

**AN ASSESSMENT OF TOURISM DEVELOPMENT IN KAFUE
NATIONAL PARK-NORTH**

BY

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**A dissertation submitted to the University of Zambia in partial fulfilment of the
requirements for the award of degree of Master of Science in Geography**

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DECLARATION

I Agnes Mbeve, hereby declare that the work presented in this dissertation is my own, except where due reference is made to other Authors. This work has not previously been submitted for an academic award at this or any other university.

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APPROVAL

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Abstract

Tourism has been among the most neglected sectors in Zambia, yet elsewhere, it is the major foreign exchange earner. Zambia has not realised the full benefits which tourism brings. Consequently, in 1996, the government developed a new policy on economic diversification to include tourism. The new policy created new market research on tourism for effective marketing to increase tourist flow to Zambia. But very little research work had addressed tourism development of the country. Hence this study focussed on the Kafue National Park-North (KNP-North) which is situated in central-western Zambia covering an area of 13 340km². The park provides sanctuary for 158 species of mammals, 515 of birds including the 9 Game Management Areas, 70 of reptiles, 36 of amphibian and 58 fish species. It is also classified as 'Zambia's Important Bird Area (IBA).

The objectives of the study were to: (i) assess the infrastructure development, (ii) establish the relationship between infrastructure development and tourism development, (iii) determine the amount of investment going in the park; and (iv) assess the perceptions and attitudes of various stakeholders on tourism development in the Kafue National Park-North. Tourist Area Cycle Evolution Theory was used to explain how tourism development is being attained in the park.

Data was collected through interviews, questionnaires and observations. The target sample of 122 respondents included lodge/safari operators, tourists, local communities, and 28 Key Informants from funding agencies included Ministry of Tourism, Environment and Natural Resources, Zambia Wildlife Authority, World Bank and Norway officials. From marketing agencies included Zambia National Tourist Board (ZNTB) currently known as Zambia Tourist Board (ZTB), KNP Promotion, Kafue Trust and Open Africa.

Analysis of collected data revealed that tourism infrastructure in the Kafue National Park-North was not developed, particularly, the access roads, airstrips and viewing loops which were in poor condition. The study found that there was scarcity of supporting facilities and services such as curio shops which contributed to the low number of visitors in the park. It was also found that inadequate funding for the Park partly contributed to poor state of infrastructure. Similarly, Zambia has not done extensive marketing of tourism product abroad and locally such that there was scanty information on the Park. This together with the lack of publications on the park has led to low inflow of tourists especially the domestic tourists.

Additionally, it was also found that the perceptions and attitudes of different stakeholders were to a large extent negative because of lack of sensitization on what the park provides as a tourist attraction. Overall, it is concluded that, despite its attractiveness and abundant wildlife there is limited tourism development in the Kafue National-North due to poor infrastructure and scanty information circulation about the Park.

DEDICATION

To my children Mkhosa and Dingaani, and my late dad John Brown Mbewe

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ABBREVIATIONS AND ACRONYMS

CBNRM	Community Based Natural Resources Management
CDE	Classified Daily Employee
CRB	Community Resource Board
CSO	Central Statistical Office
FNDP	Fifth National Development Plan
GDP	Gross Domestic Product
GMA	Game Management Area
GNP	Gross National Product
IBA	Important Bird Area
IUTO	International Union of Travel Organisation
KAPOA	Kafue National Park Operators Association
KAPSHA	Kafue National Park Safari Hunters Association
MOT	Ministry of Tourism
MoFNP	Ministry of Finance and National Planning
MTENR	Ministry of Tourism, Environment and Natural Resources
NATSAVE	National Savings and Credit Bank
NCDP	National Commission for Development Planning
NHCC	National Heritage Conservation Commission
NPWS	National Parks and Wildlife Services
OECD	Organisation of Economic Corporation and Development
SADC	Southern Africa Development Cooperation
SLNP	South Luangwa National Park
TNDP	Third National Development Plan
UDI	Unilateral Declaration of Independence
UNZA	University of Zambia
WDR	World Development Report
WTO	World Tourism Organisation
ZAMTEL	Zambia Telecommunication
ZAWA	Zambia Wildlife Authority
ZANACO	Zambia National Commercial Bank
ZNTB	Zambia National Tourist Board

CHAPTER ONE

INTRODUCTION

1.1 Introduction

Tourism has become a source of income in most countries in the world, and the expected upturn in overall economic growth with success in stabilising prices is likely to promote further increases in international tourism demand (Pearce, 1989; Theobald, 1998). Zambia came up with a Tourism Policy for Zambia which addresses the potentials and challenges of the industry in 1996 and reclassified its tourism sector from being a social sector to economic one. The policy took into consideration the government intentions of addressing both the demand for tourism products and supply of facilities on the understanding that tourism shall play a major role in the development of the sector. However, to date government has done very little to promote tourism in the country, especially in the Kafue National Park (KNP).

Kafue National Park has considerable unique features; its wildlife resources, wilderness, rivers and mining activities when compared to other parks like Amboseli in Kenya, Kruger in South Africa, or Hwange in Zimbabwe. It also surpasses other local tourist attractions like Mosi-Oa-Tunya National Park in Livingstone and South Luangwa National Park in Mfuwe in terms of wilderness character and animal species especially antelopes.

For tourism to flourish and develop adequately, the immediate local people around the tourism attractions need to benefit from the revenues realised from the industry. They should actively participate in the affairs of running these attractions through partnership with the lodge owners by providing the farm produce and other products to them (Bhatia, 1991; Pearce, 1989). This study therefore, investigated tourism development in Zambia, focussing on the Kafue National Park-North.

1.2 Background

The analysis of how tourism development has been implemented in the Kafue National Park fits in the Tourist Area Cycle of Evolution Theory on tourism development as expounded by Butler (1980). Evolution theory was used in explaining how tourism development is being attained in the Park. The theory describes both the differences in length, shape and pattern of change within a particular destination over time as it passes through different stages of the

cycle. It explains relationship between variables and it presents the possibility of framing significant questions raised by alternative measures of tourism such as tourist arrivals, total visitor expenditure, visitor stay and so on (Husbands and Harrison, 1996).

Tourism development is based on the change or modification of the area, which should motivate tourists who are the key players in the field of tourism. When developing a tourist destination in any area, the expectations and satisfaction of the tourist should be the basis on which the new development should be built, and the government should be an active participant in the development of the area. Development should also be effected through a variety of developmental projects and promotions such as infrastructures, marketing strategies and signage, animal densities and so on. The life cycle concept has been employed in tourism research to explain destination area development (Goodall, 1992; Pearce, 1989).

In the first application of the life cycle concept to tourism, Butler (1980: 5) noted that, “there can be little doubt that tourists’ areas are dynamic; that they evolve and change over time.” He compared this pattern of change to the numbers of tourists visiting an area to the concept of the product life cycle. Thus, “Whereby sales of a product proceed slowly at first, experience a rapid growth, stabilizes and subsequently decline; in others a simplistic asymptotic (S-shaped) curve is followed,” (Butler 1980: 6). Rather than viewing it as a simplistic geometric analogy of visitor numbers, Cooper (1993: 342) argues that the life cycle concept provides:

... a useful framework for analysis of the growth of destinations (and) the interplay between markets and physical development, as well as allow historical examination of the factors that lead to turning points in a destination’s development and the characteristics and leadership styles at each particular stage of the destination’s evolution.

Butler developed a six stage model which describes the six stages of development of tourist destination namely: Exploration stage, Involvement stage, Development stage, Consolidation stage, Stagnation stage and the Rejuvenation/Decline stage. He argues that a destination evolves from the first stage of its development up to the last stage thus, from exploration to decline/rejuvenation. The life cycle concept outlines both the physical development of a destination and its market evolution as changing provision of facilities and access is matched by an evolving clientele in both quantitative and qualitative terms (Cooper 1993: 147; Husband and Harrison: 1996).

This theoretical framework has greatly helped in identifying the research problems for this study. For instance, the rate of increase in the number of tourists in KNP is very low; the conditions of infrastructure such as roads and airstrips are poor and the park lacks vigorous marketing strategies. The park also lacks signs. This can be noticed at the beginning of Mongu road in Lusaka town where the only poster one is able to see is that of the Blue Lagoon National Park until you reach Nalusanga gate. From Butler's model, it can be concluded that KNP falls in the final stage-Declining stage as very few tourists visit it compared to South Luangwa National Park.

1.3 The Statement of the Problem

Tourism has a profound impact on the destination. Literature is replete with studies done in Zambia and the Southern African Developing Cooperation (SADC) region such as impact of tourism on the economy, environment, manpower training and employment just to mention a few. But they tended to focus on the role of wildlife in economic development, the problems that have hindered tourism development especially liberation wars, Unilateral Declaration of Independence (UDI) in the then Rhodesia or political reasons in general and tourist attractions available (Popovic, 1972; Bryden, 1973).

Very little published research has addressed international tourism as a marketing problem. Among the researchers that have examined the factors relating to what prospective tourists would consider when choosing a vacation destination abroad, what attracts tourists to a specific destination and what deter them, Kale and Weir (1986) concluded that Third World countries must promote their attributes as perceived by prospective tourists abroad, while also working to overcome their negative image among the same. These researchers have argued that only in this way can Third World countries increase the flow of western tourists to their countries.

The research problem for this study was the lack of tourism development in the Kafue National Park-North. This study therefore, sought to assess tourism developmental aspects in Kafue National Park in terms of infrastructure, marketing strategies, inflow of foreign investments to the park, perceptions and attitudes of various stakeholders on tourism, animal densities and signage that can restore the status of the park thereby enabling it to compete widely across the country and the region. The study further assessed the extent to which the

tourism industry in KNP-North markets itself to the local and foreign tourists. The research problem therefore was why there was lack of tourism development in KNP-North.

1.4 Aim of the Study

The aim of the study was to investigate the development of tourism in Kafue National Park-North.

1.5 Objectives

This study had three objectives, namely:

- i. To assess the state of infrastructure development in the Kafue National Park-North;
- ii. To establish the relationship between infrastructure development and tourism development in KNP-North
- iii. To assess the amount of investments which directly went to Kafue National Park-North development between 2001 and 2010; and
- iv. To assess the perception and attitudes of various stakeholders (i.e. funding agencies, local communities, operators, tourists and marketing agencies) on tourism development in Kafue National Park-North.

1.6 Hypothesis

There is no relationship between tourism development and infrastructure development in any tourist area.

1.7 Research Questions

The study addressed the following questions:

- i. What is the state of infrastructure in Kafue National Park-North?
- ii. What is the relationship between infrastructure development and tourism development?
- iii. How much inflow of foreign investment is going to the Kafue National Park-North development between 2001 and 2010?
- iv. What are the perceptions and attitudes of the various stakeholders (i.e. tourists, decision-makers, funding agencies and local communities and marketing agencies) on tourism development in the park?

1.8 Significance of the Study

This study sought to assess tourism development in Kafue National Park-North. It is expected that the study will benefit the government developmental planners and the lodge/safari operators in KNP-North in their effort to realise the need for adequate planning and identifying areas that require more attention for the development of tourism in the park. The study will also contribute to the existing knowledge on tourism development and policy framework in Zambia.

1.9 Organisation of the Dissertation

This dissertation comprises seven chapters. Chapter One outlines the background, the research problem, the rationale of the study, the aim, objectives and research questions. Chapter Two reviews the literature on tourism studies, outlines the theoretical framework and the importance of tourism at different scales is discussed. Chapter Three, describes the study area whereas Chapter Four describes the methods used for data collection and analysis and some limitations encountered by the study. Chapter Five presents the results of the study. Chapter Six discusses study findings while Chapter Seven presents the conclusion of the study followed by some recommendations for improving tourism in the Kafue National Park-North.

CHAPTER TWO

LITERATURE REVIEW

2.1 Introduction

This chapter reviews the available tourism literature that is relevant to the study. It assesses the general trends in global tourism focusing on infrastructure development in particular roads, airstrips and accommodation, the amount of investment, levels of animal densities, marketing strategies, promotion of the park, levels of investment, and the perception and attitude of various stakeholders in KNP-North.

2.2 Tourism: Global Perspective

Tourism is the world's fastest growing industry. It is an important contributor to economies of the world and also an important factor in the balance of payment of many countries. According to Gannon and Fenald (2001), some of the leading nations of the world had total receipts of US\$73.3 billion, US\$32.9 billion and US\$300 for United States of America (USA), Spain and France respectively in 2000. Tourism is an important component of one of the USA's state Florida. In 2000 alone, tourists spent US\$59.9 billion visiting Florida, because of its numerous beaches and attractions (Gannon and Fenald, 2001). Globally, the World Development Report (WDR), (2002) estimates that global tourism is on the increase and is very important in the revenue it generates and employment it creates. It is generally accepted that tourism has a significant economic impact on host nations which has made it an industry most sought after in developing countries with tourism potential. Other positive aspects include interaction of different cultures which brings about mutual understanding (Ghosh, 1998; Rogerson, 2002; 2005).

With reference to Kirk et al. (2007), world tourism is on the rise. The rise in tourism can be seen through the number of tourist arrivals in a country. According to Morgan-Jarvis (2006), in the third quarter of 2005, international passengers arrivals into Zambia were estimated at 202 121, up by 7% from the same period in 2004. Kirk et al. (2007) estimated that international tourist arrivals were expected to reach 900 million in 2007, registering an impressive growth rate of 5.5 percent. The expansion in terms of arrivals has also been accompanied by foreign revenue collections. The year 1996 recorded about 595 million international tourists. In terms of domestic and foreign travel expenditure in the same year estimation was US\$3, 500 billion and this represented 12.3% of the world's consumer

spending. The share of Third World countries from the total international tourists' receipts of US\$423 billion in the same year was US\$55 billion or 15% (Mundende, 2002).

According to the World Tourism Organisation (WTO) forecasts, more than 700 million people were expected to be travelling internationally by the year 2000, generating more than US\$620 billion in earnings. Theobald (1998) predicted 1.6 billion international tourists by the year 2020, spending more than US\$2 trillion annually or US\$5 billion every day. Table 2.1 shows the increase from 2000 to 2005 in international tourist arrivals by region.

Table 2.1: International Tourist Arrival by region (Millions)

	2000	2001	2002	2003	2004	2005	Market share 2005 9%)	Average Growth rate 2000-2005
World	681	680	700	690	763	808	100	3.6
Europe	384.1	383.8	394	396.6	416.4	443.9	54.9	3.0
Asia	114.99	120.7	131.1	119.3	152.5	156.2	19.3	7.0
America	128.2	122.1	116.6	113.1	125.8	133.1	16.5	1.0
Middle East	25.2	25	29.2	30	35.4	38.4	4.8	9.0
Africa	28.2	28.9	29.5	30.8	33.2	36.7	4.5	5.5

Source: WTO, (2009)

Tourism industry has become the world's leading industrial contributor, producing over 10 percent of the world's gross domestic product, and accounting for capital investment in excess of US\$766 billion in new facilities and equipment (COMESA, 2001). It also contributes over US\$650 billion in direct, indirect and personal taxes each year. Theobald (1998) also states that a research conducted for World Tourism and Tourism Council (WTTC) suggests that there will continue to be significant increases in tourism during the next decade.

With its growth trends, more and more governments recognise the important role that tourism can play in generating the badly needed foreign exchange earnings, creating jobs and contributing to tax revenues, hence the competition for tourist spending is becoming over and over intense. Pressure on national and local governments to rapidly develop their tourism potential to meet demand and produce benefits, makes it more essential than ever to plan carefully and market the product to realise the full benefit out of it (Mwima, 2005; Styness, 2004; Louella, 2006).

2.3 Tourism in Africa

Many countries in Africa such as Kenya, Botswana, South Africa, Zimbabwe and Tanzania to mention but a few, have succeeded in developing their economies by diversifying their economies through the development and expansion of tourism industry and have benefitted heavily from tourism (Akama, 1997). Kenya for instance, has developed its tourism infrastructure and gains about 65% of its GDP from this sector. Ondicho (2000: 49) states that, “In Kenya, tourism is accepted as an economic boom and a valuable asset to the national economy.” This is because the immediate aims of the government were to expand the capacity of the lodges, and to develop the tourist circuits within Kenya and East Africa (Ondicho, 2000).

Tourist arrivals in Kenya increased to 943, 000 in 2000 from 502, 900 tourist arrivals in 1985 (Green, 2003); making it to be the most visited country in Sub-Saharan Africa (CDC, 2004). Tourism in Kenya for example, proved to be a driving force of economic growth and accounts for 65% of the country’s GDP. Until now tourism has increased, expanded tremendously and has been the country’s leading source of foreign exchange or currency (Akama, 1997; Ondicho, 2000). In South Africa, the number of tourists rose from 2, 892, 000 in 1992, to 5.9 million in 2001 (Government of South Africa, 1996; Gannon and Fenald, 2001). Tourism in Zimbabwe, however, dropped slightly from 21, 101, 000 in 1999 to 20, 680, 000 in 2001 and consequently a dropping in earnings from US\$20 million to US\$6million mainly because of the land reforms taking place in that country (MOT, 2003).

Kirk et al, (2007) confirm that Africa with its marvellous tourism attractions, remarkable flora and fauna, stunning natural landscapes, sea scapes, historical sites and culturally diverse and vibrant communities has long been a destination of choice for millions of tourists. During 2007, the African continent recorded an impressive eight percent increase in international tourist arrivals, a welcome trend in many countries where tourism is a major source of revenue and financier of sustainable development, (Kirk et al, 2007). In 2007, the SADC region excluding Mozambique received 10.6 million tourists and the tourism receipts increased from US\$2.6 million in 1994 to US\$4.1 million in 1997. The SADC tourism sector in 2002 had 12 projects with a total cost of US\$5.188 million of which US\$2 million worth of on-going projects were implemented (SADC magazine, 1999).

Generally, tourism has a profound impact on the number of areas. International tourism provides Third World countries with foreign exchange; it also creates employment and improvement of infrastructure in the host country (Kale and Weir, 1986; Doswell et al., 1978). The most important benefit from tourism for African countries is the foreign earnings. According to SADC magazine (1999), Mauritius earns more income from tourism than from its traditional agricultural cash crop, sugar. For instance, tourist arrivals for 2011 increased by 3.2% to reach 964,642 compared to 934,827 in 2010. In South Africa, tourism contributed about US\$42, 200 million in foreign exchange. Tourism is also an important job creator in Africa. According to De Kadt (1979), tourism creates jobs in enterprises such as hotels, and restaurants that serve tourists. In Tunisia, the estimated number of directly created jobs is between 0.88 and 1.12 per hotel bed. The number of employees per bed raises with bigger occupancy rates,” (De Kadt, 1979: 102). Table 2.2 shows the increase from 2003 to 2004 in international tourist arrivals of selected countries.

Table 2.2 International Tourist Arrivals and Receipts of Selected African Countries

Country	Tourist arrivals (‘000,000)		Tourist receipts (‘000,000)		Receipts/Tourists (US\$ ‘000,000)
	2003	2004	2003	2004	Average 2003/2004
Botswana	1.406	1.523	457	549	343
Malawi	0.424	0.471	23	24	53
Mozambique	0.441	0.470	98	95	212
Namibia	0.695	n/a	330	403	475
Tanzania	0.552	0.566	647	746	1246
Zambia	0.413	0.515	149	161	334

Source: Kirk et al. (2007:8)

In addition to the direct employment cited above, the industry creates indirect employment in activities that supply good and services such as agriculture, constructions, and manufacturing (De Kadt, 1979). According to Popovic (1972: 110) “Investment in building and construction for tourism resulted in the creation of about 3, 500 jobs in 1974 in Kenya. In retrospect, the contribution of tourism to the national economy cannot be underestimated. Tourism plays an ever increasing and crucial role in the growth and development of the Kenya’s economy (Louella, 2006; Burns, 2004). Since 1987, tourism has been Kenya’s largest single source of foreign exchange earnings, with receipts accounting for about 10% of the country’s GDP. “A rapid growth of tourism in conjunction with a strong international demand has yielded high economic returns, stimulated the nation’s economy, created jobs, encouraged investment, and raised the standards of living,” Ondicho (2000: 50).

This can be illustrated by the Five Year National Development Plan 1997-2002, of Kenya; the government for instance, spelt out an ambitious programme of expansion that entailed substantial public expenditure. Another important economic advantage of tourism is that it stimulates production of curios and crafts such as baskets, copper crafts, lamp shades to mention but a few. In this way, tourism raises the income and living standards of local people (Akama, 1997; Ondicho, 2000).

The foregoing economic impact on the host nation has made tourism industry the most sought after in African countries with tourism potential. Thus, tourism is regarded as ‘saviour’ in Africa’s stagnant economies, through its sector linkages, and it creates prospects for employment and income to diverse population groups (Styness, 2004; Zhenhua, 2000).

2.4 Tourism in Zambia

Zambia’s recognition of the importance of developing and revamping the tourism industry was re-kindled as early as the 1970s. Its importance was recognised because employment opportunities were becoming difficult due to the experiences of the drop in copper earnings and a rise in inflation, (Mundende, 2002; Mbale, 2005). Zambia’s traditional reliance on its huge copper and other mineral deposits for its foreign exchange earnings meant that tourism took something of a back seat in terms of government policy. But in recent years and with the liberalisation of the economy, greater focus has been placed on this sector as Zambia has played catch-up with its near neighbours” [Tourism Council of Zambia (TCZ), 2006].

TCZ (2006) describe Zambia as Africa’s hidden gem in terms of safari-type holidays. However, all this is changing as the country is starting to match other better known regional destinations as a place to experience real Africa. The country could be headed to becoming a household name in African Tourism in years to come as shown in Table 2.3.

Table 2.3 International Tourist Arrivals to Zambia from 2003 to 2005

Region of residence	2003	2004	2005
Southern Africa	221,171	282,734	309,110
East Africa	54,807	54,807	45,735
North Africa	2,806	2533	752
West Africa	3,905	3757	1607
Central Africa	24736	23087	61171
Europe	71363	91863	149575
America	22667	29053	39025
Asia and Oceania	20160	27166	42710
Total	412675	512000	649867

Source: Zambia National Commission for UNESCO (2006)

Investment in Zambia's tourism sector continues to grow as evidenced by increased tourist arrivals and earnings and investment in the country's tourism infrastructure. Since 1997, Zambia's tourist arrivals have grown from 456 000 visitors to 649 867 visitors in 2005 while revenues have over the same period increased from around US\$85 million to over US\$200 million as at end of 2005, up from about 16, 548 million in 2004 and 11, 000 million in 1999. Going by activities in bars, restaurants, and hotels, tourism grew by 12.1% during 2005 as compared with 6.4% in 2004, (Zambia National Commission for UNESCO, 2006). Tourism makes a significant contribution to Zambia's economy. In 2005, nature tourism alone contributed nearly 16 percent of Zambian exports, 6.5 percent of Gross Domestic Product (GDP), 7 percent of government revenues, 10 percent of formal sector employment and nearly 6 percent of wages.

A pilot survey carried out by the Ministry of Tourism in 1998 estimated that international visitor expenditure in Zambia was around US\$100 million. From this, the Ministry predicted that there was potential to double these earnings over the next five years indicating expansion in the tourism industry. The tourism industry will therefore continue to be one of the key sources of foreign exchange and improve the balance of payments position of the country (MTENR, 1998; Shimakawa, 2000).

According to Louella (2006), the government's investment in tourism is also evidenced by the fact that in February 2006, Zambia hosted the 3rd International Institute for Peace through the Tourism Conference. The country was chosen as host based on its political stability and the depth and variety of available tourism opportunities. Further, in 2004, Zambia was named

one of the top ten world tourist destinations by the British Trends and Spends Survey (BTSS), (Louella, 2006).

2.4.1 Tourism Potential in Zambia

Zambia boasts of 19 national parks, 34 game management areas, and 23 million hectares of land devoted to conservation of indigenous flora and fauna, and easy access to the Victoria Falls which is the largest waterfalls in the world. To enhance Zambia's already numerous attractions, the current policy focuses on improving infrastructure such as roads, airports and accommodation facilities, as well as security in the tourism areas, (Louella, 2006).

According to the Transitional National Development Plan [TNDP] (2002-2006), Zambia's tourism priority investment areas include Livingstone, South Luangwa National Park, Kafue National Park and surrounding GMAs, Lower Zambezi, Lusaka City and surrounding areas. It is hoped that these areas will erect resources for other areas with considerable tourism potential to be developed over time. In 2002, tourism was ranked number two priority after agriculture on the government's economic development agenda. In 2006, the government dedicated a chapter in the Fifth National Development Plan (FNDP) (2006-2010); outlining specific programmes and resources allocated in the plan period. This sector has also been acknowledged as being important in the attainment of the vision 2030 of "Zambia becoming a middle income nation" (GRZ, 2006).

Zambia's tourism industry has been growing gradually, with growth rates of about 4.9% in 2002, 6.9% in 2003 and 5.5% in 2004. The growth could be attributed to the increased investment in the tourism sector, for example, accommodation facilities; rehabilitation of transportation, for instance, international airports and the promotion activities which targeted both international and local markets such as Visit Zambia Campaign 2005, (Zambia Daily Mail, 2006).

Zambia recognises the place of tourism promotion and marketing in securing growth in tourism. Market researches were also encouraged so as to receive information on the needs of tourists. Advertisements are aired on both the television and radio to stimulate domestic tourism. The main projections for tourism sector thereby include among others to:

- Attain an annual increase of 15% from the current 8.6% in visitor arrivals by 2010.
- Create jobs by 20% of direct and indirect employment by 2010.

- Increase the contribution of the tourism sector to GDP from the current 2% to 8.5% by 2010, (FNDP, 2006).

In his 2010 budget address honourable Dr. Situmbeko Musokotwane, MP, the former Minister of Finance and National Planning (MoFNP) indicated that in order to achieve this growth objective, the government would have to promote diversification and enhance national competitiveness through structural reforms and infrastructure development. Emphasis would have to be placed on agriculture, tourism, infrastructure development and the promotion of manufacturing sector (MoFNP, 2009). This was further emphasized in the 2011 budget presentation where K37.7 billion was allocated to infrastructure development. It was also projected that the tourism sector would grow to 20% in 2011 as compared to 14.9% in 2009 (MoFNP, 2010).

2.4.2 Benefits of tourism in Zambia

Tourism has led to the creation of direct employment across broad spectrum of economic activities such as the hotel industry, transport car hire, tour operators, construction and agriculture (GRZ, 1979). According to Zambia Telecommunications (ZAMTEL) Magazine (2003), the number of people employed in the tourism industry increased from 5,909 in 1995 to 11,892 in 2000. Further, investment of some 55 million Kwacha was realised in 2002 for infrastructure development such as hotels, which was expected to create 1, 103 jobs in the construction industry (Zambia Review, 2004: 59). Another critical importance of tourism is the support it renders to the local people in the generation of local incomes as tourists buy souvenirs, handcrafts, gifts and ordinary provisions from super markets and pharmacies.

However, the poor performance of the Zambian economy has curtailed government spending on social services such as provision of infrastructures and investments. The result has been dilapidation of physical infrastructure and failure to provide required social services. Some of the roads have been done but there is still much to be done to make them passable. The hope is that tourism can contribute to the national treasury and economy; and provide jobs and incomes to both rural (where most of these tourism resources are based) and urban local people (Burns, 2004; Mwima, 2005; Rogerson 2007). The Ministry of Tourism hereby contributes an estimated US\$18 million towards Government revenues. Table 2.3 shows estimates for the years 2002 and 2003.

Table 2.4: Direct Revenue Generation-2002-2003

Sector	2002 US\$	2003 US\$
Accommodation	50,656,678.51	56,132,100.20
Travel	39,865,586.40	44,174,611.44
Tours	23,421,550.40	25,953,158.46
Car hire	13,290,233.75	14,726,759.72
Other	7,088,281.09	7,854,445.18
Total	134,322,330.00	148,841,075.00

Source: MTENR, 2003:

2.4.3 Factors Limiting Tourism Growth in Zambia

While the opportunity for tourism (especially in Africa) is large, global and regional competition is strong and accelerating. Hence, unless Zambia can create a compelling brand and a much greater awareness of the country worldwide, it will have difficulty competing with other, better-known destinations in the region. Despite this, the Government's expenditure on tourism marketing has traditionally been low relative to other countries in the region. Tourism growth in Zambia has been constrained by several factors such as:

- Lack of institutional incentives. The private sector is usually faced with cumbersome procedures such as: bureaucratic delays in obtaining licences, excessive number of licences required, and uncoordinated procedures with the authorities.
- Underdeveloped tourism infrastructure; lack of all-weather roads to tourist destinations
- Inadequate product development due to low skills capacity and inefficient allocation of resources towards tourism activities.
- Zambia has a reputation of being a high cost destination. This is due to limited international seat capacity and domestic flight connections; and also room rates.
- Lack of good health facilities, drugs and a system to inform tourists of health requirements before their arrival in Zambia has negatively impacted on the sector. The poor quality of health facilities, however, creates anxieties for tourists, as do the high levels of poverty, illness and deprivation that are difficult to miss.
- Zambia is mistaken for Zimbabwe (ZNTB, 2002; Tourism Council of Zambia, 2006).

Tourism development also depends on the trends in domestic tourism. These varying trends result from fluctuations in the country's state of affairs as an economic boom or decline. However, Zambia has often not targeted low profile tourists-local people and has shown less

interest on local tourists. This can be seen by the low figures of local tourists visiting tourist destinations as well as local advertisements.

2.5 Regional Comparison of Performance of Zambia’s Tourism

Zimbabwe and Zambia are **mistaken** to be **one country** because of poor marketing strategies by the Zambian agents and poor packages offered. If the country is to increase its attractiveness as a unique tourist destination, the inclusion of vigorous marketing and signage is the key. Zambia receives low figures of tourists as compared to other countries in the region (Kotler, 1980; Hutley, 1982). Though the difference in the number of visitors received by Zambia and Tanzania in Table 2.1 seems to be small, Tanzania earns higher revenues because of having one of the highest visitor retention capacities in the region. Currently Zambia has one of the lowest promotional budgets in the region (Table 2.5).

Table 2.5 Annual Promotional Budgets in Selected Southern African Countries

Country	Promotional Budget (USD '000,000)	Visitor Arrivals
Botswana Tourism	7 million	1, 523, 000
Namibia Tourist Board	6 million	700, 000
South Africa Tour (SATOUR)	180 million	6, 815, 000
Tanzania Tourist Board	18 million	566, 000
Zambia Tourist Board	1.5 million	515, 000

Source: World Tourism Organisation in Hamilton *et al.*, (2007)

The capacity to retain visitors once they have arrived in the country is very important. Zambia’s having the lowest visitor retention capacity in the region could be attributed to the limited number of tourism destinations currently restricted to few places (Livingstone and Mfuwe areas) (MOT, 2004; Molly and Susan, 2004). In addition, the range of outdoor tourist recreation activities offered is also limited and the period of stay for international tourists is very low in comparison to other countries in East and Southern African sub-region. Table 2.6 shows the average of stay for the selected countries in East and Southern African sub-regions.

Table 2.6 Visitor Retention Capacity in Days

Country	Average length of stay (Days)
Botswana	8.6
Kenya	13.4
Namibia	12.4
South Africa	12.0
Tanzania	14.2
Zambia	6.9

Source: World Tourism Organisation in Hamilton *et al.*, (2007)

According to ZNTB (2002), Zambia recorded an increase in tourism arrivals from 2001 to 2003, from 153 103 to 362 025 visitors. This was largely attributed to promotional activities by ZNTB. Furthermore, from 2004 to 2007, the tourism sector has seen a steady and sustained average annual growth rate in tourist arrivals of 14.6% and a sharp decline of 9.6% in 2008 over the 2007 figures. Thus, tourist arrivals in 2007 were 897 000 and 811 000 in 2008 indicating that the sector did not perform well. Further, at a regional level, comparison of Zambia with other countries indicates that Zambia has not been doing well. As shown in Table 2.7, Zambia has the least number of arrivals as compared to other countries in the sub-region.

Table 2.7 Regional Comparison of Tourist Arrivals in Thousands

Country	YEARS				
	2001	2002	2003	2004	2005
Botswana	423	384	671	844	412
Kenya	662	672	714	695	822
Tanzania	131	230	138	153	187
Zambia	121	108	113	141	171
Zimbabwe	186	498	504	636	664
Average	305	378	428	494	451

Source: ZNTB Annual Report 2002 and 2003

The reason advanced to this poor performance has been due to insufficient facilities to meet international standards (ZNTB, 2002), an assertion which is echoed by Lounsbury and Hoopes (1985), who argue that tourists may have in their minds what they consider ideal products and facilities such as hotels which may be compared with what they have experienced elsewhere to get satisfaction but they will only come back if they perceived them adequate. Most tourists preferred Zimbabwe with cheaper transport and accommodation facilities as compared to Zambia (ZNTB, 2002; CSO, 2004). Furthermore, the insufficient publicity of the tourists' attractions has led to low number of tourist arrivals in Zambia

compared to other countries in the sub-region. According to Zambia Review (2004), despite the enormous range of tourist attractions, Zambia is one of the lesser known tourist destination on the continent.

2.6 Elements Affecting Tourism Development in Zambia

Zambia has been faced with a lot of problems in its quest to develop the tourism industry. The following are some of the elements affecting tourism development in the country.

2.6.1 Tourist Attractions

Tourist attractions induce tourists to visit particular areas to spend their holidays in specific regions (Suzuki, 1967). KNP provides good opportunities for a wide variety of activities for visitor use and experience. Activities include game viewing by vehicles and boats, bird watching, boat cruising on the Kafue, canoeing on the Lunga and Lufupa Rivers, fishing on the rivers and the Itezhi-tezhi Lake and walking safaris including some trips to the hot springs. The wilderness experience offered in Busanga and Nanzhila plains is very special and highly enjoyable (ZAWA, 2010). However, visitors do not fully enjoy the park resources because of lack of information and interpretation services to visitors and degraded road networks inside the park. As a result, the use and experience in the park are generally limited, therefore, the need to undertake this particular study.

The most important factor in making a destination an important tourist attraction is the ability to satisfy its customers. According to Lounsbury and Hoopes (1985), tourists may have in their minds what they consider ideal products and services such as package tours, hotels, transport facilities, recreation and sport facilities which may be compared with what the tourists experienced elsewhere and if they be found inferior, tourists have to look elsewhere to get satisfaction, but will come back if they perceive them as the best. The destination should however, leave an everlasting impression on the tourists (Ditton, 1987; Almogor, 1985; and Vickerman, 1988).

2.6.2 Transportation

Air transport is the main mode of transport as tourists visiting Zambia come from America, Asia, Europe, and Oceania and within Africa. Zambia has three International airports important for tourism that is Lusaka (Kenneth Kaunda), Livingstone (Harry Mwaanga Nkumbula) and Mfuwe. There are domestic scheduled flights and chartered flights to take tourists to any part of the country (CDC, 2004). However, air transport in Zambia is very

expensive and is used by the rich tourists. Hence, the bulk of the tourists from neighbouring countries travel by road and railway. Lack of a national airline has negatively impacted on the country's tourism industry (CDC, 2004).

Tourism in Kenya developed as a consequence of initiatives provided by metropolitan transport companies. Ondicho (2000: 52) argues that, "these companies provided the potential tourist flows, the identification of Kenya as a potential tourist destination, and the initial transport linkages upon which a tourism economy could be based." Transportation has further hindered movement to KNP-North due to lack of public transport and bad roads. As the only mode of transport available is air transport which is very expensive for local tourists.

2.6.3 Accommodation

Many different forms of accommodation are available to the modern tourists. This can be classified into the "commercial sector (hotels, lodges, guest-houses, holiday camps) and private sector notably permanent residences," (Coppock, 1977: 3). According to Bhatia (1991), a location with its attractions and amenities is the most important as these are the very basic to tourism. Unless these are there, tourists will not be motivated to go to a particular place. Tourists demand are also very much susceptible to changes in fashion, therefore change becomes an important factor in the demand for various tourists attractions and amenities (Seth and Bhat, 2003). However, these should conform to the park's regulation on the type of accommodation to be built as modern facilities are not encouraged.

2.6.4 Infrastructure

A major impediment to the rapid growth of the sector is poor infrastructure, encompassing: impassable roads, which are supposed to be access routes to national parks; and inadequate, outdated facilities at airports that do not have the capacity to handle an influx of tourists or even the arrival of a jumbo jet carrying tourists. According to Pearce (1981), infrastructure such as roads, high ways, railways and airports ease physical access to tourist attractions. However, infrastructure is costly to provide and its presence or absence is very significant. "The lack of good road access, for instance, has 'discouraged tourists; made development of new tourist lodges difficult, increased tourism operating costs and made the general management more difficult'" (Ministry of Tourism, 2000: 3).

Public investments in infrastructure and provision of services specifically in favour of tourism industry, though difficult to quantify, have served to put Kenya on top as the preferred tourist destination in Sub-Saharan Africa (Ondicho, 2000; Murphy, 1985). Tourism in Kenya unlike in Zambia has expanded greatly with a lot of development in infrastructure. In line with the expansion of the tourism sector, there has been a corresponding boom in the lodging industry in Kenya. Ondicho (2000: 59) states that, “in the wider context of development, tourist ‘trade, restaurants and hotels’ sub-sectors have contributed to the Gross Domestic Product, from 1980-1989, an average of 11% at constant 1982 prices.”

2.7 Theoretical Framework of the Study

The stages-of-growth requires, however, that elasticity of demand be taken into account, and that this familiar concept be widened; for these rapid growth phases in the sectors derive not merely from the discontinuity of production functions but also from high price- or income-elasticity of demand. Leading sectors are determined not merely by the changing flow of technology and the changing willingness of entrepreneurs to accept available innovations: they are also partially determined by those types of demand which have exhibited high elasticity with respect to price, income, or both. The study looked at two theories that talk about development of an area, thus Rostow’s (1960) and Butler’s (1980) models of development.

Rostow’s model a widely cited example of development as a process, suggests that societies or nations could be classified according to the stages of economic growth (traditional, transitional, take-off, maturity and high mass consumption) with the implication that there was a natural path to economic growth which nations follow (Rostow, 1960). Equally, every industry needs to pass through these stages until it reaches the stage of mass consumption if it has to benefit both its nation and citizens.

It is possible to identify all societies, in their economic dimensions, as lying within one of five categories: the traditional society, the preconditions for take-off, the take-off, the drive to maturity, and the age of high mass-consumption. But the central fact about the traditional society was that a ceiling existed on the level of attainable output per head. This ceiling resulted from the fact that the potentialities which flow from modern science and technology were either not available or not regularly and systematically applied.

The second stage of growth embraces societies in the process of transition; that is, the period when the preconditions for take-off are developed; for it takes time to transform a traditional society in the ways necessary for it to exploit the fruits of modern science, to fend off diminishing returns, and thus to enjoy the blessings and choices opened up by the march of compound interest. Investment increases, notably in transport, communications, and in raw materials in which other nations may have an economic interest (Rostow, 1960). During the take-off, new industries expand rapidly, yielding profits, a large proportion of which are reinvested in new plants. These new industries, in turn, stimulate, through their rapidly expanding requirement for factory workers, the services to support them, and for other manufactured goods, a further expansion in urban areas and in other modern industrial plants. The rate of effective investment and savings may also rise from, say, 5 % of the national income to 10% or more.

Maturity is the stage in which an economy demonstrates the capacity to move beyond the original industries which powered its take-off and to absorb and to apply efficiently over a very wide range of its resources--if not the whole range--the most advanced fruits of (then) modern technology. This is the stage in which an economy demonstrates that it has the technological and entrepreneurial skills to produce not everything, but anything that it chooses to produce (Rostow, 1960).

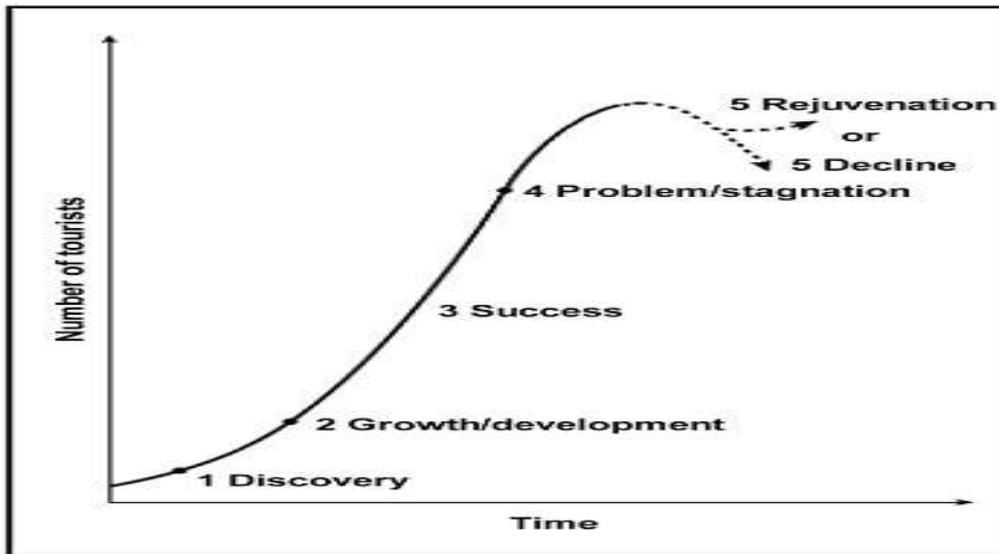
The age of high mass-consumption, where, in time, the leading sectors shift towards durable consumers' goods and services: As Western societies achieved maturity in the twentieth century two things happened: real income per head rose to a point where a large number of persons gained a command over consumption which transcended basic food, shelter, and clothing; and the structure of the work force changed in ways which increased not only the proportion of urban to total population, but also the proportion of the population working in offices or in skilled factory jobs--aware of and anxious to acquire the consumption fruits of a mature economy (Rowstow, 1960; Pearce, 1989).

Butler's model states that most tourist resorts start on a very small scale and get bigger and bigger until stagnation occurs (Butler, 1980). Within the 6 stages the following happens:

- **Exploration** - A few hardy and adventurous people looking for something different in a holiday find a place that is special in terms of its culture, natural beauty, history or

landscape. There may be no tourist services available and local people will not be involved in tourist money making activities.

- **Involvement** - Local people start to notice that there are increasing numbers of people coming to their local area. They start businesses to provide accommodation, food, guides, and transport to the visitor coming to the area.
- **Development** - Big companies start to see the emerging potential of the area as a tourist resort and therefore start to invest money in the region. They build large hotel complexes and sell package holidays (a package might include travel, accommodation, food and excursions). This makes the numbers of tourists swell dramatically and massively expands the number of job opportunities for people in the local region, in both tourist related jobs and in construction and services.
- **Consolidation** - The local economy is probably dominated by tourism at this stage, and many local people will make their money from this type of industry. However, this can remove people from other industries such as farming and fishing and these industries can suffer as a result. There will be continued building and expansion of the resort BUT some of the older buildings will start to become unattractive and a lower quality client base might result.
- **Stagnation** - competition from other resorts, rowdiness and a loss of the original features (e.g. if it had a great beach but that is now crowded and full of rubbish) can cause the resort to stop growing. The number of people going levels off then starts to decline, threatening local businesses and services.
- **Decline or Rejuvenation** - From the stagnation point onwards there are 2 basic possibilities: Decline in various forms or rejuvenation (regrowth of the resort). Decline can be slow or rapid, and regular visitors are replaced by people seeking a cheap break or day trippers. Rejuvenation involves a capital injection from either a private company or the government, to create a new attraction within the original resort to boost its popularity (Husbands and Harrison, 1996).



Source: Husbands and Harrison (1996)

Figure 2.1: Butler's Model of Tourism Life Cycle

The analysis on how tourism development has been implemented in the Kafue National Park, fits in the Tourist Area Cycle of Evolution Theory on tourism development as expounded by Butler (1980). Evolution theory was used in explaining how tourism development is being attained in the Park. The theory describes both the differences in length, shape and pattern of change within a particular destination over time as it passes through different stages of the cycle. It explains relationship between variables and it presents the possibility of framing significant questions raised by alternative measures of tourism such as tourist arrivals, total visitor expenditure, visitor stay and so on (Husband and Harrison, 1996).

From the preliminary analysis one can place KNP in the sixth stage of Butler's model called Declining Stage; thus, the inability of the area to compete with other or new destinations and thus, faces declining markets both spatially and numerically. The life cycle concept outlines both the physical development of a destination and its market evolution as changing provision of facilities and access is matched by an evolving clientele in both quantitative and qualitative terms (Cooper 1993: 147; Teye, 1988).

This theoretical framework has helped in identifying the research problems for this study. For instance, the rate of increase in the number of tourists in KNP is very low; the conditions of infrastructure such as roads and airstrips are poor and the park lacks vigorous marketing strategies. The park also lacks signage. This can be noticed at the beginning of Mongu road in Lusaka town where the only poster one is able to see is that of the Blue Lagoon National Park

until you reach Nalusanga gate. From Butler's model, it can be concluded that KNP is still in its infant stage-exploration stage as very few tourists visit it compared to South Luangwa National Park.

2.8 Tourism in Kafue National Park-North

Kafue National Park (KNP) is an excellent extension for visitors who have seen the Victoria Falls, and would like to stay longer in Zambia to see wildlife in a large park (ZAWA, 2009; Mwima, 2006). Although KNP has the potential for tourism development, poor access to the park and within the park has seriously affected the industry. Tourism is the main source of revenue in the park, and therefore its development is inevitable. KNP provide sanctuary for 158 species of mammals, 515 of birds, 70 of reptiles, 36 of amphibians and 58 fish species. It is also classified as having more antelopes (21 species) than any other national park in Africa; hence, it has been rated as Zambia's 'Important Bird Area (IBA)'. The park is almost exclusively reserved for conservation and non-consumptive wildlife utilization with some very limited consumptive utilization vici usufruct right (ZAWA, 2009; MOT, 2004; Namukonde, 2010). KNP offers good services and facilities that if developed would attract many tourists and therefore increase revenue generation for the nation.

Kafue National Park is one of the parks in Zambia which has remained underdeveloped despite being closer to Lusaka and Copperbelt Provinces and having a wide range of animal species and birds. Krapf (1993) draws heavily on Rostow's model and notes in passing that tourism needs to reach the high mass consumption level if the citizens are to benefit from it. He emphasized that tourism has a special function in developing countries, a function which he defines in terms of a series of 'economic imperatives' such as: exploitation of countries own natural resources; international competitiveness due to favourable terms of trade; an ability to provide internally many of the goods and services required; improved balance of payments; social utility of investments in tourism, employment generation and multiplier effect; and balanced growth (Krapf, 1993; Mowforth and Munt, 1998). Tourism development requires the cooperation of all governmental departments responsible for other branches concerned with the expansion of tourism (Bhatia, 1991; Williams, 1998).

Coordination is very essential as various agencies are responsible for the development of infrastructural service. Specific areas of infrastructure are power, water, communication, sewerage and drainage, roads and highways, parks, recreations and health care facilities. A

country should ensure that these things are in place and in adequate supply to attract more tourists who will be ensured of their safety and happiness (Bhatia, 1991; World Tourism Organisation, 1993).

2.8.1 Infrastructure Development in KNP-North

Tourism involves the provision or improvement of facilities and services to meet the demands of the tourists. According to Pearce (1981), types of facilities sought by the tourists can be grouped into broad strategies: attractions, transport, accommodation, support facilities and services. These supply elements affect tourism development.

Research done by Mwale (1993) on tourism expectations indicates that (very little effort from the) government puts little efforts on improving infrastructure such as roads leading to tourism destination. He also attributes that tourists complained of the high charges and poor standards of the infrastructures. These are some of the gaps that the tourism industry is failing to bridge if it has to perform well in this sector.

In addition to infrastructures such as roads and accommodations, government has also done very little to ensure proper training of staff to work in these parks (Ceballos-Lascurain, 1996). This has been seen by lack of training institutions as is the case for other sectors such as Health and Education to mention just a few. This has negatively impacted on the sector, because many of the staff employed have very little knowledge on the hospitality industry. Therefore, the study on assessment of tourism development in any region, Zambia included; should be backed with information on the perceptions, expectations and satisfaction of tourists in order to gain an insight of what motivates them to come back to an area. Planners of tourism development in Zambia such as Z.T.B need such information.

Zambia has not done much to improve its tourist destinations, especially the KNP-North. According to ZAWA (2010: 70), “the government’s role in the growth of tourism sector is to facilitate private sector involvement through investment promotion, marketing and provision of infrastructure and supportive legislation.” The government intend to direct resources to high growth areas which include KNP-North. Through the development of the Game Management Plan (GMP), government is planning how to manage the national parks and how to make them self-sustainable. It further states the priority activities of attention in KNP-

North thus, the construction of roads linking Kalomo with Itezhi-tezhi in the KNP-North, rehabilitation of Mumbwa-Itezhi-tezhi road, and signage (ZAWA, 2010).

Other activities include attracting an encouraging large investment by credible investors (those that would develop tourism and take it to higher heights at local, regional and international), to put up resorts in KNP-North and surrounding GMAs, designing and implementing a programme for farmers in the vicinity to produce food that is required for the planned new and existing resorts. This influenced the current researcher to take up this study. Kafue National Park, a diverse and wilderness park has undeveloped infrastructure.

CHAPTER THREE

STUDY AREA

3.1 Introduction

This chapter describes the physical and socio-economic characteristics of the study area. Kafue National Park is a sanctuary of wildlife and as well as a nature-based tourism destination. The name was derived from the river 'Kafue' which flows throughout the park, from the north of the park all the way through the south of the park and continues down to join the Zambezi River.

3.2 Location and Size

Kafue National Park is situated in the central-western Zambia between latitudes 14° 03'S and 16° 03'S and longitudes 25° 13'E and 25° 46'E on the Central African Plateau (de V. Moss, 1976). The park covers an area of 22, 480 km², making it the fifth largest park in the world. Kafue National Park stretches over four provinces, namely, North-western, Western, Central and Southern Provinces. It stretches some 304 km in north-south direction and 143 km in the east-west direction. It covers five districts, namely, Kasempa, Mumbwa, Namwala, Kalomo and Kaoma (NPWS/JICA, 1999). Figure 3.1 shows the location of Kafue National Park in Zambia.

With regard to administration, KNP is divided into two parts, KNP-North with its headquarters at Chunga and KNP-South with its headquarter at Ngoma. However, because of its large area, the study was only done in the KNP-North being the area that has many lodges and easily accessible. Figure 3.2 provides the study area of KNP-North surrounded with sampled Game Management Areas (GMAs).

3.3 Physical Characteristics of Kafue National Park-North

3.3.1 Climate

Most of the park lies at an attitude of about 1068 metres in the zone of moderate rainfall, moderate temperature and low humidity. Rainfall generally occurs between November and March and averages 750 mm per season. KNP lies in sub-humid tropical zone receiving a mean rainfall ranging from 600 mm to 1,200 mm. Further north of the park, areas receive rainfall between 1,000 mm and 1,100 mm while the central parts of the park receive rainfall

ranging between 800 mm and 900 mm; and the southern parts receive below 800 mm (NPWS/JICA, 1999; Mwima, 1989).

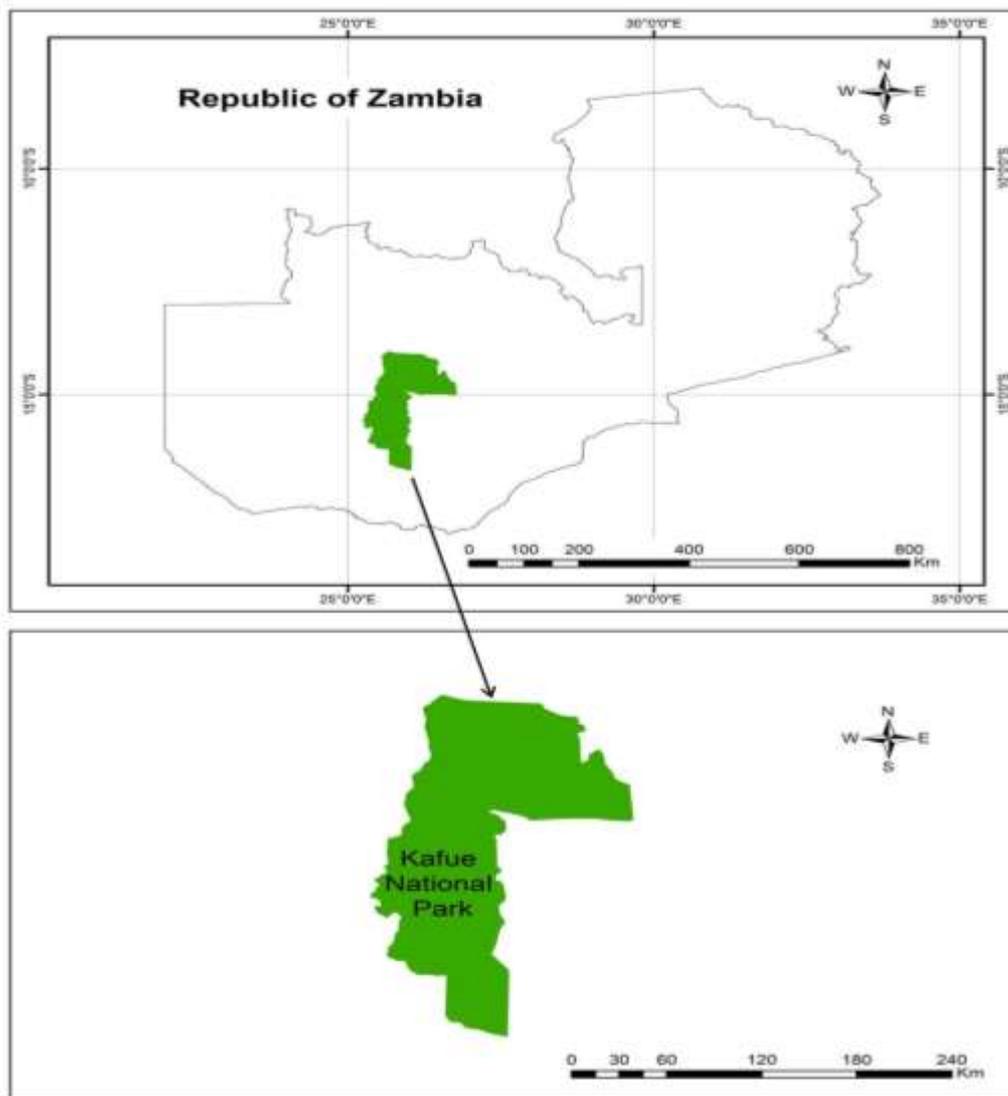


Figure 3.1: Location of Kafue National Park in Zambia: Source: ZAWA (2010)

The annual mean temperature at Ngoma in the park ranges from 19.4° C to 22.7° C. October is the hottest month and has mean maximum temperatures ranging from 30.8°C to 34.9°C and mean minimum temperature ranging from 14.9°C to 17.6°C while July is the coldest month and has mean maximum temperature ranging from 22.3°C to 28.3°C while the mean minimum temperature ranges from 4.7°C to 7.3°C (NPWS/JICA, 1999). Winds are predominantly light, easterly, blowing from the NE-SE quadrant 80% of the year. In the dry season winds are relatively stronger, while in the rainy season wind direction is more variable (NPWS/JICA, 1999).

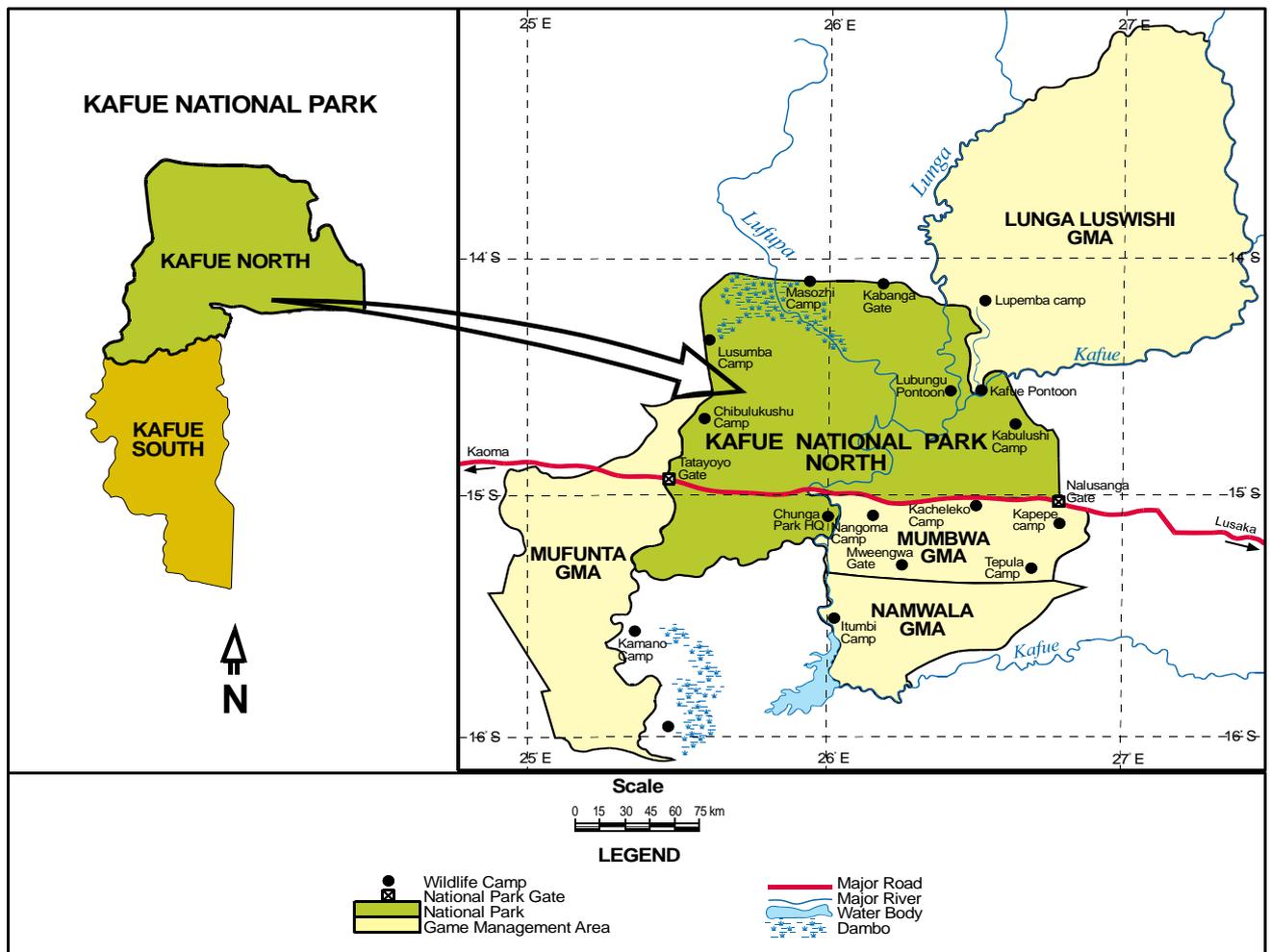


Figure 3.2: The Study Area-Kafue National Park-North and GMAs

3.3.2 Geology

The park is underlain by ancient Precambrian basement, granite gneiss and schist, later Precambrian quartzite, slate, grit and limestone of the Katanga system, Karoo sandstone and shale and the young, lacustrine and Aeolian Zambezi formation sands. Alluvial sediments occur over the entire Busanga plain, in patches south of the Kafue Hook-bridge, in narrow belts along the lower Musa and Nkala Rivers in an area 8-16 km wide along the south-eastern boundary. The central part of the park has exposed rocks which include high grade schist and gneiss, granite-gneiss and granite, the latter forming typical rocky country with numerous rounded rocky outcrops. Largely un-metamorphosed sediments of the Karoo system are exposed in stream sections to the north and south of the main granite mass consisting of shale, siltstones, recently concreted gravels and various types of laterite. The Zambezi sands form deep deposits along the western boundary and the edges of the alluvial plains (NPWS/JICA, 1999; Mwima, 2005; 2006; Mwenya, 1996).

3.3.3 Relief

The terrain in the park varies from a hilly country to flat flood plains and from dense woodland of vast grass plains. The landscape of KNP-North is gently undulating and generally lying between 1000 m and 1500 m with the highest peak (1479 m) being Mutumbwe Hill. The alluvial flood plains to the north (Busanga area) and to the south (Nanzhila area) are low lying and relatively flat. The southern part between Dundumwezi Hill and Nkala River Valley is the low lying alluvial and Kalahari sand area. The central part from Nkala-Musa watershed to Chunga is interspersed with dambo drainage lines with occasional outcrops of low rounded granite hills. This area is particularly outstanding for its scenic beauty. The northern part is generally low lying with some isolated hills and ridges shelving towards the Kafue, Lunga and Lufupa rivers (Mwima, 2006; NPWS/JICA, 1999).

3.3.4 Soils

The soils of the Kafue National Park are generally divided in two categories by the 1969 soils map of the Republic of Zambia (NPWS/JICA, 1999). The two categories are

- i. Undifferentiated ferrisols in the central and northern parts
- ii. Loose sandy soils with a yellowish-brown colour elsewhere.

The major soil units of the KNP of the Soil Map of Zambia are Ventisols, Fluvisols, Gleysols, Arenosols, Ferralsols, Acrisols and Luvisols.

3.3.5 Drainage

The park is drained by the Kafue River and its major tributaries like the Lufupa and Lunga rivers. The Lufupa River flows into the Busanga swamps and floods out over the adjacent Busanga plain during the rainy season. In the south of the park, the Kafue River splits into channels, creating gurgling rapids before re-joining and running south to Itezhi-tezhi, where it was dammed in 1977 to create the Itezhi-tezhi Dam/lake covering an area of 350 km², which is used to regulate the river flow for the Hydro-Electric Power station at Kafue Gorge located further downstream (Mwima, 1989). The park covers about 21 percent of the catchment area of the Kafue River which consists of part of the eastern boundary. The Kafue River is joined by many other tributaries namely Nanzhila, Nkala, Musa, Lwamwanza, Mungashiya, Lwasanza, Shishamba, Mukombo, Ntemwa, Moshi, and Mushingashi. The Kafue River has a well-established course with rapids, sandy shallows, deep pools, grassy sandbanks and palm covered islands (ZAWA, 2010).

3.3.6 Vegetation

The vegetation is lush and green, varying from mixed forest, thicket, woodland, and grass in the south to broad alluvial grassland and patches of evergreen forests in the north. Perennial swamps in the north-west drain into the Lufupa River via Busanga flood plains. Most of the park is dominated by the Miombo woodland and broad grassy 'dambos'. There are riverine forests along the sides of the Kafue River as it runs southwards through the park. Kafue passes through Itezhi-tezhi Dam on its way to meet the Zambezi some 250 km downstream (Mwima, 1989). The park has most of its parts lying in the Central Zambezian Miombo woodlands ecoregion which is characterised by the savannah grasslands with Miombo tree species growing thickly in some patches with a few dambos.

3.3.7 Wildlife

The Kafue National Park's wildlife includes hippopotamus, buffalo, zebra, elephant, lion, sable, oribi, kudu, impala, roan antelope, eland, Lechwe, gnu, sitatunga, duiker, and crocodile. There are numerous bird species, including open bill, saddle bill, wattled crane, crested crane, jacana, cormorant, Ross's lourie, Boehm's bee eater, black barbed, fish eagle, marabou stork, and vulture. The primary wildlife interests are found in the Busanga Floodplains and the Nanzhila plains. Kafue is considered to be Africa's best reserve for antelope. The Defassa waterbuck and red Lechwe are a specialty of the Kafue National Park. The antelope species fill the astounding Busanga Plains in the north-western of the Kafue National Park. They literally cover the entire park right to the tree-choked wilderness and the lush dambos of the south (Irish Tourist Board, 1978).

Other species found in the park include the rare and secretive yellow-backed duiker, common duiker, kudu, grysbok, warthog, bush-pig, serval, hyena, jackal, baboon, vervet monkey, porcupine, civet, genet and many species of mongoose. To give a general impression, one can say that the Park provides sanctuary to 158 species of mammals, 515 bird species, 70 reptile species, 36 amphibians and 58 species of fish (ZAWA: 2010). It is classified as having more antelopes (21 species) than any other national park in Africa. In addition, it is rated as one of Zambia's 'Important Bird Area'. The park is exclusively reserved for conservation and non-consumptive wildlife utilization with very limited consumptive utilization vice usufruct right (ZAWA, 2010).

3.4 Socio-Economic Characteristics of the Kafue National Park-North

The following are the key socio-economic activities in the park.

3.4.1 Recreation

Facilities such as boats, camping tents and binoculars for visitors to hire are not available for the park, except that some lodges provide boat cruise and boating activities to their guests. The park only provides game viewing, boat cruises on the Kafue, Lufupa and Lunga rivers and Itezhi-tezhi Dam. Fishing as a sport is also done in the Kafue River, Lufupa River and Itezhi-tezhi Dam (Mwenya, 1996; Heeley, 1981). However, commercial fishing is also done on the Itezhi-tezhi dam.

3.4.2 Hospitality

Hospitality is the main activity of KNP-North. It has twenty-six (26) lodges. However, only nineteen (19) of these were operating. Four (4) were located outside the park while fifteen (15) were located inside the park. The 19 lodges had a bed capacity of 280 in total. The population of KNP-North residents was about 450 mainly comprising ZAWA officials and workers in various lodges scattered in the area (ZAWA, 2009).

3.4.3 Fishing

Many people especially those in and around the park are engaged in fishing due to the availability of water bodies in and around the park. Fishing in the park is not allowed without a permit. However, there are incidences of local people found fishing illegally. Nonetheless, the authority is working round the clock to ensure that no illegal fishing is done in the park. Fishing is also done as a sport on the Lufupa River. This is usually done in the month of August every year (ZAWA, 2009; 2010).

3.4.4 Agriculture

The surrounding villages are engaged in small scale agricultural practices in the GMAs. However, residents of Chief Mulendema and Chietainess Kabulwebulwe had encroached further into the park especially on the Itezhi-tezhi road (ZAWA, 2009; 2010). This is a danger to wildlife and other natural resources because some local members even engaged in charcoal burning. Some bags of charcoal could be seen along the Mongu road between Nalusanga and Hook-bridge, an indication that the possibility of poaching was high. However, no agriculture was practiced in the park. The next chapter discusses methodological matters of the study.

CHAPTER FOUR

METHODOLOGY

4.1 Introduction

This chapter describes the research methods employed in this study. It covers sources of data, methods of data collection, data analysis and limitations of the study.

4.2 Sources of Data

There were two main sources of data for this study, namely, secondary and primary. These are discussed below.

4.2.1 Secondary Data

Secondary data collection focused on tourism development, policy framework, planning and marketing strategies and archival materials from the textbooks, journals, internet, articles, maps, bulletins and tourism magazines. From these sources, various types of literature on tourism development, infrastructure, planning and marketing strategies were consulted. Literature on lodges, size and area of KNP-North were obtained from the analytical and survey reports by ZAWA. From the MTENR, Ministry of Transport and Communication, and Ministry of Finance and National Planning, information on policy framework, tourism acts, funding and maintenance of roads were obtained, respectively.

4.2.2 Primary Data

Primary data were gathered from the respondents through the use of guided and unguided interview schedules (Appendices I, II, III, IV and V). Primary information was obtained through a field survey from the local respondents in the area and key informants through the use of questionnaires and Interview guides, respectively. Unstructured and structured interviews were conducted as explained below.

4.2.2.1 Pre-Testing of Instruments

A reconnaissance survey was conducted in the Kafue National Park-North in October, 2009; to familiarize the researcher to the study area and took advantage to test the research instruments such as questionnaire for both the local communities and tourists; and interview guide for Key informants. This helped to improve the instruments and provided 'a clear

definition of the focus of the study’ and to ‘concentrate on the data collection spectrum of the projected analytical topics’ (Frankland and Bloor, 1999: 154). The sixteen participants used in the pilot study were not part of the final study. Additionally, some questions in the questionnaires and interview guides were modified; others were removed as they were ambiguous.

Data collection for the study was done over a period of two months. The study employed structured and unstructured questionnaires to collect qualitative and quantitative data, respectively. Tools for data collections included questionnaires and interview schedules (Appendices I, II, III and IV).

4.2.2.2 Unstructured Interviews

These interviews were held with key informants from Ministry of Tourism, Environment and Natural Resources, Ministry of Transport and Communication, Ministry of Finance and National Planning, and ZAWA that were located within the study area. The information that was collected varied from one officer to the other. Nonetheless, the questions were aimed at obtaining information on the development of tourism in KNP-North. The interview guide was also used to gather information on the funding of the park from potential donors (World Bank and Norway), and Zambia Tourist Board (also key informants) being the agent responsible for tourism marketing abroad and locally.

4.2.2.3 Structured Interviews

Structured interviews were held in the sample areas within and around KNP-North. Structured interview guides were used to gather information from tourists, local communities, lodge/safari operators and ZAWA/MTENR officials in the park. The local communities were drawn from Chiefdoms and the communities within the park like Chunga, Mukambi, Nalusanga and Tateyoyo. This was done to find out if the local communities were aware of the importance of the natural resources and the importance of tourism in the area; to assess their perception on tourism development in KNP-North and to find out how the communities are helping to develop the park for the benefit of the locals and the country, (Appendices I, II, III and IV).

4.3 Sampling

To obtain the required data, a purposive sampling was used. It was purposive in the sense that it was based on researcher's judgement regarding the characteristics of the representative sample. The sample (for the local communities) was based on having lived around and within the national park for five years or more, must be head of the household. As for ZAWA, ZNTB and Funding Agencies respondents, employees in the administration and field workers were selected. With regards to lodges and campsites, both employees and proprietors were legible to take part in the study. Tourists were randomly picked from different lodges and campsites.

A total of 150 respondents were interviewed from Kafue National Park-North and the surrounding GMAs. The sample was large enough and representative to assess the development of tourism in that area as well as to assess the perceptions and attitudes to tourism development in KNP-North. Further, the sample was amenable to statistical testing on account that normal distribution was assumed. The sample was also adequate for use of semi-structured interview schedules in order to minimize problems of non-responses and also allowed researcher to probe further in cases where more information was needed. Structured interview schedules were also used for local communities and tourists administered by the researcher on a one-to-one basis. Except for the tourists, the rest of the sample size was drawn based on the population size of the area. The sample size included different stakeholders as shown in Table 4.1.

Table 4.1: Sample Size of the Respondents and Sampling methods applied

Category	Number of respondents	Sampling Method	Instrument used
Local Communities	70	Cluster sampling	Questionnaire
Tourists	36	Judgemental sampling	Questionnaire
Operators	16	Purposively sampling	Interview guide
Funding Agencies	06	stratified and clustering sampling	Interview guide
Marketing Agencies	11	stratified and clustering sampling	Interview guide
ZAWA Officials	11	stratified and clustering sampling	Interview guide
Totals	150		

Source: Field Data (2010)

4.3.1 Local Communities

Cluster sampling was used to select the Chiefdoms in the Game Management Areas (GMAs) surrounding the national park. These include: Mumbwa, Namwala, Mufunta and Lunga

Luswishi GMAs. From these four GMAs, a total of 70 respondents were randomly selected from different chiefdom namely: Kabulwebulwe, Shimbizhi, Chilyabufu, Kasempa, Kaingu, Kahare and Chibuluma as shown in Table 4.2.

Table 4.2: Cluster sampling of Chiefdoms around KNP-North

Chiefdom	GMA in KNP-North	No of Respondents
Kabulwebulwe	Mumbwa	10
Chibuluma	Mumbwa	10
Kaingu	Namwala	12
Shimbizhi	Namwala	08
Chilyabufu	Namwala	10
Kasempa	Lunga Luswishi	08
Kahare	Mufunta	12
Total		70

Source: Field Data (2010)

4.3.2 Lodge/Safari Operators

A purposive sample of 16 lodge/safari operators in the park and those surrounding the park were selected. The stratification was according to classes of the lodges in the area ranging from consumptive to non-consumptive thus, lodge operators and safari hunter operators. The campsite lodges were also purposively sampled (Table 4.3). Stratified sampling was also used to classify lodges according to size (in terms of bed space), type (lodge/campsite/safari) and service offered (self-catering or full services). This helped in comparing the efficiency and effectiveness of the lodges.

Table 4.3 Classification of lodging facilities in KNP-North

Type of facilities	Total Number	Sampled
Camps	6	4
Lodges	13	7
Campsites	2	1
Safari camps	5	4
Total	26	16

Source: Field Data (2010)

4.3.3 Tourists

A random selection of 36 tourists from the sixteen lodges were interviewed. The researcher visited various lodges in the park and only interviewed the tourists found at that particular time on a one to one basis.

4.3.4 Funding Agencies/Marketing Agencies

Stratified and cluster sampling was used in the selection of 17 key informants from World Bank, Norway, ZTB, Kafue Trust and Open Africa. Whilst cluster sampling techniques allowed for wide coverage of the study area, stratified sampling allowed for subgroups in the population to be incorporated in the sample.

4.3.5 Zambia Wildlife Authority (ZAWA) Officials

Stratified and cluster sampling was used to select the 11 ZAWA officials, who are the regulators of the national park. These were from different points within the park as shown from Table 4.5

Table 4.4 Cluster sampling of ZAWA officials in KNP-North

Station	No. of Officers
Chunga	4
Nalusanga	2
Mwengwa	1
Tetayoyo	2
Total	11

Source: Field data (2010)

4.4 Analysis and Presentation of data

The study used both quantitative and qualitative methods. Both methods were used to complement each other as the latter leads to an understanding of reality as experienced by individuals, communities and institutions. Measures of central tendency and percentages were used in the analysis to summarize the quantitative data. Non-parametric test (Chi-square) was used to test the relationship between two variable: infrastructure development and tourism development. Presentations of results were in tabular and graphical forms.

CHAPTER FIVE

ANALYSIS AND RESULTS

5.1. Introduction

This chapter presents the findings of the study. This includes the characteristics of the respondents, infrastructure development particularly roads, airstrip and accommodation, levels of animal densities, marketing strategies, promotion of the park, levels of investment, and the perception and attitude of various stakeholders in KNP-North.

5.2 Characteristics of respondents

The sampled population had a proportion of male and female, local and international tourists.

5.2.1 Age of Respondents

The majority of the participants were between the ages of 21 and 40 years (52%) with a mean age of 36.5 years (SD = 8.98). Those between 41 and 60 years represented 30.7% while the smallest groups consisted of 10% and 7.2% for the ages above 60 and below 21, respectively as shown in Table 5.1.

Table 5.1: Age of respondents

Age Group	Frequencies	
	Absolute Frequency	Relative Frequency (%)
< 21	11	7.2
21 - 40	78	52
41 – 60	46	30.7
>60	15	10
Total	150	100

Source: Field Data (2010)

5.2.2 Gender of Respondents

This section of the chapter presents the gender combination of the sample used to collect data required for the study (Table 5.2).

Table 5.2: Gender of respondents

Gender	Frequencies	
	Absolute Frequency	Relative Frequency (%)
Male	86	57.3
Female	64	42.7
Total	150	100

Source: Field Data (2010)

5.2.3 Sources of income for the Respondents

The study reviewed that almost half of the respondents (45.3%) were not in formal employment. Table 5.3 shows the sources of income for the respondents

Table 5.3: Response of Respondents on their sources of income

Source of income	Frequencies	
	Absolute Frequency	Relative Frequency (%)
Formal employment	68	45.3
Farming	43	28.7
Photographing	05	3.3
Hunting	06	4
Charcoal burning	04	2.7
Other	23	15.3
Total	150	100

Source: Field Data (2010)

Tourists of different origin were interviewed between May and July 2010 at different lodges and camping sites in KNP-North. Out of the 40 targeted tourists, only 36 were interviewed because the flow of tourists in the park during the study was poor. The results show that fewer numbers of residents frequent the park, an indication that very little is being done to attract many resident tourists. Table 5.4 shows the nationality of the tourists that visited KNP in 2010 between April and July.

Table 5.4 Tourist Arrival in KNP-North by Country of Origin

Nationality	Number of tourists	Percentage (%)
South Africa	4	11.1
United States of America	5	13.9
Zimbabwe	2	5.6
Canada	2	5.6
Netherland	2	5.6
Germany	10	27.7
Holland	2	5.6
Sweden	1	2.7
United Kingdom	4	11.1
Zambia	4	11.1
Total	36	100

Source: Field Data (2010)

Figure 5.2 shows the categories of tourists that visited KNP-North between April and July 2010. Majority of the 36 visitors were the international tourists at 32 (88.9%) while the local residents were the minority at 4 (11.1%). This indicates that very few local tourists visit the park.

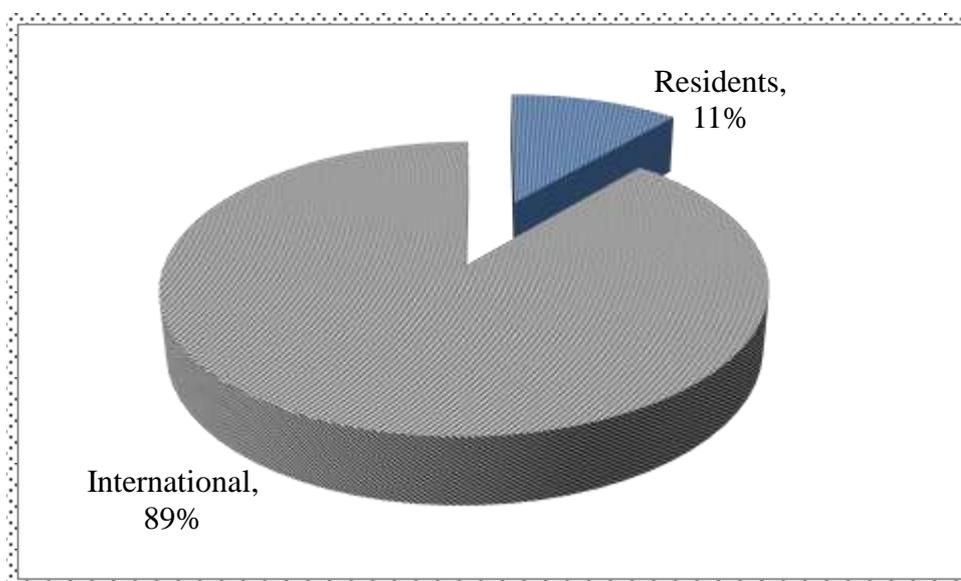


Figure 5.1 Categories of Tourists that visited KNP-North (April-July 2010)

5.3 Levels of infrastructure development in KNP-North

Accommodation, airstrips and roads were the facilities found in KNP-North. Tourist facilities such as accommodation, roads and airstrips were in poor condition. Due to the flooding of the area, roads and airstrips in the park are not accessible during the rainy season. About 32

(88.9%) of the tourists suggested the improvement of roads and airstrips to all weather facilities. Accommodation in the park does not correlate with the number of tourists because of the fewer number of lodges. During peak periods of business, nearly all the lodges in KNP-North are fully booked. It was found that 67% of the respondents suggested the improvement of the existing camping sites and also to increase the number of camping sites in the park.

KNP-North has 4 airstrips, 15 roads and 17 viewing roads commonly known as loops which were not gravelled. All the roads were in poor condition except for the main Lusaka/Mongu road which passes through the park. Most of the crossings (roads that connect the park) from other districts such as Kalomo, Kasempa and Kabwe were not in use because of their poor condition. Tourist and lodge operators use the pontoon when crossing the Kafue River to Kafue River Camp in Lunga Lushishi GMA, which is further north of the park due to lack of a bridge.

5.3.1 Roads in Kafue National Park-North

Tourism infrastructure particularly roads were not developed in KNP. Roads in the park are only accessible between the months of June and October. Grading of the roads is usually done after the rains. It was observed that grading leads to formation of gullies due to eroding of the roads by heavy rains. About 74% of the total sample complained about the condition of the roads. They stated that roads were poorly graded and they were not good to drive on.

Culverts across streams were also poorly done, for instance, those constructed along Lufupa Road. Tourists are therefore, advised to use four wheel drive vehicles because of the poor state of the roads. Plates 5.1 and 5.2 show the state of roads in KNP-North. Plate 5.1 shows the state of a newly constructed road leading to Lufupa Lodge in the extreme north of the park eroded and forming potholes (constructed in 2009); and Plate 5.2 shows the researcher and her team assessing the road (before crossing) leading to Kafue River Camp in Lunga Luswishi GMA.



Plate 5.1: Newly constructed road to Lufupa Lodge-KNP-North



Plate 5.2 Road leading to Kafue River Camp in Lunga Luswishi GMA

Most of the roads and viewing roads become extremely bad during rainy season. Plates 5.3 and 5.4 show the state of roads in the park during and after the rains. During this period it is very difficult to access tourist attractions. Plate 5.3 shows Chunga loop/viewing roads whereas the road in plate 5.4 shows the state of the road and culvert after the rains.



Plate 5.3: State of the road during rainy season -Chunga loop



Plate 5.4: State of the Road and Culvert after the rains-Kafwala Road

However, Figure 5.2 shows the location of the roads and loops in the central part of Kafue National Park-North. It also shows animal species likely to be found in that part of the park.

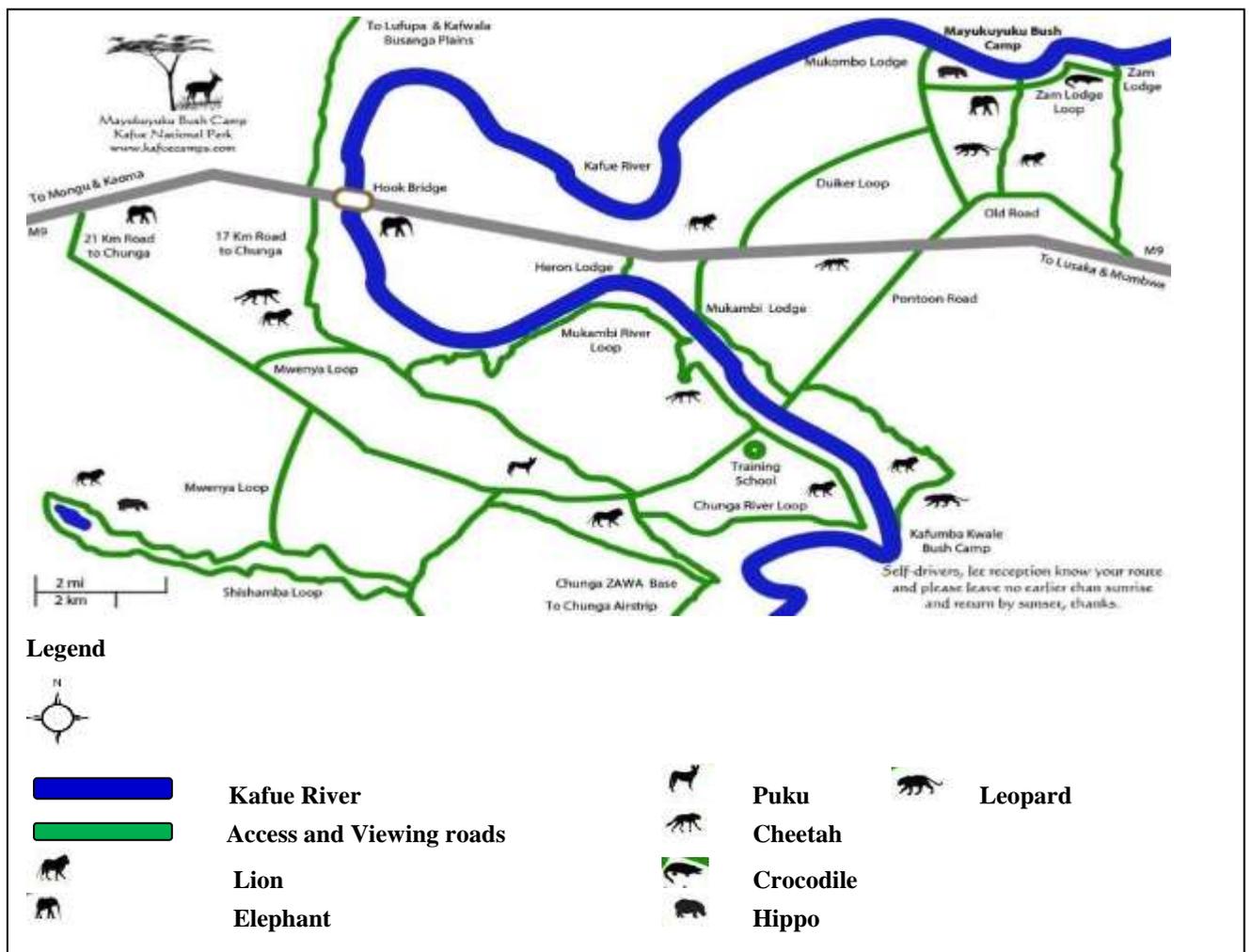


Figure 5.2: Infrastructure facilities and animals found in the central part of KNP-North: Source: Friedrich, 2011

5.3.2 Airstrips in Kafue National Park- North

There were four airstrips in KNP-North, and only three were operational. These were Lufupa, Chunga and Busanga; and could only accommodate medium and small chartered aircrafts belonging to Wilderness Safari Zambia. The airstrips in KNP-North were not in good condition too and in rainy season they were not in use due to flooding of the area. A total of 74.4% of respondents recommended that the government gravel these airstrips to accommodate big chartered aircrafts and facilitate movement of tourists who would want to visit the park during rainy season. Like roads, they were also eroded by the rains (Plate 5.5), and require maintenance every year. Depending on the bookings made by the tourists, the airstrips are in use on average five (5) days in a week with a mean flight of three landings in a day.



Plate 5.5: State of Airstrips in KNP-North (Chunga Airstrip): Source: Field Work (2010)

5.3.3 Accommodation Facilities in KNP-North

KNP-North has less number of lodges and camps rendering hospitality services to the tourists as compared to the area (Table 5.6). The park had inadequate bed capacity in relation to the tourists. There were only 19 lodges/camps operating out of the 26 available. KNP-North has total bed capacity of 410 of which only 280 (68.3%) bed space were available. Like roads and airstrips, some lodges were also in deplorable state; unattractive to the visitors.

mud brick for walls with logs for support as a way of preserving culture and not interfering with the environment (Plate 5.6).

(a)



(b)



Plate 5.6 Photo showing (a) Mukombo and (b) Mukambi Lodges in KNP-North

5.3.4 Communication Services

The researcher observed that radio and internet were the means of communication available in the park. These were widely used by the operators and ZAWA officials and very rarely by tourists. Radio operation at Chunga HQ was between 08:00 hours and 18:00 hours daily. It was difficult to communicate with others after 18:00 hours or when faced with problems. The ZAWA officials in the park said that a patrol team of 10 officers would have one or two radios. This, they said was not enough if poaching was to be controlled. Due to shortage of radios, some officers from ZAWA rely on the lodge operators for communication. Plans to introduce the use of mobile telephones were underway at the time of data collection. Private mobile provider such as MTN and Airtel had started installing masks outside the park for instance at Heron Lodge in Mumbwa Game Management Area.

5.3.5 Health Facilities

Kafue National Park-North had one health centre with one nurse and one Classified Daily Employee (CDE). The clinic was in a deplorable state as shown in Plate 5.7 with the roof almost collapsing. The clinic services a population of 1000 which include the pupils from Chunga Basic School, teachers, ZAWA officers and their families (these were in the National Park), local communities nearer to the park and workers from the lodges located within and outside the park. However, tourists were not catered for as they are flown to Lusaka whenever they fell sick or get involved in an accident. The local people bemoaned the

deplorable state of the clinic and the poor provision of medical services including lack of adequate qualified personnel. They suggested for the improvement of the clinic infrastructure to international standards so that tourists could also access medical services from there rather than being taken to Lusaka which is far. Furthermore, they suggested for improved services and provision of adequate qualified personnel.



Plate 5.7 Status of the health centre in KNP-North

5.3.6 Shops and Markets

KNP had no shops or markets where tourists could purchase groceries and food stuffs. The nearest markets at Nalusanga and Tateyoyo could not meet international standards. Furthermore, curio and craft shops which are usually located at the entrances of the parks were not available at Tateyoyo and Nalusanga which are the entry point for the park.

5.3.7 Banking Facilities

Kafue National Park was far from banking facilities. The nearest banking facilities were found in Mumbwa east of the park and Kaoma on the west. Tourists suggested the need for banking facilities to be brought nearer to the park for easier accessibility of money. Similarly ZAWA officials in the park felt banking facilities needed to be brought nearer to the park to facilitate easier accessibility of funds. They alluded to the fact that in most cases, their families are subjected to hardship and hunger in times when there are no vehicles to take them to Mumbwa to get their salaries where these facilities are.

5.4 Marketing strategies and promotion of KNP-North

Marketing of tourism in Zambia is done by Zambia Tourist Board. The role of the board is generic marketing, thus, comprehensive marketing of the tourism product. Only prominent selected areas, features and activities of particular national parks are advertised. These

included the famous Victoria Falls, Luangwa River, the lions, leopard and elephants of the South Luangwa National Park. This entails that only a few national parks are targeted. Kafue National Park-North lacked extensive marketing as tourists' source of information was mainly from the relatives and friends as shown in Figure 5.4.

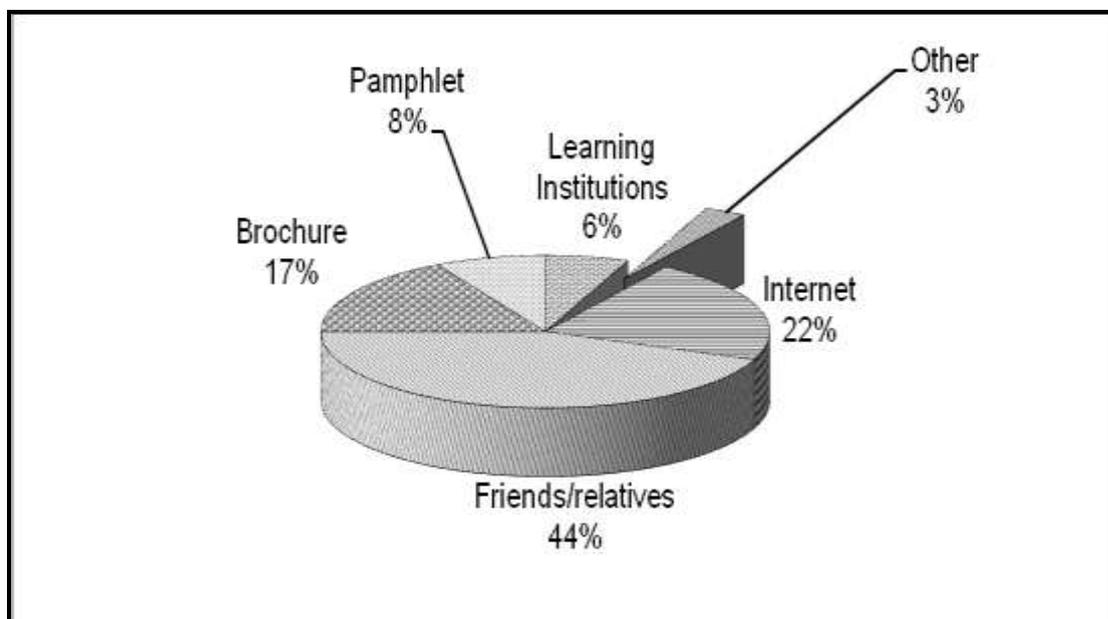


Figure 5.4: Tourists' Source of Information about KNP-North

Other institutions marketing the park included Open Africa which was working with Zambia Carnivals (interested in Cheetah), KNP Promotion, Kafue National Park Operators Association (KAPOA) and Kafue National Park Safari Hunters Association (KAPSHA). ZAWA had engaged an agent called Brokery starting 2010 to market the park. The agent had identified areas that could be used to market the park such as 'Concession' areas where people could put up lodging facilities and 'Concession Blocks' where people could do business such as scenic features.

Additionally, Zambia and Zimbabwe have been mistaken to be one destination. This caused many tourists to go to Zimbabwe. Most of the tourists (74%) interviewed indicated that they are usually misled by the adverts done by the two countries hence many end up in Zimbabwe instead of Zambia. They urged the government to come up with a very good marketing strategy and package that would clearly market Zambia as a tourist destination and differentiate it from neighbouring countries like Zimbabwe.

5.5. Levels of animal densities in KNP-North

Kafue National Park has fewer animals in relation to the area for instance; the big five especially the lions; cheetah and leopards are rarely seen. Tourists that had visited South Luangwa National Park (SLNP) before coming to KNP-North stated that it was easier to see lions and leopard in SLNP than in KNP-North. However, the park is classified as having more antelope (21 species) than any other national park in Africa. Tourists (69%) complained of not seeing the animals they wanted to see. Many tourists revealed that they were unable to see the lions, leopard and cheetah and hoped to see them on their return visit. Operators also indicated that nocturnal animals were difficult to see and this discourages tourists from visiting the park. The researcher associated the low densities of animal in KNP-North with both the ecological factors (plant distribution-the vegetation type dominant in the area such miombo and mopane trees) and social factors (human activities such as poaching). Figure 5.5 shows the distribution of animals in KNP-North. The colour of the dot indicates the type of animals found in in different parts of the park.

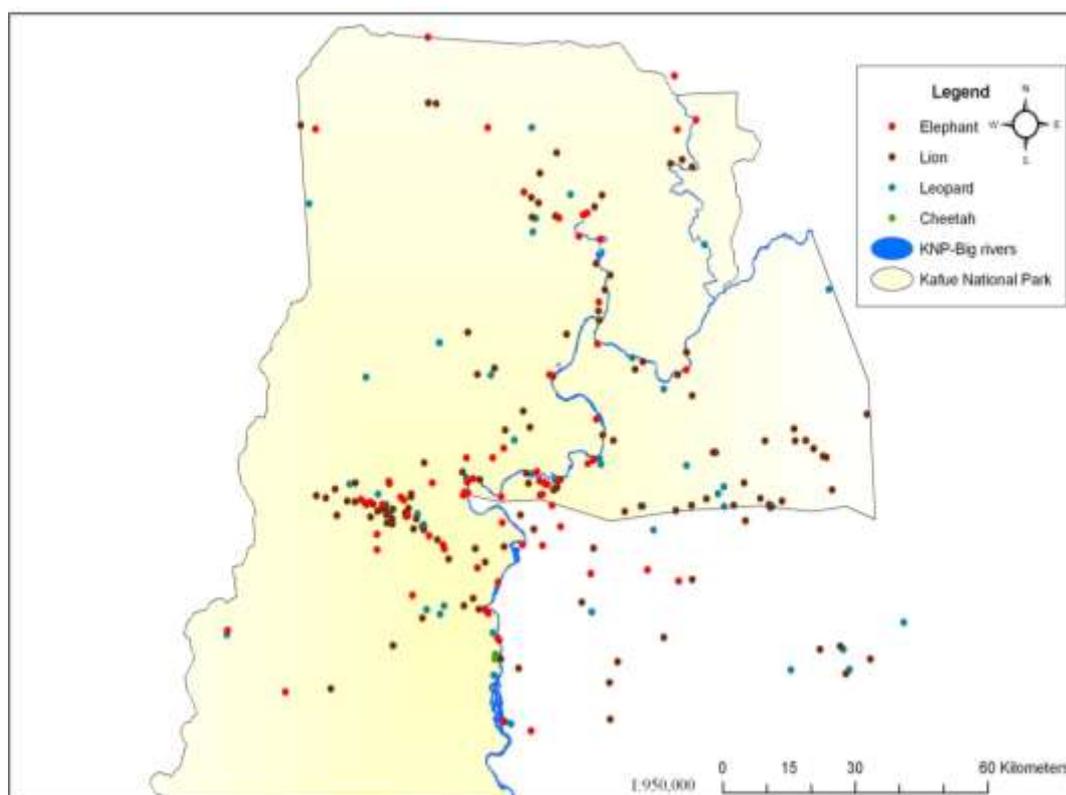


Figure 5.5: Distribution and Types of Animals found in KNP-North: Source: ZAWA (2010)

5.6 Levels of investments in KNP-North between 2001 and 2010

Investment is the flow of resources in the park either from the foreign or local investors for the development of the park. Kafue National Park-North has both foreign and local investors.

Most of the lodges in KNP-North were wholly owned by foreign investors except for Mukombo, Kafumbakwale, Chunga, and Njovu which were owned by Indigenous Zambians; whereas Mayukuyuku and McBright were jointly owned by Zambians and foreigners. The foreign investors offered a lot of services and activities in the park such as taking their tourists on game drives, safari walks, fish competition which is done annually in August, and safari hunting which is also done in August/September annually. Although there were not much differences in the activities and services offered by both the local and the foreign investors, the research observed that some local operators did very little to maintain their lodges and compete with others and were rarely in use. Further, this could also be attributed to the many facilities that foreign investors had as compared to local investors who may have challenges in sourcing funds to develop their lodges and offer tourists facilities such as boat cruise, game drive vehicles, to mention but a few. Some lodges were built from the scratch by the lodge operators like Mayukuyuku, Mukambi, just to mention a few; while others were leased by ZAWA, for instance, Wilderness Safari, Tree-top, Chunga, to mention but a few.

5.6.1 Foreign Investment in KNP-North

Foreign investors had invested much in the park. Most of the lodges were operated by foreigners of whom the majority came from South Africa. Others include Germany, United Kingdom, and Australia. Wilderness Safari an international hospitality industry and Kafue Trust were some of the foreign investors that had invested heavily in the park in terms of accommodation infrastructure and financial assistance to project implementation, thus grading of the roads and airstrips. Kafwala, Lufupa, Busanga and Tree-top lodges were owned by Wilderness Safari. Initially these lodges were developed by the government through ZAWA and leased to Wilderness Safari. Being a bigger investor, modifications had been done.

5.6.2 Local Investment in KNP-North

There were very few local investors in KNP-North. Of the 26 lodges in the park, four were wholly owned by Zambian (Mukombo, Chunga, Njovu and Kafumbakwale- a community lodge). Some lodges were jointly owned by Zambian and foreign investors of British origin. The lodges owned by the local investors were in deplorable state and they were not operational. The workers of some lodges in the park revealed that some lodge operators operate privately without the knowledge of ZAWA and only come to collect money when there are visitors. Chunga Lodge owned by a local investor was in deplorable state. The lodge

is situated right at the Headquarter. The lodge receives visitors from time to time especially those of Indian origin. The community lodge-Kafumbakwale, had from time to time been closed due to poor of management skills.

5.6.4 Operational Costs from Donors

In addition to these investors were the donor organisations that were helping to improve infrastructure in the park. These were Norway and World Bank-SEED. Norway being the biggest funding agency for KNP-North provided operational funds for fuel and food for patrol teams. World Bank-SEED provided funds for consultancy, salaries for those on contract, infrastructure maintenance through the provision of vehicles and machinery. However, World Bank-SEED funding was a loan and invested on average US\$2m per year while Norway funding was a grant and invested on average US\$3m per year.

Table 5.6: Comparison of Investment by Donors in the three main National Parks

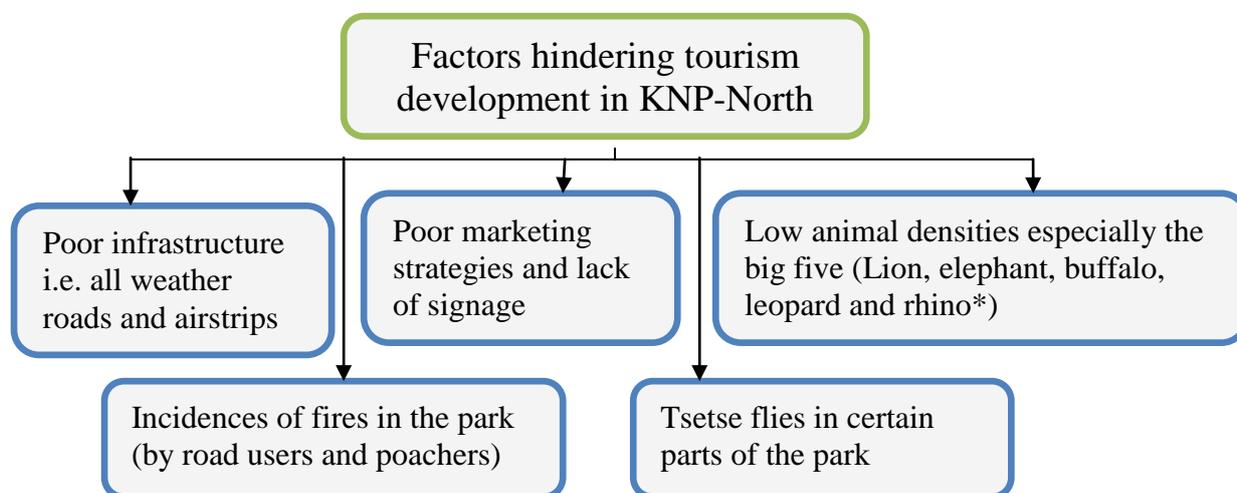
PARKS	INVESTOR	AMOUNT (in approximation)
SLNP	World Bank and Zambian Government	\$7000 and \$3200 respectively
Musi-o-Tunya	World Bank and Zambian Government	\$6500 and \$3000 respectively
KNP-North	World Bank, Norway and Zambian Government	\$2000, \$3000 and \$1000 respectively

Source: Field data (2010)

World Bank started funding KNP-North in 2005. According to Mr. Pavy of World Bank, funding were to continue until the end of 2011. In 2010, World Bank brought machinery for road maintenance. Other material support included computers, duplicating machines, printers and GPS instruments. Mr Pavy stated that Zambia had not done enough to develop tourism in the park. He further mentioned that to operate KNP-North, the government needed to invest about 2 to 3 million USD per year for infrastructure development, marketing of the park and management. He also stated that the revenue realised from the park which the government depended on was less than USD1 million per year. He mentioned that the government needed to finance the gap if it wanted to transform KNP-North into a good tourist asset. Norway had been funding KNP-North for the last 10 years. It emphasized issues of accountability for the monies that they invest in the park by ensuring that the money was put to good use.

5.7 Possible Reasons for lack of Tourism Development in KNP-North

For tourism to flourish, it requires much attention in many factors. Tourism development in KNP-North had been hindered by so many factors. Some of which are summarized in Figure 5.6.



*not found in KNP-North

Figure 5.6: Factors contributing to lack of tourism development in KNP-North

5.7.1 Garbage Collection in KNP-North

KNP does not have regulations pertaining to disposal of garbage in the park. Plastic bags, tyre stripes, cans, bottles and paper were thrown any how in the park, particularly at the two entrances. Litter could be traced just at the entrance of KNP at Nalusanga from the east-Lusaka and Tetayoyo from the west-Kaoma. ZAWA introduced 'litter picking' exercise usually done by its staff in the park along the main access road. Litter can be hazardous to animals thereby causing death especially plastic ones.

5.7.2 Incidences of fires in KNP-North

Kafue National Park experiences bush fires from time to time. This is usually caused by human related activities in and around the park and more than half of the park is thought to be burnt annually. Sometimes, this was caused by motorists who may have had a breakdown or accident and would light up fire for fear of being attacked by dangerous animals. In some incidences, it was caused by poachers to clear the bush to enable them see and kill animals easily. The local communities (41.4%) revealed that illegal hunters light fire to scare the animals and in the process kill the ones they were able to chance. As a result wildlife habitats, diversity, densities and distribution change and productivity of the ecosystem may be reduced. The burnt patches of the park impact negatively on the aesthetics of the product. However, fires also occur naturally.

5.7.3 Tsetse Flies in KNP-North

Like many parks, KNP is also tsetse fly infested. Many parts of the park especially along the Itzhi-tezhi road, the main access road to Chunga Management Unit and around Hippo Lodge area, and Lufupa area were heavily infested. Though KNP tsetse flies do not transmit sleeping sickness disease (Trypanosome); the itching make visitors uncomfortable and they develop swelling spots on their bodies. Some lodge operators use insecticides to prevent tsetse flies around their lodges but not necessarily to eradicate them.

5.8 Perceptions and attitudes on Tourism Development in KNP-North

The views on tourism development in KNP-North were obtained from four groups: tourists, local communities, lodge/safari operators and funding/marketing agencies. The perception was based on the infrastructure, investment, animal densities and marketing of tourism in KNP-North. The presence of good infrastructure encourages tourists and reduces operational costs and this can only be achieved by increasing investment for the tourist destination. Further, an area needs to be marketed so that it is known locally and internationally. Animal densities are equally important, as it relates to the tourists' satisfaction and expectation. Table 5.7 shows the views of all the respondents on infrastructure development in KNP-North.

Table 5.7: Stakeholders' Perception on infrastructure development in KNP-North

Perception on Infrastructures	No. of Respondents	Percentage (%)
Poor state of Roads	90	60
Airstrips	36	24
Accommodation	14	09
No opinion	10	07
Total	150	100

Source: Field Data (2010)

5.8.1 Respondents' perception on Infrastructure Development in KNP-North

Analysis based on tourists' perception of infrastructure development indicated that roads are more important to tourism development as compared to accommodation 67% ($\chi^2 = 8.216$, $df=2 > P_{0.05} = 5.991$). The tourists (61%) indicated that roads, airstrips and accommodation in KNP-North were in deplorable state and that they have hampered tourism development for the park. They also stated that good roads and airstrips would encourage tourists from western countries to visit the park even during their Christmas break (November and December). Table 5.8 shows the perception of tourists on infrastructure development in KNP-North.

Table 5.8: Tourists' Perceptions on Ranking of Infrastructure Development in KNP-North

Perception on infrastructures	Rank	No. of Tourists	Percentage (%)
Roads	1	12	33.3
Marketing	2	9	25
Airstrips	3	6	16.7
Signage	4	5	13.9
Accommodation	5	4	11.1
Total		36	100

Source: Field Data (2010)

Results in Table 5.8 show that tourists considered roads to be important 12 (33.3%), followed by marketing of the park 9 (25%); airstrips come third with 6 (16.7%), signage was fourth with 5 (13.9%) and accommodation fifth with 4 (11.1%).

Analyses based on perceptions of the local communities on infrastructure development in KNP-North are negative (i.e. $\chi^2 = 14.432$ df = 4 > $P_{0.05} = 9.488$). Table 5.9 illustrates the χ^2 results obtained from the responses to questions assessing perceptions and attitudes of the respondents on tourism development in KNP-North from the communities surrounding the park and within

Table 5.9 Chi-Square analysis of perceptions and attitudes on tourism development in KNP-North by the local communities

Parameters	Positive	Negative	Total
Perceived infrastructure	26.7	78.6	105.3
Marketing strategies	15.8	28.5	44.3
Animal densities	12.0	26.4	38.4
Signage	52.2	19.9	72.1
Total	106.7	153.4	170.1

Source: Field Data (2010)

Though the local communities are nearer to the park, they seem not to know much about what is happening in the park. However, those 38 (54.3%) that had had the privilege to visit the park indicated that the roads, airstrips and some of the lodges in the park are in poor condition. Many local members indicated that development of infrastructure such as roads, airstrips and lodges would attract more tourists to the area.

Further, the results indicate that lodge/safari operators in KNP-North considered the park as the best in the region and in Africa. They considered the park as a true wilderness with

unique features. The operators were optimistic that by 2030 when most of the people will be in their middle-income class, tourism business in KNP-North will improve.

Regarding the status of the roads and airstrips, 81.25% of the operators bemoaned the status of the roads and airstrips in the park. They indicated that access roads and airstrips needed to be gravelled. They said that they are forced to close during rainy season because the areas get flooded and therefore, it becomes difficult to move as the roads become extremely bad and unsafe. To this they said that gravelling of roads would contribute to the rise in tourist numbers in the years to come because the roads will not only flood but passable. Table 5.10 shows how operators perceive development in the park.

Table 5.10: Operators’ perception on infrastructure development in KNP-North

Perception of infrastructure	No. of Operators	Percentage (%)
Roads/airstrips	13	81.25
Accommodation	3	18.75
Total	16	100

Source: Field Data (2010)

The operators for Mukambi Lodge, Wilderness Safari Zambia and Hippo Lodge assist in the grading of the roads and loops; and maintenance of the airstrips using both their own grader and man-power in the case of Mukambi. Wilderness Safari and Hippo Lodges provide fuel for the grader and rations for the ZAWA employee operating the grader.

5.8.2 Respondents’ perception on marketing and promotion of KNP-North

Of the total number of tourists interviewed 76% indicated that signage and vigorous marketing through internet were lacking for the park. Twenty-three tourists said that ZAWA needs to feature KNP-North on international fairs so that people could get to know about the park. Though the local communities perceived KNP-North as nature-based tourism destination; they stated that KNP-North lacks marketing strategies. They also said that the government should develop the park marketing strategy that would attract many tourists. They also stated that KNP-North is rarely featured on television; hence, local tourists are not adequately informed on the attributes of the park. They went further saying that ZAWA should utilize learning institutions, media and clubs to sensitize the communities and other citizens of the country on the values of KNP-North. In doing so, they indicated that many local tourists would be encouraged to visit the park.

The researcher observed that the local communities had high expectations on tourism development in KNP-North as 79.4% of the respondents expressed interest and willingness to provide security measures of ensuring protection of the natural resources in the park if the government recognise them as partners in managing the park. They also understood the benefits accrued from both consumptive and non-consumptive tourism in KNP-North. Those that had reservations their thought on tourism development in KNP-North were 28.6%. The operators suggested that there was need to put up a vigorous marketing campaign for KNP-North on both internet and media. They said that vigorous marketing campaigns through media would encourage more tourists, especially the local people to understand the benefit of taking leave to visit the park. They also suggested the improvement of all crossings (roads) leading to the park as this would ease access to the park from all different parts of the country.

5.8.3 Respondents' perceptions on investment in KNP-North

The tourists indicated that investment in the park should be directed towards the development of infrastructure such as roads, airstrips and accommodation. They further stated that the government needs to invest in the marketing sector of the park. The communities surrounding the park felt that investment should be directed to the improvement of the infrastructure such as roads, airstrips and accommodation in the park and adjacent GMAs. About 73.6% community members stated that ZAWA should attract many investors to build lodges, business centres in the park and GMAs. They indicated that investment in the GMAs, would improve the lives of the local people surrounding the park through the provision of employment, thereby, deterring them from vices such as illegal off take of animals and tree cutting. They were however, concerned with some of the investors situated in GMAs who are unwilling to remit the revenues to the Community Based Natural Resources Management (CBNRM), and appealed to ZAWA to intervene.

The operators stated that the government needs to attract many investors for the park and reduce on the bureaucracy of obtaining land. They said that many foreign investors would want to come and do business in KNP-North, but the procedures are too cumbersome. They too alluded to the fact that investment should be directed to sensitive areas such as infrastructure (roads, airstrips and accommodation) and extensive marketing. However, they complained that government had not implemented what had been highlighted in the tourism policy document. And that many times money was spent on planning things that were never

implemented. They alluded that they were looking forward to a time when the government would put what it had planned into reality as this would realise their dreams of KNP-North becoming a very unique and attractive destination in the country and the region.

5.8.4 Respondents' views on animal densities in KNP-North

The majority of the tourists (88.9%) complained of not seeing the animals they had wanted to see such as Cheetah, Lion, and Leopard and in some cases elephants. A few (11.1%) attributed the low densities of animals to poaching by the local people. This is because tourists do encounter poachers during their game drive in the park. According to the local communities (35.7%), the low numbers of animals in the park had been attributed to the exchange exercise that the government embarked on in 2008. They argued that many animals were captured from the park and taken to other areas. However, 64.3% stated that despite the capturing of animals, illegal activities by the local communities were high. They further stated that due to lack of intensive patrolling of the area, the local communities had taken advantage by involving themselves in poaching. Some members of the communities, however, stated that ZAWA needs to engage many members of the communities and motivate them by giving them good incentives such as jobs (village scout), quotas during safari hunting, hunting license just to mention a few; if illegal activities were to end or be controlled.

On one hand the operators however, blamed the community members for illegally killing animals. Many of the operators (90%) indicated that on several occasions during their game viewing they have come across snares used by illegal hunters to trap animals. This, they said had contributed to the low densities of animals mostly the endangered species such as elephants, antelopes, rhinos, buffaloes to mention but a few. They acknowledged ZAWA's effort in ensuring that poaching was eradicated but argued that more effort should be put on sensitizing the communities on the benefits of the park to the communities and the country at large. However, they stated that KNP-North has the potential to realise its status if management was improved.

On the other hand, the funding/marketing agencies were very optimistic that the park will soon restore its status as an attractive national park with unique features and diverse wildlife. They stated that KNP-North has variety animal species that would satisfy the tourist expectations. They noted that KNP-North was a wildlife sanctuary and most ideal for

adventure tourists. According to the funding/marketing agencies, the number of animals in KNP-North was increasing positively. They however, refuted the allegation by the communities that the low animal densities were as a result of animal capturing which was done in 2008. The results indicated that 69% of the funding/marketing agencies stated that illegal off take of animals by mostly the local communities was one factor that has contributed to low animal densities in KNP-North. The results on perceived reasons for low densities of animals from the total sample are illustrated in Table 5.11.

Table 5.11 Respondents reasons for low animal densities in KNP-North

Reasons	Total Sample	Tourists	Local communities	Operators	Funding/marketing Agencies
Poaching	79 (52.6%)	4 (11.1%)	45 (63.4%)	11(68.8%)	19 (67.9)
Visibility	43 (28.7%)	32 (88.9%)	-	5(31.2%)	6 (21.4%)
Capturing of animals	28 (18.7%)	-	25 (35.7%)	-	3 (10.7%)
Totals	150 (100%)	36 (100%)	70 (100%)	16 (100%)	28 (100%)

Source: Field Data (2010)

5.8.5 Visibility

The study shows that high plant biomass hinders visibility in KNP-North as compared to SLNP with low plant biomass. The availability of the Miombo woodlands in KNP-North has made visibility difficult, hence many tourists complained of not being able to see the large animals, which were their most preference. Almost 90% of the tourists revealed that they did not see the big animals (lion, leopard, cheetah) they intended to see in the park, and hoped to see them during their return visit.

5.8.6 Respondents' attitude towards the Kafue National Park-North

Tourists were so positive that the park had potential to attract many tourists in the region. They consider KNP-North as true wilderness, with diverse wildlife and vegetation. They felt ZAWA needs to improve the roads, airstrips and accommodation in KNP-North to ease access to the places within the park. However, tourists felt the park should not have many lodges as this would create congestion in the park, and would alter the beauty of the park. They also stated that there was need for information centres to provide the needed information on the park for visiting tourists. Tree labelling for adventure tourists was said to be more educative especially on different species of plants and herbs, hence they suggested that ZAWA should label many trees around the lodges in the park (table 5.12).

Table 5.12: Chi-square test of attitudes of respondents towards the Park

Parameter	Aware	Not aware	Total
Activities of the Park	0.91	0.4	1.31
Institution managing the Park	0.23	0.21	0.44
Challenges of the park management	0.3	0.32	0.62
Benefits of the Park	0.145	0.301	0.446
Total	1.585	1.231	2.816

Source: Field Data (2010)

With regards to activities of the park, very few (36.7%) of the respondents gave correct responses to the activities conducted in the park whilst the majority did not. The 68.8% of the local respondents knew that the government of Zambia through ZAWA with other government institutions namely; Forestry, Lands and CRBs manage the park. The local communities (76.8%) were seemingly more aware of the illegal activities in the park such as poaching, tree-cutting, charcoal burning, and illegal fishing. This collaborated with the number of respondents (59.3%) that indicated that wildlife decreases in the park were as a result of poaching. This level of awareness of illegal activities conducted in the park was an indication of local communities' involvement in illegal activities.

The researcher observed that the local communities were actively involved in the illegal activities such as poaching as they started running away upon seeing the ZAWA vehicle that the researcher and her team used. The discussions of the results are presented in the next chapter.

CHAPTER SIX

DISCUSSION

6.1 Introduction

This chapter discusses three major issues addressed by the major findings. These included the research questions on possible reasons why Kafue National Park-North lags behind other national parks in terms of tourism development, status of infrastructure and marketing strategies for the park. These research questions were addressed under one main theme on assessment of tourism development in Kafue National Park-North. The second theme addresses the research question on the amount of direct foreign investments going in the park between 2001 and 2010; and also the perception and attitude of various stakeholders on tourism development in KNP-North.

6.2 Tourism development in Kafue National Park-North

The study revealed that for tourism to develop in any tourist destination should include good infrastructure such as roads, airstrips, accommodation, health centre and banking facilities; good marketing strategies and high animal densities as illustrated diagrammatically in Figure 6.1.

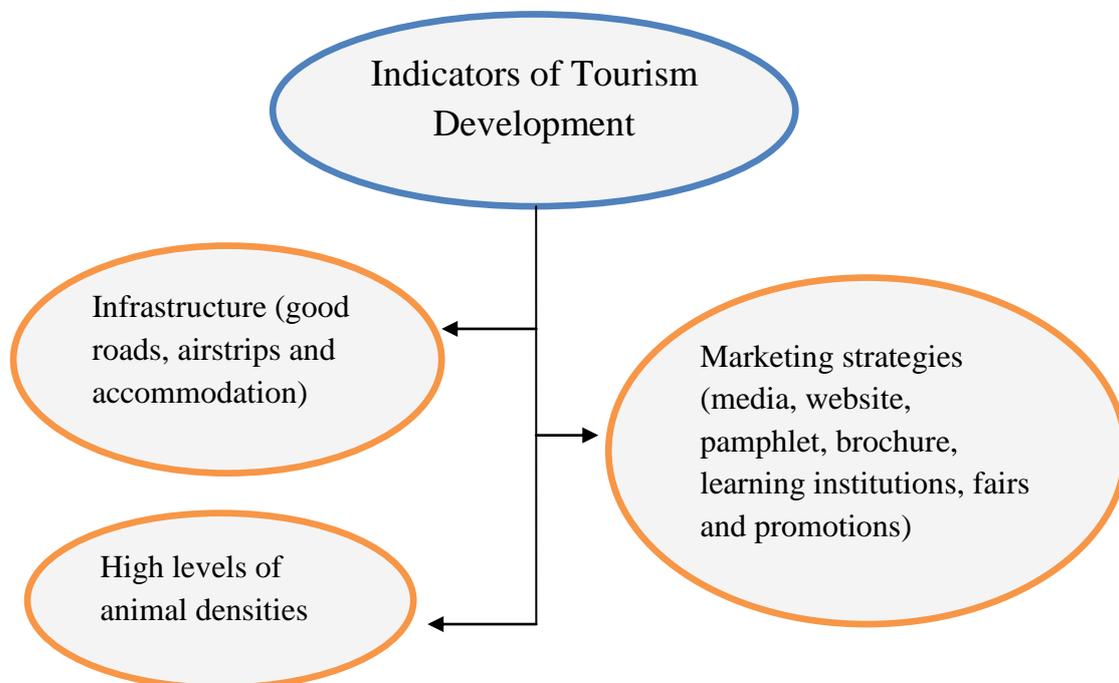


Figure 6.1 Indicators of tourism development in a tourist destination

Source: Field data, 2010

Any tourist destination that wants to improve its status need to consider the factors outlined in Figure 6.1. Tourists come to either admire the scenic features of an area or to view different species of animals and birds, especially the nocturnal ones. However, tourists both local or foreign can only get access to these if the tourist area has adequately marketed itself on all sources of information such as media, internet, brochures to mention but a few.

KNP-North has not adequately addressed these indicators to attain high mass consumption of the destination. This is because the roads are in poor condition, and most lodges do not meet international standards, for instance, Mukombo, Chunga and Njovu Safari to mention but a few. Besides provision of lodging facilities, lodges should also provide food. But this is not the case with some lodges in KNP-North. Further, the park is not extensively advertised. This can be confirmed by the few numbers of tourists visiting the park. In line with what Lounsbury and Hoopes (1985) stated that tourists may have in their minds what they consider ideal products and services such as package tours, hotels, transport facilities, recreations and sports facilities which may be compared with what they experienced elsewhere and if they found inferior, tourists look elsewhere to get satisfaction, but will come back if they perceive them as the best. The researcher observed that the low figures of tourists in KNP-North could be attributed to the remoteness of the area with dilapidated infrastructure

6.3 Levels of infrastructure development in KNP-North

Tourism development is based on the change or modification of the area, which should motivate the tourists who are the key players in the field of tourism. KNP-North has not done much in the development of infrastructure and not much developmental projects like marketing and signage have been done to attract tourists. This is in line with what Butler (1980) states that tourism development should be effected through a variety of developmental projects and promotions such as infrastructure, marketing strategies, signage and animal densities. To support this, Krapt (1993) indicates that tourism development requires the input of the government through the provision of good infrastructure and sites to attract tourists. Piperoglon (1967) also confirms that tourism is a problem of matching naturally given resources to demand and preferences of actual or potential tourists. This to a large extent entails the provision or improvement of facilities and services to meet the demands of tourists.

KNP-North does not have the ability to compete with other tourist destinations in the country because of poor infrastructure and marketing strategies. The park lacks directional signs and this hinders tourism business in that very few clients know about the park. Even the local tourists from other provinces and towns have difficulties locating the park. Just at the beginning of Mongu road in Lusaka town, the only poster one is able to see is that of the Blue Lagoon National Park.

Infrastructure in KNP-North is in deplorable state, thereby hampering development of the park. Until Zambia appreciates the importance of nature and prioritise the industry, the sector will continue lagging behind in terms of infrastructure. The study revealed that Zambia pay very little efforts on improving its infrastructure especially the roads, accommodation and hospitality services to realise the full potential of the tourism sector. This is in line with Mwale's (1993) observation on tourism expectations that very little effort from the government is put on improving infrastructure such as roads leading to tourism destinations, lodges to accommodate a large number of visitors and also that the cost of these lodges and hospitality industries are too high that they scare visitors from far places. Therefore, the government needs to restructure itself and prioritise the tourism industry in order to benefit from it.

6.3.1 Road and Airstrip Infrastructure in KNP-North

The development of tourism in KNP-North has been hampered by the poor condition of the roads giving access to various tourist attractions and lodges. This was confirmed by the Ministry of Tourism (2000: 3) which stated that lack of good road access had 'discouraged tourists, increased tourism operating costs and made the general management more difficult.'

The Ministry of Tourism (2000: 20) further confirmed that:

A successful tourist industry will rely on cost effective, safe and secure access to all attractions. Lack of good roads has discouraged tourists, made development of new lodges/safaris difficult and increased operational costs.

The fact that tourism development has been channelled to few tourists' destinations in the country, KNP-North will continue lagging behind other national parks in the country such as South Luangwa National Park and Mosi-oa-Tunya National Park as long as it is not prioritised. The study revealed that very few tourists access the park due to the poor condition of roads as they fear to damage their vehicles. This is in line with Mwenya (1996) who

indicated that many access roads to the park and within the park are in serious state of deterioration. Pearce (1981) also confirmed this by stating that infrastructure such as roads, highways, railways and airstrips eases physical access to tourist attractions.

The researcher observed that very little has been done to improve the infrastructure in the park. She further observed that the existing viewing roads were similarly in bad state with many of them closed. The grading of the roads and loops in the park was not guaranteed as this depends on the availability of funds allocated to the park by donors for this purpose. The inadequacy of good roads and airstrips pose a threat to the development of tourism in KNP-North. Tourism has been associated with the advances in transport technology, hence, the need for government to improve its infrastructure if tourism has to be developed in KNP-North (Braddon,1982; Terry and Honggen, 2000). However, infrastructure is costly to provide and its absence is very significant. From the author's observation, allocation of funds is done late such that grading of roads is done in the middle of the tourist peak season (June-August).

Improving road infrastructure in the park would improve communication between different lodges within and around the park. The gravel roads and airstrips which are considered to be permanent would not only provide comfort travelling to tourists but also enable the park to be accessed all year round. The regulations of the park do not allow tarred roads, however, the researcher thought gravel roads would be better and ease access to tourist destinations than earth roads. This is because the soils of KNP-North are both sandy and clayish (De V Moss, 1979; NPWS, 1995). Clay soils tend to stick when wet, hence; making it difficult for vehicles to pass as roads becomes muddy and slippery. Sandy soils equally are not good especially in rainy season because it becomes loose and impossible to drive through.

However, as Teye (1988) observed when he conducted a study to determine the effects of geographic factors on the tourism in Zambia, the rainy season precludes the requirements of tourist activities in the park, since the floods make game viewing loops impassable, and also the park experiences active growth as grass becomes very tall, shrubs thicken and tree foliage grows to its maximum, which further reduces the opportunity for successful game viewing; it would therefore mean gravel roads would provide little difference in as far as game viewing is concerned.

Developing more viewing loops/roads, would increase the chances of seeing more animals in the park. To support this, Mwima (1994) showed that the animals in the park are widely distributed because of several possible reasons which include the size of area, several water points and diverse habitats.

6.3.2 Accommodation in KNP-North

KNP-North has a small number of lodging facilities in relation to the tourists. In line with this, Dangroup/Hoff and the Overguard (1995) recommended that, KNP because of its size, location (between Livingstone and Lusaka) and its lakeside attraction should be considered to be developed in a more intensive and commercial manner to increase the visitor accommodation capacity to about 1000 beds. This would entail building more lodges in and around the park.

There are only 19 lodges with bed capacity of 280 operating out of the 26 existing lodges in the park. Many lodges for instance, Mukombo, Chunga, Heron and Zam lodge which had been in operation for less than three years had stopped functioning thereby denying the government's opportunity to raise the much needed revenue collections from the park. Zambia needs to source for serious investors to put up lodging facilities that would provide good services to the visitors. To confirm this, a respondent from the Ministry of Tourism revealed that KNP-North had a small number of lodge operators and that very little revenue was realised to plough back to the park as compared to SLNP and Livingstone which are said to be 'revenue centres' and provided much money for the sector.

Kafue National Park-North had limited number of bed capacity, therefore, limiting the number of visitors especially during the peak period. In line with this, NHCC (2004) stated that the inadequacy of lodges and hotels near the tourists' sites discourages tourists especially those who wish to spend a night near the sites from visiting them. Although the increase in the number of lodges would bring development to the area, both the tourist and operators considered it as not very important. From the tourist point of view, too many lodges would alter the beautiful scenic features of the park. However, the fact that the park is surrounded with many GMAs more lodges could be built in these GMAs. Development of more lodges would not only provide accommodation for the tourists but also create employment for the local people; thereby empower them economically. When the communities are empowered less incidences of resource exploitation would occur.

Accommodation infrastructure in KNP-North includes lodges and camps. The lodge operators have been advised to use local material such as wood and grass in construction of lodges and camps. However, some lodges are poorly constructed hence become unattractive to tourists. Others were not finished due to lack of capital hence becoming white elephants. In connection with this, Bhatia (1991) states that, a location with its attractions and amenities is the most important as these are the very basic to tourism. Further, Ondicho (2000) also states that Kenya managed to improve its tourism sector through expanding the capacity of the lodges and developing circuits within Kenya and East Africa. Similarly, if KNP-North was to develop, many lodges need to be rehabilitated and given a modern touch that would attract tourists.

6.3.3 Shops and Markets in KNP-North

Curio and Craft shops are important for the provision of souvenir to tourists and employment to the local communities/people. However, these facilities are only available at lodges in KNP-North. In addition to provision of souvenirs to tourists and empowering the local communities economically, they also act as modes of marketing the destination. Tourists do not just go home bare handed but have a chance to take home souvenirs of the place thereby marketing the place to wherever they go. Unlike Mosi-Oa-Tunya National Park and Mfuwe (SLNP), KNP-North does not have curio and craft shops at the entrances of the park.

6.3.4 Low levels of animal densities in KNP

The low animal densities had equally impacted negatively on the destination as many tourists complained of low animal densities and hoped to find more animals especially the nocturnal animals on their return visit. Tourists who had visited the three national parks in Zambia alluded to the fact that it was easier to see animals in SLNP and Livingstone than in KNP. In line with this, Suzuki (1967) indicates that tourist attractions induce tourists to visit particular areas to spend their holidays in specific regions. The increase in animal densities in KNP-North would contribute to the attraction of many tourists and make the park more competitive with other national parks in the country.

Though KNP-North is the second largest national Park in the world and the oldest and largest in Africa and Zambia, respectively, it has low animal densities as compared to other national parks. This could also be attributed to soil and plant. KNP-North has high rainfall approximately above 1000mm. The high rainfall contributes to poor soils in the park due to

leaching of nutrients. It was observed that areas with high soil fertility had low plant biomass of high quality which supports high animal biomass a system called *Retrophic* ecosystem. SLNP falls in this category, hence, the high number of animal biomass (Hutley, 1982; NPWS, 1995; GRZ, 2000). The researcher observed that game viewing on a vehicle in the thicket or woodlands has less probability of seeing animals. SLNP has short grass and shrubs that makes visibility easy whereas, KNP-North has long grass and tall trees that makes visibility very difficult. SLNP receives rainfall below 700mm which plays a significant role in animal biomass as compared to KNP-North which receives more than 700mm of rainfall

On the other hand, areas with low soil fertility were characterised by high plant biomass of low quality which supports low animal biomass, the case of KNP-North with Miombo woodlands a system called *Detrophic* ecosystem. These alluded factors contributed to the low numbers of animals especially the big carnivores. Therefore this research revealed that distribution of animals were as a result of ecological (plant distribution and type of plant species) and sociological factors (poaching) in KNP-North. Plant distribution in KNP-North is characterised by the savannah grasslands with miombo tree species growing thickly in most parts of the park. The miombo woodland and broad grassy dambos have dominated the park thereby obscuring visibility (Hutley, 1982; Smith and Eadington, 1992; World Bank, 2002).

6.4 Marketing strategies and promotion of Kafue National Park-North

Marketing is said to be more than selling, hence, linking various stakeholder groups together via marketing communication can help sell the concept of sustainable tourism. In support of this, Theobald (1998) states that it is necessary to bring the industry and various stakeholders more extensively in the discussion and operationalization of sustainable tourism development.

It is the work of the Ministry of Tourism and the government to inform potential tourists about their destination through the quality interpretation and careful designed tours and facilities. In terms of marketing, the tourism policy states that the marketing and promotion of the country's tourist attractions shall continue to be the responsibility of Zambia National Tourism Board (ZNTB) now called the Zambia Tourist Board (ZTB). The Board was to be transformed into a purely marketing entity. In line with this on 30th November, 2007 the Zambian Parliament Enacted the Zambia Tourism Board Act No. 24 of 2007 of the Laws of

Zambia. This Act is titled as An Act to provide for the establishment of the Zambia Tourism Board and define its functions; to provide for the promotion and marketing of Zambia as a tourist destination within and outside Zambia; and to provide for matters connected with or incidental to the foregoing (GRZ, 2000; Mwiinga 2010, MTENR, 2003). Despite all these efforts by government; the Zambia Tourism Board has failed to market tourism potential of the country.

Annually the government provides Zambia Tourism Board with enough funds on average K15 billion, to market tourism. For example in the 2011 budget, the Minister of Finance and National Planning Hon. Musokotwane MP was very kind to Zambia Tourism Board, as he stated that “prospects remain bright for our tourism sector over the medium-term, in line with a projected uptake in global tourism”. He stated that for Zambia, tourism continues to represent a key source of jobs, prosperity, and competitiveness, particularly in rural areas and to continue the development of this sector; K63.3 billion was allocated to tourism. He further outlined that the main focus in the sector will be to take full advantage of the recovery in global tourism to reposition Zambia as a premier nature, wildlife, and cultural tourism destination. The Minister emphasized that this will be done through increased marketing activities, for which he allocated K12.8 billion. Despite this kind of funding, ZTB has hit a decade-long plateau of failure to make Zambia a destination of choice. People in the tourism field explain that a large marketing budget or funding is not enough. A serious, well targeted and constantly evaluated marketing plan is needed as well, and this, they claim, can only be drafted through industry-wide cooperation, mainly through establishing a national tourism partnership with cross cutting partners in various industries.

Zambia Tourism Board has failed in coming up with a National tourism Marketing plan that will stand a test of time, incorporating marketing strategies for both Local and International markets. One of the most important steps a business or country can take to improve the effectiveness and efficiency of their tourism marketing efforts is to develop a written marketing plan. This plan will guide their marketing decisions and assist them in allocating marketing resources such as money and personnel time. Most importantly to be included is a method for evaluation and change.

With all their international marketing efforts ZTB has never given this nation annual figure of tourists who come due to their international marketing efforts. In 2005 Zambia had

government funded visit Zambia Campaign, to date it is not known how many tourists came and how much foreign revenue was earned due to this promotion. Then came 2010 FIFA World Cup in South Africa where ZTB travelled around the world holding marketing shows. Again no figures on how many international tourists came due to their efforts. Zambia failed to take advantage of the first ever FIFA World Cup on the African soil to market itself as a destination of choice; to thousands of soccer fans from around the world that descended on South Africa, to witness this historical event. The country also failed to take advantage of the internal problems that had been faced by our competitor Zimbabwe in the last five years. With local marketing, ZTB has failed to capture the local market.

Focusing more marketing efforts on emerging economies like China, India, South Korea, Brazil and Mexico is a strategic prudent move. If as a country Zambia wants to witness tourism sector's potential to contribute to economic development, it should not focus all its tourism marketing efforts on the international markets. The new ZTB needs to focus on tourism that perhaps has a local orientation, but with international guaranteed tourists, that comes to Zambia to tour the country, to buy curios, and visit museums and spend their money in the country to the benefit of the local people.

Further there are limited flights into and out of Zambia thus it is expensive for tourists as there are not enough competing airlines to lower ticket prices. With that also goes the need to put up world class resorts and transport systems like airports. Retraining of those whose work involves contact with tourists is important as service rendered matters too.

Zambia Tourist Board (ZTB) marketing strategy of comprehensive marketing for tourism could be the reasons why KNP-North is not well marketed abroad and locally. The role of ZTB is generic marketing, thus comprehensive marketing of tourism in Zambia with selected features. In addition, lack of extensive investments in marketing tourism locally and abroad has led to poor turnover of tourists. Not attending regional or international tourism fairs where many countries with tourist's attractions market their products has disadvantaged the Zambia tourism sector. These fairs help individual countries to exhibit their products.

Advertisement should depict key characteristic features of the park that would be eye-catcher for the tourists. KNP-North has very unique features that would attract tourists if featured on the market. Until the government utilize fully all the potential areas of marketing and market

their tourism products vigorously across the continent and the world, tourism in Zambia will remain lagging behind other countries at regional and world level.

Zambia Tourist Board utilizes limited sources of information to catch a wider range of tourists; therefore very few people know about KNP-North through for instance, pamphlets, brochures, media and internet. As such, the tourist destination lacks exposure locally and abroad, thus limiting the number of tourists visiting the park. This situation is in agreement with the Ministry of Tourism (2003) assertion that there is very little information about tourism in KNP-North through brochures and leaflets as compared to the Victoria Falls and South Luangwa National Park.

The improvement of marketing strategies in these two national parks has contributed to the high turnover of tourists. Unlike KNP-North, South Luangwa National Park in Mfuwe is featured frequently on the national media (Zambia National Broadcasting News) and the message is so sharp to catch the ear of any tourists. There is need therefore for the tourism sector in particular ZAWA to find modalities of marketing the park and sensitize the communities of the need to take a vacation to the park. The government should also encourage civil servants (government workers) by introducing holiday packages. The researcher however, observed that ZTB being the only marketing agency for tourism industry in Zambia had not faced any challenges for so long, hence the monotony in their marketing strategies (Tourism Council of Zambia, 2006; WTO and UNEP, 1992; Lundberg, 1980).

Further, tourism marketing in Zambia has faced a lot of competing challenges due to changing of marketing slogans. Prior to 1990, Zambian tourism was branded as 'Zambia in the Sun', early 1990 to 2010, Zambia was branded as 'Zambia the real Africa' coined by Sichingabula of UNZA in late 1970s but it was implemented years later. Frequent changing of slogans tends to confuse tourists as they try to contemplate on the tourist destination to visit. This is evidenced the current change of the slogan in 2013 by ZTB to 'Let's explore' Many tourists indicated that Zambia had been changing slogans for so long now and that had a negative impact on tourists as they failed to identify the area. This is in line with what Mwiinga of MTENR stated that there are more negative perceptions than positive one for the current logo (Zambia the real Africa). However, she stated that due to the dynamic nature of the sector, the slogan is usually designed to target the population where the message is going (Mwiinga, 2010; GRZ, 2004; GRZ, 2000, GRZ1999).

Additionally, it is argued that the changing of the slogan creates a negative branding of the destination hence, many tourists mistake Zimbabwe to Zambia thinking it is one destination (GRZ, 2004). Many of the tourists interviewed indicated that there are times when most of them end their holidays in Zimbabwe and yet their final destination was supposed to be Zambia. Zambia needs to have a slogan that will stand the test of time and have a profound impact on the nation as tourist destination without confusing the clients. It is suggested that a well formidable marketing slogan that would target the intended population for Zambia's tourism should be formulated so as to avoid confusing or misleading the clients.

However, with the establishment of Open Africa it was hoped that marketing strategies for the tourism industry in Zambia and particularly Kafue National Park-North, would improve positively. Open Africa has taken up the challenge to market KNP-North regionally and internationally. The other marketing agency in place marketing KNP-North is the Brokery engaged by ZAWA in KNP-North in 2010. It was hoped that the Brokery will market the park extensively locally, regionally and internationally since it will only focus on KNP-North. The tourism marketing for the park should take advantage of the remoteness and wilderness character of the park. The unique features can serve as strong competitive attractions upon which the tourism in KNP-North can be based. Kenya performs so well in the tourism industry simply because she has put great emphasis on developing the industry and promoting it within and outside the nation.

In addition, coordinated efforts between the government (ZTB) and the private sector (KAPOA and Open Africa) in promoting and marketing the Park as a potential nature-based tourism destination, both locally and internationally should be promoted. Currently the initiatives of promoting KNP-North are being taken on by Wilderness Safari Zambia, Lunga Cabins, Hippo and KNP-Promotion. However, government needs to motivate these private sectors by also investing in the marketing and promotion of the park.

Analysis based on the funding and marketing agencies perception on infrastructure indicates that World Bank and Norway were impressed with the infrastructure development and the manner in which KNP-North is being managed. The donors appreciated the level of development at which the park had been developing for the past six years. They stated that, KNP-North needs to invest heavily in the improvement of roads and airstrips if it has to

realise its potential. In support of what the operators said, the donors (59%) also stated that construction of many lodges would alter the beauty of the park.

6.5 Investments going in Kafue National Park-North between 2001 and 2010

Investment is the flow of resources in the park either from the foreign or local investors for the development of the park. Kafue National Park-North has both foreign and local investors. KNP-North receives enough funds to develop its infrastructure and marketing strategies from the World Bank and Norway. Funding for KNP-North is determined by the budget prepared by ZAWA staff in the park. On average, World Bank indicated that it invests about US\$2 million whereas Norway invests about US\$3 million. Since the funding agencies invested about \$2 million and \$3 million annually, respectively, the total amount of money invested in the park for the period of 10 years amounted to \$20 million and \$60 million respectively. But the government also invests an average amount of US\$1 million annually amounting to US\$10 million for the period of 10 years. This study, therefore, revealed that a total amount of US\$90 million was invested in KNP-North from 2001 to 2010.

Considering the amount of money invested in KNP-North by the donors, one would wonder why the park is still underdeveloped. Unless priority areas are considered and worked upon, KNP-North will continue lagging behind. With funding for KNP-North by World Bank and Norway coming to an end in 2011, the park will have to rely on the revenues realised from the activities in the park. The lodge operators in KNP-North stated that Zambia will have to improve its management of the park if the park is to sustain itself.

With the withdrawal of funding by the two donors at the end of the year 2011, the park would have to rely on revenues collected from the park to sustain itself. The study therefore revealed that the park faces difficulties in developing its infrastructure using its own revenue collection without supplement from other organisation. This is because even with large sums of money the park used to receive from the two donors, the park still remained underdeveloped. Unless the government source other donors to fund the park; it will have to invest heavily in this sector if it has to realise the benefits of tourism.

Proper accountability of funds would help improve the management of the park. Qualified personnel in the field of accountancy to collect revenues from respective lodges and camps would also help minimise loss and mismanagement of funds. Also ZAWA should put in

monitoring devices to ensure accountability. This is because it was observed that ZAWA police some of which have very minimum qualification are deployed in these lodges to collect revenues.

Nonetheless, private investment in KNP-North has improved for the past 10 years. This was because there were more lodges in operation then than before. This meant that more investors offering hospitality services had invested in the park. However, the government of Zambia needed to attract as many local investors as possible as a way of empowering its citizens economically.

6.6 Perceptions and attitudes of various stakeholders on tourism development in KNP-North

The perceptions and attitudes of various stakeholders were based on different variables that affect tourism development in any tourist attraction or destination. The study focused on variables such as tourism development, infrastructure development and marketing strategies in KNP-North.

6.6.1 Perceptions and attitudes on tourism development in KNP-North by all stakeholders

The perception and attitude of various stakeholders on tourism development in KNP-North varied according to the groups interviewed. Any tourist destination will only develop if the immediate communities are aware of the resources within their area and appreciate it. Thus, the factor of perception has a bearing (negative or positive) on the potential of the tourist destination. In line with this Lounsbury and Hoopes (1985: 40) stated that

“tourists may have in the mind-sets what they consider ideal products.... which may be compared with what the tourists experienced elsewhere and if they are found inferior, tourists look elsewhere to get satisfaction and will come back if perceived them the best.”

Many tourists perceived KNP-North as a dangerous place to visit due to the many reports on poaching in the area. This negative perception contributed to the low volume of tourists visiting KNP-North. Others perceived KNP-North as a potential tourist destination. The study revealed that lack of proper management from both the parastatal (ZAWA) and the government has led to underdevelopment of the park.

6.6.2 Perceptions on Infrastructure development in Kafue National Park-North

In many national parks and Game Reserves, wildlife and other natural aspects are considered the main tourist products. However, the competitiveness of each area may depend among other factors on the presence of attractive features and necessary facilities and services which are considered important by tourists. On these bases, the researcher views gravel roads, loops and airstrips in the park as very important to development. Infrastructure development in KNP-North was perceived with mixed feelings. Some tourists suggested the improvement of roads and airstrips and also to increase the number of lodges and campsites; while others argued that too many lodges would create congestion in the park.

However, they stated that roads and airstrips need to be well maintained and improved to all weather access routes. Those that have visited Kruger and Amboseli did appreciate the wilderness character of the park and feel if maintained the park would be the best in the region and particularly Zambia. However, the tourists indicated that there are a number of things that the government of Zambia needs to do for the park to compete favourably with other national parks in the region and in the country. Roads and communication services were among the many things they feel needed priority attention.

Because of the poor condition of roads in the park, business only starts when water has sunk to enable smooth movement of the vehicles. However, there are many factors that lead to underdevelopment of the area. Any government that wants to develop its tourism sector needs to have good infrastructure such as roads, airstrips, and accommodation facilities.

The local communities' perceived improved infrastructure such as roads, airstrips and accommodation as good developments. They further stated that the government should attract more investors to put up lodging facilities that could be extended in the surrounding GMAs.

However, the general perception is that KNP-North is a nature-based tourism destination that is strictly for animals and foreigners who come in the country.

6.6.3 Perceptions on marketing strategies and promotion in Kafue National Park-North

Learning about the park from friend/relative and internet as the source of information were the main source of information for the visitors (66%) who came to KNP-North. The other sources of information such as brochure, leaflet, maps and learning institutions account for

average less than 10%. These sources of information are used as effective marketing instruments in many places. However, this is not the case with KNP-North. It lacks publicity under these marketing instruments. It was also observed that sources of information such as media advertisements (television, radio and newspapers), magazines and fairs (local region or international) are rarely utilized, and leads one to conclude that low turnover of tourists is as a result of non-publicity of the area to the intended clients. The results also indicated that because of very few or none availability of signs in the park, the tourists feel that that has also contributed to the underdevelopment of the park. They argued that people need to have as much information and instructions on an area as possible. The park needs to formulate a good marketing strategy through the use of the media, internet, organising fairs and promotion activities to entice many tourists locally and abroad.

6.7 Local respondents' attitudes towards the Kafue National Park-North

Generally, the attitudes of the local communities towards the park were very negative. Many local respondents considered the park as a property of ZAWA and therefore showed no concern on the activities happening in the park. Some knew what the park meant but others felt the government had oppressed them by removing them from the park. The negative attitude of the local communities could also be associated to the sour relationship with ZAWA. The local communities perceive ZAWA as hostile whereas ZAWA perceive the local as accomplices in the illegal off-take of wildlife. Unless this relationship is harmonised the issue of poaching will not be resolved and the park risks losing a large number of wildlife particularly the elephants, buffaloes and zebra to mention but a few.

Using Chi-square test of independency, the responses from the local communities testing their attitudes towards the Kafue National Park-North indicated that there was significant difference ($\chi^2 = 2.816$, $df = 1$, $P_{0.05} = 3.841$.) between those that had positive and negative attitudes towards the park. Therefore, the assertion that there is a relationship between infrastructure and tourism development has been accepted. The negative attitude could be attributed to lack of community sensitization and awareness campaign by ZAWA and also lack of community involvement in the management of the park.

Though the local communities did not necessarily have an input in the management of the park, their contribution towards tourism development is considered significant as they are co-managers of the buffer zones (GMAs) situated in their areas. These areas are entry points for

illegal activities in the park whose impacts are seemingly not a concern of the local communities. Many residents of Chibuluma argued that the government should allow them to crop some animals as a way of incentives.

CHAPTER SEVEN

SUMMARY, CONCLUSIONS AND RECOMMENDATIONS

7.1 Summary

This chapter concludes the study and makes recommendations for improving tourism in the Kafue National Park-North. This study has provided an assessment of tourism development in Kafue National Park-North in Zambia by examining the state of infrastructure and establishing marketing strategies, foreign and local investments and the perception of different stakeholders on tourism development in the park.

The study found that tourism cannot move without infrastructure thus, proper accessibility to tourist centres. The state of infrastructure in the Park such as access roads and viewing roads were poor. The northern part of KNP-North has only one access road and a limited number of viewing roads. The poor condition of the roads outside and inside the park and poor transportation hampered tourist mobility. Further, KNP-North has no marketing strategy of its own. Tourism in Zambia is comprehensively marketed by the ZTB as the Marketing Agent. ZTB's marketing strategies does not bring out much of KNP-North as it does for parks such as Mosi-oa-Tunya and SLNP. This inadequate publicity of the park is one of the major problems affecting tourists visiting the park.

The first objective on the assessment of the state of infrastructure development in KNP-North was fully achieved as this demonstrated that tourism development in KNP-North is lacking. The roads, airstrips and accommodation leave much to be desired. The second objective of this study which focused on the amount of investments that directly went to KNP-North development was partially achieved due to the fact that ZAWA as the recipients of the funds were very unwilling to disclose the amount of monies received for the park. As a result only figures for the amount of money disbursed to the park from the funding agencies (World Bank and Norway) were accessed. Additionally, lodge operators were not willing to disclose the amount of money they invested in the projects. Getting the amount of money of expenditure from the operators was not viable because they are not permanent.

The general perceptions and attitudes of the surrounding communities towards tourism development in KNP-North were quite negative because of the current poor relationship they had with ZAWA officials. Further the study revealed that the communities in the surrounding

GMA especially Mumbwa; thus, Kabulwebulwe and Mwendelema were forced out of the park. Because of this, the locals felt the government through ZAWA denied them access to wildlife which belonged to them. Due to this hostility, the locals were perceived by ZAWA as accomplices to illegal off-take of wildlife resources, while the ZAWA officers were perceived as corrupt, violent and unapproachable by some members of the communities. Lastly, KNP-North was found to fall in the first stage called Exploration Stage in Butler's model (1980) thus, only a small number of tourists visit the area. The area is unspoilt and few tourist facilities exist.

7.2 Conclusions

This study found that the infrastructure in the Kafue National Park-North is not adequately developed, particularly the roads and airstrips which were in poor condition and are not accessible during rainy season due to flooding of the area. The park has one access road, the Mongu-Lusaka road. The study also has shown that some lodges in KNP-North have very low standards of accommodation facilities. This situation hinders the development of tourism in KNP-North as some tourists demand high quality accommodation and services. It was also revealed that the park lacks a number of services which it can offer to tourists such as banking, health, telecommunication and shopping points like curio and craft shops offering quality goods. All these to some extent have hampered tourism development in the park.

This study also revealed that lack of publications on both the media and internet to expose the park to the public led to low inflow of tourists especially the domestic tourists. This is because vigorous marketing of the salient features such as its wilderness character, different animal and bird species on the internet, media, in brochures and computer discs (CDs) and in private and public institutions like schools, colleges and universities to expose the park to the public were lacking. It was further found that the majority of the local tourists got information about the park through friends and relatives. This meant that there is potential for the local tourism development if only extensive marketing can be done through both the media, internet and learning institutions.

Lack of adequate funding from the government is another factor that has impacted negatively on tourism development in KNP-North because the park cannot compete vigorously in the tourism industry. This study proves that there is a positive relationship between infrastructure and tourism development because there cannot be development without infrastructure such as

roads, airstrips and accommodation in any tourist destination. Additionally, management of KNP-North was largely dependent on foreign funding from Norway and World Bank to mention just a few. This was because the government had done very little to improve the state of its tourist attractions.

However, KNP-north has potential for tourism development because it has several tourist attractions such as many animals and bird species, fishing opportunities offered by the spectacular Kafue River and its tributaries the Lufupa and Lunga rivers, and its unspoiled wilderness. The park's tourist attractions also include the heritage and historical sites. However, the virtually undeveloped infrastructure and lack of marketing strategies to enhance the viability for tourism development have been neglected. This together with the scanty of information about the park led to low tourists' inflow.

Unfortunately, the study found that the general perception and attitude of different stakeholders towards the Park were to a large extent negative because of lack of sensitization on what the park provides as a tourist attraction. Local communities viewed the park as a government property. This was because, despite acknowledging the park's existence, very few of the local communities were aware of the Park's attributes and felt barred and excluded from the Park. Many respondents felt it was illegal to enter the park hence, the reason for not entering the park. ZAWA has not done much sensitization to the local communities surrounding the park, and has neglected the role of the communities in the management of the park.

Overall, the study found that KNP-North falls in the sixth stage of Butler's model called Declining Stage; thus, the inability of the area to compete with other or new destinations and thus, faces declining markets both spatially and numerically.

Despite this grim scenario the study concluded that KNP-North has high development potential for tourism based on its undisturbed wilderness, scenery and diverse animal and bird species. Besides it is rated as the best reserve for antelope. Overall, it is concluded that, despite its attractiveness and abundant wildlife, there is limited tourism development in KNP-North due to poor infrastructure and scanty information circulation about the Park.

7.3 Recommendations

To attain tourism development in Kafue National Park-North the following recommendations were presented:

1. Government should heavily invest in the tourism sector in particular transport infrastructure and accommodation and provide world-class resorts and transport systems like airstrips if it has to realise meaningful benefits of tourism in KNP-North.
2. The government should source good potential investors to manage the lodges in the park and monitor infrastructure developments in the park because KNP-North has poorly maintained airstrips, access and viewing roads.
3. The government should transform the Zambia Tourism Board into a purely marketing entity and encourage the private sector to develop tour packages for their clients targeting tourist destinations like KNP-North.
4. The Zambian government should strengthen its marketing strategies for tourism by focusing on emerging economies countries when marketing its tourism sector.
5. The ZTB should promote and market individual national parks like KNP-North through television documentaries, brochures, pamphlets, and websites on internets for both local and international tourists.
6. Collaborated efforts from tourism related sectors and industries such as the Ministry of Transport and Communication, Works and Supply, Information and Hospitality Industries are required in order to improve the KNP-North infrastructure and marketing strategies.
7. To minimise the tensions between ZAWA and the local communities, the government should strengthen the collaboration with the local communities through the CBNRMs in the management of resources.
8. There is need for further research on tourism management in KNP-North and elsewhere in Zambia.

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APPENDIX I: QUESTIONNAIRE FOR TOURIST
TOURISM DEVELOPMENT IN THE KAFUE NATIONAL PARK-NORTH

PART A: Details concerning the interview

- A. Respondent number
- B. Date of interview
- C. Time at which the interview began
- D. Place
- E. Signature
- F. Date of verification

PART B: Details concerning the respondents

- A. Gender: Female/Male
- B. Language spoken
- C. Nationality
- D. Age
 - a. under 21 years
 - b. 21 – 40 years
 - c. 41 – 60 years
 - d. above 60 years
- E. Level of education attained
 - a. primary
 - b. secondary
 - c. tertiary
 - d. none
- F. Marital Status
 - a. married b. divorced c. widow/widower d. single
- G. How long have stayed in the area?
 - a. 0 – 5 days b. 6 – 10 days c. 11 – 15 d. more than 15 days
- H. Occupation

PART C: Views on tourism development in KNP-North

- 1. Identify the tourist attractions that made you choose KNP in Zambia? (Tick what is applicable)
- 2. Which other countries have you visited apart from Zambia?
- 3. How many other national parks have you visited in Zambia apart from KNP?
- 4. How would rate the tourist infrastructure in KNP other national parks you have visited?
 - a. Excellent b. Good c. Poor d. Very Poor
- 5. What do you like most on KNP-North?
 - a. Its wilderness, b. Landscape c. Species diversity d. Angling e. Others (specify)
- 6. What do you think would help to promote tourism in KNP-North?
 - a. improve accommodation
 - b. improve roads and airstrips
 - c. improve marketing strategies
 - d. other reasons (specify)
- 7. What do you think should be the priority areas for tourism development in KNP-North?
 - a. the roads and airstrips
 - b. lodges
 - c. health centre
 - d. curio and craft shops
 - e. others (specify)
- 8. Which of the following accommodation would like to be improved?

- a. Lodges b. Camp sites c. fly camps d. others (specify)
- 9. Will you come again to KNP-North?
 - a. Yes b. No
- 10. If yes, what would you expect to find in the park on your return visit? State.....

PART D: Tourists' Facilities and Services

- 11. Which of the following facilities were you impressed with?
 - a. Lodges b. campsite c. Chalets d. Others
- 12. How would you rate the cost of accommodation?
 - a. Very expensive b. Expensive c. Fair d. Cheap
- 13. Where you satisfied with the tourist attractions in KNP-North?
 - a. Yes
 - b. No

If not what is lacking in the park?
- 14. Where did you access information on KNP-North? a. internet b. brochures
 c. magazines/books d. friends/relatives e. travel agents f. others (Specify).....
- 14. On a scale of 1 to 4, which of the following developments would you consider important for KNP?
 1=very important, 2=important, 3=not important, 4= not very important

a. More camping sites	1	2	3	4
b. More wildlife viewing roads	1	2	3	4
c. More lodges	1	2	3	4
d. Animals and bird viewing	1	2	3	4
e. All weather roads and airstrip	1	2	3	4
f. others (specify)	1	2	3	4

- 15. On a scale of 1 to 4, how important would you consider the following visitors facilities for KNP?
 1=very important, 2=important, 3=not important, 4=not very important

a. Boats for hire	1	2	3	4
b. Camping tents for hire	1	2	3	4
c. Information Centre	1	2	3	4
d. Naps to buy	1	2	3	4
e. More roads and animal signs	1	2	3	4
f. Curio and crafts shops	1	2	3	4
g. Guide books to buy	1	2	3	4
h. Binoculars for hire	1	2	3	4
i. Tree labels around lodges and safari	1	2	3	4
j. Others	1	2	3	4

- 16. What is your perception on infrastructure development in KNP?
- 17. What are you views on marketing of tourism in KNP-North?

Thank you so much for your time and cooperation!!!

APPENDIX II: INTERVIEW SCHEDULE FOR THE LOCAL COMMUNITIES
AN ASSESSMENT OF TOURISM DEVELOPMENT IN THE KAFUE NATIONAL PARK-NORTH

PART A: Details concerning the interview

- A. Respondent number
- B. Date of interview
- C. Time at which the interview began
- D. Place
- E. Signature
- F. Date of verification

PART B: Details concerning the respondents

1.
 - A. Gender: Female/Male
 - B. Language spoken
 - C. Nationality
 - D. Age
 - a. under 20 years
 - b. 21 – 40 years
 - c. 41 – 60 years
 - d. above 60 years
 - E. Level of education attained
 - e. primary
 - f. secondary
 - g. tertiary
 - h. none
 - F. Marital Status
 - G. Occupation
2. How long have stayed in this area?
 - a. less than 5 years
 - b. 5 – 10
 - c. 10 – 15
 - d. more than 15 years
3. What is your source of income?
 - a. farming
 - b. charcoal burning
 - c. hunting
 - d. Employment
 - e. others

PART C: Views on tourism development in KNP-North

4. What is the role of KNP in developing tourism?
 - a. sanctuary of wildlife
 - b. Nature-based tourism destination
 - c. a park
 - d. others
5. Have you ever visited the park?
 - a. Yes
 - b. No
 - If not, why?
6. How do contribute to the protection of the natural resources in the park?
 - a. report offenders to ZAWA or Police
 - b. form patrols under CBNRM
 - c. Sensitize the community on the role of the importance f natural resources in the park
 - d. other reasons.....
7. What benefits do get by staying near the park?
 - a. Employment
 - b. incentives from revenues
 - c. business
 - d. other.....
8. Are you directly involved in the management of the Park?
 - a. Yes
 - b. No

If not, give reasons

9. What illegal activities happen in the Park?
a. illegal settlement b. poaching c. charcoal burning d. Tree cutting
10. What have you done to reduce on these illegal activities?
a. reported the offenders to the police/CRBs b. informed the ZAWA officers
c. informed the Chief d. others
11. How is the relationship between ZAWA and the communities?
a. Very good b. good c. poor d. very poor e. soar
12. How do you perceive ZAWA officers?
a. violent b. rude and unapproachable c. good d. corrupt
13. What measures would you want the government to put in place to develop KNP-North?
a. improve the roads b. improve accommodation
c. market the park vigorously within and outside the country d. improve the airstrips
14. What is the cause for low numbers of animals in the Park?
a. poaching b. animal capturing exercise c. lacks of food and water d. other
15. What role are you playing as a community to improve the Park?
a. protect the park from illegal hunters
b. provide security to the park through CBNRM
c. engage in hospitality industry
d. Other
16. Has the communities been sensitized on the importance of the park?
a. Yes b. No
If not, why
17. What is your perception towards infrastructure development in the park?
18. How do you perceive the Park?
19. Do you think the Park can compete with other national parks in the country r region?
a. Yes b. No
If not, why
20. Generally, what are your views on tourism development in KNP-North?

Thanks for your time and cooperation!!!

APPENDIX III: INTERVIEW SCHEDULE FOR LODGE/SAFARI OPERATORS
AN ASSESSMENT OF TOURISM DEVELOPMENT IN THE KAFUE NATIONAL PARK-NORTH

PART A: Details concerning the interview

- A. Respondent number
- B. Date of interview
- C. Time at which the interview began
- D. Place
- E. Signature
- F. Date of verification

PART B: Details concerning the respondents

- A. Gender: Female/Male
- B. Language spoken
- C. Nationality
- D. Age
 - a. under 20 years
 - b. 21 – 40 years
 - c. 41 – 60 years
 - d. above 60 years
- E. Level of education attained
 - a. primary
 - b. secondary
 - c. tertiary
 - d. none
- F. Marital Status
- G. Occupation

PART C: Experience in the hospitality industry

- 1. How long have you been in the hospitality industry?
 - a. Less than 5 years b. 5 – 10 years c. 10 – 15 years d. More than 15 years

- 2. Why did you prefer KNP to other national parks in Zambia?
 - a. closeness to the capital city b. its wilderness c. animal and bird species diversity
 - d. its vastness

- 3. What is the bed capacity of your lodge/camp/safari?
 - a. less than 10 b. between 10 and 20 c. 20 -30 d. 30- 50

- 4. What is the occupancy rate of your facility?
 - a. less than 20% b.20 – 39% c. 40 – 59% d. 60 – 79% e. 80 – 100%

- 5. What services do you provide (tick where applicable)
 - a. angling b. boat cruise c. nature walks d. game drive e. bird watching
 - f. others

- 6. Do these services satisfy the visitors?
 - a. Yes b. No
 - If not, what do you intend to do to meet the clients demands?

PART D: Views on tourism development in KNP-North

- 7. What is the status of infrastructure in KNP?
 - a. very good b. Good c. Poor d. very poor e. Others

8. Do you think the government is doing enough in promoting tourism in KNP-North?
 - a. Yes b. No
 - If not, give reasons

9. Is the park accessible throughout the year?
 - a. Yes b. No
 - If not, why?

10. What should be done in KNP to make it attractive and competitive?
 - a. improve roads and airstrips
 - b. market it vigorously
 - c. improve roads signs and signage in the park
 - d. improve accommodation

11. As operators, have you done a vigorous marketing campaign of the park to the local and foreign tourist?

.....
12. Do you think the standard of the infrastructure (roads, airstrips ad accommodation) can compete with other national parks in the country or region?

.....
13. How much inflow of investment does KNP-North receives?

.....
14. Are you a local or foreign investor?

.....
15. What have you as an individual done to improve the park?

.....
16. What is your perception towards tourism development in KNP-North?

.....

Thank you for your time and cooperation!!!

APPENDIX IV: INTERVIEW SCHEDULE FOR FUNDING AGENCIES

1. What type of support does KNP-North receive from your organization?
.....
2. How much allocation does KNP-North receive annually from you?
3. How long will your support for KNP-North last?
4. Are you satisfied with the manner in which KNP-North is being managed?
 a. Yes b. No
 If not, give reasons
5. Do you think ZAWA is doing enough to improve the park?
 a. Yes b. No
 If not, give reasons
6. How would rate tourism development in KNP-North with that of SLNP?
 a. 0 – 45% b. 46 – 65% c. 66 – 85% d. 86 – 100%
7. How appreciative are you of the KNP-North key features?
8. Have you visited KNP-North?
 a. Yes b. No
 If yes, where you impressed with the infrastructure?

If you weren't impressed, what do you suggest should be done to make KNP-North attractive and popular in the country or region?

.....

9. Does the park have the potential to compete with other national parks in the country or region?
 a. Yes b. No
 If not, give reasons
10. Do you think the Government of Zambia is doing enough to develop tourism in KNP-North?
 a. Yes b. No
 If not, give reasons
11. Why Norway did withheld support for KNP-North in 2009?
12. Has Norway resumed support for the park?
 a. Yes b. No
 If not, give reasons
13. What is your comment on the low densities of wildlife in KNP-North?
 a. illegal off-take (poaching)
 b. vastness of the park
 c. capturing exercise
 d. Other
14. What should be done to increase on the numbers of animals in KNP-North?
 a. improve patrols
 b. increase the number of Wildlife Police Officers
 c. Sensitize the local communities
 d. engage the local communities in the management of the park
15. What is your general perception on tourism development in KNP?

Thank you for your time and cooperation!!!

APPENDIX V: INTERVIEW SCHEDULE FOR ADVERTISING AGENCIES

1. What is the name of your advertising agency?
2. Have you been to the Park?
 - a. Yes b. NoIf not, how well do you know the park/
3. How wide have you marketed tourism in Zambia and abroad?
 - a. very wide b. wide c. moderate d. not very much
4. In marketing tourism, do you market parks individually?
 - a. Yes b. NoIf not, give reasons
5. Which key features of KNP-North do you feature in your promotion budget/package?
 - a. wildlife b. birds c. Kafue river d. other
6. Is KNP-North widely publicized?
 - a. Yes b. NoIf not, give reasons
7. Have you done enough promotion materials such as signage, bill boards, brochures etc for KNP-North?
 - a. Yes b. NoIf not, give reasons
8. What are the constraints of marketing KNP-North?
 - a. poor condition of roads and airstrips
 - b. inadequate accommodation
 - c. low animal densities
 - d. others
9. Which source of information do you utilize most?
 - a. pamphlets b. brochures c. internet d. media e. learning institutions
 - f. others (specify)
10. How has been the response from the public?
 - a. excellent b. good c. moderate d. poor e. very poor
11. Have you tried media advertisement?
 - a. Yes b. NoIf not, give reasons
12. How is the relationship with other marketing agencies?
 - a. good b. fair c. poor d. very poor
13. What is the cause of low animal densities in KNP?
 - a. Poaching b. capturing exercise c. negligence by government
 - d. other.....
14. What is your perception on the infrastructure in KNP-North?
15. Generally, what are your views on tourism development in KNP-North?

Thank you so much for time and cooperation!!!

APPENDIX VI: CHI-SQUARE CALCULATIONS

A: Chi-Square analysis of infrastructure development in KNP-North

	Tourist	Operators	Local Communities	Totals
Roads/airstrips	18	8	80	106
Accommodation	4	12	47	63
Totals	22	20	127	169

Ho = Tourism development is independent of infrastructure development

Ha = Tourism development is associated with infrastructure development

e.g. Expected Frequency = (row total) (column total)/ Grand total
 = 106 x 22/169
 = 2332/169
 = **13.8**

Observed	Expected	O-E	(O-E)²	(O-E)²/E
18	13.8	4.2	17.64	1.278
8	12.5	-4.5	20.25	1.62
80	79.7	0.3	0.09	0.001
4	8.2	-4.2	17.64	2.152
12	7.5	4.5	20.25	2.7
47	47.34	4.67	22.09	0.467

Chi-square = **8.218**

Df = (r - 1)(c - 1) = (3 - 1)(2 - 1) = 2 x 1 = **2**

P = **0.05**

Reject the null hypothesis because the calculated value ($\chi^2 = 8.218$) is bigger than the critical value $P < 0.05 < 5.991$

Chi Square distribution table.

Probability level (alpha)

Df	0.5	0.10	0.05	0.02	0.01	0.001
1	0.455	2.706	3.841	5.412	6.635	10.827
2	1.386	4.605	5.991	7.824	9.210	13.815
3	2.366	6.251	7.815	9.837	11.345	16.268
4	3.357	7.779	9.488	11.668	13.277	18.465
5	4.351	9.236	11.070	13.388	15.086	20.517

B: Chi-square analysis of attitudes of respondents towards KNP-North

	Tourism with infrastructure	Tourism without infrastructure	Total
Positive	43	20	63
Negative	19	30	49
Total	62	50	112

$$\begin{aligned}
 EF &= RT \times CT/GT \\
 &= 63 \times 62/112 \\
 &= 3906 \\
 &= \mathbf{34.875}
 \end{aligned}$$

	Observed	Expected	Totals
Positive	34.9	28.1	63
Negative	27.1	22.9	49
Totals	62	50	112

Observed	Expected	O - E	(O - E) ²	(O - E) ² /E
34.9	28.1	6.8	46.24	1.646
27.1	22.9	4.2	17.64	0.770
62	50			2.416

$$\begin{aligned}
 \chi^2 &= \sum (6.8)^2/28.1 + (4.2)^2/22.9 \\
 &= 1.646 + 0.770 \\
 &= \mathbf{2.416}
 \end{aligned}$$

D.F = 1

P= 0.05

Accept the null hypothesis that local communities have a negative attitude towards the park, because the calculated value is smaller than the p-value thus $\chi^2 = 2.416 < P 0.05 < 3.841$

Chi Square distribution table.

Probability level (alpha)

Df	0.5	0.10	0.05	0.02	0.01	0.001
1	0.455	2.706	3.841	5.412	6.635	10.827
2	1.386	4.605	5.991	7.824	9.210	13.815
3	2.366	6.251	7.815	9.837	11.345	16.268
4	3.357	7.779	9.488	11.668	13.277	18.465
5	4.351	9.236	11.070	13.388	15.086	20.517

C: Infrastructure

	Tourists	Operators	Local communities	Totals
Roads	31	14	45	90
Airstrips	7	15	39	61
Accommodation	8	15	26	49
Totals	46	44	110	200

Expected Frequency = (row total x column total)/Grand total

i.e. $(90 \times 46) / 200 = 20.7$

Observed	Expected	O - E	(O - E)²	(O - E)²/E
31	20.7	10.3	106.09	5.125
14	19.8	-5.8	33.64	1.699
45	49.5	-4.5	20.25	0.409
7	14.03	-7.03	49.4209	3.522
15	13.42	1.45	2.1025	0.157
39	33.55	5.45	29.7025	0.885
8	11.27	-3.27	10.6929	0.949
15	10.78	4.22	17.8084	1.652
26	26.95	-0.95	0.9025	0.033

$$X^2 = \sum (\text{observed value} - \text{expected value})^2 / \text{Expected value} = 14.432$$

Reject the null hypothesis, because the calculated value ($\chi^2 = 14.432$) is bigger than the critical value $P < 0.05 = 9.488$

Chi Square distribution table.

Probability level (alpha)

Df	0.5	0.10	0.05	0.02	0.01	0.001
1	0.455	2.706	3.841	5.412	6.635	10.827
2	1.386	4.605	5.991	7.824	9.210	13.815
3	2.366	6.251	7.815	9.837	11.345	16.268
4	3.357	7.779	9.488	11.668	13.277	18.465
5	4.351	9.236	11.070	13.388	15.086	20.517