

**TOURISM GROWTH AND EMPLOYMENT CREATION IN ZAMBIA: THE CASE
OF LIVINGSTONE AND THE GREATER VICTORIA FALLS AREA**

BY

ROBERT M. NDOPU
Computer No. 530506018

Dissertation prepared and submitted in partial fulfillment of the requirements for the award of
the Master of Arts Degree in Development Studies at The University of Zambia
Lusaka

Copyright

© Robert M. Ndopu
November, 2015

No part of this dissertation may be reproduced without correct citation or permission of the author.

Acronyms/Abbreviations

AWF	–	Africa World life Foundation
GDP	–	Gross Domestic Product
GMA	–	Game Management Area
GRZ	–	Government of Republic of Zambia
LDCs	–	Less Developed Countries
MFNP	–	Ministry of Finance and National Planning
MTENR	–	Ministry of Tourism Environment and Natural Resources
NHCC	–	National Heritage Conservation Commission
ODI	–	Overseas Development Institute
RSA	–	Republic of South Africa
ITS	–	India Tourism Statistics
UNWTO	–	United Nations World Tourism Organisation
UNZA	–	The University of Zambia
ZAWA	–	Zambia Wildlife Authority
ZNTB	–	Zambia National Tourism Board
ZTB	–	Zambia Tourism Board

Table of Contents

Copyright.....	ii
Acronyms/Abbreviations	iii
Declaration	vii
Supervisor.....	viii
Approval of Admission of Dissertation	ix
Dedication	x
Acknowledgements	xi
Abstract	xii
CHAPTER ONE.....	1
Introduction	1
1.0 Overview	1
1.1 Socio-economic Context of Livingstone	2
1.1.1 Pre-colonial and Current Context.....	2
1.1.2 Tourist Attractions and Tourist Flows	3
1.2 Statement of the problem.....	5
1.3 Objectives of the study	5
1.3.1 Main Objective.....	5
1.3.2 Specific objectives.....	5
1.4 Research Question.....	6
1.5 Sub Research Questions	6
1.6 Significance of the study	6
1.7 Operational Definitions	6
1.8 Limitations of the Study	7
1.9 Organization of the Dissertation.....	7
CHAPTER TWO.....	8
Literature review	8
2.0 Introduction	8
2.1 The Nature of Tourism	8
2.2 Theoretical and conceptual framework	9
2.3 Empirical Literature.....	10
2.4. Factors that contribute to Tourism Growth	11
2.4.1 Infrastructure	12
2.4.2 Water supply	12
2.4.3 The Tourism Growth on Employment Creation and Incomes	14
CHAPTER THREE	17
Research Methodology.....	17

3.0	Introduction	17
3.1	Study area	17
3.2	Features and Attractions of Livingstone	17
3.3	Research Design	18
3.4	The Study Population	19
3.5	Sample population	19
3.6	Data Collection Instruments.....	20
3.7	Data Analysis	20
CHAPTER FOUR		21
Research Findings		21
4.0	Introduction	21
4.1	Socio-economic Data of Respondents.....	21
4.1.1	Age, Sex, Marital, and Educational statuses of Respondents	21
4.1.2	Number of jobs offered by each Hotel/Lodge selected in 2012.....	23
4.1.3:	International Tourist arrivals in Zambia by origin	24
4.1.4	Yearly Direct Revenue Generation in Zambia	24
4.1.5	Employment, Room and Bed occupancy rates.....	25
CHAPTER FIVE		26
Discussion of Findings		26
5.0	Introduction	26
5.1	Dominant forms of tourism in Livingstone and the Greater Victoria Falls Area	26
5.2	Factors influencing the growth of tourism in Livingstone and the Greater Victoria Falls area	26
5.3	Types of jobs created by the tourism sector in Livingstone and the Greater Victoria Falls Area	27
5.5	Zambia's Trends in Tourism Development.....	28
5.6	Tourism Indirect employment in Livingstone	28
5.7	Tourism Induced Employment in Livingstone	29
5.8	The infrastructure in Livingstone	30
5.9	The Economic impact of tourism	30
5.9	Banks and Bureau de change in Livingstone	30
CHAPTER SIX		31
Conclusion and recommendations		31
6.1	Conclusion	31
6.2	Recommendations	31
BIBLIOGRAPHY		32
APPENDICES		35

APPENDIX 1: The three sets of Questionnaires used	35
Appendix 1 (a).....	36
Appendix 1(b)	38
Appendix 1(c).....	41
Appendix 2: The Map of Zambia	44

List of Figures

Figure 1: Statue of David Livingstone gazing upon the Victoria Falls; and Location on Zambian Map	Livingstone
Figure 2: The Victoria Falls	Employment, Room and Bed occupancy rates
Figure 3: Conceptual Framework.....	3
	14

List of Tables

Table 1: Socio-economic Data of Respondents	21
Table 2: Number of jobs offered by each Hotel/Lodge selected in 2012	23
Table 3: International Tourist arrivals in Zambia by origin.....	24
Table 4: Yearly Direct Revenue Generation from Tourism in Zambia	24
Table 5: Employment, Room and Bed occupancy rates	25

Declaration

I Robert MwanamwalyeNdopu declare that the content of this dissertation is my original work, certify that any material previously published or written by another person is duly acknowledged, and that this work has never been submitted to any University or other institution of higher learning for award of academic qualification.

Signature:.....

Name: Robert M.Ndopu

Dated this 23rdNovember 2015

Supervisor

Francis Chigunta (DPhil)

Approval of Admission of Dissertation

This dissertation by Robert Mwanamwalye Ndopu is approved as fulfilling part of the requirements for the award of the Degree of Master of Arts in Development Studies by the University of Zambia.

Examiners' Names and Signature

Date

- | | | |
|----|-------|-------|
| 1. | | |
| 2. | | |
| 3. | | |

Dedication

To GOD be the Glory and Honour. This work is dedicated to my family more especially to my wife Elizabeth M. Ndopu and my beloved children; Rhoda Mbundi Ndopu, Ruth Sanyambe Ndopu, Robert Mwanamwalye Ndopu Jnr., Emmanuel Mutami Ndopu and Christopher Ndopu Ndopu for their tireless, patience, support and encouragement during the period of my study at the University of Zambia. Without their unmeasureable sacrifice, my studies would have not been accomplished. It is also dedicated to my dear late mother, Mama Alice Kamano Mutani, to my late father Mr. Christopher Ndopu Mabengani and to my late Son, Rommie Mabengani Ndopu whose demises left a dent in my life.

Acknowledgements

I wish to register my sincere thanks to my Supervisor Dr.Chigunta who tirelessly supported my work throughout my research and dissertation write-up. His love, patience, encouragement and rationality in advising and guiding me in this process were unmatched. I attribute the level of my Master's Degree to his encouragement and effort and without him this dissertation, would not have been completed.

I feel bound and indebted to Mr. A. Sichinga, and Mr. S. Mwanza who are Senior Analysis Officers from the Ministry of Tourism, Environment and Natural Resources in Lusaka; and Ms. N. Chiwaya, Tourism Development and Research Officer from the same Ministry. My research would be incomplete if I do not mention Mr John Mumba of Zambia National Tourism Board (ZNTB) in Livingstone whose support with data was unmatched.

Abstract

In Zambia, tourism has been identified as having the potential to contribute to national economic development in terms of foreign exchange earnings as well as to revitalize the economies of remote rural areas with low agricultural potential. The tourism development potential lies in the country's abundant tourism resources, in form of wildlife experiences, cultural heritage and the famous Victoria Falls. The main objective of the study was to assess tourism growth and employment creation in Zambia with specific reference to Livingstone and the Greater Victoria Falls Area. The study examined the influence of tourism in job creation.

The study used case study research design. The research used both qualitative and quantitative methods in data collection and analysis. In-depth interviews with selected people were used. The findings indicated that creation of jobs in many tourism businesses such as hotels, motels, lodges and infrastructure such as road network and the International Airport. Jobs such as waiters, cooks, receptionists and chefs, just to mention a few is a case in point.. However, Livingstone and the Greater Victoria Falls Area were still facing challenges such as expensive accommodations for lodges, hotels, and motels as well as high visa fees and other taxes for tourists. Against this background Zambia cannot attract many tourists to come and enjoy all the attractions which in turn can bring more foreign exchange and create more jobs inform of more constructions of hotels, lodges and road networks. The tourists would prefer to spend the nights in Zimbabwe where the accommodation and visa fees were cheaper.

The study recommended that the government could reduce or remove visa fees and other barriers to tourism development so as to enhance employment creation opportunities. Tourism enterprises could also be encouraged to make accommodation affordable so as to help increase tourists' flow into Livingstone. Above all, government should take keen interest to invest in tourism-oriented infrastructure such as roads; and encourage the private sector to invest in building more hotels and lodges. It is such measures which could make tourists prefer Zambia to Zimbabwe.

CHAPTER ONE

Introduction

1.0 Overview

Tourism is the fastest growing industry in the World (Seth and Bhat, 2006). Every year millions of people around the world move and travel in search of adventure. They are attracted by several tourist attractions. Consequently, it is reckoned that tourism is a major source of employment creation and incomes in many countries. According to Roe and Urguhart (2001), tourism generates an estimated 11 percent of global Gross Domestic Product (GDP), employs 200 million people and transports nearly 700 million international travelers annually. Zambia envisaged two major considerations as intervention measures at national and zonal levels with main focus on infrastructure rehabilitation and development in the tourism sector as one of the economic sectors.

Arising from its potential and wide participation in the economy, tourism therefore is perhaps among the largest sectors in the development of Zambia's economy. This recognition stems from the fact that tourism is a powerful tool for economic growth in developing countries such as Zambia for a number of reasons. Tourism is seen to be not only the largest industry in most countries, but provides the largest participation in any country. It indirectly offers a wide range of activities, yet its linkage with other industries is a factor which promotes and sustains much of the economic sector (WTO, 2003). Tourism in Zambia, however, faces a number of challenges. Firstly, very little is known about its contribution to the GDP in the country. Secondly, its role in the social and economic sector has been downplayed and grossly undervalued. The Satellite Account conducted at a Pilot level (WTO, 2003) revealed that Zambia travel and tourism economy directly and indirectly accounted for creation of 52,927 jobs which represented 3.7 percent of total employment: K731.3 billion Kwacha, making 4.5 percent of GDP.

Further, arguments supporting the contribution of this industry can be attributed to the fact that much of Zambia tourism products are greatly undeveloped. Currently, tourism in Zambia is largely based on wildlife and the Victoria Falls - these products are also largely underutilized. It is the general understanding that large growth in tourism will depend on the development of tourism products as well as the development of infrastructure coupled with aggressive promotion of the tourism sector. This recognition for a country like Zambia,

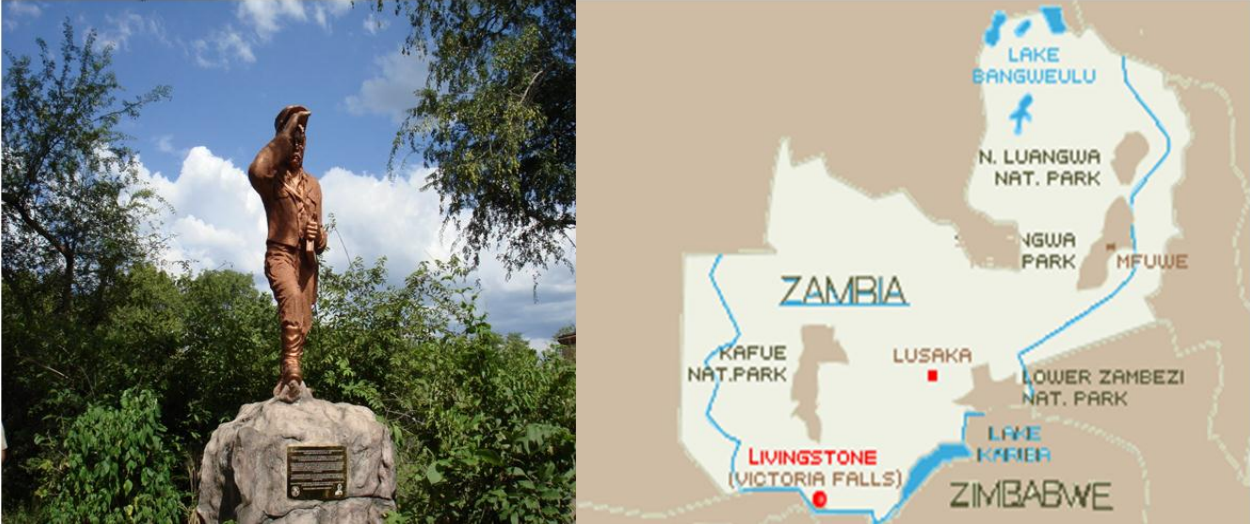
tourism is considered to be of critical importance because of its likely positive impact on the country’s economy and rural development in particular. The contribution of tourism to the economy comes through employment creation, foreign exchange generation and its multiplier effects on other sectors of the economy. Hence, tourism is pursued as a serious development strategy for poor Third World Countries (Bowman, 1999). Despite this recognition, there is presently little information on the nature of jobs that are being created through tourism growth in Zambia, especially in Livingstone and the Greater Victoria Area. It is in this context that this study was undertaken.

1.1 Socio-economic Context of Livingstone

1.1.1 Pre-colonial and Current Context

Livingstone was, until 2012, the capital of present day Southern Province of Zambia. Lying 10km (6.2miles) to the north of the Zambezi River, it is a tourism center for the Victoria Falls and as a border town with road and rail connections to Zimbabwe on the other side of the Victoria Falls. Livingstone is a historic British colonial city named after David Livingstone (see Figure 1 for David Livingstone’s Photo), the British explorer who was the first European to explore the area in 1855 (Cavendish, 2005). The city’s population is now estimated at over the 2010 figure of 139, 509 inhabitants (CSO, 2012: 44).

Figure 1: Statue of David Livingstone gazing upon the Victoria Falls; and Location of Livingstone on Zambian Map



Source: Google images (2015)

Mukuni village, which lies 9.6 km (6.0 miles) to the South-East of present day Livingstone, was the largest village in the area before Livingstone as a city was founded. Its Baleya

inhabitants, originally from the Rozwi culture in Zimbabwe, were conquered by Chief Mukuni who came from the Congo in the 18th century. Another group of Baleya under Chief Sekute lived near the river west of the town. The most numerous people in the area, though, were the Batoka under Chief Musokotwane based at Senkobo, 30 km (19 miles) north. These are southern Tonga people but are culturally and linguistically similar to the Baleya and grouped with them as the 'Tokaleya'. The Tokaleya paid tribute to the Lozi of Barotseland but in 1838 the Kololo, a Sotho tribe from South Africa displaced by Zulu wars, migrated north and conquered the Lozi. The Kololo placed chiefs of their subordinate Subiya people of Sesheke over the Tokaleya.

1.1.2 Tourist Attractions and Tourist Flows

The major tourist attraction in Livingstone is the Victoria Falls. Its fame hails from 1855 when Scottish missionary and explorer David Livingstone became the first European to explore the Zambezi River from Angola and on his way to Mozambique where the river terminates in the Indian Ocean, saw the falls and named it the Victoria Falls after Queen Victoria. He was taken to the falls by the Subiya/Kololo Chief Sekeletu. In 1864 the Lozi threw off their Kololo masters and re-established their dominance over the Subiya and the Tokaleya in the vicinity of the falls, which became the South-Eastern margin of the greater Barotseland kingdom.

Figure 2: The Victoria Falls



Source: Google images (2015)

Zambia now has 51 years of post-independence experience on many economic issues such as tourism. However, there is presently little information on tourism development in pre-independent Zambia just like there are challenges with data in the post-independence era. For

instance, records showing detailed time series data of tourists visiting Zambia after independence are not readily available. A recent attempt by the Zambia Tourism Board (ZNTB) to collect data on visitors entering Zambia has not helped much as the data are not disaggregated. This makes it very difficult to isolate ordinary and transit visitors on one hand and leisure visitors or tourists on the other. This therefore means there is very little information on the contribution of tourism to employment creation.

Land and Marie (2011) note that the colonial government in the then Northern Rhodesia did not provide any reasonable infrastructure to support the growth of the tourism sector. It was only in the post-independence period that the government made deliberate efforts to promote tourism. The government attempted to capitalize on the country's diverse and unique natural assets to develop the tourism industry (Ibid.). This was based on the realization that the tourism sector could be an important development resource, especially through employment creation and foreign exchange earnings. It is in this regard that tourism is commonly seen as a tool to stimulate the development of marginal economies through the jobs and incomes that it can foster. Tourism is a labour intensive industry which, if properly managed and promoted, can be used to promote employment. There are some countries in the world which earn more foreign exchange from international tourism than any other major export. One such countries Seth and Bhat (2006) cite is India.

However, the experience with tourism is varied, partly because of the many forms that it can take as well as the varying potential of tourist destinations. Thus, there is no widely accepted consensus on what tourism brings because the consequences vary from place to place. In respect of development strategy, the promotion of tourism as a leading economic sector frequently raises substantial debates. This is the case with regard to the impact of tourism on employment creation in Zambia, especially in the Livingstone and the Greater Victoria Falls Area.

Zambia's tourism potential lies in nature and its cultural heritage. The country is endowed with so many natural resources such as minerals, wildlife found in the 19 National Parks and 36 Game Management Areas (GMA) which cover over 22.4 million hectares. In addition, Zambia has many interesting heritage sites worthy visiting. The San people's penchant for rock paintings – schematic designs – have been found in Nsalu cave. These drawings are

12,000 years old. At *Ing'ombeilede*, a short distance from the present day Kariba Dam, excavations in this area revealed an iron age settlement littered with copper crosses, gold ingots and glass beads. Across the flood plains of the Kafue River, is the Lochinvar National Park with birds and home to an endemic race of antelope known as the Kafue lechwe. Other tourist highlights include the Gwisho Hot Springs, surrounded by high graceful ivory plasmas and drum rocks, a strange outcrop that produces a resonating sound when tapped. All these beauty scenery are worthy sampling when one visits Zambia.

The promotion of tourism in Zambia is also part of a conscious strategy by the government to diversify the economy. The mining industry has been the mainstay of the country's economy from the time the country gained political independence in 1964, but appears not to have contributed much to employment creation. Consequently, the government has in recent years been making deliberate efforts to reduce reliance on the mining industry and stimulate the growth of other sectors, especially labour intensive ones like tourism (GRZ, 2002a). Tourism is known to have potential to contribute significantly to national economies through foreign exchange earnings and employment creation.

1.2 Statement of the problem

Livingstone, in particular, is the tourism capital of Zambia and the best known tourist destination in the country. It is home to the Greater Victoria Falls, a world heritage site and the biggest natural site and most valuable of all tourist attractions in the country. While Livingstone has important natural tourist attractions, and therefore great potential for employment creation through tourism, there is little information on the development of tourism in Livingstone and the Greater Victoria Fall Area. As a consequence, not much is known about its influence on job creation and the nature of these jobs. This study specifically sought to shed light on tourism growth and employment creation in Livingstone and the Greater Falls Area.

1.3 Objectives of the study

1.3.1 Main Objective

The main objective of the study was to assess tourism growth and employment creation in Zambia with specific reference to Livingstone and the Greater Victoria Falls Area.

1.3.2 Specific objectives

More specifically, the study sought to:

- i. identify the dominant forms of tourism in Livingstone and the Greater Victoria Falls Area;
- ii. identify the factors that influence the growth of tourism sector in Livingstone and the Greater Victoria Falls Area;
- iii. Examine the types of jobs created by the tourism sector in Livingstone and the Greater Victoria Falls Area

1.4 Research Question

How has the growth of tourism contributed to employment creation in Livingstone in the past five years?

1.5 Sub Research Questions

The study sought to address the following questions:

- i. What are the dominant forms of tourism in Livingstone and the Greater Victoria Falls Area?
- ii. What factors influence the growth of tourism sector in Livingstone and the Greater Victoria Falls Area?
- iii. What types of jobs are being created by the tourism sector in Livingstone and the Greater Victoria Falls Area?

1.6 Significance of the study

This study could be justified on the following grounds:

- i. The findings would inform policymakers particularly in the Ministry of Tourism, Environment and Natural Resources (MTENR) on measures that could be used to enhance tourism and employment growth;
- ii. It would contribute to the body of knowledge on the role that tourism plays in job creation in Third World countries and Zambia in particular; and,
- iii. The study might be useful to future researchers interested in investigating the relationship between tourism growth and employment creation in Zambia, especially Livingstone and the Greater Victoria Falls Area.

1.7 Operational Definitions

A number of concepts were used in this dissertation. The following are some of the operational definitions for the main concepts:

- **Tourism:** the temporary movement of people to destinations outside their normal places of work and residence whereby the activities undertaken during their stay in those destinations and the facilities accessed are created to care for their needs (Mathieson and Wall, 1982).
- **Hospitality industry:** refers to a service industry focusing on hotels, motels, inns, lodges or such business providers of transitional short term lodging with or without food. Additionally, services in this industry may include fitness, leisure and entertainment.
- **Employment:** the state of being employed or having a paid job or self-employed. Therefore, employed people include those engaged in one form or another of economic activities such as the production of goods and services, the selling of the goods and services (CSO, 2013).

1.8 Limitations of the Study

However, the researcher encountered some hardships in carrying out this research. He had problems in collecting the data from the two old hotels such as Fair Mount and the Victoria Hotels. All efforts to collect questionnaires from Fairmount and Victoria Hotels Management ended in vain. However, the researcher just increased the number of respondents to replace those who would have answered the questionnaires from Fair Mount and Victoria hotels. The researcher went further to replace those questionnaires which were not fully answered to make sure that the 34 respondents (employees) were correctly answered. However, the researcher felt that the 50 respondents could still stand as an adequate population for research to be carried out.

1.9 Organization of the Dissertation

The rest of the dissertation is organized in six Chapters. Chapter Two discusses the Literature review followed by Chapter Three which discusses the methodology. Chapter Four presents the research findings where as Chapter Five presents the data analysis. Chapter Six provides conclusion and recommendations of the study findings on Tourism Growth and Employment creation in Zambia.

CHAPTER TWO

Literature review

2.0 Introduction

As noted in Chapter One, tourism is one of the fastest growing sectors of the global economy and developing countries are attempting to promote the development of this sector. Many of these countries are promoting tourism in the hope that it leads to employment creation and foreign exchange. This chapter reviews the literature on tourism. It begins by discussing the nature of tourism. This discussion is situated within the theory of social exchange. Thereafter, empirical studies on Africa and other regions of the world are cited.

2.1 The Nature of Tourism

Despite its growing importance and popularity, there is no single or universal understanding of what tourism is. Holloway(2009) defines tourism as being generally a diverse business of transport, care, feeding, and entertainment of the tourist. In contrast, Mathieson and Wall (1982) defines tourism as comprising the activities of persons traveling to and staying in places outside their usual environment for purposes of holiday, business and others, and persons who cater for them. In this study, we adopt the definition of tourism by Holloway et al and view it as an understanding of tourism in diverse business of transport, care, feeding and entertainment of the tourist.

Related to definitions of tourism has been the emergence of various related concepts. To a large extent, this is a reflection of the different forms that tourism today takes. Below we review the various forms of tourism that are prevalent today:

- i. ***Sustainable tourism:*** combines all forms of tourism development, management and activity which maintain the environmental, social and economic integrity and well-being of natural, built and cultural resources in perpetuity. Its arguably the most popular and is seen by the World Tourism Organization (WTO) as “....leading to the management of all resources in such a way that economic, social and aesthetic needs can be fulfilled while maintaining cultural integrity, essential ecological processes, biological diversity and life support systems” (Roe and Urguhart, 2001:04).

- ii. ***Eco-tourism:*** is in a way an aspect of sustainable tourism, but is more directly described as “responsible travel to natural areas that conserve the environment and improves the well-being of local people” (Roe, 2006:02). It is a generic term for controlled nature tourism; low impact; undisturbed environment; requires fewer infrastructures; committed to provide benefit to local communities; and contribute to protection of biodiversity (Williams and Shaw., 1988).
- iii. ***Cultural tourism :*** the type of tourism which embraces the full range of experiences visitors can undertake to learn what makes a destination distinctive in form of lifestyle, its heritage, its arts, its people and the business of providing and interpreting the culture to visitors.
- iv. ***Cultural, heritage and historical tourism:*** describes all tourist trips that include cultural activities (e.g. the visiting of monuments or sites) as well as experiences and interactions with the local people.
- v. ***Domestic Tourism:*** this involves residents of a given country (such as Zambia) traveling only within the country
- vi. ***International Tourism:*** this consists of in-bound and out-bound tourism. That is any person who travels to a country other than that which is his usual residence but outside his usual environment for a period of not exceeding 12 months
- vii. ***Space Tourism:*** is the term that has come to be used to mean ordinary members of the public buying tickets to travel to space and back. Space Tourism is space travel for recreation, leisure or business purposes. A number of start-up companies have sprung up in recent years, hoping to create a space tourism industry, though this is a very expensive venture.

In this study, the focus is on sustainable tourism, which is the predominant form of tourism in Zambia, especially Livingstone and the Greater Victoria Falls Area. We sought to examine how growth in sustainable tourism has contributed to job creation in the area under investigation.

2.2 Theoretical and conceptual framework

The perceived benefits of tourism are situated within the theory of social exchange. Social exchange theory is considered an appropriate framework for developing an understanding of residents’ perceptions of the impact of tourism (Peter, 1964).The theory suggests that

individuals will engage in exchange if (i) the resulting rewards are valued, (ii) the exchange was likely to produce valued rewards and (iii) perceived costs did not exceed rewards. In this respect, tourism development is normally undertaken for the potential economic and social benefits that it would bring to a community, such as improved standards of living including creating employment, more infrastructures for the country, more foreign exchange for the country's economy and better transport services (George, 1961). The greater the perceived benefits, the more positive local people's attitudes towards tourists would be based on the above explanations; we developed the Conceptual Framework in Figure 3. To depict the most important variables expected to influence the growth of tourism and the potential benefits arising from this.

2.3 Empirical Literature

“If i were to look over the whole World to find out the Country most richly endowed with all wealth, power and beauty that nature can bestow- in some parts a very paradise on earth-I should point to India”(Muller,2013).India in recent years has gained good exponential growth in Tourism Industry. Today India is the preferred destination overseas and domestic travelers. Tremendous growth in the Indian economy is the main reason for the growth in tourism in India. This particular industry in India is substantial and vibrant, and is at the verge of becoming a major global destination. Travel and tourism industry in India is one of the most profitable industries in the country and credited with contributing a substantial amount of foreign exchange. In 2006, four million tourists visited India and spent US \$8.9 billion. Tourism is the largest service industry with a contribution of 6.23 percent to the country's GDP and 8.78percent of the total employment of the nation. India witnesses more than 5 million annual foreign tourist arrivals and 562 million domestic tourism visitors. Indian Tourism Industry generated about US\$100billion in 2008 which is expected to increase to US\$ 275.5 billion by 2018 at 9.4percent annual growth rate (Muller, 2013).

The beauty of Mauritius is beyond words. Mauritius is a dream holiday destination for tourists from all over the World. The paradise island possesses a wide range of natural attractions as well as many man-made attractions. The tourism assets such as sub-tropical climate, clear postcards beaches and calm sea conditions and many more, are some of the island's strength, especially since they are backed up by top class beach resorts and hotels.

The tourism sector is one of the main pillars of the local economy, and created 30,000 full time job equivalents in 2000 and the number today is estimated at almost 40,000 full direct employment in the tourism sector. Tourism arrivals have been expanding consequently, thus rising from 18,000 at 1970 to 103,000 in 1977 and then to 656,450 in 2000. In the past two decades tourist arrivals increased at an average annual rate of 9 percent with a corresponding increase of about 21 percent in tourism receipts. Tourism contributed about 14 percent of Mauritius GDP (WTO, 2010).

South Africa's scenic beauty, magnificent outdoors, sunny climate, and reputation for delivering value for money have made it one of the world's fastest growing leisure-and business-travel destinations. South Africa has earmarked tourism as a key sector with excellent potential for growth: the government aims to increase tourism's contribution, both direct and indirect, to the economy from the 2009 baseline of R 189,4 billion (7.9 percent of GDP) to R499 billion by 2020. Tourism supports one person in every 12 jobs in South Africa. South Africa's spectacular scenery, friendly people, world-class infrastructure make it one of the most desired destinations in the world. The sector was given a massive boost by the successful hosting of the world Cup in 2010, when the country received a record-breaking of 8.1 million foreign visitors. Despite tough global economic conditions, tourism grew in 2011, with 8.3 million international tourists. Domestic tourism is also an important source of revenue and employment, contributing 52 percent of total tourism consumption (NDT, 2012)

2.4. Factors that contribute to Tourism Growth

There are many factors responsible for the growth of the tourism sector. Some key ones include: Accommodation; infrastructure; Energy and water supply.

Accommodation is the backbone of tourism industry. Accommodation representing hotel keeping is also called the hospitality industry. A hotel today is a place for rest, recreation, meeting friends, entertainment and many other functions (Foster, 1985). The rapid expansion of international tourism has led to significant employment creation. For example, the hotel accommodation sector alone provided around 11.3 million jobs worldwide in 1995 (Seth, 2000). Tourism can generate jobs directly through hotels, restaurants, nightclubs, taxis, and souvenir sales, and indirectly through the supply of goods and services needed by tourism related businesses. According to United Nations, World Tourism Organisation (UNWTO),

tourism supports some seven percent of the world's workers. These include both full time and part time jobs. Part time jobs relate in many cases to low weekend demand versus high demand on working days for many tourism businesses (e.g restaurants, hotels, motels etc) (WTTC/ Michigan State University Tax Policy Center 2010). This fluctuation along the week, makes it difficult for business to employ all their workers on full time basis. In Canada, for example, in 2006 it was observed that 36 percent of most of the workers employed in the tourism industry were part-time. That is, they involved less than 30 hours of work per week. In Australia, the accommodation, café and restaurants sub sector, with almost half of the jobs (48 percent) in the industry being part time, has the highest proportion for any industry in terms of part time employment (EU Hotels and Restaurants work and employment conditions of service 2004).

2.4.1 Infrastructure

According to Alan (1989) provides some detailed information on tourism infrastructure. Tourism involves activities of persons travelling to and staying outside their usual environment for leisure, business and other purposes. Tourism infrastructure demands for goods services and the establishment which provide such services are considered as part of the tourism industry. Further, the Tourism Infrastructure also includes establishment whose products are mainly sold to visitors, though they do not form a major share of tourist consumption. Several infrastructure sectors like power, telecommunication, water supply, roads and some production sector like travel items, sports equipment, photographic materials, and medicines are included in this category along with Tourism Infrastructure. The Infrastructure for tourism thus includes basic infrastructure components like airports, railways, roads, waterways, electricity, water supply, solid waste disposal systems and services. Moreover, facilities like accommodation, restaurants, recreational facilities and shopping facilities also comes under the ambit of tourism infrastructure.

2.4.2 Water supply

Economic literature provides some insights into the importance of water to various sectors- including agriculture, tourism, fishing, manufacturing, and energy production. Access to water is critical to production in a number of economic sectors. It serves as an essential input in agriculture, tourism, solid water disposal system and was used to extract energy and mineral resources from the earth, refine petroleum and chemicals, roll steel, mill paper,

and produce uncounted other goods, from semi-conductors to the foods and beverages that line supermarket shelves. It cools the generators and drives the turbines that produce electricity and sustain the habitat and fish stocks that are vital to the commercial fishing industry (Lewis, 1989).

The conceptual framework summarizes the salient appearing in the literature and brings forth the causal factors to tourism growth and employment creation that will be further explored in the chapter for findings from the study and discussion of the research findings chapter. Aspects identified in the literature review are mainly accommodation, infrastructure, energy and water supply, tourism growth, employment creation, demand for more infrastructure and tourism attraction.

From the conceptual framework what was illustrated in Figure 3 was that the out word factors influence or lead to tourism growth and employment creation. Accommodation: Basically, has to do with more accommodation need to cater for more tourists who visit Livingstone. The current number of accommodation in Livingstone was not enough. Infrastructure: such as road network and the International Airport were certainly going to boost and attract more tourists to visit Livingstone area and the Greater Victoria Fall area.

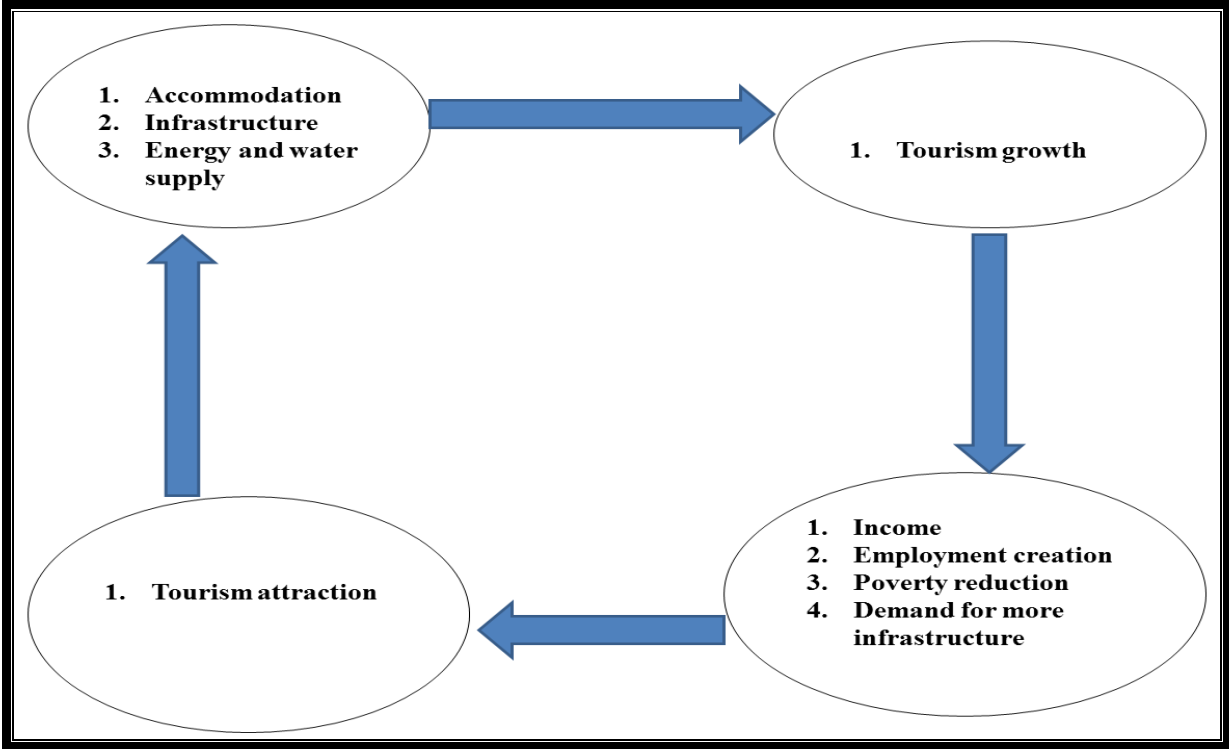
Energy and Water supply: Focuses on the number of people who would like to use electricity in various ways. This would mean food preparations, seminars and conferences where power point presentations would need electricity to be used. Some people/tourists would like to use their laptops in their hotel rooms. Water supply is very essential to all living things. Tourists would like to use water for bathing, drinking and sanitation in the hotels and lodges.

Tourism growth: calls for these infrastructure to be put in place for the tourists to be attracted to come to Zambia and Livingstone in particular. When there are more infrastructures, this calls for employment creation. People would be employed in the various ways where they would earn money.

Employment creation: This calls for more infrastructures in the various tourism sector of the economy. Hence, people would be offered jobs and earn a living.

Tourism attraction: This focuses on the good infrastructures to be put in place which can attract more tourists to visit the country. Above all Zambians are by nature friendly people and they should continue receiving tourists in a friendly atmosphere.

Figure 3: Conceptual Framework



Source: author’s

2.4.3 The Tourism Growth on Employment Creation and Incomes

The tourism industry characteristics, such as high labour accessibility, absorption and mobility may be particularly useful during times of economic transition (Szivas and Riley, 1999). In contrast to government that sees tourism as a means of development. Academics often comment upon tourism in pejorative terms, bemoaning negative impacts and emphasizing the need to preserve traditions and the environment. They often assume that the host population was likely to resent the alterations to the life styles caused by tourism and will be reluctant to accept the trade-offs involved(ibid).

Tourism, being a service industry, it has a significant effect on those areas which has surplus labour, because for this sector the skilled and efficient human resources are extremely important. It has great effect on local population employment. There is a positive relationship between the growth of tourism and increasing employment advantages. This also helps in

minimize the extremities of poverty. In the field of construction, advertisement and management (of infrastructural facilities) of tourist centers, a large number of professional and unprofessional (skilled, semi skilled and unskilled) are required. The proper utilization of these available human resources could be an asset for tourism development and side by side further prediction of employment (GRZ, 2002b).

Gujarat's tourism industry in India is one of the most diverse products on the global scene. To develop and promote tourism as an 'Engine of economic growth' and to bring Gujarat on the national and international tourist map, tourism shall be considered as an important economic activity for overall sustainable economic growth and ensuring employment generation. As the State is growing rapidly in tourism sector, there is good chance for the development of employment creation per Rs.10 lacs investment. With exploring large investment potential and by attracting large investment in the sector, large employment opportunity shall be created. Infrastructure is an important determinant for economic development and State thus offers a high scope for profuse employment generation and related activities in the form of accommodation projects, food oriented projects, energy, amusement parks and water sports etc.(Ashley et al,2000).

Tourism is labour intensive industry. It definitely helps a state economy in a variety of ways. As per increasing importance of Gujarat state in terms of investment destination, entering into new era of immense employment generation, particularly in the tourism sector. Major constraints in Gujarat state of India, are poor quality of infrastacture,malpractices by operators and the major one is the manpower, not being qualified resulting in poor quality of service. It is true that after consideration of tourism as an industry, there is increase of employment opportunities in the state, but still there are some areas where this advantage is lacking. The emergence of new areas as a tourist destination, require proper management of employment (Pawan and Ansari,2011).

A community-based development approach is advocated in much tourism writing to try to ensure that the benefits are accrued (such as royalty) and to address such concerns as cultural change, environmental degradation and economic dependence (Goodwin,2006). But often inadequate attention is given to the abilities of the host communities to energize growth, to market their products effectively to the wider world and to manage their resources to achieve

maximum benefits (Pearce, 1990). Din (1986,) pointed out that the local involvement perspective on tourism development is “somewhat wishful, if one considers the human resources of the local area”. For tourism to spring up spontaneously, the locals need to “be pre-adapted in terms of motivation, awareness and experience to the market culture”. Most importantly, tourism is promoted in policy agendas on the grounds that it would enhance the lives of local people and as such, tourism planning should be as much about planning for residents as planning for visitors.

For the tourism sector to grow and be increasingly competitive in the region, Zambia needs to attract new visitors. This means that Zambia needs to market herself better through, among others, its foreign embassies and partners. Currently, Zambia is an expensive destination which is little known. There is also need to reduce visa fees, carbon tax and some accommodation and licensing revenue towards conservation and protection, park infrastructure, as well as branding Zambia to the world. The right inducements, and penalties, must ensure that the country’s laws are abided by, and that punishments fit the crime, so that Zambia attracts the right kind of tour operators, hunters, tourists and investors that were willing to contribute to conservation, while meeting their bottom lines. This also demands an adequate cadre of trained village scouts and increased numbers of foresters and game rangers so as to provide the field oversight and protection services needed. This is what would provide the much needed employment for the local people.

With the natural resource base this country has, if one was able to halt the current levels of damage, tourism would be one of Zambia’s foremost job and wealth creating sectors for a long time to come. Zambia could show in a very real ways that the dual goals of promoting growth and sustainable development were not incompatible. In doing so, it would demonstrate that the wise management and conservation of natural resources is integral to the-post 2015 vision of development for the country, region and for the world at large.

CHAPTER THREE

Research Methodology

3.0 Introduction

This chapter presents the research design and methods used to investigate the growth of tourism and job creation in Livingstone and the Greater Falls Area. The chapter is divided into six sections. Section 3.2 discusses the study area. This is followed by features and attractions in Livingstone in Section 3.3. A discussion of the research design adopted for the study is in section 3.4. An account of the study population is given in Section 3.5

3.1 Study area

The study area – Livingstone – is the tourism capital of Zambia and the best known tourist destination in the country. As already noted, it is home to the Greater Victoria Falls, a world heritage site and the biggest natural site and most valuable of all tourist attractions in the country. Tourism activities in Livingstone and the Victoria Falls area include game drives, walking safaris, sunset cruise, fishing, canoeing, night drives, birding, hunting, bush dinners, cultural village and adventure activities like bungee jumping, river fitting, jet boating, etc. Above all, Livingstone and the Victoria Falls area has a beautiful and pristine environment suitable for world class safaris with its many waterfalls, lakes, rivers, large games and beautiful climate not to mention our rich cultural diversity and the peaceful and welcoming people. It is expected that these local tourism products can create local employment and attract the much needed foreign exchange.

The research was conducted in Livingstone District hotels and lodges and the Victoria Falls areas. Livingstone District was chosen on the basis that it has a broad range of tourism attractions. It was convenient in terms of accessibility within the given limits of the available financial resources and time to travel to Livingstone.

3.2 Features and Attractions of Livingstone

Livingstone's main places of interest are:

- i. Victoria Falls (Mosi-oa-Tunya) which is protected and served by the Mosi-oa-Tunya National Park on the city's south-western edge.
- ii. Wildlife safaris (game drives) in the wildlife section of the Mosi-oa-Tunya National Park.
- iii. Bird watching in the Mosi-oa-Tunya National Park.
- iv. Batoka Gorges below the Victoria Falls in the Mosi-oa-Tunya National Park.

- v. Zambezi River above the Victoria Falls including river cruises, sports fishing, kayaking.
- vi. Victoria Falls Field Museum featuring geology and archaeology around the Victoria Falls.
- vii. Flights over the Victoria Falls including helicopter and micro light flights.
- viii. Maramba Cultural Museum featuring traditional dancing, singing, costumes.
- ix. Mukuni Village with its annual Lwiindi Ceremony in July.
- x. Victoria Falls Bridge
- xi. Railway Museum of the Mulobezi Railway
- xii. North-Western Hotel — built 1909 by 'Mopani' Clarke (awaiting restoration).
- xiii. Saint Andrews Church- built 1910-11 in memory of David Livingstone and still in use
- xiv. The High Court, Livingstone — built in 1910 (awaiting restoration).
- xv. Old Government House, Livingstone — the main government office and governor's residence 1907-1935 when Livingstone was the capital of North-Western Rhodesia and Northern Rhodesia; (awaiting restoration).

3.3 Research Design

The study used a case study research design in order to provide an in-depth investigation on tourism growth and employment creation. The study was conducted in 12 selected hotels and lodges in Livingstone and the greater Victoria Falls area. The research design further used quantitative and qualitative methods where both primary and secondary sources of information were adopted in the study. Participants were selected through purposive sampling. In-depth interviews to selected people were also conducted to solicit deeper insights.

The primary data were collected through the usage of questionnaires with respondents comprising three different groups in the study. The first category was the employees in the hotels, motels and lodges. The second were the Managers or the Directors of these Hotels or Lodges and, third were the Directors in the MTENR, NHCC, ZNTB and ZAWA. The data collected through questionnaires, in-depth interviews and secondary data were used to obtain information from stakeholders in question.

The secondary data revealed the relevant information so far established through research as existing literature on the theme shows. Key among this literature analyzed were reports, policy and briefing papers from international organizations and agencies such as World Tourism Organizations (WTO), Overseas Development Institutes (ODI), Ministry of Tourism Environment and Natural Resources (MTENR) Zambia National Tourist Board (ZNTB) and the National Heritage Conservation Commission (NHCC).

Qualitative data were analyzed through Content/Thematic analysis while quantitative data was analyzed through the use of SPSS. The information solicited from various sources gave an indication of what is already known and the gaps that exist which was filled by the findings of this study. Although the context was on Tourism Growth and Employment Creation in Zambia, the case of Livingstone and the Greater Victoria Falls areas, the study used a few related examples from other Third World Countries especially for comparative purpose.

3.4 The Study Population

The subject from whom the data was collected was fifty (50) the number was drawn from the three segments and these include:

1. Employees in the selected hospitality industries
2. Managers/Directors/Owners of hospitality industries
3. Directors from MTENR, NHCC, ZNTB and ZAWA

3.5 Sample population

To make sure that the whole population of most of these facilities in the hospitality industry was represented, a purposive sampling was adopted in the study. Purposive sampling has a goal to sampling participants in a strategic way so that samples are relevant to research questions being posed (Bryman, 2012). This method was selected in this study in order to allow the researcher capture participants with monopolistic knowledge in the operation of hospitality industry. Above all it was used in the sense that the searcher was dealing with the same purposive selected population which was familiar with tourism sector. A sample population of fifty (50) subjects was drawn as follows:

1. Employees in the selected (12) hospitality industry (34) subjects
2. Managers/Directors/owners of hospitality industry (12) subjects from selected hotels/lodges.
3. Directors from MTENR, NHCC, ZNTB and ZAWA (4). Subjects

The employees in the above selected hospitality industry gave an insight in various types of jobs and departments/ section offered by that hotel/lodge. Also employees were free to highlight their conditions of service such as their salary, job description or skills training if any. The Managers/Directors were tasked to indicate the problems they were facing in running this industry. What they would have loved the government of the day to do in order to help them. Also to indicate the year when the hotel/lodge was opened and how many were employed and the current number of employees. The Directors from MTENR, NHCC, ZNTB and ZAWA were tasked to help in giving out secondary data of how many tourists came to Zambia in each year. How much the government got in terms of foreign exchange?

3.6 Data Collection Instruments

The principle instrument for data collection was questionnaires for all Hotel employees, Managers and Directors of the four organizations. The questionnaires were answered independently by each of the respondents and thereafter they were collected. The multiple choice questions made it easier for the respondents to understand and answer them quickly to avoid wastage of time. The researcher used three (3) separate questionnaires; one for the administrators/owners, the other was distributed to workers in this hospitality industry and other one to the Directors of ZAWA, MTENR and NHCC. Interviews to all these three separate categories of people were conducted. Above all, literature collected from these institutions was used as secondary data.

3.7 Data Analysis

Both qualitative and quantitative data were analyzed to provide input into the dissertation writing. Qualitative data were analyzed using Content Analysis/Thematic Analysis. This involved identifying and isolating the major themes. Through Content Analysis, the researcher transcribed all the recorded interviews and read all the written verbatim as well as identified themes to which different data related. Quantitative data were analyzed by the use of SPSS.

CHAPTER FOUR Research Findings

4.0 Introduction

This chapter presents the findings from the study. It will however, begin by stating the ages of the employees, their sex, marital and their educational background. The study will further enumerate the demographic characteristics of the study respondents and then establishes findings as they were extracted from the questionnaires, the main tool utilized in the collection of data.

4.1 Socio-economic Data of Respondents

4.1.1 Age, Sex, Marital, and Educational statuses of Respondents

Section 1 (a) of Table 1 below shows 44 percent of the workers was between the ages of 26 to 30 years and 20 percent were those aged between 36-45 years and those who were between 31 to 35 and those between 20 to 25 years accounted for 18 percent of the work force in the hospitality industry.

Table 1: Socio-economic Data of Respondents

Section 1 (a): Age	Frequency	Percentage
36-45 years	7	20.0
31-35 years	6	18.0
26-30 years	15	44.0
20-25 years	6	18.0
Total	34	100
Section 1 (b): Sex		
Responses	Frequency	Percentage
Men	20	59.0
Women	14	41.0
Total	34	100
Section 1 (c): Marital Status		
Responses	Frequency	Percentage
Married men	10	29.0
Single men	10	29.0
Divorced men	0	0
Married women	4	12.0
Single women	8	24.0
Divorced women	2	6.0
Total	34	100
Section 1 (d): Educational Status		
Education	Frequency	Percentage
Grade 7	2	6.0
Grade 9	2	6.0
Grade 12	6	18.0

Below grade 7	0	0
C/Certificate	11	32.0
C/Diploma	10	29.0
University level	3	9.0
Total	34	100

Source: Field data, 2011

Section 1(b) of Table 1- Sex of Respondents: The number of randomly selected male and female employed in the twelve (12) selected hotels and lodges in Livingstone. In the table above, shows that 59 percent of the respondents revealed that there were more men who were employed in the hospitality industry than women who were only 41 percent.

Section 1(c) of Table 1- Marital status: shows that both married men and single women amounted to 29 percent each while single women amounted to 24 percent. Married women were 12 percent and only 6 percent were divorced women who worked in the hospitality industry.

Section 1(d) of Table 1 - the level of Education obtained: as shown above, 32 percent the respondents were holders of certificates 29 percent were Diploma holders, 18 percent were merely holders of Grade 12 certificates and only 9 percent were University Degree holders who were employed in the hospitality industry.

4.1.2 Number of jobs offered by each Hotel/Lodge selected in 2012

Table 2: Number of jobs offered by each Hotel/Lodge selected in 2012

	Livingstone Name of Hotel/Lodge	Year	Cooks	Waiters	Receptionist	Chefs	Bar lady/men	House keepers	Gardener/c/taker	F & B Manager	Tour guiders	Drivers	Porters	Front office	Security Officer	Operations Manager	Sales operations Manager	HRM	Total
1	Zambezi Ultima Lodge	2001	2	2	2	2	2	2	-	-	-	-	-	-	-	-	-	-	12
2	Kuta Way Lodge	2001	2	2	2	-	2	2	2	-	-	-	-	-	-	-	-	-	12
3	Royal Lv/ Hotel	2001	5	10	10	10	5	5	3	8	3	5	4	6	4	5	5	1	89
4	Zambezi Sun Hotel	2001	5	10	10	10	5	5	3	8	3	5	3	6	4	5	5	1	88
5	Comfort Corner G/Hse	2003	1	2	1	-	-	2	-	-	-	-	-	-	-	-	-	-	6
6	Rite inn Lodge	2003	2	2	2	2	2	2	-	-	-	-	-	-	-	-	-	-	12
7	Gemistar Safari Lodge	2005	1	1	1	-	-	-	-	-	-	-	-	-	-	-	-	-	3
8	Lilamono Lodge	2006	1	1	1	-	-	-	-	-	-	-	-	-	-	-	-	-	3
9	Chrismar Hotel	2006	4	6	6	6	4	6	2	6	2	3	4	6	4	5	5	1	70
10	Protea Hotel	2008	4	5	5	5	4	6	2	4	3	2	3	5	3	4	5	1	61
11	Falls Way Lodge	2008	1	1	1	-	1	1	-	-	-	-	-	-	-	-	-	-	5
12	Panama Lodge Tours	2011	2	2	2	-	1	1	-	-	-	-	-	-	-	-	-	-	8
	Totals		30	44	43	35	26	32	12	26	11	15	14	23	15	19	20	4	369
	Percentage (%)		8.1	11.9	11.7	9.5	7.0	8.7	3.3	7.0	3.0	4.1	3.8	6.2	4.1	5.1	5.4	1.1	100

Source: Field data, 2011

The Table 2 Above indicates the number of jobs offered by each Hotel/Lodge showed that the majority of the people were employed as waiters which amounted to 11.9 percent. Those who were employed as receptionists were 11.7 percent, chefs were 9.5 percent. Housekeepers were 8.7 percent and cooks were 8.1 percent. Others were Bar ladies/men and front officers who amounted to 7.0 percent and 6.2 percent respectively.

Secondary data collected from MTENR, NHCC, ZNTB and ZAWA depicted interesting findings as the following Tables show:

4.1.3: International Tourist arrivals in Zambia by origin

Table 3: International Tourist arrivals in Zambia by origin

Country of residence	2005	2006	2007	2008	2009	2010
South Africa	309,110	328,021	365,933	365,844	384,755	403,666
East Africa	45,735	48,533	51,331	54,129	56,927	59,725
North Africa	752	798	844	890	936	952
West Africa	1,607	1,705	1,803	1,902	2,000	2,098
Central Africa	61,171	64,913	68,656	72,398	76,140	79,883
Europe	149,757	158,919	168,081	177,243	186,406	195,567
America	39,025	41,413	43,801	46,188	48,576	50,963
Asia and Oceania	42,710	45,323	47,936	50,549	53,162	55,775
Total	649,867	689,625	7483,385	769,143	808,902	848,629

Source of data: MTENR 2011

According to the information obtained in 2011, (MTENR data Report) there were more tourists who came to visit Zambia from Europe every year than any other continent. For instance, in 2010, Zambia received 195,567 tourists from Europe as compared to 2005 where the country had received 149,757 tourists, or 186,406 tourists in 2009, from the same continent. Again as shown above, the total number of international tourists' arrivals in Zambia in 2010 was 848,629. This is an indication that the country was increasingly receiving more and more tourists in each year. From 2005 to 2010, an increase of 198,762 tourists visiting Zambia was recorded.

4.1.4 Yearly Direct Revenue Generation in Zambia

Table 4: Yearly Direct Revenue Generation from Tourism in Zambia

Sector	2005 US \$	2006 US \$	2007 US \$	2008 US \$	2009 US \$	2010 US \$
Accommodation	62,150,653.73	66,638,473.99	70,900,017.00	75,425,550.68	79,951,083.68	84,476,616.72
Travel	48,911,068.16	52,442,874.66	55,796,606.88	59,358,092.43	62,919,577.98	66,481,063.52
Tours	28,735,888.36	30,810,870.59	32,781,231.86	34,873,650.92	36,966,069.97	39,058,489.03

Car hire	16,305,781.20	17,483,201.08	18,601,255.25	19,788,569.42	20,975,883.58	22,167,197.75
Other	8,696,608.55	9,324,579.68	9,920,888.40	10,554,136.59	11,187,348.79	11,820,632.98
Total	164,800,000.00	176,700,000.00	188,000,000.00	200,000,000.00	212,000,000.00	224,000,000.00

Source of data: MTENR 2011

In the last period of five years (2005-2010) Zambia has experienced direct revenues from accommodation, travels and tours as shown in the diagram. Accommodation, travel and tours as well as car hire have also created employment in the hospitality industry. The total amount of direct revenue which was generated in 2010 was 224 million United States Dollars as compared to 164,800 million United States Dollars in 2005.

4.1.5 Employment, Room and Bed occupancy rates

Table 5: Employment, Room and Bed occupancy rates

	2005	2006	2007	2008	2009	2010
Number of rooms	5,521	5,682	5,549	5,658	5,768	5,877
Number of beds	9,417	9,425	9,660	9,894	10,129	10,363
Room occupancy rates	57.2	59.1	61.1	63.1	65.0	66.8
Bed occupancy rate	49	51	53.5	53.7	57.9	60.1
Employment	15,044.2	15,166.1	15,236	15,668.8	16,019.9	16,366.9

Source: MTENR 2011

On employment creation, the Tourism Industry has created 16,366.9 jobs in 2010 as compared to 2005 where there were only 15,044.2 jobs which were created in all tourism attractions. However, there was still more room for improvement in terms of infrastructure such as hotels, lodges, or campsites to create more number of rooms and bed spaces in order to create more employment in this sector.

CHAPTER FIVE

Discussion of Findings

5.0 Introduction

The chapter sets out to present and discuss the findings from this study in relation to the objectives of the study and the literature reviewed. The specific objectives in this research were to identify the dominant forms of tourism in Livingstone and the Greater Victoria Falls Area, identify the factors that influence the growth of tourism sector in Livingstone and the Greater Victoria Falls Area and to examine the types of jobs created by the tourism sector in Livingstone and the Greater Victoria Falls Area.

5.1 Dominant forms of tourism in Livingstone and the Greater Victoria Falls Area

The dominant form of tourism in Livingstone is dependent to a large extent on the Victoria Falls. Other tourist attractions in the area include the Livingstone National Museum, the Mosi-Oa-Tunya National Park, Maramba cultural village and Mukuni village. The Victoria Falls, which is one of the Seven Wonders of the World, is the main tourist attraction. Above all, Livingstone District is by nature a cultural tourism area which embraces the full range of experiences. Where visitors from all over the World undertake to learn what makes a destination distinctive in form of lifestyle, its heritage, its arts, its people, and the business of providing and interpreting the culture to visitors. This can be observed at Maramba cultural village and Mukuni village.

5.2 Factors influencing the growth of tourism in Livingstone and the Greater Victoria Falls area

The rapid expansion of International tourism has led to significant employment creation and at the same time increased the number of tourists who visit Livingstone. The construction of many Hotels, Motels, Lodges and many camp sites in Livingstone District and the surrounding Victoria Falls Area. Most of these new hotels and lodges were constructed between 2000 and 2011. The construction of these accommodations has created employment to many local people. The consumption of electricity energy and water supply to the areas of food preparations for tourists has brought in foreign exchange in the country. The Harry Mwaanga Nkumbula International airport has made it easier for tourists from all over the World to land directly in the tourist capital. The road networks have made it easier for tourists to visit any part of interest in Livingstone apart from creating employment.

5.3 Types of jobs created by the tourism sector in Livingstone and the Greater Victoria Falls Area

The jobs which were created by the tourism sector in Livingstone and the Greater Victoria Fall Area were mainly concentrated in the unskilled and low-paid jobs such as waiters, receptionists, chefs, cooks, housekeepers, food and beverage, sales operation managers, guards, gardeners and many others. These jobs in most part were on a casual basis, henceforth, attracting very low wages. To compound this, most of the tourist enterprises had not institutionalized training and in cases where training was offered, it was often done on a very adhoc basis. Thus, a significant number of workers remained without formal training and/or do not upgrade their skills. The implication is that there is no upward mobility for workers. Hence, remaining in low paying ranks. Although statistics on the amount of direct employment were not immediately available, residents interviewed were generally agreed that tourism was providing job opportunities. However, the local communities have expressed concerns that overall, only very few indigenous local people are employed. The view that some tour operators prefer to employ non local people in more lucrative jobs (such as tour guide) was quite predominant in all areas. Managerial jobs, particularly in the foreign owned tourist enterprises, were largely the preserve of expatriates

5.4 Employment Creation in Livingstone

In this research, the three distinct forms of employment creations was observed. The first being the direct employment in tourism facilities and enterprises as the main source of employment. Secondly, it would look at indirect employment in complementary business which could be in form of vegetables, handicrafts, local transport, just to mention a few. Thirdly, is the type of employment. This came about as a result of spending money by local residents from their incomes such as Ntembas which are Kiosks as they were commonly called. However, it was also observed that the employment impact in tourism destination areas depends on the level of development of tourism destination.

Through the multiplier effect even more jobs will be created indirectly as a result of the subsequent spending by the recipients of the tourist initial expenditures. The multiplier effect would arise from an injection of new money into the economy by way of tourist spending on transport, accommodation, food, and shipping and in other ventures such as businesses. The businesses ventures benefiting from the tourist expenditure in turn are able to spend and pass the benefits to their staff, suppliers and meet tax and other obligations. This flow of income

continues as new recipients in turn spend their income on goods and services in the economy creating further incomes and jobs, as well as tax revenue to the Government.

The World Bank (2009) showed that Zambia attracted exceptionally rapid growth in tourism between 2003 and 2007. However, a decline in the number of tourist arrivals dropped significantly in the first half of 2008 largely attributed to the economic crisis. The trend was likely to be reversed as signs of world economic recovery seems positive. Most importantly, the report pointed to the importance of infrastructure and transport framework as key to the expansion of the tourism industry which in turn will contribute to overall growth of the economy.

5.5 Zambia's Trends in Tourism Development

Zambia's Tourism Sector has until recently remained relatively marginal in its contribution to the country's Gross Domestic product (GDP) in terms of foreign exchange and employment opportunities. This is simply because in recent years when government had been a stepping stone in opening up a number of tourism attraction destinations in as far as tourism development was concerned (WTO,2003). Against this background, there had been some indication from the tourism development trends which showed that with better strategies put in place as well as policy and institutional arrangements, the tourism industry has a huge economic potential to contribute much more to Zambia's foreign exchange earnings, employment opportunities and its growth than what it was offering at the moment. For instance, the share of GDP from the major components of the tourism had risen from 2.0 percent in 1990 to 2.7 percent in 2002. This indicates that the industry was steadily growing (ibid).

5.6 Tourism Indirect employment in Livingstone

For local economic development to increase there is need for tourism industry to have what this study refer to as linkages with other sectors of the economy so as to retain the tourism income in order to develop the local economy. One good example is local handicrafts. The sales from these products were often the easiest way for local communities to benefit from tourist spending. As a result of the handicrafts, Livingstone has developed due to tourist activity. The production and sales of local handicrafts are an important economic activity in the tourist capital in general and the local villages of Mukuni and Songwe, in particular, were cases in point. For sure, Livingstone boasts of a variety of handicrafts in form of wood, curving and stone sculpture. For instance a source of livelihood in Mukuni Village depends on curios production and sale.

Because of the significance of local handicrafts in the local economy, the local communities in Mukuni are organized into association namely the Mukuni Village Curio Sellers Association and the Songwe Village Curio Sellers Association (both from the Mukuni Chiefdom) and both villages have established a handicraft markets within their respective areas.

Supply of food products: Substantial tourism expenditure is channeled towards procuring food suppliers. Provision of food to clients is indispensable service in the hotels, motels as well as guest houses. In this regard the Sun International Hotel had introduced an out grower scheme for high value crops that would be supplied by the local vulnerable communities to the resort. The Mapenzi Blind and Handicapped settlement located seven kilometers east of Livingstone has so far been mobilized to grow spices, garlic herbs and specialized vegetables. The scheme will be irrigation-based due to recurrent droughts experienced in the area.

Supply of grass, reeds and timber to lodges: most structures like chalets were being constructed using the local materials such as grass, stones, reeds and poles. A few local people with skills rehabilitated these infrastructures. Therefore, materials for construction were gradually becoming a valuable source of income for some local people to earn a living.

Transport services: The local transport industry was highly developed. The growth of tourism in Livingstone had stimulated growth in the local transport sector. The taxi business in particular had grown tremendously and it was estimated that there were over 1,000,000 taxi operators in the tourist capital (“Saturday Post, October 23, 2004, Livingstone Council to raise 1 billion from levying taxis based”). Although this business was largely the domain of Zambians, a good number of operators owing taxis were not Livingstone residents but were based in either Lusaka or the Copper belt.

5.7 Tourism Induced Employment in Livingstone

The Tourism development also induced indirect employment. The Tourism induced employment, though to a certain extent invisible, had a multiplier effect of tourism spending. This was observed in the tourist capital. For instance in Mukuni Village, income from tourism particularly the crafts traders had boosted the small scale enterprises in form of small grocery shops commonly referred to as Nthembas. Women from the same village had developed small restaurants in makeshift structure at the crafts market of the Victoria Falls where they supplied local food, such as nshima with village chicken, fish, goat meat and vegetables. The buyers of

this food are largely crafts traders and even employees of the nearby Zambezi Sun or Royal Livingstone Hotel who could not manage to buy the food within nearby hotels (Matenga,2005).

5.8 The infrastructure in Livingstone

Poor infrastructure roads in Livingstone had been one of the greatest constraints to the development of tourist destination in many parts of the country as well. Access roads had in particular remained in poor state. However, the rehabilitation of infrastructure in Livingstone such as access roads to tourist area had been put high on the agenda as it implements tourism related natural programme under the poverty reduction strategy paper (PRSP, GRZ/MFNP, 2002). The rationale behind this idea was that once good access roads and international airport in tourist destination areas this would lead to increased visitation by tourists. This would ultimately lead to multiplier effects with beneficial impact on local people.

5.9.1 The Economic impact of tourism

Apart from direct employment in tourism, other local people can equally benefit by tapping other economic opportunities arising from tourist development. There had been insignificant involvement of local communities in providing complementary product such as vegetables and fruits as well as local construction materials such as thatch grass to hotels or motels and lodges due to some negative attitude by some of these enterprises that local people could not produce quality products and offer a reliable service to this hospitality industry. Thus the foreign exchange or the dollars that these enterprises were expecting to import such products from outside the country suggest a financial leakage from the local economy. Hence these should be discouraged at all costs but rather promote local sourcing of such products.

5.9.2 Banks and Bureau de change in Livingstone

Just as the transport sector as already mentioned, the banking sector as well was also being developed in the tourist capital. There were more than five banks namely Zambia National Commercial Bank, Standard Chartered, Barclays and Indo Zambia just to mention a few. There were also several bureau de changes which had been established in the district. Both banking sector and bureau de change were increasingly becoming an important source of employment for local people.

CHAPTER SIX

Conclusion and recommendations

6.1 Conclusion

The study established that to a certain extent there were jobs which were being created and expanded in the areas of cooks, waiters, receptionists, housekeepers, chefs and Food and Beverage Managers, just to mention but a few. On the part of infrastructure, Livingstone has experienced more constructions in the areas of lodges, campsites, hotels, motels and restaurants in order to accommodate more and more tourists coming to Zambia. Tourism has also helped to improve the road network in Livingstone district. But more has to be done. The Harry MwaangaNkumbula International Airport had been extended to accommodate more planes which brought in tourists. The sales of handcraft were the easiest way for the local community to benefit from tourist spending. The production and sales of local handcrafts are an important economic activity in the tourist capital and the local villages of Mukuni and Songwe in particular were a case in point. However, despite Zambia being an expensive destination due to expensive Visas, accommodation and other taxes as well as poor infrastructure like poor road network, Zambia still has some considerable number of tourists who visit the country.

6.2 Recommendations

Based on the findings of this study, the researcher recommends as follows:

- There is need for government to engage the tourism businesses in Livingstone in efforts and initiatives to promote the employment of people from local communities. This would help address especially the situation among tour operators most of whom preferred to employ non-locals.
- Capacity building initiatives targeting local communities in the hospitality industry should be prioritized. More Zambians need to be trained at different levels of the hospitality industry so that they are better empowered to even take up better paying jobs which currently seem to be concentrated among foreigners.
- Government in collaboration with many other stakeholders in the tourism industry could prioritize measures aimed at reducing the cost tourism in the country. Zambia is said to be an expensive destination. Therefore there is need for government to, for instance, reduce or remove visa fees completely so that the country should compete favourably with neighboring countries such as Zimbabwe.
- There is need for the government to invest more in tourism industry more especially in infrastructure development.

BIBLIOGRAPHY

Ashley, C et al (2000) **Pro-Poor Tourism. Putting Poverty at the Heart of the Tourism Agenda.** London. ODI.

Alan.C (1989) **Principles of Tourism.** Pitman, New Zealand.

Bowman, B (1999) **Tourism Manpower Study.** Transtech, technical report. Zambia
Tourism Development Project. MTENR. Lusaka, Zambia.

Byman, A. (2012) **Social Research Methods.** 4th edition. Oxford: Oxford University Press.

Cavendish, R (2005), David Livingstone reached the Victoria Falls on November 17th, 1855. In History Today, (55) 11, 2005. Available at:

<http://www.historytoday.com/richard-cavendish/david-livingstone-reaches-victoria-falls#sthash.6GvLphKg.dpuf>, 12/10/2015

Central Statistical Office (2012), **2010 Census of Population and Housing: Population Summary Report:** Central Statistical Office; Lusaka

Central Statistical Office (2013), preliminary results of the 2012 labour force survey;
Central Statistical Office; Lusaka.

Din.K.H (1986) **Differential ethnic involvement in the Penang tourist industry:** some
Policy implications. *Academika*, 29,3-20

Dixey, L (2005) **Inventory and Analysis of Community-based Tourism in Zambia.**
USAID Production, Finance and Technology Programme. Lusaka, Zambia..

Eberlei, W, Meyns, P and Mutesa, F, (2005) **Poverty Reduction in a Political Trap?** The
PRS process and Neo patrimonialism in Zambia. UNZA Press, Lusaka, Zambia

Foster. D, (1985) **Travel and Tourism Management.** Macmillan, London.

George, H. (1961) *Social Behaviour. Its Elementary Forms.* New York, Harcourt Brace

Goodwin. H (2006) **Community-based tourism failing a deliver?** An institute of
Development Studies Newsletter (Id21 Insight) No 62 June, 2006 p6

GRZ/Government Republic of Zambia (2002a) **Poverty Reduction Strategy paper.**

- Lusaka. Ministry of Finance.
- GRZ/Government Republic of Zambia (2002b) **Draft Strategic Plan for the Ministry of Tourism**. Lusaka.
- Hollway.J.C (1983) **The Business of Tourism**. Macdonald and Evans, London.
- Investment Centre (1998) **Investment Opportunities in the Tourism Sector**. Lusaka. Investment Centre.
- Jenkins, C.L. (1980) **Tourism Policies in developing countries: a critique**. *Tourism Management*, 1(1) 22-29.
- Land and Marie (2011) **Destination Zambia**. Land and Marie Ltd Colchester. Essex.
- Lewis.R.C (1989) **Marketing Leadership in Hospitality**.prentice Hall, New Delhi. India.
- Matenga C.R (2005) **Pro-Poor Tourism-Concept and Reality** in Eberlei, W. Meyns P. and Mathieson, A, and Wall G (1982) **Tourism: Economic, Physical and Social Impact**. London: Longman Cheshire.
- Mitchell, J and Ashley, C (2006) **Can Tourism help reduce Poverty in Africa?** ODI Briefing paper, March 2006.
- Muller (2013) **Ministry of Tourism, Indian Tourism Statistics at a Glance**:New Delhi, India.
- Pawan.K.S and Ansari A. A (2011) **Role of Tourism Industry in Employment Generation in Gujarat**: New Delhi, India,
- Pearce D. (1989) **Tourism Development**. Harlow. Longman
- Pearce. D(1990) **Tourism in Ireland: questions of scale and organisation**. *Tourism Management*, 11(2), 133-151
- Peter,B.M (1964) **Exchange Power in Social Life**.Transaction.New York;Wiley.
- Roe,D. and Urquhart,P.(2001) **“Pro-poor Tourism: Harnessing the World’s Industry for the World’s Poor”**. *International Institute for Development Newsletter*,May,2001.
- Roe,D (2006) **“How Pro- Poor is tourism?”** *An Institute of Development studies*,

Newsletter(id21 insights)

Seth,P.N and Bhat, S.S (2006) **An Introduction to Travel and Tourism**. Sterling

Seth, P.N (2000) *Travelers' Companion*.Sterling.New Delhi.

Szivas,E,Riley,M,andAirey,D (2003) Labour mobility into tourism: attraction and satisfaction.

Annals of tourism Research,30(1) 64-76

Szivas, E. and Riley, M (1999) **Tourism Employment during economic transition**.

Annals of Tourism Research. 26(4), 747-771

William, A.M and Shaw (1988)" Tourism and Development: Introduction."In A.M Williams and

G.Shaweds (1988)

WTTC (2005), Zambia. **Travel and Tourism, Sowing the Seeds of Growth**, London:

World Travel and Tourism Council

WTO (2010) **National and Regional tourism planning**: methodologies and case studies.

London: Rutledge.

World Bank (2009) **Zambia-Country Economic Memorandum**: Policies for growth and economic diversification Report No 28069 ZA. Africa Region. Washington D.C

APPENDICES

APPENDIX 1: The three sets of Questionnaires used

**THE UNIVERSITY OF ZAMBIA
SCHOOL OF HUMANITIES AND SOCIAL SCIENCES
DEPARTMENT OF DEVELOPMENT STUDIES
POST GRADUATE STUDIES**

Dear Respondent,

I am a Post Graduate student pursuing a **Master of Art in Development Studies** at the University of Zambia. I am undertaking a research in Livingstone District, as a partial requirement for awarding of MA in Development Studies. The research topic is “**Tourism growth and Employment creation in Zambia: The case Study of Livingstone and Greater Victoria Falls Area**”.

Please be rest assured that all the information received from every respondent shall be treated as highly confidential and therefore, your utter most cooperation will be greatly appreciated.

May the good Lord bless you.

Thanking you in anticipation.

Yours faithfully,

NDOPU ROBERT M.

Appendix 1 (a)

UNIVERSITY OF ZAMBIA

SCHOOL OF HUMANITIES AND SOCIAL SCIENCES

QUESTIONNAIRE FOR EMPLOYEES IN THE HOSPITALITY INDUSTRY

Instructions:

Kindly fill in the information or tick or circle the correct answer.

Background information

Date.....

SECTION A

- 1. Sex: M F
- 2. Marital status: (a) Married (b) Single
(c) Divorced (d) Widowed and number of children
- 3. How old are you? (Age)
- 4. Title of your occupation.....
- 5. Level of education obtained (a) Grade 7 (b) Below Grade 7
(c) Grade 9 (d) Grade 12 (e) College Certificate
(f) College Diploma (g) University level

SECTION B

- 6. How long have you been working here?
.....
...
.....
- 7. Are you happy with the conditions of service offered by this motel, hotel/lodge?
.....
...

.....
...

8. What could be the total number of workers at this institution?

.....

9. Are you happy in some ways with the wages offered by this institution?

(a) Yes (b) Well, they are fair

(c) No, they are slave wages

(d) Specify the amount.....

10. How is the state of your institution in terms of infrastructure such as beds, chairs, water and sanitation facilities etc?.....

.....

.....

11. How is tourism assisting the local people?

(a) Tourists buy the curios

(b) We sell our foodstuffs to them

(c) They bring in foreign exchange

(d) New jobs have been created

12. What types of new jobs which have been created through tourism (if any)

.....

.....

.....

.....

.....

13. What type of training would like to do?.....

.....

.....

.....

.....
.....
.....

6. Do you think the development of Tourism can bring any economic growth?

- (a) Yes (b) No (c) I am not sure
(d) Very much when all the infrastructure are in place

7. Have you created any new jobs in the Tourism Industry?

- (a) Yes (b) No (c) We are about to do so
(d) We have failed due to government interference /restrictions

8. If the answer to question (4) is yes, what is/are the name/s of the new jobs you have created?

.....
.....

9. Has tourism helped to improve infrastructure in Livingstone such as roads, airport, more lodges, motels and hotels etc?

.....

10. How many Zambians and foreigners have your employed in your hotels/lodges?

.....

11. Are you able to distinguish between an ordinary visitor and a tourist?

.....

12. How often do you receive tourists in your hotel/motel/lodges in a week/month?

.....

...

13. What is the favourite area of interest for most tourist who spend nights in your Motels/hotel/lodge?

- (a) Viewing Victoria Falls and other cultural sceneries
(b) Game viewing (c) Game hunting
(d) Just visiting friends and relatives, holiday make up

- (e) Any other, comment.....
14. What is the average number of days do they stay in your motel/hotel/lodge?
.....
15. Are the tourists willing to pay the fees when leaving the hotel/lodge?
.....
...
16. What type of workers have you employed?
.....
...
17. What is the number of workers for each work you have employed? E.g. Cooks/Waiters
etc
.....
.....
18. In your view, is the government doing enough to attract more both foreign and local
tourists in terms of infrastructure (i.e. road network, airlines, hotels and lodges
investment conditions e.t.c).....
.....
.....
19. What do you want the government to do to boost tourism industry, if any?
.....
.....
20. How/what do you suggest government should do?
.....
.....
.....
21. Is the income raised through tourists locally (if any), enough to contain/pay the workers
or they have to depend on foreign tourists who come to visit the country?

Appendix 1(c)

UNIVERSITY OF ZAMBIA
SCHOOL OF HUMANITIES AND SOCIAL SCIENCES
QUESTIONNAIRE FOR MINISTRY OF BROADCASTING AND
TOURISM, NHCC, ZNTB AND ZAWA OFFICERS

Instructions:

Date.....

SECTION A

Kindly fill in the information or tick the correct answer.

1. Name of your institution.....
2. Title of your occupation.....
3. Level of education obtained: (a) Grade 9 or Form (b) Grade 12 or Form 5
(d) College D (e) University I

SECTION B

1. How has tourism industry contributed to employment creation in Livingstone and the Greater Victoria Falls as from 2005-2010?
2. To what extent has tourism industry helped to create employment?
.....
3. Do you think the development of tourism can bring any economic growth to Zambia?
.....
4. Are there any new jobs being created by tourism industry? (a) Yes
(b) No (c) We are about to initiate new jobs
5. If the answer to question (4) is 'yes' what types of jobs have been created or about to be created?.....

6. What could be the total number of Zambian workers employed by these motels, hotels/lodges in Livingstone?.....

7. What could be the total number of foreign workers employed by these tourism industry?

8. What is the favourite area of interest for most tourists who spend their visits in Livingstone?

9. Do you think tourism industry contributes enough to Zambia’s economy and Gross Domestic Product?

10. What could be the value of income do the tourist bring into Zambia in each year in US\$ from 2005-2010?

Zambia – (Livingstone) International Tourist arrivals and Tourism Receipts.

Year	No. of Tourists who visit Zambia (Livingstone)	Country of Origin	Area of interest/purpose of visit	Amount in Dollars
2005				
2006				
2007				
2008				
2009				
2010				
TOTALS				

*Data from Annual Reports.2012

11. Is the government doing enough to attract more foreign tourists in terms of infrastructure? (i.e. road network, airlines, investment conditions etc)

12. Is there any area where the government needs to pay more attention in tourism industry (if any).....
.....
13. Is the income raised through tourists locally, enough to contain/pay the workers or they have to depend on foreign tourists to come into the country?
.....
.....
14. Has tourism helped to improve infrastructure such as roads, airport, lodges, motels, hotels etc.
.....
15. What suggestions do you have from boosting tourism and employment creation?

Appendix 2: The Map of Zambia

