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Zambezia (1986), XIII (i).

THE NATIONAL SURVEY OF OUTDOOR RECREATION IN ZIMBABWE

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DURING 1983, THE Ministry of Natural Resources and Tourism, through the Department of National Parks and Wild Life Management, approached the University of Zimbabwe with the request that a survey be undertaken to establish the current use of outdoor recreational areas in Zimbabwe, as well as the possible future demands upon those areas, in order to facilitate rational forward planning of the Parks and Wild Life Estate and other areas of outdoor recreation. This article discusses the background to the research project, the methodology utilized and the problems arising when research of this nature is undertaken in a developing country.

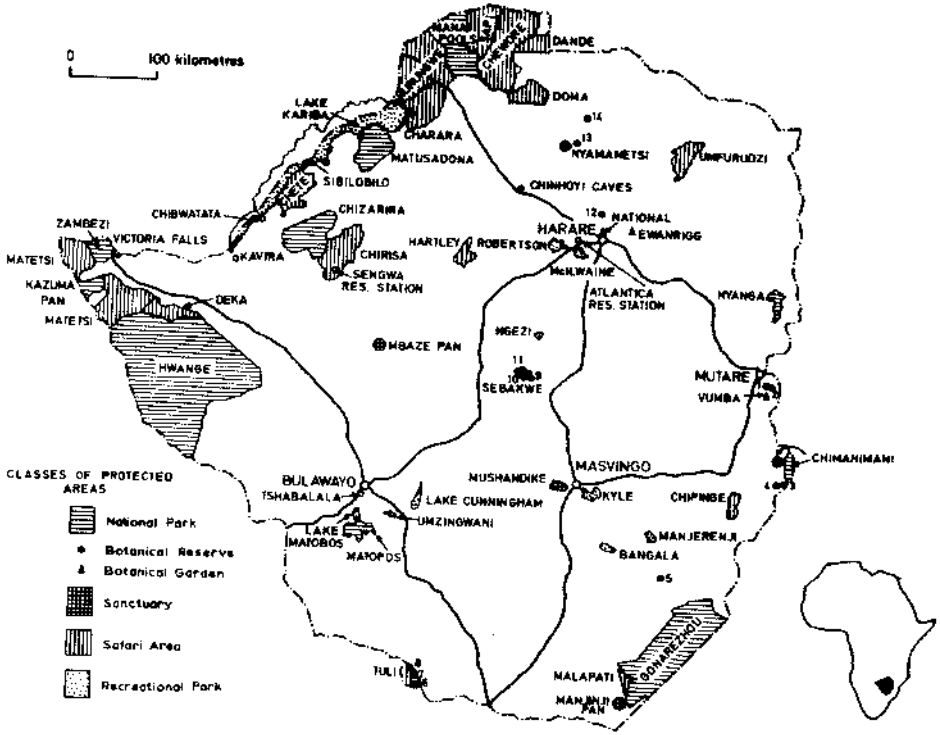
THE PARKS AND WILD LIFE ESTATE

The Parks and Wild Life Estate manages approximately 12.5 per cent of Zimbabwe's land, and most of this comprises areas of outdoor recreation of one sort or another. Associated with these areas, and frequently adjacent to them, are major commercial tourist enterprises such as those at Victoria Falls and Kariba. It is, therefore, difficult to separate 'tourist areas' from the Parks and Wild Life Estate. Figure 1 indicates the main categories of outdoor recreational area within the Parks and Wild Life Estate, each with its different characteristics, while Table I lists the places falling within each category.

National Parks: Eleven National Parks, comprising approximately 2,700,000 ha., are located largely in peripheral areas of the country. National Parks are highly protected natural ecosystems, where there is minimal interference with natural processes. They offer controlled recreational opportunities and amenities for visitors, within the framework of the overall protection of all flora and fauna.

Safari Areas: These are protected areas in which recreational hunting, non-hunting safaris, hiking and other forms of recreational activity are permitted. Activities allowed vary from area to area, depending on circumstances, and some facilities may be offered to groups or individuals on short-term concessions of up to five years. Management aims are similar to those of National Parks, except that there is more freedom of action. There are sixteen safari areas (comprising approximately 1,900,000 ha.), again largely located in the periphery of the country. Some of these safari areas may eventually be upgraded to National Park status.

Figure 1: PARKS AND WILD LIFE ESTATES OF ZIMBABWE (1984)



Source: Department of National Parks and Wild Life Management, Zimbabwe (*pers. comm.*)

Table I

THE ZIMBABWE PARKS AND WILD LIFE ESTATE

National Parks	*Area (ha.)*	*Safari Areas*	*Area (ha.)*	*Recreational Parks*	*Area (ha.)*	*Sanctuaries*	*Area (ha.)*	*Botanical Reserves & Gardens*	*Area (ha.)*
Chimanimani	17,110	Charara	169,200	Bangala	2,700	Chimanimani Eland	1,800	1. Bunga	495
Chizarira	191,000	Chete	108,100	Chibwatata	6	Manjinji Pan	300	2. Vumba	42
Gonarezhou	505,300	Chewore	339,000	Chinhoyi Caves	120	Mbaze Pan	40	3. Haroni	20
Hwange	1,465,100	Chipinge	26,100	Kavira	50	Mushandike	12,900	4. Rusitu	150
Kazuma Pan	31,300	Chirisa	171,300	Kyle	16,900	Nyamanetsi	2,480	5. Chisekera	5
Mana Pools	219,600	Dande	52,300	Lake Cunningham*	4,172	Tshabalala	1,100	6. South Camp	26
Matopos	42,000	Deka	51,000	Lake Kariba*	287,200			7. Tolo River	44
Matusadona	140,700	Doma	94,500	Lake Matobos*	2,900			8. Pioneer	38
Nyanga	33,000	Hartley	44,500	Lake Robertson*	11,200			9. Sebakwe I	60
Victoria Falls A	1,904	Hurungwe	289,400	Manjirenji	3,400			10. Sebakwe II	165
Victoria Falls B	436	Matetsi	295,500	Ngezi	5,800			11. Sebakwe III	53
Zambezi	56,010	Malapati	15,400	Robert McIlwaine	6,180			12. Mazoe A	43
		Sapi	118,000	Sebakwe	290			Mazoe B	3
		Sibilobilo A	2,270	Umzingwane	1,200			13. Mawarc	34
		Sibilobilo B	2,130					14. Tingwa	290
		Tuli	41,600					Ewanrigg (garden)	286
		Umfurudzi	76,000					National Botanic (garden)	67
								Vumba (garden)	200
TOTAL	2,703,460		1,896,300		342,118		18,620		2,021

*Includes land and water

Source: Department of National Parks and Wild Life Management (*pers. comm.*)

Recreational Parks: These are generally associated with larger dams, especially those near major urban centres. Natural features and the rural atmosphere are preserved and protected but a wider range of outdoor and recreational activities is allowed than is possible in the National Parks and safari areas. At present, there are fourteen recreational parks in Zimbabwe.

Sanctuaries: These have been created for the protection of individual animals, birds or species of plants or biotic communities, and have similar objectives to those of National Parks. Some sanctuaries are managed for educational or other specific purposes.

Botanical Reserves: These are similar to sanctuaries and have been created to protect particular plant communities.

Botanical Gardens: These are managed gardens, propagating mainly Zimbabwean species or particular groups of plants. There are eighteen Botanical Reserves and Gardens in Zimbabwe at present.

These six different categories of land in the Parks and Wild Life Estate, together with associated hotels and other commercial operations, comprise the bulk of the outdoor recreational areas available to holiday-makers in Zimbabwe.

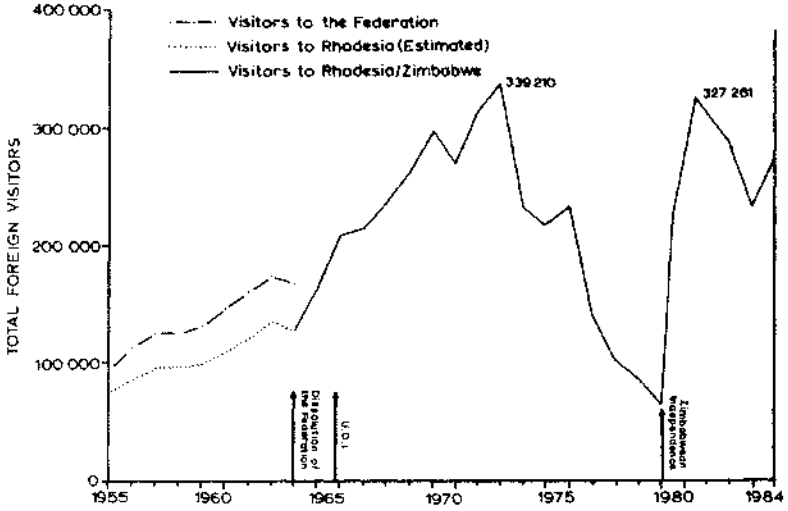
THE DEVELOPMENT OF THE TOURIST INDUSTRY IN ZIMBABWE

Until the end of the Second World War, the tourist industry grew very slowly and what development there was was largely in the hands of local individual entrepreneurs. Small, rather primitive hotels catered for the local White community and a limited number of South African visitors. Even at Victoria Falls, the premier tourist attraction of the country, the Victoria Falls Hotel remained the only accommodation for visitors, apart from a rest camp with huts.

The 1950s saw the development of rather smarter hotels in areas of scenic attraction and tourist potential, but these hotels were still largely the result of individual enterprise. The years of the Federation coincided with a world-wide increase in tourism and the growth of relatively cheap foreign package tours. Increased affluence and leisure time in the developed countries and the rapid increase in air passenger services meant that Africa (and Zimbabwe) benefited from a gradually increasing number of West European and North American visitors as well as a rising tide of South Africans. Lake Kariba was built, creating a new tourist venue, and hotels were developed both on the lake-shore and in other tourist areas. Local commercial companies became involved in the hotel industry and small hotel chains were established. Figure 2 indicates the increasing numbers of foreign visitors to Zimbabwe from 1955 onward.

The 1970s saw a change in the nature of tourism in Zimbabwe. After UDI there was an initial drop-off in foreign visitors, apart from the ever-present South Africans, but this soon picked up again. In addition, with Mozambican

Figure 2: ZIMBABWE: FOREIGN VISITORS, 1955–1984



Source: Tourist Development Corporation, Zimbabwe (*pers. comm.*)

independence, local tourists lost their access to the traditional cheap holiday resort of Beira. Currency restrictions also affected the customary holidays on the South African coast so that an increasing number of local people spent at least some of their holidays within the country. By 1972, tourism, both internal and foreign, had reached its highest recorded levels in Zimbabwe. This period, too, saw the appearance of the first international hotel group, the Southern Sun group. Hotels were acquired from individuals or small companies, and new hotels were built. However, as the war increased in intensity, foreign tourism dropped rapidly and even the South African market fell away. Many recreational areas were closed for security reasons and the local visitor trade also dropped significantly. Several hotels closed down and others struggled along, barely covering costs, or even running at a loss.

After Independence in 1980, it appeared that the tourist industry would grow rapidly. There was an influx of foreign tourists and even some of the South African market returned. The years 1980 and 1981 saw a reopening of hotels and of recreational areas which had been closed during the war, and there was a rising feeling of optimism within the tourist industry. This was to be short-lived. The appalling incidents in 1982, when foreign tourists lost their lives, meant that the

overseas tourist market collapsed. Zimbabwe had the image of a dangerous country to visit. The local White population, which had for so long formed the backbone of the tourist industry, was affected by large-scale emigration, and their place was not taken by the burgeoning Black middle- and high-income groups.

By the beginning of 1983, when the research project was commissioned, hotel bed-occupancy was running at 28–35 per cent, which was markedly less than break-even point, and the National Parks and Wild Life Estate's tourist accommodation was also affected, although not quite so severely. The year 1983 was generally very poor for tourism, but the industry picked up slowly during 1984 and 1985, with increased numbers of foreign tourists visiting Zimbabwe. Although some hotels are still closed, the Holiday Inn group have opened their second hotel, in Harare, and the Sheraton organization has also entered the field — so it appears that the era of international hotel chains has begun in Zimbabwe.

THE PROBLEMS

The Tourist Industry

The problems facing the tourist industry at the present time are three-fold:

The uncertainty of foreign tourism: Foreign tourism is highly sensitive. One or two unfortunate incidents, or adverse publicity, and the foreign tourist industry collapses. It may take years to recover, and requires a considerable investment by the host country in promotion schemes. For Zimbabwe's recreational areas to remain viable, they need to be based upon a steady local demand which provides the economic base of the industry, while the foreign tourists provide the profits.

The falling numbers of local tourists since 1980: Zimbabwe's local tourist market has been halved by the emigration of large numbers from the White community, and the fact that Black Zimbabweans, by and large, do not utilize the recreational areas for holidays. There are two schools of thought about the reasons for this:

(1) The first school of thought maintains that this is a simple factor of history and economics and that with the passing of time Black Zimbabweans will become more affluent, have increased leisure time and become more aware of what the recreational areas have to offer, and so will begin to take holidays in these areas in increasing numbers. This would replicate the experience of the developed countries where, until within the last 100 years, holidays were confined largely to the well-to-do. It is only since the Second World War that the idea of an annual holiday away from home has become common-place for even lower paid workers in Western Europe.

(2) The second school of thought maintains that cultural differences will prevent a replication of the Western experience in Zimbabwe — that urban Black Zimbabweans still have strong economic, emotional and cultural ties with communal or other rural areas and will, by and large, continue to maintain these ties and spend holiday periods with rural family members.

Furthermore, it is felt that the recreational areas were developed by White Rhodesians for White Rhodesians and do not necessarily offer what the majority of Zimbabweans want when on holiday. For example, pitching a tent and camping in a remote area appears to have little appeal, even for affluent Blacks who could afford the cost of the equipment. This divergence in opinion about the future of local tourism in Zimbabwe leads to the third problem.

The lack of information about the local market: No one really knows what are the present preferences and likely future demands of local Zimbabweans for outdoor recreation. Planning for the tourist industry, for the rest of this century and into the twenty-first century, is being undertaken in a vacuum and it is possible that expensive mistakes may be made.

The Recreational Areas

Recreational areas, too, face certain serious problems. The most immediate of these involves the conflict, which is bound to occur in a land-hungry nation, between peasant farming communities and protected areas of any nature. Problems which arise are, on the one hand, poaching, breaking down of fences, grazing animals in protected areas, and, on the other hand, wild animals destroying crops, killing livestock and harming people. Conflicts of this nature threaten the very existence of certain recreational areas.

In the long term, there will also almost certainly be a conflict between tourist demands and the preservation of the resource base. In the Victoria Falls area, for instance, existing hotel-bed capacity already provides accommodation for almost as many visitors as could be permitted in the rain forest area without causing severe environmental degradation. So the recent decline in tourist numbers has been of benefit to the rain forest, if not to the hoteliers.

For all these reasons, the Department of National Parks and Wild Life Management, the then Department of Tourism and the then Tourist Board (representing the Hotel and Restaurant Association of Zimbabwe and Air Zimbabwe) decided to commission from the University a major investigation into the use of recreational areas by Zimbabweans.

THE SURVEY

For any enterprise to be successful it must be socio-politically acceptable, economically viable and ecologically sustainable.* The aim of this research

*G. Child, 'Wild life and protected area management', in R.A. Heath (ed.), *Tourism and Tourist Areas in Zimbabwe: Papers Presented to the 1985 Conference of the Geographical Association of Zimbabwe, Lake McIlwaine, September 2–September 5, 1985* (Harare, University of Zimbabwe, Dep. of Geography for the Geographical Association of Zimbabwe, 1986), 27–51.

project was primarily to provide quantitative data to fulfil the first of these criteria in terms of the future development of the tourist industry in Zimbabwe (see Fig. 3).

It was decided that the investigation be divided into three parts. The first part attempts to determine the present patterns of, and possible future demands for, outdoor recreation among Zimbabweans. It is known as the Demand and Preference Study, and in it existing recreation patterns are being investigated in terms of the socio-economic background of the respondents; in this way it is possible to ascertain which group of people are, at present, using outdoor recreational facilities, how frequently they are using these facilities, which facilities are the most favoured at present, and the existing 'felt needs'. The study

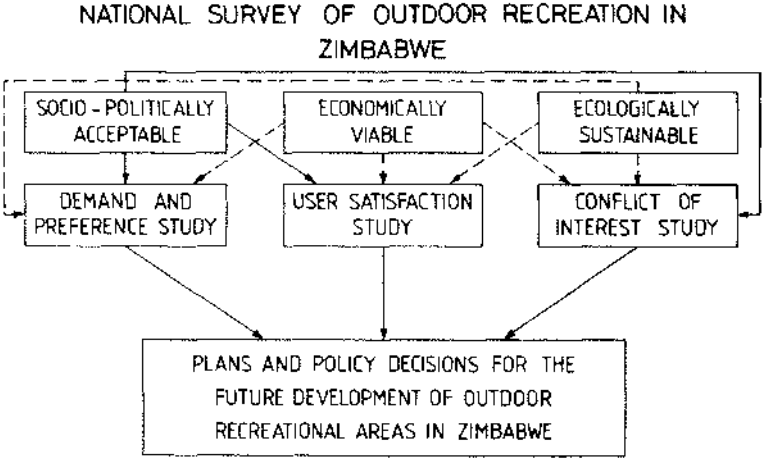


Figure 3: THE SURVEY DESIGN

also indicates which groups do not yet utilize available recreational facilities and the basic reasons for this lack of use. In addition, the study ascertains both the extent and nature of future demands upon recreational areas, in terms of the type of recreation which will be most in demand, the specific areas which are seen as most desirable, and the nature of the facilities which will have to be provided with the lessening of financial constraints upon a wider section of the Zimbabwean public.

The second part of the survey is the User Satisfaction Study which attempts to assess user satisfaction within selected recreational areas and resorts in Zimbabwe. This study will determine existing levels of satisfaction and pin-point felt needs amongst that section of the community which is already using

Zimbabwe's recreational areas. Opinions on existing facilities and accommodation are being gathered and suggestions concerning possible improvements, additions and alterations have been requested. The results will enable forward planning of existing and additional recreational facilities and areas, based on a sound knowledge of public demand.

The third part, commonly called the Conflict of Interest Study, aims to investigate the extent to which conflict of interest already exists amongst rural populations living in proximity to recreational areas, and to predict the extent of future tension and dissatisfaction which may develop. An understanding of these attitudes will enable the authorities to determine what constructive action can be taken to lessen conflict of interest and develop co-operation with the local people.

Study 1: The Demand and Preference Study

Method: It was decided that this should be a national study sampling people from all walks of life, all income groups, and from all parts of Zimbabwe. It also had to be undertaken by personal interview due to the low level of literacy in the country as a whole and the notoriously poor return rates of postal surveys. Fifteen thousand questionnaires represented a sample of 0.2 per cent of the national population, which, in view of the considerable stratification of the sample, was felt to be the smallest sample which would give statistically acceptable results.

Zimbabwe's eight provinces were utilized as initial sample areas (Fig. 4) and

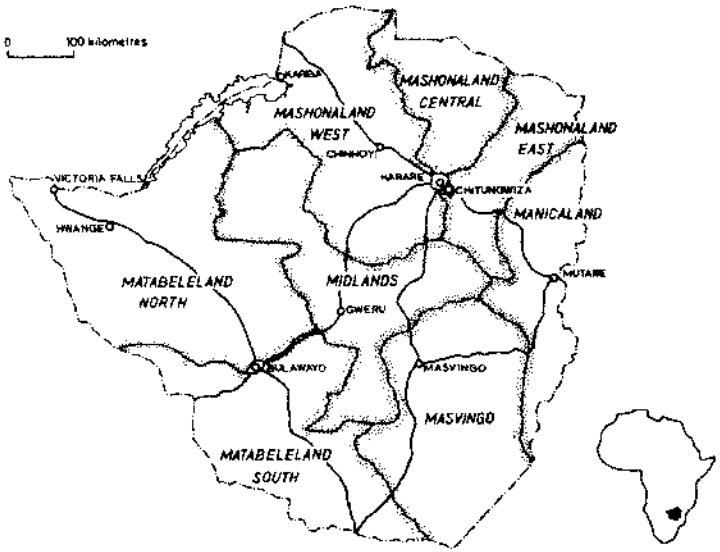


Figure 4: DEMAND AND PREFERENCE STUDY: SAMPLE AREAS

these were divided into rural and urban categories. As the vast majority of the rural population of Zimbabwe consists of peasant farmers and the demand for recreation facilities is more likely to come from urban, salaried workers, it was decided to weight the survey in favour of urban responses and allocate 7,500 questionnaires to urban areas and 7,500 to rural areas. Questionnaires were allocated on this basis to each province, in proportion to the distribution of population as determined in the 1982 census. The three major centres of Harare, Bulawayo and Chitungwiza were treated as separate areas.

Within this sample structure, people of high, medium and low income groups were interviewed as income has been assumed to be a fundamental constraint upon the nature of recreational activities. The medium income category was weighted, as it is potentially from this group that most of the future holiday-makers in Zimbabwe will be drawn. People in the high income group already largely use the recreational areas provided and would be assessed in the User Satisfaction Study. People in the low income group will probably not visit recreational areas in great numbers for some time to come. The greatest growth in future demand is likely to be among the middle income groups.

By this method, a sampling matrix of 6×8 strata was compiled for the provinces and one of 3×3 for the major centres. Within each of these sampling categories, the actual areas to be sampled were chosen randomly, and approximately 100 questionnaires were allocated to each sample area (see Table II).

The Demand and Preference Study commenced in July 1983 with the training of ten field-workers, who were to administer the questionnaires under the supervision of a field-supervisor. In August 1983 the questionnaire design and the sampling methodology were tested in Harare and the study proper commenced in September 1983. The work-plan called for the basic administration of questionnaires and data collection to be completed by the end of July 1984, but various problems arose and the last questionnaires were administered in April 1985. In the interim, coding of the completed questionnaires was undertaken and the data stored in the computer. The processing of all questionnaires was completed in September 1985 and analysis of the data has commenced. In all, there was a 97 per cent return rate on the questionnaires administered.

Problems encountered during the study: A variety of problems were encountered during the data collection exercise. Where insufficient questionnaires were returned, it was almost always because many of the farms in the commercial farming areas (particularly in Masvingo and Midlands) were no longer occupied by individual families. Either the farms were deserted, or several farms were being run by one manager. The low level of occupancy involved the team in travelling long distances between potential sample households, which was time-consuming and expensive.

Table II

DEMAND AND PREFERENCE STUDY: ALLOCATION OF QUESTIONNAIRES*

Area	*Population (1982 census)*	*Rural*			*Urban*			*Total*
		High	*Medium*	*Low*	*High*	*Medium*	*Low*	
Manicaland	1,098,836	339	678	339	85	170	85	1,696
Mashonaland Central	563,407	171	342	171	51	102	51	888
Mashonaland East	666,626	208	417	209	44	87	44	1,009
Mashonaland West	858,962	235	470	235	152	305	153	1,550
Matabeleland North	465,937	137	274	137	55	110	55	768
Matabeleland South	517,432	166	333	166	21	43	22	751
Midlands	1,091,844	297	594	297	199	397	198	1,982
Masvingo	957,920	321	643	321	73	146	73	1,577
Harare	656,011	—	—	—	631	1,261	631	2,523
Bulawayo	413,814	—	—	—	398	796	398	1,592
Chitungwiza	172,556	—	—	—	—	—	664	664
TOTAL	7,593,326	1,874	3,751	1,875	1,709	3,417	2,374	15,000

*0.2 per cent sample

In certain areas, and among certain groups of people or even individuals, the field-workers encountered suspicion or downright hostility. They had been instructed never to force the issue, and always to take 'no' for an answer, but suspicion or hostility necessitated the determination of new sample areas or new sample routes and hence more delay.

Political unrest involved a different type of hostility. During 1983 and the early part of 1984, dissident activities severely curtailed the administration of questionnaires in the rural areas of Matabeleland and the sample had to be drawn from mines or from small towns. This affected the randomness of the sample in this area. Even with these adjustments, the field-workers had to rely heavily on the protection and support of the local police.

The use of unskilled field-workers and a field-supervisor who had never undertaken work of this nature before meant that in the early stages errors were made, both in recognizing the actual sample areas on the ground and in selecting the correct category of person to be interviewed. Time was lost in correcting these errors.

Finance proved to be the most serious problem of all. Originally, funding was largely to be shared by the then Department of Tourism and the Department of National Parks and Wild Life Management, with an additional sum being provided by the University's Research Board. The Research Board funds were very quickly available. The Department of National Parks and Wild Life Management provided assistance largely in kind, in the form of field-worker salaries, and also met the costs of travel and subsistence, but the Department of Tourism ran into funding problems very early on in the study. National Parks, too, had difficulties in meeting travel and subsistence costs towards the end of 1983 and again in May–June 1984. So there was a hiatus in the data collection. Then, in July 1984, there was a substantial Government cut-back in all Ministries and the entire recreational survey came to a halt. Fortunately, USAID came to the rescue and, under their Science and Technology Programme, the American Government has provided the funds necessary to complete the project.

Study 2: The User Satisfaction Study

Target areas: Eight widely-different resort types were selected for survey after discussions with members of the Department of Tourism, the Hotel and Restaurant Association of Zimbabwe and the Department of National Parks and Wild Life Management. These resort areas are shown in Figure 5 and comprise:

Nyanga: a mountain area
Mana Pools: a game-viewing area with little development
Kariba: a lake-side resort
Hwange National Park and Safari Lodge: a popular game-viewing area
Victoria Falls: an international and world-famous resort

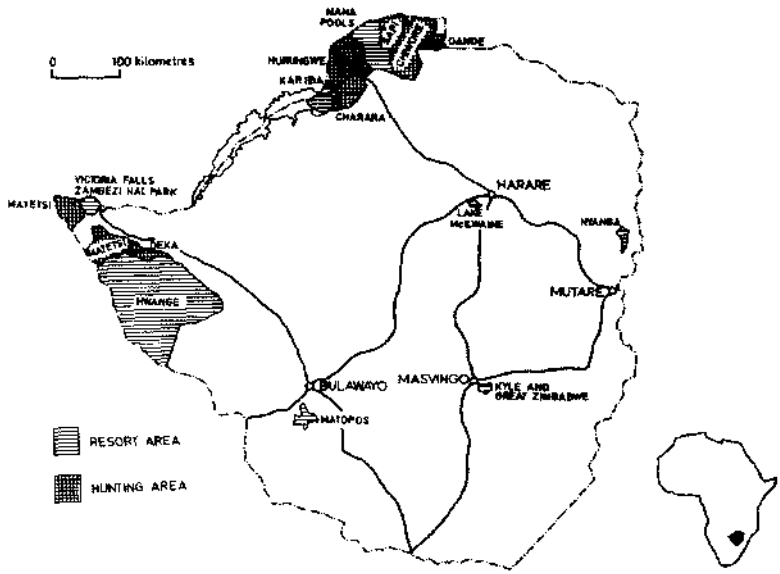


Figure 5: USER SATISFACTION STUDY: SAMPLE AREAS

Matopos: a resort close to Bulawayo
Lake McIlwaine: a resort close to Harare
Lake Kyle and Great Zimbabwe: a historical/cultural site with a lake and game-viewing area

In addition, it was decided to survey various hunting areas, such as those in the Zambezi Valley and the Matetsi area.

Method: Preliminary visits were made to the target areas during the latter half of 1983. These visits made it clear that a single questionnaire would not cater for each resort type. It was decided to draw up a general questionnaire for use in every resort, and a supplementary questionnaire for use in individual resorts. The questionnaire sought:

(1) Socio-economic data.
(2) User data, assessed in terms of: frequency of visits to the area; time period; seasonality; mode of transport; size of party; reasons for visiting the area; activities during the visit; opinion of the area; opinion of the existing facilities; type of accommodation used; and constraints on outdoor recreation.
(3) Preference data (i.e., if constraints were removed), assessed in terms of:

frequency; time period; seasonality; mode of transport; activities; facilities; type of accommodation; and amount willing to pay for accommodation and other facilities.

(4) Opinions, generally, in respect of staff and management, their efficiency, helpfulness, etc; and suggestions, comments, complaints, etc.

Five of the eight target areas have already been surveyed. In each of these five areas, a field-worker was based for about a month. In all, 350 questionnaires and 350 supplementary questionnaires were administered in each area. Of these, 300 were administered during the peak period of the August–September 1984 school holidays, and 50 were administered in the slack period before and after the school holidays. Questionnaires were divided between those accommodated in hotels and in National Parks, as applicable to each area. Municipal caravan parks and camping grounds were also surveyed and every effort was made to cover as wide a range of 'users' as possible. These questionnaires have been coded and are currently being entered into the University computer.

The remaining three target areas are presently being surveyed. They pose a particular problem as a large proportion of their users are day visitors, who would be unwilling to spend much time filling in lengthy questionnaires. A new format was designed for these areas and the questionnaires were administered during January–February 1986 and the study is currently (April–May 1986) being completed.

The 'hunting' questionnaires were handed to members of the Hunting Association to be distributed to hunters throughout the country in June 1984. Unfortunately, as the completion of these questionnaires was voluntary, the response was poor and the Department of National Parks and Wild Life Management is investigating methods to ensure that the questionnaires are completed and returned. It is proposed that they will be administered again during the 1987 hunting season.

Problems encountered during the study: Although the questionnaires were handed out to users by a field-worker in each area, they were to be filled in and returned by the users in their own time, and many, particularly in the hotels, did not return them. This entailed administering additional questionnaires and was time-consuming and expensive.

There were so many different aspects of user satisfaction which required assessment that the questionnaires tended to be lengthy and some respondents complained about this, or even failed to complete the questionnaire.

As with the first study, financial constraints were severe and after the Government of Zimbabwe's cut-backs of finance to all Ministries in July 1984 work on this study came to a halt. It was only after funding had been received from USAID in January 1985 that the project was resumed.

Study 3: The Conflict of Interest Study

This study has not yet commenced. During March and April 1983, an initial work-plan and schedule of research was drawn up. By September 1983, when the preliminary visits were due to start, it was evident that the whole recreational project was running into financial difficulties and it was felt that it was better to hold the third study in abeyance, while concentrating on the first two studies. Now that finance is available, it is planned that this study will be started in December 1986.

Target Areas: Five regions will be investigated. In each of these regions, Communal Lands are located adjacent to Parks and Wild Life land, and poaching, squatting and the destruction of game fences is occurring on a widespread basis. The availability of apparently 'underutilized' land adjacent to areas of land hunger is already causing discontent. The areas to be sampled are shown in Figure 6 and comprise: Gokwe/Chirisa; Siabuwa/Chizarira; Matibi 2/Gonarezhou; Gulati/Matopos; and Hwange/Matetsi.

Method: About 1,000 interviews will be conducted (approximately 200 within each area) using a structured interview method of assessing opinions which will be gathered from community leaders and opinion-makers of various categories within each community. A random sample of a selected number of household heads may also be undertaken. Assistance and advice will be sought from

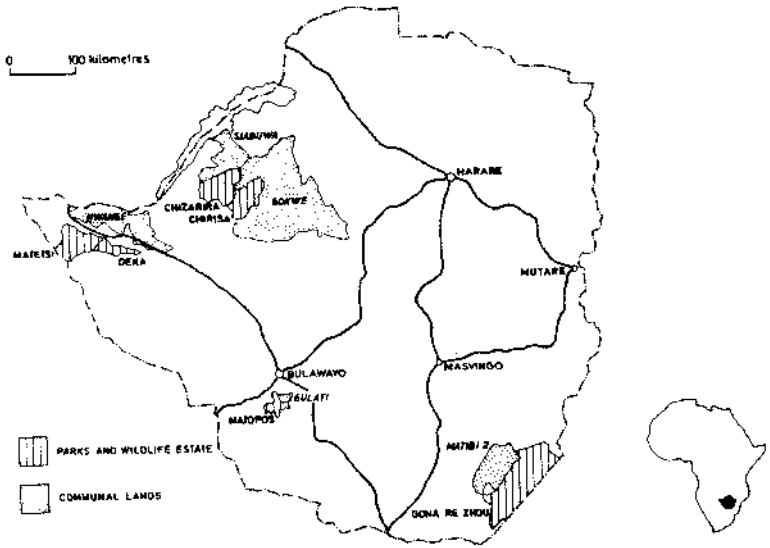


Figure 6: CONFLICT OF INTEREST STUDY: TARGET AREAS

sociologists in the structuring of the interviews. Data sought will include socio-economic data; negative opinions about recreational areas and the reasons for those opinions; positive opinions about recreational areas and the reasons for those opinions; and suggestions for change and co-operation.

Once the interviews have been completed, the data will be coded for computerization. Results from the computer print-outs will be analysed in conjunction with detailed land use and land pressure data which is already available in Zimbabwe.

Possible problems which may be encountered during the study: Three of the five areas are remote and relatively inaccessible. Transporting the field-workers within their individual areas is likely to prove a problem and the interviews will have to be conducted during the dry season as movement will be extremely difficult during the rainy season.

As much of the existing conflict is already seen in terms of the National Parks and Wild Life Estate versus the peasant farmer and his requirements, there is considerable hostility towards the Department of National Parks and Wild Life Management in certain areas. For this reason, it is considered inadvisable to use National Parks staff to conduct the survey, and it is probable that University students will be used during the longer vacations. These students will have to be literate in English and able to speak fluently the language of the region to which they are allocated. They will also have to have sympathetic personalities, be familiar with interview techniques and be reliable in their handling of the responses.

THE BENEFITS OF THE SURVEY

Immediate Benefits

The most immediate benefit lies in the fact that the survey has, unwittingly, fulfilled a public-relations function for the Department of National Parks and Wild Life Management. It has brought to the attention of the public, during both the Demand and Preference Study and the User Satisfaction Study, that the Department is concerned about fulfilling people's needs wherever possible and that future development will take those needs into consideration. In addition, specific queries or complaints which were attached to the questionnaires were dealt with immediately by the Parks staff concerned. It is hoped that the Conflict of Interest Study will have the same effect, and the rural people concerned will realize that the Department is aware of the problems which exist and that steps are being taken to investigate them sympathetically.

The Demand and Preference Study has introduced many thousands of low income Zimbabweans to information, of which they were totally unaware, about the National Parks and Wild Life Estate. The result has been an arousal of both

interest in and awareness of the facilities and amenities provided in the recreational areas.

Preliminary analysis of some of the Demand and Preference Study data has already pin-pointed areas of potential future demand and pressure, such as the Victoria Falls, Hwange National Park and Great Zimbabwe–Lake Kyle.

The User Satisfaction Study has already provided data for minor planning decisions. For example, a decision on the type of additional accommodation to be provided at Mana Pools National Park was based directly upon responses to the question on that topic which was included in the questionnaire for Mana Pools.

The User Satisfaction Study has also pin-pointed areas of weakness or of discontent on the part of users, and in several cases these have already been remedied by the staff concerned. This is particularly the case when instances of poor service, inefficiency or lack of courtesy on the part of staff have been mentioned and the relevant organizations have been notified.

Long-term Benefits

The major long-term benefit will be to enable rational forward planning of Zimbabwe's outdoor recreational areas in terms of both existing felt needs and possible future demands and preferences, especially in the light of potential increases in both incomes and environmental awareness.

The Demand and Preference Study will enable the documentation of existing outdoor recreation patterns in terms of the socio-economic background of the respondents. It will determine which groups of people are at present using outdoor recreational facilities, and which groups are not, together with the constraints which, at present, prevent those people from utilizing recreational areas.

The Demand and Preference Study will enable the documentation of the extent and nature of future demands upon recreational areas, in terms of both the type of area which will be most in demand and the nature of the facilities which will have to be provided.

Should the Demand and Preference Study indicate a widespread lack of use or appreciation of existing recreational facilities, either on a national basis or among certain socio-economic groups, it will provide a basis upon which an on-going publicity/educational programme may be devised in order to increase awareness and appreciation of the value of recreational areas. Accurate knowledge of the type of people concerned and their relative numbers will be of considerable assistance when devising a programme of this nature.

The User Satisfaction Study will provide information about existing requirements, felt needs, levels of satisfaction and reaction to development ideas in individual recreational resorts, which should provide a firm data base for future detailed development plans for the different resorts as well as for additional recreational areas and facilities.

The Conflict of Interest Study will provide a comprehensive documentation of existing land pressures, areas of conflict and potential areas of co-operation between rural populations and the National Parks and Wild Life Estate and other recreational areas.

The Conflict of Interest Study should predict the extent of future tension and dissatisfaction which may develop and suggest what steps be taken to lessen the imminent confrontation and encourage co-operation between the administrators of recreational areas and local rural populations.

CONCLUSION

Recreational research is in its infancy in Africa and few truly national surveys have been undertaken on the continent. It is hoped that the National Survey of Outdoor Recreation in Zimbabwe will provide valuable base-line data from which further, less simplistic research projects will develop. In this initial survey, using field-workers with only a basic training, both the methodology used and the data collected have been kept as simple as possible. If the final analysis answers only some of the questions posed regarding the future use and development of outdoor recreational areas in Zimbabwe, the National Survey will have achieved its purpose.

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