

**Investigating communication strategies on touristic attractions and other  
historical heritage sites in Lusaka, Zambia (2014-2016)**

**By**

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*A report submitted to the University of Zambia in partial fulfilment of the requirements of the  
award of Masters in Communication for Development*

**The University of Zambia**

**Lusaka**

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## DECLARATION

I, **CLARA GOVEA NYAMSAMBA**, hereby declare that this report represents my work, and that it has not previously been submitted for a degree, diploma or other qualification at this or another university.

Signature.....

Date.....

**CERTIFICATE OF APPROVAL**

This dissertation submitted by **Clara Govea Nyamsamba** is approved as fulfilling the requirements for the award of the degree of Master in Communication for Development at the University of Zambia.

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## **ABSTRACT**

It appears that much information in terms of communication, advertising and marketing about tourism in Zambia has focused mainly on Livingstone, particularly the Victoria Falls. Even though Lusaka has one of the highest concentrations of touristic and heritage sites in Zambia, it has received very little attention. The tourism sector has seemingly not done well in exposing and advertising most of the heritage and monuments and is currently underperforming. Based on agenda setting, communication and knowledge gap theories, this study was carried out to investigate communication strategies on tourist attractions and historical heritage sites in Lusaka. From this study, it tried to establish dissemination, consumption and tourism communications on tourist attractions and other heritage sites in Lusaka. It was divided into 4 parts namely questionnaire survey involving 150 respondents, direct observation and physical visits of 5 tourist and heritage sites, in-depth interviews with 5 key informants and document review. A multi-stage cluster sampling design was employed for high, medium, and low communities represented by Matero, Libala and Roma, respectively. Simple random sampling was done for direct observation of heritage sites was established that even though efforts were being made to communicate tourism information through electronic and print media, communication strategies of government line ministries, agencies and commissions are out-dated, inadequate or absent. There was poor knowledge and consumption of the local touristic scene by respondents which may partly be explained by reduced interest by consumers, and lack of information and understanding of the touristic potential in Lusaka. Secondly, there was disconnecting between the expectations of disseminators of information and the consumers arising from a weak and disjointed communication strategy by many stakeholders. In conclusion, to offer an effectively and efficient communication for tourism development in Lusaka, the key players must facilitate different levels of user engagement that promotes more community outreach activities and involvement of different age groups.

## DEDICATIONS

To my dear husband and mentor **Andrew Phiri** and my three daughters **Tukuza, Taonga, Tamika** and **Takondwa** (TK) my son. I have always worked hard to show you that nothing is impossible and that hard work pays.

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## **LIST OF ACRONYMS**

CSO	Central Statistical Office
GDP	Gross Domestic Product
GRZ	Government of the Republic of Zambia
HTTI	Hotel and Tourism Training Institute Trust
MTAC	Ministry of Tourism, Arts and Culture
NAC	National Arts Council
NHCC	National Heritage Conservation Commission
PS	Permanent Secretary
UNESCO	United Nations Scientific, Education and Cultural Organization
WHSs	World Heritage Sites
WTO	World Tourism Organisation
ZAWA	Zambia Wildlife Authority
ZTA	Zambia Tourism Agency

## DEFINITION OF KEY TERMS

- Ancient heritage:** Any building, ruin or remaining portion of a building or ruin
- Commission:** National Heritage Conservation Commission established under section three common system of symbols, signs, or behaviour
- Communication:** Process by which information is exchanged between individuals through a
- Conservation:** the professional care of any heritage so that it shall continue
- Conservation:** Professional care of any heritage so that it shall continue to play a useful for present and future generation
- Cultural heritage:** Any area of land which is of archaeological traditional or historical interest or contains objects of such interest
- Development:** the act or process of growing or causing something to grow or become larger or distinctive geological formation and include any paleontological area
- Domestic Tourism:** Residents of a country visiting destinations in the own country forest, island, lake, a monument or mountain that is listed by the united nations educational, scientific and cultural organisation (UNESCO) as being of special cultural or physical significance.
- Heritage site:** Any ancient heritage, any cultural, any natural, any national monument
- Inbound Tourism:** Visits to a country by non-residents
- Internal Tourism:** The combination of domestic tourism and inbound tourism
- International Tourism:** The combination of inbound and outbound tourism more advanced; the act or process of creating something over a period of time; the state of being created or made more advanced
- National monument:** A heritage declared to be a national monument under section twenty

**National Tourism:** The combination of domestic and outbound tourism

**Natural heritage:** Any area of land which has distinctive beautiful scenery or has a

**Outbound Tourism:** Residents of a country visiting destinations of other countries

Seven and includes any property provisionally so declared for a period of five years from the provisional declaration

to play a useful role for present and future generations;

**Tourism:** Travel for recreation, leisure, religious, family or business purpose usually for a limited duration

**World Heritage sites:** A world heritage site is a place such as a building, city, complex, or desert

# CHAPTER ONE

## INTRODUCTION

### 1.1 General background of tourism

This report is a result of a research and attachment undertaken with the Ministry of Tourism and Arts from December 2015 to March 2016. The field data collection took place from April to May, 2016. The study was conducted in three different residential areas of Lusaka, namely Matero, Roma and Libala. Additionally, other relevant line ministries and departments were visited in the process of data capture. The study was divided into 4 parts namely questionnaire survey involving 150 respondents from, direct observation and physical visits of 5 tourist and heritage sites, in-depth interviews with 5 key informants and document review.

Tourism is defined as travel for recreation, leisure, religious, family or business purpose usually for a limited duration (World Tourism Organisation, 1995). It is mostly associated with international travel but may also refer to travel within the same country or town. Tourists are people travelling to and staying at places outside their usual environment for leisure, business and other purposes. Just like in Zambia, tourism has become a major source of income for many countries worldwide and has contributed greatly to their economic development. Several activities attract these local and international tourists.

Tourism in Zambia is recognized as one of the major foreign exchange earners on the basis of its contribution to Gross Domestic Product (GDP), through the number of jobs it generates and the number of clients it serves (Holloway *et al.*, 2009). The Government of the Republic of Zambia (GRZ) recognizes the importance of the country's tourism sector as an engine for economic

development and poverty alleviation. For many years Zambia has been dependent on copper mining and agriculture as the main sources of income for socio-economic development. However it is assumed that the predominance of copper in the country's economic profile has shielded the potential income that can be earned from the economic sectors like tourism. Since the country's economy is largely dependent on copper there have been some efforts to diversify from mining to agriculture and tourism. Such renewed efforts by the government to improve the sector are based on the current understanding that tourism as an emerging industry is one of the fastest growing industries in the world (Grenna *et al.*, 2006; Holloway *et al.*, 2009; Tripathi and Munjal, 2014).

Africa has many countries that are undeveloped and this has affected most of their tourism industries. In addition several other factors such as the global crunch, disease (such as Ebola and Yellow fever) and anti-terrorism security restrictions of entry in certain countries, Zambia inclusive, have contributed to low levels of tourists entering most of the African countries. For example, in 2008 the numbers of tourist's arrivals reduced due to the global financial challenges that affected all the countries worldwide. Out of a total number of 802 million world tourists only 37 million tourists went to Africa signifying a paltry 4.6% demand (Moyo, 2009).

Tourism is known to be the world's largest economic sector and provides opportunities for sustainable job creations for both the local and urban people. As a result of the created jobs the economic statuses of most of the rural areas improve hence bettering the lives of most of the locals. These benefits consequently trigger improved nutrition and food security because jobs will increase people's income; the beneficiaries will have good housing, improved health

facilities and afford education. Furthermore, all these factors will improve the standard of living of the communities and there will be provision of skilled manpower through jobs that will be created. Despite Zambia being a country that offers tourism that is unique, most of its tourist attractions and historical heritage sites have not been well advertised both locally and abroad and very little land has been surveyed and put on the list of heritage sites (Isaac Kanguya; National Heritage Commission; personal communication, 2016).

From the communication perspective, the main purpose of conducting this study was to see the effectiveness of communication strategies that organizations involved in championing the cause of improving the tourism industry in Zambia are using in order to make people on the grassroots become aware of the existence of these tourist attractions and historical heritage sites that found in Zambia, and Lusaka in particular. Mefalopulos and Kamlongera (2004) referred to communication strategies as being a well-planned series of actions aimed at achieving certain objectives through the use of communication methods, techniques and approaches. Communication has power to change and influence people's opinions (Dah'gren, 2000). One of the most important things in designing a communication strategy is to have in mind specific, measurable, attainable, realistic and time-bound (SMART) objectives. The SMART objectives are important because they act as benchmarks for measuring progress in an easy and measurable manner. To a large extent though, SMART objectives are only achievable when the necessary, adequate, resources whether human and material, are set aside for monitoring and evaluation purposes. As such, this research was an investigation of communications strategies on tourist attractions and other heritage sites in Lusaka. Communication plays a big role in supporting sustainable tourism development and managing its several dimensions.

### **1.3 Background of the study**

Zambia is a landlocked country situated in the Southern part of Africa. It has a population of about 15 million and with one of the fastest growing population rate of 2.8 percent per annum (Central Statistical Office: 2016). About 59.3 percent of the population live below the national poverty line. The official language of the country is English but there are 73 local languages. Among the languages, the prominent ones are Tonga, Lozi, Bemba, Luvale, Kaonde, Lunda and Nyanja. Zambia shares borders with the Democratic Republic of Congo (DRC), Tanzania, Angola, Namibia, Malawi, Mozambique, Zimbabwe and Botswana. It got its independence from British rule in 1964 and Dr. Kenneth David Kaunda became the first president. The country has 10 provinces namely Lusaka, Central, Copperbelt, Luapula, Northern, Muchinga, Eastern, Southern, Western and North-western. The capital city of Zambia is Lusaka and it is located in Lusaka Province. Apart from Livingstone in the Southern province, Lusaka was one of the earliest settler towns.

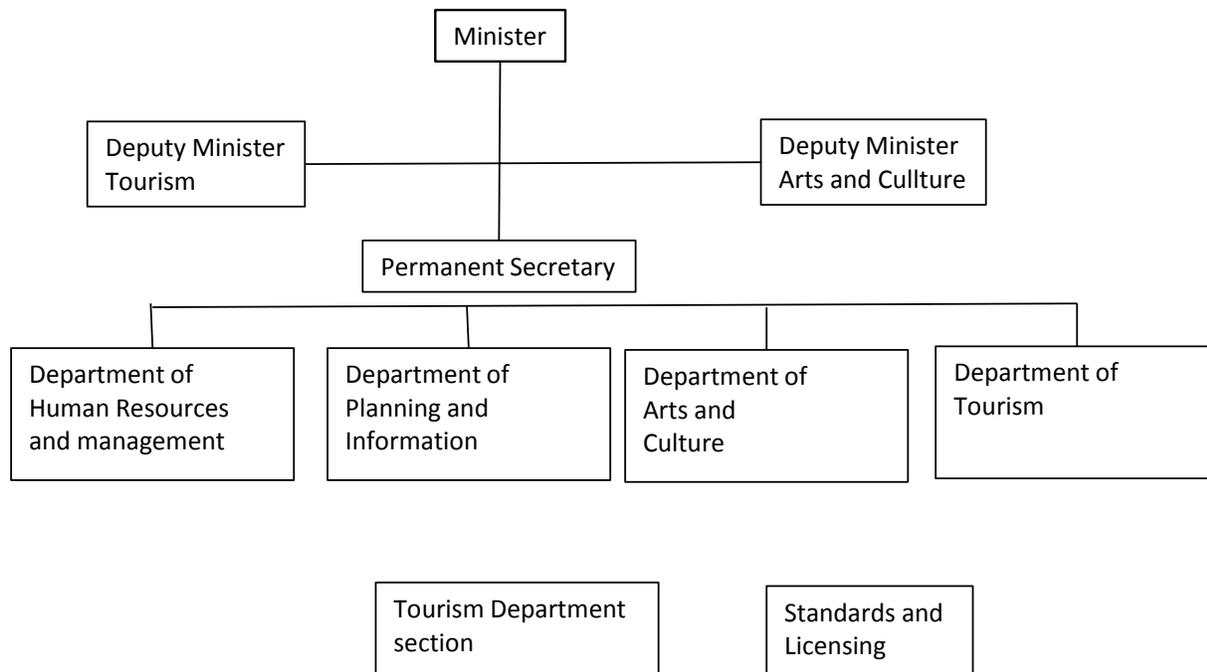
Zambia has three distinct seasons which are the cool and dry, hot and dry and the warm and wet seasons. The country's vegetation is mainly Savannah, with areas of tropical grassland and woodland with a variety of grass and tree species.

The general areas of interest are historical heritage sites and tourist attractions in Lusaka. The study focused on finding out how much knowledge and information the Lusaka residents have on the historical heritage sites and tourist attractions that are found in Lusaka. In this process, it is important to ensure that communication is rightly considered as a key element in developmental

issues that affect human beings. The study sought to bring attention to the importance of communication and its strategies in the efforts meant to bring development. It is imperative therefore that the Ministry of tourism and Zambia Tourism Agency and any other players involved in disseminating touristic information have in place communication strategies that ensure that every person is reached effectively. An effective communication strategy is one that brings everyone on board and also ensures that achievement of bringing about awareness of tourist attractions and heritage sites remain on top of the development agenda. Since there are different types of communication, the study sought to highlight the existing communication for important agendas like Tourism. In the book “Diffusion of Innovations” by Rodgers (2003), two important aspects of communication are stipulated as being influential in determining the acceptance or rejection of an idea. Specifically, Rodgers refers to interpersonal and mass media as key determinants in the adoption, utilization, rejection or discontinuation of an idea. Since tourism does not only apply to international tourists but local people as well it is supposed to be localized in the context of Zambia. The study was cardinal in determining the best communication type to use in increasing awareness and active involvement of every Zambian citizen.

In 1964 it became the capital of independent Zambia. In the poverty reduction strategy paper of 2001 Zambia consolidated its 1996 resolution that gave tourism a formal role from a social one to an economic sector initiative. The Government of the Republic of Zambia (GRZ) identified tourism as a key sector that contributes to sustainable economic development by improving the livelihoods of its citizens. The Ministry of Tourism, Arts and Culture is structured on the basis of the core functions with specific tasks being carried out by specialised departments. At technical

level, the office of the Permanent Secretary has overall supervisory responsibilities over all departments. Furthermore, the ministry has four departments, each having varying number of units and sections (Fig. 1.1). Two are support departments while the other two are technical departments in line with core functions of the ministry. The departments are Department of Human Resources and Administration, Department of Planning and Information, Department of Tourism Development, and Department of Arts and Culture. Additionally the ministry has four statutory Agencies namely Zambia Tourism Agency (ZTA), National Arts Council (NAC), Zambia Wildlife Authority (ZAWA), and Hotel and Tourism Training Institute Trust (HTTI). Zambia Wildlife Authority was recently reverted to the Department of National Parks and Wildlife. The Tourism Council of Zambia represents different organisations in the tourism industry and helps in facilitating growth of the sector through development of a favourable fiscal, legislative and physical environment. There being many of the stated regulatory institutions in the tourism industry there is need for efficient coordination and clear guidelines and responsibility for each one of them to function well and improve the sector. Since the adoption of the new constitution, the position of deputy minister was phased out (Fig. 1.1).



**Figure 1.1:** Political and administrative organization structure of the Ministry of Tourism, Arts and Culture at the time of study in June, 2016.

In its effort to strengthen the tourism sector the Ministry of Tourism and Arts has a mission statement which is ‘‘To contribute sustainably to the well-being and enhanced quality of life for Zambians through government-led private sector driven, quality product developments that are consistent with the protection of the unique natural and cultural heritage.’’ Additionally the ministry is responsible for the development of the tourism sector. It has two sections namely the Tourism Development section and the Inspections and Licencing Section with have established offices at regional levels in Lusaka, Livingstone, Ndola and Kasama. With the plans for the government to diversify from mining and agriculture to tourism it has a ‘‘*vision for the tourism sector which is to make Zambia a major tourist destination of choice with unique features leading to sustainable economic growth and improved standards of living of the people of*

*Zambia.*” The Ministry of Tourism and Arts further has a tourism policy which has been in existence since 1997.

### **1.3 Statement of the problem**

It appears that much information about tourism in Zambia has focused on Livingstone, particularly the Victoria Falls, *Mosi-oa-Tunya*, national park, museums and the railway museum. Furthermore, much advertising and marketing about tourism in Zambia is centred on Livingstone and few other national parks (notably South Luangwa and Kafue) with very little attention about Lusaka. In addition, the research looked at what else could be done by the relevant line ministries in communicating such developments to the people of Zambia. There is definitely potential of the tourism industry in Zambia and Lusaka specifically to grow and contribute to local and national development but there doesn't seem to be much being done to fully exploit these resources. Tourism has strong links to cultural and social pursuits, foreign policy initiatives, economic development, environmental goals and sustainable planning. As such, several factors have been proposed to be hindrance to development in this sector. These include lack of efficient communication, out-dated policies, poor funding, inadequate and inefficient administrative network, poor networking of stakeholders, and lack of literature about tourist attractions and heritage sites. Once these tourist resources are fully exploited they would contribute to the Gross Domestic Product (GDP) and ultimately economic growth of the country. At the same time job creation for the locals will be realised and further add value to the places and areas through the improvement of facilities and structures in these sites. Generally Zambia is rated poor in facilities supporting tourism as compared to other countries hence worsening the poor performance.

The tourism sector has seemingly not done well in exposing and advertising most of the heritage and monuments in Zambia. This is the reason why the research was carried to investigate how much information is passed onto the people of Zambia about tourism in Lusaka (Messeril and Pope 2009). It appears that many Zambians are still ignorant of the tourist attractions that locally available. Unfortunately there has been no study to establish where there is indeed a gap in this knowledge. Or even to see what kind of communication exist and attracts these people to these sites.

## **1.4 Objectives**

### **1.4.1 Main objective**

To establish dissemination, and investigating tourism communications on tourist attractions and other heritage sites in Lusaka.

### **1.4.2 Specific objectives**

- 1) To establish strategies and communication levels of tourism by the Ministry of Tourism and Arts to the people of Zambia about historical heritage sites and other tourist attractions in Lusaka.
- 2) To examine practices, knowledge and attitudes of the people towards tourism communication and activities.
- 3) Analyse the knowledge that Zambians have about the historical heritage sites and tourist attractions in Lusaka.

- 4) Analyse information the Ministry of Tourism, Arts and Culture, National Heritage Commission and Zambia Tourism Agency pass on to the Lusaka residents and other people of Zambia about tourist attractions.

## **1.5 Hypothesis**

There is poor dissemination of tourism communication among Lusaka residents.

## **1.6 Justification of the study**

In today's society information is power and communication is key to everything that takes place. There are many ways in which information can be disseminated to the general public. However, it is important to gauge the effectiveness of this information that is being disseminated and communication channels that are employed. When communication is being discussed the media cannot be left out as it does not exist in isolation but is part of a wider society. Media refers collectively to all media technologies that are used for mass communication and to the organisation which control these technologies (Potter, 1975). Components of media include the internet, television, newspaper and radio. Different players that have influence in society such as political, economic, social institutions and other sectors do not spare interaction with the media. It is therefore important that people are equipped with knowledge and information about many areas in the country. This will enable them to make choices on types of entertainment, education, travelling and shopping, leisure and several others they may participate in. All sectors of the country depend on effective communication for the country to develop. Most Zambians perceive that tourism is only for foreigners and the elite. They further assume that tourism is experienced

only in Livingstone yet Lusaka and several other towns countrywide have very attractive tourist attractions and other historical heritage sites that are beneficial both for educational and entertainment purposes. Lusaka has several of the heritage sites though most of them seem not to have been widely exposed and well-advertised to enable the people of Zambia and the Lusaka residents, in particular, know about them. When these heritage sites are visited by many people more money would be generated. In addition once these sites are made known to many local people especially those of Lusaka and widely patronized, they will be more developed. Such development will ultimately make the city famous and more attractive to further investment. In addition, those areas will stimulate development for small and large scale entrepreneurs as well as generating employment and income for poor families in urban areas. Taken all the above into consideration, this will contribute to the improved lifestyle for the locals. This study hoped to explore what the Ministry of Tourism, Zambia Tourism Agency, Department of National Parks and Wildlife and other relevant stakeholders in terms of advancing the communication for development agenda and consequently suggest new strategies of ensuring that people are well informed about tourism information. Additionally, propose how such organisations should work hand in hand with the Ministry of Education, for example and other consumers and generators of information to try to and incorporate more information about tourism in Zambia's education curricula. Ideally, there should be more literature and information dissemination about Lusaka's heritage sites, monuments and touristic attractions just like there are about the Victoria Falls. Furthermore, access to all these important sites that hold the history of the country should be made easy so that more people are well informed about them, and take time to act on this information.

It has further been noted that most of these areas with historical heritage sites have low standards of accommodation, facilities and the quality of services offered to tourists Ministry of Tourism Environment and National Resources (MTENR, 2008). Lusaka was purposively chosen for the study because it's the capital city of Zambia, has a high concentration of tourist and heritage sites, and is highly populated with people with relatively high income and education attainment who would need some form of relaxation and entertainment by accessing the said areas. Additionally money realised from these tourist attractions and heritage sites once used for the intended purpose will contribute to lifting up the face and standard of the town. Money from these sites will create better facilities for Lusaka.

## **CHAPTER TWO**

### **Literature review**

#### **2.1 Overview of communication**

Tourism is one of the world's largest economic sectors, and continues to expand very rapidly. When done well, tourism development can be a powerful tool for economic growth, poverty reduction, and for the conservation of natural and cultural resources. Some studies have been done internationally and locally on tourism communication but no studies on tourism communication strategies on heritage sites in Lusaka have been conducted. A comprehensive communication strategy which identifies how information, awareness creation, advocacy, network building, conflict mitigation, and communication platforms is essential for any successful sustainable tourism development activity. Communication is a process by which information is exchanged between individuals through a common system of symbols, signs, or behaviour" (Merriam-Webster, 2009).

#### **2.2 Zambia's background on tourism**

##### **2.2.1 Importance of tourism as an economic contributor**

Zambia is one of Africa's fastest growing economies with tourism being a major economic contributor. It has a population of about 13 million and has one of the fastest growing population rate of 2.8 percent per annum (Central Statistical Office: 2012). About 59.3 percent of the population live below the national poverty line. Zambia has a climate and known peaceful history and its incredible natural wonders such as the Victoria Falls and the Zambezi River that makes it pleasant to visit all year round even though it has an ever increasing number of tourists. Zambia has several tourist attractions and heritage sites that attract a number of both

international and local tourists. However, the assumption is that very few local people have knowledge and access to these historical heritage sites and tourist attractions due to several factors such as lack of information from the relevant institutions responsible for disseminating information. In 1996, the GRZ re-classified tourism from a social to an economic category. This was after recognition of the sector's potential to contribute to economic development in several ways such as in foreign exchange earnings, employment for service providers and income generation, revenues as well as promotion of rural development. In addition, tourism brings in large amounts of investments and revenue into a local economy in the form of payments for goods and services needed for tourists.

### **2.2.2 Zambia's tourism repertoire**

Figure 2.1 shows highlights and locations of the tourism capabilities of the country. Only national parks, waterfalls and wetlands are shown. Heritage sites are not shown as they reach thousands in number.

#### **2.2.2.1 Waterfalls, rivers, lakes and swamps**

Zambia has several tourist attractions and heritage sites nearly in all the 10 provinces. Despite that very few of them are widely known and visited. Several limiting factors have been identified. These include lack of adequate information about them, very little marketing to expose them to the potential local and international tourists, as well as poor access road and communication to these sites. The most famous and widely known tourist attractions are the Victoria Falls. Victoria Falls is one of the Seven Wonders of the World and a world heritage site. The falls which lies in the country's tourist capital Livingstone in the Southern of Zambia was

declared a World Heritage Site for its unique geological/geomorphological significance. The falls plunge into the Zambezi River for about 100 meters at about 550,000 cubic meters per second. The water falls has been known for centuries as *Mosi-oa-Tunya* meaning “The Smoke that Thunders”. Besides the Victoria Falls, Zambia is endowed with more than 20 magnificent waterfalls which are located in different parts of the country. The Kalambo Falls are the second most significant waterfalls and are nearly twice as high as the Victoria Falls. They are the second uninterrupted falls on the African continent at 235 meters high. Other waterfalls include Ntumbachishi, Musonda, Ngonge falls, and Lumangwe falls on the Zambezi, Chipempe falls and Chishimba falls. The country also has lakes, rivers and swamps. Notable among the lakes are Kariba, Bangweulu, Mweru and Tanganyika. The Kafue, Luangwa, Zambezi and Luapula are the major perennial rivers. The Zambezi River is Africa’s fourth largest river and on which Lake Kariba was created after being dammed in the 1950s.

#### **2.2.2.2. National parks and game areas**

Zambia’s wild life protected areas occupy about 10% of the country’s total land area. There are a total of 20 national parks, 34 Game Management Areas (GMAs) in total in excess of 23 million hectares of land that are devoted to the conservation of spectacular variety of wild animals and bird species. Zambia has one of the largest game parks in Africa (Kafue National Park) and some of its major national parks include the Kafue, South Luangwa, Lochinvar, and Blue lagoon National Parks. Kafue National Park is the oldest and by far the largest park equalling the size of many European countries. It has excellent game viewing, bird watching and fishing opportunities. The South Luangwa National Park in the Luangwa Valley has the largest concentrations of wildlife in the world and is easily accessed by air and road. Mfuwe



**Figure 2.1:** A map of Zambia showing the location of national parks and prominent waterfalls joined by a road network (Source: <http://www.zambiatourism.com/destinations/waterfalls>).

International Airport services the park and associated lodges and camps. Lusaka National Park lies 15km south east of the Lusaka Central Business District and is the 20<sup>th</sup> and newest National Park in Zambia. It's the second National Park to be established in a city environment after Mosi-o-Tunya National Park in Livingstone. Apart from national parks there are also private owned game ranches and parks. Alongside national parks the government also created some game management areas. These were set aside principally to serve as buffer zones around the national parks. Game Management Areas are wildlife estates in communally owned lands (customary or traditional lands) in which some wildlife is protected and used primarily for regulated hunting and photographic safaris for the benefit of the nation, local communities and the wild life resource.

### **2.2.2.3 Museums and heritage sites**

Museums present another source of entertainment and adventure for tourists, giving them an opportunity to acquaint themselves with some aspects of the country's history, culture and art. They also play a significant role in interpreting the country's heritage through their research, collections, preservations and exhibitions. There are four national museums in the country namely Livingstone, Ndola, Lusaka and Moto Moto Museum in Mbala. There is potential of the tourism industry in Zambia and Lusaka specifically to grow but there is not much being done to fully exploit these resources. Several factors have been implicated such as lack of efficient communication, lack of literature about tourist attractions and heritage sites and many others. Generally Zambia is rated poor in facilities as compared to other countries hence worsening the poor performance. Under the National Heritage Conservation Commission Act of 1989, Section 27, heritage sites can be declared as 'National Monuments' by the Minister, and they then become

protected and regulated by the details of the Act. They are listed in the appendix, grouped under various headings for ease of reference.

### **2.3 Tourism and heritage sites**

Zambia has considerable untapped natural resources for tourism development which include abundant wildlife, rich cultural and natural heritage sites, abundant water resources, as well as peace and tranquility. However, only 5% of this land has been developed for tourism. The National Heritage Conservation Commission (NHCC Act 173) is a statutory body under the Ministry of Chiefs and traditional affairs. It has responsibilities of conserving Zambia's natural and cultural heritage for research, sustainable tourism development, education and enjoyment of all the people now and in the future (NHCC). For any The National Heritage Conservation Commission (NHCC) has catalogued well over 1,700 potential sites for tourism development that remain unexploited. Such land includes archaeological, geological, natural, historical and traditional sites (UNESCO, 1972). Heritage sites are classified in different categories namely cultural which must have been made or used or constructed before 1<sup>st</sup> January, 1924, it could be one that is associated with a particular event, associated with lives of persons significant in Zambia's past and many others. Secondly a natural heritage is one that is described as an invaluable ecological or geological benchmark due to an extensive and long term record or research and scientific discovery (NHCC). For any heritage to be registered it must meet certain criteria such as in 1972, the General Conference of UNESCO adopted the Convention Concerning the Protection of the World Cultural and Natural Heritage (UNESCO, 1972). It had aims of identification, protection, conservation, presentation and transmission of future generations. Cultural heritage is essential to attract tourists to destinations but Cultural resources

must be converted into a tourism product through strategies and policies developed by public and private agents. Some destinations with special cultural heritage have been recognized by United Nations Scientific, Education and Cultural Organization (UNESCO) as World Heritage Sites (WHSs). Cultural attractions have become important in the development of tourism and at global level they are usually perceived as being icons of important streams of global culture (Richards, 2001). This global conception of culture has led to the designation of World Heritage sites which attracts millions of tourists yearly. As Dieke (2000) contends, the variation in the theoretical tourism development continuum ranges from the dominant, (most developed) to the late entrants (least developed). Within this spectrum of tourism development, countries such as Kenya in the east, Mauritius and Seychelles in the Indian Ocean, Morocco and Tunisia in the North, South Africa and Zimbabwe in the South, and Cote d'Ivoire and Senegal in the west, have a well-established tourism industry. Whereas, other countries such as Nigeria, Cameroon, Eritrea, Sierra Leone, Angola and Zambia, for one reason or another, have limited tourism development, but by comparison have considerable potential for future development. Tourism is one of the world's largest economic sectors and continues to grow if properly managed is also considered a powerful tool for economic growth, poverty reduction and for the conservation of natural and cultural resources (Tourism travel, 2006).

Among the several studies that have been conducted both internationally and locally different factors that can be used to enhance development especially in the tourism sector were highlighted. A study was conducted by Common Market for Eastern and Southern Africa (COMESA), where it recognised that Tourism Development is key and a strategic pillar in the Investment Development of the trade bloc and further stated that member states like most developing economies are faced with numerous challenges and bottlenecks that hinder

development of the tourism sector such as weak and poorly funded tourism institutions and narrow product ranges. Tourism infrastructure and facilities are lacking across the region, and in most cases are limiting factors to the development of the sector. Climate change has also affected tourism development and other sectors of the economy. The main highlighted challenges associated with the phenomenon of climate change include rising sea levels, hurricanes, floods, droughts, extreme weather patterns and biodiversity loss.

## **2.4 National and institutional contribution to tourism**

### **2.4.1 Importance of harnessing heritage sites and museums**

A study was undertaken in Madrid on the use and role that World Heritage Sites (WHSs) play in attracting tourists to these sites through information and communication. It was also the first study that was done on the global scene in Madrid Regional area where three sites have been designated as world heritage sites. The three sites are Monasterio y sitio de El Escorial, Universidad y Barrio Historico de Alcala de Henares and lastly the Paisaje culture de Aranjuez (UNESCO, 1972). The study looked at the use and role that WHSs play in attracting tourists to visit these sites through information communication available about them. Data from the survey revealed that only 18.4% of the tourists knew at least one of the three Heritage sites located in Madrid Regional area and only 1% of the total tourists knew the three Heritage sites. This is a similar scenario in Zambia where a small percentage of the tourists seem to know about heritage sites in Lusaka. Empirical research on tourism demand by Naude and Saaymaan (2005) showed that it is lacking for most African countries. Further studies on tourism demand for countries outside Africa were carried out and they were done in recognition of the tourism industry contribution to economic growth.

#### **2.4.2 Factors affecting consumption of tourism**

It is noted that studies that were conducted on consumption of tourism looked at certain measures such as expenditure of tourists, accommodation for tourists and statistics of tourist arrivals. The research pointed out that the most appropriate of them all was the expenditure of tourists (Tsounta, 2008; Garin-Munoz, 2004; Proenca and Soukiazis, 2005; Salman, 2003) but there was data deficiency of tourism communication on heritage sites and other tourist attractions in Lusaka. A lot of emphasis had been put on expenditure of tourists and their lodging. The study took account of length of stay and this was most about tourists living in hotels mostly foreigners. The study reflected how locals are not so much considered as tourists.

Another study carried in Hong Kong looked at the importance of museums. Cultural sites, within Hong Kong, mostly museums and temples, also attract many tourists. The Hong Kong government invests a significant amount of money on a yearly basis to the upkeep of museums, and to preserving cultural artefacts (Legal Cultural Service Department, 2006). This is an indication that the government highly values museums, and makes significant efforts to preserve cultural artefacts, an important part of the heritage of Hong Kong. In addition, museums are important to society, “not only because of their irreplaceable collections, but also because of their educational, social, and cultural value: the contribution that they make to improving people’s lives and to the understanding of unfamiliar cultures and viewpoints” (Lang *et al.*, 2006). Museums help tourists experience the culture of Hong Kong through educational exhibits and through displayed artefacts that help tell the story of the historical legacy of Hong Kong. Similarly in Zambia the museums are of great importance to the locals and international tourists as they educate tourists that visit the museum on the culture of Zambia. However, little attention has been on the maintenance and preservation of the museum. Many studies have been done on

tourism destination (Salman, 2003; Garin-Munoz, 2004; Tsounta, 2008), but limited studies on tourism communication on heritage sites (Cattaneo, 2007; Messerli and Pope, 2009) especially concerning Lusaka. Tourism should never be developed and promoted in isolation from native communities (Munyima, 2013).

More studies were considered from a global perspective narrowed down to the local people of Zambia. This topic has been chosen because there is seemingly little or insufficient information and literature on historical heritage sites and tourist attractions in Lusaka. Adverts, documentaries and any other form of information are concentrated on other attractions such as the Victoria Falls and a few national parks and rivers of Zambia. Figure 2.2 depicts a flow chart of how a potential tourist responds to a touristic brochure. The GRZ has a long term vision for the tourism sector which is to ensure that Zambia becomes a major tourist destination of choice with unique features. Such a move will contribute to sustainable growth of the economy and poverty reduction. This will be achieved through foreign exchange earnings hence the need for good governance, environment and conducive environment for private sector participation. From the first studies that were conducted it was revealed that tourism is of great importance to Hong Kong with approximately 3.2% of Hong Kong's gross domestic products (Census and Statistics Department, 2008). It attracts tourists from the entire world and since tourism is of economic importance it, there is substantial diversity among tourists, effective communication with people of different cultural background is extremely important to the tourism industry. Cultural sites, museums and temples within Hong Kong attract many tourists and the government has invested heavily in the tourism industry. This shows how much value is placed on museums and preservation of cultural artifacts an important part of the heritage of Hong Kong. Museums help tourists experience the culture of Hong Kong through educational exhibits and through displayed

artifacts that help tell the story of the historical legacy of Hong Kong. Another important component of the tourism industry that contributes to the economy of Hong Kong is the hospitality industry. Hotels are not only essential to the industry but contribute greatly to the economy in that many tourists that visit Hong Kong spend some of the money on accommodation as these hotels attract tourist (Choi, 1999). With Hong Kong's economy dependent on tourism, hotels play an important role in bringing customers to Hong Kong and bringing business to other industries.

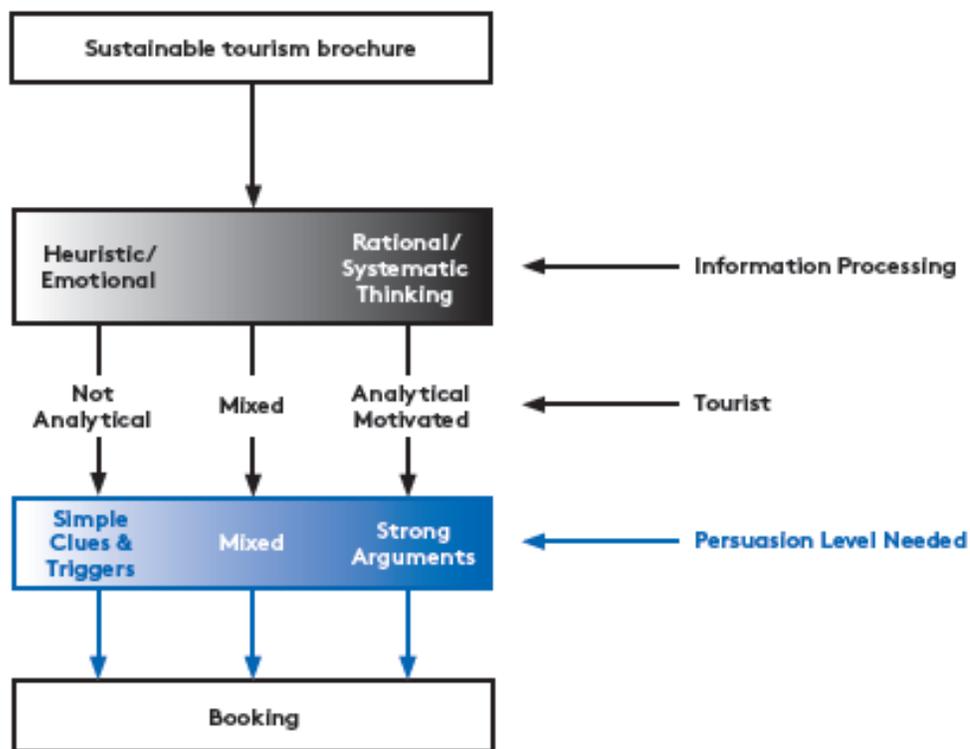


Figure 2. How a tourist might think about an ad in a sustainable tourism brochure

**Figure 2.2:** How a tourist might think about an ad in a sustainable tourism brochure (source: Wehrli *et al.*, 2013).

### **2.4.3 Challenges of increasing tourism demand**

Africa faces a number of challenges in its tourism industry stemming from the under developed of most of the countries on the continent. In 2007 statics of 922 million arrivals with Africa and the Middle East each receiving the lowest share of those arrivals was accounted for on global tourism (Mersseril and Pope 2009). The global crisis in 2008 affected all the sectors of the economy and tourism industry was not spared. The world tourist arrivals dropped in number to 802 million of which Africa attracted fewer than 37 million of these arrivals (Moyo, 2009). Despite Africa being a big continent it has very few countries with a powerful tourism history. Egypt, South Africa, Morocco and Tunisia are the only African countries listed on the top 50 worldwide tourist destinations. However many Africa countries offer a number of attractive tourism sites with wildlife and their cultural heritage being some of their unique offering. Zambia is one such country with a lot of tourist attractions and heritage sites yet it is not among the top 50 world wild tourist destinations. The country has vast land, an abundance of natural resources, a temperate climate and a stable political environment. Out of the whole-sub Sahara, Africa, Zambia only commands 0.6%of the total demand for tourism in the region (Tourism and Travel council, 2008). Research shows that the increase in the number of tourist arrivals between 1998 and 2004 attracted significant investment in the sector such as the Sun International, Zambezi Royal and Star of Africa (Pycroft, 2009).

The government's long-term vision for the tourism sector is to ensure that Zambia becomes a major tourist destination of choice with unique features which contributes to sustainable economic growth and poverty reduction. For tourism to contribute effectively to the national GDP, foreign exchange earnings and poverty reduction, there is need to have a conducive

environment for private sector participation, environmentally sustainable growth, and good governance. However, for such efforts to be achieved there will be need for policy improvements, institutional and legal framework adjustments.

## **CHAPTER THREE**

### **Conceptual and theoretical framework**

Lusaka and its heritage sites rather than Livingstone were chosen in conducting this research. In order to understand communication for development for the current study, three theories were used. These are the (1) agenda setting theory, (2) communication theory and (3) the knowledge gap theory.

#### **3.1 Agenda setting theory**

The Agenda Setting Theory was developed by Professor Maxwell McCombs and Donald Shaw where they state that mass media sets the agenda for the public opinion by highlighting certain issues (Jian-Hua and blood: 1972). Agenda setting theory was usually referred to as a function of mass media and not a theory). This theory is a creation of public awareness and concern of salient issues by the news media. In studying the way certain information was covered in the media, they found that the main effect of the news media was to set an agenda. It was shown that people tended to attribute more importance to what transpires in the media. Furthermore the assumptions of the Agenda setting theory are that the press and the media do not reflect reality but filter and shape it to a few issues. According to Untwente (2009), the press may not be successful much of the time in telling people what to think, but it is stunningly successful in telling its readers what to think about. This theory is appropriate in the sense that if communication strategies are in place, the media can be a powerful tool to put tourism on historical heritage sites in Lusaka on the priority list of topics that people discuss. As people discuss, they bring out existing problems, suggest possible solutions on how best tourism

development can be achieved in Zambia. The media can be used as a powerful tool in disseminating information about a given project once a good communication strategy is in place. Furthermore, regardless of the objectives that a project has, a good communication strategy is an indicator of a good planning of an organisation, having knowledge of what the organisation intends to achieve as well as understanding the current situation. However, it is not enough to have a strategy if there is no goal or tactic to drive it.

Hence the Agenda Setting theory was used in checking the effectiveness of the media about Lusaka's tourism communication on its heritage sites and tourist attractions. The media has done much in reporting generally about many sectors of the Zambia's economy and tourism itself but less about tourism communication on heritage sites and tourist attractions among Lusaka residents. Agenda setting theory was a relationship between the salience of a story and the extent to which people thought that this story was important. In the tourism communication scenario very little information is advertised and disseminated on heritage sites in Lusaka to the residents and the public. As such potential tourists, both local and international, tend to think there are no tourist attractions and heritage sites they can go to, see and learn about in Lusaka. According to Mccombs and Shaw (1993), the media only tell people what to think about in broad terms. Communication strategies are indispensable. They involve the public because communicating with and informing a wide range of audiences provides an open forum to reflect different views.

### **3.2 Communication theory**

Communication or Diffusion Theory of innovations theory by Gabriel Tarde tried to explain why some innovations are adopted and spread throughout a society and while others were ignored. The author witnessed development of many new inventions which led to social and cultural

change and further introduced the S-shaped curve and opinion leadership, focusing on the role of socioeconomic status. His insights affected the development of many social scientific disciplines like geography, economics and anthropology (Ryan and Gross: 1943). Diffusion of innovations study was linked to a hybrid seed corn. Ryan and Gross (1943) investigated the diffusion of hybrid seed corn among Iowa farmers in the United States of America. That research revealed that some farms resisted the new innovations and rural sociologists performed many diffusion studies to find out the cause of adoption innovations.

Communication was the major component of the current study in Lusaka. The attitude of many people towards tourism can be influenced by type and method of communication. As such communication with and informing a whole range of audiences on tourism in Zambia provides an open forum to reflect different public views. Similarly, effective communication leads to development. It is believed that much reporting about tourism is not communicated to all the people. To understand reasons behind scenarios like the one above, a theory on communication was created; the initial application of this theory was the Iowa study on hybrid seed corn described above. Through its use an understanding was reached on why certain people reacted in a certain manner towards some given information. The communication theory or diffusion innovations can be applicable to radio, television, newspapers and many others as a medium for communication.

This research investigated how the dissemination of information about tourism attractions in Lusaka among Lusaka residents can be adhered to. Communication theory was applicable in this context because it focused on communication itself and why some innovations are ignored while some are adopted. To market tourism of Lusaka, certain innovations have been created to attract

both local and foreign tourists. For example, the mind-set of the people towards tourism needs to be changed from focusing on Livingstone and shifting to other towns as well. The Communication Theory or Diffusion of innovations can be applied to the effectiveness of the media, in particular radio and television as a tool for the dissemination of information and imparting of knowledge about tourism.

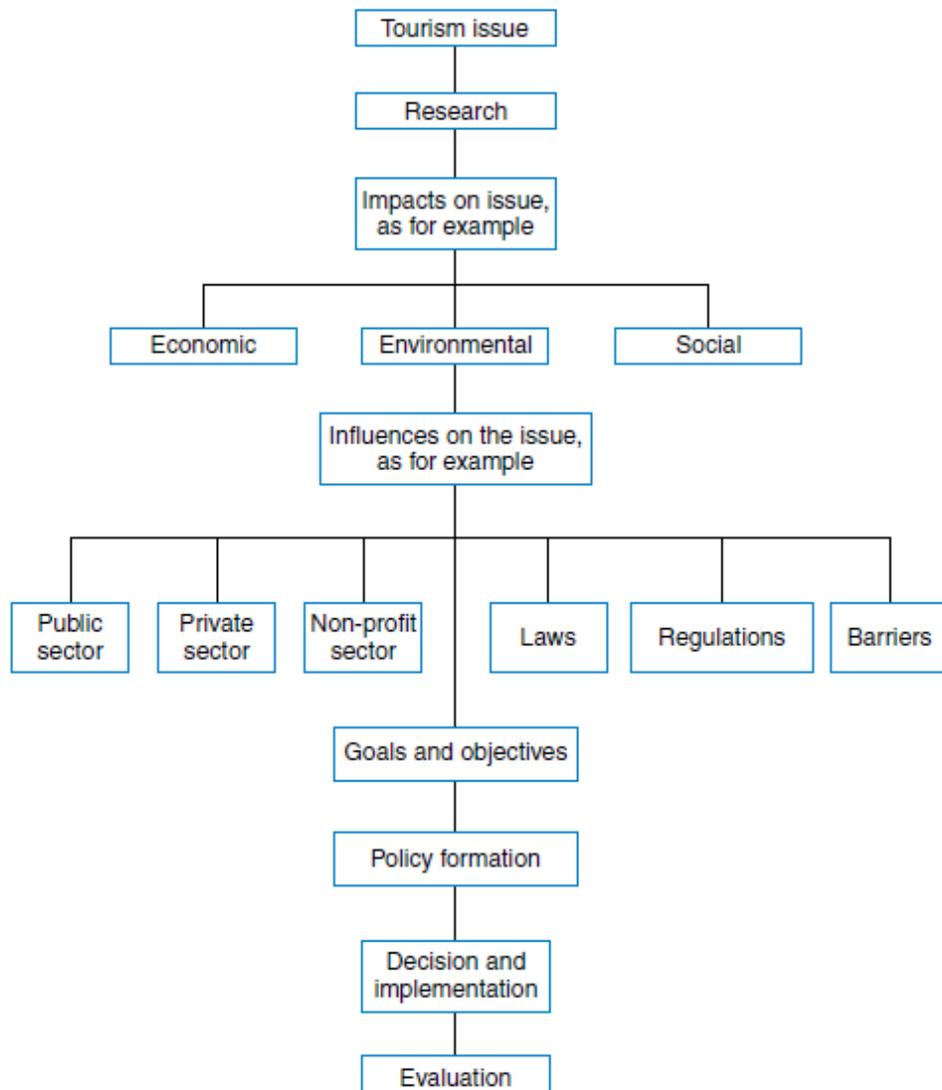
### **3.3 Knowledge gap theory**

The other concept used to gauge the effectiveness of the mass media as a tool for the dissemination of tourism communication is the knowledge gap theory. This theory can be seen as the increasing gap between higher and lower educated people. Tichenor Donolwe and Olie were the first to propose the theory in the 1970s at the University of Minnesota. The authors believed that the increase of information in society is not evenly acquired by every member of society. The people with higher socioeconomic status tend to have better ability to acquire information (Weng, 2000).

In the Knowledge gap theory it was assumed that the information gap between people of lower and those of higher socioeconomic status increases. One observation that was noted concerning the knowledge gap theory was that information communicated by the mass media ended up widening the gap of knowledge between the two groups. It is therefore, important and necessary to have used the knowledge gap theory when carrying out this research so that knowledge and information is communicated to those who do not have it concerning the subject of discussion. To overcome such a scenario in Zambia, mass media must not contribute to the increase in the knowledge gap between members of different socioeconomic status. Stakeholders in the tourism

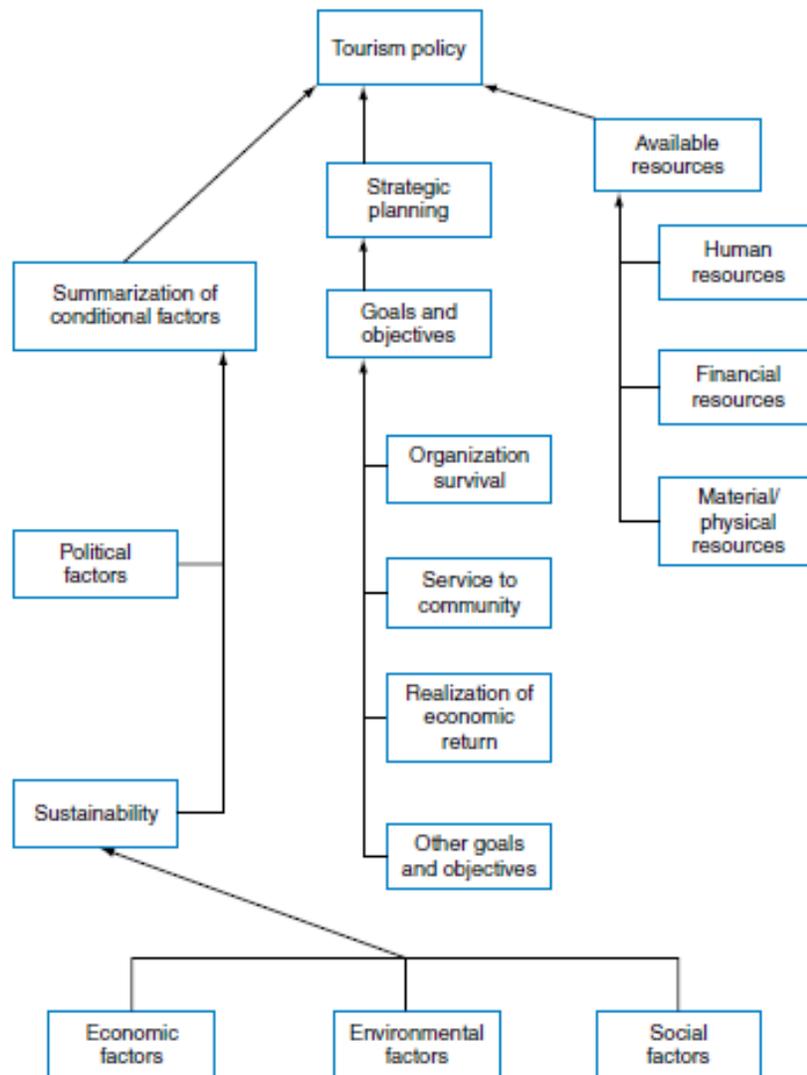
industry and its affiliates should work with the media houses in ensuring that communication about the tourism industry of the country flows easily to the public, pupils and students.

Tourism is also the most wide-ranging industry in that it demands products from other sectors of the economy (Edgell *et al.*, 2008). Several players and stakeholders are involved in its smooth running as shown in Fig. 3.1.



**Figure 3.1:** Tourism policy formulation: general diagram (Source: Edgell *et al.*, 2008).

To have a smooth and effective tourism sector, a lot of planning has to go in to it. Similarly, to come up with a sustainable and robust sector, a tourism policy must be developed (Fig. 3.2). The opportunity offered by tourism for future economic, environmental and social benefits will depend on understanding the tourism industry of yesterday, while making the best possible decisions today and addressing forward thinking trends for tomorrow. It is therefore, not an easy undertaking and neither is it a one-off process. From time to time, regular amendments and revisions of the policy are needed.



**Figure 3.2.** The tourism policy development process (Source: Edgell *et al.*, 2008).

## **CHAPTER 4**

### **Methodology**

#### **4.1 Study areas**

The study was conducted in Lusaka province which covers an area of about 21, 898km<sup>2</sup> and represents 3% of Zambia's total land area. The province has eight political and administrative districts, namely; Shibuyunji, Chilanga, Lusaka, Chongwe, Kafue, Chirundu, Rufunsa and Luangwa districts (S15°25'S, 28°17'E). Lusaka is the capital city of Zambia and the largest district in Lusaka province (Figure 1). As the capital city, Lusaka is one of the principle urban areas in Zambia and has the most economic growth rate in terms of companies and infrastructure development. It is situated at an altitude of about 1300 m (about 4265 ft.) on a plateau. Lusaka is Zambia's chief administrative Centre and a major financial, transportation, and manufacturing hub. It is a commercial Centre as well as the Centre of government and houses of parliament, cabinet office, state house and many other political and business houses. The two main languages spoken in Lusaka are English and Nyanja. The city has some residential locations that are planned and approved by the Lusaka city council while other locations are unplanned townships. Population of Lusaka is estimated at 1, 267, 440.



**Figure 4.1:** Map of Lusaka province showing some districts and provincial boundaries and its location within Zambia (insert)

## **4.2 Study Design**

Lusaka was chosen purposively as it has the highest population in Zambia and is host to the highest concentration of tourist and heritage sites in Zambia. It also has a relative representation of different classes of people and distribution of other socioeconomic parameters. This study was a community based and employed a cross sectional, descriptive and analytical design. It was divided into 4 parts namely questionnaire survey, direct observation and physical visits, in-depth interviews and document review.

## **4.3 Data Collection**

### **4.3.1 Duration**

The data collection took place from April to June 2016. The average duration of the questionnaire interview with each respondent was about 10 minutes while an in-depth interview was about 30 minutes. To ensure the good implementation and follow up of the study, the researcher personally conducted every discussion or interview with the respondent. Field visits to each tourist or heritage site took from 1-2 hours depending with location and how busy it was.

### **4.3.2 Data Collection Methods**

A triangulation method was used in this research. Triangulation is the mixing of both qualitative and quantitative methods of research to ensure that the findings are as accurate as much as possible. It is an important way to strengthen and enrich the findings and further increase data reliability since it uses combination of different obtaining information from a wide section of the community at a given point in time. In the qualitative method, in-depth interviews were used while questionnaires were used in the quantitative method. Data collection was done over a

period of about 6 weeks. For the sake of accuracy and quality, the researcher personally took up the responsibility of asking each and every interviewee. Thus an attempt to reduce ambiguity and differences in responses was recorded. For those respondents who had difficulties with using English language, the researcher also used two other local languages which were Bemba and Nyanja. During the interviews, the research used an interview guide to make sure that no important information was omitted. The researcher probed further whenever and wherever there was need especially to countercheck some of the major and interesting issues that arose from the responses. Every attempt was made to ensure that both men and women were well represented in the final sample.

The following tools were used: Firstly, a semi-structured questionnaire (appendix 1) for quantitative surveys; Secondly, a structured or semi-structured interview guide (appendix 2) for in-depth interviews; and thirdly, an observation checklist for direct observation and review of documents. Questionnaires and checklist questions for in depth interviews were developed by the investigator in English and were changed to Nyanja, the language spoken or easily understood by many residents of Lusaka. The responses from interviewees who didn't use English were later translated into English for documentation and analysis.

#### **4.4 Testing of the Validity of Data Collection Tools for Consistency**

Before questionnaires were administered there was pre- testing of 10 questionnaires to see their validity. Interviews were done by one researcher using either in English, Bemba or Nyanja depending on interviewee's. Pre- testing took place at the University of Zambia and Kaunda Square Stage 2, areas that were not part of those to be sampled. Debriefing was done to ask the

respondents' understanding of the questions that appeared to cause difficulty during the interview and offer feedback on clarity and precision. Questions were then adjusted or removed where there was need according to the pre-test results in order to achieve better clarity. Furthermore there was translation of questions into Nyanja and Bemba to those respondents who could not understand English.

## **4.5 Sampling and sampling methods**

### **4.5.1 Questionnaire survey**

In this survey semi-structured questionnaires were used. A multi-stage cluster sampling design was employed. A sampling frame involving all the residential areas was collected from the Central Statistical Office (CSO). Residential areas were clustered or stratified according to economic status and population density namely high, medium, and low communities. Names of each area were placed in a container according to cluster and it was from each cluster that one was randomly selected. The three different communities that were randomly picked were Matero, Libala and Roma.

A total of one hundred and fifty (150) respondents were used in the questionnaire. Therefore from each residential area, fifty (50) respondents were interviewed. To do that, a part of chosen residential area was randomly selected. Once in the residential area one road was selected and one side of it. The researcher picked on either the left or right side of the road and began sampling house after house until all the 50 questionnaires of that area were done. This process continued in all the three areas in the same manner. Only members of household 18 years old or older were interviewed. Houses with no responders or with ineligible occupants at the time of the visit were not included in the sampling. Interviews were done by one researcher using English,

Bemba or Nyanja depending on the interviewee's preference. Questions were asked in a particular language translated from English and the responses were translated back in English for data capture and analysis.

#### **4.5.2 Direct observation and physical visits**

A sampling frame was made from a list of heritage sites located in Lusaka obtained from the National Heritage Conservation Commission (NHCC). A simple random method was used to select about 10% of the available sites. A physical visit was made to each selected site and the researcher went in like any other tourist and observed what happens in those areas for about 2 hours. The researcher used observation skills to gather findings through activities that were taking place during the time of the visits. These included observation on how different people that went to these sites behaved, and how they were being assisted where need arose. Notes were taken for analysis. This process enabled the researcher to know the extent to which these tourists visited and the frequency of these visits. This direct observation was done with accompaniment of taking of pictures where this was not prohibited. Furthermore, an assessment of the kind and availability of facilities was done such as toilets, food, water, access to these places, charges for entry in some of them where one has to pay and many others. Among the areas visited were Ministry of Tourism, Lusaka National Museum, Chilenje, and Matero houses, NHCC headquarters (formerly Old Lusaka Boys School), and the Lusaka hotel.

#### **4.5.3 In-depth interviews**

An interview guide was formulated to facilitate a comprehensive response. In-depth interviews were carried out with key informants from the Ministry of Tourism, Arts and Culture, NHCC, Zambia Tourism Agency (ZTA), and Department of National Parks and Wildlife. Key

informants or persons in those places were carefully and purposively identified and interviewed when they gave consent. These in-depth interviews with key informants were done face-to-face. Notes were taken with or without being accompanied by audio recording for extensive data capture later on if the interviewee agreed to be recorded.

#### **4.5.4 Review of documents and other materials**

The researcher reviewed various documents which were provided by the relevant institutions and sites that were visited. Where allowed, different types of reviewed documents such as policies, pamphlets, leaflets, legislation, brochures and many others were collected. If collection was not possible notes were made from the review to be analysed later. Therefore, for the purpose of this study, only inferences and figures were extracted on site and documents returned immediately after use. For purposes of illustration, scanned copies of some sample documents are provided in chapter five or in the appendices.

#### **4.6 Inclusion and exclusion Criteria**

In the questionnaire survey, only one person was interviewed from each household. Only individuals 18 years and above were interviewed. Before commencement of the interview oral permission was gotten from them and no identifiers such as names, photos were taken. For in-depth interviews, key informants with sufficient knowledge and expertise in their organisation were included. Only one person per organisation was invited, and the interview was conducted at their own convenience and on their own free will

#### **4.7 Data analysis**

Data were compiled, evaluated and cleaned (checked for uniformity and accuracy) before being entered and analysed in Software Package for Social Scientists (SPSS spread-sheet). Both descriptive and non-descriptive statistical analysis of variables was carried out. Cross-tabulations (Pearson Chi-square) were used to check effects of descriptive statistics on variables under study;  $P \leq 0.05$  was considered statistically significant. The chi-square test and logistic regression analysis were used to determine associations of residential area, age, gender and many others. Qualitative data from in-depth interviews were thematically analysed after major themes were separately identified following an inductive approach. The themes were merged in order to examine the relationships and trends in the findings. To illustrate the views and perceptions reflected in the interviews the data was presented in the form of anonymous quotes, selected on the basis of their representativeness, appropriateness and revealing quality.

#### **4.8 Confidentiality and privacy of participants**

In this study, the name or any form of identity of the respondent was not required. Only respondents that were willing to participate were included in the study and were assured that all the information given would be treated with utmost confidentiality and anonymity. The respondents were also informed that the data that was collected was purely for academic research.

Regarding issues of confidentiality, oral informed consents were obtained from participants. The names of the respondents were not included in this study and their contributions remained anonymous. Privacy was observed and unauthorized persons had no right to access data collected.

Consent was also obtained from questionnaires respondents and those who were involved in the interview. Similarly, for in-depth interviews, participation in the interview was voluntary and neither names nor pictures were recorded in the transcripts or questionnaires. Questions were appropriately phrased to avoid embarrassing people and misunderstandings of any form.

Key informants were also free to submit written addendum responses to their interviews.

## CHAPTER FIVE

### FINDINGS

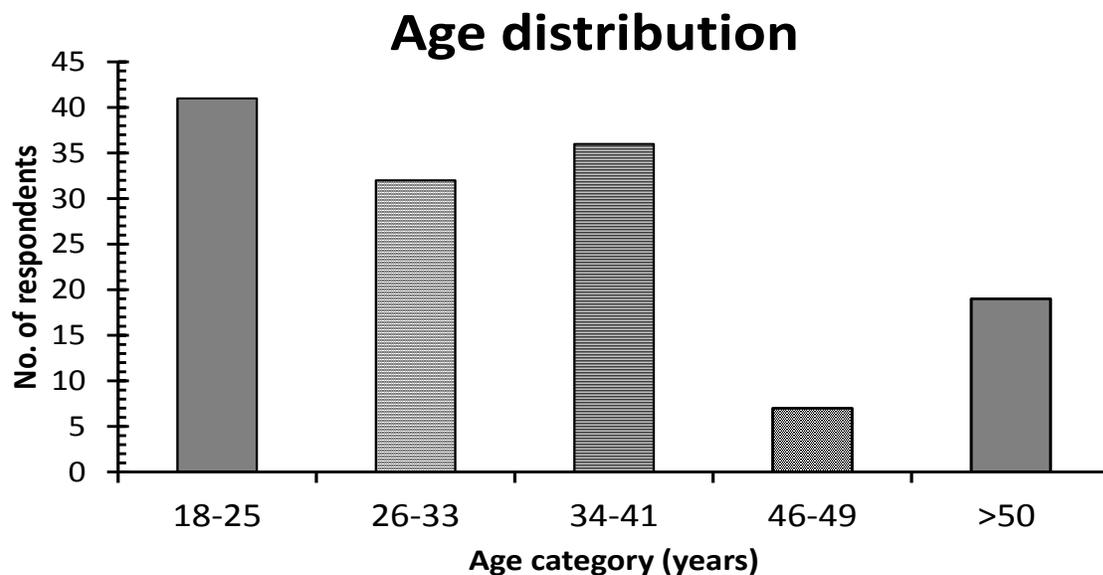
#### 5.1 Questionnaire survey

There were 135 respondents to the semi-structured questionnaire. The respondents were from the three selected areas of Lusaka district namely Matero, Roma and Libala.

##### 5.1.1 Socio-demographic distributions

###### 5.1.1.1 Distribution according to age, gender, level of education, employment status

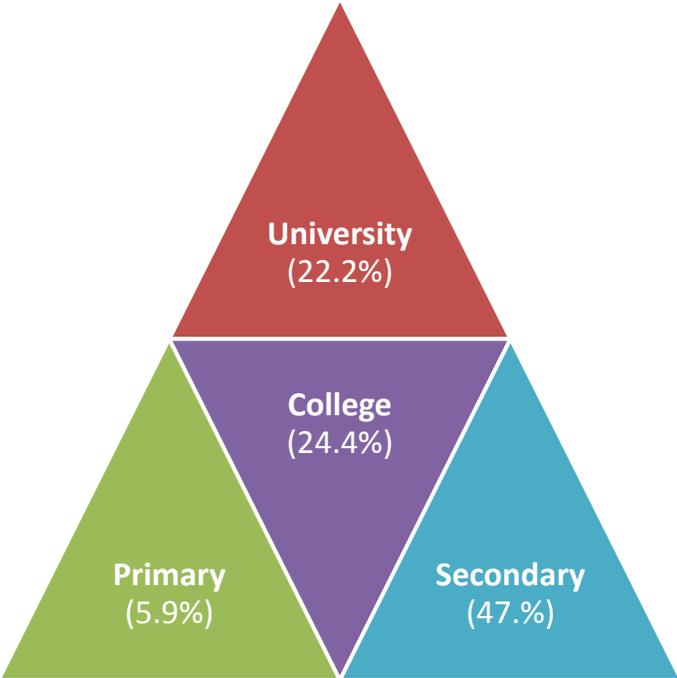
The majority of the respondents were younger than 41 years (Fig. 5.1). There were many males (60.7%) than females and almost equal distribution in the study areas (Fig. 5.2). In terms of the highest level of education attained, most respondents had attained at least a secondary school education (Fig. 5.3). Almost the same numbers had either a college or university education.



**Figure 5.1:** A graph showing the distribution of respondents from Matero, Libala and Roma townships of Lusaka arranged according to age categories (N=135)

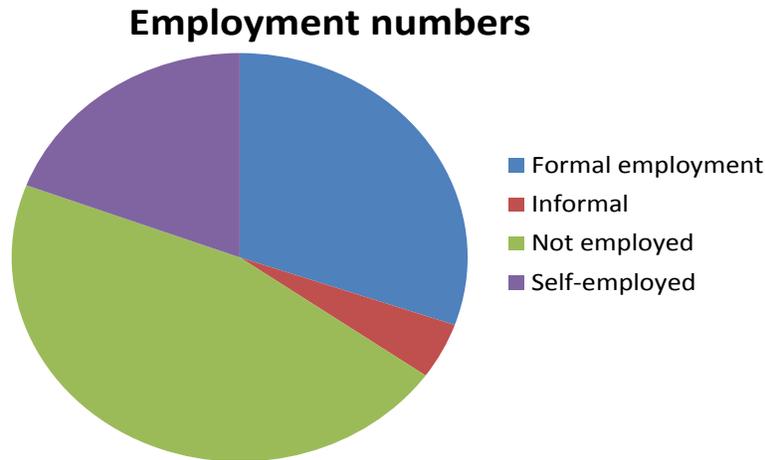
Residential areas			Gender	
Matero	Libala	Roma	Male	Female
50	50	35	82	53

**Figure 5.2:** The distribution of respondents according to residential areas and gender (N=135)



**Figure 5.3:** A graphic depiction of the level of education attained by the 135 respondents in Lusaka.

The status of employment showed that the majority were unemployed (45.9%). Formal employment and self-employment accounted for 30.3% and 19.2%, respectively (Figure 5.4). Most households consisted of between 3-6 members.



**Figure 5.4:** The distribution of status of employment for the 135 respondents from Libala, Matero and Roma.

#### 5.1.1.2 Cross-tabulation statistics

##### 5.1.1.2.1 Knowledge of tourist and heritage sites

Most respondents didn't know many of tourist and heritage sites in the city. However, residential area appeared to have an effect on the level of knowledge of its residents ( $P \leq 0.001$ ). Those in Libala and Matero knew more non-Lusaka sites, while those from Roma knew combined sites from both Lusaka and non-Lusaka ones.

Generally, the higher the level of education attained by a respondent ( $P=0.041$ ), the more the sites they knew ( $P \leq 0.001$ ), the more times they visited them ( $P=0.004$ ) and the greater the number of sites they managed to visit ( $P=0.027$ ).

Many respondents visited for education and recreation purposes. Most of those were married followed by those who were single. No widows or widowers visited any of the sites.

### **5.1.2 General linear Modelling**

From the model the sites visited, times visited, and reasons for visit were statistically significant. For the sites visited, it would seem that the number of family members ( $P=0.001$ ) and marital status ( $P=0.047$ ) could have been contributors. The higher the number of occupants in a household the less likely they visited. The number of times visited were also related to the marital status and age of respondents ( $P=0.004$ ) and age of respondent ( $P=0.005$ ). What prompted respondents to visit depended on where they lived ( $P=0.043$ ). Nonetheless, irrespective of gender, age, marital status, or residential, many respondents were not aware of what was provided at sites, didn't know where to obtain such tourist information and the little they had gotten was from friends and not TV, radio or other communication channels.

## **5.2 Direct observation and physical visits**

Physical visits and direct observations were carried out at Ministry of Tourism and Arts, Lusaka museum, Matero and Chilenje Houses, Lusaka Hotel and National Heritage and Conservation Commission. A pictorial summary of some selected sites are shown in Fig. 5.5.

### **5.2.1 Ministry of Tourism and Arts**

The organogram in Fig. 1.1 was developed at the time of the study in consultation with the Human Resource manager (MoT) during the discussion of the mandates of the ministry. The mandates and divisions were confirmed such as departments, agencies and commissions. The Headquarters lie within the same premises as Kwacha House along Cairo road with the Lusaka regional offices. The researcher was stationed at the latter for three months as part of student attachment. During that time a glaring omission observed was the absence of communication units in NHCC and Ministry of Tourism. It was reported that the ministry relied on the Zambia Tourism Agency for marketing and advertising. It has since come to the attention of the researcher that recently after ZAWA was incorporated back into MoT as the Department of National Parks and Wildlife (DNPW). There is now a person responsible for public relations at the ministry.

From the observations, it was deduced that ZTA seemed overburdened with responsibilities of many units and departments of the ministry. Its concentration is on advertising accommodation, ceremonies and Livingstone attractions. At the ministry and associated organisations, there were no robust websites and internet-based platforms. For example, [www.nhcc.org.zm](http://www.nhcc.org.zm) was inaccessible and seemed to have malware preventing a user from viewing it (Latest access

attempt; 21/09/16). Other specific issues are covered under section 5.3 and 5.4 which were carried out concurrently with direct observations.



**Figure 5.5:**The pictorial depiction of sites visited during the study: A) Monument outside the Lusaka museum depicting exposed metals retrieved from beds which deceased AIDS patients lay and spear as a symbols of reality of HIV and the fight against the virus; B) The Land Rover that

was the property of the first republican president Dr K. Kaunda. The vehicle was used in the liberation struggle; C) The entrance to the National Heritage Conservation Commission, formerly Lusaka Boys School, itself a heritage site; D) Placard affixed on Chilenje House, signifying that the site was declared a national monument; E) Road frontage to the Lusaka museum as seen from a side road parallel to the Independence avenue and within short distance of the heroes statue; F) A sign post indicating the location and status of Matero House in Matero township; G) A pillar with details of Chilenje House 394, a former pre-liberation struggle residence of Dr K. Kaunda; H) The mission statement placed on a sign post clearly spelling out the motivation for NHCC; I) A view of one part of the Kabwata Cultural Village where curios and other handcrafts are made and sold. It is situated along Burma Road near The Lusaka Remand Prison; J) The view from the front of Chilenje House as seen from Burma Road, in the Old Chilenje area and K) The gated Embassy Memorial Park housing mausoleum of former presidents as seen from a side road next to Independence Avenue, and opposite Cabinet Office and British High Commission.

### **5.2.2 Chilenje House**

Chilenje house is located along Burma Road in the Old Chilenje area. It is one of the three houses that are part of the national monument. These houses were critical to the liberation struggle as they housed influential freedom fighters. Objects and memorabilia are on display such as the land rover, household effects and pictures (Fig 5.6). One of the first impressions one gets when they visit this place is that of very good signage that is easy to understand. There is a presence of a friendly guide who gives a narrative of the history of the houses and the notable members who lived there. Both physical objects and write-ups are present. Charges to the monument are K5. However, the number of visitors is relatively poor, and the researcher noticed local visitors who went away complaining that the charge was high after they unsuccessfully were refused entry. The other complaint that was anonymously came from one of the key informants that most complaints about the charge come from local operators such as car hire

operators. Usually the locals that accompany the international tourists are the ones that complain on behalf of the international tourists that they take to these sites. Some local tourists go back just at the entrance once they are told that they have to pay. This has led most of these places not performing very well.



**Figure 5.6:** The inside of Chilenje House showing memorabilia and household goods that belonged to Dr Kaunda's family during the struggle for independence A) The sitting room B) The parents' bedroom C) The stove and D), the utensils used for storage on brick platforms

### **5.2.3 Matero House**

The site is located within Matero Township and is home to a family that resides there. It is identified by a green signpost as depicted in Fig. 5.5 at 3144B Monze road. No other signage or evidence is there as a signifying the presence and activeness of the site. As a heritage site, very little help is provided by the government for the maintenance of the site. Very few people visit the site and unfortunately even the locals of Matero have very little knowledge of this significant feature of the history of Zambia.

### **5.2.4 Lusaka museum**

The museum officially opened in 1996 is located within the Government complex along Independence Avenue. It is an impressive building with galleries that hold mostly moveable heritage objects. Other facilities are library, café, exhibition hall used for hiring out, conference hall for AIDS activities and other rooms. Surrounding landmarks are the National Institute of Public Administration (NIPA), Zambia State Insurance Corporation Corporation (ZSIC) and Hindu Hall. There is no direct access from Independence but through Nasser Road, Kamwala after it crosses Dushambe road.

Further findings from the Lusaka National Museum were the museum has very little to offer. On observation by the researcher who walked in just like any other tourist, the numbers of tourist is very low. In the two hours that the researcher spent there were less than 15 tourists who were in the museum. To begin with signage to Museum from Independence Avenue is extremely poor and obscured by a tall tree cover thus not easily seen from the road. The poster used is hardly

visible and has print that is not big enough to be seen from a distance. Access or direction to its entrance isn't as straightforward as it was once was.

Comments from one of the key informants about the signage were that:

*“There may not be adequate sign posts around the museum as this is done corporately by the property manager of the complex. There are posters on both entrances to the government complex which we agree that they are not very catchy. Anything outside the museum is charged for by the city council and the museum does not have sufficient funds to meet the cost, which is in thousands”.*

Concerning the main functions of the museum, not much was on display in the galleries, but people appreciate what they found. Improvements were sought so that there was an increase in physical materials unlike write-ups. Locals don't want to read (reading culture poor), but preferred a narration, sounds and activities. Even though the charges seemed fair (K2.50 children, K5 for adults) some people still complained about them. The number of local visitors was still average and most of the visitors are school pupils during term times. There is need for translation services for non-English speakers when they visit.

### **5.2.5 Embassy Memorial Park**

The park is located on Independence Avenue and next to the British High Commission and opposite cabinet office. Embassy Park was officially declared a final resting place for president after the death of President Mwanawasa. It currently has graves for former presidents Patrick Mwanawasa (third president), Frederick Chiluba (second president) and Michael Sata (fifth president). Individual mausoleums were erected for each grave. Spontaneous visitors come to

visit, and the patrons there observed that the demand was higher than most heritage sites mainly because it is fairly new and ease of access as well as famous individuals buried there. The charge was K5 but unfortunately there were no amenities for visitors. Only private photographs patronise these.

### **5.2.6 Lusaka Hotel**

The hotel is the oldest in Lusaka having been established in 1914. It is located in the central business district of Lusaka on Cairo road. It is near many shops, businesses and commercial banks. It offers certain modern amenities for a hotel. The access from Cairo road is difficult to appreciate as a result of vendors and businesses, but the one from Katondo Street is easier. The facility still fully operates as a hotel with very little evidence of it being a heritage site even though signage to its presence is visible from its frontage of Cairo road.

### **5.2.7 NHCC Headquarters**

The buildings house the national Heritage Conservation Commission headquarters. It is formerly Lusaka Boys School and is located along Dedan Kimathi road near the Lusaka Central Police Station and Boma offices. There is appropriate signage to its current usage with the commission's mission statement on its perimeter. Very few if at all know that it is a heritage site.

## **5.3 In-depth interviews**

### **5.3.1 Ministry of Tourism and Arts**

It was revealed that the ministry did not have a unit that was in charge of tourism communication. The reason for the ministry not having this unit because the position of the in-charge of the communication unit (i.e. public relations officer) had been frozen. The position had

fallen vacant as wasn't being filled for a long time prompting it to be frozen. However, through the Act of Parliament (Tourism and Hospitality Act of 2015) Zambia Tourism Agency (ZTA), formerly the Zambia Tourism Board (ZTB), is the branch of the ministry that handles communication on behalf of the whole ministry including its agencies and departments. Its main responsibilities are that of marketing tourism both in Zambia and abroad and furthermore do inspections and standards. The ZTA carries out these duties and ensures that people are well informed. Additionally it has a website that has information on tourism (<http://www.mota.gov.zm/>), conducts international and local functions and exhibitions, publishes and distributes brochures, as well as participating during public service day events as another way of informing the people. Despite the ministry transferring some of its responsibilities to the ZTA, it uses its website in informing the general public about different activities it is involved in. Apart from the ZTA, the ministry has yet another separate entity which was called Zambia Wildlife Authority (ZAWA) until the 31<sup>st</sup> December, 2015 when it became the Department of National Parks and Wildlife. This department is involved in the administration of national parks and wildlife resources and the same time helps in sensitizing the people about tourism in Zambia.

#### **5.3.1.1 Challenges**

Dependency of the ministry on other units or Departments comes with its own challenges such as the likelihood of some information not being covered by the media whenever the ministry has a function taking place. Whatever the ministry is doing especially when it involves the policy makers needs to be covered other than relying on the other units.

*“If you have your own staff to cover the functions taking place it’s a different matter and issues are handled in a different way than relying on the other units.”* Key informant, Ministry of Tourism and Arts. Therefore, whatever the ministry is doing should be covered because there are many activities that it does in trying to inform the public about what the tourism industry has to offer. Due to competing interests and priorities the ministry has been relying on other media houses for information on different activities and functions.

### **5.3.1.2 Benefits and achievements**

As part of the recent changes in policy formulation and planning, the communication Department that was under the former ZAWA was to be incorporated in the ministry. As indicated above a recent Act of parliament was passed that apart from establishing the ZTA, has improved the legislative environment and governance structures.

### **5.3.2 National heritage commission**

One key informant from the National Heritage Conservation Commission (NHCC) stated that there are over 4,050 four thousand and fifty heritage sites in Zambia. Lusaka has a number of historical heritage sites though very few are known to the Lusaka residents and other people of Zambia (appendix 3). At the time of the interview the information on the total number of heritage sites that are there in Lusaka was not provided as it was reported that a new list of the heritage sites country wide was being awaited.

A more detailed response of the NHCC was provided in written. The following excerpt was quoted, verbatim.

“Since the NHCC was created by the Natural and Historical Monuments and Relics Act, Cap. 266 of the Laws of 1948 which succeeded the Bushman’s Proclamation of 1912. It is therefore one of the oldest Statutory Bodies in Zambia, with the following powers and functions enshrined in the Act:

a) To preserve, protect and manage Zambia’s natural and cultural (i.e. the prehistoric, historic and contemporary monuments and relics) heritage. At present there are over 4,000 such sites recorded and hundreds of thousands of such relics inventoried, all of which are protected. Declaration of some of this heritage as national monuments ensures that they are protected in perpetuity. There are so far over 70 declared in monuments, and many more are due for declaration. Listing, recording and inventorying of this heritage is an on-going activity of the National Heritage Conservation Commission.

b) To present Zambia’s heritage to the public, this means to develop and provide facilities at national monuments for tourist purposes.”

### **5.3.2.1 Communication channels and strategy of NHCC**

The NHCC uses radio, TV, newspapers, and heritage talks as their communication strategy in creating awareness about the heritage sites and national monuments that are found country wide. On radio, they host phone-in programmes and briefings about tourism (e.g. on Millenium Radio every Wednesday at 13:00 hours); in schools they supervise and encourage formation of heritage clubs. Such programs have worked very well in creating awareness of tourism in the country. Further information is passed on through the Zambia Tourism Agency (ZTA). Examples of the

initiatives employed by NHCC are a Facebook page, a website ([www.nhcc.org.zm](http://www.nhcc.org.zm)), visiting schools and engaging in talks, publishing of articles and features in the Times of Zambia and The post newspapers. There is a program on Zambia National Broadcasting Services called “Let’s Explore” through updates and announcements are communicated to the public.

### **5.3.2.2 Challenges and possible solutions**

The challenges and limitations were summarized into three groups: documentation issues, monitoring/treating issues and staffing/training issues. For each issue, proposed solutions were provided.

On management limitations, there was insufficient curatorially acceptable storage and environmental controls for museum collections. It was not only a problem at Lusaka museum but affecting other museums countrywide. In the absence of these proper storage areas, it is feared that collections would (or are already) rapidly deteriorate and equally be subject to theft and vandalism. To further compound the problem, there are serious limitations or lack of standards for storage, environmental control, security and fire protection (perhaps insurance as well) for museum collections.

On staffing it was noted that there was insufficient professional staff and coupled with limited funding and the resultant inability to institute collections or heritage management programmes. Similarly these aspects impact negatively on movable heritage in terms of display techniques, inappropriate maintenance or investigation techniques.

On documentation, it was observed that there were insufficient number of planning documents (standard operating procedures) to cover issues like fire detection and suppression systems, emergency preparedness procedures, collection’s housekeeping and maintenance. Taken together

they ultimately hinder development of a collections management programme. Unfortunately, the poor documentation has seriously affected movable heritage conservation today. To illustrate this danger, the majority of movable heritage is neither catalogued nor condition surveyed. Funding for needs assessment and actual works is lacking. Cataloguing of all collections in museums needs to be undertaken and given a priority in funding allocation. There is a need for museums to have some science laboratories, whose functions would include analysis of conditions of objects and their treatment. To enable these facilities work optimally, continuous professional training for staff who would be working in this section need to be facilitated and funded.

On staff/training issues, although staffing shortages are likely to continue, there are nevertheless certain job classifications or professions which are critical to the efficient running of the mandate of NHCC. They are needed to address some of the deficiencies discussed earlier. In this category but not exclusive should be curators, archaeologists, ethnographers, and conservation scientists.

### **5.3.3 Lusaka national museum**

#### **5.3.3.1 Background**

Lusaka National Museum was called political museum and was located at the Mulungushi conference centre. The political museum was funded by the United National Independence Party (UNIP) and was purely political. It later became the Lusaka National Museum because of its transition from a political to a national museum. Currently the museum is government funded and deals with movable objects that can be displayed. The museum targets all classes of tourists both local and international tourists. However, the museum is frequently visited by school going children on school trips and others from colleges and universities. It was noted that numbers of

local tourists who are usually the school going are high during school term and drop when schools are on recess.

Target groups for the museum are school children, church groups, foreign tourists, local tourists and researchers. Interesting features are collections display in the galleries i.e.

- i. Archaeological remains (Evolution of man)
- ii. Zambian history
- iii. Ethnographical materials

Entry fees are Gazetted and quoted in Units which are far much less than what the museum was currently charging. The current charges are categorized as follows:

- |      |                  |   |        |
|------|------------------|---|--------|
| i.   | Foreign adults   | - | K25.00 |
| ii.  | Foreign children | - | K15.00 |
| iii. | Local adults     | - | K5.00  |
| iv.  | Local children   | - | K2.00  |

#### **5.3.3.1 Services and products of Lusaka Museum**

The communication strategy that Lusaka National museum uses was described by the key informant. A combined communication strategy was employed using different communication channels. Originators of tourist information are museum staff and other stakeholders. There are various sources or medium of information dissemination. The outstanding ones are brochures/booklets, calendars, outreach programmes and tour guiding.

*“Concerning knowledge about the museum, there is an indication that people are aware about the existence of a museum in Lusaka. This is arrived at from the reports of people and researchers that are hosted by the museum. The Communication strategy employed by the museum involves several activities. This is achieved through public programmes organized by the Education Department, exhibitions in the galleries, participation in national events like the Trade Fairs, Labour Day, Women’s day, Public Service day, etc, video shows, as well as print and electronic media. Museums in Zambia are a statutory body under the Ministry of Chiefs and Traditional Affairs. They are run by a Board of Directors appointed by the Minister. Funding is from Government grants”.*

-Key informant, Lusaka Museum

### **5.3.3.2 Challenges**

The Lusaka National Museum has very little to offer due to a number of challenges it faces such as finances, the structure being relatively old, lack of latest technology, no websites and many others. Additionally the museum faces a lot of challenges impressing the local tourists because of the poor culture of reading that they exhibit. When they visit the museum they complain about lack of interesting things in the museum because they do not read the artefacts which is the opposite of the foreign tourists who take time to read what is on display though not much.

The national museum faces a number of challenges in its running of the museum such as lack of appreciation from some local tourists. Firstly, this apathy is believed to result from the poor reading culture that most Zambians have. Most local tourists do not appreciate what is on display as it involves reading but rather expect to find physical material. They spend very little time

reading artefacts than most international and other non-locals who spend a lot of time going round reading the summaries and background to what is displayed. Secondly, the museum faces another challenge in its operations because of the negativity by the locals in paying for entry. The amount charged is very low but most local tourists still complain about the charge and are not willing to pay. Thirdly, the other challenge is that the museum does not have an active website due to lack of professional staff to handle the websites.

Following comments and queries on signage and functionality of the website arising from direct observation, the key informant observed that:

“There may not be adequate sign posts around the museum as this is done corporately by the Property Manager of the Government Complex. There is a poster on both entrances to the government complex which we agree that it is not very catchy. Anything outside the museum is charged for by the City Council and the Museum does not have sufficient funds to meet this cost which is in the thousands”. Furthermore, commenting on posting of activities on the website, “The National Museums Board has a website. It has not been updated in a long time now due to lack of professional staff to do so. However, we feature on private sites created by individuals”.

### **5.3.3.3 The way forward**

The study had several reviews and among them was that content of media which included newspapers and Television. Following the study period (August, 2016) Zambia National Broadcasting Corporation (ZNBC) news announced that plans were under way by the Zambia Tourism Agency (ZTA) and Zambia National Broadcasting Corporation (ZNBC) to open up a tourism Channel that will be advertising tourism. This is in view that most local tourist attractions and activities have not been well marketed to the local tourists. Furthermore views

from the general public on ZNBC TV programme *Let's Explore* indicated that most people expressed ignorance about Zambia's tourism. A few who commented stated that tourism is found in Livingstone. They further stated that if one does not visit Livingstone even if they visit any other then they have not done anything. None of them expressed having any knowledge about heritage sites and tourist attractions in Lusaka.

#### **5.3.4 The Matero House National Monument**

The Matero House National Monument Site is one the heritage sites that found in Lusaka having been the first United National Independence Party (UNIP) Head Quarters. From 1959 to 1967 most of the campaigns which led to the independence of Zambia started from there. Dr Kenneth Kaunda and other members of UNIP held all the meetings in that place. Currently this heritage site is a home of a certain family.

##### **5.3.4.1 Challenges**

Not much was elicited from the resident who was interviewed and he didn't know the history and the significance of this site. What was clear however was the lack of maintenance or information about it in terms of placards or guidance. The house looked just like any other in the neighbourhood.

#### **5.3.5 The Chilenje house**

At Chilenje House, engagement with a care taker was undertaken. It was kind of them to take the researcher around the premises and explained a brief history and significance of the national monument. Beyond that, all queries and follow-ups were directed to NHCC.

### 4.3.5.1 Challenges

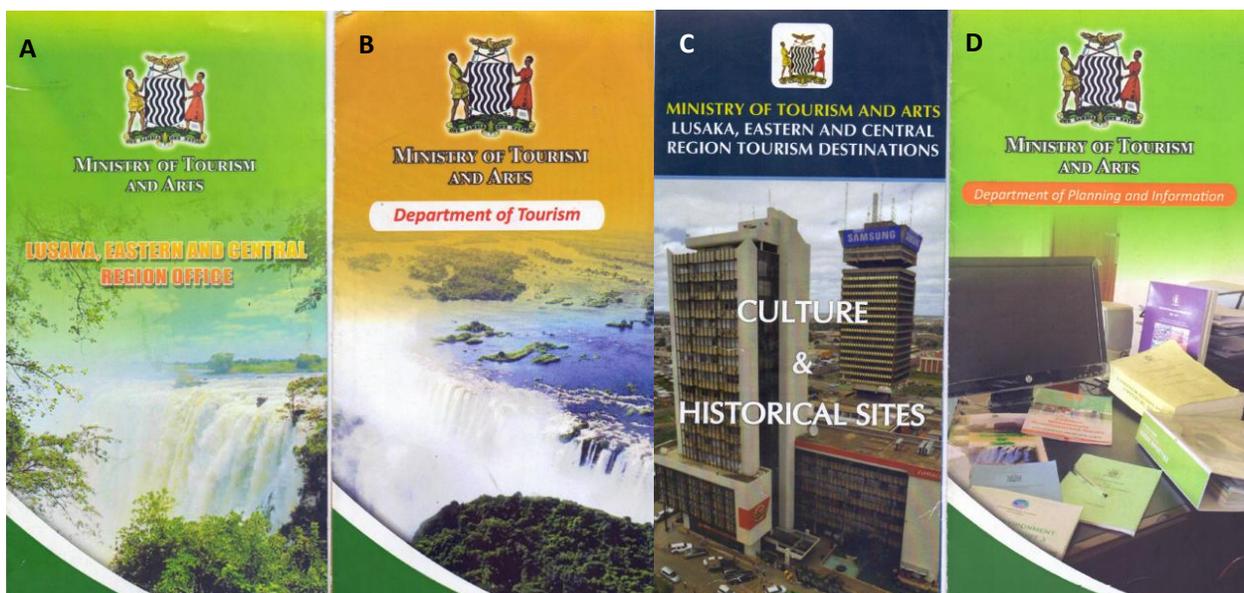
The Chilenje house faces similar challenges like the Lusaka museum, but a lesser extent than Matero House. The poor visitor numbers and funding constraints were the most notable. There were also few members of staff attending the site.

## 5.4 Review of documents and other materials

Different types of documents were reviewed. These included pamphlets, leaflets, policy documents, legislations and digital or electronic depositories and internet-linked resources.

### 5.4.1 Pamphlets and brochures

Pamphlets and brochures (Fig. 5.7) were mainly produced by the Ministry of Tourism and Arts. They were provided and distributed to hotels, lodges and some public service events. The contents were focused on products to be sampled from Livingstone. Other brochures looked the prospects of visiting other parts apart from Livingstone like the northern circuit. Because of the limited issues and target recipients, most Zambian may find them not easily accessible to them

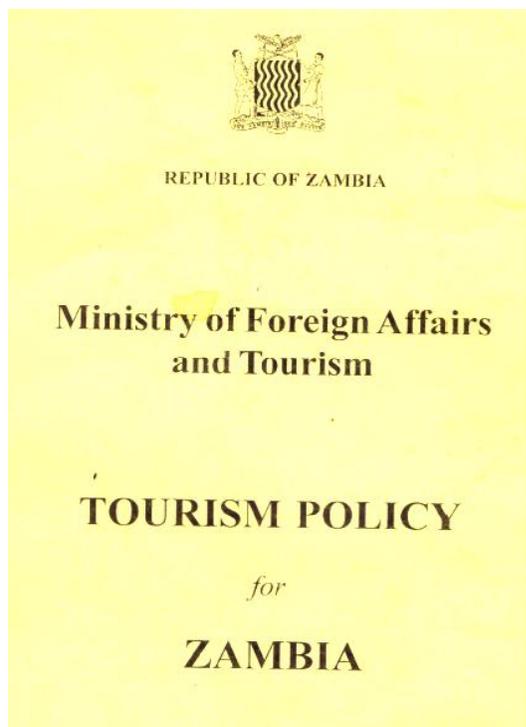


**Figure 5.7:** A sample of brochures produced by the Ministry of Tourism Arts and Culture with variety of focus, showing A) administrative strictures divided into regions B) national departments C) a focus on culture and historical sites in Lusaka, Eastern and Central regions and D) Department of Planning and infrastructure with its guiding mottos and duties

#### **5.4.2 Policy documents**

The aim was to assist policymakers in formulating policies that help in attracting tourists to different tourist attractions and heritage sites in Lusaka and beyond. The Zambian policy document also gives a clear statement of the government, s intentions towards the tourism sector and addresses demands both for tourism products and the supply of facilities. Only one policy document was reviewed (Fig 5.8). This was the tourism policy of 1997 and perhaps the only one in Zambia since Independence. The impression that was given that such documents are few if any, far in between and quite old. Some aspects of this policy have been incorporated in to the Tourism and Hospitality Act of 2015.

Briefly, its contents carter for conditions to be developed for the thriving of the tourism sector, its institutional and legal framework, interactions of both government and private players in land use, as well as management and regulation.



*Tourism Policy*

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GIDD	Gender In Development Division	
GMA	Game Management Area	
GRZ	Government of the Republic of Zambia	
NEAP	National Environmental Action Plan	
NPWS	National Parks and Wildlife Services	
NHCC	National Heritage Conservation Commission	
TCZ	Tourism Council of Zambia	
TMD	Tourism Management Directorate	
VFR	Visiting Friends and Relatives	
ZAWA	Zambia Wildlife Authority	
ZNTB	Zambia National Tourist Board	

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**Figure 5.8:** A copy of the Tourism policy developed in the 1990s showing a sample of a table of contents

### **5.4.3 Legislation**

#### **5.4.3.1 Zambia Tourism Agency**

A new legislation was enacted. The Tourism and hospitality Act (2015) (Fig. 5.9) looks at tourism development policy and planning, but most of it is about the creation of the Zambia Tourism Agency and Tourism Development Fund, and licensing and regulation of tourism enterprises and facilities. This act repealed the Tourism and Hospitality Act, 2007, and the Zambia Tourism Board Act, 2007.

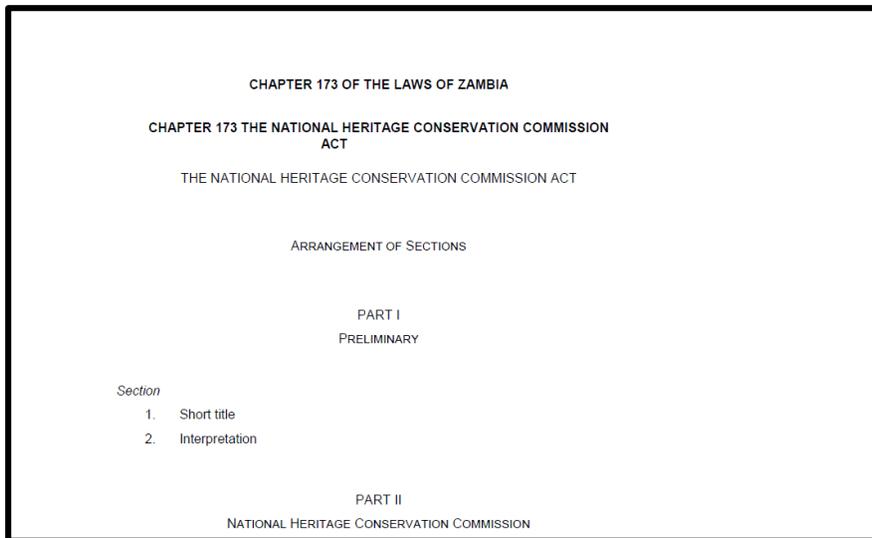
#### **5.4.3.2 National Heritage Conservation Commission**

The National Heritage Conservation Commission Act (173) of 1989 was an Act to repeal and replace the Natural and Historical Monuments and Relics Act (Figure 5.10); What the latest act did was to establish the National Heritage Conservation Commission and define its functions and powers while at the same time provide for the conservation of ancient, cultural and natural heritage, relics and other objects of aesthetic, historical, pre-historical, archaeological or scientific interest. Furthermore, it aims at providing for the regulation of archaeological excavations among other functions. A notable one for this study is the stipulation of charges and entry fees to gazetted heritage sites.

There are other allied legislation that governs other stakeholders like those govern Local councils, and allied ministries. Those were not part of the review.

<i>Tourism and Hospitality</i> [No. 13 of 2015 247]	248 No. 13 of 2015] <i>Tourism and Hospitality</i>
<b>THE TOURISM AND HOSPITALITY ACT, 2015</b> ARRANGEMENT OF SECTIONS	
PART I PRELIMINARY	PART IV TOURISM DEVELOPMENT INTERVENTIONS AND INCENTIVES
<i>Section</i>	19. Regulatory service centers
1. Short title and commencement	20. Incentives
2. Interpretation	21. Micro and small enterprise development
PART II TOURISM DEVELOPMENT, POLICY AND PLANNING	22. Interventions, benefits and withdrawal of benefits
3. General power of Minister for tourism development	PART V LICENSING OF TOURISM ENTERPRISES
4. Tourism planning and policy	23. Single licensing system
5. Tourism amenities, transport and infrastructure	24. Conditions for operating tourism enterprise and commencement of business
6. Tourism priority areas, protected areas and designated areas for rural and urban tourism development	25. Conditions for grant of licence or certificate for accommodation establishment
7. Sustainable tourism	26. Application for licence
8. International cooperation, agreements and instruments	27. Consideration and issue of licence
9. Code of ethics and stakeholders forum	28. Rejection of application for licence
PART III THE ZAMBIA TOURISM AGENCY	29. Conditions of licence and obligation of licensee
10. Establishment of Zambia Tourism Agency	30. Display of licence
11. Seal of Agency	31. Assignment, cession or transfer of licence
12. Functions of Agency	32. Amendment or variation of licence
13. Relations and cooperation with regulatory agencies and other authorities	33. Surrender of licence
	34. Suspension or revocation of licence
	35. Renewal of licence
	36. Prepaid package tours
	PART VI REGISTRATION AND CERTIFICATION OF MICRO AND SMALL TOURISM ENTERPRISES
41. Surrender of certificate	250 No. 13 of 2015] <i>Tourism and Hospitality</i>
42. Prohibition of transfer, cession or assignment of certificate	PART IX THE TOURISM DEVELOPMENT FUND
43. Replacement of lost or destroyed certificate	64. Establishment of Fund and tourism levy
PART VII ACCOMMODATION ESTABLISHMENTS	65. Administration of Fund and accounts
44. Classification and grading of accommodation establishments	66. Annual report and statement of income and expenditure
45. Application for grading and grading factors of accommodation establishment	PART X QUALITY ASSURANCE
46. Insignia	67. Tourism levy officers, inspectors and grading assessors
47. Regrading of accommodation establishment	68. Powers of levy officer, inspector and grading assessor
48. Register of Graded Accommodation Establishments	69. Inspections by committee
49. Publication of classified and graded accommodation establishments	PART XI GENERAL PROVISIONS
50. Register of guests	70. Register of licences and certificates
51. Lien over goods or personal property	71. Appeals to Minister
52. Liabilities of hotelkeeper, proprietor or hotel administration	72. Prohibitions and authorisations
53. Settlement of boarding rates and other charges	1. 73. Tourism training
54. Service charge and tips	74. Health and social welfare
PART VIII REGISTRATION OF HOTEL MANAGERS	75. Safety of tourists and employees
55. Hotel Managers Registration Council	76. Prohibition of execution over property of Agency
56. Functions of Council	77. Offences by body corporate or unincorporated body
57. Proceedings of Council	78. General offences
58. Registration of hotel managers	79. General penalty
59. Practising certificate	80. Regulations
60. Cancellation of registration or practising certificate	81. Repeal of Act No. 23 of 2007 and Act No. 24 of 2007
61. Offences relating to registration and practising certificates	FIRST SCHEDULE
62. Offences related to reistration	SECOND SCHEDULE

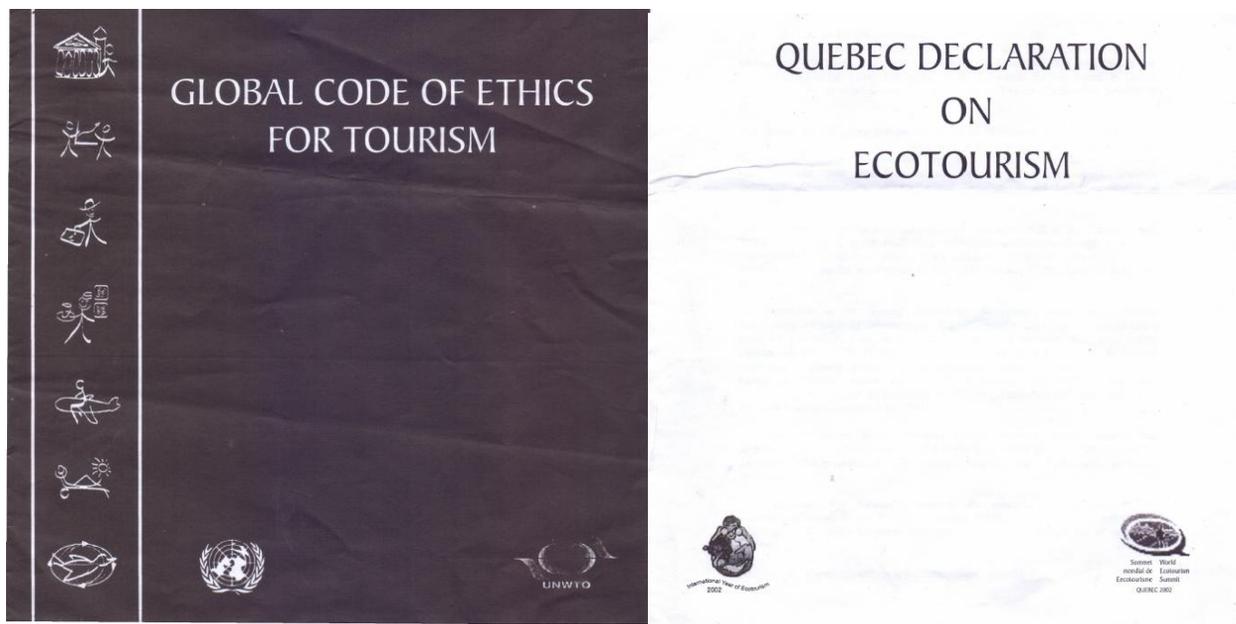
**Figure 5.9:** Scanned copies of the first four pages of the Tourism and Hospitality Act of 2015. It shows different aspects stipulated by the Law with establishment of Zambia Tourism Agency being prominent



**Figure 5.10:** A scanned front page of The National Heritage Conservation Commission Act 173 of the Laws of Zambia.

### **5.5 International protocols and initiatives**

The following documents (Fig. 5.11) were some that were reviewed. They highlight some of the issues that affect tourism globally and spell out specific duties and obligations of member countries that form part of these organisations (e.g. United Nations). For example, the document on ethics has an array of dos and don'ts of acceptable activities to be employed in the executions of the enjoyment of tourism, and also guides on the best practice. The other one on ecotourism shows actions and policies that must be followed to ensure that consumption of tourism is sustainable. It also points out the roles of different stakeholders in the management of tourism and its communication.



**Figure 5.11:** Some international protocols and initiatives that the Government of the Republic of Zambia is signatory to.

## 5.6 Internet involvement

Despite some advancements in harnessing the internet for its visibility and promotion of its activities, the ministry’s website quite basic, irregular and has infrequent updates. While the layout looks impressive, many of the links are not active and it lacks an interactive platform. Most icons are not functional and conspicuously missing is information touristic attractions and heritage sites.

The ministry has had policy documents but their adoption has been long and far in between. For example, the guiding policies are out dated and seem overtaken by events. The section on documents will expand more on this (section 5.4).

## **Chapter Six**

### **Discussion**

This study has confirmed that there are many touristic and heritage attractions in Lusaka within reasonable distance of each other and within ease access of many residents. Several stakeholders and players governmental, quasi-governmental and private were identified and their roles explored. The tourism industry is composed of private, public and not-for-profit components interested in tourism development, new products, destination marketing, economic benefits and future sustainability. For each stakeholder, the communication strategy was investigated and analysed in the context and level of dissemination of relevant and appropriate information about the touristic attractions and heritage sites in Lusaka.

The major findings of this study were that there are viable touristic attractions of many descriptions and types, and equally substantial information about them generated and disseminated mainly by GRZ ministries and agencies (e.g. ZTA, NHCC, MoT). While the above is true, the communication strategies employed by them don't seem to be coordinated and timely, sometimes being overtaken by events. Most of the information was poorly disseminated and didn't target all the classes of people, with a bias towards foreign visitors and focussed on Livingstone. In terms of innovation, respondents agreed that the conventional communication methods (forums, meetings and workshops) were not providing them with needed information. A mixture of radio, T.V., brochures and pamphlets were used by multiple players. These tools were not consumed as much as anticipated with many respondents admitting getting information about tourism and heritage sites in Lusaka from their friends. Thus a combination of the conventional and the application of new technologies (e.g., telecommunication, Internet, Emails, data bases)

are keys to developing sustainable tourism policies (Edgell *et al.*, 2008). From the questionnaire survey, these methods didn't appear to be eliciting the desired response from the Lusaka residents. These messages were affected by effect of residential area, age of respondent and level of highest education attained. The above signals an apparent disconnect between what the generators of information wish to portray and the expectations of the residents. This disconnection was further widened by the lack of a clear coordination effort across the major stakeholders in terms of communication strategy. The power of word-of-mouth promotion should also not be under-estimated.

It is surprising that on paper and supported by seemingly fantastic clear guidelines and latest legislations, the communication strategies and specific roles of each stakeholder are straightforward. In reality, however, there is lack of synergy, political will and scarcity of both human and financial resources to improve the current status of the tourism sector in Lusaka. As a result, most of the touristic and heritage sites are performing below par, and have their potential largely unattained.

Inadequacies were explored in the context of the information, reliability and accuracies as well as the packaging and formatting of the message. There is urgent need to mix the more traditional and conventional ways of communication to include more usage and applications of newer technology innovations. Recommendations for the same are provided in the next chapter.

Despite being branded as the world's number one employer, the tourism sector hasn't performed very well. Each year for instance, over one billion people travel internationally (Holloway *et al.*,

2009). Numerous policy pronouncements have been made on tourism in Zambia, but the maximum potential of tourism still remains largely untapped. Branding of the country by different themes, mottos and strategies have changed many times from *Zambia in the sun*, *Zambia the real Africa* and now *Zambia Let's Explore*, but this has not improved the sector. The resource base to support nature tourism is currently experiencing tremendous pressure from illegal harvesting and unplanned settlements particularly in the national parks, game management areas and forest reserves. Almost all protected areas are facing escalating levels of human encroachment and political pressure to have them degazetted. Heritage sites are poorly managed and most of them do not have onsite staff or care takers. They have no basic facilities including road infrastructure, modern and reliable amenities and ready access. Websites for ZTA, NHCC, and MoT are hardly updated and often have inadequate practical information and active links. The local tabloids hardly cover tourism aspects, and when they do, most of the information is distorted, one-dimensional and not analysed for the benefit of the reader.

The multiple approaches that communication can bring to successful and sustainable tourism development are immense (Grenna *et al.*, 2006). In terms of balancing the act in promotion of attractions between Livingstone and the rest of the country, examining how other nations have harnessed their domestic tourism is a needed step to undertaken. The inclusion of carefully thought out marketing strategies, for example, has often made the difference between success and failure, and between top and minor destinations.

As stated in the literature review, tourism is one of the world's largest economic sectors and continues to grow if properly managed and even for Zambia, it is also considered a powerful tool

for economic growth, poverty reduction and for the conservation of natural and cultural resources (Tourism travel, 2006). Tourism is truly cross-sectoral, involving a wide range of issues and stakeholders. It has been established from this study that there are vast numbers of stakeholders, with their different and sometimes opposing interests and agendas. The media hasn't made the synergy of these players any better. Each sector has been adopting different theories' and outlooks of the tourism sector depending on their motivation and mandate. The multiple stakeholders at both national and local levels must first of all be able to access the information and from such information they would be expected to understand their long-term interests, articulate their opinions, identify proposals, and network effectively with one another. This synergy is poorly undertaken in Zambia even though there seems to be mechanisms in place for the implementation. A major hindrance to efforts of this nature has been poor and erratic funding. While without admitting it, the harnessing of communication and strategies employment by key stakeholders have not made the process of advancing the tourism in Lusaka further. With that in mind, tourism development choices must balance between national and local needs, public and private sector, host communities, civil society, tourists, and mass media (Grenna *et al.*, 2006). Promotion of partnership is essential because it helps in bringing together different entities of the value chain. All different entities or stakeholders and players working together will generate revenues for the all service providing entities involved and hence will account for economic sustainability (Tripathi and Munjal, 2014).

A few basics must be met to move this sector forward. In today's Zambia, political choices and will, in particular, must reconcile immediate returns and longer-term benefits, which require a clear and well-defined vision. Thus policies must be regularly reviewed especially in this ever-

changing global village. As a country, it has been difficult to take advantage of tourism instability and challenges in Zimbabwe, Tunisia, Egypt or Kenya for example so that as a country we reposition ourselves in this lucrative sector and access more of the tourism quota. One may wonder that maybe the country didn't understand the essential fundamentals of the sector and principles of diversification. For example, sustainable tourism development thus represents a very complex task and the programs and solutions may be complex as well. Therefore, communication in the whole process has a huge role in supporting sustainable tourism development and managing its multiple dimensions. Having touristic and heritage attractions is not sufficient on its own, but letting the potential visitor may be key.

Having examined the communication strategies of stakeholders, it may not be wrong to conclude that there is serious effort by everyone being made at promoting tourism in Zambia generally and Lusaka in particular. Whether these efforts are making sense and producing desired effects is another matter. What is needed is harnessing the different communication strategies behind an easily understood national and decentralized policy plan as well as implementation processes. These tourism interests have broad ramifications on community life and need parameters and guidelines to help define and plan the future direction of tourism policy, ultimately providing quality tourism products and services. Tourism policy should aim to improve the quality of life of the local citizenry at any given destination. To understand these issues and kick-start the recovery, a comprehensive communication strategy, which should identify how information, awareness creation, advocacy, network building, conflict mitigation, and communication platforms will be supported, is essential for any successful sustainable tourism development

activity (Grenna *et al.*, 2006). Unrealistic expectations can be reduced through frequent and detailed communication amongst all stakeholders.

What then could be the role of communication in planning and implementing sustainable policies and strategies in Lusaka? Having been involved in the direct observation and field visitations, in-depth interview with key informants, document review as well as findings from the questionnaire survey, it appears that indeed the tourism and heritage site scene in Lusaka is multi-sectoral, and unfortunately looking fragmented and in need of institutional strengthening. It is fragmented not by design but may be that there is not an overriding common goal by all involved. There are loose links and sparks of such coordination in some events and scenarios. But these are few and far between as seen on TV during the tourism week celebrations, for example. Most respondents do not feel to part of the solution as domestic visitors and tourists nor do they consider themselves as stakeholders. Generally, national and local policies must be coordinated, consensual and responsive to the needs of different stakeholders. One of the ways this can be promoted is through a combination of some of the recommendations listed in chapter seven.

A big gap was identified in the utilization of the new technologies by most shareholders despite some isolated initiatives that were being employed. For the government ministries, departments and agencies, there is need for governments to create and maintain websites with regularly updated information. It appears that at present such entities are ill-equipped or understaffed to deal with the new demand in internet promotional activities. The main reason to be advanced for investment in this arena is that websites should not serve just for tourism promotion purposes, but also to disseminate information on tourism policies and plans. Internet has been a key

medium for contact between the tourist sites and the potential tourists and open many doors for both marketing the site and sustainable tourism. For the tourism industry to be sustainable in the future, it is vital that effective policy and planning take place today. The policymakers, planning officials and stakeholders must identify the emerging trends in tourism and orchestrate new measures that lead to orderly growth and quality products that benefit tourists and communities. All stakeholders must have a say if such efforts are to bear fruit. Unfortunately, in the past, many governments have not given the tourism industry the same concern given to manufactured goods (mining) or other service industries (agriculture).

A right step forward was undertaken in 1996 when Zambia gave tourism a formal role from social to economic sector initiative. This was strengthened in the poverty reduction strategy paper of 2001. Some efforts to diversify country's economy from mining to agriculture and tourism have been done, but it seems they haven't been firm, versatile and robust enough to warrant substantial boost to the domestic tourism.

In conclusion, despite Zambia being a country that offers tourism that is unique; it is true that most of its tourist attractions and historical heritage sites have not been well advertised both locally and abroad. In terms of capacity, a good example is where very little land has been surveyed and put on the list of heritage sites (Isaac Kanguya; National Heritage Commission, personal communication, 2016). Updating the list of heritage sites takes longer than necessary because of financial and staffing logistics and strict requirements for a site to be declared a heritage site.

Impressions from the direct observations were that private and public operations understand that repeat visitation by tourists depends on making a good first impression. Some of the issues that need upgrade are signage deficiencies (signs, posters, bulletin boards, highway markers, and restaurant menus, brochure racks) as efficient usage of the same educates and minimizes confusion. On-site interpretation at cultural, heritage and natural sites is often poor or non-existent. This is an area where some qualified staff could be trained to cover. This can be made the responsibility for the stewardship of the site to consider providing interpretation services to visitors as one of the primary duties. A change of mind-set may be required where site managers, in fact, stop viewing their primary role as being custodians but also service providers.

Since competition is very high in the tourism context, an effective communication along with a creative/innovative tourism offering is essential (Thai, 2011). Tourism products must be demand-driven and respond to the experiences and needs of tourists. However, packaging such may be difficult or misplaced if there is no clear indications of what is needed. As such investigations, reviews and feedback by visitors is essential and so is regular monitoring and evaluation. Sad as it is, the world is littered with tourism products that failed because they did not take market demand into consideration, did not reach their markets with adequate information, or did not provide a means of the products to be marketed and sold easily. From what has been discussed above, tourism products must be demand-driven and respond to the experiences and needs of tourists. Lusaka feels that the opposite has been the case, where they believe the local tourist and heritage scene is reserved for foreign visitors and its products not packaged for their consumption.

### **Limitations and challenges of study**

There were some challenges and limitations beyond the control of the study. Firstly, at the time of the study (April to June, 2016), the country and particularly Lusaka was experiencing ritual killings. As a consequence of such circumstances, some residents were not responding to knocks or invitations to be questioned. This made the study take unnecessarily long and difficult.

Secondly, certain areas in Matero and George townships had outbreaks of cholera. The Ministry of Health had put in place guidelines of limiting unnecessary contact among inhabitants following heightened fears of encouraging spread of the disease. As a result, sampling in Matero was done over several days and with a poor response of residents.

Thirdly, 2016, being a year of general local, parliamentary and presidential elections as well as the referendum some people were not willing to assist in the study believing that the move and invitations had something to do with the political environment.

Fourthly, some people believed that the research was a way of making money for the researcher. They were convinced that there was a sponsor and monetary beneficiary for the study and they were to be used unfairly to achieve such benefits.

Fifthly, the researcher couldn't do in-depth interview at ZTA due to circumstances beyond her control and partly as a result of commitments, logistical planning and international engagements of the key informant there.

## **Chapter Seven**

### **Conclusions and recommendations**

#### **7.1 Conclusions**

From the questionnaire study, in-depth interviews, document review and direct observation, it appears that much information, advertising and marketing about tourism in Zambia has focused on Livingstone mostly and few national parks with very little attention given to other parts of the country. As a result, even Lusaka's tourist attractions and heritage sites haven't fared very well in this regard.

From the foregoing, it was concluded that the major reasons for such a poor showing for Lusaka is attributed to poor, inadequate or disjointed dissemination and subsequently poor consumption of tourism communication among Lusaka residents. For developmental activities to be successfully undertaken, communication becomes one of key elements in the communities' acceptance and sustenance of them. As commonly said of effective communication in development, "information is power" that must be harnessed.

While it was established that the different stakeholders had sufficient information to share to improve the attractiveness of the tourist and heritage sites and were backed by appropriate legislation and applicable policy direction, it was apparent that there were no proper communication strategies either singularly or severally. The ZTA was mandated by law to take up most if not all of the communication, advertising and marketing. However, there was no cohesion and coordination among the players that were supposed to provide this information through ZTA. Inasmuch as it was not clear the communication didn't seem to cater for most of Lusaka residents nor was it easily applicable. Radio and TV programmes were utilized as the

major channels of communication. Attempts at using some of the internet based methods were far short of modern expectations. Surprising, most respondents relied on obtaining information from friends and not from the dissemination methods employed. The stakeholders didn't exactly know the expectations of the consumers of information nor admitted major deficiencies to their approach. As a result there was little movement towards overcoming such deficiencies, such as instituting needs assessment or using monitoring and evaluation methods to shape and refine the communication strategy. The poor and disjointed information dissemination did not make it easier for the public to make sense of it and act on it leading to reciprocal poor consumption by general public.

## **7.2 Recommendations**

While the potential for growth in the tourist and heritage site exists in Lusaka, there is poor, limited or inadequate information about them and their products. The management of these facilities and sites involves multi-stakeholders with different mandates. These mandates are somehow not being harnessed to pull in one direction for the development of this sector. From the foregoing, some recommendations are proposed.

- 1) Develop and adopt a coordinated communication strategy. It must be characterized by Simple Measurable Achievable Realistic Time-bound (SMART) goals and avoid poor and disjointed information dissemination. The law requirement of using ZTA for communications and advertising does not seem to be working well especially concerning the local Lusaka tourist attractions and heritage sites. The ZTA seemed overburdened and paying more attention at advertising for accommodation.

- 2) The information to be disseminated must cater for all classes of people, and not be deemed elitist in nature. Targets must also include locals (i.e. local based motivation).
- 3) Currently a mixture of TV and radio are employed to a limited extent by the different players in the tourism industry. Thus, there is need to expand on channels of communication apart from conservative (TV and Radio). While some effort is being made through use of websites by NHCC, ZTA and Ministry of Tourism and Arts, this platform is not fully explored to involve interactive features and viable pop-ups and links.
- 4) There seems to be a disconnect between what the industry is providing and what the potential consumers are expecting. The main attraction is for visitors who seek mainly educational experience and to a lesser extent recreation as reasons to visit.
- 5) Encourage innovation: Expand information flow to suit the current modern life with facilities such as internet (Facebook, WhatsApp, Twitter, etc) and robust and improved websites. These applications should be regularly updated and catchy and interesting topics for discussions, displays or attractions.
- 6) Promote and improve coordination among stakeholders. Coordinate and encourage cohesion among key players and stakeholders. This seems loosely done. The government ministries, agencies and departments must take a lead in this initiative. This process should not just be on paper (as memorandum of understanding). While some activities are

performed locally, it looks like on the side of marketing, government may wish to encourage not only public sector personnel traveling abroad to carry with them promotional material and investment opportunities, Zambia's foreign missions must be adequately supplied with promotional material and impetus to vigorously promote this agenda of foreign-direct investments in tourism.

- 7) Expand the private-public partnership to the tourism sector. Coordination of both private and government sectors to be enhanced. In some countries in the region, in particular South Africa, municipalities are involved in the public-private partner initiatives that among other things are providing free wireless connections within cities to enhance communications and consumptions of what the cities can provide ([http://www.itweb.co.za/index.php?option=com\\_content&view=article&id=147688](http://www.itweb.co.za/index.php?option=com_content&view=article&id=147688); <http://mybroadband.co.za/news/wireless/146789-free-wi-fi-for-gautengs-east-rand.html>).
- 8) Institute a current needs assessment. Such an exercise will be an initial entry point to analyse how the current status is and using that plan and institute the way forward. The needs assessment must be packaged accompanied by frequent monitoring and evaluation (M&E). The focus can be targeted at different classes of people and sectors.
- 9) Despite the above recommendations, nothing much can be achieved without capitalization and political will. Therefore, Government should increase budgetary allocation to institutions responsible for the management of natural and cultural resources such as Department of Forestry, National Heritage Conservation Commission, Museums

Board, ZTA and Department of National Parks and Wildlife. Effective protection and management of protected areas and wildlife, National Monuments, Forest Reserves, are critical in enhancing the wilderness quality of the landscape and promotion of nature tourism especially for the local tourism.

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# Appendices

## Appendix 1: The questionnaire used in the study

Questionnaire identification Number: .....

### THE IMPACT OF TOURISM COMMUNICATION ON UNZA STUDENTS: THE CASE OF HISTORICAL HERITAGE SITES IN LUSAKA.

Dear respondent,

My name is **Clara Govea Nyamsamba**; I am a Master’s student from the University of Zambia in the School of Humanities and Social Sciences, Department of mass communication. I am embarking on a study entitled: *The impact of tourism communication on UNZA students: the case of historical heritage sites in Lusaka*. Phone No: 0950499517

**Date of Interview** .....

#### Instruction

- i. Please you are not requested to write your name on this questionnaire
- ii. Read all the questions carefully in case of anything you don’t understand don’t hesitate to ask the researcher using details above
- iii. Please tick, circle or fill in in the spaces provided. Where you are required to answer in your own words, the spaces are provided.

#### SECTION 1 PERSONAL AND IDENTIFICATION DETAILS

<p><b>A HOSTEL DESCRIPTION</b></p> <p>A 1 .Name of hostel.....</p> <p>A2. Number of roommates.....</p> <p><b>B RESPONDENT DATA</b></p> <p>B1. Age.....</p> <p>1. 19 –24 [ ] 2. 25 – 30 [ ] 3. 31 – 40 [ ] 4. Over 40 [ ]</p> <p>B2. Sex: M/F .....</p> <p>1. Male [ ] 2. Female [ ]</p> <p>B3. Year of study.....</p> <p>B4. Field of study.....</p> <p>B5. School of admission.....</p>
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**SECTION 2**

**C. KNOWLEDGE ABOUT TOURISM IN ZAMBIA**

1. Name the tourist attractions or heritage sites that you know in Lusaka
2. Have you visited any of the sites mentioned in question 2? Yes/No ( if No go to question 7)
3. List at least five (5) tourist attractions or heritage sites that you know in Zambia?
4. How many of those sites in Lusaka have you visited?
5. How many times did you visit the sites mentioned in question 4?
6. When was the last time you visit any of them?
7. What were the reasons that prompted you to visit these sites?
8. In brief write any information that you know about them?
9. How did you get to know about the information in question 8?
10. How did access these site?

a) On foot b) On taxi c) public transport d) personal vehicle

11. Did you have any challenges accessing them? Yes /No ( if no go to question 13)
12. If yes list at least four of these challenges.
13. Did you obtain information from these sites? Yes/No If yes (if yes go to question 15)
14. What sort of information did you obtain?
15. Did you have to pay to access entry to these sites? Yes/No ( if no then you have reached the end of the questionnaire )
16. What do you think about the price and state if?

a) Cheap b) expensive c) fair

**THANK YOU**

## **Appendix 2: Generic in-depth interview guide adapted for specific key informant**

Dear Respondent,

My name is Clara Govea Nyamsamba. I am undertaking a Master's degree at the University of Zambia, School of Humanities and Social Sciences. I am conducting a research on the topic 'Investigating communications strategies on tourist attractions and other historical heritage sites in Lusaka, Zambia'. I hope that the findings of this research will contribute to the improvement of the profile of various stakeholders, engagement and consumption of information in the tourism sector in Lusaka. There are several questions which you will be required to answer and your responses will be treated with confidentiality and anonymity. Furthermore, your responses will not be recorded though I will take some notes to make a summary of the responses which you are free to look at later on. You have the right not to participate or complete the interview. Do you have any questions before we begin?

1. Do you have a public relations department or unit that looks at communication issues in your organisation? If no
2. Why don't you have a public relations unit?
3. Do you think the absence of this unit has had some impact on your operations?
4. If yes, what impact(s) can you highlight?
5. If not, why do you say so?
6. What is the policy regarding internal & external communication matters in the ministry?
7. How is the current communication outreach by the ministry?
8. How do you rate this current communications?
9. Who are the originators of the messages?
10. What are the key messages in the communications?
11. Who and what are the targets of this communication?
12. How do you the communications planning in the message?
13. What are the major themes and why?
14. What are the channels of communication that you use and their justification?
15. Why don't you use
  - a. TV,
  - b. Radio,
  - c. Internet and
  - d. Any other social media?
16. Do you think the communications that you are using are sufficient?
17. What can be done about it?
18. What has been the response from the public?
19. What research has been done into the effectiveness of the ministry?

### **Appendix 3: A list of some Heritage sites in Lusaka subject to on-going additions**

1. Old Lusaka Boys School, the National Heritage Conservation Commission.
2. Cemetery in Rhodes Park.
3. Chilenje House 394, Lusaka occupied by Dr. K. D. Kaunda 1960
4. Former House of Rt Hon. Prime Minister Robert Gabriel Mugabe of Zimbabwe at Chalimbana Teacher Training College.
5. Freedom House, Freedom Way, from where the United National Independence Party (UNIP) manifesto of 1962 was launched.
6. Old Chilenje House Number 280, Luwembu Street, Old Chilenje, the first office of the Zambia African National Congress.
7. Football Heroes Burial Site, Independence Stadium, where 30 victims of the 1993 Gabon Air Disaster are buried including the 18 members of the Zambia national football team.
8. Old National Assembly, also known as the Old Secretariat and Legco, in Independence Avenue, Lusaka. Built 1932 and site of historic legislative events important to Zambia's history during colonial and post-independence times.
9. Lusaka Thermal Power Station (ZESCO), Great East Road, Lusaka
10. Leopard's Hill Cave.
11. Libala Limestone, next to Lusaka Primary School along Chilimbulu road
12. Twickenham Road Archaeological Site, Twickenham Road, Olympia Park.
13. Twin Rivers Kopje, 24 km south-west of Lusaka
14. Embassy Park, where the three former presidents are buried.
15. Lusaka National museum
16. Lusaka national park
17. Kabwata Cultural Village.
18. Old Freedom House
19. Nyanji Commuters 1906
20. Munda Wanga Botanical gardens
21. Old Post Office 1933
22. Old Fred Joe building
23. E.W. Tarrys
24. National Milling building
25. Lusaka Hotel
26. Cabinet Office
27. Reformed church in Kamwala
28. Marapodi House next to Zicas
29. Salvation Army building in Villa.
30. Matero House No. 3144B Monze Road, Matero Township.

**Appendix 4: Declaration proposal form from NHCC**



NATIONAL HERITAGE CONSERVATION COMMISSION  
**NATIONAL REGISTER NOMINATION/NATIONAL MONUMENT  
 DECLARATION PROPOSAL FORM**  
 CULTURAL HERITAGE

(Complete applicable Sections-preferably typed)

Initial Form.....  
 Amending Form.....

<b>1.</b>	<b>NAME OF PROPERTY;</b>				
	COMMON NAME				
	HISTORIC NAME				
	OTHER NAME(S)				
<b>2.</b>	<b>LOCATION</b>				
	<b>STREET AND NUMBER</b>		<b>NOT FOR PUBLICATION</b>		
	<b>CITY OR TOWN</b>		<b>VICINITY</b>		
	<b>PROVINCE</b>		<b>CODE</b>		
	<b>DISTRICT</b>		<b>CODE</b>		
<b>3.</b>	<b>GEOGRAPHICAL DATA</b>				
	i. LATITUDE AND LONGITUDE CO-ORDINATES DEFINING THE CENTRE OF A SITE OR PROPERTY OF LESS THAN ONE HECTARE				
	<b>LATITUDE</b>			<b>LONGITUDE</b>	
	Degrees 0°	Minutes '	Seconds "	Degrees 0°	Minutes '
	<b>LATITUDE AND LONGITUDE CO-ORDINATES DEFINING RECTANGLE</b>				

ii. HECTARES OF PROPERTY
iii. VERBAL BOUNDARY DESCRIPTION
iv. BOUNDARY JUSTIFICATION

v. LOCATING THE SITE OF PROPERTY						
CORNER	LATITUDE			LONGITUDE		
NW NE SE SW	Degrees	Minutes	Seconds	Degrees	Minutes	Seconds
	0°	'	"	0°	'	"
vi. LIST THE PROVINCES OR DISTRICTS FOR SITES OR PROPERTIES OVER-LAPPING PROVINCE OR DISTRICT BOUNDARIES						
PROVINCE			DISTRICT			
PROVINCE			DISTRICT			
PROVINCE			DISTRICT			
PROVINCE			DISTRICT			

<b>4. CLASSIFICATION</b>
<p><b>i. CATEGORY OF PROPERTY</b></p> <p><input type="checkbox"/> <b>SITE</b></p> <p><input type="checkbox"/> <b>OBJECT</b></p> <p><input type="checkbox"/> <b>BUILDING</b></p> <p><input type="checkbox"/> <b>STRUCTURE</b></p> <p><input type="checkbox"/></p>

<b>DISTRICT (AREA)</b>	
<b>ii. NUMBER OF RESOURCES WITHIN PROPERTY</b>	
<b>iii. NUMBER OF CONTRIBUTING RESOURCES PREVIOUSLY LISTED IN THE NATIONAL REGISTER/DECLARED NATIONAL MONUMENTS</b>	
<b>iv. NAME OF RELATED MULTIPLE PROPERTY LISTING;</b>	

<b>v. OWNERSHIP</b>	
<b>Public</b>	Yes/No
<b>Private</b>	Yes/No
<b>Both</b>	Yes/No
<b>Public Acquisition</b>	
<b>In progress</b>	Yes/No
<b>Being considered</b>	Yes/No
<b>vi. STATUS A</b>	
<b>Occupied</b>	Yes/No
<b>Unoccupied</b>	Yes/No
<b>Preservation work in progress</b>	Yes/No
<b>vii. STATUS B (Commission only)</b>	
<b>Protected</b>	
<b>Unprotected</b>	

<b>5.</b>	<b>OWNER OF PROPERTY</b>
	<b>NAME AND ADDRESS</b>
<b>6.</b>	<b>LOCATION OF LEGAL DESCRIPTION</b>
	<b>ADDRESS</b>
<b>7.</b>	<b>REPRESENTATION IN EXISTING SURVEYS</b>
	<b>Title of Survey</b>
	<b>Date:</b>
	<b>Depository:</b>
	<b>Address:</b>

<b>8.</b>	<b>FUNCTION OR USE</b>																	
	<b>i. CATEGORY/SUBCATEGORY</b>																	
	<input type="checkbox"/> <b>DOMESTIC</b> <b>AGRICULTURE/SUBSISTENCE</b>	<input type="checkbox"/>																
	<table border="1" style="display: inline-table; margin-right: 20px;"> <tr><td>1.</td><td>2.</td><td>3.</td><td>4.</td></tr> <tr><td>5.</td><td>6.</td><td>7.</td><td></td></tr> </table>	1.	2.	3.	4.	5.	6.	7.		<table border="1" style="display: inline-table;"> <tr><td>1.</td><td>2.</td><td>3.</td><td>4.</td></tr> <tr><td>5.</td><td>6.</td><td>7.</td><td></td></tr> </table>	1.	2.	3.	4.	5.	6.	7.	
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1.	2.	3.	4.															
5.	6.	7.																
	<input type="checkbox"/> <b>COMMERCE/TRADE</b> <b>INDUSTRY/PROCESSING/EXTRACTION</b>	<input type="checkbox"/>																
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	<input type="checkbox"/> <b>SOCIAL</b>	<input type="checkbox"/> <b>HEALTH CARE</b>																
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	<input type="checkbox"/> <b>GOVERNMENT</b>	<input type="checkbox"/> <b>DEFENSE</b>																
	<table border="1" style="display: inline-table; margin-right: 20px;"> <tr><td>1.</td><td>3.</td><td>5.</td><td>7.</td><td>9.</td></tr> <tr><td>2.</td><td>4.</td><td>6.</td><td>8.</td><td>10.</td></tr> </table>	1.	3.	5.	7.	9.	2.	4.	6.	8.	10.	<table border="1" style="display: inline-table;"> <tr><td>1.</td><td>2.</td><td>3.</td><td>4.</td><td>5.</td></tr> </table>	1.	2.	3.	4.	5.	
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1.	2.	3.	4.	5.														

<input type="checkbox"/> <b>EDUCATION</b> <table border="1" style="width: 100%; border-collapse: collapse; margin-top: 10px;"> <tr><td>1.</td><td>2.</td><td>3.</td><td>4.</td><td>5.</td></tr> </table> <input type="checkbox"/> <b>RELIGION</b> <table border="1" style="width: 100%; border-collapse: collapse; margin-top: 10px;"> <tr><td>1.</td><td>2.</td><td>3.</td><td>4.</td><td>5.</td><td>6.</td></tr> </table> <input type="checkbox"/> <b>FUNERARY</b> <table border="1" style="width: 100%; border-collapse: collapse; margin-top: 10px;"> <tr><td>1.</td><td>2.</td></tr> </table> <input type="checkbox"/> <b>RECREATION &amp; CULTURE</b> <table border="1" style="width: 100%; border-collapse: collapse; margin-top: 10px;"> <tr><td>1.</td><td>2.</td><td>3.</td><td>4.</td><td>5.</td></tr> <tr><td>6.</td><td>7.</td><td>8.</td><td>9.</td><td></td></tr> </table> <input type="checkbox"/> <b>OTHER</b>	1.	2.	3.	4.	5.	1.	2.	3.	4.	5.	6.	1.	2.	1.	2.	3.	4.	5.	6.	7.	8.	9.		<table border="1" style="width: 100%; border-collapse: collapse; margin-bottom: 10px;"> <tr><td>6.</td><td>7.</td><td>8.</td></tr> </table> <input type="checkbox"/> <b>LANDSCAPE</b> <table border="1" style="width: 100%; border-collapse: collapse; margin-top: 10px;"> <tr><td>1.</td><td>2.</td><td>3.</td><td>4.</td><td>5.</td></tr> <tr><td>6.</td><td>7.</td><td>8.</td><td>9.</td><td>10.</td></tr> </table> <input type="checkbox"/> <b>TRANSPORTATION</b> <table border="1" style="width: 100%; border-collapse: collapse; margin-top: 10px;"> <tr><td>1.</td><td>2.</td><td>3.</td><td>4.</td><td>5.</td></tr> <tr><td>6.</td><td>7.</td><td>8.</td><td></td><td></td></tr> </table> <input type="checkbox"/> <b>UNKNOWN</b>	6.	7.	8.	1.	2.	3.	4.	5.	6.	7.	8.	9.	10.	1.	2.	3.	4.	5.	6.	7.	8.		
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<b>ii. HISTORIC FUNCTIONS</b>																																															
<b>iii. CURRENT FUNCTIONS</b>																																															

<b>9.</b>	<b>DESCRIPTION</b>
<b>i. ARCHITECTURAL CLASSIFICATION;</b>	
<b>CATEGORY /SUBCATEGORY</b>	<input type="text"/>
<b>NO STYLE</b>	<input type="text"/>
<b>COLONIAL</b>	<input type="text"/>
<b>-FRENCH COLONIAL</b>	<input type="text"/>
<b>VICTORIAN (GOTHIC ROMANESQUE etc)</b>	<input type="text"/>
<b>NEO-CLASSICAL IMPERIAL STYLE</b>	<input type="text"/>
<b>ART NOUVEAU</b>	<input type="text"/>

<p><b>-DUTCH COLONIAL</b> <input style="width: 100px; height: 20px;" type="text"/></p> <p><b>-GEORGIAN</b></p> <p><b>-MIXED</b> <input style="width: 100px; height: 20px;" type="text"/></p> <p><b>-OTHER</b> <input style="width: 100px; height: 20px;" type="text"/></p>	<p><b>BUNGALOW STYLE</b> <input style="width: 100px; height: 20px;" type="text"/></p> <p><b>MODERN OR INTERNATIONAL STYLE</b> <input style="width: 100px; height: 20px;" type="text"/></p>				
<b>ii. MATERIALS</b>					
<b>EARTH</b>	<b>BRICK</b>	<b>METAL</b>	<b>STUCCO</b>	<b>CONCRETE</b>	<b>SYNTHETICS</b>
<b>WOOD</b> <b>Weather board</b> <b>Shingle</b> <b>LOG</b> <b>Plywood/Particle Board</b>	<b>STONE</b> Granite Sand stone Limestone Mable Slate	Steel Iron Bronze Tin Aluminum Lead Nickel	<b>TERRACOTTA</b> <b>ASPHALT</b> <b>ASBESTOS</b>	<b>ADOBE</b> <b>CERAMIC TILE</b> <b>CLOTH/CANVASS</b>	Fibre-glass Vinyl Rubber Plastic Other
<b>iii. STATEMENT OF DESCRIPTION</b>					

<b>10.</b>	<b>STATEMENT OF SIGNIFICANCE</b>	
<b>i. SIGNIFICANCE OF PROPERTY IN RELATION TO OTHER PROPERTIES</b>		
<b>ii. APPLICABLE NATIONAL REGISTER CRITERIA (MARK X IN ONE OR MORE)</b>		
<b>A</b>	<input style="width: 100px; height: 20px;" type="text"/>	<b>Pre-1924</b>
<b>B</b>	<input style="width: 100px; height: 20px;" type="text"/>	<b>National Monument</b>
<b>C</b>	<input style="width: 100px; height: 20px;" type="text"/>	
<b>D</b>	<input style="width: 100px; height: 20px;" type="text"/>	
<b>E</b>	<input style="width: 100px; height: 20px;" type="text"/>	
<b>F</b>	<input style="width: 100px; height: 20px;" type="text"/>	
<b>G</b>	<input style="width: 100px; height: 20px;" type="text"/>	
<b>H</b>	<input style="width: 100px; height: 20px;" type="text"/>	
<b>iii. CRITERIA CONSIDERATIONS (EXCEPTIONS) Mark X in one or more</b>		
<b>A</b>	<input style="width: 100px; height: 20px;" type="text"/>	
<b>E</b>	<input style="width: 100px; height: 20px;" type="text"/>	

B	<input type="text"/>	F	<input type="text"/>
C	<input type="text"/>	G	<input type="text"/>
D	<input type="text"/>	H	<input type="text"/>

**iv. PERIOD OF SIGNIFICANCE (Check one or more as appropriate)**

<input type="checkbox"/>	Pre-Colonial	<input type="checkbox"/>	16 <sup>th</sup> Century	<input type="checkbox"/>	18 <sup>th</sup> Century	<input type="checkbox"/>	20 <sup>th</sup> Century
<input type="checkbox"/>	15 <sup>th</sup> Century	<input type="checkbox"/>	17 <sup>th</sup> Century	<input type="checkbox"/>	19 <sup>th</sup> Century		

**v. SIGNIFICANT DATE(S) If applicable and known**

**vi. AREAS OF SIGNIFICANCE (Check one or more as applicable)**

<input type="checkbox"/>	Arcaeology	<input type="checkbox"/>	Education	<input type="checkbox"/>	Political	<input type="checkbox"/>	Urban planning
<input type="checkbox"/>	Pre-historic	<input type="checkbox"/>	Engineering	<input type="checkbox"/>	Religion	<input type="checkbox"/>	Asian
<input type="checkbox"/>	Historic (indigenous)	<input type="checkbox"/>	Industry	<input type="checkbox"/>	Philosophy		
<input type="checkbox"/>	Historic European	<input type="checkbox"/>	Other Specify	<input type="checkbox"/>	Performing Arts	<input type="checkbox"/>	
<input type="checkbox"/>	Agriculture	<input type="checkbox"/>	Invention	<input type="checkbox"/>	Science	<input type="checkbox"/>	British
<input type="checkbox"/>	Architectur	<input type="checkbox"/>	Landscape	<input type="checkbox"/>	Sculpture	<input type="checkbox"/>	Other (Specify)
<input type="checkbox"/>	Art	<input type="checkbox"/>	Architecture	<input type="checkbox"/>	Social/History		
<input type="checkbox"/>	Commerce	<input type="checkbox"/>	Settlement	<input type="checkbox"/>	Literature	<input type="checkbox"/>	Theatre

<input type="checkbox"/>	Communication	<input type="checkbox"/>	Military	<input type="checkbox"/>	Transportation
<input type="checkbox"/>	Entertainment /	<input type="checkbox"/>	Music	<input type="checkbox"/>	
<input type="checkbox"/>	Politics/Government	<input type="checkbox"/>		<input type="checkbox"/>	Ethnic Heritage
<input type="checkbox"/>	Recreation	<input type="checkbox"/>		<input type="checkbox"/>	

**vii. SIGNIFICANT PERSON**

**viii. CULTURAL AFFILIATION (For Archaeological Sites only)**

<input type="checkbox"/>	ESA	<input type="checkbox"/>	MSA	<input type="checkbox"/>	EIA	<input type="checkbox"/>	RIA
<input type="checkbox"/>	SAN	<input type="checkbox"/>	LSA	<input type="checkbox"/>	LIA	<input type="checkbox"/>	ETHNIC GROUP
<input type="checkbox"/>	EUROPEAN/ BRITISH NYA.	<input type="checkbox"/>	LOZ.	<input type="checkbox"/>	BEM	<input type="checkbox"/>	
<input type="checkbox"/>		<input type="checkbox"/>	LUN.	<input type="checkbox"/>	LUV.	<input type="checkbox"/>	KAO
<input type="checkbox"/>		<input type="checkbox"/>	FONG.	<input type="checkbox"/>	OTHER (State)	<input type="checkbox"/>	

**ix. ARCHITECT/BUILDER**

**x. STATEMENT OF SIGNIFICANCE**

**11. PUBLISHED OR OTHER REFERENCES**

**i. BIBLIOGRAPHICAL REFERENCES**

**ii. Previous Documentation on File ( National Heritage Conservation Commission)**

<input type="checkbox"/>	<b>Preliminary Determination</b>
<input type="checkbox"/>	<b>Previously Listed in National Register</b>
<input type="checkbox"/>	<b>Declared National Monument</b>
<input type="checkbox"/>	<b>Determined Eligible for National Register</b>
<input type="checkbox"/>	<b>Ancient Heritage (Pre-1924)</b>

**iii. Primary location of Additional Data**

<b>Commission</b>	<input type="checkbox"/>	<b>National Heritage Conservation</b>
	<input type="checkbox"/>	<b>Other _____ State Name</b>

**12. ACCOMPANYING DOCUMENTATION**

<b>i. Continuation Sheets</b>	<b>YES</b>	<input type="checkbox"/>	<input type="checkbox"/>	<b>NO</b>	
<b>ii. Maps: Geographical</b>	<b>YES</b>	<input type="checkbox"/>	<input type="checkbox"/>	<b>NO</b>	
	<b>: Sketch</b>	<b>YES</b>	<input type="checkbox"/>	<input type="checkbox"/>	<b>NO</b>
<b>iii. Photographs</b>					
	<b>: Attached</b>	<b>Y</b>	<input type="checkbox"/>	<input type="checkbox"/>	<b>NO</b>

**13. PROPOSAL/NOMINATION BY OR FORM PREPARED BY**

**Name and Title:**

**Address:**

**Date:** **DAY TIME TELEPHONE:**

**COMMISSION USE ONLY**

**14. I. COMMISSION CERTIFICATION OFFICER**

**As the designated National Heritage Conservation Commission Officer**

**I hereby**

**Recommend**

**Do not recommend**

**This site or property for inclusion in the National Register and/or the National Monuments List and certify that it has been evaluated according to the criteria and procedures set forth by the National Heritage Conservation Commission. The recommendation level of significance of this recommendation is:-**

**NATIONAL**

**PROVINCL**

**LOC**

**NAME**

**TITLE**

**DATE**

**ii. NATIONAL LIST VERIFICATION**

**I hereby confirm that this property or site has been approved for inclusion on the National Monuments List and /or on the National Register.**

**EXECUTIVE DIRECTOR** \_\_\_\_\_  
**NATIONAL HERITAGE CONSERVATION COMMISSION**

**DATE**

\_\_\_\_\_  
**\*If additional space is required, on any item, use Supplementary Sheets and refer to item number.**