

Reconceptualising Sustainable Tourism in the COVID-19 era. The case of Zimbabwe

Nsizwazikhona Simon Chili

Senior Lecturer and Head of Department of Ecotourism
Durban University of Technology
South Africa

E-mail: nsizwazikhonac@dut.ac.za

Rabson Mudefi

Department of Management Sciences (Ecotourism),
Mutendi High School in Masvingo, Zimbabwe

E-mail: mudafir@gmail.com

Abstract

The COVID-19 pandemic caused by the SARS-CoV-2 virus has significantly affected the tourism industry. Tourist destinations have adopted emergency measures and restrictions that have affected individuals around the globe. Travel among different territories was strictly controlled as nations went under controlled lockdowns. Beaches and other tourism resort centres were stopped as COVID-19-caused quarantine around the world in a bid to curb soaring infections. This study aims to explore mechanisms to promote sustainable tourism in the COVID-19 pandemic era. Based on the research results and exploratory research of the literature, we listed in a blending manner several strategies to ensure the sustainability of the tourism sector is realised during the COVID-19 pandemic era.

Keywords: Reconceptualising, Covid-19, sustainable tourism.