

TOURISM AND TOURIST ATTRACTIONS IN ZAMBIA: HAVE WE FULLY HARNESED THE POTENTIAL IN THE LAST FIFTY YEARS OF INDEPENDENCE, 1964-2014?

Chansa Chomba and Muzamba Claudia Sianjobo

Disaster Management Training Centre, Mulungushi University Kabwe, Zambia

ABSTRACT

This review article was based on a study conducted to determine major tourist attractions, number of tourists, income earned and general growth of the tourism industry in Zambia. Personal interviews and literature review were used to obtain primary and secondary data. Results showed that Zambia's tourism was dependent on natural and cultural attractions. The Victoria Falls was the iconic natural attraction. The number of visitors and income from tourist receipts were low, 4% and 1 % respectively, and considered lowest among major tourist destinations in east and southern Africa. Poor infrastructure, inadequate marketing, poorly trained and insufficient human resources, high accommodation charges than neighboring countries were the main obstacles hindering growth of the sector. These impediments hindered development of tourism as a potential alternative to the mining industry. In spite of its emerging character, tourism is a potential economic alternative to the non renewable and potentially diminishing copper mining sector.

Keywords: Tourist Attraction, Victoria Falls, Natural Attraction, Cultural Attraction, Iconic, Potential

INTRODUCTION

Zambia is predominantly a copper mining country which is also the main source of income for socio-economic development. It is however, assumed that the predominance of copper in the country's economic profile has shielded the potential income that can be earned from other economic sectors such as tourism. As such, the tourism sector has remained relatively undeveloped service sector since independence in 1964. In 1991, however, Zambia embraced a new political dispensation and changed from a one party socialist and centralized planning system to a democratic plural politics system. The economy was liberalized and state owned corporations were offloaded to local and foreign private investors. The tourism sector was also reclassified from service to an economic sector. In reclassifying the tourism sector, government identified it as one of the most important sectors for economic development and one that would contribute significantly to wealth creation and Gross Domestic Product. It was also seen to be one of the potential industries that would prepare the country towards a post copper mining economy.

This declaration was enshrined in various governments' planning documents, including Vision 2030, the Fifth and Sixth National Development Plans, Patriotic Front Manifesto 2012-2016, Poverty Reduction Strategy Paper among others. This was because government recognised the sector's potential to contribute to economic development in terms of, *inter alia*; foreign exchange earnings, employment and income generation, government revenues and promotion of rural development. Impediments to accelerated tourism were identified among others as being: (1) poorly trained and insufficient human resources (2) inadequate tourism planning; (3) limited product base; (4) insufficient country marketing; (5) lack of community interest/participation; (5). To address these impediments, the Fifth and Sixth National Development Plans proposed to focus on increased investment in human capital as the key driver in promoting the growth of tourism and country wide improvement of road infrastructure.

Such renewed efforts by government to improve the sector are based on the current understanding that tourism as an emerging industry was the fastest growing industry in the world (Holloway, *et al.*, 2009), and Zambia wanted to reposition it self so that it could have a fair share in terms of the number of visitors and revenue from this lucrative global industry. By end of 2013, for instance, the sector was still considered as emerging industry with largely small clientele base, with many tourists currently visiting one site only, usually the Victoria Falls; staying less than three days; and combining their visit to Zambia with other regional destinations as recorded by Hamilton, *et al.* (2007). The industry is so small that a single large investment was sufficient to have a major impact. The Sun International in Livingstone for instance, attracted 60,000 additional tourists to Zambia, which was equivalent to 10% of the total number of visitors in 2005 (Kaunda *et al.*, 2013). This illustrates the large growth potential and the significant impact of what investments can contribute to the growth of the sector, and hence the need to provide improved infrastructure and supporting facilities.

Since the tourism industry is a labour intensive enterprise, it provides diverse opportunities for creation of sustainable jobs for local people in urban and rural areas where most of the poor people live. It also stimulates other supporting industries thus elevating the economic status of rural areas. These benefits consequently trigger improved nutrition and food security as peoples' income increase, housing, health and education which ultimately improves the communities' living standards. Given that most of the tourist attractions are in the rural areas, improving the sector by providing skilled manpower can stimulate

rural development. For example, some of the large scale tourism related investments such as large hotels and lodges stimulate the agribusiness and food supply sectors, the service provision and construction industries, handicraft, and many others. To organize these enterprises in a coordinated manner requires skilled human resource which is why human resource development is critical. It is for this reason that this study was found to be important as it would initiate discussions among the political decision makers and the academia aimed at rejuvenating the industry.

Given the natural and cultural tourist attractions Zambia is endowed with, it is suggested that significant gains would be earned in a relatively short period of time, if appropriate investments were made in the sector and this makes it essential to re-assess the types of tourists Zambia can attract, and to determine the types of supporting infrastructure and facilities required. For instance, the people we see carrying back packs, traveling on trucks, personal cars, etc. all have different interests. They come for various reasons and hence belong to different classes of tourists. Some of the common classes of tourists therefore are; business type, holiday, photographers and filmmakers, writers of books, sports, hunting and fishing, mountaineering, conference, adventures and wildlife watching, tourists traveling on educational purposes, migratory tourists and many other classes. These certainly would require different facilities to make their visit rewarding. Depending on the reason for the traveling, the length of stay, facilities and services, and expenditure are likely to vary as well. Therefore, in advertising, emphasis should be placed on capturing a good number of classes. Likewise, when planning for the infrastructure and facilities to support tourism, it is critical to capture a wide spectrum of tourists based on demand.

Objective and Outline of the Assessment

The major objective of the study was to determine Zambia's performance in the tourism sector relative to its neighbours. The assessment focused on natural and cultural attractions in Zambia and describing different classes of tourists. This would enable Zambia to identify classes of tourists to attract. It further examined the performance of tourism in pre and post independent eras in Zambia and took audit of efforts made to protect and manage tourist attractions. It also assessed the levels of development of visitor accommodation facilities, quality of transport services. It collated figures on the number of visitors and revenue collected from tourism and suggested what needs to be done beyond 50 years of Independence. Physical improvements required to positively transform the tourism sector from the current status of underperformance to a real economic sector of the country were also suggested.

METHODS AND MATERIALS

Study Area

The study covered the Republic of Zambia (Fig. 1) and where necessary comparisons were made with selected major tourist destinations in Africa, but particularly in the east and southern African sub-regions.



Fig. 1 Location of Zambia, approximate position of Lusaka the capital city, and other countries considered to be major and competing tourist destinations in east and southern African sub - regions.

Data Collection

An intensive literature review to thoroughly examine published literature, government reports, minutes of meetings and anecdotal reports, was carried out. In instances where the data in the report were not very clear, the researcher verified it with the original source. Personal interviews were also conducted with identified individuals with relevant expertise and experience in the Zambia National Tourist Board and Zambia Wildlife Authority as well as the National Heritage Conservation Commission, tour operators and individuals with knowledge in the sector. The UNWTO website was also visited to obtain data on the global performance of the tourism sector and the details on the 20th Session of the UNWTO. This study therefore, was design to collate information on the major natural and cultural tourist attractions, size of the protected area network which forms the basis for nature based tourism, number of visitors that entered the country using any of the country's ports of entry/exit, income collected from tourist receipts or projected and major obstacles inhibiting the growth and performance of the sector.

FINDINGS

Data collated showed that there were numerous natural and cultural resources, which could be utilized to develop a sustainable tourism industry that would earn foreign exchange for the country. The attractions were summarized under natural and cultural categories.

Tourist Attractions in General

In general, tourist attractions were in the form of *Natural beauty* such as; Victoria Falls in Zambia/Zimbabwe, Luangwa valley and similar land features, Lakes and rivers, Mountains and Valleys, and Animal and plant assemblages. Their beauty is natural and undisputable. *Cultural attractions*; included works of man's hand such as; Kalomo Government house in Kalomo supposedly the first brick house in Zambia, iron smelting kilns, Shiwangandu house in Chinsali, Niamukolo Church in Mpulungu and many others. Emerging modern architecture and tall buildings where available fit under this category. *Oral tradition and culture*; in this category were traditional ceremonies, music and folklore.

Tourist Attractions in Zambia

Tourism in Zambia is largely based on natural features and to a lesser extent cultural attractions.

Natural Attractions

(b) Protected areas and their wildlife

Zambia has abundant and largely untapped natural and cultural resources which can be developed to support a sustainable tourism industry. For instance, the country currently has 23 IUCN Category II (IUCN, 2001) Protected Areas (20 National Parks and three Wildlife/Bird Sanctuaries), 36 Game Management Areas together occupying 31.4 % of Zambia's land mass; several forest reserves; over 100 National Heritage Sites, over 50 registered traditional ceremonies, about 40% of freshwater in Southern African sub region, vast areas of wilderness unoccupied by people, peace and tranquility and above all cheerful and welcoming people. The size of Zambia's wildlife estate alone is only second in size to that of Tanzania in the East and Southern African sub regions. It is more than twice larger than that of Kenya, more than three times larger than in Zimbabwe, yet far un developed and relatively unexploited than the countries named above.

(b) Lakes and Rivers

Zambia has many rivers and lakes with a total shore length exceeding 12,000 km (Chansa & Milanzi, 2012). Major ones being, Zambezi, Kafue, Chambeshi-Luapula, Luangwa, Kalungwishi, Lunsemfwa, Kabompo, Lunga, Lufubu, Lunsemfwa, Lushiwashu and Mulungushi rivers. Lakes, Tanganyika, Bangweulu, Mweru wa Muchanga, Mweru wa Ntipa, Kariba dam, Itezhi-tezhi dam, Lusiwashi dam, Mita hills dam, Mulungushi dam and several lagoons. These have not been yet been fully developed for water based tourism. Beautiful sand beaches for instance, occur on Lakes Bangweulu, Mweru and Tanganyika but these have not been developed for tourism. As Government delays to facilitate investment in this sector, all the exceptional beach areas may subsequently be taken over by human settlements and associated artisanal fishing activities. Among the rivers, the relatively undisturbed Chambeshi has not been explored for possibility of conducting canoeing and tiger fishing adventures.

(c)Waterfalls

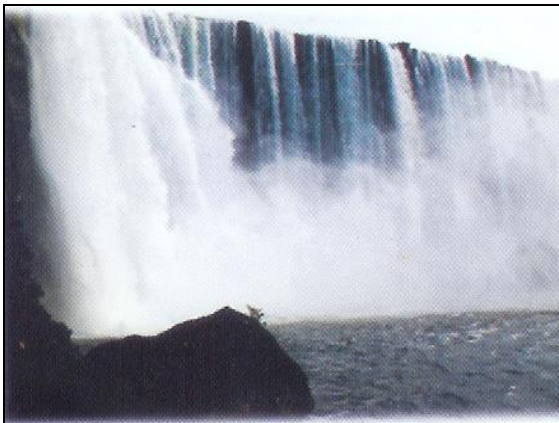
Zambia has abundant waterfalls. The national icon, Victoria Falls, which is one of the most popular Water Falls in the world, is just the beginning of waterfalls adventure tourism (Fig. 2). There are several smaller waterfalls some of them higher and even more spectacular than the Victoria Falls. Examples are: Kalambo falls (in Mbala district) which is 221 metres high, Chishimba falls (Kasama district), Chipoma falls (Chinsali district) Kundalila falls (Serenje district), Lumangwe falls which is second largest after Victoria falls (Mporokoso/Kawambwa districts), Kabwelume falls (Mporokoso/Kawambwa districts), Kundabwika falls in Kawambwa district (Fig. 3), Ntumba Chushi falls (Kawambwa district) just to name a few. When there is low water at the Victoria Falls particularly during the latter part of the year (July – January), the smaller waterfalls in the northern parts of the country would provide tourists with an exceptional substitute to the Victoria Falls. In the Kawambwa - Mporokoso - Kaputa areas for instance, tourists would see four beautiful stunning and scenic waterfalls in a day's time, three of them on the same river and within the river stretch of approximately 50 kilometres which is very unique.



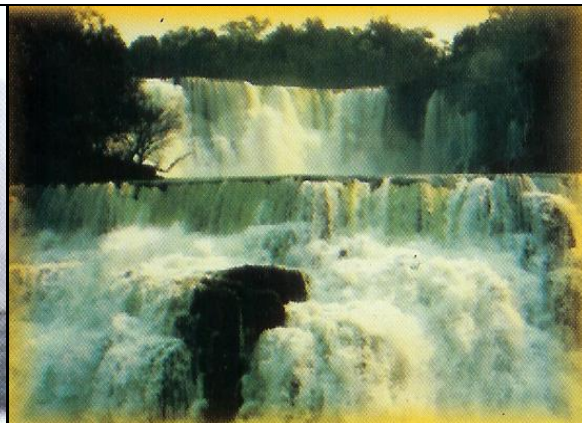


c)

Fig. 2 a) Aerial view of the Victoria Falls, b) some of the major tourist activities (helicopter and micro light rides, bunji jumping, white water rafting and swimming on the lip of the falls), and c) Statue of the Scottish Explorer the first European to see the Victoria Falls on 16th November 1855 and named it after his Queen of England (Source: ZNTB Website).



(a)



(b)



(c)

Fig. 3 (a) Lumangwe Falls second largest after Victoria Falls; (b) stunning Kabwelume, and (c) Kundabwika Falls all within 50 km stretch of Kalungwishi River, Luapula and Northern Provinces.

(d) Hot springs

Zambia has a variety of hot and mineralized springs. Legg (1974) presented his field survey of hot springs in each province as follows:

1. *Northern group of hot springs:* Kapishya hot spring, Kalye group of springs, Kaputa springs, and Chiengi springs.
2. *The Mansa – Copperbelt Group:* Mansa hot springs, Kabunda hot springs, Luano bore hole, Kafue river hot springs, Chondwe hot springs, Luano hot springs.
3. *Western Group:* Kaimbwe hot spring, Moshi salt spring, Chibemba hot spring, Lupiamanzi hot spring, Kassip hot spring, Kapiamema hot spring, Longola hot spring, Bilili hot spring, and Lubungu hot spring.
4. *Eastern Group:* Sitwe hot springs, Shiwa Ngandu hot spring, Kanunshya mineral spring, Kalamulilo hot spring, Chongo hot spring, Nabwalya south hot spring, Kazakaza hot spring, Nsefu salt spring, Manze salt spring, Chilubwe salt spring, Musaope hot spring, Malanga hot spring, Chikoa hot spring, Msoro hot spring, Mwape hot spring, and Kanzi hot spring.
5. *South Eastern Group:* Milio hot spring, Masaka hot spring, Bwingi River hot spring, Kalingala River hot spring, Chinyunyu hot spring, Mikwa River hot spring, unnamed hot spring (this hot spring lies about 8km to the east of Lukusashi River), Mafwasa hot spring, Chitopolo hot spring and Kampoko River springs.
6. *Choma Group:* Semahwa River spring, Sportsman’s Lodge, Muckleneuk North Springs, Muckleneuk main springs, Chibimbi springs, and Mosali spring.
7. *Lochinvar Group of springs.*

Some of these hot springs can either be packaged together with waterfalls or other attractive features. Others can be used for the production of salts or geothermal energy. Improving access to the sites and provision of information about their formation, salt content and temperatures etc. would add value to the tourism product.

Cultural Attractions

(a) Rock paintings

Rock paintings associated with stone and Iron Age groups are abundant in Zambia. These facilities may not have strong pull factors to stand alone, but can be packaged together with the exceptional or iconic attractions. Onsite interpretation of the paintings and other works of art would enhance visitor satisfaction.

Phillipson (1972) summarized national monuments of Zambia as follows:

1. **Northern Province:** *Scenic Monuments*- Kalambo falls, Chishimba falls, Chipoma falls, Kundabwika falls, Lumangwe falls. *Historical Monuments*- Niamukolo Church, Goodnews Monument, and Chambeshi Monument. *Archeological Monuments*- Mwela Rocks, and Nachikufu Cave.
2. **Luapula Province:** *Scenic Monuments*- Ntumbachushi, *Archeological Monuments*- Kasamba stream Grinding grooves, Munwa stream Rock engravings.
3. **Central Province:** *Scenic Monuments*: Lunsemfwa Wonder Gorge, Kundalila falls. *Archeological Monuments*- Nsalu cave. *Historical Monuments*- David Livingstone Memorial, Fort Elwes, Big tree, Kabwe.
4. **Lusaka Province:** *Historical Monuments* – Chilenje House No. 394.
5. **Eastern province:** *Archeological Monuments*- Thandwe rock shelter, Katolola Rock paintings, Mkoma Rock paintings, Kalembe rockshelter.
6. **Copperbelt Province:** *Scenic Monuments*-Chichele Mofu tree, Lake Chilengwa, Hippo pool, Lake Kashiba. *Historical Monuments*- Slave tree, Ndola, Collier Monument Luanshya, and Dag Hammarskjold Memorial.
7. **Northwestern Province:** *Scenic and Archeological Monuments*: Nyambwenzu falls and Paintings. *Archeological Monuments*- Chifubwa stream rock engravings.
8. **Southern Province:** Chirundu Fossil forest. *Geological and Archeological Monuments*- Victoria falls field museum. *Archeological Monuments*- Gwisho hot springs, Sebanzi hill, Ingombe ilede, Kalundu mound. *Historical Monuments*- Old drift cemetery, Nkala fortified camp, Administrator's house at Kalomo, Fort Monze and Cemetery, the Railway Museum.

Searching for new sites by NHCC and individuals which can be elevated to National monument status is an on going exercise and the list will keep on growing. Some of the potential additional sites worth considering are; iron kilns in Kasama, Mungwi and Mbala areas of Northern Province, the purported grave for Zwangendaba in Nakonde, the old fife in Nakonde, Mulungushi rock of authority, Mumbwa caves and many more. These less conspicuous sites can have their profiles elevated by packaging them together with the more popular ones.

(b) Traditional ceremonies

After independence the people of Zambia resuscitated most of their traditional ceremonies, which were banned during the colonial era. Currently there are more than 50 gazetted traditional ceremonies, reflecting Zambia's cultural diversity and

compatibility which also engenders unity in diversity. The most popular ones are shown in Table 1 below. Traditional ceremonies together with art and culture and folklore in general are the basis for the development of cultural tourism, which of late has shown signs of rebirth and growth. The Kuomboka and Ncwala ceremonies for instance attract local, regional and international tourists and can further be developed to create sustainable jobs.

TOURISM IN PRE AND POST INDEPENDENCE ERAS

Pre Independence

Records showing detailed time series data of tourists visiting Zambia before and after independence were not readily available. Recently, Zambia Tourism Board attempted to collect data of visitors entering Zambia but it is usually composite data making it very difficult to isolate ordinary and transit visitors on one hand and leisure visitors or tourists on the other.

Despite the lack of reliable data during the pre independence era, it is likely that visitor levels in the colonial era was very low and perhaps mostly restricted to white settlers and their colleagues as could be deciphered from the lack of visitor accommodation facilities in the country as well as poor communication network at the time. Records kept in Kafue National Park which was established in 1950 showed figures of up to 3,000 visitors per year (Moss 1976; ZAWA, 1998), while the numbers visiting the Victoria Falls Trust Area (as the area was known at the time) exceeded 5,000. Later the Luangwa valley also could attract up to 3,000 in some instances. The number of visitors to the mining areas was not immediately available and may require detailed research at the National Archives.

Post Independence

Hamilton *et al.* (2007) showed that, tourism in Zambia was nature based with over 80% of tourists coming to Zambia being attracted by natural attractions; landscape, plant and animal life (Hamilton *et al.*, 2007). This was recognized soon after independence that the newly independent Zambia needed to capitalize on its diverse and unique natural assets to develop a sustainable tourism industry. The colonial government did not provide any reasonable infrastructure to support the growth of tourism.

Table 1: Gazetted Traditional Ceremonies in Zambia

Province	District	Chief(s)	Tribe	Ceremony	Month ceremony is celebrated
Central	Mkushi	Bisa/Swaka/Lala Chiefs	Bisa/Swaka/Lala	Icibwela Mushi	September
	Chibombo	Snr. Chief Mukuni	Lenje	Kulamba kubwalo	October
	Mumbwa	Mumba and Kaindu	Kaonde	Musaka/Jikubi	September
	Mumbwa	Chibuluma	Kaonde Ila	Likumbi Lyamalumbe	October
Copperbelt	Masaiti	Snr. Chief Mushili	Lamba	Chabalankata	November
		Machiya	Mpongwe	Chitentamo/Nsengele	November
Eastern	Chipata	Paramount Chief Mpezeni	Ngoni	N'cwala	February
	Katete	Paramount Chief Gawa Undi	Chewa	Kulamba	August
	Petauke	Snr. Chief Kalindawalo	Nsenga	Tuwimba	October
	Mambwe	Chief Nsefu	Kunda	Malaila	October
	Chama	Chief Kambombo	Tumbuka	Kwenje	October
Luapula	Samfya	Snr. Chief Mwewa	Ng'mbo	Kwanga	October
	Chienge	Snr. Chief Mununga	Shila	Mabila	October
	Kawambwa	Snr. Chief Mwata Kazembe	Lunda	Mutomboko	July
	Chienge	Snr. Chief Puta	Bwile	Bwile	September
	Kawambwa	Snr. Chief Mushota	Chishinga	Chishinga Malaila	October
	Mansa	Chief Matanda	Ushi	Chibuka	October
	Mansa	Chief Mabumba	Ushi	Makumba	August
Lusaka	Chongwe	Snr. Chieftainess	Soli	Chikwela Makumbi	November
	Luangwa	Snr. Chief Mburumba	Nsenga-Luzi	Mbambala	November
	Chongwe	Chief Bunda bunda	Soli	Chibwela ku Mushi	November
	Kafue	Chieftainess Chiawa	Goba	Kailala	September
Northern	Mungwi	Paramount Chief Chitimukulu	Bemba	Ukusefya pa Ng'wena	August
	Mpika	Snr. Chief Kopa	Bisa	Chinamanongo	September
	Luwingu	Snr. Chief Chungu	Bemba	Mukula Pembe	August
	Isoka	Snr. Chief Muyombe	Tumbuka	Vikankanimba	September
	Isoka	Chief Mwenechifungwe	Mfungwe	Chambo chalumbe	September
	Isoka	Snr. Chief Kafwimbi	Namwanga	Ng'ondo	November
	Nakonde	Chieftainess Nawaitwika	Namwanga	Mulasa	September
	Chilubi Island	Chief Chiwanangala	Bisa	Chisaka chalubombo	September
	Mpika	Chief Nabwalya	Bisa	Bisa malaila	September
	Mbala	Mambwe/Lungu Chiefs	Mambwe/Lungu	Mutomolo	June
Northwestern	Zambezi	Snr. Chief Ndungu	Luvale	Likumbi Iya Mize	August
	Mwinilunga	Snr. Chief Kanongesha	Lunda	Chisemwa cha Lunda	August
	Kasempa	Snr. Chief Kasempa	Kaonde	Nsomo	June
	Solwezi	Snr. Chief Kalilele	Kaonde	Kupupa	July
	Zambezi	Snr. Chief Ishindi	Lunda	Lunda Lubanza	August
	Kabompo	Snr. Chief Sikufele	Mbunda	Lukwakwa	October
	Mufumbwe	Snr. Chief Mushima	Kaonde	Makundu	August
	Kabompo	Chief Kalunga	Luchazi	Chivweka	June
	Kabompo	Chief Chiyengele	Mbunda	Mbunda Liyoyelo	October
	Solwezi	Chief Kapijimpanga	Kaonde	Kunyanta ntanda	July
	Mufumbwe	Chief Chizera	Kaonde	Ntongo	September
	Solwezi	Chief Matebo	Lamba	Kuvuluka Kishakulu	September
	Solwezi	Chief Mukumbi	Kaonde	Kufukwila	May
	Solwezi	Chief Mumena	Kaonde	Lubinda Ntongo	August
Southern Province	Namwala	Chief Mungaila	Ila	Shimunenga	October
	Livingstone	Chief Mukuni	Toka Leya	Lwiindi	January
	Monze	Chief Monze	Tonga	Lwinda Gonde	July
	Kalomo	Chief Chikanta	Tonga	Chungu	October
	Kalomo	Chief Musokotwane	Toka Leya	Lukuni Luzwa buuka	August
	Kazungula	Chief Mutondo	Nkoya	Kazanga	September
	Kalomo	Chief Siachitema	Tonga	Maanzi Aabila Lwiindi	October
Western Province	Mongu	The Litunga of Western Province	Lozi	Kuomboka for Litunga	March
	Senanga	Litunga Lamboela	Lozi	Kuomboka Nalolo	May
	Kalabo	Chieftainess Mboanjikana	Lozi	Kuomboka Libonda	May
	Kaoma	Chiefs Mutondo and Kahare	Nkoya	Kazanga	July

Efforts Made after Independence to Secure the Natural Resource Base

One of the major steps taken by government was to secure the natural resource base on which the development of tourism was based. The country's icon, the Victoria Falls which had been managed by the Victoria Falls Trust was together with the supporting infrastructure and Zambian staff transferred to the Department of National Parks and Wildlife Service. In 1972, the President of the Republic of Zambia under the provisions of section 27 of the National Parks and Wildlife Act CAP 201, with consent of the National Assembly signified by resolution declared Mosi-Oa-Tunya National Park No. 17 which gave full protection and security to the falls and surrounding areas. In 1989 the Department of National Parks and Wildlife Service working together with the sister department of Parks and Wildlife Service in Zimbabwe jointly submitted a proposal to have the area listed on the World Heritage list. These were important steps taken to uplift the status of the site at regional and global levels. Because of such achievements, the international community accepted the joint application between Zambia and Zimbabwe to co host the 20th Session of the United Nation's World Tourism Organization Conference in August 2013. This up scaled Zambia's image on the global arena.

In 1972 alone, government declared 31 Game Management Areas and 18 National Parks, as basis for the development of outdoor adventure tourism. The total area of National Parks and GMAs was 241,000 km² by December 2013 which is about 32% of the country's total area of 752, 614 km² and equal to the Size of the United Kingdom or Uganda. During the same period, government gazetted several heritage sites of various grades which now number over a hundred. Government also lifted the ban imposed by the colonial government on some traditional ceremonies and now the number exceeds 50 (Table 1).

Visitor Accommodation Facilities and Transport Services

(i) Visitor accommodation by 1975

After securing the resource base and promoting cultural tourism through among others, resuscitation of traditional ceremonies, government embarked on an ambitious programme to provide visitor accommodation facilities. By 1975 about ten years after independence, there were 3,000 beds classified and distributed countrywide as shown in Tables 2, 3 & 4 below.

Table 2: National Visitor bed Capacity provided by Hotels and Motel by 1975, Zambia

Accommodation facility	Location	Number of beds	Star Grade in 1975	Comment
Mosi oa Tunya Intercontinental Hotel	Livingstone	200	Four	Later became five star
Hotel Intercontinental	Lusaka	400	Four	Later became five star
Ridge way Hotel	Lusaka	212	Four	Now Holiday Inn
Hotel Edinburgh	Kitwe	106	Three	
Lusaka Hotel	Lusaka	125	Three	
North Western Hotel	Livingstone	44	Two	
Savoy Hotel	Ndola	105	Two	**
Andrews Motel	Lusaka	75	Two	
Elephants' Head Hotel	Kabwe	30	Two	**
New Fairmount Hotel	Livingstone	65	Two	
Nkana Hotel	Kitwe	110	One	
Chalets Hotel	Livingstone	40	One	**
Falcon Hotel	Ndola	58	One	
Coppersmith Arms Hotel	Ndola	19	One	
Hotel Ambassador	Ndola	44	One	
The Barn Motel	Lusaka	28	One Star	
Crystal Spring Hotel	Chipata	33	Ungraded	
The Motel	Livingstone	74	Ungraded	
The Rutland Hotel	Ndola	59	Ungraded	
La Hacienda Hotel	Mumbwa	15	Ungraded	**
Lyambai Hotel	Mongu	22	Ungraded	**
Annexe Hotel	Lusaka	57	Ungraded	
Bwacha Hotel	Lusaka	64	Ungraded	
Crested Crane Hotel	Mpika	18	Ungraded	**
Grasshopper Inn	Mbala	18	Ungraded	**
Jacaranda Hotel	Ndola	37	Ungraded	
Kacholola Hotel	Nyimba	18	Ungraded	**
Kalundu Motel	Choma	20	Ungraded	
Kwacha Relax Hotel	Kasama	30	Ungraded	
Lundazi Castle Hotel	Lundazi	14	Ungraded	**
Mansa Inn	Mansa	20	Ungraded	**
Monze Hotel	Monze	22	Ungraded	
Muchinga Motel	Kabwe	18	Ungraded	
Nchanga Hotel	Chingola	45	Ungraded	
Solwezi Hotel	Solwezi	20	Ungraded	
Windsor Hotel	Livingstone	36	Ungraded	
Zani Muone Hotel	Lusaka	11	Ungraded	
The Arms Hotel	Mbala	16	Ungraded	
Ipusukilo Hotel	Mufulira	24	Ungraded	
Buchi Hotel	Kitwe	30	Ungraded	
Kapiri Mposhi Inn	Kapiri Mposhi	12	Ungraded	
Zambezi Motel	Zambezi	30	Ungraded	
Hotel Victoria	Ndola	54	Ungraded	
Total		2, 477		

Notes: ** Operated by National Hotels Corporation

To cater for a wider mid to low income groups Government provided rest houses throughout the country, but particularly in locations with definite tourism potential (Table 3&4).

Table 3: Visitor bed capacity provided by guest houses country wide, 1975, Zambia

Name of guest house	Province	Number of rooms	Number of beds
Kabwe	Central	3	7
Serenje	Central	3	6
Mkushi	Central	3	6
Mumbwa	Central	3	7
Feira (Luangwa)	Central (Lusaka)	2	4
Livingstone	Southern	3	6
Namwala	Southern	3	7
Sinazongwe	Southern	2	4
Mongu	Western	10	20
Kalabo	Western	2	4
Kaoma	Western	5	10
Sesheke	Western	3	6
Solwezi	North Western	11	22
Kasempa	North Western	6	11
Kabompo	North Western	5	10
Zambezi	North Western	6	12
Mwinilunga	North Western	6	12
Kasama	Northern	8	16
Chinsali	Northern (Muchinga)	2	4
Mporokoso	Northern	3	6
Luwingu	Northern	6	12
Mbala	Northern	5	10
Isoka	Northern (Muchinga)	3	6
Chipata	Eastern	-	-
Katete	Eastern	5	9
Petauke	Eastern	5	10
Lundazi	Eastern	-	-
Kacholola	Eastern	-	-
Kawambwa	Luapula	6	12
Samfya	Luapula	3	6
Nchelenge	Luapula	5	10
Mwense	Luapula	10	20
Mansa	Luapula	24	48
Total		153	323

Table 4: Visitor bed capacity in National Parks, 1975, Zambia

Accommodation facility Park	Location of facility	Beds	Nature of facility	Season of operation
Mfuwe Lodge	South Luangwa National Park	32	Full catering	June - November
Luamfwa Lodge	South Luangwa National Park	16	Full catering	June - November
Chichele Lodge	South Luangwa National Park	20	Full catering	June - November
Tundwe Safari Camp	South Luangwa National Park	30	Full catering	June - November
Ngoma Lodge	Kafue National Park	36	Full catering	January-December
Chunga Safari Village	Kafue National Park	30	Full catering	Year round
Kafwala Camp	Kafue National Park	8	Full catering	June-October
Moshi Camp	Kafue National Park	10	Full catering	June-October
Ntemwa Camp	Kafue National Park	8	Full catering	June-October
Kasaba Bay Lodge	Nsumbu National Park	36	Full catering	Year round
Nkamba Bay Lodge	Nsumbu National Park	20	Full catering	Year round
Lion Camp	South Luangwa National Park	6	Non catering	June-November
Big lagoon Camp	South Luangwa National Park	12	Non catering	June-November
Nsefu Camp	South Luangwa National Park	12	Non catering	June-November
Luambe Camp	Luambe National Park	12	Non catering	June-November
Chunga Camp	Kafue National Park	10	Non catering	Year round
Kalala Camp	Kafue National Park	6	Non catering	June-October
Lufupa Camp	Kafue National Park	6	Non catering	June-October
Moshi Camp	Kafue National Park	6	Non catering	June-October
Sumbu Camp	Nsumbu National Park	8	Non catering	Year round
Lochinvar Lodge	Lochinvar National Park	12	Non catering	Year round
Bowa Tented Camp	Blue Lagoon National Park	12	Non catering	June-December
Total		348		

(ii)Transport

Lusaka International Airport (now Kenneth Kaunda) was commissioned in July 1967, at the time it was one of the most modern international Airports in Sub-Saharan Africa (GRZ, 1982). Ndola and Livingstone were regional airports, while secondary aerodromes were at Mongu, Solwezi, Mansa, Kasama and Chipata. In total, the country had 130 aerodromes, 51 being government owned, and the remaining ones being minor aerodromes operated for specific purposes by the private sector. By July 2014, Zambia had four International Airports, Kenneth Kaunda, Simon Mwansa Kapwepwe (formerly Ndola), Harry Mwaanga Nkumbula (formerly Livingstone) and Mfuwe. These are capable of handling large passenger and cargo planes. Expansion works are being carried out at Provincial Airports countrywide.

A national Airline, Zambia Airways Corporation was formed in 1967 the same year Lusaka International Airport was commissioned. During its initial development period, it had established a gradually expanding domestic and international routes (Table 5). By 1975, it had a fleet of three Boeing 707, one Boeing 737, and four HS-748 aircrafts. At the time of its liquidation in early 1990s under the Movement for Multiparty Democracy (MMD) government, it had more and larger aircrafts including the trio engine DC 10 with capacity to carry 250 – 345 passengers depending on sitting arrangements (Fig. 4). and had ordered a new version DC11 aircraft The established domestic and intercontinental routes to Europe, Asia and later North America made the movement of tourists from abroad to Zambia and between major attractions convenient (Table 5).



Fig. 4: Zambia Airways three engine DC 10 aircraft used on intercontinental flights.

Table 5: International and Domestic networks for the National Airline, Zambia Airways

From	To	
	Destination	
	International	Local
Lusaka	London (United Kingdom)	
Lusaka	Rome (Italy)	
Lusaka	Nicosia (Cyprus)	
Lusaka	Frankfurt (later) (West Germany)	
Lusaka	Bombay (later) (India)	
Lusaka	New York (later than 1975) (USA)	
Lusaka	Nairobi (Kenya)	
Lusaka	Mauritius	
Lusaka	Dar es Salaam (Tanzania)	
Lusaka	Blantyre (Malawi)	
Lusaka	Francistown (Botswana)	
Lusaka	Gaborone (Botswana)	
Lusaka		
Lusaka		Mfuwe
Lusaka		Chipata
Lusaka		Chipata (via Mfuwe)
Lusaka		Kasaba Bay
Lusaka		Mansa
Lusaka		Kasama (via Mansa)
Lusaka		Ndola
Lusaka		Kitwe
Lusaka		Solwezi (via Kitwe)
Lusaka		Mongu
Lusaka		Zambezi (via Mongu)
Lusaka		Kalabo (via Mongu)
Lusaka		Senanga (via Mongu)
Lusaka		Sesheke (via Mongu and Senanga)

The Copperbelt, Chipata, Mongu, Kasama and Livingstone routes were supplemented by Luxury Bus Coaches, the Eagle Travel. In Lusaka, the local routes within town were serviced by Custom made Local buses of the Mercedes Benz D15 or Dubrava and metred Belmont taxis popularly known as 'ZamCab'. The Copperbelt – Lusaka route was supplemented by a Rail Car service operated by Zambia Railways.

In addition to the air services provided by Zambia Airways (Fig. 4), other airlines servicing Lusaka International Airport included; Air Botswana, East African Airways Corporation (which is now Kenya Airways after the break down of the East African Community), Air Tanzania, DELTA, UTA French Airlines, Air Malawi, Air India, Air Zaire, Alitalia Airlines, British Caledonian Airways and British Airways.

A tourist marketing body was formed and named Zambia National Tourist Bureau; now Zambia Tourist Board with local offices in, Livingstone, Kitwe, Ndola and the Headquarters in Lusaka. International Offices were in London-United Kingdom, New York-United States of America, Frankfurt - West Germany and Nairobi in Kenya-East Africa, Rome - Italy, later Bombay (Mumbai)-India and other properties were in Tokyo, Japan. At this time the brand name for the country was 'Zambia in the Sun'. This was later rebranded to 'Zambia the Real Africa' and recently trademarked 'Zambia Let's Explore'.

(ii) Visitor accommodation by 2013

Since 1991 when the economy was liberalized and parastatals privatized, the number of hotels, lodges and guest houses increased by more than 300%. In 1975, there were a paltry combined total of 196 accommodation facilities countrywide (Hotels, Motels, Inns Lodges and Guest Houses) this number increased to a minimum working figure of 565 facilities (excluding Lodges in National Parks) with bed capacity increasing by more than 300%. The number of restaurants increased by 100% to 84, shopping malls by 100% from zero to 18 of which 9 (50 %) are in Lusaka, Night clubs by 100% to 3 of which 2 (75%) are in Lusaka, Casinos by 100% to 3 of which 2 (75%) are in Lusaka (ZTB, 2014).

Number of Tourists

The meaning of international tourist used here is based on WTO definition which refers to inbound tourists (overnight visitors) who travel to a country other than that in which they have their usual residence, but outside their usual environment, for a period not exceeding 12 months and whose main purpose in visiting is other than an activity remunerated from within the country visited. The data shown in this paper are from border statistics (police, immigration) and supplemented by other border surveys. In other cases data were from tourism accommodation establishments. Arrivals of nationals residing abroad were not included. Caution should thus be used in comparing arrivals across countries. The data on inbound tourists refer to the number of arrivals, not to the number of people traveling. Thus a person who makes several trips to a country during a given period is counted each time as a new arrival.

In Zambia, the SADC and at global levels, the number of visitors has been steadily rising (Table 6). Zambia in particular has registered a steady and fairly rapid growth in the number of visitors surpassing some of the countries in the region (Fig. 5; Table 7).

By December 2013 for instance, 859,088 visitors entered the country using the 13 serviceable ports of entry. Of this total 515, 453 (60 %) were males and 343, 635 (40 %) were females. The largest number entered through Nakonde 197, 988

(23%) and the second largest was Kenneth Kaunda International Airport, 155, 676 (18%). In a strict sense of tourism only those visitors arriving in the country to utilize leisure time would be considered as tourists. From the data collected in 2013, it would appear that most of the visitors using road transport were small scale traders and perhaps transit drivers en route to other SADC countries and those delivering new vehicles. It is also likely that the Nakonde entry port recorded the highest number because of return or multiple trips of the small cross border traders and not necessarily tourists. Despite this potential source of error, the number of visitors to Zambia has been rising steadily in the last 15 years, reaching the highest figure of 906,000 in 2011. This number declined by 47,000 to 859,000 in 2013 (Table 6 & 7).

Table 6: Number of tourists to Zambia and SADC including Uganda and Kenya for the period 1995-2011. (Source of data: World Tourism Organization, Yearbook of Tourism Statistics, Compendium of Tourism Statistics and data files, ZTB).

Year	Number of visitors to countries in the SADC including Kenya and Uganda									
	Zambia	Zimbabwe	Kenya	Uganda	Tanzania	Botswana	Namibia	Malawi	Mozambique	South Africa
1995	163,000	1,416,000	918,000	160,000	285,000	521,000	272,000	192,000		4,488,000
1996	264,000	1,597,000	947,000	174,000	315,000	512,000	461,000	194,000		4,915,000
1997	341,000	1,336,000	928,000	175,000	347,000	607,000	502,000	207,000		4,976,000
1998	362,000	2,090,000	792,000	195,000	450,000	750,000	614,000	220,000		5,732,000
1999	404,000	2,250,000	862,000	189,000	564,000	843,000	635,000	254,000		5,890,000
2000	457,000	1,967,000	899,000	193,000	459,000	1,104,000	656,000	228,000		5,872,000
2001	492,000	2,217,000	841,000	205,000	501,000	1,193,000	670,000	266,000	323,000	5,787,000
2002	565,000	2,041,000	838,000	254,000	550,000	1,274,000	757,000	383,000	541,000	6,430,000
2003	413,000	2,256,000	927,000	305,000	552,000	1,406,000	695,000	424,000	441,000	6,505,000
2004	515,000	1,854,000	1,199,000	512,000	566,000	1,523,000	716,000	427,000	470,000	6,678,000
2005	669,000	1,559,000	1,399,000	468,000	590,000	1,474,000	778,000	438,000	578,000	7,369,000
2006	757,000	2,287,000	1,464,000	539,000	622,000	1,426,000	833,000	638,000	664,000	8,396,000
2007	897,000	2,506,000	1,686,000	642,000	692,000	1,736,000	929,000	735,000	771,000	9,091,000
2008	812,000	1,956,000	1,441,000	844,000	750,000	2,101,000	931,000	742,000	1,193,000	9,592,000
2009	710,000	2,017,000	1,392,000	807,000	695,000	2,103,000	980,000	755,000	1,461,000	7,012,000
2010	815,000	2,239,000	1,470,000	946,000	754,000	2,145,000	984,000	746,000	1,718,000	8,094,000
2011	906,000	2,423,000		1,151,000	795,000			767,000		8,339,000

Table 7: Number of visitors entering Zambia compared with other countries in Africa outside East and Southern African sub regions, European Union and world total. (Source of data: World Tourism Organization, Yearbook of Tourism Statistics, Compendium of Tourism Statistics and data files, ZTB).

Year	Number of visitors in other selected African countries, EU and World Total							
	Zambia	Ghana	Nigeria	Senegal	Mauritius	Egypt	EU	World total
1995	163,000	286,000	656,000		422,000	2,871,000	264,800,000	531,424,500
1996	264,000	264,000	822,000		487,000	3,528,000	271,635,000	561,296,600
1997	341,000	325,000	611,000		536,000	3,656,000	285,778,944	588,945,000
1998	362,000	348,000	739,000		558,000	3,213,000	297,496,000	606,712,064
1999	404,000	373,000	776,000		578,000	4,490,000	308,198,144	632,029,056
2000	457,000	399,000	813,000		656,000	5,116,000	325,702,000	682,842,900
2001	492,000	472,000	850,000		660,000	4,357,000	319,642,000	680,272,400
2002	565,000	483,000	887,000		682,000	4,906,000	325,851,000	701,593,200
2003	413,000	531,000	924,000	495,000	702,000	5,746,000	327,223,000	692,222,100
2004	515,000	584,000	962,000	667,000	719,000	7,795,000	336,120,000	764,202,700
2005	669,000	429,000	1,010,000	769,000	761,000	8,244,000	350,489,000	808,757,568
2006	757,000	497,000	1,111,000	866,000	788,000	8,646,000	369,440,000	855,795,200
2007	897,000	587,000	1,212,000	875,000	907,000	10,610,000	379,630,000	916,964,352
2008	812,000	698,000	1,313,000	867,000	930,000	12,296,000	375,071,000	933,996,800
2009	710,000	803,000	1,414,000	810,000	871,000	11,914,000	356,739,000	895,162,000
2010	815,000	931,000	1,555,000	900,000	935,000	14,051,000	365,929,000	954,976,500
2011	906,000		715,000	1,001,000	965,000	9,497,000	385,240,000	1,001,234,690

Comparing visitor levels with other countries in the region showed that Zambia was still lagging behind other countries with similar geopolitical climate (Fig. 5).

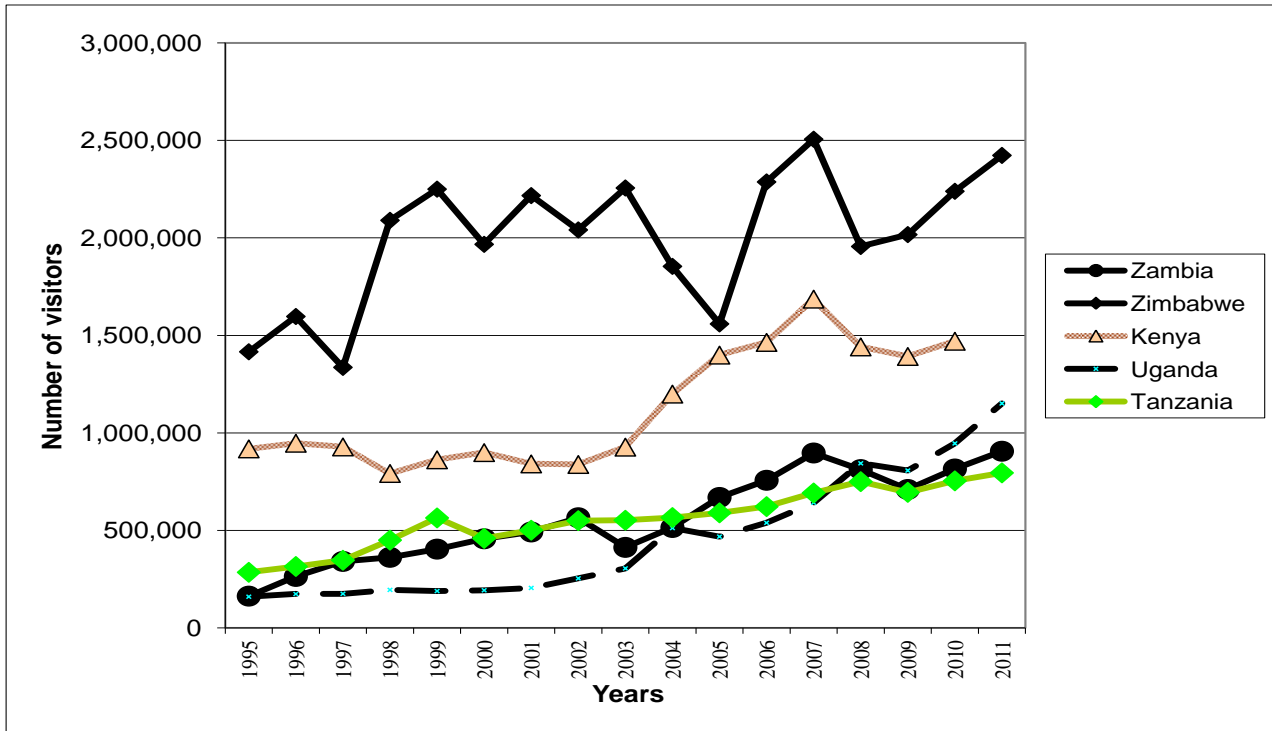


Fig.

5 Comparison of tourist between Zimbabwe, Uganda, Tanzania and Kenya. (Countries which also largely depend on natural attractions for their tourism). (Source of data: World Tourism Organization, Yearbook of Tourism Statistics, Compendium of Tourism Statistics and data files, ZTB).

Of the five countries shown in Figure 5 above, Zimbabwe registered the highest visitor growth, and the least was Tanzania which registered a lower number in 2011 while Zambia was second lowest of the five.

A comparison between Zambia and Zimbabwe in Figure 6 below shows a very wide gap in the number of visitors received by the two neighbouring countries which share the same iconic attraction, the Victoria Falls. The two countries rely on the Victoria Falls as the main attraction and one would expect the two countries to receive an almost equal number of visitors which was not the case. On this front, it would be reasonable to assume that Zambia performed very poorly in comparison with Zimbabwe, which was in fact passing through a period of economic decline due to sanctions.

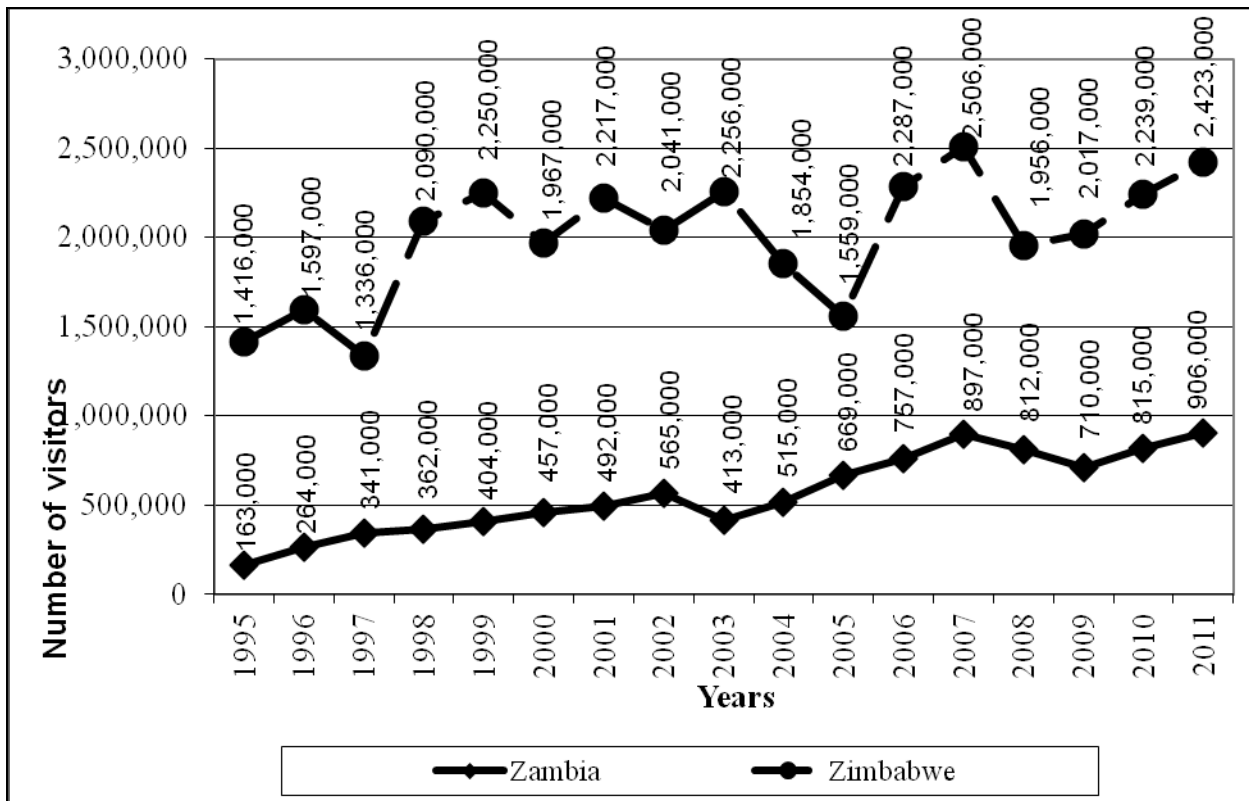


Fig. 6 Comparison of visitor levels between Zambia and Zimbabwe for the period 1995 – 2011. (Source of data: World Tourism Organization, Yearbook of Tourism Statistics, Compendium of Tourism Statistics and data files, ZTB and Chomba & Sianjobo, 2014).

A comparison of visitor numbers with Tanzania showed a marginal gain of 150,000 more than the number registered by Tanzania in 2011 (Fig. 7). However, this gain has already been overtaken as Tanzania has already reached and slightly exceeded a million mark visitors by 2013 while Zambia registered a decline of 47,000 in 2013.

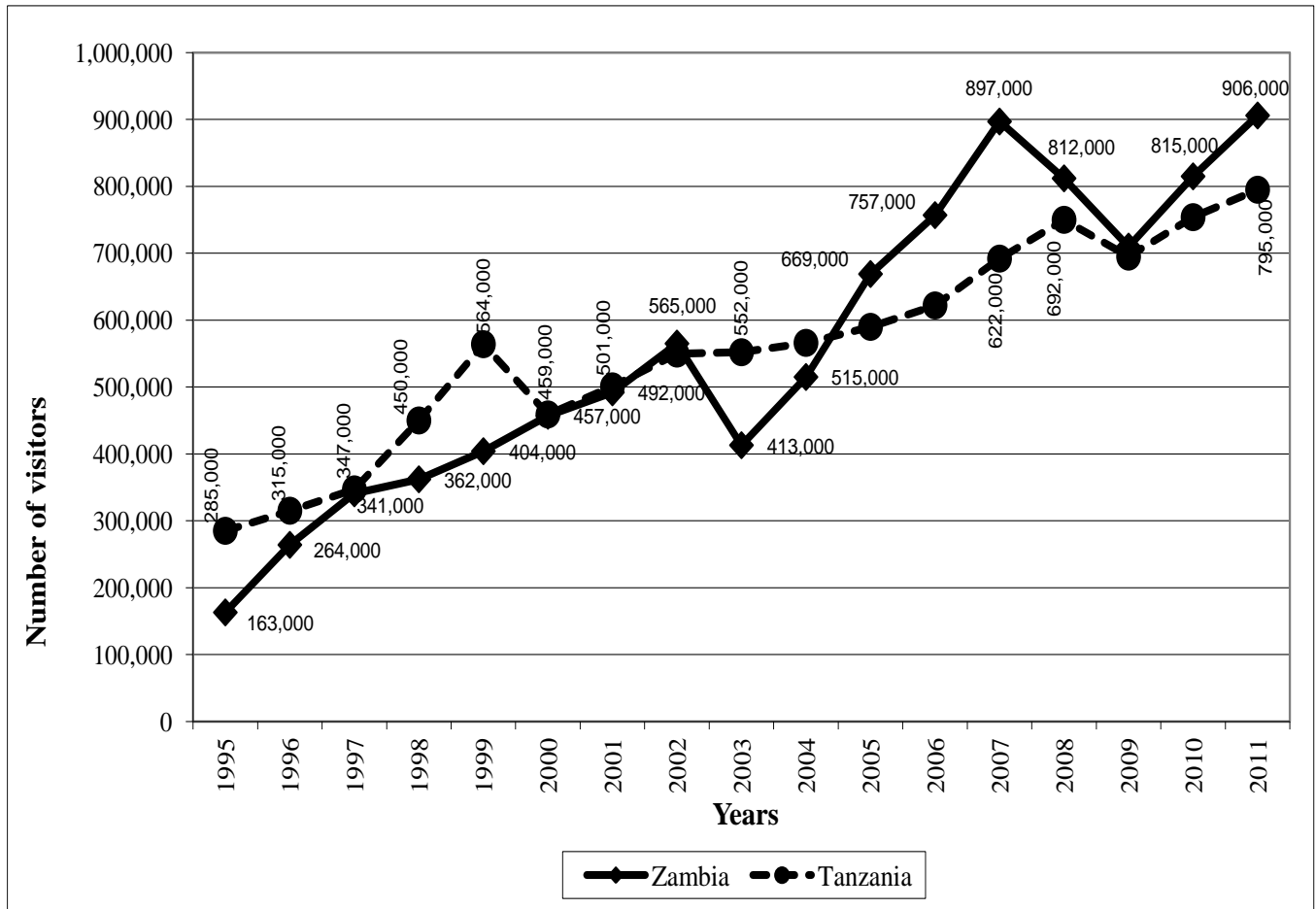


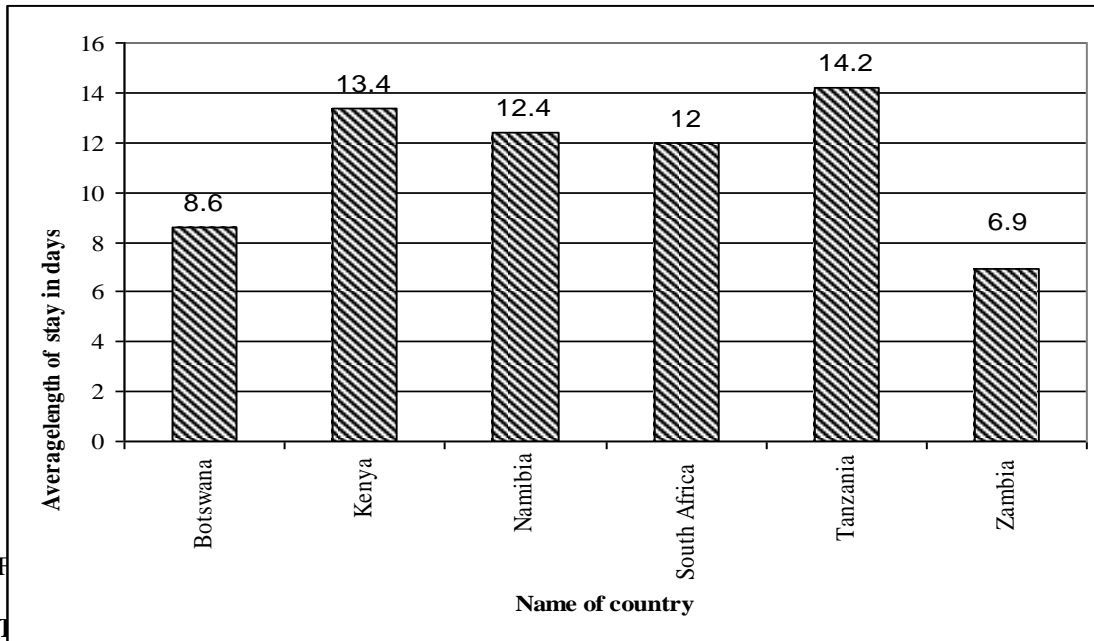
Fig.

7 Comparison of number of visitors between Zambia and Zimbabwe (Source: World Tourism Organization, Yearbook of Tourism Statistics, Compendium of Tourism Statistics and data files, ZTB).

Visitor Levels and Retention Capacity

Visitor arrival levels and retention capacity were described as low in Zambia when compared with other countries in the region. At regional level, and based on the World Tourism Organization report cited by Hamilton *et al.* (2007), Zambia ranked the lowest in the Southern African Region in both visitor arrival levels and retention in comparison with major tourist destinations in the east and southern African sub regions. Zambia had 6.9 days visitor retention while the highest was Tanzania at 14.2 days followed by Kenya at 13.4 days, South Africa 12 days and so on, implying that Zambia was still lagging behind other countries in the region (Fig. 8). This could be one of the factors responsible for the low revenues collected from tourism (Table 9). The major reason for this scenario could be attributed to limited and often poor service delivery and the limited local tourism sites, which are currently restricted to few places around Livingstone and Mfuwe areas. Inadequate skills have also led to limited outdoor tourist recreation activities offered. The capacity to retain tourists once they have arrived in the country is very important and statistics provided by Hamilton's report of 2007 showed that increasing the length of stay by only two (2) days would have increased direct tourism earnings to 97% of the Fifth National Development Plan (FNDP) target of US\$ 304 million (GRZ, 2006a). One way suggested of contributing to the achievement of this target was to improve service delivery and widening of the tourist product which would ultimately increase the number of days international visitors would stay in the country and hence more revenue for the country.

Improvement of service delivery hinges on enhanced skills which would be achieved through human resource development through training. This should be coupled with the development of tourist circuits covering both natural and cultural attractions.



al., 2007).

Although tourism is currently described as an emerging industry and the fastest growing industry in the world, Zambia has not taken advantage of its huge potential to tap into the global market. It has performed poorly in the area of revenue collection and is the lowest in the region (in comparison with countries of similar potential). The sector still has a small clientele base, with many tourists visiting mainly one site only, usually the Victoria Falls; staying less than three days; and combining their visit to Zambia with other regional destinations. During the period 1995 – 2011, the highest income earned was USD 146 million in 2011 (Table 9a). In the SADC region, for instance, Zambia had the least income from tourist receipts when compared with the number of visitors entering the country. In 2011, for instance, when Zambia received 906,000 tourists (150,000 more tourists than Tanzania) (see Table 6 above), it only collected USD 146 million while Tanzania received 795,000 tourists but earned USD 1.5 billion (Table 9). This under collection of revenue from tourism is unique to Zambia. Other countries of similar tourism potential have all reached a USD billion mark while Zambia still collects under USD 200 million (Table 9a & b). The country is collecting comparatively the lowest revenue in the region compared with the number of visitors entering the country (Fig. 9 & 10). In 2011 as earlier mentioned, Zambia received 150,000 more tourists than Tanzania, but collected far less revenue, and was the lowest in the region (Table 9a & b; Fig. 9 & 10).

Table 9a: A comparison of tourist receipts in the SADC region including Kenya and Tanzania (Source data: World Tourism Organization, Yearbook of Tourism Statistics, Compendium of Tourism Statistics and data files, ZTB, BBC African Perspective February 2010; URT., 2010 in Lwoga, 2011; Kaunda *et al.*, 2013).

Year	Tourist receipts in United States Dollars (USD) in the SADC including Kenya and Uganda							
	Zambia	Zimbabwe	Tanzania	Kenya	Uganda	Namibia	Malawi	South Africa
1995		145,000,000	502,000,000	785,000,000	78,000,000	278,000,000	22,000,000	2,654,000,000
1996		232,000,000	473,000,000	823,000,000	117,000,000	293,000,000	31,000,000	3,137,000,000
1997	29,000,000	205,000,000	343,000,000	1,077,000,000	135,000,000	333,000,000	32,000,000	3,422,000,000
1998	40,000,000	158,000,000	494,000,000	1,213,000,000	144,000,000	288,000,000	40,000,000	3,419,000,000
1999	53,000,000	202,000,000	467,000,000	1,211,000,000	151,000,000	287,000,000	42,000,000	3,407,000,000
2000	67,000,000	125,000,000	381,000,000	500,000,000	165,000,000	193,000,000	29,000,000	3,338,000,000
2001	80,000,000	81,000,000	626,000,000	536,000,000	187,000,000	264,000,000	40,000,000	3,256,000,000
2002	64,000,000	76,000,000	639,000,000	513,000,000	194,000,000	251,000,000	45,000,000	3,695,000,000
2003	88,000,000	61,000,000	654,000,000	619,000,000	185,000,000	383,000,000	66,000,000	6,674,000,000
2004	92,000,000	194,000,000	762,000,000	799,000,000	268,000,000	426,000,000	74,000,000	7,571,000,000
2005	98,000,000	99,000,000	835,000,000	969,000,000	382,000,000	382,000,000	48,000,000	8,629,000,000
2006	110,000,000	338,000,000	986,000,000	1,181,000,000	347,000,000	473,000,000	45,000,000	9,211,000,000
2007	138,000,000	365,000,000	1,215,000,000	1,514,000,000	402,000,000	542,000,000	138,000,000	10,226,000,000
2008	148,000,000	294,000,000	1,293,000,000	1,398,000,000	536,000,000	484,000,000	148,000,000	9,178,000,000
2009	98,000,000	523,000,000	1,192,000,000	1,124,000,000	683,000,000	511,000,000	98,000,000	8,684,000,000
2010	125,000,000	634,000,000	1,279,000,000	1,620,000,000	802,000,000	560,000,000	125,000,000	10,308,000,000
2011	146,000,000	664,000,000	1,487,000,000	1,844,000,000	974,000,000	645,000,000	146,000,000	10,707,000,000

Table 9b: A comparison of tourist receipts with Egypt, European Union and World total. (Source of data: World Tourism Organization, Yearbook of Tourism Statistics, Compendium of Tourism Statistics and data files, ZTB, BBC African Perspective February 2010)

Year	Tourist receipts in United States Dollars (USD) Zambia compared with Egypt, EU and World total			
	Zambia	Egypt	EU	World
1995		2,954,000,000	214,368,000,000	486,809,000,000
1996		3,583,000,000	224,994,000,000	526,021,000,000
1997	29,000,000	4,045,000,000	217,840,000,000	527,196,000,000
1998	40,000,000	2,942,000,000	230,396,000,000	530,347,000,000
1999	53,000,000	4,361,000,000	240,044,000,000	554,002,000,000
2000	67,000,000	4,657,000,000	235,351,000,000	572,401,000,000
2001	80,000,000	4,119,000,000	232,644,000,000	563,232,000,000
2002	64,000,000	4,133,000,000	242,691,000,000	589,894,000,000
2003	88,000,000	4,704,000,000	286,095,000,000	647,812,000,000
2004	92,000,000	6,328,000,000	332,587,000,000	771,249,000,000
2005	98,000,000	7,206,000,000	350,200,000,000	831,710,000,000
2006	110,000,000	8,133,000,000	380,820,000,000	903,143,000,000
2007	138,000,000	10,327,000,000	434,154,000,000	1,042,120,000,000
2008	148,000,000	12,104,000,000	465,638,000,000	1,148,580,000,000
2009	98,000,000	11,757,000,000	401,741,000,000	1,030,600,000,000
2010	125,000,000	13,633,000,000	400,027,000,000	1,120,080,000,000
2011	146,000,000	9,333,000,000	453,538,000,000	1,256,160,000,000

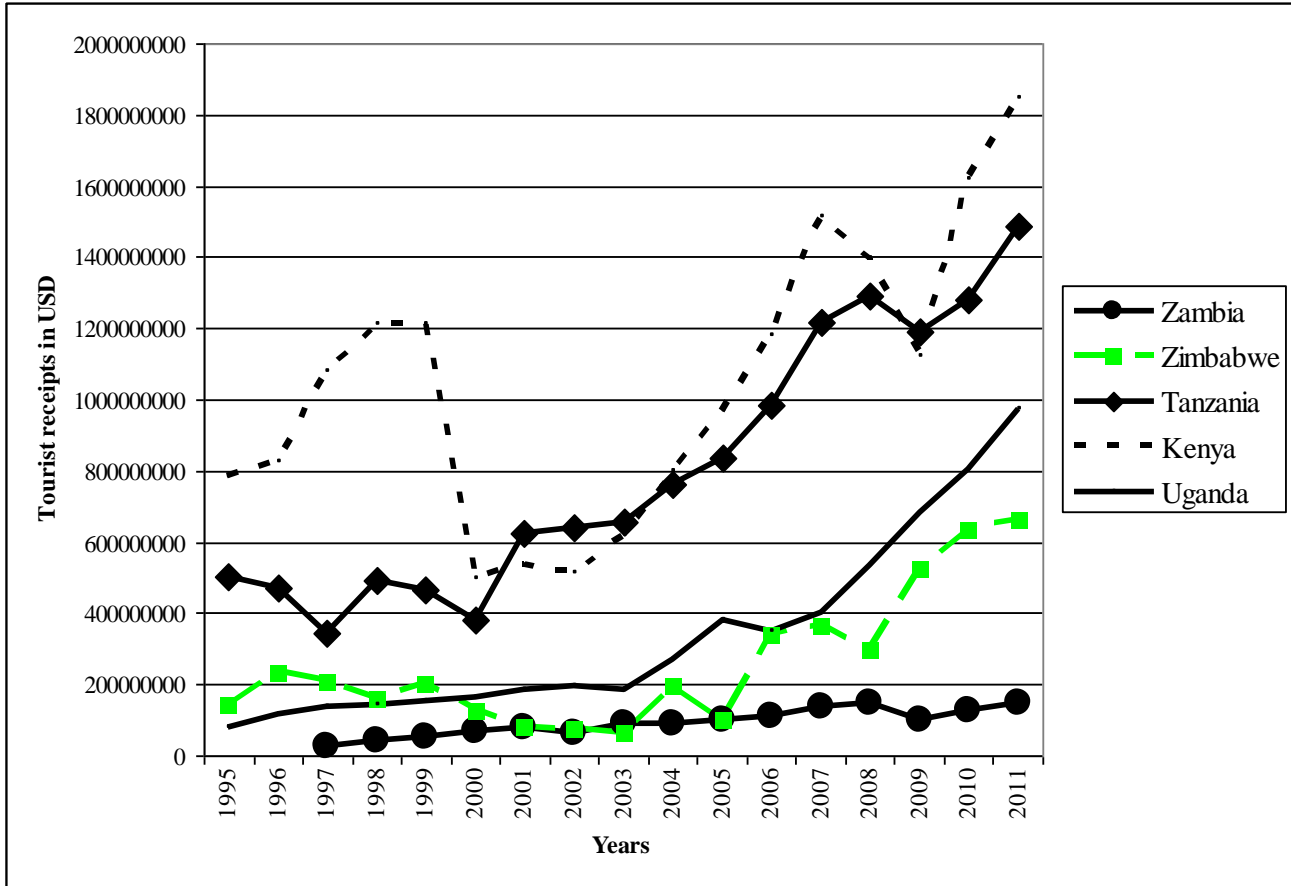


Fig. 9 Comparison of growth in tourist receipts (USD) in Zambia with Zimbabwe, Tanzania, Kenya and Uganda for the period 1995-2011 (Source of data: World Tourism Organization, Yearbook of Tourism Statistics, Compendium of Tourism Statistics and data files, ZTB, BBC African Perspective February 2010).

A comparison of visitor numbers between Zambia and Tanzania, shows that Zambia should have reached a billion dollar mark based on the number of visitors reached in 2011 (Fig. 9).

A similar comparison with Zimbabwe also shows that Zambia is by far lagging behind in both visitor numbers and tourist receipts (Table 9; Fig. 6, 9, 10 & 11).

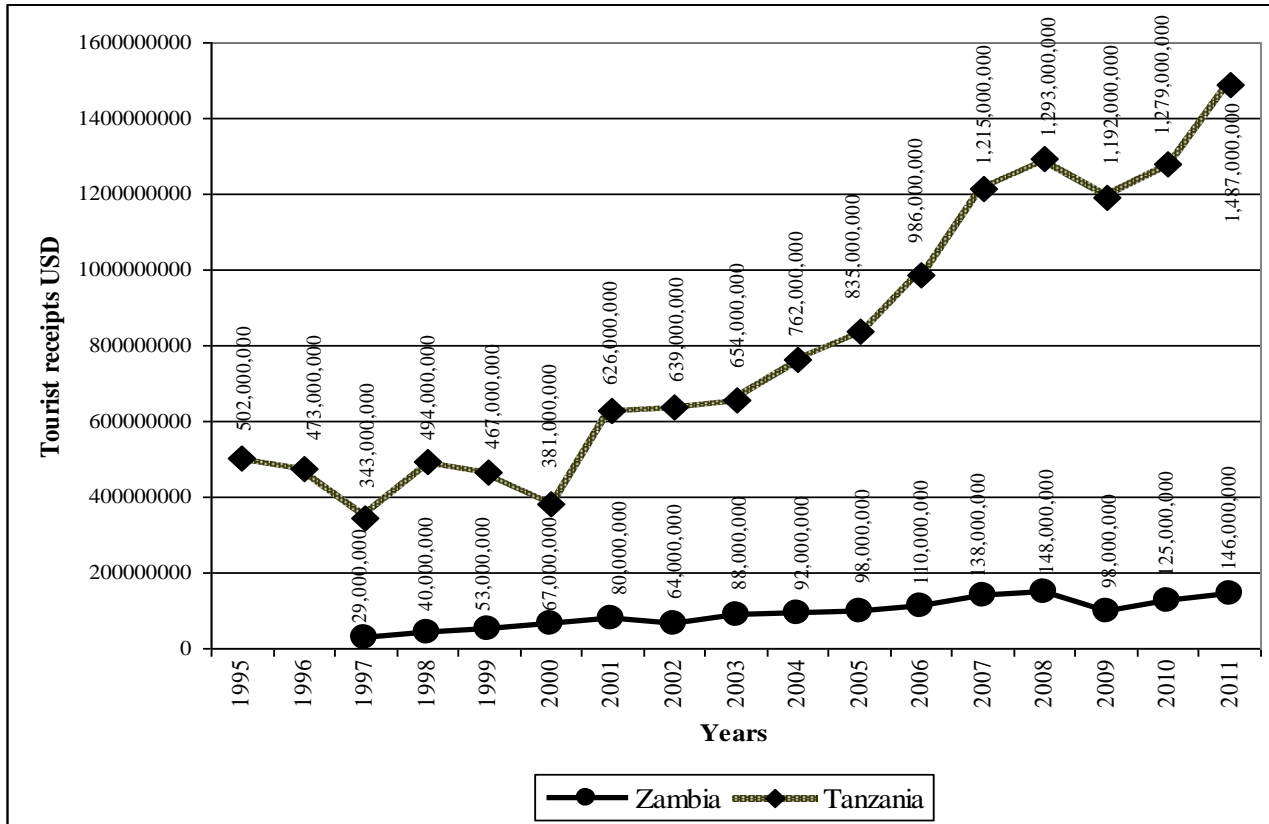


Fig. 10 A comparison of tourist receipts collected by Zambia and Tanzania for the period 1995 – 2011 (Source of data: World Tourism Organization, Yearbook of Tourism Statistics, Compendium of Tourism Statistics and data files, ZTB, BBC African Perspective February 2010).

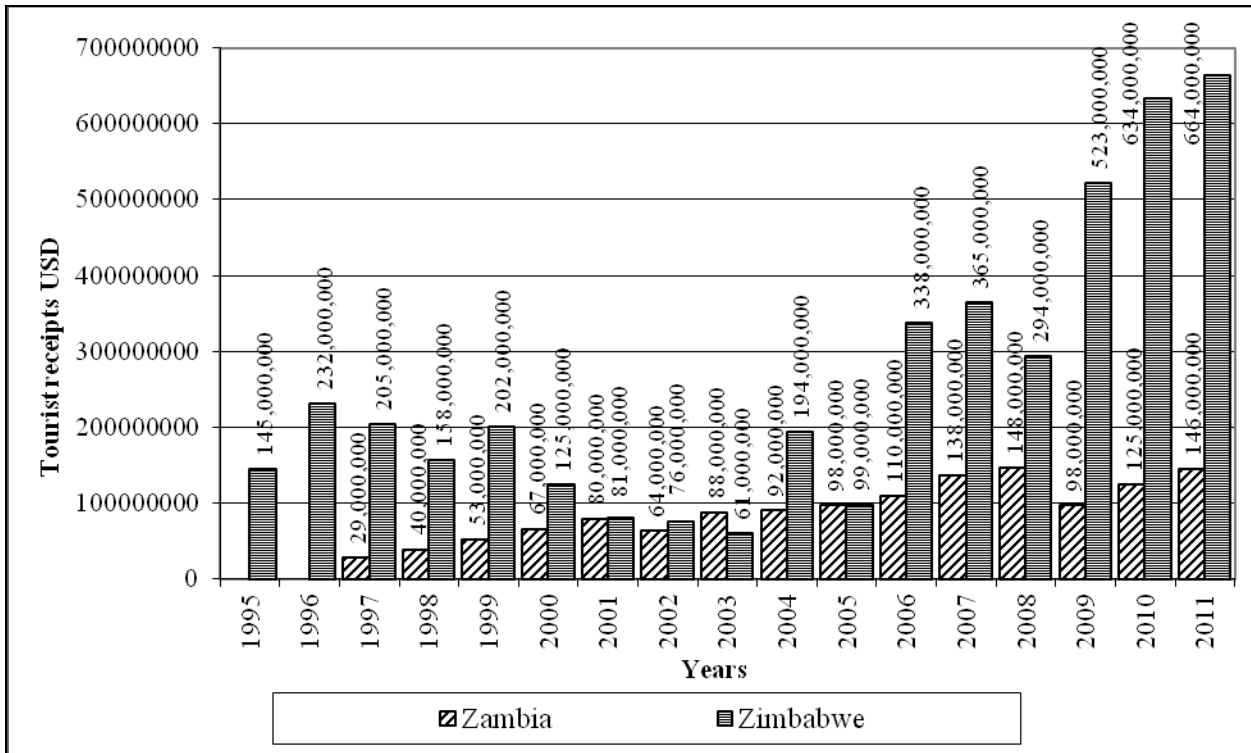
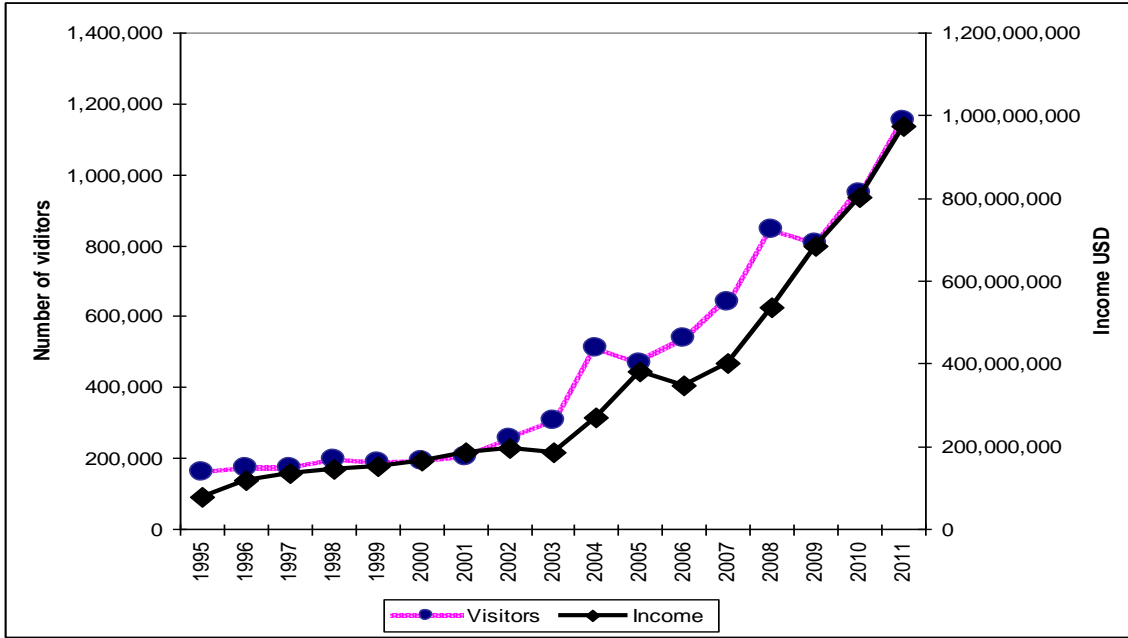
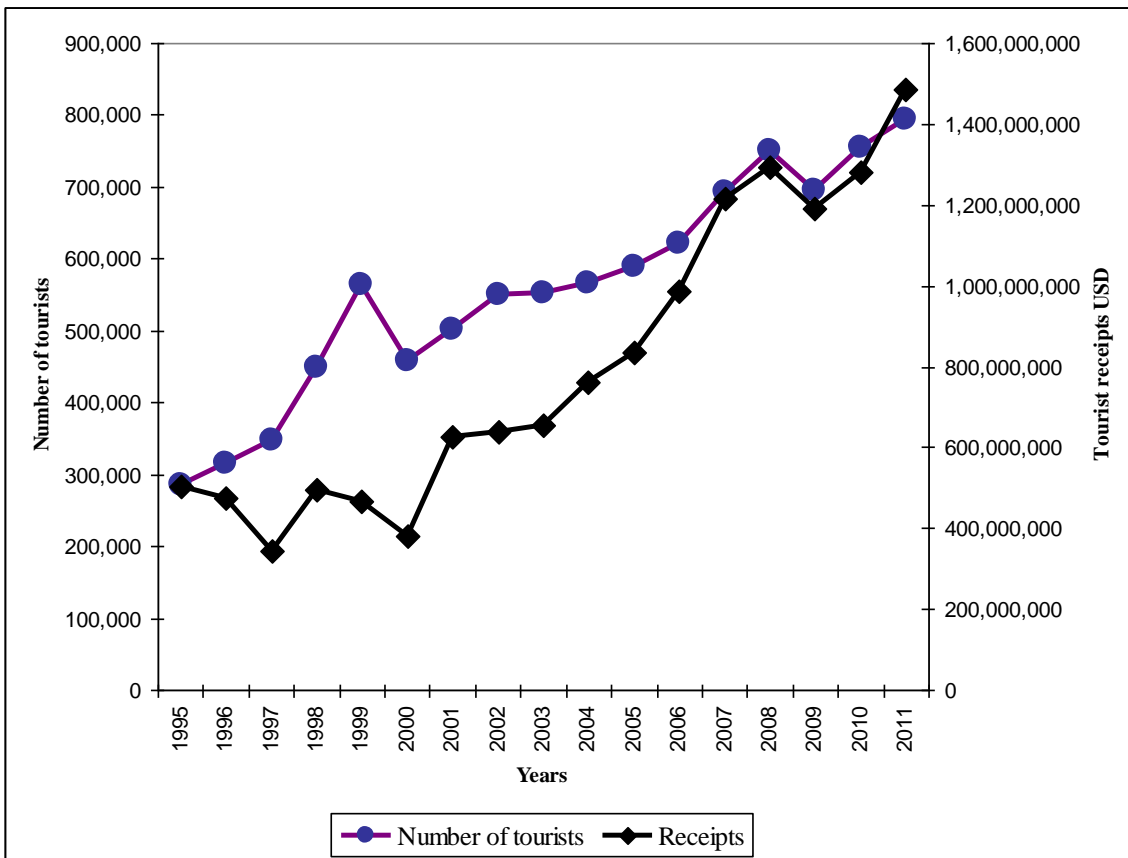


Fig. 11 A comparison of tourist receipts between Zambia and Zimbabwe for the period 1995 – 2011 (Source of data: World Tourism Organization, Yearbook of Tourism Statistics, Compendium of Tourism Statistics and data files, ZTB, BBC African Perspective February 2010).

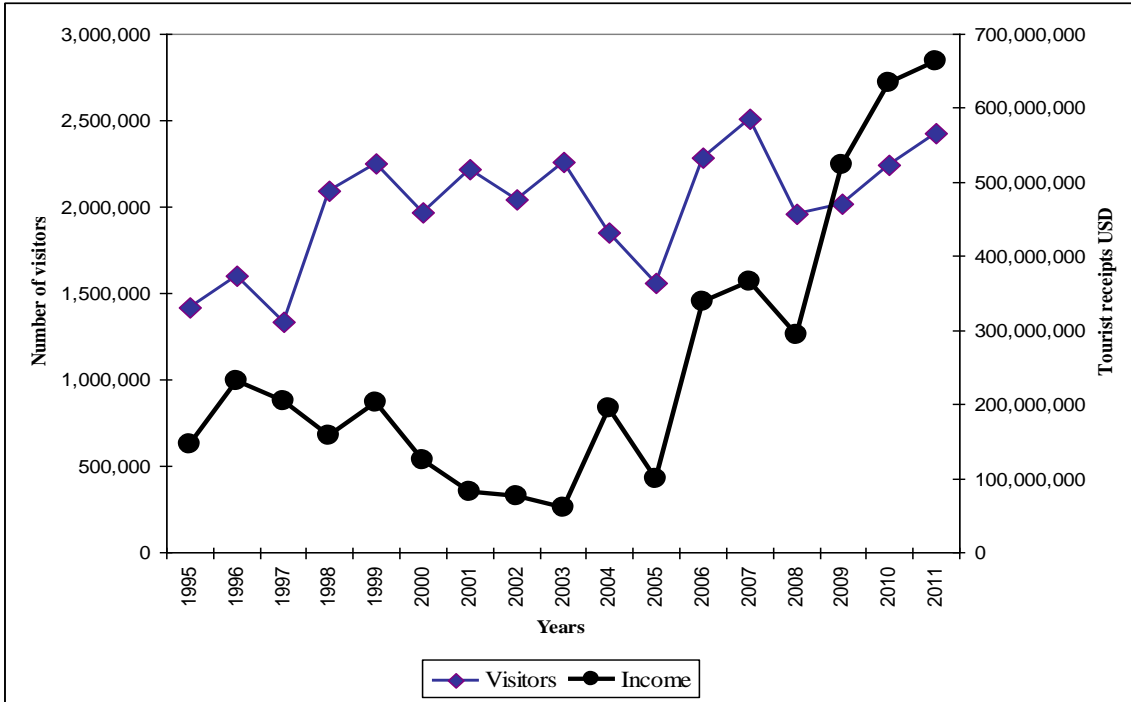
It was assumed that the revenue receipts received by Zambia does not march the number of visitors. Zambia should have by now surpassed USD 500million mark given the number of visitors entering the country (Table 6, 9). A comparison with other countries shows that even though our visitor numbers have not yet reached 1 million mark, we should have by now reached a billion USD mark (Fig. 12, a, b, & c), but perhaps the low visitor retention capacity (Fig. 8) could be one of the main factors responsible for low revenue collections (Table 8).



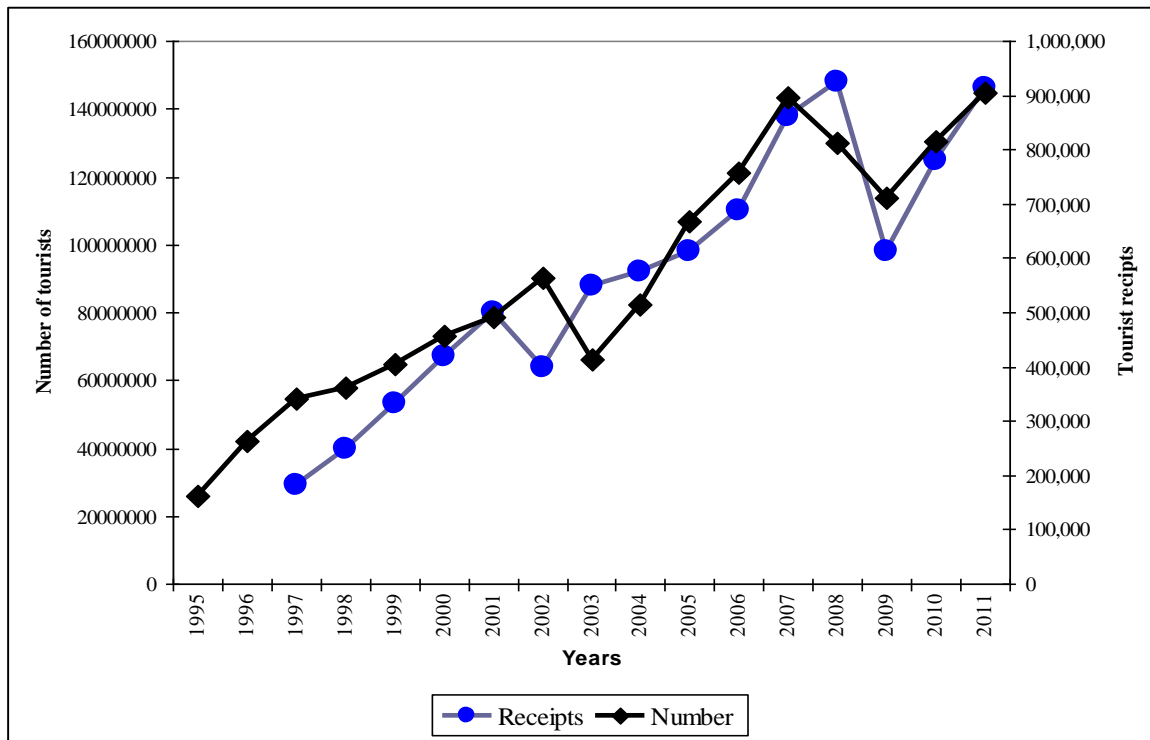
(a) Uganda



(b) Tanzania



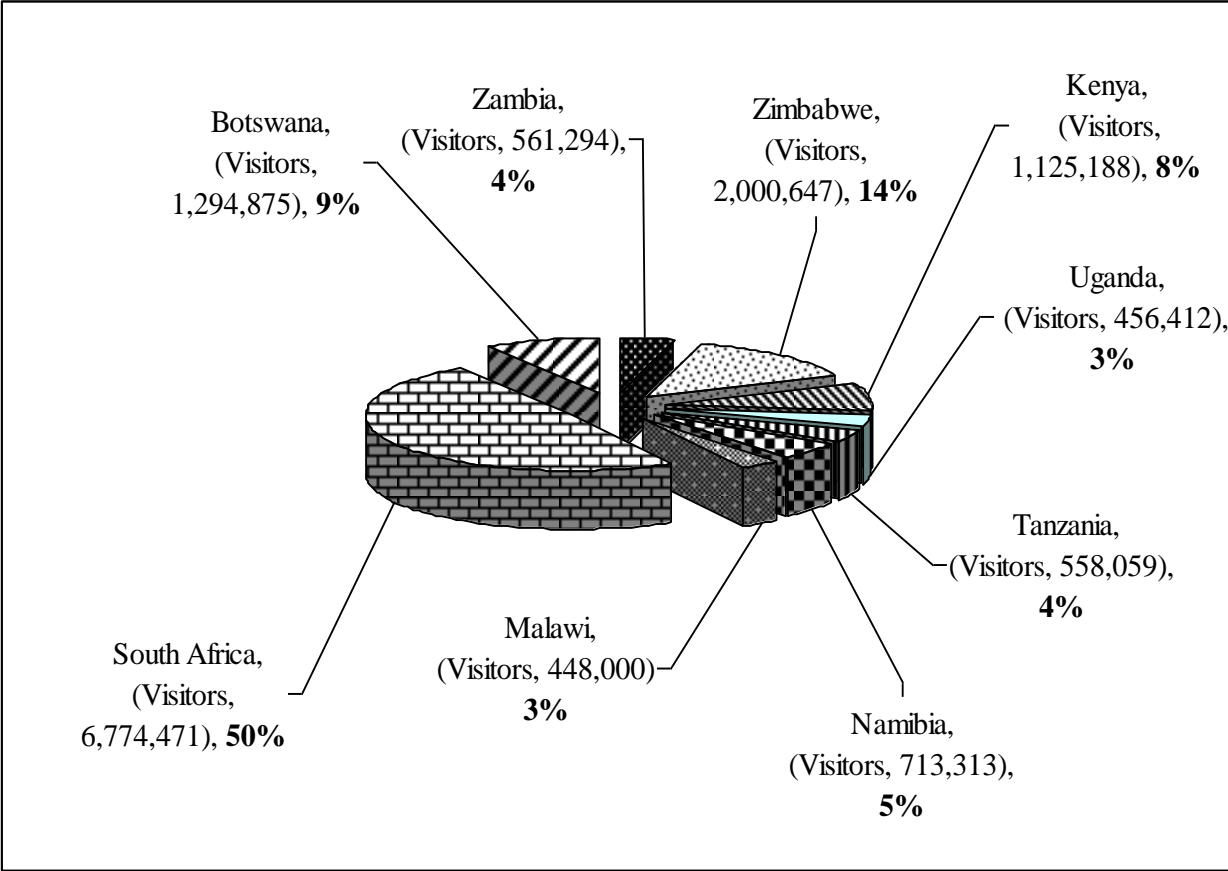
(c) Zimbabwe



(d) Zambia

Fig. 12 A comparison of visitor numbers and tourist receipts collected a) Uganda, b) Tanzania, c) Zimbabwe and d) Zambia (Source of raw data: (Source of data: World Tourism Organization, Yearbook of Tourism Statistics, Compendium of Tourism Statistics and data files, ZTB, BBC African Perspective February 2010).

In terms of proportions of the number of visitors and revenue collected as a share from the east and southern African sub regions, Zambia still lagged behind. Zambia had a paltry 4 % share of visitors and only 1% share of the revenue collected from tourist receipts in the east and southern African sub regions (Fig. 13 a, b).



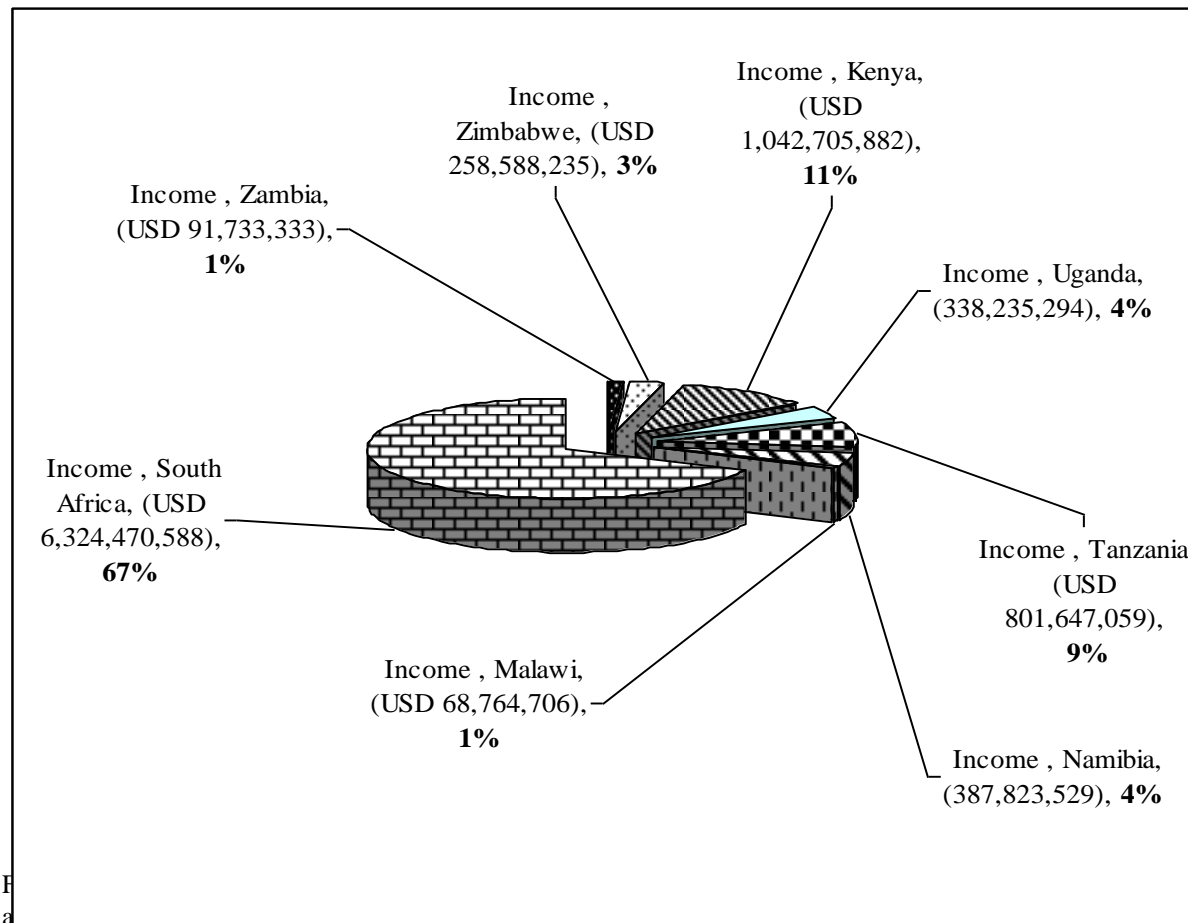


Figure 13: Tourism income in east and southern African sub-regions in east and southern Africa (World Tourism Organization, Yearbook of Tourism Statistics, Compendium of Tourism Statistics and data files, ZTB, BBC African Perspective February 2010).

This picture did not change even as recent as 2010 and 2011 when Zambia continued to collect low revenue in comparison with other countries in the east and southern African sub-regions (Fig. 13).

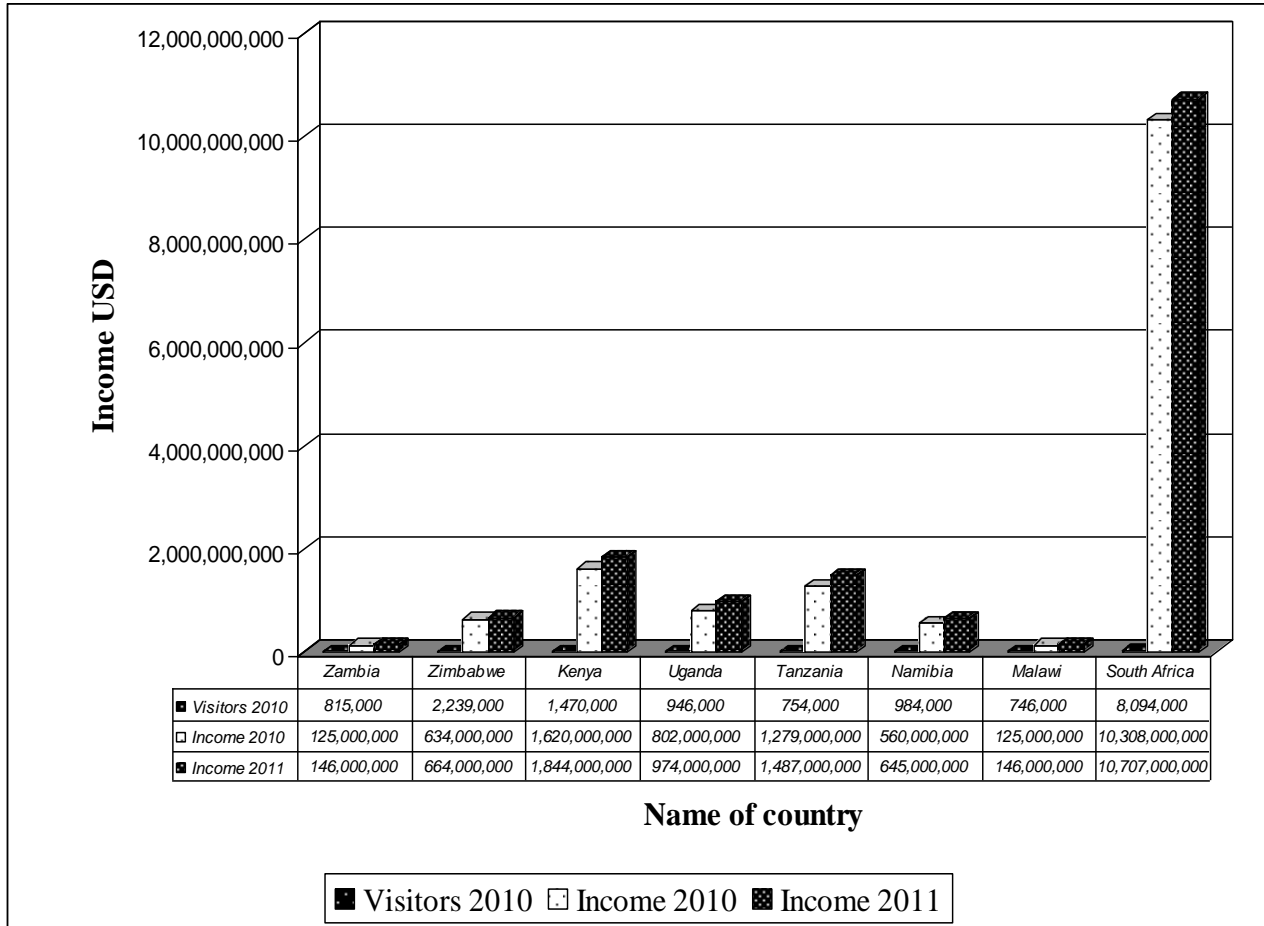


Fig. 13 Comparison of revenue earned from tourist receipts among selected major tourist destinations in east and southern African sub-regions (excluding island nations). (Source of data: World Tourism Organization, Yearbook of Tourism Statistics, Compendium of Tourism Statistics and data files, ZTB, BBC African Perspective February 2010).

This poor performance registered by Zambia in comparison with other countries in the region could be further attributed to a number of factors some of which have been outlined in sections 3.3.1 and 3.3.2.

Tourist Circuits

Currently there are no fully developed tourist circuits *per se*. Active tourist nodes are concentrated around Livingstone, Lusaka-Lower Zambezi and Lusaka-Mfuwe areas. Efforts to develop the Kasaba Bay-Luapula-Northern Province areas have not yet yielded positive results and the area still remains undeveloped. A western circuit was earlier suggested (Ferra, 1998), to include Livingstone-Lusaka-Kafue National Park or Livingstone-Kafue National Park- Lusaka, but this has not been accomplished as well. An eastern circuit centering on Mfuwe axis and Eastern Circuit extending to cover the Bangweulu area was also suggested, but this has also remained unexploited. The lack of fully developed tourist circuits has contributed to the low visitor retention capacity (see Table 8).

TOURISM BEYOND FIFTY YEARS OF INDEPENDENCE

Marginal gains have been achieved in terms of the number of visitor accommodation facilities, road and air transport and entertainment services and facilities. While these facilities have increased in number, the quality of service still remains largely poor except air transport all of which are reputable international airlines. On road transport, the number of buses has increased but the staff is not trained to handle clients in a hospitable manner. This situation is worse with smaller Toyota hiace buses. It appears that most bus service providers are not geared to serve foreign clients. More knowledgeable and skilled manpower may need to be engaged by the prominent bus operators to improve service delivery to tourists. A licensing system can be developed so that only those companies with qualified and licenced tour guides can be permitted to carry tourists between key tourist destinations such as Livingstone and other important tourist areas. As the number of non-English speakers visiting Zambia increases, particularly the Chinese-speaking nationals, it may be advisable for public transport managers to be multilingual. These same operators can have their companies advertised at ports of entry so that visitors are made aware of the most appropriate companies to use as they move around the country to relax and make good use of their leisure time. Some of this information can also be deposited with our foreign missions abroad. This is important because satisfying a visitor is the most important component in making our destination competitive and popular. A small and otherwise silly mistake can turn away visitors, and those who have come to the country may not wish to return or may discourage others to come.

Anecdotal reports and casual observations show that many lodges and guest houses do not have qualified staff and service is generally poor and often only suitable for locally organized government or NGO sponsored workshops. Almost all National Parks do not have infrastructure and most gazetted National Monuments do not have either onsite staff or supporting infrastructure and facilities.

Most tourist towns are not well planned to cater for tourism. Areas such as Livingstone, Siavonga, Mfuwe, Mpulungu and others were supposed to be well planned and developed for tourism. Land allocation in these areas is a challenge and there is often a mix of unplanned settlements and tourist facilities creating an impression of disorderliness. The same can be said to apply to lake and river shorelines where fishing camps often overshadow tourist facilities and sometimes conflicts arise between tour operators and fishers on shared uses of water bodies. Most traditional ceremonies which are supposed to support the growth of cultural tourism are not well organized and lack infrastructure and supporting facilities. The only ceremony which is somehow organized is the Kuomboka ceremony but it also requires further development and refinement.

The local print and electronic media in Zambia either do not have the interest or may have inadequate trained personnel to cover tourism related matters. It is a known fact that our media personnel have not taken advantage of this business niche. Most fascinating natural phenomenon such as the bats of Kasanka National Park and surrounding areas, the Wildebeest migration of the Liuwa Plains, the exceptionally large populations of hippo in the Luangwa River (currently Zambia has the largest hippo population in the world), the tree climbing lions of the Busanga plains, the elegant shoe bill of Bangweulu swamps, the three large waterfalls located on one river and within 50 km of each other, the endemic animals species such as the black and Kafue lechwe and many others which are unique to Zambia are not covered by local media. These attractions remain unknown and disguised and one can only discover them in foreign media such as the British Broadcasting Corporation (BBC), Cable News Network (CNN), National Geographic Channel and others. It will be important that some of

the media personnel be encouraged to study tourism courses and be specialized in reporting tourism and environmental matters. This will also be critical when traditional ceremonies are held as these would also be professionally covered in the media to attract increasing numbers of local and foreign visitors.

Zambia Tourism Board is often not given adequate funds for marketing. Records provided by Hamilton *et al.* (2007) showed that Zambia had the lowest budgetary allocation for tourism marketing in the region. It is no wonder that Zambia has continued to lag behind other countries in the region and does not receive a fair share of the tourist receipts compared to countries such as Zimbabwe, Kenya and Tanzania.

As Zambia celebrates the Golden Jubilee (1964-2014), it would also be important to plan for the next 50 years and have a detailed Tourism 2100 Plan. At the turn of the century, Zambia should be one of the major tourist destinations in Southern Africa with income exceeding amounts collected from mining and agriculture sectors combined. To achieve these levels of development requires investments in a number of areas.

Rating and Packaging Tourist Attractions

The pull factors for tourist attractions vary. Some have exceptional levels of appeal and can draw large numbers of tourists even with minimum levels of information/advertisement. Others have low levels of visitor appeal and require more vigorous interpretation to draw the attention of visitors. The attractions with low visitor appeal may be packaged together with those of exceptional appeal. Internationally recognized criteria can be used to reassess our natural and cultural attractions and repackage them properly.

Development of Quality Facilities and Services

The current status of facilities and services commonly associated with the tourism industry which should be developed/provided or well managed is unsatisfactory. These include the following:

(i) Transport and Associated Services

The International Airport in Lusaka does not meet current modern trends. The same is true for other airfields in other provinces except for Harry Mwaanga Nkumbula International Airport which was recently modernized prior to the 20th Session of the WTO in 2013.

Railway transport is equally in a deplorable state. It takes more than twice as long as bus service and coaches are old and insecure. Tourists are as a result denied of the characteristic pleasure of enjoying panoramic views of the landscape from a moving train.

(ii) Food and Accommodation

Hotels, Motels, Lodges, Guest houses and other sleeping places usually do not experience rigorous inspections and certification. In outlying areas particularly along the highways/roads leading to major tourist destinations, there are no good quality restaurants, eating and drinking establishments. First, medium and low class accommodation facilities are generally absent along the major routes from Lusaka the capital city to outlying tourist destination. The credit facility provided by government has largely not been channeled towards the development of quality tourist facilities. Partnerships between

Zambians and non-Zambians should be encouraged to leverage financial shortages. Traditional leaders have often denied citizens of the right to own land but easily provide to non-Zambians particularly in areas adjacent to popular tourist destinations. Consequently, there is a vivid absence of indigenous Zambians in the sector making the development of sustainable tourism a fairly tale.

(iii) Other Services

Trailer parks, camps, sports and miscellaneous amusements, laundries and dry cleaning establishments, gasoline service stations, retail trade in souvenirs and gifts, internet facilities, mobile phone network/service, theatrical productions and many more facilities and services are needed. Such facilities are currently skewed towards urban centres. Travelers have to at times carry jerry cans for storing fuel.

Management and Marketing of Attractions

National Parks and Wildlife, National Monuments, lakes and rivers in general, waterfalls, Mountains and hills, wilderness character of the country side, outstanding manmade features, unique traditions and culture are not properly managed and developed. Human encroachment in some of the sites has caused habitat transformation/loss. Marketing of the sites is inadequate and many exciting sites remain obscured from the global community of travelers.

Tourism Promotion and Marketing

Decision makers in travel business are constantly confronted with the question of where and how to advertise and promote their business. There are currently no strategies to identify potential markets where to focus marketing efforts.

Airlines, both domestic and international, major media which include news papers and magazines, television, radio etc. have not been fully exploited as a means of promoting tourism. These tools have not been effectively utilized. Foreign missions have not been utilized as centres where tourism promotion materials for the country could be obtained. Staff at foreign missions have not been used to market the country and enticing investors in the sector.

Government and public sector personnel traveling abroad have not had the habit of carrying promotional material with them such that if a chance occurred they would give out handouts. Quite often friends abroad have asked questions about Zambia which we have failed to explain adequately. Each one of such chances is an opportunity lost.

Re-Planning Tourist Towns

Livingstone, Siavonga, Mfuwe, Mpulungu, Samfya, Nchelenge, Nsumbu, Kaputa, have not been well planned for tourism infrastructure and facilities. Currently there is a haphazard array of residential and tourist accommodation facilities. In all these towns, there is almost no room to expand tourist facilities yet water based activities is one of Zambia's major attractions to both local and international visitors.

Livingstone does not have a direct road link to Siavonga. Yet doing this would increase visitor retention capacity which is currently the lowest in the region. Boatel-ling, boat cruising, angling, and other high profile water based recreation activities which are not practicable in Livingstone can be done on Lake Kariba in Siavonga. There is also more space and longer shoreline in Siavonga that can accommodate a large number of water front based facilities such as hotels and lodges. In Livingstone, the water front is limited and many facilities are located away from the water front. By linking Siavonga to

Livingstone, properties in the two localities can have access to both sites. This is practicable because a number of facilities in Chobe Botswana bring their visitors on a day tour to the Victoria Falls, but this has not been used as a practicable example on the Zambian side.

Improving Border Towns

Infrastructure at border posts is often poor on the Zambian side save for the Zambia/DRC border which tarnishes the image of the country particularly to first time visitors.

Creating Additional Dams

Zambia is acclaimed to have 40% of fresh water resources in the SADC. Rivers and lakes are almost evenly distributed in the three agro ecological zones. Despite this natural endowment of water resources, there has been no deliberate effort to some of the rivers even if there is no potential to generate electricity as these would be new focal points for the development of tourism biased towards water based recreation activities. Itezhi-Tezhi town for instance was an insignificant rural village before the dam was developed. After the development of the dam in late 1970s, the area experienced phenomenal growth perhaps surpassing older districts such as Namwala. If new dams are created they can be used for fish production and irrigation in addition to water based recreation.

Doing this would enhance growth of otherwise remote areas because tourism is a labour intensive enterprise and provides jobs for local people in urban and rural areas where most of the poor people live. It also stimulates other supporting industries thus elevating the economic status of rural areas. These benefits consequently would trigger improved nutrition and food security as peoples' income increase. Housing, health and education facilities also increase and ultimately the communities' living standards improve. Given that most of the rivers with potential for damming are in the rural areas, opening up new tourist towns and providing skilled manpower can stimulate rural development. For example, some of the large scale tourism related investments such as large hotels and lodges stimulate the agribusiness and food supply sectors, the service provision and construction industries, handicraft, and many others also create jobs for the youth and women. This opportunity has not been exploited.

Product Development and Marketing

Original supply: These are natural attractions (biodiversity, landscapes, wildlife, water, climate, natural features etc). Cultural attractions (rural/indigenous cultures, agriculture, domestic animals, traditional buildings and life styles, traditional ceremonies, handicrafts, food etc). *Derived Supply:* These are for instance; transportation facilities, accommodation and catering, tour guiding and interpretation. Mediating agencies (travel agents, tour operators, tourist offices etc). These have not been developed or supported to function effectively.

Product development

This includes identification of target markets, identification of core products, product diversification, packaging, product quality and pricing etc. It is also important to compare with what is being offered in neighbouring destinations. There has been no deliberate effort to promote product development.

Focused Marketing

In planning for tourism, Government needs to develop a strategy. This can be built based on the existing tourist pull factors and other strategic advantages we already have such as:

1. *By capitalizing on the natural physical amenities, which are already popular* (eg. Luangwa valley). This popular destination with a reputation for offering one of the best safaris in the world (with exceptional walking safaris).
2. *By capitalizing on the reputation* (this is similar to '1' above). Victoria Falls as one of the wonders of the world is known globally. But we need to market its location, as people may not know where it is situated. It is a catch phrase for any one intending to come to Zambia, in a similar way the pyramids are a catch phrase for Egypt, M't Kilimanjaro for Tanzania just to name a few. Once the tourists are in the country they become our captive clientele and can now be exposed to a myriad of other attractions they do not know about.
3. *By capitalizing on the location*. Being surrounded by eight countries should not always be viewed from the negative side of things. It is an opportunity from which we can also tap into their clientele. Viewed from this angle gives Zambia an advantage. Despite being land locked it gives the country an opportunity to log into other countries' circuits.
4. *By creating something out of seemingly nothing*. The wilderness character of the countryside, the warmth of the Zambian people and several other physical and non-physical attributes and resources can be researched and marketed. For instance, the Kawaza traditional village in Mfuwe is marketed to visitors who want to experience life reflecting the traditional architecture and style of life for the Chikunda tribe of the Luangwa valley. In the same vein, the traditional salt making process in some parts of the country can make an interesting experience.

These opportunities have not been fully exploited.

Development of Tourist Circuits

Tour operators have attempted to create packages and tourist circuits, but this is inadequate. As a consequence of this inadequacy, tourists supposedly spend less time in Zambia than it could have been if circuits were well developed and packaged.

In the Capital city Lusaka itself, there are no designated day tours for short-term tourists. Yet, there are a number of man-made and natural attractions within and around Lusaka, which can be utilized for day tours and excursions. To name a few, Lusaka museum, the Second World War cenotaph, Dr. Kaunda's house, history of some of the colonial buildings etc., can be linked to form a day tour.

Examples of potential circuits

The northern circuit covering the sand beaches of Lake Bangweulu on the Samfya side, sand beaches of the lake Mweru on the Nchelenge - Chiengi fronts, the water falls – Musonda, Ntumbachushi, Lumangwe, Kabwelume and Kundabwika all in a day's reach. Chishimba and Kalambo waterfalls, Lake Tanganyika, (in Nsumbu National Park) can make full package of a no less than 14 days tour. When the water is low on the Zambezi River and the Victoria Falls is no longer as attractive as it

normally becomes during the rains, the water falls in Northern and Luapula Provinces would be but an inevitable substitute to the Victoria Falls and one can develop a tour for waterfalls. In fact, waterfalls viewing in Zambia is incomplete without viewing waterfalls in the north.

Additionally, no effort has been made for Nsumbu National Park and the Lake Tanganyika lake shore line, to be linked to East African connections with sites such as Katavi and Mahale Mountain National Parks in Tanzania and other sites in countries of the Great Lakes Region. Opening and modernizing customs and immigration facilities at Mbala and Mpulungu would greatly prop this potential circuit. At local level, the current efforts by government to implement the link Zambia 8,000 is a good step in improving accessibility to the otherwise isolated, remote and inaccessible sites.

(i) Tips for international travelers

The relevant organs of government, such as Immigration, Police, Zambia Revenue Authority, Health and others, do not have at hand a list of important facts about Zambia, yet these are the people often in contact with first arrivals. During the UNIP era for instance, there was a publication called 'Zambia in Brief'. This publication provided comprehensive information about Zambia in a pocket sized book format. It is not advisable to keep a visitor guessing about the country they have visited, it increases post travel stress and builds a wrong image (remember first impression - is like the cover of a book) about the country visited. Information on visa requirements, currency exchange rates, airlines, hotels and similar establishments, banking systems and use of credit cards, immunization/inoculation requirements, etc. are important for new arrivals and must be packaged in an appropriate and convenient manner. But this is not a practice at the moment.

(iii) Reducing number of don'ts

Protection of strategic facilities is government's function. Restricting public entry, mounting signposts, which prohibit photographing and a myriad of other methods are used to secure such important facilities from possible acts of terrorism. However, it should be noted that most of these methods are now obsolete. The high levels of technology available, makes it very difficult to hide certain installations from being photographed from the air. Yet there are still warnings on a myriad of installations which are accessible on Google map. There are very few installations that cannot be photographed without the guards knowing. There is need to review from time to time the relevance of these security warnings and to change security systems. A shopping list of don'ts puts away a number of harmless visitors who enjoy taking photographs for souvenirs. The number of roadblocks is equally appalling. The attitude of the police officers at the roadblocks must be addressed and perhaps short courses in hospitality may help, so that Police officers can have respect for travelers and use good language. Talking to a traveler while brandishing an AK 47 can be very scaring to some nationalities.

CONCLUSION AND RECOMMENDATIONS

Conclusion

Zambia has performed poorly despite tourism being branded as the world's number one employer. Each year for instance, over one billion people travel internationally (Holloway *et al.*, 2009). Hundreds of millions more journey within their home countries, doing so for both work and pleasure. As a result, the tourism industry including hotels, resorts, airlines, travel agencies and other businesses that cater to travelers is described as the world's number one employer. Worldwide tourism generates estimated Four Trillion or more United States dollars (Holloway *et al.*, 2009). Sometimes even ourselves as individuals may not see that we are part of this worldwide peace movement. Zambia unfortunately has not benefited from this

global industry as the income collected is by far much lower than other countries in the region and does not march with the numbers entering the country.

Tourism may enrich the economy of the country by providing additional shops, theatres, restaurants, etc. For instance, in Kenya wildlife based Tourism is a major force in the economy spinning millions of dollars and is only second after agriculture in foreign currency earning. Tourism brings in foreign money in the country and opens up remote areas. Tourism can be a major foreign currency earner and has capacity to raise the standard of living of citizens. In Zambia though, this has not yet been realized.

The WTO report indicated that foreign currency receipts from international tourism reached US\$ 425 billion in 1996, outstripping exports of petroleum products, motor vehicles, telecommunications equipment, textiles or any other product or service and was rated the world's largest growth industry. As said earlier, tourism opens up formerly remote areas and facilities such as schools, hospitals, shops, hotels, lodges restaurants, etc. These and several other multiplier effects improve the general livelihoods of the people, not only by making their living enjoyable but also provide employment to them. Farmers in these areas find it much easier to have their farm produce marketed. Tourism stimulates interest in the past, in architecture and in the local arts. Communities can translate this into the works of art, which they can sell as souvenir. When communities start earning money they realize the importance of their natural resources and will be willing to preserve them for future generations. Tourism also becomes a tool for international understanding as it brings diverse peoples face to face. As you travel one comes to appreciate that negative views about others are not true. Travelling contributes to the understanding of people of other races and cultures and developing treasured friendship. Wealthy tourists from Western Europe and the USA come to realize that possessions do not necessarily make people happy. More important is ones' relationship with others. Tourism also has political overtones since it affects world trade and nearly everyone in a destination area. Zambia with all its natural and cultural endowments has not yet taken advantage of this industry to establish a sustainable tourism industry that would significantly contribute to GDP.

This review paper shows that despite numerous policy pronouncements made on tourism in Zambia, tourism still remains largely untapped. Branding of the country has changed many times from *Zambia in the sun*, *Zambia the real Africa* and now *Zambia let's Explore*, but this has not improved the sector. The resource base to support nature tourism is currently experiencing tremendous pressure from illegal harvesting and unplanned settlements particularly National Parks, Game Management Areas and Forest Reserves. Almost all PAs are facing escalating levels of human encroachment and political pressure to have them degazetted. Heritage sites are poorly managed and most of them do not have onsite staff or care takers. They have no basic facilities including road infrastructure. Traditional ceremonies are not properly documented and advertised; participants are often not skilled and activities are usually uncoordinated; Zambia Tourism Board website is hardly updated and often has inaccurate information. The local tabloids hardly cover tourism aspects, and when they do, most of the information is distorted and inaccurate. A good number of Zambian viewers rely on BBC, CNN and National Geographic Channel to get accurate details on tourist attractions in Zambia. For instance, the Kasanka bat migration is hardly covered by the local electronic and print media but it is very well covered by the National Geographic, BBC and CNN. Zambia currently has the largest population of hippo in the world (Chansa & Milazi, 2011) yet this is not reported in the local media. While the Serengeti

Wildebeest migration attracts thousands of people and is highly advertised, Zambia also has a wildebeest migration between the Zambian side of the Liuwa Plains and Angola, but this is not covered by the local media. The shoe bill (Figure 15) which attracts thousands of tourists to Mabamba bay community on the wetlands surrounding Lake Victoria in Uganda is hardly known in Zambia. Yet Zambia has the third largest population of shoe bill in the world after South Sudan and Congo DR. Zambia has not utilized its comparative advantage in this area because both South Sudan and Congo DR which hold larger populations of shoebill are conflict zones and are not open to tourism *per se*, Zambia remains the best destination for shoebill viewing but this has not been exploited.



Fig. 15

Shoebill in Bangweulu swamp, Northern Zambia [Shoebill is also called the whale-headed stork, stands up to 1.2 m (about 4 ft) tall and has a long, boat-shaped bill. It lives in African swamps from Sudan to Zambia and is a major attraction].

In view of the foregoing and also realizing that Zambia’s economy is mainly dependent on copper mining which is a non renewable resource, it is very important that targets put in the SNDP and the subsequent plans be actualized. Zambia can then reposition itself and earn a fair share from this lucrative global industry. As we move towards the mid 21st Century, it will be necessary to supplement policy pronouncements with infrastructure development and vigorous marketing.

Government though, has realized skills gaps and has plans to establish a school of tourism and hospitality at Mulungushi University which is a very important milestone in achieving vision 2030 (GRZ, 2006b; Anon., 2013 & 2014).

Recommendations

- 1) The current Policy on Tourism provides for a private sector driven industry, but this does not exonerate government from the responsibility of providing basic infrastructure. Government needs to provide basic infrastructure/investments such as; roads, railways, aerodromes, telecommunications, and other capital investments.
- 2) Existing road infrastructure in all tourist destinations needs to be rehabilitated. Infrastructure related to sports such as football stadia, rugby fields etc. require attention, particularly on the Copperbelt where there is a high concentration of towns. This would enhance sports tourism, including the hosting of continental tournaments.
- 3) With regard to increasing visitor retention, additional tourist circuits should be developed in collaboration with the private sector, so that visitors can choose circuits based on their budget and time. The Victoria Falls is by far and undeniably the most outstanding single site attraction in east and southern African sub regions. It is an international tourist hub from which spokes radiate strongly southwards to nodes in particularly South Africa, Botswana (Chobe) and Namibia (Etosha). There are no movements of tourists from Victoria Falls northwards. Zambia therefore needs to invest in Kafue National Park. As tourist circuits and packaging are being developed, tourist attractions with low pull power would be packaged with reputable ones.
- 4) Most tourist destinations in Zambia are widely scattered. Visitors with short working holidays would have no opportunity to visit those far from the international airport. Light aircrafts become necessary and developing an efficient air charter services should be investigated. A detailed study and planning to define its financial, administrative, and servicing and growth requirements will be necessary.
- 5) On the side of marketing, government may wish to encourage public sector personnel traveling abroad to carry with them promotional material and Zambia's foreign missions abroad be adequately supplied with promotional material.
- 6) Government should increase budgetary allocation to institutions responsible for the management of natural and cultural resources such as Department of Forestry, National Heritage Conservation Commission, Museums Board, and Zambia Wildlife Authority. Effective protection and management of protected areas and wildlife, National Monuments, Forest Reserves, are critical in enhancing the wilderness quality of the landscape and promotion of nature tourism.
- 7) Zambia Wildlife Authority staff manning entrance gates should have a different kind of uniform, which does not necessarily have to appear like military fatigue. The staff should also undergo training in interpretation/communication skills as well as learning other languages such as French, Spanish, Dutch, Chinese, Japanese or other languages where most of the tourist come from.
- 8) Establish multi-purpose dams which would be tourism growth nodes. These would also support fish production and agriculture through irrigation schemes.
- 9) Police officers manning road blocks as well as immigration officers should undergo special courses in visitor management, so that they can handle tourists firmly but kindly so as to create a good impression particularly to first time visitors. At the moment most visitors are treated like suspects which is not supposed to be the case.
- 10) Vigorous marketing of the country's attractions is required.

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ABOUT THE AUTHORS

Chansa Chomba: School of Agriculture and Natural Resources, Disaster Management Training Center

Has a Ph.D. in Conservation of Biodiversity and has over 25 years of experience in Wildlife and Environmental Issues.

Muzamba Claudia Sianjobo is a graduate student of Environmental Studies and has more than three (3) years of experience in Forestry and Environmental Protection.