

**STATUS OF THE ZAMBIAN TOURISM INDUSTRY IN A POST COVID-19  
ERA: A CASE OF LIVINGSTONE DISTRICT IN ZAMBIA.**

**BY  
JEMMA KATALINA BBALO**

**A dissertation submitted in partial fulfilment of the requirements for the Masters of  
Science in Environmental and Natural Resource Management.  
The University of Zambia**

**2024**

DECLARATION

I do hereby declare that this work is my own, and that all the findings and work of others used in this report has been duly acknowledged.

Signature: .....

Date: .....

CERTIFICATE OF APPROVAL FORM

This Dissertation on the status of the tourism industry in the post COVID era has been approved as partial fulfilment for the award of Masters of Science in Environment and Natural Resource Management by The University of Zambia.

.....	.....	.....
.....		
Examiner I	Signature	Date
.....	.....	.....
.....		
Examiner II	Signature	Date
.....	.....	.....
.....		
Examiner III	Signature	Date
.....	.....	.....
.....		
Chairperson	Signature	Date
Board of Examiners		
.....	.....	.....
.....		
Supervisor	Signature	Date

## ABSTRACT

*In early 2020, the world faced an unprecedented moment when the World Health Organization (WHO) declared the outbreak of COVID-19, caused by the novel coronavirus SARS-CoV-2, as a global pandemic. This had a devastating impact on the tourism industry worldwide, including Zambia's Livingstone district. This study investigated the current state of the tourism industry in Livingstone during the post-COVID era. The study utilized a case study design employing a mixed-methods approach, with a predominant focus on qualitative methods. Secondary data was analysed using basic quantitative techniques, primarily percentages, while qualitative data were analysed thematically. The research revealed that tourism enterprises employed various crucial tactics to adapt to the challenges, including collaboration through partnerships, targeted promotions for the domestic market, digital marketing, service diversification, cost optimization, and prioritizing health and safety protocols. However, the implementation of these strategies varied depending on factors such as company size and resource availability. In conclusion, despite facing severe challenges, tourism products demonstrated commendable adaptability by employing different survival tactics. Nevertheless, there is still much work to be done to ensure the future resilience of the sector. Based on the findings, key recommendations were made to both tourism products and the government, including fostering collaborative networks, targeted capacity building, implementing government support mechanisms, crisis preparedness planning, workforce development, continuous consumer monitoring, promoting domestic tourism, adopting sustainable community-based tourism models, and enhancing multi-stakeholder coordination. Implementing these strategies could strengthen the resilience and sustainability of the tourism industry, encourage local engagement, and ensure preparedness for future challenges.*

## LIST OF ACRONYM AND ABBREVIATIONS

COVID-19 - Coronavirus Disease 2019

UNWTO - United Nations World Tourism Organization

WTTC - World Travel & Tourism Council

ICAO - International Civil Aviation Organization

MICE - Meetings, Incentives, Conferences, and Exhibitions

GDP - Gross Domestic Product

WHO - World Health Organization

SARS-CoV-2 - Severe Acute Respiratory Syndrome Coronavirus 2

ZTA - Zambia Tourism Agency

## ACKNOWLEDGEMENTS

I would like to express my deepest gratitude to the following individuals and institutions who have played a significant role in the completion of this dissertation:

My supervisor, Dr P.H Nyanga, for his unwavering guidance, invaluable insights, and continuous support throughout the entire research process. His expertise and encouragement have been instrumental in shaping the direction of this study.

I am grateful to my husband Mabuchi Banda, my daughter Tayana Zahira Banda, my sister Suzanna Mwaka Bbalo and my friend Jennifer Kabamba for the unwavering support, understanding, and encouragement during the ups and downs of the dissertation journey. Their belief in my abilities has been a constant source of motivation.

Lastly, I want to acknowledge the Ministry of tourism, Zambia Tourism Agency Livingstone, The airport manager at Harry Mwaanga Nkumbula Airport Mr Sikanyeela (RIP) and Mr Lloyd Shambira from Green Safaris who generously shared their time and insights, contributing to the empirical foundation of this dissertation. Their expertise has greatly enriched the quality of this dissertation.

This dissertation would not have been possible without the collective support of these individuals. Thank you for being an integral part of this academic endeavour.

.

# TABLE OF CONTENTS

iDECLARATION .....	i
CERTIFICATE OF APPROVAL FORM.....	ii
ABSTRACT.....	iii
LIST OF ACRONYM AND ABBREVIATIONS .....	iv
ACKNOWLEDGEMENTS .....	v
<b>1.0 CHAPTER ONE INTRODUCTION.....</b>	<b>1</b>
1.1 Chapter Overview.....	1
1.2 Background .....	1
1.3 Statement of the Problem.....	3
1.4 Aim of the Study.....	4
1.4.1 Objectives of the Study .....	4
1.5 Research Questions.....	4
1.6 Significance of the Study .....	4
1.7 Scope of the Study .....	5
<b>2.0 CHAPTER TWO LITERATURE REVIEW .....</b>	<b>6</b>
2.1 Chapter Overview.....	6
2.2 Theoretical Review .....	6
2.3 The Consumer Culture Theory .....	6
2.3.1 Justification of use of The Consumer Cultural Theory in the study .....	7
2.4 Empirical Review .....	8
2.4.1 The Concept of Resilience.....	8
2.4.2 COVID-19 Based Changes in the Tourism Sector .....	8
2.4.3 Effects of the COVID-19 Pandemic on Tourism Consumption .....	9
2.5 Conceptual Framework.....	11
Figure 1: Tourism and tourism enterprises or products post-COVID-19 .....	11
<b>3.0 CHAPTER THREE RESEARCH METHODOLOGY .....</b>	<b>13</b>
3.1 Chapter Overview.....	13
3.2 Research Philosophy.....	13
3.2.1 Interpretivist Research Philosophy .....	13
3.2.2 Post Positivism Research Philosophy .....	13
3.3 Research Approach .....	13
3.4 Research Strategy .....	14
3.5 Research Design .....	15

3.6 Selected Research Methodology for the Study.....	15
3.7 Sources of Data .....	15
3.7.1 Primary Data.....	15
3.7.2 Secondary Data.....	15
3.8 Population of the Study.....	16
3.9 Sample size of the Study .....	16
3.10 Sampling Techniques .....	17
3.11 Data Collection and Analysis .....	17
3.11.1 Data Collection .....	17
3.12. Data Analysis.....	17
3.12.1 Quantitative Data Analysis .....	17
3.13 Ethical Considerations .....	18
<b>4.0 CHAPTER FOUR FINDINGS.....</b>	<b>19</b>
4.1 Chapter Overview.....	19
4.2 Descriptive statistics .....	19
4.2.1 Sex .....	19
Figure 1: Sample Distribution by Sex of Respondents .....	19
4.2.2 Age.....	19
4.2.3 Education Level.....	20
4.3 Tourism Trends in Livingstone from the Pre-COVID Period to the Post-COVID Era.....	21
4.3.1 Figure 4. Tourist Visit Trends Pre, During and Post COVID in Livingstone .....	21
4.3.2 Figure 5: Harry Mwaanga Nkumbula Passengers Domestic and International Arrivals and Departures 2020 To 2022.....	21
4.3.3 Figure 6: Victoria Falls.....	22
4.3.4 Livingstone Museum .....	22
Figure 7: Domestic tourist trends .....	22
Figure 8: International tourist trends .....	23
4.3.5 Domestic and International Tourist Trends To Mosi-Oa-Tunya National Park.....	24
Figure 9.....	24
4.4 Challenges Faced by Tourism Businesses while building resilience post COVID19 in Livingstone .....	24
4.4.1 Frequency of Themes based on respondents .....	24
Figure 10.....	24
4.4.2 Compromised quality .....	25
4.4.3 Strict Government Restrictions.....	25
4.4.4 Noise Pollution .....	25

4.4.4 Reduced work force .....	25
4.5 Survival Strategies for Building Resilience .....	25
4.5.1 Frequency of Themes Based on Respondents .....	26
Figure 11 .....	26
4.5.2 COVID 19 Funds.....	26
According to a key respondent from the Ministry of Tourism, the ministry, through its department in Livingstone, allocated COVID-19 funds to support small tourism businesses that were struggling to survive during the pandemic. ....	26
4.5.3 Collaboration and Partnerships .....	26
4.5.4 Promotions and Discounts: .....	27
4.5.5 Marketing and Digital Platform Utilization:.....	27
4.5.6 Diversification of Services: .....	27
4.5.7 Cost-Cutting Measures:.....	28
4.5.8 Focus on Health and Safety:.....	28
4.6 Sustainable Measures for Future Crises Strategies and mitigation.....	29
4.6.1 Frequency of Themes Based On Respondents .....	29
Figure 12.....	29
4.6.2 Government collaboration .....	29
4.6.3 Domestic tourism.....	29
4.6.4 Reserve funds .....	30
<b>5.0 CHAPTER FIVE DISCUSSION OF FINDINGS .....</b>	<b>31</b>
5.1 Chapter Overview.....	31
5.2 COVID 19 Crisis .....	31
5.3 Environmental Dynamics .....	32
5.3.4 Economic and market dynamics .....	33
5.4 Tourist Consumption Behaviour.....	34
5.5 Tourism industry recovery, resilience, challenges and sustainability measures.....	34
5.5.1 Collaborative partnerships.....	35
5.5.2 Domestic tourism.....	35
5.5.3 Digital online bookings .....	36
5.5.4 Government incentives.....	36
<b>6.0 CHAPTER SIX: CONCLUSION AND RECOMMENDATIONS .....</b>	<b>37</b>
6.1 Conclusion .....	37
6.2 Recommendations.....	37
<b>REFERENCES.....</b>	<b>39</b>
<b>APPENDICES .....</b>	<b>44</b>

1.1 Appendix II: Budget..... 44

## **1.0 CHAPTER ONE INTRODUCTION**

### **1.1 Chapter Overview**

This chapter examines and explains the study's history, issue statement, goal, objectives, and research questions, as well as the study's importance and scope.

### **1.2 Background**

The world witnessed an unprecedented turning point in early 2020 when the World Health Organization (WHO) declared the outbreak of COVID-19, caused by the novel coronavirus SARS-CoV-2, a global pandemic (World Health Organization, 2020). This declaration set off a chain of events that profoundly impacted societies, economies, and various industries worldwide. Indeed, various sectors are still struggling to get back to normal operations. Among these is the tourism industry which emerged as one of the most severely affected sector which is still grappling with the aftermath of this global crisis (UNWTO, 2020).

Particularly, the tourism industry is a vital pillar of global economies which faced unparalleled challenges due to the rapid spread of the virus and the subsequent enforcement of nationwide lockdowns and travel restrictions across the globe (Koh, 2020). Indeed, the profound impact of the COVID-19 pandemic brought about unique economic, social, and health challenges as a result of the cumulative effects that the pandemic posed in terms of its propagation, magnitude and the unexpected control measures (lock down, travel bans, and counselled bookings, closure of hotels and lodges) that many governments took in order to mitigate its impact. As such, this evolution has placed the tourism sector as one of the highly affected industries globally, that is in regards to revenue, and job loses across the industry. The loses experienced by the sector with its economic relevance requires a very strong support in order to mitigate the trickle down effects of the pandemic and thus help uphold the industry's recovery process (Assaf and Scuderi, 2020).

Presently, while the world is approaching the recovery stage, the tourism sector, mostly the Travel and Hospitality has been lagging behind in the recovery process largely due to the customers' perceptions and attitudes regarding their safety that has been triggered by the COVID-19 pandemic. Therefore, there is a new more cautious attitude which has been developed by the customers when purchasing leisure related products and services such as Travel and Tourism products which are also actually non-essential products (Orindaru, 2021).

Zambia is sometimes described as ‘Africa’s best-kept secret’ because of its vast but relatively unspoiled, pristine natural and cultural assets on which its tourism thrives (Nchito, 2023)

Tourism in Zambia is on the rebound after suffering major losses during the COVID-19 pandemic, according to a survey by the Ministry of Tourism, which found the sector operated at only 15% capacity resulting in millions of dollars in lost revenue and in hundreds of jobs. But the study said the lifting of travel restrictions has brought a 70% increase in visitors in the country's tourism capital, Livingstone (Kathy shot, and 2023).

Actually, it is also worth noting that prior to the pandemic both consumers and businesses were advocating for a fresh start of the tourism economy that was going to allow the reduction of the negative phenomena that come with tourism activities (Haywood, 2020). Consequently, this has led to the development of new terminologies and concepts such as Slow Tourism, sustainability, and local tourism which are now more of the focus of the tourism sector post the COVID-19 pandemic and thus substituting prior concepts such as over tourism and volume growth trajectory (Stankov et al., 2020; Gosling et al., 2021). The development of a new and improved reality of the tourism sector is largely dependent on the managers, and provider’s willingness to introduce new offers and services and of course the consumer behaviour on the demand side (Higgins-Desbiolles & Bigby, 2021; Wassler & Fan, 2021).

It is worth noting that now that milder forms of the COVID-19 pandemic continue to exist, the tourism sector around the globe has been opened again and people have also shown that they have been willing to go on holidays which is a good sign of the revival of the tourism sector (Lin and Zhang, 2021).

However, this time around the tourist comes with a more cautious behaviour which rises a few concerns in the tourism services providers especially with regards to how they now need to approach this client. Indeed, before the COVID-19 pandemic tourism typologies were an effective tool for developing marketing strategies and understanding consumer behaviour and be able to develop concise marketing strategies and more consumer oriented products that fit the needs of the consumers (Wachyuni and Kusumaningrum, 2020). Conversely, in the post COVID-19 pandemic era, there is a new concern as to whether the basic value orientation principles of life or holiday preferences as guiding factors of how to travel shifted. Although in the natural sense, travel behaviour is influenced by the social demographic factors (Dolnicar, 2002), basic value orientation such a travel destination preferences have also shown a strong correlation with tourist types and behaviour before (Mehmetoglu et al., 2010).

Therefore, if indeed there is a shift in the basic value orientation and some aspects of the social demographic factors that influence consumer behaviour, then there is great need for providers in the tourism sector to be able to shift their service disposition to meet the new tourist demands post the COVID-19 pandemic. This is where the aspect of resilience and sustainability is coming in order to meet the new perception of the tourist in regards to how tourism looks like now and in the future (Aschauer and Egger, 2023).

The present study intends to explore the current experiences of tourism industry in Zambia's Livingstone District post the COVID-19 pandemic. This is in order to capture the present recovery measures that have been employed by the sector following the aftermath of the COVID-19, the challenges being experienced in the recovery process, and the sustainability strategies.

### 1.3 Statement of the Problem

The emergence and ongoing impact of the COVID-19 pandemic have significantly affected the tourism and hospitality industries worldwide, including the Zambian tourism sector. Scholars have noted that as the pandemic subsides, tourists may exhibit reluctance to engage in traditional tourism activities such as visiting new destinations, staying in hotels, and dining out (Gursoy & Chi, 2020). This hesitation poses a serious challenge to the tourism industry's recovery, exposing its lack of resilience and vulnerability.

Over the years, the tourism industry has been criticized for unsustainable practices driven by neoliberal and capitalist approaches (Carr, 2020; Cheer, 2020). The pandemic has exacerbated these challenges, leading to uncertainty and resistance among tourists towards post-COVID tourism packages.

Many tourism businesses are struggling to recover from the effects of lockdowns and other pandemic-related measures. However, there is limited literature on the current survival strategies and adaptation efforts within the tourism sector during this post-pandemic period.

It is crucial to understand how the tourism sector is adapting to meet the evolving demands of post-pandemic tourists and how businesses are positioning themselves sustainably to withstand future shocks to the industry. This study aims to address these gaps and provide insights into the restructuring and recovery of the Zambian tourism industry in the new normal post-COVID era.

## 1.4 Aim of the Study

This study aimed at establishing the current status of the Zambian tourism sector in a post COVID era

### 1.4.1 Objectives of the Study

- I. To analyse tourism trends in Livingstone from the pre-COVID period to the post-COVID era.
- II. To establish the challenges experienced by tourism industry while building resilience post COVID-19 in Livingstone
- III. To identify the survival strategies used to build resilience for the tourism industry post COVID-19 pandemic in Livingstone.
- IV. To assess available sustainable measures put in place by the Livingstone tourism industry to ensure business sustainability in the face of similar future pandemics.

### 1.5 Research Questions

1. How have tourism trends in Livingstone evolved from the pre-COVID period to the post-COVID era?
2. What kind of challenges has the tourism industry faced while they build business resilience post the COVID-19 era in Livingstone?
3. How has the tourism industry built resilience post COVID-19 pandemic in Livingstone?
4. What kind of sustainability measures are being employed by tourism industry to ensure businesses sustainability in the face of similar future pandemics?

### 1.6 Significance of the Study

With the fact that there exists very few local studies that explore the present status of the tourism sector post the COVID-19 pandemic after the review of relevant literature, the findings of this study will be valuable in the sense that they will provide a current picture of the post pandemic trickle down effects of both the impact of the pandemic and the mitigation measures that were used by governments to curb the effects of the pandemic. Subsequently, the findings that will emanate from this study will be valuable to the tourism sector in the sense that they inform the strategic decision making process of businesses operating in the sector while they build resilience and design business sustainability measures post the COVID-19 pandemic. Additionally, the results of this investigation will advance literature and provide baseline data for future researchers that will take an interest to explore this topic

### 1.7 Scope of the Study

This study will be conducted in the confines of understanding how the tourism sector has been building resilience in the post COVID-19 era. It pays particular attention to how tourism products are currently surviving, the challenges that they are experiencing and what sort of sustainable strategies (if any) are these businesses executing to ensure business sustainability in the presence of similar future pandemics. The study will concentrate on tourism products as the target population (Hotels, Lodges, Guest houses, Restaurants, Livingstone national airport, Travel Agencies, sites and activities and key players in the ministry like the tourism department, its agency, national park and museum) based in Livingstone in Zambia's Southern Province.

## **2.0 CHAPTER TWO LITERATURE REVIEW**

### **2.1 Chapter Overview**

This section of the study provides the review of literature based on prior studies as conducted by other scholars. The review of literature discussed the following themes; the theoretical perspective that guides this study, Empirical Review with focus on the Concept of Resilience, COVID-19 Based Changes in the Tourism Sector, Effects of the COVID-19 Pandemic on Tourism Consumption, and the Conceptual Framework.

### **2.2 Theoretical Review**

This session of the chapter two presents the theoretical foundations or underpinnings that guide the execution of this study. The theoretical perspectives provided in this section are based on the Consumer Culture Theory

### **2.3 The Consumer Culture Theory**

For the present study seeks to bring to light the relationship between the consumer culture and the environment in order to understand how the COVID-19 pandemic may have influenced consumer behaviour and perception post the pandemic. This is salient for the study in order to understand how the tourism market changed due to the COVID-19 pandemic and may have influenced consumer consumption needs post pandemic era and thus triggering current changes in the tourism sector in Zambia. The Consumer Culture Theory was propounded by Arnould and Thompson (2005) (Sharma, 2022). The theory is concerned with the relationship between consumers and certain products and services. It is against this perspective that this theory was considered for use in this study. In the marketing field, planning that considers consumer service or product relation has always achieved better results. Therefore, the consumer culture theory refers to a theoretical disposition that looks at the dynamic relationship that exists between the consumer actions, culture and the market place. It describes the relationship that exists between the social resources, ways of life, and material resources which mediate the market (Ana, 2020). What is central to the theory is the stimuli to desire which is affected by both internal and external factors (Holt, 2002).

The Consumer culture theory revolves around the practices, conflicts with the environment, and orienting with the member's experiences and lives (Kozinets 2001). Consumer behaviour is influenced by the consumer's lifestyle and by the many things that surround the consumer. These things can be real, unreal, and even fantasies. Consumer culture theory research shows that a number of consumer's lives are constructed around multiple realities in which in order

to experiences these realities consumers use consumption that is linked to fantasies, aesthetics and invocative desires.

### 2.3.1 Justification of use of The Consumer Cultural Theory in the study

To begin with, the word crisis refers to a crucial situation, time, state in which a decisive change is impending or a phenomenon that has reached its critical phase. The initial stage that is adopted by consumers is first by identifying a need, then purchase then after that disposing off (Grundey, 2009). However, during times of crisis like the COVID-19 period, the external and internal factors tend to frame and influence the new behaviour. Consumer behaviour involves a decision-making process from a behavioural viewpoint (Lu, 2017). Consumer behaviour is created by social issues, however to understand the attributes of micro consumer behaviour, there is need to look at individual factors (Willmott, 2009). People mostly live in families and societies and thus, they experience the expectations and needs of others as well as interact with daily opportunities and challenges (Khan, 2020). All these can also influence consumer behaviours. Consumer consumption pattern is derived from historical patterns of social-cultural and market factors. This is a continuous process which however gets altered due to temporary environmental and market dynamics such as the COVID-19 pandemic. Therefore, in times of a crisis the social dynamics, consumer experience and identity define consumer culture and behaviour. Hence, during the COVID-19 pandemic, the environment was filled by uncertainty and risk while other forces compelled the tourists rather consumers to make short term decisions (Valaskova et al., 2015).

In 2020, mankind was shocked by the unexpected outbreak of the COVID-19 pandemic. The pandemic had caused a huge impact on the lives of many, especially altering consumer consumption patterns in unimaginable ways (Yin et al., 2021). Yin et al. (2021) believe that this has introduced new elements to fuel the expansion of consumer behaviour theory.

The personal characteristics determine an individual's level of risk taking capacity which could either be value oriented or materialistic oriented. Because of this, in a time of crisis, consumption patterns are largely driven by utility, need for simplicity, and value (Flatters and Willmott, 2009). Therefore, this analogy has been used to understand how the change in consumer consumption patterns towards tourist services and products may have come to effect both during and post COVID-19 era. Because of this, this study's concept of resilience is surrounding the aspect of how the change in the markets and consumer consumption patterns is being met rather managed by tourism industry operating in Livingstone Zambia.

## 2.4 Empirical Review

### 2.4.1 The Concept of Resilience

Resilience is the ability of a system to absorb distractions and learn to adapt when there is turmoil to grow and become more dynamic (Holling, 1973, 1996). Resilience is the ability to withstand adversity and bounce back from difficult life events (Orchiston et al., 2016). Tugade and Fredrickson (2004) stated that resilience is the ability to effectively adapt and overcome difficult conditions. Masten (2001) revealed that business resilience is a business-wide term that comprises crisis management and business continuity and that represents the ability of organizations to rapidly adapt and respond to all types of risks. Resilience is a defense mechanism that enables individuals to develop in the face of adversity (Davydov et al., 2010). Resilience is needed at all levels, the micro, meso, and macro. Resilience at the micro-level is associated with human resilience. Meso resilience is the resilience of the organization to understand its process at different levels. Macro resilience (societal resilience) focuses on policymaking with the aim of developing a resilient society. The foundations of a strong society are individuals, families, and communities. In consequence, motivating a personal desire among individuals to make investments in self-preparedness is a major challenge for future public leadership (Lindberg & Sundelius, 2013). In the literature, tourism resilience is primarily considered to improve sustainability after an ecological or environmental disaster and offer alternatives to sustainable development (Lew, 2014; Dahles & Susilowati, 2015). Meanwhile, sustainable development aims to anticipate shocks in certain fields, while resilience provides solutions to shocks that lead to losses (Hallegatte, 2014). Cooper (2016) stated that resilience is a successful adaptation in the face of risk or difficulty.

### 2.4.2 COVID-19 Based Changes in the Tourism Sector

The COVID-19 pandemic has been referred to as one of the most transformative opportunities resulting in systematic change in the tourism and hospitality sector (Roxas et al., 2021; Gossling et al., 2021). An instance is that pointed out by Bhatia et al. (2022) where it is stated that the COVID-19 pandemic has resulted into thought provoking reflexes to ponder on values and norms, and that restarting would result into a realignment of the tourism industry in order for it to emerge from the COVID-19 pandemic in a sustainable way. It is also argued by a number of scholars that the adverse effects of tourism on individuals and the globe need re-evaluation. Therefore, the role of the industry needs critical reconsideration. For instance, the volume growth trajectory that is supported by the big organizations such as the World Tourism Organization (UNWTO), the International Civil Aviation Organization (ICAO) and the World

Travel & Tourism Council (WTTC) is now out of date and therefore there is need to consider quality over quantity approach (Gossling et al., 2021). Reevaluation

Roxas et al. (2021) argue that devising the development of touristic products towards more quality as opposed to quantity would result in the realization of a more sustainable tourism industry than mass tourism. Thus Haywood (2020) asserts that following this trajectory, modelling of the tourism sector post pandemic must be done in line with the sustainable development goals while simultaneously mitigating the sector's role of advancing anthropogenic climate change (Higgins-Desbiolles and Bigby, 2021; Mackenzie and Goodnow, 2021).

In this case, the consumers that are mindful can actually be considered as the important drivers of substantial positive change (Stankov et al., 2020). Further, it is worth noting that on one hand, self-motivating values which are referred to as hedonism and stimulation which are more focused on seeking one's pleasure to travel. While on the other hand, values that transcend one's need to fulfil self-desires which fall in the category of benevolence and universalism which reveal concern for global problems of tourism and its impacts (Steg et al., 2014). These values will be great agents in advocating for a more sustainable tourism sector (Chan, 2019; Cavagnaro et al., 2021).

Furthermore, Gross and Sand (2020) assert that due to climate risks, the travellers that are more concerned with environmental matters might be more willing to prioritize local tourism in more micro-adventure packages to environmentally damaging long-haul trips. This is in line with Lew's (2018) whose observation is that long term change is as a result of transformation from the demand side. Further, Miao et al. (2021) also expected an increase in mindful travellers promoting "material simplicity, self-determination and -sufficiency, ecological awareness, social responsibility, and spiritual/personal growth" (p. 7). Consequently, Galvani et al. (2020) argues that post pandemic tourism de-growth could emerge where tourists take more meaningful but less frequent trips. However, it is also important to note that these reflection processes may as well be transient, as such it is also possible for the situation to return back to business as usual once the pandemic is completely gone.

#### 2.4.3 Effects of the COVID-19 Pandemic on Tourism Consumption

For an industry that was able to generate about 1.5 billion tourist arrivals and \$1.7 trillion in exported revenue in 2019 as according to (UNWTO, 2020). The coming of the over 27% of complete shutdown of the tourism destinations worldwide as a result of the pandemic ignited an unprecedented decline in international tourism. In 2020, the UNWTO made a report of about

1 billion loss in international tourist arrivals, that alone represented about 74% of pre-pandemic arrival levels. The translation of this was about \$1.3 billion loss in international tourism receipts and an estimated \$ 2 trillion loss in global National Domestic Products (UNWTO, 2020).

Consequently, the travel restrictions, slow viral containment, declining health concerns and the prolonged financial stresses that accompanied the COVID-19 outbreak were predicted to pose latent effects on the tourism industry's recovery process (Gasdia & Jackson, 2020). According to UNWTO (2020) and Higgins-Desboilles (2020), these very factors were predicted to influence the changes in the travel behaviour of tourists and thus lead to new tourist markets or consumption trends with a focus on authenticity, sustainability, and localism. Further in order to properly comprehend the impact of the COVID-19 pandemic on the tourism consumption patterns post pandemic era, various scholars in their studies have placed an emphasis on understanding the attitudes of tourists towards leisure, travel risk perceptions, the new tourism psyche, current and future travel sentiments, the contactless tourism economy, the impact of the pandemic on travel modes and implication on the affected areas, and the outdoor recreation (Bae & Chang, 2020; Buckley, 2020; Chen et al., 2020; Perić et al., 2021; Zenker, Braun & Gyimóthy, 2021; Zenker & Kock, 2020).

Gasdia and Jackson (2020) also look further on the impact of the COVID-19 pandemic on the consumption behaviour of the tourists post pandemic era. They emphasize on the possible pandemic induced behavioural transformations among tourists, thus these studies make attempts to address the concerns of tourists in regards to wealth, finances and responsibility towards the environment may change along with the crisis thus change future tourism decisions and patterns in the foreseeable future (Gasdia & Jackson, 2020).

A better instance of this is that one given by Butcher (2020) who asserted that due to the crisis mitigation measures employed by many governments such as the social distancing protocols, he claims these protocols would diminish the holiday pleasures to the extent where many would prefer to stay home. Thus relating to a possible surge on nature tourism such as one observed in Europe. Similarly, Spalding et al. (2020) also asserted that the post COVID-19 markets would likely rise the awareness of the value and the dependency that tourism has on nature as well as increasing this value and dependency.

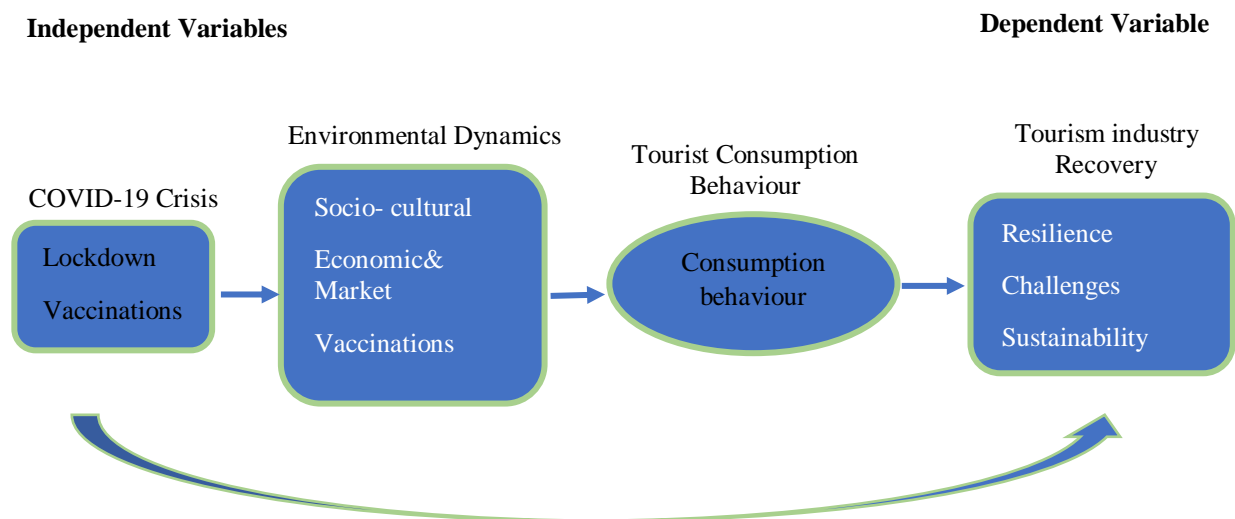
In both pre- and post-pandemic studies, the dominant influencers and recurring factors rather determinants of tourism consumption behaviours have been; economic, ecological, and social determinants. It is against this background that this study will be undertaken in order to explore

how the tourism industry in Zambia’s Livingstone district are managing to meet the emerging consumption needs of the tourism market in the post COVID-19 pandemic era.

### 2.5 Conceptual Framework

This section of the study provides the conceptual framework which presents the interrelation between the dependent and independent variables. The conceptual framework is based on the reviewed empirical literature and theoretical framework provided in the preamble of the literature review section. The conceptual framework provides the following variables: The Crisis, Environmental dynamics, Tourist Consumption Behaviour/patterns post COVID-19 era, and Travel and hospitality businesses recovery.

Figure 1: Tourism and tourism enterprises or products post-COVID-19



(Source: author’s processing)

As presented above; the crisis is the COVID-19 pandemic which posed adverse impact on the tourism sector via the measures that were taken to contain it such the lockdown and declaration of vaccines as a travel requirement for people traveling outside their local tourist territories. The pandemic resulted into various changes in the environment which occurred at the social, cultural, economic, and market levels. For the changing social practices resulted into economic and cultural shifts and consequently influencing tourism market dynamics. Hence the changes in the consumer consumption behavior. For example, as earlier alluded in the

literature above, shifting consumer behavior from a free hedonism seeking tourist to a more cautious tourist sticking to local tourism, more health conscious and perhaps unable to meet cost demands to international tourism sites due to loss of job or source of income. All these changes have had a toll on the travel and hospitality businesses with capacity to put out some of the organizations out of business while living some grappling for their survival. Hence, post COVID-19 pandemic era, the surviving businesses are employing various resilience strategies in order to serve their client's new consumption demands while at the same time realize strategic strategies to ensure businesses sustainability (Gross and Sand, 2020).

### **3.0 CHAPTER THREE RESEARCH METHODOLOGY**

#### 3.1 Chapter Overview

The present chapter presents the methodology and study design to be employed to realize the objectives of the study. It presents in brief the research design, the research philosophy, research strategy, study population from which the sample as drawn, sample of the study, sampling technique, data collection tools, data analysis, and ethical Considerations.

#### 3.2 Research Philosophy

A research philosophy is a set of beliefs or the collection, analysis, and use of evidence concerning a phenomenon (Jansen, 2023). To fit the context of this study, both the interpretivist and post-positivism ere used as they provide the world view that governs and justifies the utilization of both the qualitative and qualitative research.

##### 3.2.1 Interpretivist Research Philosophy

Creswell (2009), describes interpretivist research as individuals seek understanding of the world in which they live and work, and also that the research participants can construct the meaning of a situation, typically forged in discussions or interactions with other persons. The interpretivist research strategy assumes that social reality is made up of objective facts that value-free researchers can precisely measure and use statistics to test causal theories (Neuman, 2007). The social sciences field has five key research strategies: experiments, surveys, archival analysis, histories and case studies in this case the different experiences key players in the tourism industry in Livingstone had

##### 3.2.2 Post Positivism Research Philosophy

Post positivism approaches retains the idea that truth should be considered objective, but asserts that our experiences of such truths are necessarily imperfect because they are ameliorated by our values and experiences. In this case the truth being the corona virus and how different tourism stakeholders and products had different experiences which have shaped their status in the post COVID 19 era.

#### 3.3 Research Approach

According to Friedrichs and Kratochwil, (2009), there are three major existing research approaches namely; Inductive, Deductive and Abductive. Inductive approach, also known in inductive reasoning, starts with the observations and theories are proposed towards the end of the research process as a result of observations (Goddard, 2004). A deductive approach is

concerned with “developing a hypothesis (or hypotheses) based on existing theory, and then designing a research strategy to test the hypothesis (Wilson, 2010). An abductive approach seeks to choose the best explanation among many alternative in order to explain unforeseen facts or puzzles identified at the start of the research process. Both numerical and cognitive reasoning can be used to explain these unforeseen facts (Saunders, 2012).

However, in order to fit the context of this study, the abductive approach was considered as it was found suitable for utilization in the development of logical conclusions regarding the status of the tourism sector post COVID-19 in Zambia’s Livingstone district. Abductive reasoning is born of the critics of both the wholly utilization of qualitative and quantitative research approaches (Woiceshyn & Daellenbach, 2018). According to Sauce and Matzel (2017) the abductive approach is thus the combination of both qualitative and quantitative approaches to inquiry in order to achieve a more balanced outcome which is void of bias based on a single research paradigm. The abductive reasoning involves the use of an eclectic approach where triangulation is largely considered to realize conclusions to the study findings. The abductive logic is a more recent research approach which employs flexibility and mixing of more than a single research logical pattern (Friedrichs & Kratochwil, 2009).

### 3.4 Research Strategy

According to Saunders *et al.* (2012) the research strategy describes how the researcher intends to conduct their research work. Saunders *et al.* (2012). It can also be defined as a structure, strategy or even investigation that is well organized in order to realize the intended purpose of the research questions and the control of variance (Borwankar, 1995). This study adopted the triangulation because it is the well-known approach for use in qualitative and mixed method research. Just by its design, the triangulation approach captured various forms of complementary data on the same topic which in this case included pre, during and post COVID status so as to gain a comprehensive understanding of the status of the tourism industry in the post COVID era in Livingstone. The idea behind the use of this approach as to combine the varying strengths and non-overlapping weaknesses of the quantitative and qualitative studies such as the use of large sample sizes, and generalization in quantitative studies and small sample size, details, and in-depth in qualitative studies by employing an eclectic approach through triangulation (Patton, 1990).

### 3.5 Research Design

This study focused on one phenomenon which was Livingstone district relating to a single case which was the ‘case of the status of the Zambian tourism industry post the COVID-19 era.’ Therefore, the appropriate design that was considered suitable for this study was case study design. Further, the case study was selected because it focused on a single instance under investigation as it also offered a rich, and in-depth description and insight of the instance being studied. Therefore, the case study approach was found suitable for this study due to its ability to focus on depth and context of the instance under study. A case study captured a detailed picture of the status of the tourism industry in the post COVID era in Livingstone district, it investigated multiple factors, events, and relationships that were at play in real world of the case under investigation (Sounders *et al.*, 2012)

### 3.6 Selected Research Methodology for the Study

For the case of the present study, a mixed method approach in which both the qualitative and quantitative research methods were considered for data collection and analysis. Mixed methods employs both in-depth understanding of the phenomenon under study through the views, perceptions, perspectives and use of statistical formulae which helped understand the data emanating from the study participants regarding their experiences (Carol, 2019). The flexibility, openness, and ability to respond to the context of the respondents made this approach very suitable for this study.

### 3.7 Sources of Data

#### 3.7.1 Primary Data

Primary data was obtained via the use of the semi structured and structured interviews. Primary data was collected from key informants in the ministry of tourism in Livingstone as well as those offering tourism products in Livingstone which included hospitality, food and beverages, entertainment, activities and travel.

#### 3.7.2 Secondary Data

Secondary data refers to data from other sources like records and documents. This data was obtained from key informants who were the ministry of tourism department in Livingstone, the Zambia tourism agency, national heritage conservation, the Mosi Oa Tunya National Park, the Livingstone national airport and the Livingstone museum. This data was not collected by the researcher but was analyzed by the researcher.

### 3.8 Population of the Study

For this study, the population as sampled included key informants in the ministry of tourism , the tourism department, national heritage conservation, airport, museum, national park and Zambia tourism agency in Livingstone as well as those offering licensed tourism products in Livingstone which included hospitality, food and beverages, entertainment, activities and travel. The licensed tourism products list as obtained from the Zambia tourism agency in Livingstone.

### 3.9 Sample size of the Study

To calculate the sample size of the study participants, the researcher decided to use the Taro Yamane Formula used to calculate a research study sample size. Yamane (1967) provided a simpler formula on how to calculate study sample sizes with a 95% confidence level and  $P = 0.05$  are assumed. The Taro Yamane formula is presented as follows:

$n = N / (1 + N(e)^2)$ , where:

N: is the sample size

N: is the population size

1: is the constant

e = the level of significance/margin of error

Therefore if we select a 95% confidence level, then our  $e = 1 - 0.95 = 0.05$

Given this, therefore:

$$n = N / (1 + N(e)^2)$$

$$n = 100 / (1 + 60(0.05)^2)$$

$$n = 100 / (1 + 60(0.0025))$$

$$n = 100 / (1 + 0.25)$$

$$n = 100 / (1.25)$$

$$n = 100 / 1.25$$

$$n = 80$$

Therefore, 80 respondents made up the study sample, from which the respondents were drawn. The 80 respondents included key informants in the ministry of tourism, Ministry of tourism, Zambia National Tourism Agency, National Airport Corporation, National Heritage and conversation, Livingstone museum and those offering tourism products in Livingstone which included hospitality, food and beverages, entertainment, activities and travel.

### 3.10 Sampling Techniques

Purposive sampling was utilized to deliberately select participants based on specific criteria related to the post-COVID status of the tourism industry. This approach was employed to gather valuable, comprehensive, and varied perspectives from key stakeholders within the industry. The sample comprised 6 key informants from the tourism sector, 62 licensed accommodation facilities, 5 restaurants, 5 licensed tour operators, 5 entertainment facilities, 5 taxi drivers, 7 curio traders, and 5 activity operators, resulting in a total sample size of 80 study participants. The list of licensed tourism products was obtained from the Zambian tourism agency and interviews continued until data saturation was reached.

### 3.11 Data Collection and Analysis

Data collection refers to the capturing of data from the study participants using various data collections techniques and tools. On the other hand, analysis is the process of examining the collected data to interpret it in light of the study's goals and research questions. The following sections discuss how these procedures will be carried out in this study.

#### 3.11.1 Data Collection

An interview guide was used for which allowed for a more in-depth strategy to capture the data. The protocol of the questions in the data collection tool was based on the order of the study questions.

### 3.12. Data Analysis

#### 3.12.1 Quantitative Data Analysis

The quantitative data which was from secondary sources was analyzed using. Secondary data were analysed using basic quantitative techniques which primarily percentages.

#### 3.12.2 Qualitative Data Analysis

Qualitative data was analyzed thematically. It is important to note that the aspect of thematic data analysis was done by creating the dominating themes that arose from the study. It is a type of qualitative analysis analyzed classifications and present themes (patterns) that relate to the

data that appeared more frequently. Furthermore, it illustrated the data in great detail and dealt with diverse subjects through interpretation hence the most suitable for any study that involves interpretations. In this regard, Silverman (2017) declares that, thematic analysis provides an opportunity to comprehend the potential of any issue more holistically. In similar perspective, Nowell *et al.* (2017) adds that thematic moves beyond counting explicit words, this is because; it focuses on identifying and describing both implicit and explicit ideas. Consequently, interview transcripts were coded and analyzed to categorize key themes in order of the study objectives.

### 3.13 Ethical Considerations

All ethical issues were also considered during data collection as the study participants were previewed to the purpose of the study as well as the use of the collected data before the interview. The respondents were further be made aware of their voluntary participation in the study and that withdraw could be made at any point if they felt like withdrawing from the study. Finally, anonymity of research study participants were also be maintained, no names were recorded in both the data collection and presentation processes.

## 4.0 CHAPTER FOUR FINDINGS

### 4.1 Chapter Overview

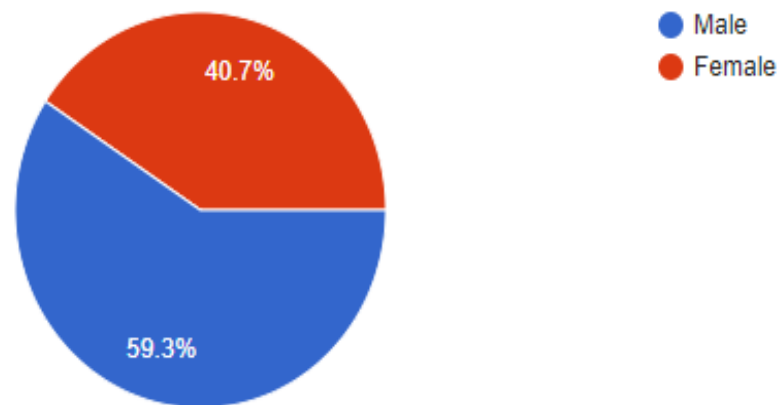
This chapter focuses on the presentation and discussion of the findings of the research and shows the status of the Zambian tourism industry in a post covid-19 era: a case of Livingstone district.

### 4.2 Descriptive statistics

The total sample size interviewed was 72 participants, with 43 (59.3%) Males and 29 (40.7%) females.

#### 4.2.1 Sex

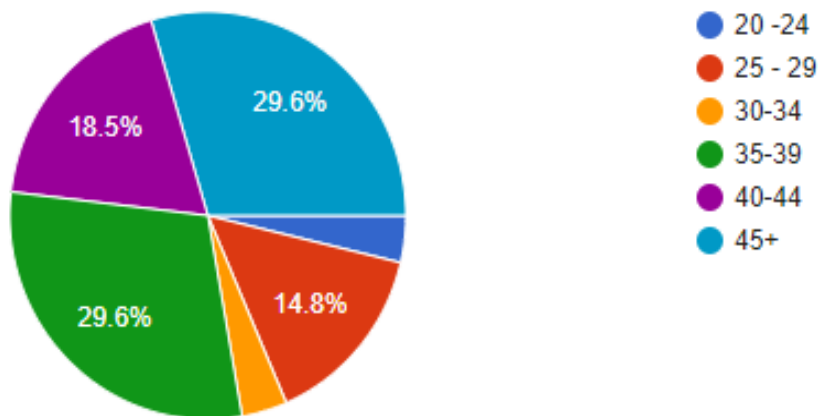
Figure 1: Sample Distribution by Sex of Respondents



#### 4.2.2 Age

The age range of the participants ranged from 20 to 45 and above. The most dominant age group interviewed was 45 years and above, and the least age group to be interviewed was 20 to 24 years of age.

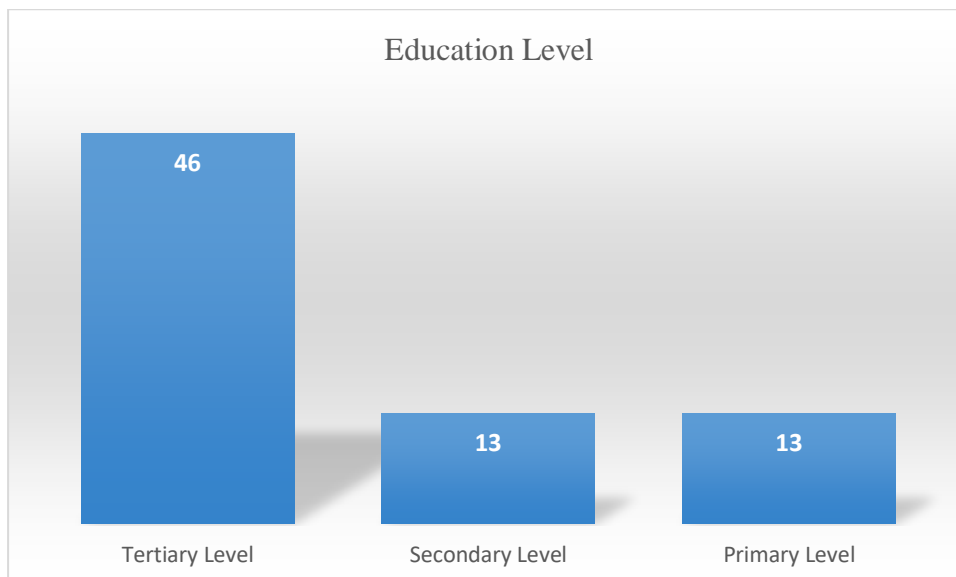
Figure 2: Shows the Age Distribution of Respondents



#### 4.2.3 Education Level

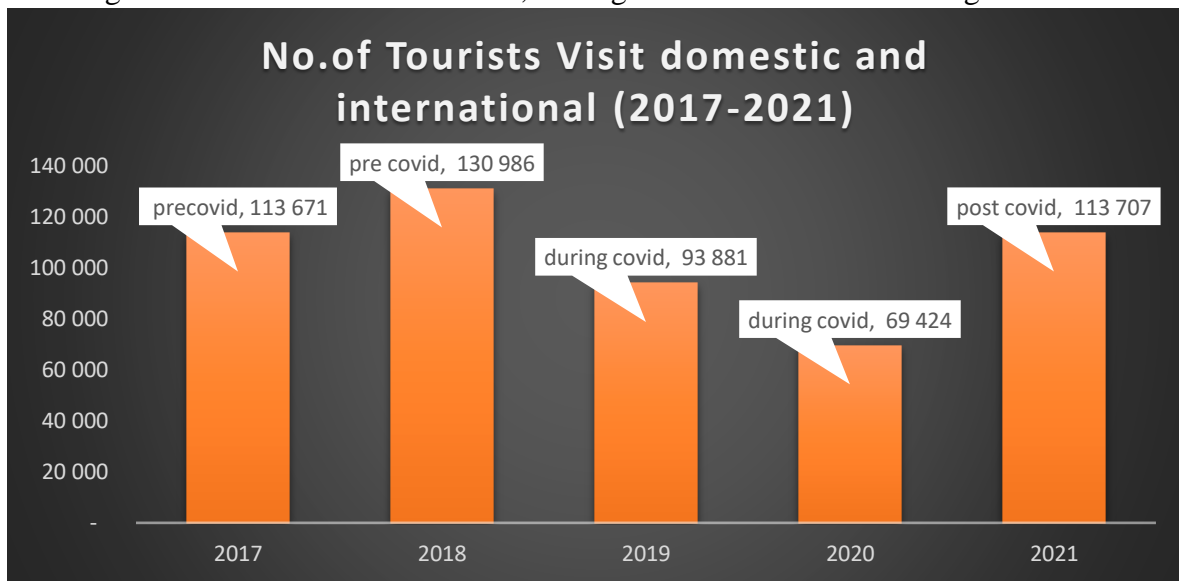
The educational level of the participants varied, with 46 (64%) having tertiary (college or university), 13 (18%) having completed secondary education, and 13 (18%) having some form of primary education.

Figure 3: Distribution of Educational Level in the Sample



### 4.3 Tourism Trends in Livingstone from the Pre-COVID Period to the Post-COVID Era.

4.3.1 Figure 4. Tourist Visit Trends Pre, During and Post COVID in Livingstone



(Source, Zambia tourism agency Livingstone, 2023)

The above graph shows the number of tourists that visited Livingstone collectively from 2017 to 2021. This includes both domestic and international tourists with 2018 having the highest number of tourist and 2020 having the lowest. There as a 47% reduction in the number of tourists from the year 2018 compared 2020 which was the peak of COVID and a 27% increase from 2020- to 2021.

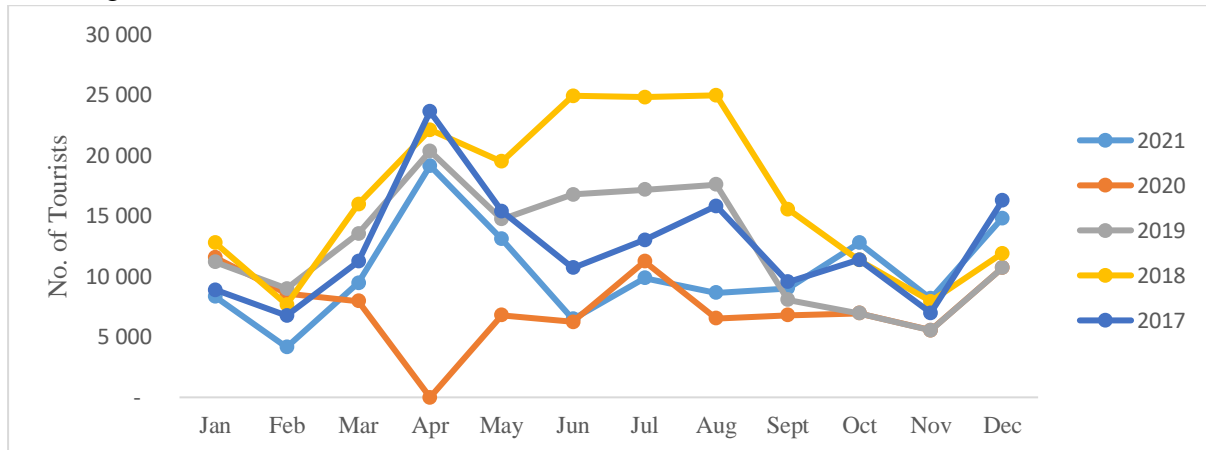
4.3.2 Figure 5: Harry Mwaanga Nkumbula Passengers Domestic and International Arrivals and Departures 2020 To 2022



(Source; Harry Mwaanga Nkumbula Airport, 2023)

The number of international tourists arriving into Livingstone dropped by over 65% from 2020 to 2021 and further dropped to 77% from the year 2021 to 2022. The number of domestic arrivals dropped at a percentage of 18% from the year 2020 to 2021 and further dropped to 62% from 2021 to 2022.

4.3.3 Figure 6: Victoria Falls

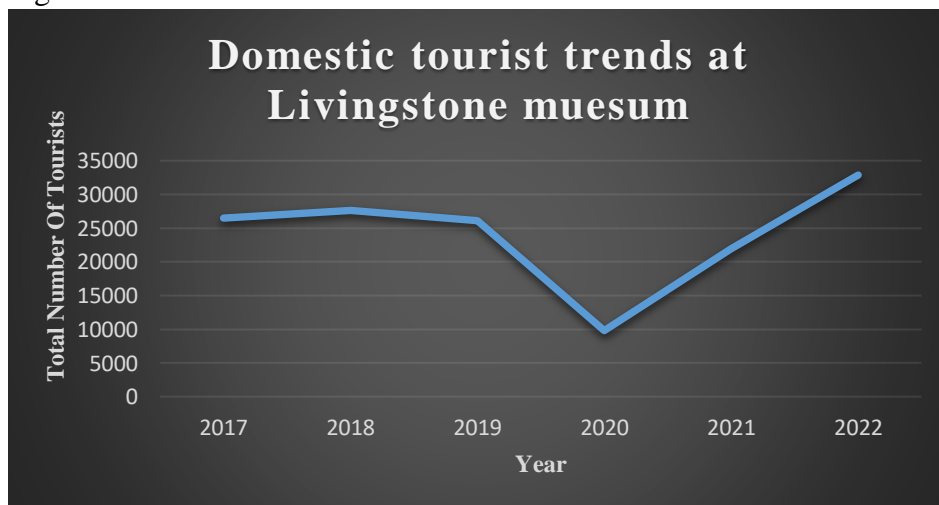


(Source, Zambia tourism agency)

The above chart shows the trends of tourists going to the Victoria Falls from 2017 to 2021 which was during the peak of COVID 19. From the trend above 2020 and 2021 had very low number of tourists compared to 2017 and 2018.

#### 4.3.4 Livingstone Museum

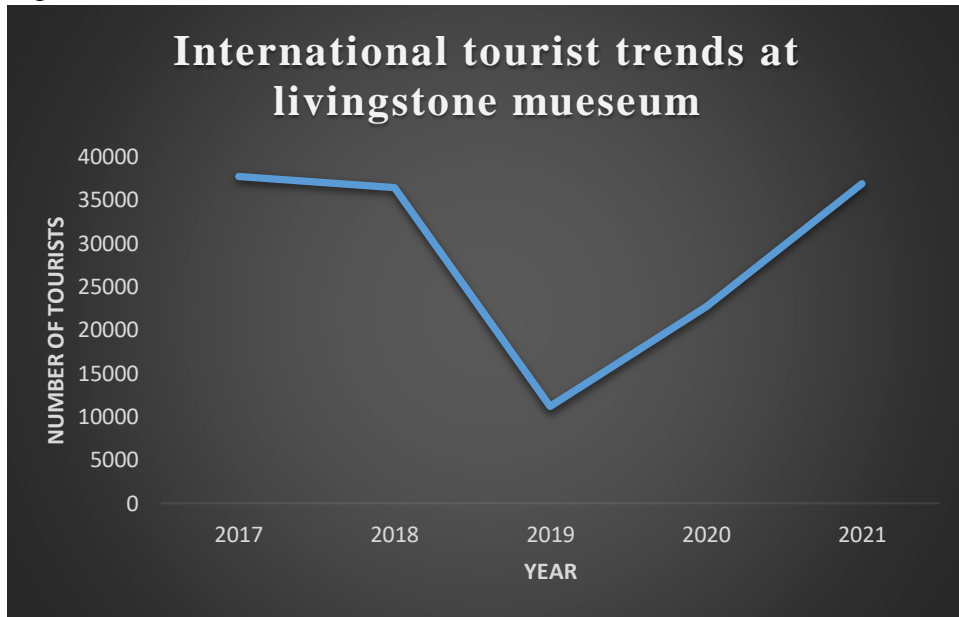
Figure 7: Domestic tourist trends



(Source, Livingstone museum)

Figure 7 depicts domestic visitors to the museum between 2017 and 2022. It is important to note that most businesses shuttered during COVID-19's peak years in 2020 and 2021. In 2020, there was a noticeable 75% decrease in the number of visitors to the Museum.

Figure 8: International tourist trends



(Source: Zambia tourism agency 2023)

The table above shows the international tourist arrivals at the Livingston museum and from the trends 2020 and 2021 had the least international tourists compared to 2022 post COVID and 2018 pre COVID period. There is a 76% reduction in the number of visitors to the museum from 2018 to 2020.

#### 4.3.5 Domestic and International Tourist Trends To Mosi-Oa-Tunya National Park

Figure 9



(Source: Zambia tourism agency)

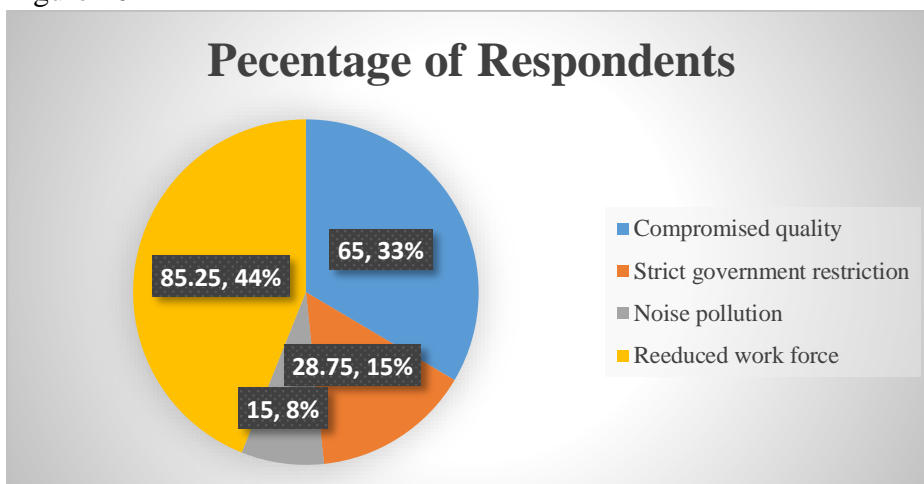
In 2022, Mosi-Oa-Tunya National Park recorded an increase of 33.8 % in the number of tourists compared to the year 2021.

#### 4.4 Challenges Faced by Tourism Businesses while building resilience post COVID19 in Livingstone

Qualitatively the interviews and open-ended survey responses revealed that tourism businesses faced considerable difficulties including dramatic declines in demand, loss of international tourists due to travel restrictions of, temporary closures of businesses, massive revenue losses, reduced workforces and wages to optimise costs, increased costs, and uncertainty. Adapting operations to align with changing health regulations and guidelines also posed challenges.

##### 4.4.1 Frequency of Themes based on respondents

Figure 10



#### 4.4.2 Compromised quality

Irrespective of the resilience measures that were put in place some services were compromised. This was seen from several luxury lodges that had altered and tailored their services to make them more affordable for the locals.

One of the respondents from one of Livingstone's biggest luxury resorts stated that some international tourists had cancelled their bookings because they felt the standards had been compromised, making the resort lose out on a number of international clients.

#### 4.4.3 Strict Government Restrictions

Most tour operators interviewed complained of the strict measures by the government in obtaining licenses as they were trying to diversify their services by partnering with the hospitality industry.

#### 4.4.4 Noise Pollution

In an effort to have viable businesses in the post COVID era, some tourist products like restaurants, lodges and guesthouses hosted entertainment shows in order to lure customers. However, this posed a hazard to the residential areas around who complained to the council of noise pollution and the council in turn fined or penalised these tourism products.

#### 4.4.4 Reduced work force

In an effort for most tourism products to optimize costs, most employees were laid off. Therefore employees have to work longer hours and have increased work load which in turn compromised the quality of most businesses.

#### 4.5 Survival Strategies for Building Resilience

The study conducted several Key Informant interviews in order to establish how the various businesses had built resilience in the face of the prevailing pandemic.

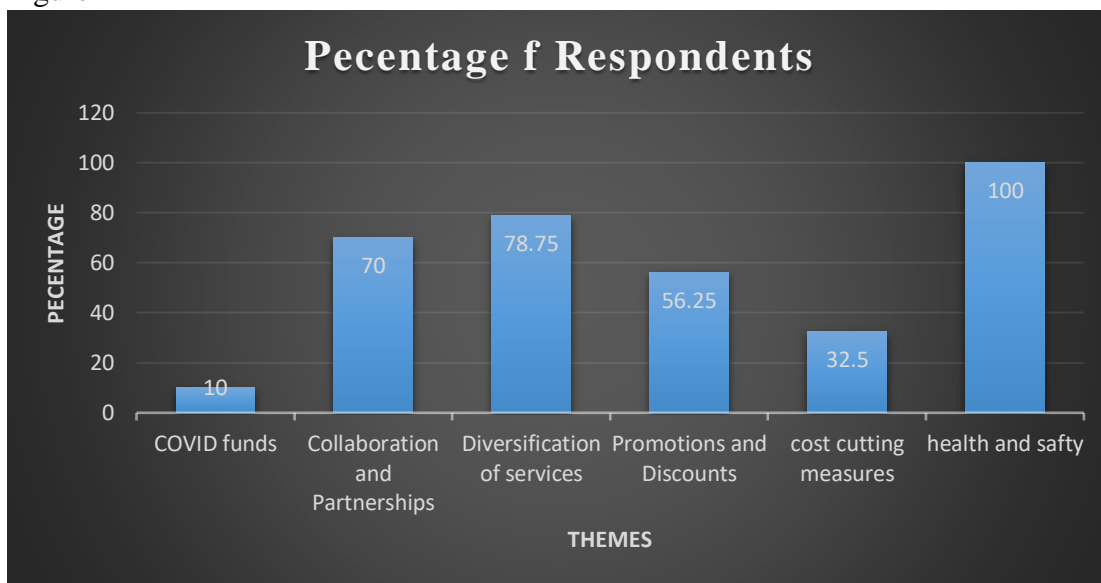
Interviews with key stakeholders from the Department of Tourism and the Zambian Tourism Agency uncovered that collaboration and partnerships with other businesses, tourism agencies, and local partners were deemed crucial for sharing resources and bundling offerings during the pandemic. Businesses in the tourism sector, such as hotels, lodges, and guesthouses, emphasized that offering promotions and discounts, particularly targeting domestic tourists, was another prevalent strategy to stimulate demand. Shifting to digital platforms for advertising, bookings, and customer engagement was also identified as vital for marketing efforts.

Various businesses, including those in the hospitality industry and tour operators, diversified their services and experiences to cater to changing traveller preferences and tap into new market segments. Implementing cost-cutting measures through contract renegotiations, expense evaluations, and operational optimizations also proved beneficial for navigating challenges.

Furthermore, prioritizing health and safety measures to protect both staff and customers was integral to rebuilding consumer confidence and stimulating demand across all tourism products.

#### 4.5.1 Frequency of Themes Based on Respondents

Figure 11



#### 4.5.2 COVID 19 Funds

According to a key respondent from the Ministry of Tourism, the ministry, through its department in Livingstone, allocated COVID-19 funds to support small tourism businesses that were struggling to survive during the pandemic.

#### 4.5.3 Collaboration and Partnerships

Most Tour operators interviewed had partnered with most hotels to provide activity packages for tourists as well as airport transfers. Another innovative measure most hotels in Livingstone came up with was partnering with the local DJs (Disk Jockeys) by having music shows on weekends and public holidays to maximise on customers and also use this as a marketing

strategy for their products. These partnerships were highlighted as essential for sharing resources and creating attractive packages. A study participant stated "Collaborating with other businesses and forming partnerships became a lifeline."

Another tour operator in Livingstone stated "*Partnering with local tourism stakeholders has allowed us to pool resources and create unique offerings.*"

#### 4.5.4 Promotions and Discounts:

The research also revealed that offering promotions and discounts emerged as a common strategy to attract visitors and stimulate demand. Specifically mentioned by key informants in the hospitality industry, curio traders, and those offering activities local-rated discounts, special promotions, and altered packages targeting local tourists were highlighted.

One respondent from one of the luxury hotels emphasized, "*We shifted our focus to the domestic market, promoting local tourism.*" Another respondent providing zip line and bungee jumping activities noted, "Providing promotions and local-rated discounts helped us in attracting more customers."

#### 4.5.5 Marketing and Digital Platform Utilization:

Ministry of tourism through their agencies embarked on marketing tourism products on the international market. Businesses also recognized the importance of a strong online presence for marketing, bookings, and customer engagement. Utilization of social media platforms for advertising became a prevalent survival strategy.

One study participant stated that "*Our online presence became vital for reaching potential visitors during travel restrictions.*"

Another respondent stated that "*Using digital platforms allowed us to stay connected with customers and adapt to changing trends.*"

#### 4.5.6 Diversification of Services:

78.75% of the tourism products interviewed adopted a strategy of diversifying their services to cater to changing traveller preferences. Expanding services and offering unique experiences were highlighted as strategies to stand out in the market.

A member of the Mukuni royal family said that the company had expanded its services by offering a variety of packages, such as elephant rides and boat cruises with traditional music for entertainment.

One of tour operators in the study stated that *"We expanded our services to offer unique experiences, catering to the evolving interests of travellers."*

Another participant stated that *"Diversifying our offerings allowed us to tap into new customer segments."*

#### 4.5.7 Cost-Cutting Measures:

Recognizing financial strains, businesses implemented various cost-cutting measures to optimize operations. Renegotiating contracts, reevaluating expenses, and overall efficiency optimization were mentioned.

A study participant stated that *"Implementing cost-cutting measures was essential. We reevaluated expenses, renegotiated contracts, and optimized our operations for efficiency."*

A Key informant from the Livingstone national airport stated that the airport had cut down on some trainings for employees and just focused on the most important and crucial trainings to be able to finically sustain operations in the recovery phase

Another participant stated that *"Reducing unnecessary costs like some of the staff training workshops and capacity building meetings helped us navigate through the challenging period."*

#### 4.5.8 Focus on Health and Safety:

Amid concerns about safety, businesses implemented health and safety measures to reassure customers. Ensuring the well-being of staff and customers became a priority to regain trust and confidence.

A study participant stated that *"Health and safety measures were not just a requirement but also a commitment to our customers."* Another participant stated that *"Prioritizing the safety of our guests and staff by adhering to the COVID19 protocols has been integral to rebuilding trust."*

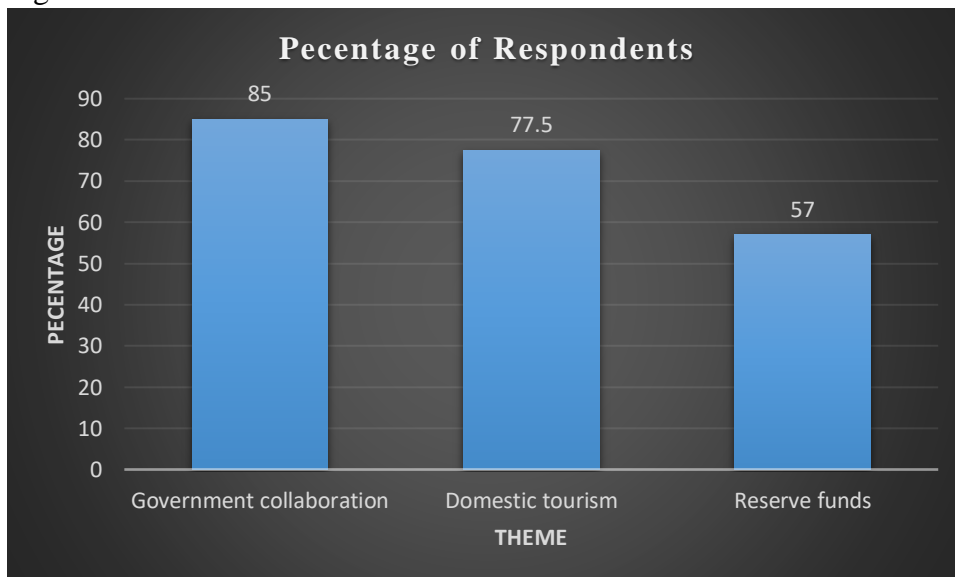
These survival strategies collectively reflect a comprehensive approach adopted by businesses in the Livingstone district to navigate the challenges posed by the COVID-19 pandemic. The combination of collaboration, promotions, digital adaptation, diversification, cost management, and a focus on health and safety underscores the resilience and adaptability demonstrated by businesses in the Zambian tourism industry.

#### 4.6 Sustainable Measures for Future Crises Strategies and mitigation

Regarding sustainable measures to build resilience for potential future pandemics, the qualitative findings emphasized the need for continued government collaboration and support. Policies and initiatives to support businesses during times of crisis were highlighted. Maintaining strong networks and partnerships to pool resources and navigate challenges together also emerged as a key lesson. Having contingency plans, diverse offerings, and operational agility to pivot as needed were noted as important to allow quick adaptations. Further leveraging technology and digital presence to engage customers was also recommended.

##### 4.6.1 Frequency of Themes Based On Respondents

Figure 12



##### 4.6.2 Government collaboration

The ministry of tourism has come up with the strategy to collaborate with the council in order to offer lower rates to the tourism products, payment plans for licences in order to maintain financial stability. Retention fee was scrapped off for tourism enterprises to lessen their fees.

##### 4.6.3 Domestic tourism

Most of the tourism products promoted domestic tourism by tailoring their services to accommodate locals. Most hotels and restaurants altered their menus to include local cuisines. Local rates to entry points such as the Game Parks and falls have also promoted local tourism.

A key informant from the ministry of tourism department stated that the ministry is working on collaborating with the civil service commission packages to support domestic tourism. This

will be done by giving loans to civil servants by public micro finance with minimal interests based on their desired tour packages to help boost and promote local tourism. The ministry has further carried out campaign's to promote domestic tourism known as *tourism yamu local campaigns*. The government also put tax incentives for the tourism industry for goods used in hospitality industry such as beds and cutlery in a bid to help recover the COVID 19 effects and stay afloat in the post COVID 19 era.

#### 4.6.4 Reserve funds

Some tourism products are now working on putting up a reserve fund for their business in case of another pandemic so that they can be able to stay afloat, this will also act as a financial cushion to cover unexpected costs. This will also provide consistent levels of services to guests without being financially strained. As the tourism industry moves into the post-pandemic recovery phase, maintaining adaptive strategies and crisis management plans will strengthen sustainability.

## **5.0 CHAPTER FIVE DISCUSSION OF FINDINGS**

### **5.1 Chapter Overview**

This chapter provides a detailed discussion of the findings in relation to the study's conceptual framework, which covered the following topics: the crisis, environmental dynamics (social, cultural, economic, and market), post-COVID-19 tourist consumption patterns, and the recovery of the tourism industry.

### **5.2 COVID 19 Crisis**

The COVID-19 pandemic had a negative effect on the tourism industry because of the containment measures implemented which included the lockdown and the statement that vaccinations were mandatory for anyone travelling outside of local tourist areas.

Livingstone, Zambia's tourism hub, was among the places hardest hit by the pandemic's ravages. The secondary data's quantitative analysis showed differences in the visitation patterns to Livingstone prior to, during, and following COVID-19, encompassing both domestic and foreign travellers.

There were 244,175 visitors to Livingstone in total during the pre COVID 19 era, which ran from 2017 to 2018. However, during the COVID 19 phase, which ran from 2019 to 2020, this number fell. The number of visitors, both international and domestic dropped to 69,424 in 2020 after dropping to 93,881 in 2019. As the recovery period drew nearer, the numbers began to rise as the tourism sector implemented a number of resilience strategies, including providing discounts and promotions to domestic travellers in particular. This was a common tactic to boost demand. Marketing was also essential, as was moving bookings, advertising, and client interaction to digital channels. To adapt to shifting visitor preferences and take advantage of new opportunities, a number of tourism products broadened the range of services they offered.

At the height of the COVID 19 crisis in 2020 to 2021 most of the tourism products or enterprises began to close down in Livingstone, some of the major tourism products that closed included the Livingstone national museum.

#### **5.2.3 Vaccinations**

Vaccines for COVID-19 were a critical tool for helping bring the pandemic under control when combined with effective testing and existing prevention measures. Vaccines saved millions of lives each year (UNICEF,2022).

Several types of COVID-19 vaccines were developed which included; Inactivated or weakened virus vaccines, which used a form of the virus that had been inactivated or weakened so it does not cause disease, but still generates an immune response, Protein-based vaccines, which used harmless fragments of proteins or protein shells that mimic the COVID-19 virus to safely generate an immune response (WHO, 2023). Viral vector vaccines, which used a harmless virus that carried the coronavirus proteins to safely generate an immune response and the Nucleic acid (MRNA) vaccines use genetically engineered RNA to generate a protein that itself safely prompts an immune response, (UNICEF,2022).

Tourists coming in the country through the Livingstone airport where supposed to provide proof of COVID 19 vaccination, show proof of recovery or proof of a negative test. However, the number of tourists coming through the airport declined towards the recovery phase due to passengers failing to meet the COVID 19 vaccine requirements.

### 5.3 Environmental Dynamics

Environmental Dynamics is the study of complex interactions between natural systems and human activity. Therefore environmental dynamism is defined as the degree of change and degree of environmental instability (Rumanti, 2020). The environment of the tourism industry has been unpredictable and fragile, especially during the COVID-19 pandemic. Tourism industry activities were influenced by external factors, for example, the environment (Popa, 2017)

Due to the adverse effects of COVID 19 which included lockdowns and mandatory vaccination certificates at entry points, this caused a change in environmental dynamics which are the

#### 5.3.1 Social and cultural dynamics

Some of the socio cultural dynamics were the COVID 19 protocols that were put in place in order to curb the pandemic as social distancing. This resulted in fewer in-person interactions and restrictions on gatherings, which changed how individuals interacted and connected with one another.

Most tourism enterprises in started operating in shifts or closed down. Harry Mwaanga Nkumbula airport which is one of the major points of entry for tourists in Livingstone had closed down for international flights from May to June 2020 due to the pandemic hence no tourists where coming in.

Only domestic flights were coming in but with fewer passengers from May to June due to restrictions

The poor consumer turnout resulted in the closure of other tourism-related businesses, including hotels, restaurants, and entertainment. Those that persisted saw minimal to no business.

Another COVID 19 protocol was the change in etiquette and social norms changes which brought in new conventions including mask wearing, frequent hand washing and keeping a physical distance from others. These practices affected social relationships in that most people shunned places as these protocols were mandatory for entry points to all amenities including tourism products therefore most of the locals chose to stay in their homes. A better insight of this was given by Butcher (2020) who asserted that due to the crisis mitigation measures employed by many governments such as the COVID19 protocols, these would diminish the holiday pleasures to the extent where many would prefer to stay home.

#### 5.3.4 Economic and market dynamics

The tourism services in Livingstone such as travel, hospitality and entertainment had experienced declines in demand. There was an abundant supply of services but low demand as the pandemic had altered tourism consumer behaviour. This resulted in the industry incurring financial losses.

The hospitality sector which includes accommodation food beverages and entertainment had revenue losses due to the pandemic. It was also established that the hotel and lodges received cancellations for future bookings from international tourists due to lockdowns and closure of entry points.

The number of cancellations and refunds led to a huge loss for the tourism sector as this brought the economy of Livingstone to a stagnant point as the industry is predominantly dependant of tourists that bring in the much needed forex and create employment.

The customer's demands for tourism package also declined, as companies did not receive domestic or international visitors. The cancellation of events severely affected the tourism industry as most of the tourism enterprises struggled to remain viable in a changed tourism environment. This also led to most people losing employment as most companies could not sustain the financially

The transport sector as greatly affected too. There as a reduction in international tourists coming in and some airlines permanently closed down. This trickled down to negatively affect travel agents, taxi drives and those providing airport transfer services.

The COVID-19 pandemic has had profound economic and market implications for the tourism industry, necessitating adaptation, resilience, and collaboration among stakeholders to navigate the challenges and facilitate recovery.

#### 5.4 Tourist Consumption Behaviour

Tourism consumption behaviour refers to the process that tourism consumers choose and purchase tourism products to meet the needs of tourism pleasure and other experiences. This process includes the generation of needs before travel, the decision-making process, consumption in scenic spots, and post-purchase evaluation. Influenced by many factors such as economy, society, and cultural environment, it is an experience activity with comprehensive, marginal, and extraordinary characteristics, (Kim, 2003).

Travel restrictions, border closures and restrictions, and reduced international flights led to a sharp decline in tourist arrivals to Livingstone. Many potential visitors postponed or cancelled their trips due to concerns about the virus, travel restrictions, and uncertainty surrounding the situation. Tourists who did travel to Livingstone during the pandemic exhibited different consumption behaviours compared to pre-pandemic times. Most activities such as outdoor activities, nature-based tourism, guided nature walks, river cruises, or private tours all needed strict COVID 19 protocols to be followed hence didn't not give the consumer a fulfilling experience they aimed to achieve.

Most international tourists that booked at some of Livingstone's biggest luxury resorts stated cancelled their bookings because they felt the standards had been compromised making the resort lose out on a number of international clients.

#### 5.5 Tourism industry recovery, resilience, challenges and sustainability measures

Tourism in Zambia is on the rebound after suffering major losses during the COVID-19 pandemic, according to a survey by the Ministry of Tourism, which found the sector operated at only 15% capacity resulting in millions of dollars in lost revenue and in hundreds of jobs. The study said the lifting of travel restrictions brought a 70% increase in visitors in the country's tourism capital, Livingstone. The tourism industry in Livingstone is set to return to pre-pandemic levels in the post COVID era.

### 5.5.1 Collaborative partnerships

The industry suffered challenges while trying to build resilience. These challenges frustrated many business owners. In the bid to remain viable and stay afloat most businesses formed collaborative partnerships to help boost and lure customers. However, adapting to these new business models did not effectively work for some tourism products as some partners complained of putting in more work and getting less returns from the partnership.

Certain upscale resorts, such as Tonga Bezi, Sindabezi, and Livingstone Island found that forming alliances with each other helped them grow and earn more money than they would have if they had operated alone. As a result, they were able to gather resources and set aside money or a reserve fund in case subsequent pandemic shocks occurred.

The majority of lodges and hotels also included sustainable practices to reduce costs, like growing their own produce. These includes Avani, Maramba River Lodge, Susi and Chuma, and Green Safaris, which also collaborated with the Mukuni Chiefdom to grow the majority of their produce, which they then sold to other businesses to make extra money or used internally to reduce costs.

### 5.5.2 Domestic tourism

Domestic tourism can be described as tourism involving residents of one country traveling within their own country. It does not involve the crossing of international borders at entry points. As early recorded history provides a glimpse into ancient tourism activities, domestic tourism is in fact the first form of tourism practiced. It has been a well-established practice, happening in every country or region in the world (Rogerson and Lisa 2005).

Mass domestic tourism emerged due to COVID 19. Tourism in Livingstone heavily depended on the locals as they were restrictions on international tourists coming in. The hospitality industry altered their services to make it more inclusive for the locals by providing local menus. David Livingstone included the Zambian cuisine on their menu to encourage more locals. Local music as played on boat cruises like Lion King Boat to give locals the authentic Zambian feel. Local rates were also included at entry points like the Victoria Falls and Mosi Oa Tunya National Park.

The ministry of tourism has embarked on various marketing strategies to promote domestic tourism. However this has come at a cost for some luxury lodges as international tourists felt that quality as compromised hence cancelled their bookings.

### 5.5.3 Digital online bookings

Most tourism products or enterprises went digital enabling clients to make online reservations. These bookings could still be reserved up until the clients were ready to travel and that way no clients or business was lost. However with a rise in scams this posed as a challenge as clients did not feel safe to pay online but physically for the services.

### 5.5.4 Government incentives

The ministry of tourism helped mitigate the pandemic by offering COVID funds to small tourism businesses. However most businesses complained of not receiving these funds that were promised to them hence ended up closing down during the pandemic, the few that received the funds diversified their services to stay afloat.

The ministry of tourism also collaborated with various stakeholders to put up sustainable measures by removing tax of certain imported hospitality goods like beds and fridges. However, the hospitality industry expressed disapproval of the ministry of tourism's decision to remove taxes on certain imported hospitality goods, such as beds and refrigerators, citing the fact that these are one-time purchases and that, in order to make the initiative more sustainable, the government ought to have eliminated taxes on items that the industry uses frequently, as they are still required to pay high taxes on them. License payments were also made flexible however the majority of tour operators stated that various government sectors made it harder for them to function and inconvenienced their operations at the expense of their clients. Licence payments were also made flexible.

The Zambia Tourism Agency (ZTA) also announced that it targets to attract two million international tourist arrivals by end of 2024. In addition, the agency plans to increase its investments in digital marketing and remained optimistic of achieving its set targets for 2024 (Zambia Tourism agency).

## **6.0 CHAPTER SIX: CONCLUSION AND RECOMMENDATIONS**

### **6.1 Conclusion**

This study undertaken in Livingstone, Zambia provides vital insights into the resilience and sustainability strategies adopted by tourism businesses in the wake of the COVID-19 pandemic and the status of the tourism industry in the post COVID era.

The results demonstrate that despite severe challenges, tourism enterprises exhibited commendable adaptability through survival tactics like partnerships, promotions, and digital marketing. However, more work remains to be done to future-proof the sector.

The data reveals that collaboration was pivotal, allowing pooling of resources during crises. Targeted promotions and discounts stimulated local demand. Digital platforms facilitated effective communication and online bookings. Diversifying offerings catered to shifting consumer preferences. Strategic cost-cutting optimized operations. Prioritizing health and safety rebuilt consumer confidence. Though widely adopted, these strategies were not without limitations. Declining quality from cost pressures presented a trade-off. Lack of government support frustrated recovery for many.

Moreover, long-term sustainability measures like contingency planning, partnerships, and emergency funds saw minimal adoption. This highlights the need for more future-oriented resilience building. Though optimism exists regarding sustainability measures safeguarding businesses from future shocks, tangible plans and policies are yet to be implemented in many cases.

In conclusion, this study provides data-driven insights that can shape policies and initiatives to aid tourism rebuild in a post-COVID era. It adds to existing knowledge on business resilience strategies and crisis recovery in tourism. The sector displayed commendable resilience, but targeted support and continued innovation is needed to enhance sustainability.

### **6.2 Recommendations**

Based on the study's findings, the following recommendations are proposed:

Government should implement policies and relief programs to support small tourism enterprises during crises, providing a safety net when disruptions occur.

The tourism industry should invest more in incentives to encourage the adoption of sustainable technologies and eco-friendly practices, promoting environmental stewardship.

The Ministry of Tourism should foster industry-academia linkages to encourage research and innovation in tourism, facilitating the development of unique offerings tailored to emerging consumer demands. It should also encourage more partnerships among tourism stakeholders to enhance cooperative marketing and the sharing of best practices, leveraging joint expertise.

All tourism businesses should prioritize digital skills training for effective use of online platforms, enhancing resilience against disruptions.

Small-scale lodges and guesthouses should invest in developing crisis management plans and emergency funds to minimize the impacts of shocks, enabling a timely and organized response.

The Ministry of Tourism should launch more tourism awareness campaigns and encourage tourism products to offer local discounts to boost the domestic market, reducing reliance on foreign visitors.

In summary, a collaborative policy approach, combined with ongoing innovation and strategic planning at the enterprise level, can help future-proof Zambia's tourism sector against disruptions.

## REFERENCES

- Akhtar, N., Khan, N., Mahroof Khan, M., Ashraf, S., Hashmi, M.S., Khan, M.M & Hishan, S.S. (2021). Post-COVID 19 tourism: will digital tourism replace mass tourism?" *Sustainability*, 13(10), 5352.
- Assaf, A & Scuderi, R. (2020). COVID-19 and the Recovery of the Tourism Industry. *Tour. Econ.*, 26, 731–733.
- Arnould, E. J., Thompson, C. J., Crockett, D., & Weinberger, M. F. (2023, August 19). *Consumer Culture Theory*. SAGE Publications Limited. [http://books.google.ie/books?id=5JS3EAAAQBAJ&printsec=frontcover&dq=DOI:+10.1111/ijcs.12670+SPECIAL+ISSUE+ARTICLE+A+consumer+culture+theory+perspective+of+the+marketplace:+An+integrative+review+and+agenda+for+research+An+a+Hungara&hl=&cd=1&source=gbs\\_api](http://books.google.ie/books?id=5JS3EAAAQBAJ&printsec=frontcover&dq=DOI:+10.1111/ijcs.12670+SPECIAL+ISSUE+ARTICLE+A+consumer+culture+theory+perspective+of+the+marketplace:+An+integrative+review+and+agenda+for+research+An+a+Hungara&hl=&cd=1&source=gbs_api)
- Assaf, A. and Scuderi, R. (2020). COVID-19 and the Recovery of the Tourism Industry. *Tour. Econ.* 2020, 26, 731–733.
- Aschauer, W., and Egger, R. (2023). Transformations in tourism following COVID-19? A longitudinal study on the perceptions of tourists. *Journal of Tourism Futures*, 1(23), 2055-5911. Emerald Publishing Limited.
- Borwankar P.V. (1995). *Research Methodology*, New Delhi: Seth Publisher
- Creswell, J.W, Plano Clark, V.L. (2007). *Designing and Conducting Mixed Methods Research*. Thousand Oaks, CA: Sage.
- Cresswell, J.W. (1998). *Qualitative inquiry and research design*. Thousand Oaks, CA: Sage Publications.
- Chan, E.Y. (2019). Mindfulness promotes sustainable tourism: the case of Uluru. *Current Issues in Tourism*, 22 (13), 1526-1530.
- Cavagnaro, E., Staffieri, S., Carrieri, A., Burns, K., Chen, N & Fermani, A. (2021). Profiling for sustainable tourism: young travellers' self-transcendence values and motivations. *European Journal of Tourism Research*, 28, 2810.
- Dolnicar, S. (2002). A review of data-driven market segmentation in tourism. *Journal of Travel and Tourism Marketing*, 12(1), 1-22.
- Derek Jansen (2023) *Research Philosophy & Paradigms Positivism, Interpretivist & Pragmatism, Explained Simply*

- Friedrichs, J., Kratochwil, F. (2009). On Acting and Knowing: How Pragmatism can Advance International Relations Research and Methodology, *International Organization*, 63, 701-31.
- Goddard, W. & Melville, S. (2004) "Research Methodology: An Introduction" 2nd edition, Blackwell Publishing.
- Gossling, S., Scott, D & Hall, C.M. (2021). Pandemics, tourism and global change: a rapid assessment of COVID-19. *Journal of Sustainable Tourism*, 29(1), 1-20.
- Grundey, D. (2009). Consumer behaviour and ecological agri-business: Some evidence from Europe. *Economics & Sociology*, 2(1a), 157–170
- Gross, S & Sand, M. (2020). Adventure tourism: a perspective paper. *Tourism Review*, 75(1), 153-157.
- Galvani, A., Lew, A.A & Perez, M.S. (2020). COVID-19 is expanding global consciousness and the sustainability of travel and tourism. *Tourism Geographies*, 22(3), 567-576.
- Higgins-Desbiolles, F & Bigby, B.C. (2021). A local turn in tourism studies. *Annals of Tourism Research*, 92, 103291.
- Holt, D. B & Craig J.T. (2004). Man-of-Action Heroes: The Pursuit of Heroic Masculinity in Everyday Consumption. *Journal of Consumer Research*, 31 (September).
- Haywood, K.M. (2020). A post COVID-19 future - tourism re-imagined and re-enabled. *Tourism Geographies*, 22(3), 599-609.
- Higgins-Desbiolles, F & Bigby, B.C. (2021). A local turn in tourism studies. *Annals of Tourism Research*, 92, 103291.
- Higgins-Desbiolles, F. (2020). Socialising tourism for social and ecological justice after COVID-19", *Tourism Geographies*, 22(3), 610-623.
- Kim, S. S., Lee, C. K., & Klenosky, D. B. (2003, April). The influence of push and pull factors at Korean national parks. *Tourism Management*, 24(2), 169–180. [https://doi.org/10.1016/s0261-5177\(02\)00059-6](https://doi.org/10.1016/s0261-5177(02)00059-6)
- Kozinets, R.V. (2001). Utopian Enterprise: Articulating the Meaning of Star Trek's Culture of Consumption. *Journal of Consumer Research*, 28 (June), 67–89.

- Koh, D. (2020). COVID-19 lockdowns throughout the world. *Occupational Medicine*, 70(5), 322-322.
- Lin, Y.-H & Zhang, C. (2021). Investigating air travelers' travel motivation during a pandemic crisis. *Journal of Air Transport Management*, 97, 102138.
- Lew, A.A. (2018). Why travel?-travel, tourism, and global consciousness. *Tourism Geographies*, 20(4), 742-749.
- Mchedlova, E. (2023, March 31). The dynamics of sociocultural processes in conditions of the emerging new world. *Science. Culture. Society*, 29(1), 51–59. <https://doi.org/10.19181/nko.2023.29.1.4>
- Mehmetoglu, M., Hines, K., Graumann, C & Greibrokk, J. (2010). The relationship between personal values and tourism behavior: a segmentation approach. *Journal of Vacation Marketing*, 16(1), 17-27.
- Miao, L., Im, J., Fu, X., Kim, H & Zhang, Y.E. (2021). Proximal and distal post-COVID travel behavior”, *Annals of Tourism Research*, 88, 103159.
- Mackenzie, S.H & Goodnow, J. (2021). Adventure in the age of COVID-19: embracing micro adventures and localism in a post-pandemic world”, *Leisure Sciences*, 43(1-2), 62-69.
- Mugenda, O. & Mugenda, A. (2008). *Research methods quantitative and qualitative approaches*. Nairobi: Acts Press
- Nchito silme, Chilufya k(2023). The impact of covid on tourism in Zambia. Vol.2 pg41
- Orîndaru, A., Popescu, M.F., Alexoaei, A.P., Caescu, S.C., Florescu, M.S & Orzan, A.O. (2021). Tourism in a post-COVID-19 era: sustainable strategies for industry's recovery. *Sustainability*, 13(12), 6781.
- Orîndaru, A., Popescu, M.F., Alexoaei, A.P., C̃aescu, S.C., Florescu, M.S & Orzan, A.O. Tourism in a Post-COVID-19 Era: Sustainable Strategies for Industry's Recovery. *Sustainability* **2021**, 13, 6781. <https://doi.org/10.3390/su13126781>
- Popa, S.; Soto-Acosta, P.; Martinez-Conesa, I. Antecedents, moderators, and outcomes of innovation climate and open innovation: An empirical study in SMEs. *Technol. Forecast. Soc. Change* **2017**, 118, 134–142
- Roxas, F.M.Y., Rivera, J.P.R & Gutierrez, E.L.M. (2021). Bootstrapping tourism post-COVID-19: a systems thinking approach, *Tourism and Hospitality Research*, 23(3), 146735842110388.

- Rogerson, C., and Z. Lisa 2005 “Sho’t Left”: Changing Domestic Tourism in South Africa. *Urban Forum* 16(2-3): 88-111
- Remenyi, D. & Pather, S. (2004). Some of the philosophical issues underpinning research in Information Systems: From Positivism to Critical Realism Approach. Proceedings of SAICSIT.
- Saunders, M., Lewis, P. & Thornhill, A. (2012) “Research Methods for Business Students” 6<sup>th</sup> edition, Pearson Education Limited
- Stankov, U., Filimonau, V & Vujcic, M.D. (2020). A mindful shift: an opportunity for mindfulness-driven tourism in a post-pandemic world. *Tourism Geographies*, 22(3), 703-712.
- Sharma, I. (2022). Consumer Behaviour and Influencers in Crises. *International Journal of Research and Analytical Reviews (IJRAR)*, 9(1), 609-611
- Skryl, T., Gregoric, M., & Dugi, V. (2018). Culinary trends in the Republic of Croatia as part of Gastro tourism development. *European Research Studies Journal*, 21(3), 465–475.
- Steg, L., Bolderdijk, J.W., Keizer, K & Perlaviciute, G. (2014). An Integrated Framework for Encouraging Pro-environmental Behaviour: the role of values, situational factors and goals. *Journal of Environmental Psychology*, 38, 104-115.
- Saunders, M. N. K., Lewis, P. & Thornhill, A. (2012). *Research Methods for Business Students*. 6th Edition. Harlow, England: Financial Times/ Prentice Hall.
- UNWTO. (2020). International tourist arrivals could fall by 20-30% in 2020. Retrieved October 26, 2023, available at: <https://www.unwto.org/news/covid-19-international-tourist-numbers-could-fall-60-80-in-2020>.
- UNWTO. The World Tourism Organization. United Nations agency. (2020). <https://www.unwto.org>
- Valaskova, K., Kramarova, K., Bartosova, V. (2015). Multi criteria models used in Slovak consumer market for business decision making. *Procedia Economics and Finance*, 26, 174–182
- Woiceshyn, J & Daellenbach, U. S. (2018). Evaluating Inductive versus Deductive Research in Management Studies: Implications for Authors, Editors, and Reviewers, *Qualitative*

Research in Organizations and Management: An International Journal, 13(2), 183-195,  
<https://doi.org/10.1108/QROM-06-2017-1538>

Wachyuni, S.S & Kusumaningrum, D.A. (2020). The effect of COVID-19 pandemic: how are the future tourist behaviour? *Journal of Education, Society and Behavioural Science*, 33 (4), 67-76.

## APPENDICES

### 1.1 Appendix II: Budget

<b>No.</b>	<b>Description</b>	<b>Unit Price ZMW</b>	<b>Total Price ZMW</b>
1.	Printing of 80 Questionnaires	1500	1500
2.	Pencils x ....	20	20
1.	Transport x .... trips	1000	1000
6.	Typing Research Report	N/A	
7.	Binding Report x 3 copies	500	500
	<b>Total</b>		<b>3020</b>