



SNAPSHOTS OF THE  
VICTORIA FALLS  
TOURISM INDUSTRY





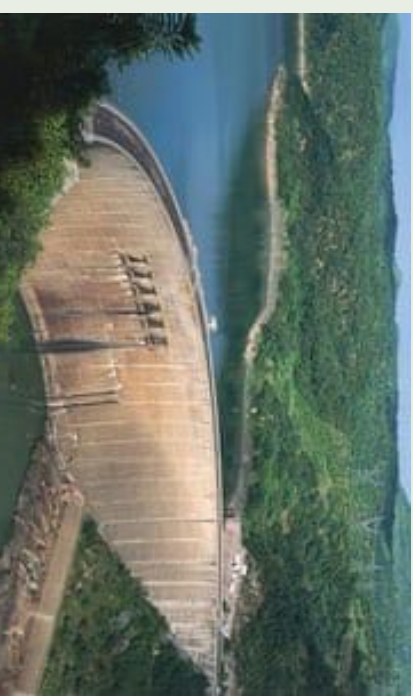
Located in southern Africa, midway along the Zambezi river, lies the world's most breathtaking waterfall, Victoria Falls. The falls attracts hundreds of thousands of tourists each year to marvel at its natural beauty.

## **PERSPECTIVE OF THE LOCAL**

The Tonga people, a local tribe, historically lived on both sides of the Zambezi River. The river valley provided fertile soil ensuring the Tonga people multiple agricultural harvests each year. Additionally, access to the river provided tribe members with a plentiful fish supply.

In the 1950's the Tonga people's ancestral homelands were flooded for the construction of a hydroelectric dam in order to supply Victoria Falls (the city) with enough electricity to support future tourism development.

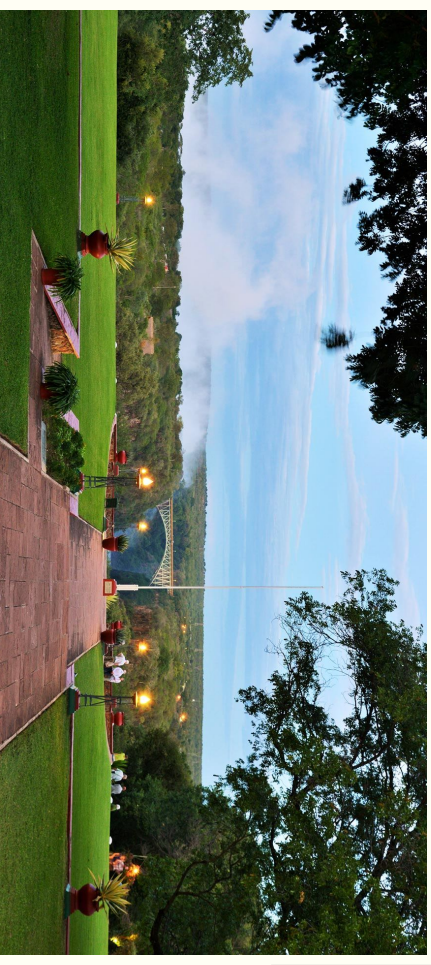
In exchange for the land the government promised to build basic infrastructure for the relocated community. As the agreement was never fulfilled the Tonga people still face the associated consequences of food and water shortages.





## PERSPECTIVE OF THE TOURIST

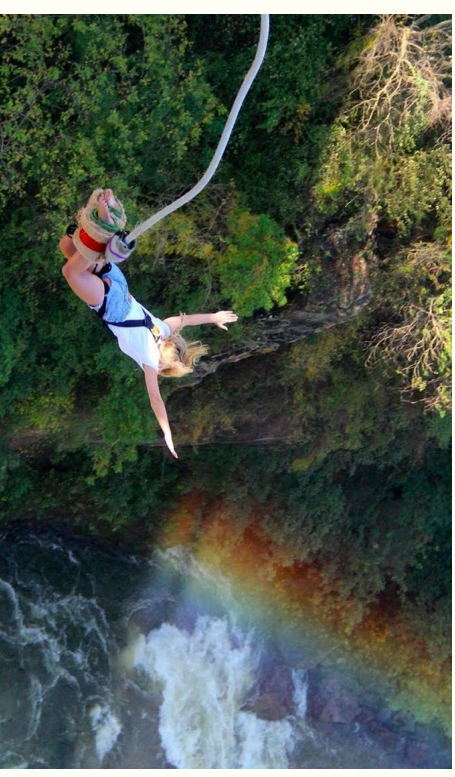
To date, Victoria Falls (the city) has grown to become an international tourist hub consisting of several luxury hotels, resorts and lodges.





## PERSPECTIVE OF THE TOURIST

Tourism  
businesses  
have grown to  
offer  
everything  
from  
helicopter  
rides over the  
falls, to  
walking with  
lions. As a  
result, over  
the last five  
years, one in  
every five  
jobs created  
has been in  
the tourism  
industry.



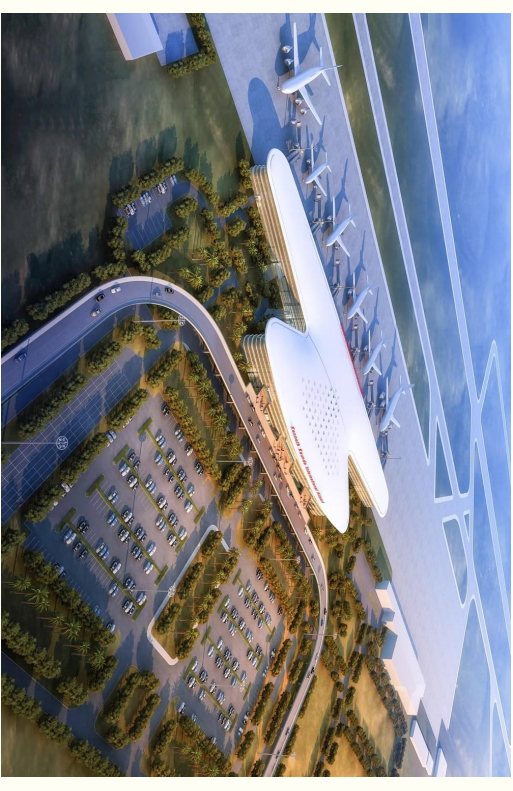


## PERSPECTIVE OF THE LOCAL



Many tourism operators, flea market workers and hospitality employees reside in the Tonga village. With no government funded investments in infrastructure and education these individuals have no hope at attaining a higher socioeconomic status.

## PERSPECTIVE OF THE TOURIST



However, the Zimbabwean government continues to invest in multiple infrastructure projects within Victoria Falls in order to promote the growth of the tourism industry.

The government's most recent endeavour included a 162 million USD renovation to the Victoria Falls airport, a project funded by a loan from the China Exim Bank.



**CONTRARY TO THE BELIEF OF MANY TOURISTS, THE MAJORITY OF LOCALS LIVE A LIFE OF HARDSHIP AND POVERTY**

**PERSPECTIVE OF THE TOURIST**



Avanci Victoria Falls Resort

**PERSPECTIVE OF THE LOCAL**



Tonga settlement

Appox. 3km apart





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