can address the priority needs of local residents in a sustainable way.

Government efforts in promoting local economic development in Zimbabwe

Local authorities in the twenty-first century have been converted into epicentres for developmental programmes. This implies that local authorities are now required to go beyond the basics of just service delivery. The Republic of Zimbabwe's vision of being a developmental state focusing on development both at local and national level has placed local authorities to be primary actors of local economic integration. This situation compels local authorities to develop their own local economic development policies towards the promotion of the social well-being, growth and economic prosperity of local communities. Zimbabwe has fully conceptualised the concept of Local Economic Development as a government through development partners such as Commonwealth Local Government Forum (CLGF) in a bid to reinforce the economic base and ties of the local economy.

Priming local authorities in promoting local economic development through heritage entrepreneurship

Local Economic Development has never been considered as land-use planning, nor was it taken as a sectorial approach (Blakely & Bradshaw, 2013). Keeble (1969) enthuses that LED at inception was viewed as a way of responding to industrial cities growth such as Manchester in England and acting as a guide in addressing the cities' problems. Goodman (1972) echoed the same sentiments with Keeble (1969) when he further enunciated that planning for LED in early industrial cities was premised with eliminating the impact of the communist economy approach that led to congestion, underdevelopment, and unbalanced development. The industrialisation period distorted cities to the extent that poverty, ill health and overcrowding became prominent features.

Being in harmony with Keeble (1969) LED frameworks were concerned with creating spatial relationships between rural and urban centres that were conducive for compact development and the improvement of the local economy. LED was aimed at establishing guidelines which provided regulations for economic planning through designation of economic zones to act as insurance against unemployment and also to eliminate regional economic imbalances by creating environments conducive for business development in the periphery areas. Our world today is predominantly urbanised. Cities can be prime driving forces of development and innovation, yet the prosperity generated by cities has not been equitably shared, and a significant proportion of the urban residents remains without access to adequate infrastructure and the services that cities proffer as noted by (Ki-moon, 2013).

Cities have become epicentres for innovation and diffusion thus resultantly facilitating widespread modernisation. LED therefore has the prime purpose of mobilising the local economic potential by bringing innovation to all its growth dimensions that is infrastructure, small and medium enterprises skills development and growth, attracting foreign direct investment, fostering territorial competitiveness and also strengthening local institutions. It is evident that urban areas in most developing countries are concentrated mostly with the unemployed, there is need for LED so that there is no decline in welfare and quality of life for residents. Nel (1997) further elucidates that the high concentration of persons in cities implies that proper approach to growth can enhance the wide spread of benefits of economic development. Harris (1992) also observed that most third world economies have not been able to grow in tandem with labour force growth. The structures of these economies have become so dynamic, requiring new innovations for new economic roles especially in mega

cities hence the need for policy initiatives to stimulate greater urban job creation (Kasarda & Parnell, 1993).

Opportunities and challenges of heritage entrepreneurship in Zimbabwe

Administrations worldwide are encountering new opportunities and threats triggered by several mutative forces, chief among them technological disruption, fluctuating economies and demographical changes (Toma et al. 2014). Entrepreneurship has increasingly been considered from the public perspective as well as the academia and adopted in an effort to tackle the changing forces (Castano et al., 2015; Toma et al. 2014). It may positively have influence on economic growth due to the entrepreneurial activities it causes. It is prudent to reflect the increasing interest shown by the academia in entrepreneurship (Acs et al., 2013; Audretsch et al., 2006; Caree et al., 2007; Naudé, 2010; Shane & Ventakaram, 2000). Similarly, entrepreneurship is important in the development and growth of the economy of the country. Entrepreneurship is very important as it ensures that a country's economy remains industrialised.

The role and importance of entrepreneurship development in several countries globally is quite significant. Many academics and administrations have submitted that entrepreneurship can be a solution to economic transformation, empowerment and poverty alleviation, especially in developing countries like Zimbabwe. Its role in economic development through employment creation has become a priority for many republics. For the past decades many countries in developed and developing countries have shifted their policies from being directed towards a managed economy to an entrepreneurial economy.

The majority of countries worldwide have established programmes to support entrepreneurial activities within their communities. Entrepreneurial activity in developing countries, especially in Africa, are yet to realise economic benefits similar to those in developed countries, regardless of the fact that the number of start-up enterprises and entrepreneurs continue to grow (Mutezo, 2005). It is regrettable that many entrepreneurs continue to struggle to endure the challenges and risks associated with entrepreneurial programmes because of lack of financial support. Entrepreneurs have brilliant products and better services, but without enough resources and support it has been difficult to make it in the broad business operations.

Job creation that is particularly skewed on promoting the entrepreneurial sector becomes important with the high levels of unemployment within the formal sector in Zimbabwe. The informal sector is currently the country's largest employer as the economy is failing to absorb many job seekers into formal employment. For the past two decades, over two million people have been making their living in the informal sector (Mutezo, 2005). Hundreds of job seekers come out of Zimbabwe's schools, colleges or universities each year with a little or no chance of securing employment in the formal sector.

Entrepreneurship thinking, focus and actioning needs to be nurtured, promoted and supported. It is important to have an inclusive and comprehensive national entrepreneurial policy which is extensively communicated so as to encourage people to venture into new innovations and creations. On the contrary, very few people in Zimbabwe know about entrepreneurs in the class of Roger Boka, Paul Mukondo, Strive Masiyiwa, Shingai Mutasa, Lovemore Mukono, Mutumwa Mawere, Sam Levy, Trevor Ncube, and Shingi Munyeza,

among others, as nothing much is said about them and the positive contribution that they have made towards the economy through a generation of employment, coming up with new products and improved services as well as contributing towards the GDP of the country. Other disciplines are equally important in building national economies, but they need to be supported by a well-functioning economy anchored by entrepreneurs' products and services. The study sought to explore how heritage entrepreneurship could be used as local economic development strategy in the districts of Beitbridge, Chipinge and Chiredzi. The study explored how heritage attractions found in the study areas can be used to catalyse the local economy.

The specific objectives of the study were as follows, in line with the aim of the study:

- i To examine the influence of wildlife conservation on local economic development in Zimbabwe.
- ii To understand the effects of tourism on local economic development in Zimbabwe.
- iii To determine the role of institutional and legislative frameworks in local economic development in Zimbabwe.
- iv To establish the influence of community participation on local economic development in Zimbabwe
- v To ascertain the effects of socio-political process on local economic development in Zimbabwe.

Research Methodology

Study area and historical background

The study focused on the districts of Beitbridge, Chipinge and Chiredzi, as these three are the only districts bordering Gonarezhou National Park in the Southern Lowveld of Zimbabwe. The study site is located between longitude 29°E-33°E and between latitude 20°S-22.5°S and lies within a savannah landscape. The area is located in the South and Southeast of Zimbabwe. The Great Limpopo Trans frontier Park is home to more than 850 various animal species and 2 000 plant species and is one of the first formally established peace parks in Southern Africa. This 35 000 km² park links the Limpopo National Park in Mozambique, the Kruger National Park in South Africa, and the Gonarezhou National Park in Zimbabwe.

The Great Limpopo Transfrontier Park also links the Sengwe communal land in Zimbabwe and the Makuleke region in South Africa, which lies between the Kruger and Gonarezhou Parks. The larger Great Limpopo Trans Frontier Conservation Area (TFCA), measuring almost 100 000 km², includes the Banhine and Zinave National Parks, the Massingir and Corumana areas and interlinking regions in Mozambique, as well as various privately and state-owned conservation areas in South Africa and Zimbabwe bordering the trans frontier park.

Figure 1 shows the location of the study site in Zimbabwe. The three study districts fall under agroecological regions IV and V which have low agricultural yield potential. The study area is of conservation importance since it is part and parcel of the Great Limpopo Transfrontier Park.

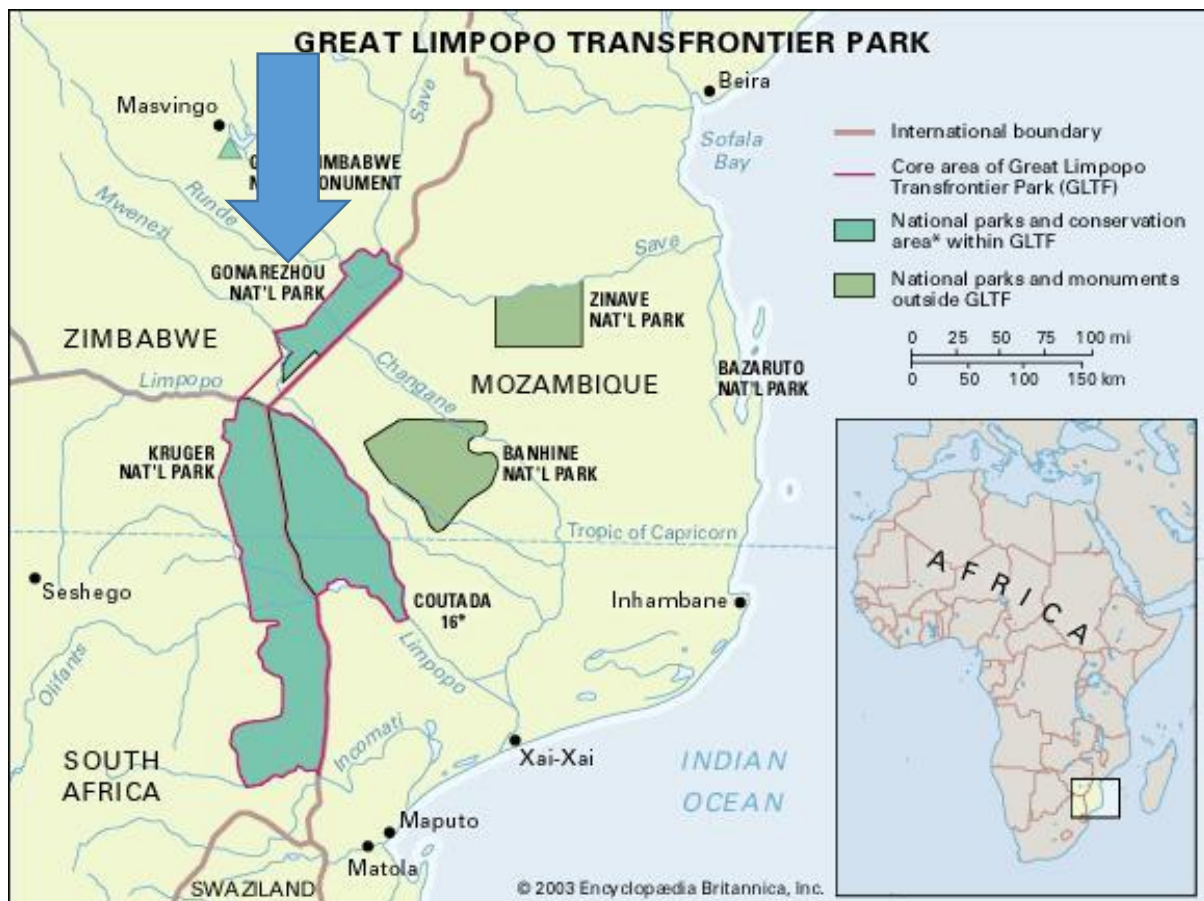


Figure 1: Conservation sampled areas of GLTFP: Chipinge, Chiredzi and Beitbridge districts of Southern Zimbabwe

Source: 2003 encyclopaedia Britannica

Research Design

The study adopted a descriptive research design on the basis of the principal research question, which reads: 'How can heritage entrepreneurship be used as a strategy for the local economic development in the districts of Beitbridge, Chipinge and Chiredzi in Zimbabwe'. Since this question required the respondents to express their views on the chosen topic, the study used qualitative mode of enquiry during collection, analysis, and interpretation of data. The local authority officials, heritage tourism destinations personnel, community leaders, businesspeople, and households were the target population of the study. They were used as relevant informants from whom reliable data was obtained. Within this framework, population can be construed as a pool of cases or elements from which a sample is drawn (Neuman, 2003). Having realised the impossibility of including the entire population in the study, coupled with other critical considerations, such as financial constraints and timelines, a sample of 360 respondents was drawn to represent the entire population comprising of 310 communities, 32 local government officials, 15 entrepreneurs and three district development coordinators.

Survey questionnaires comprised of unstructured and semi-structured questions that were used to collect primary data from the relevant respondents, while discussions and policy documents, scholarly journals, thesis and internet sources were used to collect secondary data. The typology of questions contained in survey questionnaires enabled respondents to provide responses and further elucidate on their responses by stating why things were as they

said. In other words, it provided the respondents with an opportunity to forthrightly express their concerns pertaining to their own circumstances. The data was analysed by means of content analysis. This was done by selecting the implicit meanings embedded in the responses in order to establish the respondents' in-depth and own understanding and interpretation of the phenomenon under investigation.

The successive parts of the data were classified in accordance with their categories in order to generate themes and/or sub-themes for the purpose of interpreting the results against the primary research question. Content analysis was chosen on the basis that it was a systematic method which was flexible to minimise large quantities of data and suitably analyse qualitative responses to unstructured open-ended interview questions. During the interpretation of data, the study focused on fundamental areas that determined the formulation of the questions and objectives of the study. This was done to generate meanings from the qualitative results. The study compared the results with the reviewed literature to determine whether the latter corroborates or refutes the former. Thereafter, inferences were drawn against the research question. In this manner, the interpretation of data served as an important aspect in drawing inferences from the findings of the study (Verma & Verma, 2006).

Results and Discussion

It was observed that heritage sites were poles of economic development and growth as a result of local economic development and investment initiatives and other related community development initiatives. Heritage sites are engines of economic transformation as communities were economically transformed through formal employment, dividends, natural resource utilisation and education. Communities now own tourism business units ranging from accommodation facilities, curio shops and restaurants. In a similar perspective, developing countries that are characterised by rich heritage resources need not only rely on governments for their local economic development initiatives but should stimulate the regional and local economies by developing sustainable heritage entrepreneurship skills and initiatives. With this in mind, the respondents were canvassed for their views on the economic potential of heritage resources and the collected data was regressed using multinomial logistic regression (Table 1).

Table 1: Multinomial Logistic Regression: Heritage Entrepreneurship and Economic Development

Number of Observation				301
LR Chi2 (5)				
Prob >Chi2				0.0000
Pseudo R2				0,07431
Log Likelihood Ratio				-981.6732
Economic Development	<i>Reference</i>	RRR	Z-Stat	P> z
Model 1 (Employment Creation)				
Heritage Entrepreneurship (HeriEntr):	<i>Reference</i>			
1				
2		2.27	2.68**	0.007
3		2.84	3.05***	0.002

Tourism 0	(Tour):		0.8906	0.01	0.989
1			0.0910	2.76**	0.006
2			0.5136	-1.25	0.211
3		<i>Reference</i>			
4			0.1426	3.86***	0.000
Community Participation 0	(ComPart):	<i>Reference</i>			
1			0.925	-0.26	0.794
Institutional Legislation 1	(InstLeg):		0.3304	-2.79**	0.005
2		<i>Reference</i>			
Sociopolitical Factors 0	(SocioPol):		3.7105	2.05*	0.041
1		<i>Reference</i>			
2			6.2272	4.36***	0.000
Constant			0.0211	-2.85**	0.004
Economic Development					
Model 2 (Wealth Creation)					
Heritage Entrepreneurship 1	(HeriEntr):	<i>Reference</i>			
2			1.32	3.63***	0.000
3			0.3845	0.57	0.568
Tourism 0	(Tour):		0.9821	0.00	1.000
1			12.5071	2.13*	0.033
2			0.5081	-0.80	4.223
3		<i>Reference</i>			
4			3.9364	3.15**	0.002
Community Participation 0	(ComPart):	<i>Reference</i>			
1			3.531	3.43***	0.001
Institutional Legislation 1	(InstLeg):		1.8611	-1.78*	0.076

1				
2	<i>Reference</i>			
Sociopolitical Factors (SocioPol): 0		0.423	-0.77	0.444
1	<i>Reference</i>			
2		1.822	-2.08*	0.038
Constant		0.8692	-2.23	0.026
Economic Development				
Model 3 (Modernization)				
Heritage Entrepreneurship (HeriEntr): 1	<i>Reference</i>			
2		1.409	-3.01**	0.003
3		1.5021	2.42**	0.016
Tourism (Tour): 0		0.8301	0.01	0.989
1		5.006	1.37	0.171
2		0.7003	-0.66	0.512
4		2.0451	1.66*	0.096
Community Participation (ComPart): 0	<i>Reference</i>			
1		0.06229	1.79*	0.073
Institutional Legislation (InstLeg): 1		1.3027	-0.62	0.536
2	<i>Reference</i>			
Sociopolitical Factors (SocioPol): 0		2.6758	1.37	0.171
1	<i>Reference</i>			
2		5.4480	5.63***	0.000
Constant		0.0913	-2.76**	0.006
Economic Development				
Model 4 (Infrastructure Development)				
Heritage Entrepreneurship (HeriEntr): 1	<i>Reference</i>			
		1.2734	-2.80**	0.005

2				
3		0.2234	5.63***	0.000
Tourism (Tour): 0		0.8301	0.01	0.989
1		5.0056	1.37	0.171
2		0.7003	-0.66	0.512
3	<i>Reference</i>			
4		1.3821	2.05*	0.041
Community Participation (ComPart): 0	<i>Reference</i>			
1		1.9334	1.87*	0.061
Institutional Legislation (InstLeg): 1		0.2978	-3.29***	0.001
2	<i>Reference</i>			
Sociopolitical Factors (SocioPol): 0		0.7235	-0.43	0.669
1	<i>Reference</i>			
2		2.4399	-2.25*	0.024
Constant		1.8611	-1.78*	0.076
Base Outcome 5 (Industrialization)				

Results from fieldwork 2022 (***, ** and * significance at 1%, 5% & 10% level of significance respectively)

Wildlife conservation entrepreneurship

The RRR of the respondents who are not sure (maybe) that wildlife conservation entrepreneurship promotes Local economic Development through Infrastructure Development (relative to Industrialisation) is 1.2734 times of those who said yes. As Wildlife Conservation Entrepreneurship increases, more infrastructure developments will be developed than Industrialisation since 1.2734 is greater than one (1).

The RRR for the respondents who are not in agreement (no) that Wildlife Conservation Entrepreneurship promotes Local economic Development through Infrastructure Development (relative to Industrialisation) is 0.2234 times of those who said yes. However, as Wildlife Conservation Entrepreneurship improves (increases), infrastructure development will be decreasing (relative to Industrialisation). Therefore, Wildlife Conservation Entrepreneurship is positively related to Industrialisation.

Category number 3 has (3) *** having 'Z' that is 5.63 and probability 0.000 and 5.63 is positive supporting the view of a positive relationship between Wildlife Conservation Entrepreneurship and Infrastructure Development. Stars represents a significant outcome, so we say the results represents that wildlife conservation entrepreneurship is positively related to infrastructure development meaning that as more and more wildlife conservation entrepreneurship is promoted it means more and more infrastructure development will be developed at 1% level of significance.

Tourism

The RRR of the respondents who strongly agreed that tourism promotes local economic development through infrastructure development (relative to industrialisation) is 0.8031 times that of those who disagree that tourism promotes infrastructure development. However, as tourism improves (increases), infrastructure development will be decreasing (relative to industrialisation). Therefore, tourism is positively related to industrialisation.

The RRR of the respondents who agree that tourism promote local economic development through infrastructure development (relative to industrialisation) is 5.006 times that of those who disagree that tourism promotes infrastructure development. The increase in tourism means more infrastructure developments will be created than industrialisation since 5.006 is greater than one (1).

The RRR of the respondents who neither agree nor disagree that tourism promotes local economic development through infrastructure development (relative to industrialisation) is 0.7003 times that of those who disagree that tourism promotes infrastructure development. However, as tourism improves (increases), infrastructure development will be decreasing relative to Industrialisation. Therefore, tourism is positively related to Industrialisation.

The RRR of the respondents who strongly disagree that tourism promotes local economic development through infrastructure development (relative to industrialisation) is 1.3821 times that of those who disagree that tourism promotes infrastructure development. An increase in tourism means more infrastructure developments will be created than industrialisation since 1.3821 is greater than one (1).

Category number 4 has (1) * having 'Z' that is 2.05 and probability 0.041 and 2.05 is positive supporting the view of a positive relationship between tourism and infrastructure development. Stars represents the outcome is significant, so we say the results represents that tourism is positively related to infrastructure development meaning that as more and more tourism is promoted, more and more infrastructure developments will be created at 10% level of significance.

Community Participation

The RRR of the respondents who agree that community participation promotes local economic development through infrastructure development (relative to industrialisation) is 1.9334 times that of those who strongly agree that community participation promotes infrastructure development. As community participation increases, more infrastructure developments will be created than Industrialisation since 1.9334 is greater than one (1).

Category number 1 has (1) * having 'Z' that is 1.87 and probability 0.061 and 1.87 is positive supporting the view of a positive relationship between community participation and infrastructure development. Stars represents that the outcome is significant, so we say the results represents that community participation is positively related to infrastructure development meaning that as more and more community participation is promoted it means more and more infrastructure developments will be created at 10% level of significance.

Institutional Legislation Framework

The RRR of the respondents who strongly agree that institutional legislation framework promotes local economic development through infrastructure development (relative to industrialisation) is 0.2978 times than that of those who agree that institutional legislation framework promotes infrastructure development. However as institutional legislation framework improves (increases), infrastructure development will be decreasing relative to industrialisation. Therefore, institutional legislation framework is positively related to industrialisation.

Socio Political Processes

The RRR of the respondents who strongly agree that socio political process promotes local economic development through infrastructure development (relative to industrialisation) is 0.2735 times of those who agree. However, as socio political process improves (increases), infrastructure development will be decreasing relative to industrialisation. Therefore, socio political process is positively related to industrialisation.

The RRR of the respondents who neither agree nor disagree that socio political process promotes local economic development through infrastructure development (relative to industrialisation) is 2.4399 times of those who agree. As socio political process increases, infrastructure development will be created than industrialisation since 2.4399 is greater than one (1).

Heritage entrepreneurship generally promotes local economic development. It is evident from the study results that the promotion of heritage entrepreneurship will lead into the promotion of local economic development. The results show that local economic development is promoted through heritage entrepreneurship. Heritage entrepreneurship is so significant in all the results. Based on the results heritage entrepreneurship significance is dominating and greater than one and it is evident that promotion of heritage entrepreneurship causes promotion of local economic development. Hence, the study concluded that heritage entrepreneurship promotes local economic development in Zimbabwe.

From the interviews it is evident that conservation and wildlife management can bring about significant and even major improvement in the lives of rural poor, bringing in more funds and resources than traditional subsistence lifestyles provided. From the interviews it is evident that nature-based tourism, including photographic and hunting safaris as well as game ranching, can provide substantially more jobs and income at both national and local level than subsistence cropping or traditional cattle raising especially on marginal land. Although tourism opportunities could never be enough to satisfy the needs of each and every neighbouring individual, it is evident that TFCAs would add value by attracting more tourists, explore additional market access and outlets, and create new opportunities for larger

ecosystem-based management areas, including exclusive hunting areas and game ranching in the neighbourhood.

Conclusion

The findings of the study demonstrated that heritage entrepreneurship was motivated by the existence of heritage resources attributed as tourism destinations. The study established that co-management of heritage resources has exacerbated community members in sustaining heritage sites and also have influence in entrepreneurial initiatives towards heritage entrepreneurship development of the study districts. It was found that heritage entrepreneurship in the study areas is an opportunity for communities participating in local economic development initiatives resulting in employment creation, income sustainability, wealth creation and industrialisation. In view of these findings, the study is convinced that heritage entrepreneurship and tourism contribute towards the local economic development and investment promotion in the districts of Beitbridge, Chipinge and Chiredzi.

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