

STATUS OF TOURISM PLANNING AND POLICIES

Tourism features strongly in the quest for economic diversification, which is geared towards reducing the country's reliance on copper mining and agriculture.

The 7th NDP includes key strategies, namely:



From a policy perspective, the National Tourism Policy of 2015 sets the direction for future tourism growth and development. It states that the Government aims to be among the top five tourist destinations of choice in Africa by 2030.

Tourism Development Measures Include:



ZAMBIA'S TOURISM OVERVIEW

In Southern Africa, South Africa is the leading regional tourism destination (41% of SADC arrivals in 2015-Table 1) with Botswana and Zimbabwe continually challenging for second place (9% of arrivals in 2015), some distance behind. Zambia has seen almost 14% growth in visitor arrivals over the five years but its overall share of the total arrivals in the SADC countries combined has remained static at around 4% throughout the period.

- According to Zambia's Ministry of Tourism and Arts (MoTA) data, direct earnings from tourism have grown from ZMK 2.27 bn in 2012 to ZMK 4.41 bn in 2015,



DIRECT EARNINGS FROM TOURISM
K2.27 Billion
EARNINGS IN 2012

K4.41 Billion ↑
EARNINGS IN 2015

- Ministry of Tourism also indicates that direct employment in tourism grew 0.7% between 2014 and 2015 from 57,003 to 57,384 persons. (Tourism Statistical Digest)
- International tourist arrivals grew from 815,000 in 2010 to 956,000 in 2016. Zambia like all other SADC member countries draws by far the largest percentage (78%) of its tourist arrivals from the rest of Africa, with Europe at 9.2% and Asia at 7% of arrivals in 2016, reflecting a reduction in arrivals from China and an increase of arrivals from the USA and UK.

STATE OF ZAMBIA'S TOURISM

DIVERSIFICATION AND BROAD-BASED WEALTH CREATION



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INFOGRAPHIC

INTRODUCTION

Zambia's Vision 2030 and the Seventh National Development Plan 2017-2021 (7NDP) recognize tourism as an important economic sector for economic diversification, foreign exchange and employment creation. Zambia has had one of the world's fastest growing economies for the past ten years, with real GDP growth averaging roughly 6.7% per annum. (World Bank). Tourism's contribution to GDP has grown from 2.4% in 2012 to 3.1% in 2015, according to World Travel and Tourism Council (Travel and Tourism Economic Impact Report for Zambia 2017, WTTC)

THE TOURISM VALUE CHAIN is the sequence of primary and support activities, which are strategically fundamental for the performance of the tourism sector. A compressively developed Tourism Value Chain system, will certainly contribute to the achievement of various economic benefits in travel services, transportation, accommodation, food and beverage, tour operations, tourism product services and merchandising.

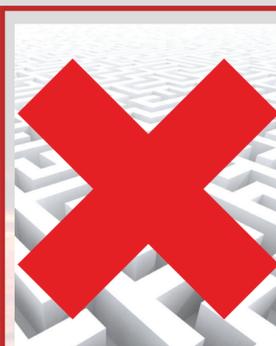
It is because of the **TOURISM VALUE CHAIN** that, the tourism's capacity to distribute wealth, reduce poverty, create jobs, and advance the change towards more sustainable consumption and production patterns has been recognized. The Tourism Value Chain is the sequence of primary and support activities, which are strategically fundamental for the performance of the tourism sector. A compressively developed Tourism Value Chain system, will certainly contribute to the achievement of various economic benefits in travel services, transportation, accommodation, food and beverage, tour operations, tourism product services and merchandising.

TABLE 1: TOURIST ARRIVALS – SADC REGION

COUNTRY	TOURIST ARRIVALS - RETOSA MEMBER STATES				
	2011	2012	2013	2014	2015
Angola	423,651	585,650	650,031	594,998	610,650
Botswana	1,634,232	2,612,555	2,598,158	2,082,521	1,913,981
Congo DRC	186,652	167,200	180,223	333,553	299,638
Lesotho	398,149	422,597	432,966	454,614	1,082,403
Madagascar	225,000	255,942	198,816	222,374	244,000
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Congo DRC	186,652	167,200	180,223	333,553	299,638
Lesotho	398,149	422,597	432,966	454,614	1,082,403
Madagascar	225,000	255,942	198,816	222,374	244,000
Malawi	766,892	770,341	789,000	819,166	-
Mauritius	964,642	965,441	993,106	1,038,968	1,151,723
Mozambique	2,012,640	2,205,853	1,969,716	1,750,562	1,633,935
Namibia	1,027,230	1,078,935	1,176,041	1,320,062	1,387,773
Seychelles	194,476	208,034	230,272	232,667	276,233
South Africa	8,339,354	9,188,368	8,961,565	9,549,236	8,903,773
Swaziland	879,000	888,000	968,000	939 000	873 000
Tanzania	867,994	1,077,058	1,095,885	1,140,156	1,102,169
Zambia	920,299	859,088	914,576	946,969	931,782
Zimbabwe	2,423,280	1,794,230	1,832,570	1,880,028	2,056,588
Total	21,265,502	23,079,292	22,990,925	22,365,874	21,594,648

Source: Member States, RETOSA and UNWTO Compendium

Tourism development in Zambia has traditionally faced challenges of lack of good road linkages to main tourist destinations. While much investment is required to open up new tourism areas various road development projects have, however, been launched over the past few years to improve road access and this is very commendable.



Tourism sector faces the following challenges:

- The Tourism Master plan yet to be completed;
- Underdeveloped tourism-related infrastructure;
- Limited investment in the tourism sector by both local and foreign investors;
- Limited tourism product offering range and scope;
- Inadequate tourism promotion and marketing;
- Limited human, technical and financial resources for the protection of wildlife;
- Perceived high cost of doing business

POLICY DIRECTION GOING FORWARD (MTEF 2018-2020) 7NDP, 2018 BUDGET)

- In the MFEF, Government through the MoTA commits to focus on tourism marketing, tourism product development and infrastructure development.
- The MoTA commits to the implementation of the Tourism Development Fund as provided for in the Tourism and Hospitality Act.
- The 7NDP re-emphasizes the importance of the agriculture, mining and tourism sectors towards poverty reduction and employment creation by emphasizing the on **Cluster Advisory Group** development approach as opposed to sector development approach thereby removing the binding constraints to growth.
- Under the 7NDP, focus is on expanding the tourism industry beyond the traditional tourism sites and products and promoting integration of destinations that will make Zambia more competitive in the region. In particular, the Government intends to intensify the development of the Northern tourism circuit to enable tourists to easily combine visits of the **David Livingstone memorial in Chitambo; Kasanka National Park; Bangweulu Sandy beaches; Kasaba Bay, Lumangwe and Kabweluma Falls** and other key tourism sites.
- The **2018 National Budget** demonstrates Government's commitment to reducing the cost of doing business and unnecessary bureaucracies in the Tourism Sector. MoTA will together with the Business Regulatory Review Agency establish and operationalize a Single Licensing System.
- Most importantly, Government intends, through an integrated approach, to priorities major roads, bridges and airstrips to ease access tourism destinations. Further, Government is committed to facilitate development of requisite infrastructure to increase length of stay, rehabilitate heritage sites and strengthen wildlife protection.
- K8.7 billion allocations** for road infrastructure will go a long way to promote infrastructure that is necessary for growth of the tourism sector. This includes the continuation of the **Link Zambia 8,000, the C400 and L400 projects** among others.
- Further **K940.5 million** has been allocated for the **construction of the Kenneth Kaunda and Copperbelt International Airports**. Once completed, this will increase air connectivity repositioning Zambia as a regional air transport hub and therefore promoting tourism growth.

Enactment and implementation of the **Tourism and Hospitality Act of 2015** has brought about various progressive changes which include:

- Establishment of tourism development fund to support product development, Tourism infrastructure and tourism marketing
- Zambia tourism Agency has taken up the functions of **licensing and grading** in an effort to enhance efficiency and standards in the tourism sector
- The Tourism Levy is a tourist charge paid at the rate of 1.5% of a person's total bill in respect of accommodation and events as defined in SI 56 of 2017 (quote the SI) and is applicable to both local and international users.

It was reported by the Ministry of Tourism and Arts that the Tourism Development Fund collection from time of inception in March 2017 is standing at K8, 060,380.78 as of second week of September 2017.

- Efforts to establish National airline are underway and in addition to this, there are now two local commercial private operators and charters available.

TOURISM STRATEGIES IN THE 7NDP

- STRATEGY 1:** Promote tourism-related infrastructure: The MoTA in collaboration with other sectors will develop, upgrade and rehabilitate roads, viewing loops and airstrips to and within the major national parks, to efficiently interlink the major destinations in the northern and southern tourism circuits. The 7NDP also commits towards the development of arts and culture infrastructure, to improve the contribution of the country's unique natural and cultural heritage to diversify the tourism product.
- STRATEGY 2:** Promote diversification of tourism products: MoTA will promote the development and expansion of non-traditional modes of tourism, such as eco- and agro-tourism; cultural and sport-based tourism.
- STRATEGY 3:** Promote tourism source market segmentation: through the increased tourism marketing budget allocation to ZTA for 2018 the MoTA will focus on growing the traditional source markets by increasing market penetration and exploiting emerging markets to expand the tourist base.
- STRATEGY 4:** Promote domestic tourism: focus will be on tapping into the unexploited potential of the middle class to boost domestic tourism as a way of contributing to the overall diversification of the tourism sector and the economy.
- STRATEGY 5:** Restocking, protecting and rehabilitating National Parks whose wildlife populations have declined to levels where safari and photographic tourism is not viable. This will be achieved through the establishment of a strong anti-poaching unit under the Department of National Parks and Wildlife applying different appropriate Public Private Partnership models.

PMRC RECOMMENDATIONS

- Use of Information Communication Technology in National Parks to help curb poaching and encroachment. This will equip the Ministry of Tourism and Arts to stop illegal wildlife businesses.
- Increase Zambia's appearance and image at global forums and international fairs through the use of effective means of marketing the country.
- Re-brand and expand the Hostels Board to improve the standards of lodges across the country and also provide much needed affordable accommodation for domestic tourists.
- Encourage game ranching to support wildlife conservation.
- Develop documentaries on all existing and potential tourism sites for marketing and investment promotion.
- Rehabilitate national heritage sites.

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