

**AN ANALYSIS OF SOCIO- ECONOMIC AND  
CULTURAL CONFLICT ON THE COMMUNITY  
EMANATING FROM THE EXPANSION OF  
TOURISM IN THE CITY OF LIVINGSTONE**

**BY**

**SHAMAZUBAULA VICTOR NATHAN**

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LIVINGSTONE**

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**A DISSERTATION SUBMITTED TO THE UNIVERSITY OF  
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CONFLICT RESOLUTION**

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## DECLARATION


I, **VICTOR NATHAN SHAMAZUBAULA** do hereby solemnly declare that the views and ideas expressed in this dissertation is truly my own work and has not previously submitted in this University or any other learning institution. All materials and sources of information have been duly acknowledged.

Signature: .....  


Date: .....  
28/07/16

## CERTIFICATE OF APPROVAL

This dissertation **VICTOR NATHAN SHAMAZUBAULA** is approved as a partial fulfilment of the requirements for the award of the Degree of Master of Education in Guidance and Counselling of the University of Zambia.

Signed:  Annet L. H. Mumba Date: 28/7/16

Signed: ..... Date: .....

Signed: ..... Date: .....

## **DEDICATION**

This is the dedicated in deep memory of my late mother Esther Chipilu Namwaze who had strong faith in me and believed that one day I would be successful in whatever I laid my hands on. I remain indebted also to my Wife Sarah and my children Ezron, Namwaze, Dickson, Patrick, Bupe Esther, Grace for the selfless sacrifices that they provided from the beginning to the end of this academic programme. The encouraging words and endless support through this process gave me a lot of strength. May the ALMIGHTY GOD BLESS the entire family.

I shall continue remaining “Tall” in this unprecedented academic brilliancy.

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Lastly I would be failing in my duties if I don't recognize the significant role played by Mrs Banda Melody and Ms. M. Musonda (The Information Technology and Communication group for the help rendered in typing)

May God the almighty richly bless the entire team.

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## ACRONYMS

ZTA	Zambia Tourism Agency
NPWS	National Parks and Wildlife Services
UNWTO	United Nations Tourism Organisation
MOTA	Ministry of Tourism and Arts
LCC	Livingstone City Council
IMF	International Monetary Fund
CSO	Central Statistical Office
LTA	Livingstone Tourism Association
GDP	Gross Domestic Products
WB	World Bank
LMW	London Metal Exchange
GMA	Game management Areas

## ABSTRACT

The purpose of the study was to investigate and analyse the socio-economic conflicts emanating from the expansion of tourism in Livingstone. The objectives of the study were to: (1) Identify the types of socio-economic and cultural conflicts (2) determine the measures put in place to control socio-economic conflicts (3) determine the challenges in reducing the socio-economic conflict in Livingstone and (4) come up with alternative measures and solutions to solve conflicts emanating from tourism industry. The study used both qualitative and quantitative research methods. The population consisted of both men and women above the age of 18 years who have lived in Livingstone for a long time and the visitors were excluded. The sample consisted of 100 respondents 32 respondents were drawn from tourism establishments and 68 were drawn from high and low cost residential areas in Livingstone. Purposive and simple random sampling procedures were used to select the sample. Since it was a qualitative study, indepth interviews and focus group discussion guides were used to collect data. Quantitative data was analysed using MS-Excel while qualitative data was analysed thematically.

The study found that the major socio-economic and cultural conflicts emanating from the expansion of tourism in Livingstone were lack of opportunity by the local people to supply or to sale agriculture products such as vegetables, milk, beef to the hotels and lodges as foreigners had their own warehouses in Livingstone City that were transported from South Africa; Salary disparities Foreign ownership and foreign exchange linkages as most of the hotels and lodges were foreign owned and locals did not benefit from anything in spite of being local citizens in terms of ownership of property; Crime rate was high as the presence of large numbers of tourists with a lot of money to spend, often carry valuables such as cameras and jewellery, which increase the attractors of criminals; Relocation of the Locals; Expensive Merchandise, where the money (kwacha) was dictated by the US dollar. Other types of socio economic conflicts included child labour, human trafficking and commercial sex exploitation. The study further found cultural conflicts such as rarely appearance of the chief in the public, imitations of Lifestyles where everyone wants to speak and dress like Americans and Britons especially youths; disturbance of the Lwiindi Traditional Ceremony where the young men who are supposed to get married have to prove their manhood by getting down into the boiling point of the Victoria Falls and get special soil and water which they take home. During this period there are a lot of tourists. The ceremony is overshadowed by tourists.

The study recommends for deliberate policy on the pro-poor programs in many parts of the city of Livingstone and the surrounding areas. In addition, the community should be consulted when it comes to issues to do with tourism activities in their areas.

**Key Words:** *Socio-Economic, Cultural, Conflicts.*

## **CHAPTER ONE**

### **INTRODUCTION AND BACKGROUND**

#### **1.1 BACKGROUND OF THE STUDY**

This paper is an analysis of socio- economic and cultural conflict on the community emanating from the expansion of tourism in the city of Livingstone. Livingstone was until 2012, the capital of the Southern Province of Zambia, lying 10k/m North of the Zambezi River, and approximately 485 k/m from Lusaka, the capital of Zambia. Named after the first explorer Dr David Livingstone, Livingstone was developed from the main crossing point of the Zambezi called the Old drift. The district has the total population of 158,614 (CSO Survey Report, 2013). The city of Livingstone is the tourist adventure capital of Zambia. Within the vicinity is the Victoria Falls which is one of the Seven Wonders of the World listed in the World Heritage site inscribed in December 1889 under category III: Natural monument. The Victoria Falls is shared between Zambia and Zimbabwe offering the possibility for tourism to positively impact upon them (McGowan, 2007).

Livingstone is a highly urbanized city with a concentration of the population in townships rather than in the outskirts of the rural areas. Following the collapse of the industrial sector through the privatization process during the third Republic Livingstone experienced a decline in the employment levels. This resulted in trading especially the cross border trade. The tourism industry and the infrastructure have enormously grown, for example the Victoria Falls has become pre-eminent tourism attraction in the southern Africa region drawing tourist from across the world. Therefore, the case of Livingstone provides a high profile of tourism and its impact on the socio economic and cultural development like the construction of lodges, hotels, which comes as a result of tourists activities (Zambia Tourism Board, 2011).

Zambia, as a developing nation, has felt the impact of the economic changes throughout the latter part of the 20<sup>th</sup> century. Following the independence in 1964, the first and second republic government focused on the mining and manufacturing sectors leaving other sectors undeveloped. In particular, copper mining became almost mono economy for Zambia (Regerson, 2004, 2005; Dixey 2008). The 1991 economy was liberalized and state



owned corporation were sold to both local and foreign investors. The economy of Zambia was diversified and reduced depending on the mines, and the tourism industry was also reclassified from the service to the economic sector. In reclassifying the tourism industry and the government identified as the most important sectors for national development, the city of Livingstone has expanded as the result of money realized from the tourism industry. This has also resulted in a lot of infrastructure development, job creation, a contribution to the Gross Domestic Product and source of revenue through foreign exchange (Nkombo, 2006).

Since the industry is labour intensive, it provides for creation of sustainable jobs for local people in urban and rural areas where the majority of the poor live. The tourism stimulates the development of the tourism related industries such as hotels, lodges, crafts, hospitality sector, transportation sector, and entertainment sector with the visitor attractions such as, theme parks, amusement parks, sports facilities, museum among others. The area surrounding the Victoria Falls has been synonymous with tourism (Zambia Tourism Board 2011). People not only travel for leisure purposes or for relaxation or for entertainment, but also for business purposes that includes meetings, conferences, workshops, seminars or events. Culturally, tourism is said to be an element of the community enrichment, thanks to the meeting of different cultures. Tourism positively contributes to the maintenance of the environment by protecting, creating or maintaining national parks or other protected areas (Copper et al, 2002). Therefore, one will agree that tourism whether on large or small scale affects the whole community. Tourism is an economic sector that offers a significant contribution to the economic growth of the region and to the labour market and creates the occupation opportunities directly and indirectly through the supply of goods and services.

It is evident that the expansion of tourism in Zambia has contributed to the economic growth of the country; however, the industry has also brought socio-economic and cultural conflicts caused by the expansion of tourism industry in the nation, particularly in the city of Livingstone. Although the industry has attracted several scholars, policy makers and NGOs attention over the last few years (Chakwa, 2011; Government Liasson Taskforce, 2010, Hamilton and Pay, 2010; World Bank, 2011; World Tourism Organisation, 2013) the conflicts emanating from the expansion of tourism in Zambia have not been thoroughly studied. There is, therefore, a need to identify the types of conflicts emanating from the

expansion of tourism in Livingstone and come up with alternative measures and solutions to solve those conflicts. It is this gap in information which forms the basis of this study.

## **1.2 STATEMENT OF THE PROBLEM**

Inasmuch as the tourism sector has brought about many benefits that includes infrastructure development, job creation, a contribution to the GDP and source of revenue through foreign exchange (Nkombo, 2006) to the city of Livingstone and the country at large, it has come with its own challenges with regards to social, economic and cultural impact (Kaumann, 2014). World Trade Organisation (2006) indicates that tourism increase human and drug trafficking despite being the driver of economic growth in many countries. In Zambia, the expansion of tourism is one socio-economic and cultural problems whose solutions are yet to be developed (hence Government Liasson Taskforce, 2010, Nkombo 2006) inspite the industry attracting several scholars, policy makers and NGOs attention over the last few years (Chakwa, 2011; Hamilton and Pay, 2010; World Bank, 2011; World Tourism Organisation, 2013). Empirical studies that have attempted to investigate issues related to tourism exists, however, they have mainly focused on impact of tourism on local communities (Nkombo, 2006), tourism, development and corporate social responsibility (McLachlan and Binns, 2014), factors that lead to successful tourism industry (Kasongo and Moono, 2010). In so doing they have neglected the conflicts that emanate in the expansion of tourism industry. To-date the types of socio-economic and cultural conflicts, measures put in place to control such conflicts, challenges face in reducing those conflicts and alternative solutions to solve those conflicts in Livingstone are yet to be known, and it is for this reason that this study was conceptualized in order to address this gap in literature

## **1.3 RESEARCH OBJECTIVES**

### **1.3.1 Main objective**

To investigate the socio-economic and cultural conflict emanating from the expansion of tourism in the city of Livingstone.

### **1.3.2 Specific objectives**

Specifically the study is designed to:

- 1) Identify the types of socio-economic and cultural conflicts emanating from the expansion of tourism in Livingstone.
- 2) Determine the measures put in place to control socio-economic and cultural conflicts emanating from the expansion of in Livingstone
- 3) Determine challenges existing in reducing the socio-economic and cultural conflicts emanating from the expansion of tourism in Livingstone
- 4) Come up with alternative measures and solutions to solve conflicts emanating from tourism industry.

## **1.4 RESEARCH QUESTIONS**

- 1) What do you think are the types of socio-economic and cultural conflicts emanating from the expansion of tourism in Livingstone?
- 2) What measures have been put in place to control socio-economic and cultural conflicts emanating from the expansion of tourism in Livingstone?
- 3) What challenges are existing in reducing socio-economic and cultural conflicts emanating from the expansion of tourism in Livingstone?
- 4) What are alternative measures and solutions that can solve conflicts emanating from tourism industry?

## **1.5 SIGNIFICANCE OF THE STUDY**

This study is significant in that the outlined solutions that have emanated from the field may enable the government, stakeholders and the community to find the long lasting measures in the area of socio-economic and cultural conflicts in the city of Livingstone. Looking at the numerous causes of socio-economic and cultural conflicts that have risen from the research, such awareness is expected to motivate further studies into the phenomenon while also highlighting areas for programme and policy action.

## 1.6 OPERATIONAL DEFINATIONS

**Tourism:** Tourism is to travel for pleasure, also theory and practice of touring the business of attracting, accommodating and entertaining tourists and the business of operating tours (UNWTO, 2012)

**Conflict:** Conflicts refer to some form of friction, disagreement or discord arising within the group when beliefs or actions of one or more members of the group are different from the other Rahim, (2010).

**Socio-economic conflict:** involves companies or individuals motives to attain scarce resources. Each part wants to get more than the other e.g. Union and management

**Cultural conflict:** is a pattern of behaviors that emerges when different cultures disagree due to religious reasons and values. The cultural conflict increases when the politics are involved

**Diversification:** this is the ability by the government to reduce dependency on a single sector of the economy e.g. Copper (in case of Zambia).

## **CHAPTER TWO**

### **LITERATURE REVIEW**

#### **2.0 Introduction**

This chapter looks at the relevant literature on the subject of tourism. It examines the general trends on the world tourism, further considers tourism sector in Africa and Zambia respectively. It also gives an outline on the socio-economic and cultural conflict emanating from the expansion of tourism. This section reviews previous studies that have been done on tourism in Zambia and other parts of the world. The literature review is based on published articles and books mainly from computerised Adobe data base and University of Zambia library's E-journals.

#### **2.1 General Trends in World Tourism**

World tourism which is also referred to as international tourism has made the world smaller. World Trade organisation (2002) defines the concept of tourism as those industries that provide accommodation, transportation and other services (e.g. sale of the souvenirs and other goods, restaurants, guided tours etc.) for the visitors who come from outside the destination for the period of more than 24 hours and less than one year. It comprises the activities of persons travelling to and staying in places outside their usual environment for one or more consecutive year for leisure, business and other purposes. The WTO (2010) report on "tourism market trends in Africa" indicates that there is evidence to show that international tourism and the tourist's related activities can play a vital role in the stimulating the economy and promoting growth.

According to the World Bank (2010) tourism is a powerful vehicle for economic growth and job creation all over the world. The tourism sector is directly or indirectly responsible for 8.8% of the worlds jobs (258 million); 9.1% of the world's GDP (US \$ 6 trillion). 5.8% of the world's reports (US \$ 1.1 billion); and 4.5% of the world's investment (US \$ 652 billion). Further the world travel and tourism council estimates that 3.8 million jobs (including 2.4 million indirect jobs) could be created by the tourism industry in the next decade. The receipts from the tourism industry in 2012 amounted to over US \$ 36 billion and contributed to over 2.8% to the GDP.

Nkombo (2006) in his study on the “impact of Tourism on Local Communities: A Case of Livingstone and Dag Hammarskjold Memorial Site in Kitwe” reviewed that the way tourism is promoted or marketed can result in the real economic benefits being returned in countries other than the host where the benefits are considered marginal because of the tourism revenue linkages which may arise where the tourists pay practically everything on their tour packages from the places of origin and pay little cash in host countries.

However, World Tourism Organisation (2013) states that tourism often brings many socio-economic benefits to the country but there can also be several socio-economic and culture conflicts caused by the tourism expansion. Sometimes a destination is sold as a tourism product and the local communities have to change their religious rituals, festivals and traditional ethnic rites to conform to tourist expectations this becomes a conflict between the locals and the tourists. Other examples have been the displacement of indigenous people. Over the years tourism development cause many local communities to become displaced from their lands. Both government and private throw out these populations by force to make for the tourism development.

According to the World Trade Organisation, which is also the UN agency and has third world governments as its membership, the worldwide economic factors, violent conflicts and terrorist’s attacks as well as refugees crisis in Europe are impacting differently on the global tourism. The overall trend remains partly unsatisfying. However, the year 2015 has been a good year for world tourism with 4.5% rise in the outbound trips in the first 8 months of the year. This outlook for 2016 remains healthy and further growth of 4.3% is expected (World Travel Monitor, 2015).

**Table 2.1. GLOBAL INTERNATIONAL ARRIVALS**

COUNTRIES	1990	2000	2010	2011	2012	2013	2014
EUROPE	263 60.4%	388 57.2%	486 50.7%	516 51.3%	534 5.1%	563 5.0%	588.4 3.9%
ASIA PACIFIC	56 12.8%	110 16.3%	205 21.7%	218 22.0%	233 22.5%	248 6.0%	263.0 5.3%
AMERICAS	93 21.2%	128 19.0%	150 15.4%	156 16.015.4%	163 15.8%	169 4.0%	180.6 7.4%

AFRICA	15 3.4%	26 4.0%	50 5.3%	49 5.1%	52 5.0%	56 6.0%	56.0 2.3%
MIDDLE EAST	10 3.4%	14 4.0%	58 5.3%	58 5.1%	52 5.0%	52 6.0%	50.3 2.3%
GLOBAL	438 100%	674 100%	940 100%	990 100%	1, 034 100%	1, 087 100%	1, 138 100%

**Source: UNWTO BAROMETER 2015**

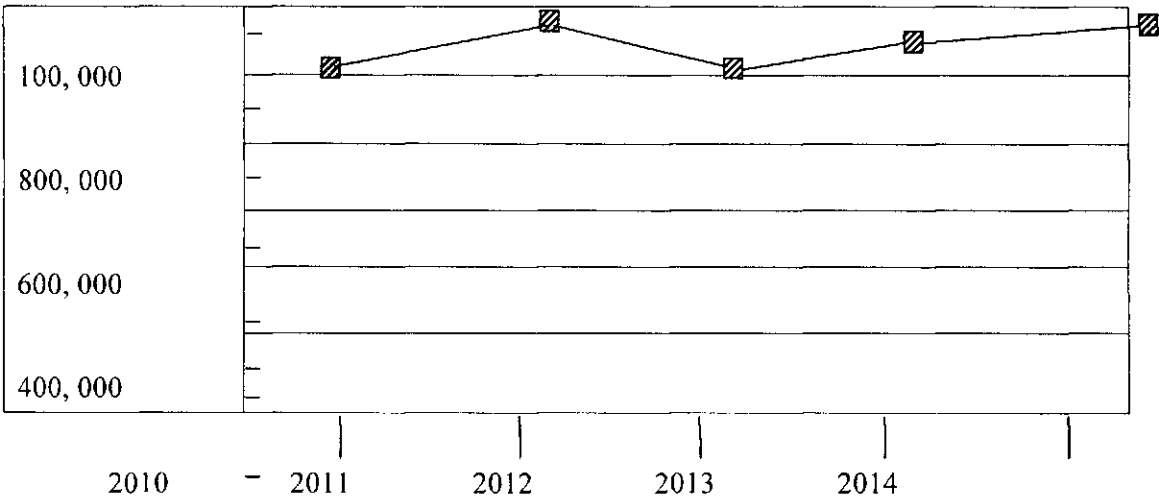
International tourist arrivals reached 1, 138 billion in 2014, a 4.1% increase over the years according to the latest UNWTO barometer. This is the 5<sup>th</sup> consecutive year of above average.

Overall global tourism grew by 4.7% in 2014 equally recording modest growth. In Africa, Ebola virus was cited to be an important risk to travel trends in 2014. The increase can be attributed to the number of people coming to do business, increase in flights, improved marketing and publicity and participating in the international road shows.

**TABLE 2.2: INTERNATINAL TOURIST ARRIVALS TREND 2010-2014**

YEAR	2010	2011	2012	2013	2014
ARRIVALS	815 140	920 299	859 088	914 576	946 969

**INTERNATIONAL TOURIST TRAVEL TRENDS 2010-2014**



## ARRIVALS BY CONTINENT

Africa contributed 77.2% to the total arrivals while second largest contributor was Asia at 8.6%, Europe contributed 8.2% of the total arrivals. America contributed 4.7% while Australia contributed only 1.2% to the total arrivals. (UNWTO 2015).

### 2.2 Tourism in the United States of America (USA)

The travel and tourism industry in the USA is highly developed, thanks to the improving US economy and strong US dollar, the travel and tourism in the USA generated nearly US \$ 1.6 trillion in the economic output in 2015. This activity supported 8.4 million US jobs and accounted for nearly 10% of all the USA exports and nearly a third (3.1%) of all US services exports. One out of every 18 Americans is employed, either directly or indirectly, in a travel or tourism related industry. In 2014, USA and tourism output represented 2.7% of GDP <http://betadata.worldbank.org> with the majority of the activity in the industry is domestic, expenditures by the international visitors in the USA totalled US\$ 216.9 billion in 2015, yielding a US\$61 billion trade surplus for the year.

According to USA department commerce projections, international travel to the USA should grow by 3.1% annually through to 2020. The USA leads the world in international travel and tourism exports and travel and tourism is the top services exports, accounting for 31% of all USA service exports in 2015, of the more than 25 subsectors that make up the travel and tourism industry, three sectors food services, air travel and accommodation account for nearly 50% of the total output. *Accommodation*: This is the largest of three and accounts for nearly to 17% of total travel and tourism related spending. In 2014 travelers spent nearly US\$267 billion on traveler's accommodations. *Air travel*: this is the second largest and accounts for 17% of total travel and the tourism related spending. In 2014, travelers spent US\$261 billion on passenger air transportation service. *Food service*: this is the third largest and accounts for more than 15% of travel and tourism related spending. Travelers spent nearly US\$239 billion on food services in 2014.

The statistics show that the contribution of travel and tourism to GDP in the USA from 2008 to 2026 including direct, indirect and induced contributions, travel and tourism was forecasted to make a total contribution of 2.65 trillion USA dollars to the US economy in 2026. Contribution of travel and tourism to employment in the USA in 2013 and 2015



contributes approximately 5.3 million jobs in the USA in 2014. Travel expenditures include spending by domestic and international travelers in the USA on the travel related expenses i.e. transportation, lodging, meals, entertainment and recreation and incidental items. In 2008 domestic and the international travelers spent 772.5 billion US dollars. The statistics show annual growth of the travel expenditure in the USA from 2011 to 2020. In 2013 travel expenditures grew by 3.7% and forecasted to grow by 4.6% in 2020.

Needless to say, terrorism is one of the most dangerous threats for the tourism industry as a whole. Generally terrorist can be defined as premeditated use or threat of use of violence by individuals or sub national groups to obtain political or social objectives (Blake and Sinclair, 2002). The reason for this is simple and frightening at the same time. "The success of the politically motivated terrorist actions can be measured by the long term effects caused by action and the media exposure (AL Hamarreh, 2005). In other words, the act of terror is not just tragic event which attack civil liberties, stresses the public, generates mass media attention and harms the economic and social prosperity, but also which can be potentially repeated in the same area on region any time in the coming future (Korolev, 2007). This factor has a mid long term reach, discouraging potential tourists from selecting them as a travel destination because to them there is a perceived risk beyond the core of the problem. The impact of the 11<sup>th</sup> September, 2001 terrorist attack on the United States and the US and the global tourism industry describes the major problem, consequences and the lessons learned and analysis the US and the global tourism industry responses to this challenge in terms of development of the future.

The impact analysis on the USA tourism industry includes the statistical implications on the whole industry's major sector such as air travel, conventional leisure tourism, and hotel and restaurant industries. There is a long list of terrorists events which have negatively affected the tourism industry among those are hostage taking of the Israeli Olympic team in 1987 in Munich, Germany (17 deaths), Tourist attacks on Foreign tourists in 1997 in Luxor, Egypt (63 deaths), hostage taking in 2002 in Moscow (129 deaths), multiple train bombings in 2004 in Madrid, Spain (151 deaths), and multiple public transportation bombing attacks in 2005 in London, UK (56 deaths). Without the doubt this list can be extended. These terrorist acts are a milestone highlighting the influence of terrorism on tourism besides the attach on world trade centers in New York in the USA in 2001 (Korolev, 2007).

### 2.3 Brazil

Brazil is one of the countries with the highest economic growth in the recent years. Today it is the leading economic power (World Travel Monitor, 2015).. Tourism is an important economic activity in several regions in the country. Brazil is the second destination in South America and the third most important in Latin America. Around 35% come from Europe and 15% from the USA. The most visited destinations in Brazil are Sao Paulo, Rio de Janeiro and Salvador de Bahia as well as many places all around the coast. The tourism industry in Brazil provides jobs to many people all around the country and 1-different activity like hotels, tour operators and souvenir shops amongst others (<http://www.ilo.org/global/about-the-ilo/newsroom/news/wcms-007840/lang.enindex.htm>).

With this economic growth, due to the tourism sector, among others Brazil shows one of the greatest inequalities between social classes. First, one can see a Brazil of development and modernity where prosperity is steadily increasing. Furthermore, we find the other side of the coin, a Brazil where a lot of people are in subject poverty, slums, favelas, surrounding large cities where there is high prevalence of poverty, crime, prostitution and drugs. The gap between the two Brazil's is caused by the great lack of opportunities education and access to public health. <http://www.tdh.ch/en/countries/brazil> the North East part of the country is one of the most affected by poverty. One of the main economic resources of the region is agriculture, but the constant droughts cause the limitation to the prosperity for business. This has resulted in the population – to migration to the south in search of better job opportunities. Due to the overcrowding the jobs have declined in the south. Today there has been an important development in tourism in the North East, thanks to the white beaches and the regional culture. <http://www.somo.nl/htm/paginas/pdf/tourisminbrazil> (2006).

Consequently, these communities are deprived of their livelihood, forced to move to other places often with fewer resources that prevent them from continuing their businesses. Hotel constructions in waterfront cause the withdrawal of the fishing villages. The beaches are privatized so that fishermen have to leave their work, causing a loss to the traditional lifestyle. Most of these displaced communities are indigenous communities. They are groups that are ethnically and culturally different from the rest of the locals, and populations with their own languages and traditions. They have a spiritual connection to their land (<http://www.tourismconcern.org.uk/indigenouspeopletourism.html>)

Tourism means the movement of people to the tourist destinations to get a job. The mixture between different cultures, religious groups, lifestyle and the levels of prosperity can cause culture clashes and a difficulty to adaptation to this new lifestyle. (<http://www.coastlearn.org/tourism/why/socioimpacts.html>). Another problem that the Brazilian tourism has been facing is the tourist linkages much of the foreign exchange realized from the tourism industry in Brazil is externalized to other countries. Most of hotels, beaches, restaurants, casinos are private owned. Most of these massive infrastructures are close to the slums called Favelas where the majority of poor people are found. This causes a socio-economic conflict between the locals and the tourist.

## **2.4 Tourism in China**

Since the adoption of its open door policy in 1978, domestic and international tourism in China has been experiencing unprecedented growth in terms of tourist arrivals and tourist receipts (Li, 2009, and Smith, 2006; Xie and Li, 2009). According to the predictions of the world tourism organization, China will be the worst of the world's most popular travel destination in terms of the numbers of tourist arrivals in 2020 (Meng, Li and Uysal, 2010). Meng et al (2010) further stated that China's domestic and international tourism has experienced rapid growth in the past 30 years and the tourism is related to the quality of life of the Chinese.

In another study, Zhang, Zhang and Lu (2007) over viewed the development of the international tourism in China over the past 100 years. The author concluded that the rapid changes in tourism in modern China were attributed by the expansion of foreign trade and the investment and the formation of the transportation system. Yan and Ye (2008) added to say that China's tourism policies in general, travel agency and hotel sectors, stated that the policy changes since China opened its doors to the world have led to the implementation of good tourism policies and successfully converted the tourism industry from serving economic and political purposes into the pillar of its socialist market economy. Examples are changes made in the tourism administration, pricing mechanism, decentralization of power, provision of the education-training, restoration of tourist's attractions and promotion of the international tourism. Xie and Li (2009) stated in a similar claim that the effective of implementation of tourism policies and agreements which made other countries changed China to become of the largest tourist generated countries in the world. The

average spending of US \$ 1, 408 in Europe, Chinese travelers are the top most spender (Xie and LI, 2009).

Tse and Hobson (2008) included the technology advancement in e-tourism and cultural forces. It is note taking to say that National Tourism Organisation (NTO) websites in most major continents in the world have simplified versions of Chinese type (Tse and Hobson, 2008). China's total number of international tourist increased by 14.7% and foreign exchange earnings from international tourism increased by 18.2% between 1982 and 2000. China's international tourists reached 83.48 million in 2000 which was more than 1.8 million tourists recorded in 1978 (He, 2010). Japan, USA, UK and Australia were to be the top ten tourist generating countries in China. However, Taiwan became the largest tourist generating market for China after the Tiannaden square incident followed by Japan, UK, USA and Russia.

## **2.5 Tourism in India**

Tourism in India is the largest service industry, which contributes 6.23% to the National GDP and 8.7% of the total employment in India. In 2010, total foreign tourist arrivals (FTA) in India were 5.7 million and India generated about 200 billion US dollars in 2008 and that is expected to increase to US \$ 375.5 billion in 2008 at about 9.4% annual growth rate. The majority of the tourists come from USA, UK, Kerala, Tamil Nadu, Delhi, Utah Pradesh and Rajasthan, and are the top five states to receive inbound tourists. Domestic tourism in the same year was 740 million. Andhra Pradesh, Utah Pradesh, Tamil Nadu and Maharashtra received the big share of the visitors (Bureau of Migrations, Government of India, 1997-2012).

India's rich history and its cultural and geographical diversity makes it international tourism appeal large and diverse. The tourism in India presents heritage and cultural tourism along with medical, business, educational and sports tourism. Tourism is a source of revenue generation and an engine of economic development. In many developing countries that have successfully focused on tourism the sector has emerged as a source of both income and foreign exchange earnings. India has friendly people from all over the world with her secularism and culture. There ae numerous historical monuments, beaches, places of religious interests, hills, medical, mediation etc. every region is identified with its potential varied areas like handicraft, fairs, folk dances, music and its people. India has a

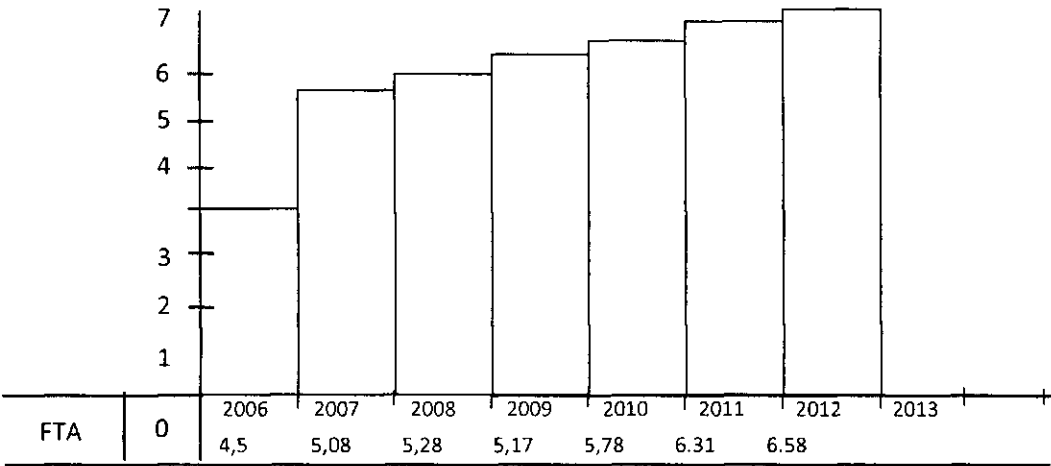
stable economy and still experiencing some of the strongest growth rates in the world, in spite of the world economic crisis.

Harsh (2010) tourists travel not only to drink, eat, make merry but also to learn about the people and cultures of those whom they come into contact with as well as visiting new destinations such tourism initiatives are termed as “Cultural or knowledge oriented” Tourism and tourists learn a lot from these tourism is not only significant contributor to GDP and foreign exchange reserves of the country but also it provides widespread of employment. Tourism is also a key factor for the other sectors of economy such as hospitality, civil aviation and transport. The Indian government, sensing the significance and worth of the sector a lot of investment has abundant put in place for the development of the sector. It has been partially successful with the increase in foreign tourist arrivals over the last decade, courtesy “Incredible India Campaign”.

Gawande and Dethe (2008) support the above sentiments and add to say that tourism is an important and flourishing in the country. It accounts for 1/3 of the foreign exchange earnings for India and also gainfully employs the easily the highest number of people compared to other sectors of economy. It seems that in addition to the collective negative impact, many individuals displayed, significant changes in various strength in the interpersonal area (i.e. Kindness, leadership, love and teamwork) and the aspects concerning the philosophy of life (spirituality) attractions are the major factors which ensure the flow of international tourists to specific areas.

According to the latest tourism ministry figures, an estimated 5.28 million tourists in 2008 came to India as compared to 5.08 million in 2007. The number of the foreign tourists arrivals in December 2008 has risen to 522, 000 compared to 521, 000 in November 2008. The officials from the India in the Ministry of Tourism said the United Nations World Tourism Organisation (UNWTO) has predicted a growth rate of two or three percent for the international arrivals in the world in 2008. India has a growth rate of 5.6% which is much better performance than the world scenario.

**Figure 2.1. FOREIGN TOURIST ARRIVALS (Millions)**



**SOURCE: BUREAU OF MIGRATIONS, Govt of India 2012**

**2.6 Tourism in Africa**

Africa boasts a rich variety of attractions that draw in tourists from around the world. The continent has a wealth of anthropological sites and historical monuments such as pyramids (EGYPT), cave churches (ETHOPIA), Robben Island (South Africa), Goree Islands (Senegal), cave paintings (Tassili, N’ Ajjer in Algeria) and Tsodilo in Botswana. It is also a place a stunning landscapes and scenery, boasting attractions such a s the Victoria Falls, the Sahara, Namib and Kalahari deserts, picturesque coastlines, mountains, plains, tropical rainforest and bush ecosystems.

Tourism industry continues to be one of the fastest growing and most dynamic sectors of Africa’s economy. In spite of many challenges, including the Ebola outbreak in W. Africa during the 2014, the tourism sector has the potential to create jobs, boost inclusive economic growth across the continent and reduce poverty (Africa Tourism Monitor, 2010) with 1.13 billion global tourists arrivals in the past year which represents 4.3%. Increase over the previous 12 months, worldwide tourism has been at its highest level to date.

Africa welcomed 65.3 million arrivals in 2014 which represents 5.8% of the total international arrivals. International receipts rose to the highest level in 2014 at US 1, 245 billion. With US \$ 43.6 billion in receipts, Africa holds 3.5% of this global market share. One reason for this rise is the growing influx of new visitors from emerging economies in Asia, Central and Eastern Europe, all seeking to experience the cultural heritage, extraordinary wildlife (WTO, 2010). In 2014, arrivals in Africa increase overall by 200,000

over the previous year. Arrivals in Egypt rebounded in 2014 with 5% increase, equating to 454,000 more visitors than the prior year. Morocco mentioned its record of surpassing 10 million arrivals for the second consecutive year. Additionally Corte-du voir shows promise with a 24% increase in arrivals, which means 91, 000 more visitors than 2013 (WTTC, 2010).

According to WTO (2010) Africa's strong performance in 2014 (up to 4%) makes it one of the world's fastest growing tourist destinations, second only to S. East Asia (up 6%). Two North Africa countries top the list of the most visited countries in Africa. Egypt experienced the strongest growth in the sector in 2014 with 454 000 more international arrivals than in 2013, an increase of 5 %. Second on the list is Morocco who recorded more than 10 million incoming international tourists in 2014 and increase of 238 000 compared with the previous year. In the third place is Corte du voir in West Africa.

**Table 2.3.**

TOP 10 AFRICAN COUTRIES, FOR TOTAL ENMPLOYMENT (DIRECT, INDIRECT, INDUCED IN THE TOURISM INDUSTRY	
COUNTRY	000 JOBS
EGYPT	2,944.0
ETHIOPIA	2,291.5
NIGERIA	2,198.5
MOROCCO	1,740.5
S.AFRICA	1,497.5
TUNISIA	1,352.0
TANZANIA	1,333.2
MALAGASY	882.5
MOZAMBIQUE	710.5
ALGERIA	660.0
UGANDA	592.5

**Source:** World Travel and Tourism Council (WTTC)

Egypt experiences the strongest growth in the sector with more than 2,944,000 jobs created alone in 2014 and the lowest being Uganda who recorded 592, 000 in the same period under review.

COUNTRY	2010	2011	2012	2013	2014
MOROCCO	9.29	9.34	9.38	10.08	10.28
EGYPT	14.06	9.50	11.20	9.17	9.63
S. AFRICA	8.07	8.34	9.54	9.54	9.55
TUNISIA	6.90	4.79	6.27	6.27	6.07
ZIMBABWE	2.24	2.42	1.79	1.83	1.88

### 2.6.1 Egypt

Egypt is one of Africa's most sought after destinations and the country is known as "where it all begins." Monuments in Egypt such as the Giza Pyramid Complex and its Great Sphinx were constructed by the ancient civilization. The ancient ruins are significant and popular tourist destinations. The economy of Egypt is one of the most diversified in Africa and the Middle East, and tourism is one of the key sectors of the economy with a well designated master plan. Tourism in Egypt is second most important source of revenue and foreign exchange, after the Suez Canal.

The tourism sector is one of the country's economic pillars. Egypt in 2010 had 1.47 million tourists, but after January 25th tourism revenues dropped by 60%. Hotel occupancy rates decreased in the four months of this year by 16% compared with the same time in 2010. Tension, destabilization and sectarian sedition led to the drop in tourist reservation by 20%. Egypt has lost about 2 billion US dollars in tourism revenues due to the political unrest. Tourism has been negatively affected throughout the region, where the drop in arrivals was close to 45% in the first quarter of 2011 (World, 2011 a).

**Table 2.4. TOURISM INDICATORS BEFORE REVOLUTION**

EGYPT	US\$ BILLION	2011 % TOTAL	GROWTH IN 2022 US\$ BILLION AND PERCENTAGE
Direct contribution of Travel and Tourism to GDP	14.8	6.7%	23.4 (4.6%)
To Contribution of Travel and Tourism to GDP	33.2	14.6%	52.2 (4.8%)
Employment: Direct Contribution	1,353 000 Jobs	5.8% Total Employment	1.673,000 Jobs (5.4%)



Employment: Total	3,079,500 Jobs	13.1% Total	3,807,000 Jobs (12.3%)
Contribution		Employment	
Visitors exports	9.6	21.2% of	16.3 (15.9)
		Total Exports	
Investment	5.1	12.0%	8.5 (11.4%)

**Source:** WTTC (World Travel and Tourism Conference)

### 2.6.2 Zimbabwe

The major selling point for tourism in Zimbabwe has been traditionally on wildlife, historical monuments like the Victoria Falls and the Great Zimbabwe ruins as well as other traditional tourism products like boating and sailing (Manwa, 2003). Generally tourism in Zimbabwe has relied heavily on natural and heritage resources. Zimbabwe since independence has relied on what is referred to as mass tourism since 1980 Mieczkowski (1995). Mass tourism is described as large scale tourism comprising organized touring groups focusing on wildlife, heritage site, scenery and natural resources and this approach is no longer competitive. On the other hand cultural tourism focuses upon the rich post of the people or areas preserved and portrayed in monuments, historic sites and cultural (Cabrin, 2005) people do not visit a country for its airports, hotels and recreational facilities but for culture and the growing number of visitors are becoming special interest travellers who rank the arts, heritage or cultural activities as one of the top five reasons for travelling.

Muchapondwa and Pimhidzai (2008) mentioned that tourism in Zimbabwe figures began to decline in 2000 because of political instability that contributed to controversies regarding the draft constitution, land reform and the outcome of the parliamentary elections in 2002. International arrivals registered a 4.5% decline for the period of 2000-2005 with the largest annual decline being 1.4% and 15.9% in 2003-2005 respectively (Muchapondwa and Pimhidzai, 2008).

The above assertion was also supported by (Manwa, 2008) who said the negative image of Zimbabwe rose in major source markets of whom issued travel warnings against Zimbabwe. Furthermore nationals from the USA, UK, France, and Canada were discouraged from travelling to Zimbabwe citing among other things security concerns.

### **2.6.3 Botswana**

Located in Southern Africa, Botswana borders South Africa, Namibia, Zimbabwe, Zambia and Angola. National Parks and game reserves make up 17% of Botswana landmass which is the highest percentage in the world (Anonymous, 2009). A further is set aside for wildlife and protected in form of wildlife management areas inspite of demand for grazing areas (ODMP, 2006). Tourism is the second largest economic sector in Botswana (after mining) and is regarded as a major stimulus to the economy (BTDP, 2000, GOB, 2011, WTTC, 2007) central statistical office (2003) the industry has been growing steadily throughout the years as evidenced by the number of visitors which have grown tremendously in the recent years. An increase in the number of visitors was observed in 2005 approached the number off the total population of Botswana Review (2005) supports the above assertion that the number of foreign investors in the tourism has also increased from 331 in 2000 to 550 in 2004. About 90% of tourists who come to Botswana visit national Parks and game reserves (Magole and Gojomag, 2005; WTTC, 2007). Also about 90% of Botswana tourists listed related wildlife activities especially in the Chobe and Moremi Game Reserves as the greatest attractions (Magole and Gojamang, 2005).

Botswana is one of the few countries characterized as having close to 100% dry land (along with Burkina Faso., Iraq,Iran, Moldova and Kazakhstan). The Kalahari Desert occupies south western Sub-Saharan Africa, exceeding 900,000km and occupies about 84% of Botswana's land mass. There are three game reserves in the country - Moremi, Central Kalahari and Khutse and four national parks Chobe, Makgadikgadi and Nxai pan, Mabuasehube and the Kalahari Trans frontier Park. Both Ministry of Lands and Housing (2008) private protected areas make up a further 2% of Botswana land mass and play a major role in the wildlife conservation as many of them act a s a "buffer zone" between formally protected areas and the areas designated for the livestock use.

The wildlife based tourism sector now represents the third most important income generating after diamond and government services, contributing about 9.2% of the total GDP in 2009 and 10.7% of the total employment (World Travel and Tourism Council, 2009). A 15% increase in the tourism sector is expected by 2014, with 11% increase in employment (about 45 000 jobs in Botswana labour force of about 250 000). The majority of tourism focuses mainly on the wilderness of Okavango Delta and Chobe Kasane region of which have abundant wildlife. The tourism market within Ngamiland alone has

generated revenues approximately P 1, 115 million (US\$ 185 million) making a direct contribution to the GDP (ODMP 2006). About 80% of tourism value in Ngamiland is generated through the hunting market and 3.5% through community based enterprises (Botswana Ministry of Lands and Housing, 2008).

The subject of tourism on indigenous people is a source of concern in both anthropology and socio economic developments as Smith (2007) notes tourism can be a powerful force in bringing about cultural change. On the positive side it can heighten peoples appreciation of indigenous customs and serve as a source of employment and income. Tourism can bring about social stratification in local communities and disrupt people's daily lives, even though jobs are available to local people many of them are service oriented; surprisingly the local people are divided over the costs and benefits. Botswana suffers from the foreign exchange linkages to the countries of origins of the tourists. Foreign companies and investors dominate the ownership of tourism facilities in the Okavango Delta, i.e. 53% of the tourism facilities are foreign owned, citizens own 17.9%, 23.3% are jointly owned. This suggests that foreign companies have influence of about 79.0% of tourism facilities in the Okavango.

## **2.7 Zambia**

Zambia is pre-dominantly a copper mining country which is also the main source of income for socio economic development. Other scholars have assumed that the dominance of copper in the country's economic profile has shielded other potential income that can be earned from other economic sectors such as tourism. The tourism sector remained relatively service sector since independence.

The declaration of tourism as an economic sector was enshrined in some documents in the strategical planning of the country. Examples of the documents include the fifth and sixth National Development plans, Patriotic Front manifests 2012 – 2016, Poverty Reduction Strategic papers. The tourism industry was identified as potential to contribute to the development of Zambia in terms of economy in terms of foreign exchange earnings, employment, government revenues and the promotion of rural development, in the midst of the challenges the tourism faced such as insufficient market strategies, inadequate clear cut planning mechanisms, inadequate and poorly trained human resource and lack of community participation in the decision making etc. Holloway, et al, (2009) asserted that

the renewed efforts by the government to improve the tourism sector on the current understanding is based on the current understanding that tourism as an emerging industry was the fastest growing in the world.

In the late 1980's the International Monetary Fund (IMF) and the World Bank introduced SAP (Structural Adjustment Programmes) in most developed countries including Zambia as a condition of obtaining a loan. By 1990's the performance of copper prices on the world market further deteriorated and had a serious impact on the economy of Zambia. Zambia embraced a new political dispensation and changed from one party socialist and centralized planning under Dr. Kaunda's UNIP led Government system to democratic plural politics (capitalism) under the late Dr. F. Chiluba of MMD (Movement of Multiparty Democracy). The economy was liberalized and most parastatal companies were privatized and assumed a new identity of PLC (Private Liability Companies).

As a result of the aforementioned setback, the tourism industry was reclassified as an economic sector from service industry. The tourism industry was identified by the government as one of the significant sectors leading to vigorous economic development that positively contributed to the creation of wealth and GDP (Gross Domestic Product). Hamilton, et al (2007) in their study on "the real impact on nature tourism in Zambia, Lusaka" point out that Zambia wanted to reposition itself so that it could have a fair share in terms of the number of visitors and the revenue from this lucrative global industry. By 2013 the tourism industry was considered as emerging because many tourists visited only one site that is the Victoria Falls. Though the industry is still growing, a single large investment made an impact, the AVANI Victoria Falls Resorts (former Sun International) in Livingstone for example attracted 6000 tourists to Zambia which was equal to the 10% of the total visitors that visited Zambia in 2005 (Kaunda et al, 2013)

**Table 2.5: Showing Factors Influencing the Expansion of Tourism in Zambia and Livingstone**

<b>Positive</b>	<b>Conflict/Negative</b>
Number of wildlife parks in Zambia	Inadequate capital for long term development
Key geographical attraction (Victoria Falls)	Inadequate budget for marketing
Diversification of the tourism	Poor quality of service in hospitality industry
Heavy capital investment e.g AVANI Victoria Falls	High licensee and taxes regulatory system
Improvement of the infrastructure	Low skilled employees
Successful strategically campaigns e.g the real Africa	Too expensive to participation

**Source:** Tourism report 2014

Further tourism is regarded as a labour intensive because it creates jobs for the rural and urban communities. In other words the tourism industry improves the living standards of the local people. Tourism stimulates nutrition and food security as people's income increase, housing, health, education is also maximized in the community. Zambia is endowed with one of the Seven Wonders of the World, the Victoria Falls, 20 National Parks, 31 game management areas (GMA), water bodies, open spaces, history, Art and Culture. It is acknowledged Zambia is one of the safest and welcoming countries in the world. Tourism has been identified as a priority sector and has been given a new image with a new tag the "Zambia let's Explore: travel and Tourism plays an important role in the economic development of Zambia. Over the years, the industry has grown to become one of important segments in the country. It is also a source of the latest sources of foreign exchange (Euromonitor.com/August,2011) (Government of Zambia, 2011) the government has since accorded the tourism sector the second priority rating after agriculture because of its importance to the economic developed as its neighbours Zimbabwe, Botswana and Namibia. The main source of tourists to Zambia is Western Europe i.e. UK and Germany and significant effort is being geared towards attracting the Western markets but also towards the domestic market (Times of Zambia, Dec, 2011).

### **Impacts by Tourism Sector on Local Population**

Local livelihoods have changed significantly as more people have become involved in Livingstone's wide range of tourism activities. Three major local community stakeholders were identified who are dependent on the tourism industry in Livingstone, namely; crafts

people in the tourism industry, employees within the tourism related business and the owners of hotels, guest house and lodges.

### **Curio Industry**

Curio selling has been associated with the tourism industry in Livingstone in Livingstone since 1910 (Mc Gregory, 2003). Progressively steps were taken in 1990s in view of liberalizing the Zambian economy and develop its tourism industry; trading and selling crafts became prominent in the city of Livingstone's informal sector. It has also been proved beyond the reasonable doubt that tourists spend a lot of money on accommodation, tours and international travel as compared to what they would spend on curios.

### **Local Employment**

Another area where the growth of tourism has had a major impact is in terms of employment where the local people have been able to gain positions with accommodation, and other tourism related business contributing to the growth of the local community. In Livingstone it was estimated that in 2007 that around 16.00 formal jobs had been created in the tourism industry. The Livingstone Tourism Association (LTA, estimated that approximately a quarter of Livingstone population had benefited from the tourism development (Standish and Boating, 2007).

### **Local Hotels, Guest Houses and Lodges**

The growth of the tourism industry in Livingstone has created opportunities for local people to develop businesses both directly in terms of activities and accommodation facilities and indirectly by opening business such as restaurants, hotels and other services that support the tourism industry. In the late 1990s the government of the Republic of Zambia came up with the deliberate policy to distinguish opportunities for participation through the National Tourism Policy which was aimed at assisting Zambians to own hotels, lodges and other tourist facilities Myles (2002) however argued to say that there was little evidence of local Zambians getting involved as owners and managers. However, as tourism has expanded since that period, local ownership has also increased. One of the noticeable areas where the local people are involved is through the ownership of lodges and guesthouse. Livingstone has more than 300 guest houses that are owned by the locals. In 2005, in particular, Standish and Boating (2007) reported that over 25 000 visits in

Livingstone stayed in guest houses. Guest houses also create employment reaching deeper into the community.

### **Foreign Exchange Earner**

Tourism in Zambia, particularly Livingstone is of crucial importance in relation to its critical position of balance of payment and as an important source of foreign exchange earnings, when compared with the export of manufacture goods. The problem of packing and transport does not rise in the tourism sector.

### **Infrastructure Development and Tourism**

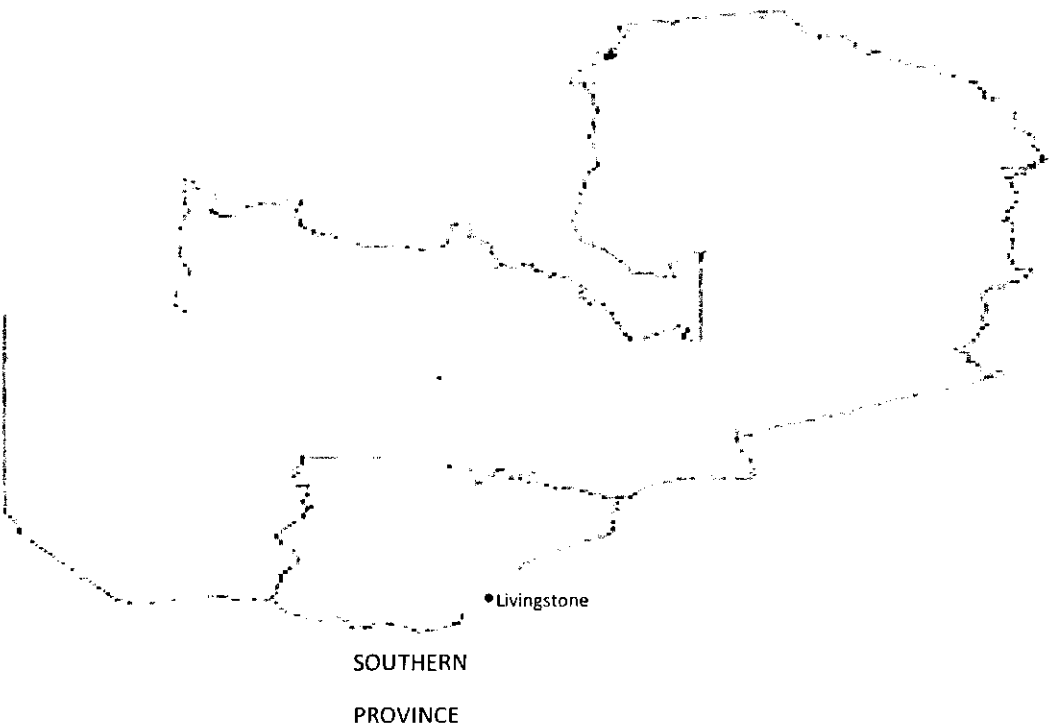
Tourism necessities help in the creation of infrastructure utilities and amenities which are not only used by the visitors but become valuable to the local population as well. The economic importance can be appreciated with reference to its contribution in infrastructure development (Mathieson and wall, 1982) tourist arrivals in the country increase effective demand for infrastructural facilities. The Government must encourage the private sector to put up the infrastructure for the tourists.

#### **2.7.1. Greater Livingstone**

Livingstone was until 2012, the capital of the Southern Province of Zambia, lying 10k/m North of the Zambezi River, and approximately 485 k/m from Lusaka, the capital of Zambia. Named after the first explorer Dr David Livingstone, Livingstone was developed from the main crossing point of the Zambezi called the Old drift. The district has the total population of 158,614 (CSO Survey Report, 2013). The city of Livingstone is the tourist adventure capital of Zambia. Within the vicinity is the Victoria Falls which is one of the Seven Wonders of the World listed in the World Heritage site inscribed in December 1889 under category III: Natural monument. The Victoria Falls is shared between Zambia and Zimbabwe offering the possibility for tourism to positively impact upon them (McGowan, 2007).

**Figure 2.3: Map of Zambia showing the Location of the City of Livingstone in Southern Province, Zambia**

*Source:* Ministry tourism and Arts





A hand-drawn map of a residential area, likely a refugee camp or settlement. The map is oriented with North at the top. Key features include:

- Top Center:** A rectangular area labeled "RESIDENTIAL AREAS IN LIVINGSTONE". Above it, "APC" is written.
- Top Right:** "ZECCO Compound" is written.
- Left Side:** "HIGHLAND" is written vertically. Below it, "M-BITA" is written.
- Center:** "M-AS" and "MALUTA" are written. Below them, "MCS" and "MAUNDA ROAD" are written.
- Bottom Left:** "NORTHERN ROAD" and "STAMPA ROAD" are written vertically.
- Bottom Center:** "KAZEMIN" is written.
- Bottom Right:** "BUTANDA ROAD" and "RAILWAY LINE" are written.
- Right Side:** "MARAMBA STUDENT" and "LINDA" are written. Below them, "MARAMBA CHURCH" is written. At the bottom right, "LIVINGSTONE CENTRAL POLICE" is written.
- Top Right (near center):** "MARAMBA" is written.
- Bottom Center:** "SOURCE: DRAWN BY TIM KUTHER" is written.
- Bottom Left:** "LUSAKA ROAD" and "ELLEN BRITTEL" are written.

The map uses dashed lines to represent roads and boundaries. There are several small rectangular shapes, possibly representing buildings or compounds. The overall layout suggests a planned or semi-planned settlement.

**Source:** Author, Field work (2016)

Livingstone is highly urbanized city with the concentration of the population in townships rather than in the outskirts of the rural areas. The urban depends on either formal or informal sector. Following the collapse of the industrial sector through privatization process during the third Republic Livingstone experienced a decline in the employment levels. This resulted in trading especially the cross border trade. Tourism industry and the infrastructure have enormously grown, for example the Victoria Falls has become pre-eminent tourism attraction in the southern Africa region drawing tourist from across the world. Therefore, the case of Livingstone provides a highly profile of tourism and its impact on socio economic and cultural development like the construction of lodges, hotels, which comes as a result of tourism activities (Zambia Tourism Board, 2011).

The following are the current services offered;

- Adrenaline activities such as Bungee jumping, abseiling, jet extreme
- Safari and wildlife – from the elephant back safaris, cheetah walks, cheetah runs, interactions, lion encounters and lion walks
- Sunset cruises
- Air activities
- Touring

The main goal or purpose of the government is to ensure the area is turned into world class tourism resort, through public-private partnership so that the necessary amenities such as accommodation, casinos, housing units, shopping facilities, roads, airports, water, ITC are developed, most of the activities that were performed by the government are seen such as infrastructure development such as roads, airports, ICT after successfully hosting the UNWTO in 2013 jointly with Zimbabwe.

**Table 2.5: Frequently Visited National Parks**

<b>NATIONAL PARKS</b>	<b>2012</b>	<b>2013</b>	<b>2014</b>	<b>%</b>
South Luangwa	35, 480	40, 943	41, 970	2.5%
<b>Mosi-o-Tunya</b>	<b>14, 659</b>	<b>17, 883</b>	<b>20, 985</b>	<b>17.4%</b>
Lower Zambezi	6, 937	9, 371	9, 289	-0.88%
Kafue	5, 461	9, 085	9, 718	6.97%
Total	62, 537	77, 882	81, 962	6.1%

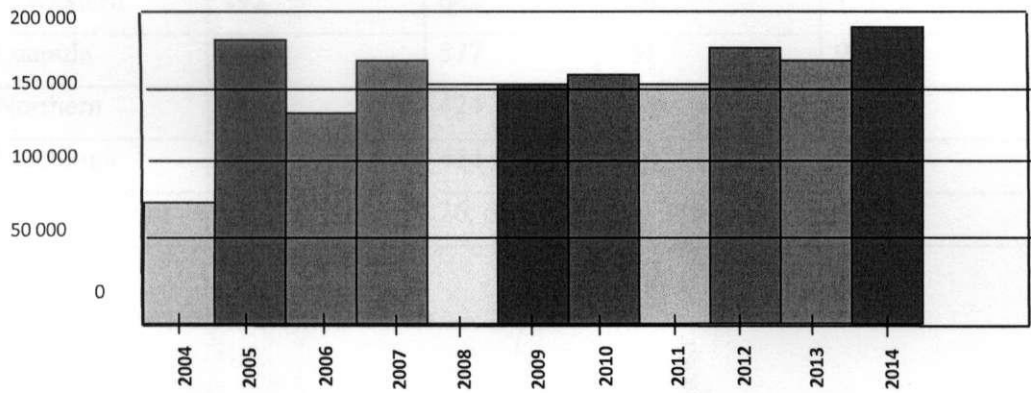
*Source:* National Parks and wildlife services (ZAWA)

The number of tourists visiting the four major National Parks (Kafue, Lower Zambezi, Mosi-o-tunya and South Luangwa National Park, South Luangwa was the highest with 41, 970 of the total 81, 962 national visitors. The lower Zambezi recorded the least at 9, 289 of 81, 962. When comparing with other national parks in the country, it can be seen in the table above that Livingstone’s national park (Mosi-o-Tunya) is frequently visited recording a high (17.4%) rate of visitors.

**2.7.1.1 Visits to Victoria Falls**

The Victoria Falls recorded 153 790 visitors compared to 152, 952 visitors in 2013 representing an increase of 0.5%.

**Figure 2.5: Showing Visits to Victoria Falls**



*Source:* UHCC

**2.7.1.2 Visits to Museums**

The total number of domestic and the international visitors that visited the museum were 79 026, and 3, 917 respectively. The total numbers were 93, 232 in 2013 and 82, 743 in 2014 (decline of 11.3%).

**Table 2.6: Showing Employment Levels**

The number of people employed in the hospitality industry by province, Lusaka and Southern provinces recorded the highest number of employees.

	<b>2013</b>		<b>2014</b>	
	<b>Male</b>	<b>Female</b>	<b>Male</b>	<b>Female</b>
Central	1, 725	1, 823	1, 741	2, 581
Eastern	2, 889	3, 472	3, 517	6, 444
Lusaka	8, 736	9, 679	9, 785	1, 8617
<b>Southern</b>	<b>9, 162</b>	<b>13, 318</b>	<b>13, 504</b>	<b>22, 748</b>
Western	359	581	586	948
C/belt	861	982	989	1, 856
N/Western	492	642	656	1, 158
Luapula	364	577	581	958
Northern	404	424	428	836
Muchinga	393	454	459	87
National Total	10, 650	26, 642	31, 345	57, 003

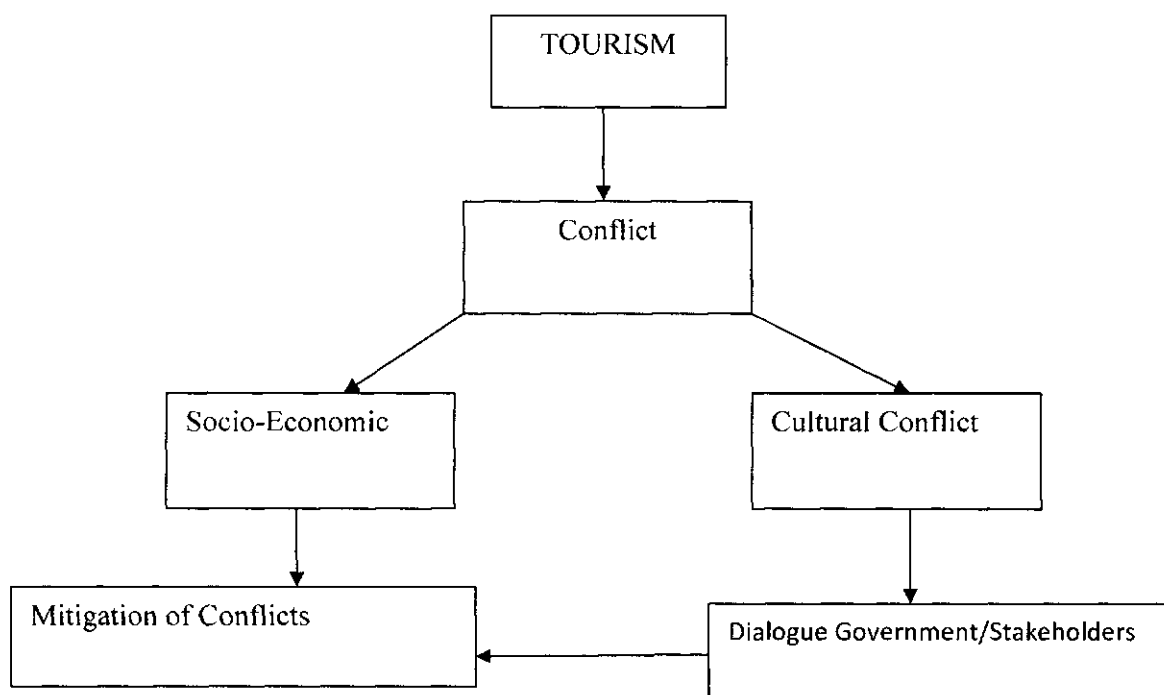
**Source:** Ministry of Tourism and Arts

It is a well-known fact that tourism is a sector that can contribute to the economic growth of a region. Since the industry is labour intensive, it provides for creation of sustainable jobs for local people in urban and rural areas where the majority of the poor live. The tourism stimulates the development of the tourism related industries such as hotels, lodges, crafts, hospitality sector, transportation sector, and entertainment sector with the visitor attractions such as, theme parks, amusement parks, sports facilities, museum among others. The area surrounding the Victoria Falls has been synonymous with tourism (Zambia Tourism Board 2011). People not only travel for leisure purposes or for relaxation or for entertainment, but also for business purposes that includes meetings, conferences, workshops, seminars or events. Culturally, tourism is said to be an element of the community enrichment, thanks to the meeting of different cultures. Tourism positively contributes to the maintenance of the environment by protecting, creating or maintaining national parks or other protected areas (Copper et al, 2002). Thus, tourism is an economic

sector that offers a significant contribution to the economic growth of the region and to the labour market and creates the occupation opportunities directly and indirectly through the supply of goods and services.

## 2.8 CONCEPTUAL FRAMEWORK

**Figure 2.6 . Model of the conceptual Framework**



*Source:* Field work (2016)

## **2.9 THEORETICAL FRAME WORK**

The study used the cooperative model by **MORTON DEUTSTCH**. In his view, a number of factors like the nature of dispute and the goals each party aims at are pivotal in determining the kind of orientation a party would bring to the negotiation table in its attempt to solve conflict.

Two basic orientations exist. These are competitive and cooperative. Deustch further the type of interactions which could occur between negotiating parties as a result their disputing style. Cooperative disposition of the party would evoke an atmosphere of trust and eventually lead to mutually beneficial options for settlement on other hand, competitive approach leads to win or lose outcomes. This approach is inclined to intensifying animosity and distrust between parties and is generally considered destructive.

## **2.10 ETHICAL CONSIDERATION**

The researcher got a clearance letter from the University of Zambia to allow him to conduct research. Confidentiality of the respondent is one of ethical considerations. Whatever was discussed with the respondent was treated confidential. Participants were explained that the research was purely for academic purposes and for the fulfillment of the attainment of the Masters Degree. Last but not the least; permission was sought before speaking to the participants.

## **2.11. Chapter summary**

This chapter has covered tourism trends in the world, Africa and Zambia with details highlighting the conflicts and how some are being mitigated from the expansion of tourism. The next chapter looks at methodology.

## **CHAPTER THREE**

### **RESEARCH METHODOLOGY**

#### **3.0 Introduction**

This chapter discusses the research methods that were used to collect and analyse data for the study. Further it gives an outline of the procedures and methods that was used for the research on the analysis of the socio-economic and culture conflicts emanating from the expansion of tourism and also explains how the research was conducted and the data analysed. The chapter further looks at the relevant literature on the research design, research site, population sample, population size, sampling pilot survey, limitation.

#### **3.1. Study Design**

The study applied both quantitative and qualitative methods in order to obtain a holistic insight into the objectives of the study. Quantitative and qualitative data was used to complement each other in data analysis and discussion of findings. Patton (1990:14) states that the quantitative approach is helpful in understanding the extent and scope of specific problems, and for defining parameters within which various potential solutions may be debated. Quantitative approach provides a measure of what people think from a statistical and numerical point of view. In this study, quantitative approach provided a measure of what participants think about the socio-economic and cultural conflicts emanating from the expansion of tourism in Livingstone from a statistical and numerical point of view. It also provided information about the extent of the problem of socio-economic and cultural conflicts.

Unlike quantitative methods, the qualitative approach obtained the perceptions and feelings of participants and the underlying issues, which quantitative data would omit. Kvale (1996) states that qualitative research study produces more in-depth, comprehensive information and seeks to understand people's interpretations, perceptions and lived experiences. Being exploratory in nature (Neuman, 1997) qualitative research seeks to produce information about a phenomenon in which little is known. In the current study, the researcher used qualitative method in order to investigate in-depth the socio-economic and cultural conflicts emanating from the expansion of tourism in Livingstone, instead of just observing and describing their situation. Thus, the design made it possible for the researcher to get insightful information from respondents who are knowledgeable about the subject under

investigation. It also allowed the respondents to discuss in detail, their personal experiences of socio-economic and cultural conflicts.

### **3.2 Study Site**

The study was conducted in Livingstone targeted some high and low cost residential areas, Ministry of Tourism and Arts, Livingstone Tourism Association (LTA), National Parks and Wildlife Services (ZAWA), Zambia Tourist Agency (ZTA), Livingstone City Council (LCC) and Hotels and Lodges. The district has the total population of 158,614 (CSO Survey Report, 2013). Livingstone was chosen as a study site because the city is the tourist adventure capital of Zambia. Tourism industry and the infrastructure have enormously grown, for example the Victoria Falls has become pre-eminent tourism attraction in the southern Africa region drawing tourist from across the world. Therefore, the case of Livingstone provides a highly profile of tourism and its impact on socio economic and cultural development like the construction of lodges, hotels, which comes as a result of tourism activities (Zambia Tourism Board, 2011) suitable for research.

### **3.3. Population of Study**

A population is a group of individuals from which the samples will be taken for measurement having the same characteristics (Leedy and Ormrod, 2005). In any given research the study population is that population that the researcher is interested in studying. The target population in this study were both men and women above 18 years, targetted some high and low cost residential areas, Ministry of Tourism and Arts, Livingstone Tourism Association (LTA), National Parks and Wildlife Services (ZAWA), Zambia Tourist Agency (ZTA), Livingstone City Council (LCC) and Hotels and Lodges. The study population was restricted only to the people that have lived in Livingstone for a long time and the visitors were excluded.

### **3.3. Sample Size**

The sample size is the total number of participants that answer to the requirements of a given study that have the same characteristics (Kombo and Tromp, 2006). The sample size for this study was 100. 32 respondents were drawn from tourism establishments and 68 were drawn from high and low cost residential areas.



### 3.4 Sampling procedure

According to Field (2006) a sample is a portion of the population or a number of participants drawn from the whole to constitute a desired sample.

$$\text{Formula} = n = \frac{N}{1 + N(e)^2}$$

$n$  = Sample  
 $N$  = Population  
 $E$  = Level of Significance

*Source:* Field (2006)

Sampling procedure is a way through which cases would be selected for the study from the research plan. The Two types of sampling procedures that were used are purposive and random sampling. In other words each population had equal chance of being selected. Random selection is one the best statistical methods and is free from bias. Random sampling was used to arrive at the names of residential areas that were sampled in the City of Livingstone. The residential areas were divided into two categories i.e. High and Low cost. The total number was 8 and these were further reduced to 4 (Nottie Broad, Highlands, Namatama and Malota). 17 were sampled from each area  $17 \times 4 = 68$ . The Tourism Avani and Warm Harbor 8, Wasawange and Road Lodge 8, the remaining one i.e. LTA, MOTA, LCC, ZTA, four were drawn from each. Participants were chosen by picking their identities from the bowl which was reshuffled. The lottery technique was used in order to further reduce the numbers. In case of Livingstone where the questionnaires were administered, the sampling frame was drawn from the population of the residents currently estimated to be 162, 230 (2014, CSO, Survey) and approximately figure of 100 was arrived at for the questionnaires that were administered to the members of the local community.

In addition, the study adopted a purposive sampling approach because of the knowledge of the population and the purpose of the study (Babbie, 2004). Purpose sampling was used to draw possible respondents for indepth interviews and focus group discussions. The sample was restricted to the people that have lived in Livingstone for a long time and the visitors were excluded.

### 3.5 Pilot survey

The data collection was preceded by the Pilot Survey which was put in place by the researcher from 2<sup>nd</sup> to 3<sup>rd</sup> April, 2016 in the City of Livingstone. The essence of the survey

was to get rid of the wrong wording and ambiguities in the interview guide. The pilot survey was randomly done in the City of Livingstone.

### **3.6 Data collections and sources**

Two types of data sources was used to achieve the objectives of this research i.e. primary and secondary sources. Primary data was collected through the use of questionnaires, observations and interviews after the pilot project stage 1, structured questionnaires were distributed in the City of Livingstone in the second stage. These were personally distributed though some respondents has problems in a answering the questionnaires because of level of education. On the other hand secondary data involved the use of published articles, research reports, journals and books mainly from computerised Adobe data base, Maps and charts of the tourist attraction centres and University of Zambia library's E-journals. Secondary data enabled the researcher to review previous studies carried out on tourism in Zambia and other parts of the world. In addition, secondary data provided empirical evidence on tourism. In this regard, secondary data allowed the researcher to find gaps in the existing literature.

#### **3.6.1. Data Collection Techniques/Tools**

Data collection techniques involved the use of in-depth interviews, structured questionnaires and focus group discussions since the study was mixed in nature.

##### **3.6.1.1. Indepth Interviews**

Patton (1990) asserts that in-depth interviews is a type of interview which researchers use to elicit information in order to achieve a holistic understanding of the interviewee's point of view or situation. The interview allows the researcher to collect detailed information from participants based on their experiences, views and feelings. In the current research, in-depth interviews were used to solicit in-depth information on socio-economic and cultural conflicts emanating from the expansion of tourism in Livingstone. Written informed consent was obtained from all participants prior to the in-depth interviews, emphasizing ethical considerations. In-depth interviews were conducted with the selected nested sample participants within a few days after completing the survey. Participants for in-depth interviews included respondents who provided peculiar and typical responses in the survey. This was done to create a nested sample that was rather homogenous to provide a wide range of experiences.

#### **3.6.1.2. Structured Questionnaires**

Kvale (1996) asserts that questionnaires are a set of questions for obtaining statistically useful or personal information from respondents. Questionnaires are also a valuable method of collecting a wide range of information from a large number of respondents. Structured questionnaires in this study were used in the residential areas in order to collect data on the socio-economic and cultural conflicts caused by the expansion of tourism in the city of Livingstone. The questionnaires further asked respondents on how the conflicts can be resolved caused by the expansion of tourism. Open ended questions called for the personal opinions.

#### **3.6.1.3. Focus group Discussion**

Focus group discussion guide was used as an interview data collection method. The researcher had put participants in groups and encouraged them to follow some specific question discussions amongst themselves to find possible solutions to the problems of conflicts emanating from the expansion of tourism in Livingstone. Focus group discussion was chosen as data collection tool because it simultaneously solicits for opinions and experiences of respondents. FGD also offers a certain quality of control, in that; participants provide checks on each other (member checking); excluding extreme or false views (Patton, 1990). Thus FGD was used to collect data and clarify issues emerging from structured questionnaires. This method will also enable the participants to provide detailed information on socio-economic and cultural conflicts emanating from the expansion of tourism in Livingstone City.

### **3.6 Data Analysis tools**

Because the study involves the collection of qualitative and quantitative data, the analysis employed both qualitative and quantitative data analytic methods. Qualitative data was analysed thematically. Thematic analysis basically refers to topics or major subjects that come out of the interviews or discussion. In this case, this analysis focused on the major themes that are appearing in the research questions and objectives; which are causes of socio-economic and cultural conflicts, measures put in place to control socio-economic conflict, challenges in reducing the socio-economic conflicts and to come up with alternative solutions to solve conflicts emanating from tourism industry. On the other hand

quantitative data was analysed using Microsoft excel to produce outputs such as frequency table, distribution tables, pie charts, bar charts.

### **3.7 Limitations**

- Difficult to extract information from the top management pertaining to their salaries they were getting as compared to their juniors.
- In some cases secretaries were not cooperating to allow the researcher to see and talk to the top management.
- Villagers in the Mukuni Village did not tell in most cases concerning the Mukuni Trust Fund for fear of victimization by other subjects in the village.
- Inadequate of finances some areas to cover certain areas which proves to be remote to Chief Mukuni of Kazungula District.
- Youths in Malota compound were always unfriendly, they always become suspicious of the visitors. They thought the researcher was from Drug Enforcement Commission.
- Issues to do with Chief Mukuni assets was very sensitive and may interviewers refused to comment on the matter.
- The security delayed in granting permission to see anyone from the back packers. They were always suspicious and in most cases it was reported that top management was out of the country.

## CHAPTER FOUR

### PRESENTATION AND DISCUSSION OF RESEARCH FINDINGS

#### 4.0 Introduction

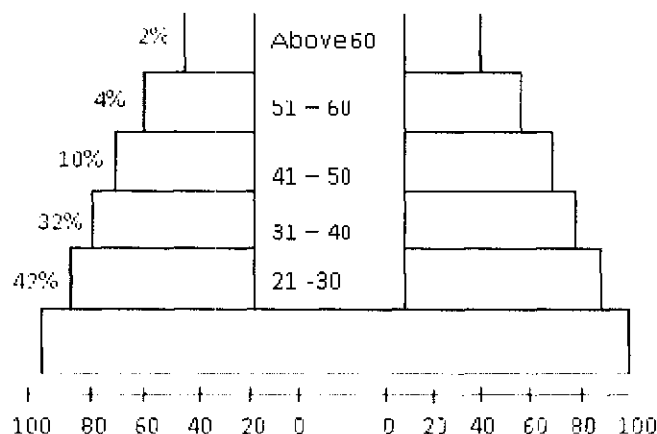
This chapter presents the findings of the study which aimed at investigating and analysing socio-economic and cultural conflicts emanating from tourism in Livingstone. The presentation is outlined in relation to the study question and the emerging themes. The question of this study were what are the types of socio-economic and cultural conflicts, what measures have been put in place to control socio-economic and cultural conflicts, what challenges are existing in reducing socio-economic and cultural conflict in Livingstone, and what are alternative measures and solutions that can solve conflicts emanating from tourism industry?

#### 4.1. Demographic Profile

In order to follow a systematic tabulation, the following variables were utilized in the questionnaires that is age, sex, gender, educational level, occupation, incomes and an analysis of the socio-economic and cultural conflicts emanating from the expansion of the tourist sector in the city of Livingstone.

##### 4.1.1. Age Group

**Figure. 4.7. Age sex graph (Pyramid)**



**Source:** Author, field work (2016)

The figure above (Figure 4.5) shows that the majority of the respondents for this study were between the age 21-30 (42%), second 31-40 (32%), 41-50 (10%), 51-60 (4%) and the

least were those above 60 years of age with 2%. Therefore the study covered almost all the age groups of the population above 18 years, which helped the researcher get different views of socio-economic and cultural emanating from tourism in Livingstone.

### 4.1.2. Sex Composition by Gender and Age

**Table 4.7: Age-gender analysis**

AGE	GENDER	
	FEMALE	MALE
ABOVE 60	2	0
51-60	2	2
41-50	6	4
31-40	18	14
21-30	28	24
	56	44

*Source:* Author, Field work (2016)

As indicated in the table above (Table 4.3), most of the respondents that gave responses in the study were women constituting (68%) and men accounting for (32%). The ratio of women to men in Zambia is 4:3 and the majority of the youths are in the range of 15-40 years. It is for this reason Zambia is a youthful nation and this is the same age group that is active in tourism activities in Livingstone.

### 4.1.3. Marital Status

**Table 4.8. Marital status, females and males inclusive**

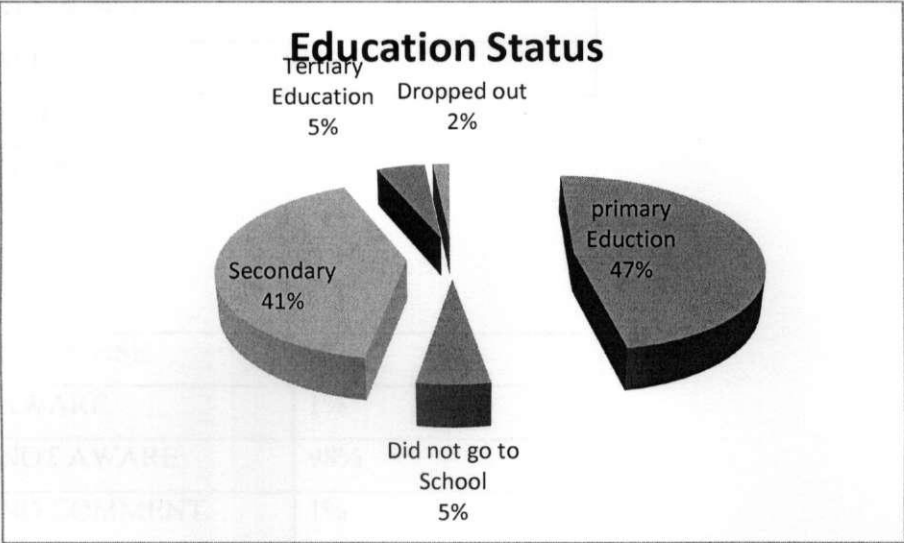
Status	Frequency	Percentage
Married	38	38%
Divorced	22	22%
Separation	26	26%
Cohabiting	4	4%
Single	10	10%
<b>Total</b>	<b>100</b>	<b>100%</b>

*Source:* Author, field work (2016)

4.1.4. Education standards

According to the findings 55% (55) Primary Education, 32% (32) Secondary School 8% (8) Tertiary Education and 5% (5) did not go to any school (2%) dropped out on the way.

Figure. 4.8: Showing Education status

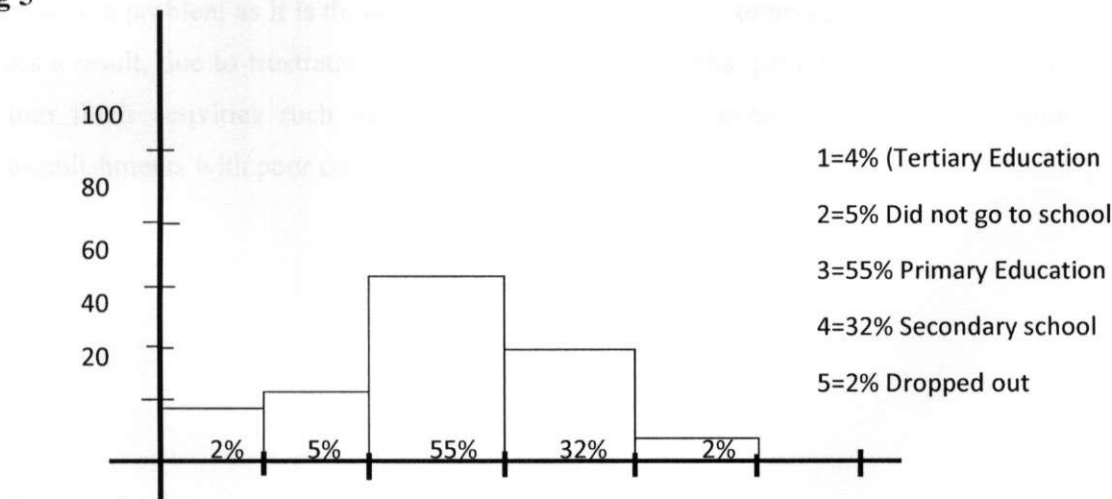


Source: Author, field work (2016): MS Excel output

From the pie chart above, the majority of the people have been to school. This makes transactions easy between the locals and foreign nationals who are using English as a medium of communication.

GRAPHICAL PRESENTATION

Fig 5



Source: Author

**4.2. What are the types of socio-economic and cultural conflicts in Livingstone?**

When asked about the types of socio-economic and cultural conflicts emanating from tourism in Livingstone, below were the statistical responses from respondents.

**Table 4.9 Suppliers of Food Stuff**

RESPONSE	%
ALLOWED	5%
NOT	95%
TOTAL	100%

**Table 4.9.1.**

RESPONSE	%
AWARE	1%
NOT AWARE	98%
NO COMMENT	1%

1% respondent that there was evidence of Human Trafficking,

98% not aware

1% no comment

The table above shows that 5% were allowed to supply food stuff to the foreign owned lodges, hotels and guest houses. 95% not allowed by hotel management. This has created a problem as it is thought that such development is to bring about job creation. As a result, due to frustration especially among the youths, people are now indulging into illicit activities such as prostitution and robbery even working in the same establishments with poor conditions and salaries.



# SALARY DISPARITIES

**Table 4.10**

RESPONSE	%
TOO LOW	80%
AVERAGE	15%
GOOD	5%

80% said salaries were too low

15% said other firms like cleaners

5% happy.

# FOREIGN EXCHANGE LINKAGES

**Table 4.11**

RESPONSE	%
LACK OF OWNERSHIP	68%
BENEFIT	22%
NO COMMENT	0%

68% said did not benefit because of externalization of foreign exchange

22% benefit from foreign exchange

0% no comment

# EXPENSIVE FACILITIES

**Table 4.12: Expensive Facilities**

RESPONSE	%
TOO EXPENSIVE	85%
COULD AFFORD	10%
NO COMMENT	5%

*Source:* Author, Fieldwork (2016)

According to findings 85% said things were expensive in hotels, lodges and guest houses, 10% could afford the prices and 5% refused to comment. This shows that with the boom in the tourism sector in the city of Livingstone, local people are being exploited at the expense of foreign nationals. They are being made to pay as much as the foreign nationals are made to pay.

This has disadvantaged the local people hence the conflict. Not only is it expensive to get accommodation but food, groceries, agricultural products are extremely expensive as well. Only a few are able to afford the essential commodities.

**CHILD LABOUR**

**Table 4.13: Child Labour**

RESPONSE	%
EVIDENCE	80%
CURBED	4%
IGNORANT	16%

*Source:* Author, Fieldwork (2016)

The figure above shows that 80% responded that there was evidence of child labour in most tourist establishments and most pupils dropped out of school in order to work in the tourism sector where money was easy to make. 16% were ignorant of child labour, 4% said there has been intervention from the government etc.

This has implications on the Zambian society as many young people are abused and are being forced out of school to go and make money. This is not decent employment; instead it is depriving the city of Livingstone and the country at large of people that can gain enough knowledge when put in school and later develops the nation.

## RELOCATION TO OTHER AREAS

**Table 4.14: Relocation to Other Areas**

RESPONSE	%
COMPLAINED	2%
LIFESTYLE CHANGED	98%
NO COMMENT	0%

*Source:* Fieldwork (2016)

As indicated in the table above, 2% complained of being relocated to another area, 98% said lifestyle did change 0% no comment. This change in the life style of the local people has greatly affected the productivity since most of them are farmers and fishermen.

## CONSTRAINS FACING THE TOURISM INDUSTRY

- Poor access to the sites
- Inadequate communication skills
- Inadequate finances
- Limited domestic and the international air transport network links.
- Weak marketing strategies.

### 4.3 SOCIO-ECONOMIC CONFLICT

During indepth and focus group discussions, participants were asked further about the causes of socio-economic conflicts emanating from tourism in Livingstone, and below were their responses.

#### 4.3.1 Beyond the reach of an ordinary citizen

The survey collected information from the accommodation providers in Livingstone including hotels and lodges. The accommodation providers interviewed had a range of products to suit their different clients, among others presidential suites, family rooms and double and single rooms. The presidential suite was K 21, 000 per night, family rooms were costing K 4, 800 per night, double rooms at K 2, 900 per night and single rooms were

going at K 700.00 per night. The lodges the highest price was pegged at K 900.00 per night for the double rooms, single rooms were in the range of K 400.00 to K 250.00 per night.

Therefore participants who the majority are local people said it was difficult for them to enjoy the facilities at Avani Victoria Falls resort hotel because they were beyond their reach.

For example one participant had this to say:

*"Sir (meaning the researcher), us local people don't have money compared to whites, therefore only whites and rich black people enjoy the services. As a result it is just a name that we live in the tourist capital of Zambia Livingstone otherwise we don't enjoy the nature of the city. Therefore tourism is for the rich not us the poor, who are the majority..."*

Additionally, during the survey 10% respondents said they can afford and 5% said they could not afford. This created a socio-economic conflict between the locals and the tourists and others said it was even difficult to enjoy Micro flights, helicopter and fly over the Victoria Falls, water rafting, elephant rides, boat cruises were beyond the local citizen of Livingstone.

#### **4.3.2 Lack of Opportunity to Supply**

Local participants complained of not being allowed to sale agriculture products such as vegetables, milk, beef to the hotels and lodges; and only about 9% were allowed to sale because Avani Victoria Falls (Sun International Hotel and Livingstone had their own warehouses in Livingstone City that were transported from South Africa. This created a serious conflict because locals who were not given an opportunity to supply their goods, and this affected their income inflows also the increase of poverty among the locals.

One participant said:

*"Sir even if we work hard in our gardens and farms to earn a living nothing comes out of it because we have nowhere to sell our products. When we take to them to hotels and lodges and they refuse to buy citing*

*they are of poor quality and that they can only buy products from outside Zambia like South Africa to suit their clients' needs. Therefore we just end up selling among ourselves at lowest prices, hence continue living in poverty."*

#### **4.3.2 Salary Disparities**

During survey, locals who worked in hotels 80% said salaries were not favourable and got in the ranges of K1000 to 3000 per month. They did not have proper conditions of service, unions to support them or negotiate for better conditions of service. They worked for longer hours for the meager salaries and were not able to meet their daily needs in homes. Females resorted to prostitution which also contributed to the spread of HIV/AIDS. Those who died left the children behind and who later became street children as a result of the increase of poverty levels in the city. 15% responded to say the salaries were much better as compared to what others like the security firms, cleaners in lodges got. 5% said were happy because they did not have big families to look after. Salary disparities created a conflict between the management and the general workers were getting. Within the 5% others said issues of racial discrimination were serious at places of work.

During indepth interviews one of the female participants had this to say:

*"Sir (meaning the researcher) salaries here are very poor. I have a big family to look after. On top of that I have two children. So the only way I manage a living is through prostitution, especially to white old men who atleast give us good money. I know its risking but there is nothing I can do."*

A male participant said:

*"Sir I am a married man with 5 children and I can't lie to you salaries at this hotel are very bad, I just steal some food stuffs, shelves, hoes, and other things, then go and sell in our compounds in order to survive. How I wish government could look into our plight and push these whites to increase our salaries before we die of hunger and end up in prison...."*

However, one participant had a different view:

*"I am a supervisor at this lodge. I supervisor my colleagues in the kitchen and rooms, so atleast I can't complain my salary is fair. I manage to pay rentals, buy food for the family at home and somehow pay school fees for my children. I am able to survive. Thanks to these business men and women who are running lodges and hotels in Livingstone. Atleast they have created employment for us. And the majority of youths are attaining qualifications in hotel and tourism and so that they come and get employed here in Livingstone. Somehow it is a plus to our economy."*

#### **4.3.3 Foreign Ownership and Foreign Exchange Linkages**

Most of the hotels and lodges were foreign owned 68% said locals did not benefit from anything in spite of being local citizens in terms of ownership of property. Avani Victoria Falls Resort Hotel (Sun International) and The Royal Livingstone Hotel both hotels were in the hands of the national hotel group, the owner is from America but based in Bangkok Thailand in the far East Asia. Profits, they said realized from Livingstone were externalized to other countries not for the benefit of Livingstone City. This created a gap between the locals and the foreign investors. This promoted a socio-economic conflict in the city of Livingstone as a result of the expansion of tourism, this was a socio-economic conflict.

#### **4.3.4 Curio Shop**

The majority of the participants said they did not benefit from the business because most hotels have curio shops in their premises as a result there is too much competition. Examples the Chrismar hotel, Protea Hotel, Avani and Royal Livingstone. Most tourists choose to buy from there instead of Mukuni Park in the City. 10% said they were merely surviving on meager profit. Also others narrated that they were making losses. This created a socio-economic conflict between local run curio shops and those owned by the hotels and sold in US dollar while the local ones who pegged in Zambian Kwacha. The curio shops owners also complained of the losses they made during the UNWTO (2013) conference jointly hosted between Livingstone (Zambia) and Victoria Falls (Zimbabwe).

During focus group discussion participants said:

*"The delegates did not reach town of the Livingstone in order to purchase curios but instead ended only at Sun International Hotel and the Royal Livingstone and went back. Zambians had travelled from distant places to Livingstone."*

#### **4.3.5 Crime Rate**

During survey 80% of the respondents said crime increase with mass tourism. The presence of large numbers of tourists with a lot of money to spend, often carry valuables such as cameras and jewellery, which increase the attractors of criminals. 19% said there was an improvement in the security of the town while 1% said where not interested to comment. 30% benefited from their former houses that have turned into guest houses which are cheaper to manage. 20% were happy with the expansion of the tourism industry in the city of Livingstone.

During focus group discussion participants complained:

*"Sir there is high rate of crime rate here in Livingstone because of tourism. Especially the male youths like snatching from foreigners. Even taxi drivers in the past used to steal from tourists. But somehow the Police have tried to intensify security after alot of cries from tourists, unlike in the past. And we sure that is why alot of foreigners are coming to Livingstone now because they know that it is a safe place for luxury and have funnies....."*

#### **4.3.6 Relocation of the Locals**

Most local participants complained that they were displaced from their former residents. These are villagers from Imusho Village who used to live on the banks of the Zambezi River. They were removed in 1997 when the Hotel Intercontinental was being built in Livingstone. They were also not allowed to live in the Mosi-o-tunya national park. They said were they went life suddenly changed because of the environment. Previously they were fishermen and hunters. Now most of them cannot do farming and have changed the

way of life style. Women have gone into prostitution. This also created a socio-economic conflict emanating from the expansion of tourism.

However, some local residents said their life style have not been disturbed especially in Mukuni Village of the Toka Leya's. They have not been relocated to another place. For example during focus group discussion participants said:

*"As in Mukuni village have not been disturbed by the expansion of tourism in Livingstone. This is where we have been living since we were born. Infact tourism has helped us make some money through art. We make variety of traditional things using woods which we sell to tourists."*

#### **4.3.7 Expensive Merchandise**

About 90% of the local respondents complained of expensive products in the city of Livingstone such as food, groceries etc. 8% said they were not affected at all. 2% said they did not see any difference in terms of prices, they said their money was dictated by the US dollar.

During indepth interviews one participant said:

*"Sir, the expansion of tourism in Livingstone has somehow affected our way of living. Life has become very expensive here in Livingstone. The price of goods has become very expensive, including local products. Some residents even price their goods in dollars. Imagine for you to eat a chicken you need to have about K80.00....."*

#### **4.3.8 Dressing and Mannerism**

Based on focus group discussion, most women were not happy with the dress code of the youths. This was attributed to the expansion of tourism. One key informant said

*"even the language of the children has also changed. They have become Americans or British. This is also the cause of the spread of HIV/AIDS...";*



They further said the marriages into which the children went into were not recognized. According to the women:

*“Our children now like cohabiting. To them it is very normal. As a result they are moving from one girl friend to another, even girls from one boy friend to another. That is why AIDS is very high here in Livingstone...”*

#### **4.3.9 Disruption of the Way of Life**

During indepth Interviews with one officer from ZAWA affirmed that:

*“I receive a lot of complaints that villagers lifestyle have been disrupted due to lack of freedom in moving about in the national parks, that would constitute criminal trespass if found in designated areas of the parks without special permission. Villagers are no longer allowed to collect firewood, mushrooms and go about their usual hunting activities.”*

### **4.4 CULTURAL CONFLICTS**

#### **4.4.1 Appearance of the Chief in Public**

Interview with anonymous respondent indicate that:

*“According to the Toka Tradition the Chief is not allowed to appear in public. He is supposed to be confined at the palace. Chief Mukuni is usually in public because he is a major shareholder of most hotels, lodges, guesthouses, tour and travels companies, and he is the Chief custodian of the traditional law in both Livingstone City and Kazungula District where the village is located.”*

#### **4.4.2 Disturbance of the Lwiindi Traditional Ceremony**

During the combined Lwiindi Ceremony and splash Ceremony of the total Leya the Toka-Leya have to walk to the Victoria Falls where they have to perform some rituals. The young men who are supposed to get married have to prove their manhood by getting down into the boiling point of the Victoria Falls and get special soil and water which they take

home. During this period there are a lot of tourists. The ceremony is overshadowed by tourists. This is a good example of cultural conflict.

#### **4.4.3 Imitations of Lifestyles**

(Interview with a Senior Citizen in Malota) she said

*“the mixture between different cultures, religious groups, lifestyle and levels of prosperity can cause culture clashes. Attitude towards the stage of development can go through stages Euphoria where the visitors are welcome, through apathy, irritation and potentially antagonism when anti-tourist attitudes begin to grow among the local people...”*

This therefore shows that the different lifestyles and economic inequality between tourists and local people can cause changes in the behavior of the local people.

#### **4.5 HUMAN ELEPHANT CONFLICT**

With regard to human elephant conflict, 78% of the respondents especially in Mukuni Village said elephants were very destructive especially when it comes to the agricultural products. This was evidenced by what one of the National Park and Wildlife Service officer said:

*“animals are free to move about and destroy whatever it is in their path....”*

To them (the National Park and Wildlife Officers) animals are as important as human beings, if not more important than human beings. While 12.5% of the respondents said they loved to live side by side with nature, 9.5% respondents suggested that elephants should be controlled by being confined in parks.

#### **4.6 CHILD LABOUR IN TOURISM**

The survey showed that 80% of the respondents observed that the tourism industry employed children younger than 18 years of age long hours, unstable employment, low pay, little training and poor chances of qualifications. 16% said were ignorant of child labour and 4% said it has been curbed.

#### **4.7 HUMAN TRAFFICKING**

Concerning human trafficking, 11% of the respondents were aware that there was an evidence of human trafficking in Livingstone by foreign national e.g. Congo D R, Zimbabweans, and South Africans etc. 98% said they were ignorant to the type of activity. 1% refused to comment. This has created a socio-economic conflict between the locals and the foreign emanating from the expansion of tourism in the city of Livingstone.

#### **4.8 COMMERCIAL SEX EXPLOITATION**

During indepth Interview, one Sex Worker narrated:

*“Sex tourism is a booming industry in Livingstone, it is mainly caused by high levels of poverty especially if you are the key bread winner in the home. Orphans become destitute and take to the streets. So instead of letting the orphans going into the street and the families suffering we resort to prostitution. When it comes to charges, we usually charge as low as K50 with condom or K100 without a condom which is popularly known as “Live”.*

Interviews further revealed that Zambian prostitutes have also been a serious rivalry with Zimbabwean commercial sex workers who charge as low as K20 or K10. Most Zambian commercial sex workers have complained about the loss of business to girls across the border in Zimbabwe. The commercial sex workers can sleep as many as 6 men in one single night. This has caused a serious socio expansion of the tourism industry.

#### **4.9. What are alternative measures and solutions that can solve conflicts emanating from tourism industry?**

When asked about the alternative measures and solutions that can solve conflicts emanating from tourism industry in Livingstone participants said villagers or any other local persons should freely continue with their traditional way of life of collecting firewood, collecting mushroom, wild fruits and hunting on a small scale for food only.

The foreign tourists should be sensitized on the significance of the traditional rulers such as chief Musokotwane of Toka people and Chief Mukuni of the Leya. They should not look

down upon the local people as their traditional leadership using even derogatory language. They should be respectful towards the local indunas to avoid socio-economic conflict.

Whites should also avoid invading the privacy of the local people. Most tourists enter huts of the local people without permission to see where they sleep and what they eat. The Immigration Department under the Ministry of Home Affairs should come with stringent measures to prevent “Porous” at borders. There is an influx of Zimbabwean, Namibian and Botswana women who have migrated especially for sex tourism. The cause of the spread of HIV/AIDS, which has come as a social serious conflict in the area between the Zambia commercial sex workers and their counter parts from neighbouring countries.

Parents should be encouraged to sit down with their children and talk against the dress codes, general conduct in public and talk against illicit sex which is the cause of HIV/AIDS. This is conflict in the sense that parents in the past never used to live the way their children live today. Cohabiting should be discouraged let the foreigners follow the traditional norms

Overall analysis of the members of public through tourism industry brings benefits to the city of Livingstone. The general view of the people is that the local people have not been given the “Platform” to participate in the affairs of tourism. The voice of the people in Livingstone are the Government and stakeholders who run hotels, lodge, tours and traveling agencies, all benefits go to the foreigner investors commonly known as linkages of foreign exchange to sending nations where the tourists are coming from, leaving nothing for the local people to enjoy. The playground for both local and foreigners are not the same for instance when it comes to land rights, land matters are easily settled for the foreign investors, who may want to build a hotel or lodge. On the other hand it becomes difficult for the locals to acquire land. The foreign investors have a lot to say when it comes to the running of tourism activities in the City of Livingstone.

It is for the reason that from the analysis point of view of the members of public if the situation is not properly handled socio-economic and culture conflicts arising from the expansion of tourism prevail. A lot of literature has been written pertaining to the expansion of tourism in Livingstone City but have not done anything to address the issue.

## **CHAPTER FIVE**

### **CONCLUSION AND RECOMMENDATIONS**

#### **5.0 Introduction**

The study undertook to analyse the socio-economic and cultural conflicts on the local community emanating from the expansion of tourism in Livingstone, Southern Zambia. The choice of the research topic was based on the emphasis by the government of the Republic of Zambia on liberal mono-economy approach by depending on the copper production and neglecting the other sectors of economy. It is undeniable fact that copper contributed massively to the development of this great nation of Zambia in contributing to the Gross Domestic Product, foreign exchange, employment. In the late 1970's Zambia experienced a shift in the paradigm, the copper prices went down on the world market in the late 1970's, hence the need for the diversification of the economy from copper dependence to tourism. Tourism was changed from service to economic and has played a big role in the past twenty year's tourism has been described as economic engine of the country in terms of contribution to the GDP, foreign exchange and employment.

The study endeavoured to come up with a lasting solution by analysing the socio-economic and cultural conflict emanating from the expansion of tourism. Reasons for the expansion of tourism were given prior to the citing of the conflicts. Chapter gave an analysis of the research findings and interpretations. The final chapter provides information based on conclusions from analysis and formulated after the statement of the problem.

#### **5.2 Conclusion**

Prior to the research findings, one can conclude that, in reclassifying the tourism industry and the government identifying as the most important sectors for national development, the city of Livingstone has expanded as result of money realized from the tourism industry. This has also resulted in a lot of infrastructure development as hotels, lodges, crafts, hospitality sector, transportation sector, and entertainment sector with the visitor attractions such as, theme parks, amusement parks, sports facilities, museum among others; job creation; a contribution to the Gross Domestic products and source of revenue through foreign exchange (Nkombo, 2006). Culturally, tourism is said to be an element of the community enrichment, thanks to the meeting of different cultures. Tourism positively

contributes to the maintenance of the environment by protecting, creating or maintaining national parks or other protected areas (Copper et al, 2002).

Findings revealed the major socio-economic and cultural conflicts emanating from the expansion of tourism in Livingstone as lack of opportunity by the local people to supply or to sale agriculture products such as vegetables, milk, beef to the hotels and lodges as foreigners had their own warehouses in Livingstone city that were transported from south Africa; salary disparities where locals worked for longer hours for the meagre salaries and were not able to meet their daily needs in homes – making females resorting to prostitution which also contributed to the spread of HIV/AIDS; most of the hotels and lodges were foreign owned and locals did not benefit from anything in spite of being local citizens in terms of ownership of property; the majority of the participants said they did not benefit from the business because most hotels have curio shops in their premises as a result there is too much competition; crime rate was high as the presence of large numbers of tourists with a lot of money to spend, often carry valuables such as cameras and jewellery, which increase the attractors of criminals; most local participants complained that they were displaced from their former residents.; local respondents complained of expensive products in the city of Livingstone such as food, groceries etc as their money (kwacha) was dictated by the us dollar. Other types of socio economic conflicts included child labour where tourism industry employed children younger than 18 years of age and make them work long hours, for low pay; human trafficking and commercial sex exploitation

when it comes to cultural conflicts respondents cited rarely appearance of the chief in the public, imitations of lifestyles where everyone wants to speak and dress like Americans and Britons especially youths; disturbance of the Lwiindi traditional ceremony where the young men who are supposed to get married have to prove their manhood by getting down into the boiling point of the Victoria falls and get special soil and water which they take home. During this period there are a lot of tourists. The ceremony is overshadowed by tourists. This is a good example of cultural conflict. Therefore, one will agree that tourism whether on large or small scale affects the whole community positively and negatively.

### 5.3 Recommendations

1. There should be deliberate policy on the pro-poor programs in many parts of the city of Livingstone and the surrounding areas. Residential areas which need economic empowerment are the low density areas such as Malota which is notoriously known for vices such as drug trafficking, sexual immorality. It is another “Chibolya” of Livingstone. Instead of conducting by DEC massive arrests, there should be a policy sensitization, promotion of skills training and financial assistance for the youths. The Avani Victoria Falls Resort and the Royal Livingstone have been helping the community in Mukuni Village through the Mukuni Trust Fund. The proceeds go to the purchasing of drugs and donations of computers to the local community.
2. The community should be consulted when it comes to issues to do with tourism activities in their areas. Most of the local people have been victims of relocations to other areas e.g. the villages in Imusho village on the banks of Zambezi were forcibly removed due to the fact that they were residing in the National Park and also the intercontinental Hotel was to be built in the same area ZAWA (National Park).
3. The issues of Human elephant conflict should be addressed in the Mukuni Villager where the Villagers have suffered for a longtime. Agricultural crops have been destroyed by elephants. According to law no human being is supposed to retaliate (other one can be charged with poaching) this conflict type. The National Wildlife and National Parks Services (Former ZAWA) should come up with ADMARDE (Administrative Design for Game Management Areas). Villagers should be part and parcel of conservation of wildlife in their areas of vicinity to the parks and in turn the local community should be communally rewarded either by building a school or a health center. In this way villages will feel ownership of the wildlife and conservation. There should be a deliberate policy by the government, stakeholders and the community to sit down the issues of disparities in hotels, lodges, guest houses especially when it comes to the conditions of service, treatment by the management of the local workers, working conditions should be addressed. These have been a source of conflict in the places of work.

4. Hotels and lodges owned by the foreigners should use a two (2) tier system of pricing their facilities. There should be a slightly a lower charge for the locals and another one for the foreign tourists. This has created a serious conflict in Livingstone between locals and the foreigners. Some back packers should be scrutinized by the government such that some of them could be conducting socio-activities that are detrimental to the rooms of the traditional society such as pornography, drug trafficking, sexual immorality. This is a source of conflict in the society; there should be a heavy scrutiny to curb the serious issue related to human trafficking to neighbouring countries. Some of the trafficked girls end up in brothels in the neighbouring countries such as South Africa, Namibia, Swaziland etc. the Immigration should carry out a heavy sensitization with the local community.
5. The issue of dollarization should not be entertained especially by some foreign hotels, lodges and guest houses. Most of the foods and services are displayed in the US dollar. The Kwacha is the only tender, this is one of the schemes to deter locals from participating. This is another conflict.

These recommendations are one of the solutions to the analysis of socio-economic and cultural conflict caused by the expansion of tourism in Livingstone City.



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**APPENDIX 1**

**QUESTIONNAIRE FOR THE MEMBERS OF PUBLIC IN THE LIVINGSTONE CITY**

You have been selected by the University of Zambia to help the researcher with information on an analysis of the socio-economic and cultural conflicts emanating from the expansion of tourism on the community in the City of Zambia. Whatever information you are going to give will be treated as confidential and it is purely for academic purposes.

**INSTRUCTION**

Please kindly respond to the correct answer by ticking in the correct box [ ]

**SECTION A: PERSONAL DATA**

**1. Education Status**

<input type="checkbox"/> Never Been To School	<input type="checkbox"/> Primary Education
<input type="checkbox"/> Secondary School	<input type="checkbox"/> Tertiary
<input type="checkbox"/> Dropped Out	

**2. Marital Status**

<input type="checkbox"/> Single	<input type="checkbox"/> Cohabiting	<input type="checkbox"/> Divorced
<input type="checkbox"/> Married		

**3. Age And Gender Status**

MALE	AGE	FEMALE
<input type="checkbox"/>	21 - 30	<input type="checkbox"/>
<input type="checkbox"/>	31 - 40	<input type="checkbox"/>
<input type="checkbox"/>	41 - 50	<input type="checkbox"/>
<input type="checkbox"/>	51 - 50	<input type="checkbox"/>
<input type="checkbox"/>	OVER - 60	<input type="checkbox"/>

## **SECTION B**

1. How long have you lived in this area?  
☐ BELOW 5      ☐ 5-10 YEARS      ☐ ABOVE 10 YEARS
2. How is your salary at your place of work?  
☐ TOO LOW      ☐ AVERAGE      ☐ GOOD
3. How are the prices in the city of Livingstone?  
☐ EXPENSIVE      ☐ AFFORDABLE      ☐ LOW      ☐ NO COMMENT
4. What is your comment on child labour in the city of Livingstone?  
☐ REALLY EXIST      ☐ CONTROLLED      ☐ NOT AWARE
5. What has happened to you after being relocated to another area?  
☐ COMPLAINED      ☐ LIFE STYLE CHANGED      ☐ NO COMMENT
6. What is your view about the foreign exchange realized from tourist establishment in the city of Livingstone?  
☐ NOT BENEFITING BECAUSE OF LUCK OWNERSHIP  
  
☐ I AM ONE OF THE LOCALS BENEFITING FROM THE TOURISM INDUSTRY  
  
☐ NO COMMENT
7. How do you rate the prices of goods in the city of Livingstone?  
☐ TOO EXPENSIVE      ☐ AFFORDABLE      ☐ NO COMMENT
8. Do you participate in the supplying of food stuffs to hotels, lodges, guest houses that are foreign owned?  
☐ ALLOWED      ☐ NOT ALLOWED      ☐ NO RESPONSE



**SECTION C**

**9. TICK AGAINST THE RESPONSE OF YOUR CHOICE**  
**REASONS FOR THE EXPANSION OF THE TOURISM INDUSTRY**

- ☐ Foreign Investment
- ☐ Favourable environment in the city of Livingstone
- ☐ Numerous man-made and Natural Resources
- ☐ Liberation of the Market Economy in 1991
- ☐ Tourism changed to Economic Sector
- ☐ Others specify .....

**10. As a result of the expansion of the tourism industry. State the socio-economic conflict**

- i. ....
- ii. ....
- iii. ....
- iv. ....
- v. ....
- vi. ....

**11. What are the cultural conflicts emanating from the expansion of tourism industry?**

- i. ....
- ii. ....
- iii. ....
- iv. ....
- v. ....
- vi. ....

**12. How should the above socio-economic and cultural conflicts be solved?**

- i. ....
- ii. ....
- iii. ....

## APENDIX 2

### MANAGEMENT

#### INTERVIEW SCHEDULE

1. Who is the owner of the establishment?
2. Who were the previous owner of establishment?
3. When was the establishment formed?
4. For how long have been in this hospitality business?
5. What type of category of works do you have?
  - a) Management
  - b) Skilled employees
  - c) Non skilled employees
6. State the major source of the tourist that visit your establishment?
7. State the salaries the below listed get?
  - a) Management M F
  - b) Skilled employees
  - c) Non skilled employees
8. Has the tourism industry expanded please kindly tick  

YES	NO
-----	----
9. If yes, state reasons for answer?
10. Where do you source the food stuffs for your establishment?
11. Do you allow the locals to supply to your establishment? Kindly tick  

YES	NO
-----	----
12. If the answer is No for 11 where do you source them?
13. Are you in any way involved in any conflict? Kindly tick  

YES	NO
-----	----
14. If the answer is yes, then what type of socio-economic conflict are you involved with locals?
15. If the answer is yes, then what type of cultural conflict are you involved?
16. How do you suggest the above conflict to be resolved?
17. Do you foresee any challenges?

**WORK PLAN**

MONTHS (S)	ACTIVITY
NOVEMBER, 2015	IDENTIFICATION OF A PROBLEM
JANUARY, 2016	REVIEWING OF VARIOUS LITERATURE
FEBRUARY – MARCH, 2016	PROPOSAL WRITING AND REVIEW OF LITERATURE
MARCH – APRIL, 2016	DATA COLLECTION
MAY – JUNE, 2016	RESEARCH REPORT WRITING
JULY, 2016	SUBMISSION OF THE REPORT