

Analysis of the Potential Contribution of the Distribution and Tourism Sector in the Economic Growth and Development Process: A Case Study of Zimbabwe (1980-2013)

Mhazo Simabarashe

Bindura University of Science Education, Faculty of Commerce
Department of Banking & Finance, Zimbabwe

Abstract: *The research focused on analysing the Distribution and Tourism sector potential contribution economic development and how this can translate into addressing adverse socio-economic issues like unemployment, access to better health care, nutrition, clean water and sanitation, spread of HIV/AIDS and other social amenities. The target population was the Tourism sector. Multiple regression analysis was used to come up with a model that best fits the time series data. The model results indicate that the agriculture sector is operating at about 58% and the partial elasticity of GDP to Tourism sector output is 2.73 meaning that a 1% increase agriculture output results in 2.73 % increase in GDP. This implies that at full capacity, the sector can increase GDP by US 7.19 billion dollars. We expect this to translate into public expenditure on capital and social welfare projects. It will also increase the households' disposable incomes which will induce demand for key services like health care, education and others. We also expect investment expenditure to increase leading to job creation and improved domestic production which means less dependence on imports and hence more savings at home. However, full operating capacity can only be attained if a consistent policy framework is put in place to attract the necessary investment in small to medium enterprises (SMEs) and labour intensive programmes to create more jobs. This is expected to even out income distribution within the economy. Investment in infrastructure and tertiary education is critical element in the value chain since this is where innovation comes from. In developing countries, it is increasingly emerging that International business is keen to invest in the extractive industry where the risk is significantly reduced by the short payback period. The economics of this is largely due to corporate governance issues; political instability, inconsistency macroeconomic policies and corruption. This is therefore an area that needs to be addressed to gain investor confidence.*

Keywords: Tourism sector, economic development, Differencing, Dollarization, elasticity, Gross Domestic Product (GDP), Purchasing Power Parity (PPP), stationary data, and value addition.

1. Introduction

Over the years, the Distribution and Tourism sector has played a pivotal role in driving the Zimbabwean economy contributing an average of 15.7% to GDP between 1980 and 1999. However, after the decade long recession (from 2000), the performance of the sector has fallen to about 58% due to a decrease in tourist visits over the period. The study analyses how these changes have impacted on the sector's potential contribution to the country's development; in terms of economic growth (gross domestic product, (GDP)) and the socio-economic welfare of the broader rural communities within the Zimbabwean context, given developments in other developing economies (in region and abroad).

The globally accepted measure of how well an economy is performing (economic development) is not only in terms of such statistics as the Gross domestic product (GDP), inflation, interest rate, exchange rate, Balance of payments (BOP) position and so on. These statistics must be linked/connected to the critical issues pertaining to the socio-economic well-being of the general population in terms of key demographics like: life expectancy, literacy level, GDP per capita, unemployment, mortality rates (infant and maternal), access to clean water and sanitation, housing, transport, education, agricultural services and infrastructure. Other critical aspects include prevalence of such diseases as cancer, diabetes and HIV and AIDS.

After a decade-long recession, the Zimbabwean case shows that, comparatively, current figures on most of these variables are significantly lower than both regional and global averages. For instance life expectancy for men is 50 and 47 years for women (up from 37 years (2006)), compared to the global average of 62.2 years (World Bank Report, 2011). The improvement from 1996 has largely been due to accessibility of health care, better nutrition, and HIV and AIDS therapy over the past two to three years (the dollarization phase).

Given the background of the study, it is therefore necessary to evaluate the sector's economic potential and analyse the possible impact (if any) on population livelihoods as defined by some of these key demographic variables outlined in section.

2. Literature Review

2.1 Theoretical Literature Review

According to Cooper (1998), a literature review uses as its data base reports of primary or original scholarship, and does not report new primary scholarship itself. Saunders *et al.* (2000), say that literature review is carried out to generate and refine one's research ideas, demonstrate awareness of current state of knowledge in one's subject and its limitations. Dependency theorists argue that poor countries have experienced economic growth with little or

no development due to the fact that they have functioned mainly as resource providers to industrialised countries over a long period of time. According to analysts, this has largely been a result of dependence on outdated economic models that are based on “accumulation and exportation of raw materials at the expense of value addition”.

An opposing argument is based on the proposition that economic growth will lead to development by increasing the average level private income, which means an increase in disposable income which will induce expenditure on human development aspects like education, health, nutrition and so on. According to Ranis *et al.* (2000), economic growth and human development is a two way relationship. Concisely, the relationship between human development and economic growth can be explained in three ways. Firstly, an increase in disposable income leads to better access to health care, nutrition, education and other social amenities (*Capability expansion through economic growth*). Secondly, reduced poverty levels lead to improved social outcomes (welfare) (*Capability expansion through poverty reduction*) and finally, social outcomes can significantly improve as a result of better access to health care, education, communication, transport and so on (*Capability expansion through social services*).

John Joseph Puthenkalam’s research aims at the process of economic theories that lead to economic development. The existing capitalistic growth-development models need to be modified to incorporate issues that are becoming more and more topical like freedom, Human rights, democracy etc. Other researchers believe that there is need for some building blocks to be in place for growth and development to occur, key being the need to address property rights issues. This will ensure that the informal sector is included in the mainstream economy with the same opportunities as rest of the players.

According to Hanushek and Woessmann (2008), a country’s economic development is related to its human development, which encompasses, among other things, health care and education. These factors are however closely related to economic growth so that development and growth go together. In the broadest sense, economic development covers key areas like price stability, job creation, sustainable growth and provision of affordable housing, health care and so on. A number of studies have been done to establish the how economic growth has addressed the population social welfare; the following have been chosen for consideration.

2.2 Empirical Literature Review

Empirical evidence from other studies shows that there is generally no positive relationship between economic growth and economic development. For most developing countries, it is increasingly emerging that translation of economic growth into development has been elusive for a long time now. The following are examples that have been chosen for consideration on

2.2.1 The Case of India

According to the World Bank group report (2011), the case study of India shows that as a result of economic liberalisation in 1991, the country’s GDP has been growing

in leaps and bounds, averaging 7.4% per year between 2000 and 2011. However, these growth figures have not been translated into transforming the livelihoods of the general population. Unemployment is still very high, 86% and children under the age of 14 years constitute 3.6% of the labour force. Environmental degradation is another sticking area. Out of the country’s 3 119 cities and towns, only eight have got full water treatment facilities, 209 have partial treatment facilities, 144 of them dump raw sewage in the river Ganges (WHO, 1992). Air pollution levels are much higher than permissible global average 75µg per cubic meter. This has had serious effect on the ecosystem such that exotic species have emerged resulting in disease e.g. the cholera outbreak of 1992. Prevalence of HIV/AIDS is on the increase with at least 1.6% per 2.8 million people.

2.2.2 The Case of Nigeria

According to the research by Ekpo A. H. *et al.* (2010), during the per-oil boom, the country’s GDP grew at an average of 3.2% rising to 6.1% during the oil boom period. Over this period, official statistics indicate that unemployment was estimated at an average of 5%. The Agriculture sector also suffered from depressed commodity prices and the oil-boom which lured labour from the rural sector to urban centres.

2.2.3 The Case of South Africa

According to the World Bank Report (2011), the South African economy is considered the largest in Africa, contributing approximately 24% of the GDP in terms PPP. It is among the four upper-middle class economies in Africa, the other three being Botswana, Gabon and Mauritius. The country’s economy is quite diversified, having shifted from primary and secondary to tertiary sector in the mid-twentieth century.

Notwithstanding these developments, South Africa’s unemployment rate remains high at over 25% and the poor cannot access the economic opportunities and services available. This has pushed crime levels up. Crime is ranked by 30% of South African businesses as one of major constraints on investment ease of doing business. South Africa fares well compared to other emerging economies on affordability and availability of capital, financial markets sophistication, business tax rates and infrastructure. However the country fares poorly on the cost of labour, educational levels and the use of technology and innovation. This has largely been attributed to political background of the country which was characterised by inequality. Although the country’s infrastructure is the best on the continent, it suffers severe bottlenecks, power shortages and needs upgrading.

In April 2011, South Africa officially joined the BRICS group of five emerging economies; Brazil, India, China and South Africa. This is a significant development indeed. However, there is need for concerted effort to address the population welfare issues at home.

2.2.4 The Zimbabwean case

The Zimbabwean economy has been undergoing a decade-long recession, (since year 2000), that has affected operations in virtually all sectors of the economy. The down stream effect has been serious distortions of both economic

and demographic variables. This situation makes it important for us to take stock of these distortions and evaluate the potentially ideal situation taking into account the economic capabilities of the country's main productive sectors. This involves determination of an appropriate GDP growth model whose impact translates into an aggregate expenditure (AE) model. It is from this information that we can deduce the effect on the demographic variables of interest.

3. Research Methodology

The case study research design was used in this study. This type of research explores a single entity or phenomenon bound by time and activity and also collects detailed information by using a variety of data collection procedures over a sustained period of time. According to G Thomas (2011), case studies analyse "people, events, periods, projects, policies, institutions or other systems that are studied holistically by one or more methods".

3.1 Research Population

According to Zikmund (2003) population is any complete group of elements, people, companies, hospitals, stores, or college students that share some common set of characteristics. The research population for this study is the Agriculture sector. The *Secondary sector* (Mining and Quarrying, Manufacturing and Electricity and water), and the *Tertiary sector* (Transport and communications, Distribution and Tourism, Education and Health) constitute 'Others' (referred to in the data analysis section 3.3.1 below).

3.2 Data Collection Procedure

The study was carried out using primarily secondary data collected from the main economic stakeholders; RBZ (Reserve bank of Zimbabwe) and ZIMSTAT (formerly the Central Statistical Office (CSO)) and IMF reports. Personal interviews were also carried out with key personnel to get expert their opinion on the quality and reliability of the data.

3.3 Data analysis

Analysis of the data was based on the economic theory of National output as measured by the GDP. The GDP measures the total value of goods and services produced in the economy over a given period of time, normally a year.

3.3.1 Theoretical framework

In order to determine the relationship between GDP and economic growth, a theoretical model of the form outlined

below will be used based on the following Cobb-Douglas production function as shown below:

$$Y = AK^\alpha L^\beta e^\mu \dots \dots \dots (1)$$

Where Y is the national output, K is capital and L is labor and A is total factor productivity efficiency of production.

3.3.2 Empirical Model to be estimated

The time series data in Table 1 below was transformed and regression analysis performed to establish the *GDP growth model based on the relative contribution of Agriculture sector and Other industries*, defined as follows;

$$\text{Log}(GDP) = \log\alpha + \beta_1 \log(\text{Distourim}) + \beta_2 \log(\text{Other}) + \mu$$

Where;

$\text{Log}(GDP)$ is the natural logarithm of gross domestic product;

$\text{Log}(\text{Distourism})$ is the natural logarithm of agricultural sector;

$\text{Log}(\text{Other})$ is the natural logarithm of other sectors;

β_1, β_2 are parameters to be estimated. They measure the (partial) elasticity's of GDP to marginal increases in either sector and,

μ is the error term or the random residual term. It is composed of two components which are errors of sampling and purely disturbance random error (other factors which affect the dependent variable but not included in the model). Inclusion of logarithms also helped to reduce the variability on the minimum and maximum values of the variables. In order to address issues of validity and reliability, the time series data was tested and transformed (*differenced*) to ensure that it is *stationary*. In time series econometrics, a time series is said to be stationary if its mean, variance and auto covariance (at different time lags) are constant (or the same). If the data is not corrected for *stationary*, the estimated model will be incorrect and hence produce spurious results.

4. Data Analysis and Key Findings

4.1 The Population Data

The target population for the study was the Distribution and Tourism sector. Time series data pertaining to the performance of the Agriculture and *other* sectors for the period 1980 to 2005 is given in Table 1 below;

Table 1: Industry Performance (US billion dollars) - (1985-1999)

Industry	1985	1986	1987	1988	1989	1990	1991	1992	1993	1994	1995	1996	1997	1998	1999
Agriculture	0.99	0.99	1.01	1.12	1.17	1.3	1.21	0.79	0.96	1.02	0.97	1.27	1.27	0.97	1.1
Mining	0.27	0.28	0.31	0.33	0.35	0.35	0.32	0.27	0.25	0.28	0.31	0.32	0.31	0.24	0.25
Man	1.7	1.3	1.41	1.6	1.72	1.8	1.71	1.47	1.37	1.4	1.34	1.67	1.61	1.14	1,17
Electrwt	0.11	0.13	0.18	0.2	0.23	0.22	0.19	0.16	0.13	0.15	0.15	0.16	0.16	0.11	0.12
Finsure	0.32	0.34	0.38	0.47	0.5	0.55	0,44	0.48	0.51	0.54	0.61	0.56	0.44	0.45	0.52
Distribution	0.8	0.91	0.96	1.12	1.16	1.34	1.31	1.05	1	1.06	1.06	1.15	1.34	1.33	1.08
Education	0.34	0.4	0.44	0.48	0,50	0.52	0.48	0.41	0.4	0.4	0.42	0.51	0.56	0.41	0.44
Health	0.09	0.1	0.12	0.14	0.14	0.13	0.13	0.11	0.14	0.14	0.14	0.14	0.1	0.07	0.08

Source: ZIMSTAT, Zimbabwe Compendium of Statistics, 2000. IMF Report, 2010.

4. 2 Data Analysis

4.2.1 GDP contribution by Industry

From the time series data above, the average contribution to GDP by each sector is illustrated in figure 1 below. The Transport and Communications sector contributes an average of only 6.53% (see Fig. 1 below).

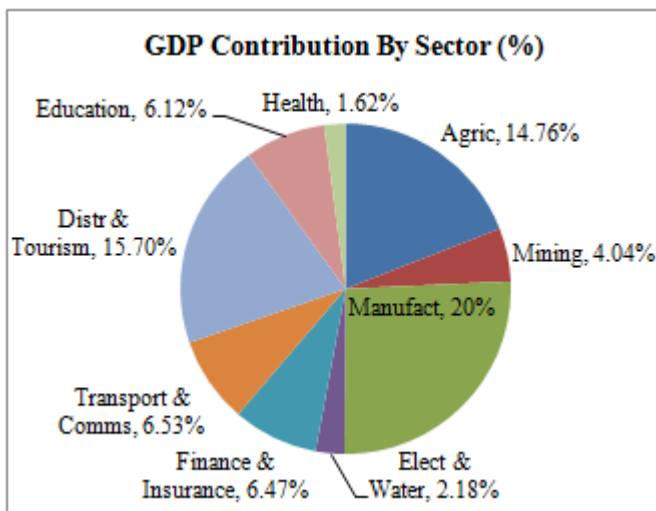


Figure 1: Contribution to GDP by sector (%).
Source: ZIMSTAT, Compendium of Statistics, 2000

4.2.2 The results from ordinary Least Squares

Multiple Regression analysis was performed based on the fact that GDP growth is dependent on the performance of the Manufacturing sector and other key industries outlined above. After the second level differencing, the data was tested for *stationarity* using the Augmented Dickey-Fuller test statistic (ADF) and the results are presented in table 2 below;

Table 2: Unit Root test using ADF Test at second difference I (2)

Independent Variable (industry)	Difference	Stationarity Process	ADF Test Statistic	Critical 1%	levels 5%	10%	Decision
DIS TOURISM	2	Intercept	-5.123997	-3.9228	-3.0659	-2.6745	Stationary
GDP	2	Intercept	-4.465602	-3.9228	-3.0659	-2.6745	Stationary
Others	2	Intercept	-5.163762	-3.9228	-3.0659	-2.6745	Stationary

Source: Raw data

4.2.3 Analysis of the Results

Regression analysis on the transformed data gives the following results;

Dependent Variable: GDP-2				
Method: Least Squares				
Date: 11/15/13 Time: 13:42				
Sample: 1982 1999				
Included observations: 18 after adjusting endpoints.				
Variable	Coefficient	Std. Error	t-Statistic	Prob.
C	1.714841	0.694011	2.470914	0.0244
DISTOURISM-2	2.731039	1.014210	2.692764	0.0154
OTHERS- 2	1.698631	1.002373	1.696609	0.1084
R-squared	0.844602	Mean dependent var	4.195510	
Adjusted R-squared	0.826319	S.D. dependent var	0.239340	
S.E. of regression	0.099945	Akaike info criterion	-1.63492	
Sum squared resid	0.169134	Schwarz criterion	-1.45559	
Log likelihood	19.34918	F-statistic	46.19809	
Durbin-Watson stat	1.946838	Prob(F-statistic)	0.000000	

It can be deduced from the *t-Statistic* results that both coefficients of the independent variables are significantly different from zero. In other words, GDP growth is explained by performance of the manufacturing sector and *other* industries. In fact the coefficient of determination (*R-Squared*) suggests that approximately 79% of the changes in GDP are explained by changes in output of Transport and communications sector and the *other* industries.

The estimated GDP equation, in (ii) above, can then be stated as follows;

$$\text{GDP- 2} = 1.71 + 2.73 (\text{Distourism-2}) + 1.69 (\text{Other-2}) \dots\dots\dots (iii)$$

This means that a 1% increase in Distribution and Tourism sector output, *holding other sectors constant*, will result in a 2.73 % increase in GDP.

4.3 The Current Operating Capacity of the Distribution and Tourism Sector

The decade long of economic downturn, coupled with the negative foreign perceptions have diminished the attractiveness of the country as tourist destination despite the fact that it is home to one of the World's wonders, the Victoria falls. Currently, country is considered one of the most expensive destinations in the world due a distorted pricing system in a dollarized environment. The foreign

world perceives the country as unsafe tourist destination due to the previous political instability concerns. As a result tourist visits have been on the decline for a long time. However, concerted efforts are being put in place to promote the country as a safe tourist destination. The current performance of the sector is estimated at approximately 58%.

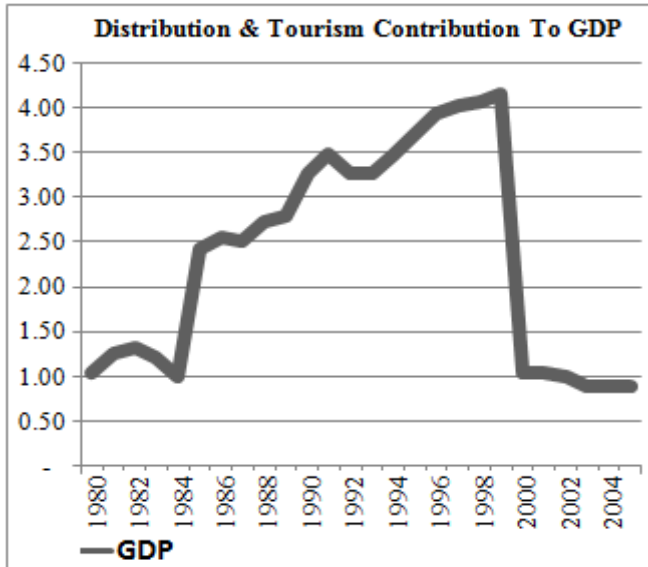


Figure 2: Transport & Communications sector contribution to GDP.

Source: ZIMSTAT, *Compendium of Statistics, 2000-IMF Report, 2005*.

4.3 Performance of the Transport Sector

From the estimated equation (iii) above, it can be noted that 1% increase in Tourism sector results in 1.73% increase in GDP. Given that the sector is operating at an estimated capacity of 58%, it implies that at full capacity we expect GDP to increase by approximately $(42 \times 1.73\%) = 72.66\%$. Given the current (2013) estimated GDP of US9.9 dollars, we would expect GDP to increase by $(0.7266 \times \text{US}9.9 \text{ dollars}) = \text{US } 7.19 \text{ billion dollars}$. We expect this to translate into generation of goods and services within the three main GDP aggregate expenditure categories explained below.

4.4 Implications on Aggregate Expenditure

This increase in GDP has got several implications on the expenditure patterns, especially at an aggregated level. On a national level, there are three GDP expenditure categories identified in economic theory namely;

- Total consumption,
- Gross capital formation and
- International trade sector.

According to the *Government of Zimbabwe and IMF estimates, (2012)*, Total consumption which is the sum of public (Government) consumption (13.07%) and private (household) consumption (75.33%), which accounts for 88.4% of expenditure. On the other hand *Gross fixed capital formation* which is made up of public investment (16.7 %) and private sector investment (0.3%) which accounts for

17%. The *international trade sector* is concerned with net exports of goods and services (-5.4%).

5. Findings

From the analysis in the previous section we can deduce that the agricultural sector has a potential to increase the GDP by approximately US7.19 billion dollars. This is expected to result in the following possible aggregate expenditure scenarios;

- Public consumption increases by US 0.94 billion dollars. We expect this to result in more social security and welfare projects, pension payouts and improved remuneration in the public service.
- Private consumption will increase by US 5.416 billion dollars. We expect that with higher disposable incomes, households will direct the bulk of their expenses towards health and education. We also expect this to translate into more demand for other key services like reliable transport and communication infrastructure, access to better accommodation and living conditions, nutrition, security, water and sanitation. As a result, this will have an impact on other demographic variables like life expectancy, infant mortality rate and prevalence of HIV/AIDS. Overall, we would expect a marked improvement in these socio-economic indicators to levels comparable to regional and global benchmarks.
- Gross capital formation will also increase by US 1.222 billion dollars. Expenditure on investment both public and private projects is expected to double. This means job creation, which will go a long way in reducing the level of unemployment, officially pegged at 90% (the highest in the SADC region so far). It also means more local production, which will reduce dependency on food imports thereby enhancing domestic savings.

6. Conclusion

In light of the findings discussed above, the country's Agricultural sector presents huge potential for economic growth which can lead to significant improvement in the socio-economic welfare of the local population through addressing adverse demographic issues, (which are poorest by regional standards so far), like unemployment, high numbers of economic refugees regionally and abroad, high prevalence of disease especially HIV and AIDs. The majority of the local population can hardly live on US1.00 per day.

However, fully operational capacity of the sector means that concerted efforts must be made to attract the necessary investment through formulation of an enabling and consistent policy framework that is investor friendly enough to raise the necessary capital. It has been noted that generally international investors have been shying away from investing in Africa for reasons of political instability, violence and corruption. As a result, they have tended to concentrate on investing in the extractive industry where they bring their money and do whatever it takes to get their quick return in terms of gold, diamonds and others, then leave. This form of investment tends to generate growth at a

very aggregate level without significant job creation and hence excludes the broader needy rural communities.

There is need to concentrate on investing in small to medium enterprises and labour intensive operations to create more jobs. This is expected to even out income distribution. Investment in infrastructure and tertiary education is a critical part of the value chain since this is where innovation comes from.

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Author Profile

Mhazo Simabarashe has done MSc Operations Research (NUST), BSc (Hons) Economics (UZ). Presently he is working as Faculty of Commerce in Department of Banking & Finance, Bindura University of Science Education, Zimbabwe.