

THE ROLE OF NEPAD IN PROMOTING TOURISM IN THE SOUTHERN AFRICAN REGION STILL REMAIN A QUESTION

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Southern African region comprised of a combination of countries that has beautiful landscapes, for example, Victoria Falls which is situated in a very strategic point that involves both Zimbabwe and Zambia. A large pool of tourists often flock to Victoria Falls and the fall is generating a lot of income. There are other tourist destinations found in the region. This paper explores the role of NEPAD regarding tourism in the Southern African region. Other crucial questions explored in this paper include amongst others, is tourism really contributing in creating jobs in the region? Who are in the driving seat of tourism? Some solutions to the existing problems will be suggested with the view of making the contributions that will perhaps add value to the tourism policy particularly in South Africa and beyond. Is tourism sustainable in the region or not and many other questions that remained unanswered. The research methodology employed include amongst others, interviews, a questionnaire, texts, newspaper articles, magazines and internet.