

**A SITUATIONAL AND NEEDS ASSESSMENT STUDY ON THE USE  
OF FRENCH IN THE HOSPITALITY INDUSTRY IN ZAMBIA WITH  
SPECIFIC REFERENCE TO SELECTED HOTELS AND LODGES IN  
LIVINGSTONE.**

**BY**

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**A Dissertation Submitted to the University of Zambia in Partial  
Fulfilment of the Requirements for the Degree of Master of  
Arts in Linguistic Science.**

**THE UNIVERSITY OF ZAMBIA**

**LUSAKA**

**2016**

## **AUTHORS' DECLARATION**

I, Annie Mathatha, do solemnly declare that this dissertation:

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- b) Has not previously been submitted for a degree at this or any other University,
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Date -----

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## APPROVAL

This dissertation of Annie Mathatha is approved as fulfilling the partial requirements for the award of the degree of Master of Arts in Linguistic Science by the University of Zambia.

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## **ABSTRACT**

The need for foreign language skills in economic sectors of the country, in general and the hospitality industry in particular, cannot be overemphasised. Skills in the language of another country are vital when communicating with people of that country. This study discusses the results of the research that sought to assess the use of and need for French in the hospitality industry in Zambia.

The study used both qualitative and quantitative approaches in data collection and analysis. A non-experimental post-test design was used to help provide the descriptive information. Respondents were drawn from selected hotels and lodges, Ministry of Tourism and Arts (M.T.A), National Heritage, Livingstone Museum and Tourist Board in Livingstone, while in Lusaka, respondents were drawn from M.T.A Headquarters and Hotel and Tourism Training Institute Trust (HTTIT). Data were obtained using both open-ended and closed-ended questionnaires, semi-structured interviews and guided conversations.

The results for this research justify a felt need for knowledge of French in the industry. Instances where French is used in the industry were identified and it was established through this research that there is need for French language skills in the hospitality industry but the hotel workers' levels of a working knowledge of French were found to be low. Communication difficulties regarding the use of French in the hospitality industry are a reality. As a result, French-speaking guides are hired as a way of resolving this problem. However, this has its own challenges of being costly and putting Zambians who cannot speak French at a disadvantage because they miss the opportunity of being employed as tour guides for French-speaking tourists. Although French lessons for hotel staff are arranged as a way of reducing the language barrier, communication difficulties regarding the use of French in the industry are still prevalent. Furthermore, French-speaking tourists who visit Zambia confirmed the fact that they experienced language and culture barriers during their stay in Zambia.

French is taught at HTTIT but graduates have their own challenges of not being able to communicate in French effectively when they join the industry.

## **DEDICATION**

To my late husband, Remmy Chisanga Kapacha and my two Children Odiria Chisanga and Remmy Tapiwa Kapacha.

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## LIST OF ABBREVIATIONS

CDC	Curriculum Development Centre
MTA	Ministry of Tourism and Arts
MOE	Ministry of Education
MOGE	Ministry of General Education
HTTIT	Hotel and Tourism Training Institute Trust
SEL	Second European Language
VFA	Visiting Friends and Relatives
UNESCO	United Nations Educational Scientific and Cultural Organisation
NATO	North Atlantic Treaty Organisation
SADC	Southern African Development Community
COMESA	Common Market for Eastern and Southern Africa
AU	African Union
CPD	Career Professional Development
UTC	United Tourist Company

## DEFINITION

**Top Ten Holiday Markets** The countries where most visitors come from during the year.

# **CHAPTER ONE: INTRODUCTION**

## **1.0 Overview**

This chapter introduces a situational and needs assessment study on the use of French in the hospitality industry in Zambia, with specific reference to selected hotels and lodges in Livingstone. The chapter provides background information to French in Zambia, the tourism sector and the hospitality industry in Zambia. It further discusses the importance of foreign language skills in the above mentioned areas and the status of French in Zambia and globally. The chapter also discusses the promotion of foreign investment in Zambia. It states the specific problem under study, provides the justification for the study, points out the aim and specific objectives of the study which were guided by specific research questions. The chapter also briefly discusses the theoretical framework within which the findings were analysed, while the last section of this chapter provides the structure of the dissertation, scope and limitations of the study, ethical considerations and the summary of the chapter.

## **1.1 Background to the Study**

### **1.1.1 The French language in Zambia**

French is not a newly introduced language in Zambia. From the educational perspective, French has generally been recognised as an optional subject in the Zambian secondary school curriculum. It has been taught as such since

its introduction in the country's educational system in 1953 (Chishiba and Manchishi, 1998:1).

Before independence, French was only taught in schools segregated for whites with the exception of the only two secondary schools for Africans that existed then, namely; Munali and Chipembi, which offered French at that time. French is one of the foreign languages taught in public schools in Zambia today (Machinyise, 2009), suffice to say the teaching of Chinese language is being implemented in 10 selected public schools in Zambia today (MOGE; CDC, 2015). French is currently taught in a number of public secondary schools and in some mission schools, both at junior and senior secondary levels. French is also taught in a number of private primary and secondary schools.

In Zambia, teachers of French are trained at Nkrumah University and at the University of Zambia, in the School of Education. At the moment, the Department of Literature and Languages, in the School of Humanities and Social Sciences, is responsible for the teaching of French. French is also taught at Mulungushi University and at the Zambian Open University. Another institution that offers French lessons to the general public in Zambia is the Alliance Française. This is an institution under the Department of Cultural Services Co-operation of the French Embassy in Zambia. The Alliance Française has branches in Lusaka, Kabwe, Ndola, Kitwe and Livingstone. Furthermore, the French Embassy, through the Alliance Française of Lusaka, sponsors several undergraduate and postgraduate students studying French at the University of Zambia. The sponsorship is also offered to those training to become teachers of French at Nkrumah University in Kabwe. This is in line

with the national educational policy document, *Educating Our Future* (1996:116) which states that:

*'The Ministry of Education's capacity to offer in-service training is quite limited. Meeting the diverse needs of teachers for on-going professional and personal development is too extensive a task to be a responsibility of the Ministry alone. It requires the participation of a number of agencies working along several different lines of approach.'*

The Military Establishment of Zambia, MILTEZ located at Kohima Baracks in Kabwe town, in the Central Province of Zambia, also offers French lessons to its military personnel to enable the soldiers who are sent on foreign missions as peace keepers communicate with foreigners (Machinyise, *ibid*). In justifying the above situation, Parker Riley, (1961) pointed out that, 'It would be folly to blink the possibility of being at a war and equal folly to forget the military importance of foreign languages.' He went on to say that he once saw a battalion badly bloodied, because nobody could understand what an excited Korean was trying to say. The Korean was trying to warn the battalion of a strong red force that lay in ambush just beyond the hill. Thus, to learn and cultivate the use of at least one foreign language is cardinal.

French is also taught as part of the hospitality training offered at the Hotel and Tourism Training Institute Trust, (HTTIT) in Lusaka. HTTIT is a Technical Education, Vocational and Entrepreneurship Training Authority (TAVETA), and Examinations Council of Zambia accredited institution, that offers hospitality training in various disciplines. The institution acknowledges the fact that foreign language skills are cardinal in the hospitality industry because one does not choose which guests to receive and from which origin.

Therefore, in Zambia today, it is of paramount importance to look at French not merely as an academic subject, where this language is taught in schools simply to satisfy the requirements of the curriculum but also for functional purposes, where French is used in the hospitality industry with a view of providing customer care and high quality service to the French-speaking tourists who are not able to speak English. Martin and Davies, (2006) confirm that the tourism and hospitality industries are particularly exposed to situations where a potential customer and the service provider do not share the same native language. They further emphasise the fact that, foreign language skills play an important role in delivering quality service.

In their paper on 'An Exploratory Analysis of the Roles of Language in Tourism Organisational Management', Thitthongkam and Walsh, (2010) referred to Willy Brandt, a former Germany Chancellor who once commented that "if I am selling, I speak your Language." People cannot comprehend what someone else wants if people cannot converse to other people on their own terms (Domke-Damonte, 2000; Thiithongkam and Walsh, 2010). Thus, tourists should be addressed in the language they know.

Zambia is becoming an important tourist destination, increasing the relevance of foreign language skills in the hospitality industry and tourism sector. Suffice to say, French is becoming relevant to the Zambian society due to the vast tourist attractions that the country has and because of its French-speaking neighbouring country, the Democratic Republic of Congo (DRC) (Chishiba, 2009). Records and statistics show that Zambia receives French-speaking tourists from areas of origin such as France, Switzerland, Burundi from East Africa, Canada and Central Africa which includes countries not individually

mentioned, for example, Democratic Republic of Congo, Congo Brazzaville and Gabon (International Visitors' Arrivals Analytical Report, 2007-2009). Furthermore, studies exploring the future of French-speaking tourists in Zambia indicate that the coming of big investors on the Zambian tourism market like the Sun Hotels, which are also established in France, would enable some penetration and exploitation of the French market. French-speaking tourists want to explore the Anglophone countries and divert from their usual Francophone destinations (Times of Zambia, July 14, 2005).

### **1.1.2 The Tourism Sector in Zambia**

Generally, tourism in Zambia is perceived to be concentrated in Livingstone, the home of the world's famous Victoria Falls that many tourists still want to see. In 1996, the Zambian tourism sector was moved from the social sector, where people would meet one another for pleasure and cultural exchange, to the economic sector where the sector's full potential to contribute to the national economy was recognised (Visitors' Arrivals Analytical Report, 2008). After the adoption of the Poverty Reduction Strategy Paper (2002-2006), tourism in Zambia was put high on the agenda and the government's long term vision on tourism is to "ensure that Zambia becomes a major tourist destination of choice with unique features which will contribute to sustainable economic growth and poverty reduction by 2030" (Visitors' Arrivals Analytical Report, 2008:ii). Alongside the above long term vision, is the goal of enhancing international tourist arrivals from 810,000 in 2011 to the total output expected at the end of the Sixth National Development Plan (2011-2015) of 4,200,000 international visitors by 2015 through the implementation of the sector's programmes like the Visit Zambia Campaign project which includes

the re-branding of the logo 'Zambia the Real Africa' to 'Zambia Let's Explore' ( Zambia Daily Mail, Monday 30, 2011).

According to the Sixth National Development Plan (SNDP) 2011-2015, the tourism sector's contribution to Zambia's Gross Domestic Product was constant at 3.1 percent over the period of the Fifth National Development Plan (FNDP) (2006-2010). There was notable increase in international tourist arrivals from a target of 736,450 to an average of 793,999 over the period. In the Sixth National Development Plan (SNDP) 2011-2015, there was an increase in international tourist arrivals from the planned 810,000 in 2011 to the actual value of 906,417 in the same year.

In terms of employment levels, the sector employed 25,860 in 2009 from 19,650 in 2005 against the FNDP target of 30,404. In the SNDP, the employment levels in 2011 increased from 28,225 in 2010 to 31,900 in 2011 against the annual target of 29,000. By 2015, the tourism sector is expected to create about 45, 000 jobs as compared to the actual 31,900 jobs available in the year 2012 (SNDP 2011-2015).

The average tourism earnings increased from US\$174.0 million in 2005 compared to the FNDP target value of US\$304.0 million by 2010. Furthermore, there was an increase in the tourism earnings from US\$210.0 million in 2010 to US\$223.0 million in 2011 against the annual target of US\$216.0 million. The annual direct tourism earnings are expected to reach US\$449.0 million by 2015 (SNDP2011-2015).

In a nutshell, the number of tourist arrivals, the number of jobs created and direct tourism earnings are, among others, the key performance indicators of the sector.

Tourism is one of the sectors in Zambia that play a vital role in the stimulation of national economic growth (Visitors' Arrivals Analytical Report, 2008), which contributes to the creation of employment, rural and infrastructural development, such as roads, airstrips, airports, hotels, lodges and motels. Furthermore, the sector contributes to increased foreign exchange earnings and community development.

However, it is interesting to note that studies that have been carried out in the domain of tourism in Zambia and whose results are available on the internet, have concentrated on the mining industry; Zambia's economic backbone since independence. Although the same studies have also focused on exploring the mechanisms available to promote the tourism sector in Zambia (<http://www.businesswire.com>, 27/02/11), among the mechanisms explored to promote the tourism sector in Zambia, the foreign language proficiency factor remains silent.

Reviews of Zambian literature on tourism in Zambia reveal that Zambia needs to adopt an aggressive marketing strategy for both tourists and investors where promotion materials and brochures are published in French in order to exploit the Francophone market (Times of Zambia, November 10, 2005). Although this literature did not mention the training of the tourism human resource in French as one of the marketing strategies, it however revealed the importance of French to the sector.

According to the Transitional National Development Plan (2002-2005), one of the national broader objectives on standards' improvement in the Zambian tourism sector, stipulates that there is a need to diversify the tourism portfolio in order to exploit the niche markets. This objective would be achieved by ensuring maximisation of tourists' satisfaction through improving the standards of establishments, smooth and efficient handling of tourists. In striving to maximise the tourists' satisfaction by improving the said standards, effective communication with the tourists regardless of their origin, is cardinal. In this case, French becomes important in the hospitality industry and the tourism sector as a whole, considering the fact that France, which has always been on the top ten holiday markets chart from 2006 to 2008 and other Francophone countries, are a potential market (Visitors' Arrivals Analytical Report, 2008).

### **1.1.3 The Importance of Foreign Language Skills in the Tourism Sector**

Language is a system of spoken or written symbols that can communicate ideas, emotions and experiences (Hollander, 1971). It is a vital tool that we use to communicate with other people in our daily and working lives. Language plays an important role in tourism organisational management. It creates abilities to improve customers' satisfaction, motivates international tourists and increases better understanding on demand and culture (Thiithongkam and Walsh, 2010).

A report on Framework Partnership France- Tanzania (2006-2010) indicates that the training programme offered by the history department of the University of Dar es Salaam could be adapted to serve other universities and

tourism training institutes in French instruction related to cultural tourism studies and in training tourist guides in order to boost the skills in the Tanzanian tourism sector. French had been seen to be relevant to the Tanzania's tourism sector

(<http://www.diplomatie.gouv.fr/francetanzania.org/pdf/06/10/10>).

Regarding the language barrier in tourism, a Zambia Tourist Board (ZTB) official confirmed that language was the major barrier in marketing the Zambian tourism products to the Spanish market; this was at the Spanish International Tourism Trade Fair held in the Spanish capital Madrid, in January, 2012. Language or communicative problems can lead to negative consequences and misunderstanding (Freely and Harzing, 2003) which would further lead to incorrect tourism business. For unproductive foreign language communication, the customers might face a challenge and do not get what they want. The problem of the language barrier seems small, but it can be the 'high-risk' if it happens too often (Thitthongkam and Walsh, 2011). A potential international tourist would walk away (Thitthongkam and Walsh, 2010) and such a situation is undesirable for Zambia especially that it is home to the 7<sup>th</sup> natural world's wonders, the Victoria Falls, which everyone would like to visit.

Foreign languages are important in making a 'first- impression' with tourists. It has been observed that often, with backpackers, the offers concerning accommodation are in foreign languages (Thitthongkam and Walsh, 2011). Thus, high quality customer care, leading to a booking from this initial encounter, is dependent on a hotel reservation staff being able to communicate with a potential visitor. As a result of a good first-impression,

international tourists and visitors would probably visit again. Communication skills are used in the hospitality industry as a first step to reach international guests and make them satisfied with the service because the more international guests are satisfied, the more the hospitality business gains.

#### **1.1.4 The French Language and the Reality of the Globalisation Phenomenon**

Everybody seems to agree that the world today has been transformed into a global village. The effects of globalisation have been felt all over the world. One of the obvious consequences of this phenomenon is that people from different countries and cultures are now interacting more than ever before. The interaction will more often than not, involve communication and this communication implies language. Nginye, (2008) explains that it is in this regard that more and more people are now learning one or two languages other than their own, that is to say, foreign languages. Therefore, it is important for industries like the hospitality industry in the tourism sector to consider the acceptance of the phenomenon's reality and live with it. In addition, Machinyise, (ibid) observed that as the economy of the world picked up after the wars, so did tourism and the need for learning foreign languages.

Therefore, good communication in foreign languages becomes so crucial in today's world (Cole, 1988) owing to the impact of globalisation. For global competitors, the most important factor is the ability to communicate on a wider, quicker and clearer basis (Schorr, 2005). The hospitality industry by nature is at the core of globalisation. Therefore, in our globalised world, multilingualism is the key and English is no longer enough (Cañas, and Pérez, 2014).

In the world today, there are over 180 million French speakers (whose official or native language is French) and 82 million in the world learn French as a foreign language in their national educational system (Machinyise, *ibid*). Machinyise, (*ibid*) reported that together with English, French is the only language spoken and taught in five continents. Walters, (1990) supports this assertion by saying, ability in communication is focused on foreign languages which are widely used. Drawing from the results of a study conducted at Virginia Tech in the United States of America, Nginye, (*ibid*) confirms that French and English are the only global languages. Other details include the generally known facts that French, alongside with English and other languages is the official working language of;

The United Nations

UNESCO

NATO

SADC

COMESA

AU

Organisation for Economic Cooperation and Development

The International Labour Bureau

The International Olympic Committee

The 31 member Council of Europe

The European Union

The Universal Postal Union

The International Red cross

### **1.1.5 Investment Promotion in Zambia**

There are noticeable efforts from the French government regarding marketing Zambia's tourism potential abroad by bringing leading French hoteliers to build resorts in Zambia. The French government has gone further to make arrangements for French journalists specialised in tourism and tour operators to visit Zambia so as to capture what is on offer (Sunday Times., July 14, 2005). This justifies the need for personnel in this sector, particularly in the hospitality industry, to have French language skills. In fact, the growth in Zambian tourism would translate into more employment opportunities for Zambians proficient in French and trained to work in the hospitality industry.

There are several Francophone multi-nationals that operate in Zambia and these include companies with interests in domains such as Tourism, Oil, Manufacturing, Construction and Banking. To be specific, companies like Sun Hotels, La Farge, Total and many others are likely to have personnel able to communicate in French. Actually there are lessons to be learnt from companies in Oil and Gas sector. Martin and Davies, (ibid), state that the above mentioned industries invest heavily in Continuing Professional Development (CPD) for employees and amongst a range of CPD initiatives, BP for example, offers a conversational Spanish course as a (funded) evening

class. Both Shell and Total insist on a minimum level of language competence for employees doing business with non-English speaking countries.

Regarding investment promotion in Zambia, the late President of the Republic of Zambia, Mr Micheal C. Sata, invited an Indian chain of hotels to invest in Zambia. The Head of State was speaking at an investment promotion meeting held on the 26<sup>th</sup> of March, 2012 in Ahmedabad, Gujarat, West India, with the Chairman and Managing Director of Umeid Group of Hotels, Mr Ummeid Champawat ([postzambia.com/post-read\\_article.php](http://postzambia.com/post-read_article.php), 26/04/12). To this end, construction of hotels prior to the United Nations World Tourism Organisation General Assembly (UNWTO) co-hosted by Zambia and Zimbabwe, in the year 2013, was hoped to go a long way in enhancing tourism in Zambia ([www.zanis.org.zm/index\\_php](http://www.zanis.org.zm/index_php), 27/04/12). Zambia was also expected to record about 1 million international tourist arrivals after hosting the UNWTO General Assembly in 2013. Thus, foreign language skills become imperative in the hospitality industry in order to be able to communicate effectively with the would be tourists.

During a three-day official visit to France, to promote Zambia as an attractive destination, the sitting president of the Republic of Zambia, President Edgar Chagwa Lungu invited French investors to come to Zambia ( Zambia Daily Mail, February 9, 2016 p.1 a). The visit yielded six deals that would see Zambia receive significant investment in different sectors, the tourism sector inclusive. The bilateral talks held between President Edgar Chagwa Lungu and his counterpart François Hollande, the president of France, resulted into signing of a number of agreements covering different sectors. The agreements were, between Zambia and France Development Agency (AFD),

Zambia National Broadcasting Cooperation (ZNBC) and France 24, Zambia Development Agency and Business France, the University of Zambia School of Mines and l'Ecole Supérieure des Mines de Nantes and Telecom Bretagne and between Paris 1 Panthou Sorbonne University and the Zambia's Tourism Training Institute Trust (HTTIT) (Zambia Daily Mail, February 9, 2016 p.1 b).

France has promised, through Airbus, one of the largest aviation companies, to help Zambia establish a national airline, train Zambian pilots and supply aircrafts for the new airline. Zambia, through the Independent Broadcasting Authority (IBA), has also issued a licence for France 24, the European's country's largest broadcasting house, to immediately begin operations in Zambia (Zambia Daily Mail, February 9, 2016 p.1 b).

The Zambia Tourist Board (ZTB) through its tourism trade fares, like the one held in Madrid, the capital of Spain in January, 2012, also aimed at attracting investors from Spain and other parts of the world, to come and invest in Zambia. Records show that Spanish Tour Operators (STO) such as 'Feeling Africa' tour operating company, operating in South Luangwa national park, has begun to explore and invest in the Zambian tourism industry ([www.zanis.org.zm/index.php](http://www.zanis.org.zm/index.php), 27/04/12). Therefore, tourist arrivals from Spain are expected to increase and this calls for a concern regarding the linguistic proficiency and competence in the language of tourists that would be received.

In large businesses and industries, failures in spoken communication can cause delay, expense, frustration and danger. Bonamy and Allan, (1984) confirm that the chances of such breakdowns occurring are multiplied

considerably when the communication takes place in a foreign language. They concluded that limited foreign language skills of participants in a conversation result in an artificially restricted repertoire.

Nowadays, many businesses have expanded worldwide. Many investors invest in other countries, thus, foreign language skills become necessary (Cook, 2007; Pine, 2006).

## **1.2 Statement of the Problem**

Although Zambia as a nation recognises the role played by the tourism sector in the stimulation of national economic growth, through the implementation of several sector programmes in line with the objectives for the tourism, arts and culture sector during the SNDP period, the importance of foreign language skills in this sector, particularly French, has been regarded as of little significance.

It is believed that those who work in the hospitality industry undergo some formal training in French. The impression given by this action is that French language skills are needed in this industry. However, it is not known whether or not the workers in the hospitality industry have a working knowledge of French, a language they are required to know in this industry. How equipped are the people involved in the hospitality industry in terms of French Language skills, in order to provide these French-speaking tourists with the best service? Does experience on the ground confirm the assumption that communication skills in French are indeed needed in the hospitality industry in Zambia?

### **1.3 Significance of the Study**

The Study will provide information to the policy makers in order to come up with a deliberate policy that would enhance French proficiency levels in the hospitality industry and the problems of language barrier will be lessened.

The study will also justify the need to revamp French in secondary schools which have stopped offering it.

The study will provide recommendations that could enhance French language instruction for specific professional purposes.

### **1.4 Operational Definitions**

The Study has made reference to three linguistic concepts which if left undefined, might be misunderstood.

#### **Proficiency**

Language or linguistic proficiency is the ability of an individual to speak or perform in an acquired language with sufficient structural accuracy and vocabulary in order to participate effectively in most formal and informal social settings.

#### **Communicative Competence**

The ability to apply grammatical, discourse and cultural knowledge to communicate effectively in particular contexts for particular purposes.

## **Language barrier**

This is the difficulty in communicating which arises when people speak different languages.

## **1.5 Aim and Objectives**

### **1.5.1 Purpose of the Study**

This study seeks to assess the need and use of French among hotel workers in the hospitality industry with specific reference to selected hotels and lodges in Livingstone in Zambia.

### **1.5.2 Objectives of the Study**

The following are the objectives of the study;

1. To establish whether or not there is a felt need for a knowledge of French in the hospitality industry;
2. To establish whether or not hotel workers in the hospitality industry have a working knowledge of French;
3. To identify instances where French is used in the hospitality industry;
4. To identify the challenges faced by hotel workers and stakeholders in the use of French in the hospitality industry;
5. To identify language challenges faced by French-speaking guests when they visit Zambia.

## **1.6 Main Research Question**

What is the extent of need and use of French among the hotel workers in the hospitality industry in Zambia?

### **1.6.1 Specific Research Questions**

In order to assess the need and use of French in the hospitality industry, the above objectives were operationalised by the following research questions;

1. Is there a felt need for knowledge of French in the hospitality industry?
2. Do the hotel workers in the hospitality industry have a working knowledge of French?
3. In which instance is French used in the hospitality industry?
4. What are the challenges faced by the hotel workers and stakeholders in the use of French in the hospitality industry?
5. What language challenges are faced by French-speaking guests when they visit Zambia?

## **1.7 Theoretical Framework**

A theoretical framework is a collection of interrelated ideas based on theories and accounts for or explains phenomena (Kombo and Tromp,2006). A theory is a reasoned statement or group of statements, which are supported by evidence meant to explain phenomena. In the present study, it provides a generalised explanation to an occurrence. In an attempt to assess the need and use of French in the hospitality industry, this study was guided by theories

of human communication and in particular, the interaction and the communicative competence theories. Firstly, the researcher looked at the interaction theory and secondly, the Communicative competence theory.

According to Little, (2008), communication is central to human life, and every aspect of our daily life is affected by our communication with others as well as by messages from people we do not even know, people near and far, living and dead. In fact, communication begins in early life as we can see that the baby's need is communicated by a cry. (Ruffin (n.d), (2009) and Stewart, (1985) further state that as children grow older, the communication process becomes complex.

When people interact, they use language to communicate. The interaction theory holds the view that an interaction is a mutual activity which requires at least the involvement of two persons (Vera Lucia Menezes de Oliveira e Paiva, 2004). According to this theory, human beings do not act individually but interact with each other, thus reacting out to each other. Ellis, (1999) defines interaction as social behaviour that occurs when one person communicates with another. According to Lee et al., (2009), there is what is referred to as 'interaction instinct.' the need for humans to interact. This refers to an innate drive among human infants to interact with specific care givers. As Lee et al., (ibid) point out, the interactional drive essentially motivates human infants to achieve attachment and social affiliation with their care givers. This is true of human infants trying to communicate with their mothers and the case seems to be true of adults trying to communicate with others; for example, the foreign visitors or tourists, trying to communicate with service

providers in the tourism sector namely; the hotel workers and the stakeholders in the hospitality industry.

Vera Lucia Menezes Oliveira e Paiva (ibid) referred to a Chinese student, Alice Chick, who once wrote: 'Language is as vital as water and oxygen because a human being cannot live alone without interaction with the outside world; humans need to communicate with each other through language.'

Furthermore, among the new theories introduced to the field of Second Language Acquisition (SLA) in the 1990s, is Long's interaction hypothesis, which proposes that language acquisition is strongly facilitated by the use of the target language in interaction. Similar to Krashen's theories that became prominent in the 1980s and collectively known as input hypothesis, the interaction hypothesis claims that comprehensible input is important for language learning and the effectiveness of compressible input is greatly increased when learners have to negotiate the meaning. That is, if learners say something that their interlocutors do not understand, after negotiating, the interlocutors may model the correct language form and in so doing, learners receive feedback on their production and on grammar they have not yet mastered. Thus, after some formal training, the hotel workers are actually placed in a better place where they can improve on their French proficiency.

Hymes, (1972) proposed the notion of communicative competence and concluded that such a notion was needed by individuals involved in language development, who were consequently at work using the language. Yalden, (1987) points out that communicative competence theory had to deal with many things that Chomsky's theory could not handle, in particular, a

heterogeneous speech community. Yalden, (ibid) further states that, to include interactional competence, this theory would be called as such (communicative competence) and it would be a theory of language users and language use. Munby, (1978) confirms the fact that the concept of communicative competence is concerned with a second language participant whose proficiency has to be specified for some particular purpose.

Communicative competence is a linguistic term which refers to a language user's grammatical knowledge of syntax, morphology, phonology as well as a social knowledge about how and when to use utterances appropriately. Thus, to have communicative competence means, generally speaking, to be able to communicate that which one wishes to communicate in a socially appropriate way.

Communicative competence includes a range of sociolinguistic and conversational skills that enable the speaker to know how to say, to whom and when (Nunan, 1999). It has further been defined by Savignon, (1972) as the ability to function in a truly communicative setting, that is, in a dynamic exchange in which linguistic competence must adjust itself to the total informational input, both linguistic and paralinguistic of one or more interlocutors. To have communicative competence, one needs skills in the following areas:

Grammatical competence (basic lexis, semantics, morphology, syntax, phonology and orthography). This is the ability to use the rules of the language, to understand and produce the language correctly.

Pragmatic competence (contextual lexis, language functionality, unity and continuity of communication). This deals with the ability to understand and produce utterances that are suitable for the context in which they are uttered.

Discourse competence (language exposure and unity of text and situation). This deals with the ability to understand and produce coherent texts (written and oral) within various genres.

Strategic competence (verbal and non-verbal communication strategies and compensational strategies). This is the ability to efficiently use the skills available to you to get your message across.

Sociolinguistic competence (understanding of other cultures, register, accents, dialects and interactional skills) (Canale, and Swine, 1980). Ineta, (2010) points out that tourism specialists must possess good communication skills and high level of intercultural competence as they have to use language in different socio-cultural contexts. Generally, communicative competence without awareness of cultural dimensions in language use is not complete (Ineta, *ibid*). Here, intercultural competence is referred to as an ability to see and understand differences in one's own and other people's cultures and countries, accept them and react accordingly, in a conversation and behaviour, treating people in a way which is not offending, scornful or insulting to members of their cultures (Ineta, *ibid*).

In a nut shell, Interactional theory emphasises the existence of what is referred to as 'interactional instinct' in humans; the need to interact. Therefore, the French-speaking guests' need to interact with the service providers when they visit Zambia. According to the communicative

competence theory, to have communicative competence means to be able to communicate that which one wishes to communicate correctly. Thus, as language users, the hotel workers must possess the grammatical knowledge of syntax, morphology, phonology of a language they are using, as well as social knowledge about how and when to use utterances appropriately.

As already stated, the study was guided by the theories of human communication; in particular the interaction and the communicative competence theories, which helped to explain the need and use of French in the hospitality industry.

## **1.8 Structure of the Dissertation**

There are six (6) chapters in this dissertation. The first chapter provides the general introduction to a situational and needs assessment study on the use of French in the hospitality industry in Zambia. The chapter gives background information to the French language in Zambia, the tourism sector in Zambia and the importance of foreign language skills in the tourism sector. The chapter states the problem under investigation and justifies the importance of such research in the hospitality industry and by extension the tourism sector.

The second chapter reviews the work of different researchers who have looked at the importance of foreign languages in tourism. It also reviews literature that has a bearing on the relevance of French in the tourism sector in Zambia.

The third chapter deals with the methodology used in the study. The study adopted the triangulation method where the qualitative and quantitative

approaches were combined in order to counteract the weaknesses in both. This was a descriptive study which used a non-experimental post-test only design. A combination of open and closed ended questionnaires and semi-structured interviews were used as data collection instruments.

The fourth chapter presents the data collected and reveals the importance of data presentation.

The fifth chapter discusses the findings, outlines how the research questions set were answered and the set objectives achieved, while the sixth chapter draws the conclusions, and provides the recommendations of the Study.

## **1.9 Scope of the Study**

The study was limited to seven (7) hotels and fifteen (18) lodges in Livingstone. Furthermore, HTTIT, an institution concerned with hospitality training in Lusaka was also included. The study was limited to the spoken form of French only by focusing on the quality of communication between the hotel workers, officials, stakeholders in the hospitality industry and French-speaking tourists. The study further assessed the hotel workers' working knowledge of French in the hospitality industry and investigated the challenges faced regarding the use of French.

## **1.10 Limitations of the Study**

Data collection was restricted to Livingstone and Lusaka cities. Firstly, the researcher limited the number of hotels and lodges selected by identifying particular hotels and lodges where French-speaking guests were frequently accommodated. Secondly, the researcher was unable to include guest

houses in the study due to the limited resources available. It would have been desirable to determine the hotel workers' level of French language competence in the hospitality industry but time constraints did not allow the extension of the scope of the dissertation.

### **1.11 Ethical Considerations**

The purpose of the Research was explained to the participants in order to gain the voluntary involvement of the respondents. Names were withheld in order to respect the participants' privacy. Participation in the survey was voluntary.

### **1.12 Summary**

Chapter one has introduced the situational and needs assessment study on the use of French in the hospitality industry in Zambia by providing background information in relation to the status of French in Zambia and its relevance to the hospitality industry and the tourism sector in Zambia. The chapter has also briefly discussed the importance of foreign language skills in the tourism sector, the status of French in today's global world and Zambia's interrelations with regard to investment promotion. It has stated the problem under investigation and has provided the significance of the study to the hospitality industry, the tourism sector and the nation as a whole. The chapter has also provided the theoretical framework to exemplify concepts relevant to the study. It also outlined the aim and specific objectives of the study and finally, the chapter has presented the structure of the dissertation, scope and limitations of the study.

The next chapter deals with a review of literature considered relevant to the present study.

## **CHAPTER TWO: LITERATURE REVIEW**

### **2.0 Introduction**

This chapter reviews literature which has a direct bearing on this study. A number of authors have discussed the importance of foreign languages in the tourism sector and some have particularly looked at the importance and status of French throughout the world while others still, have looked at the status of French in Zambia. In this chapter, literature considered relevant to this study is reviewed with a view to relate the study to other studies that have been carried out in the field of the hospitality industry, regarding the need and use of foreign languages in the hospitality industry. The chapter ends with a summary on the literature that has been reviewed.

### **2.1 The Relevance of Foreign languages in the Tourism Sector**

Huisman and Moore, (1999) point out that, despite the obvious importance of language in tourism, this issue has received little attention from tourism researchers. Nabanita, (2001) confirms the fact that there is a huge economic benefit in implementing foreign language skills in the tourism sector, however, the need for such skills in India has received little attention.

In his research entitled 'English Skills Gap is Costing Thai Business', Batt, (2008) points out that, a Thai company once lost business worth up to \$500,000 because of failure to deal with English Language communications from a British business. According to Lester (1994), a European study on foreign language needs for small and medium enterprises indicated that

nearly one-fifth of 1.300 companies surveyed, admitted to losing business because of lack of linguistic skills.

There is little doubt that skills in the language of another country are invaluable when communicating with people of that country (Leslie and Russell, 2006). This assertion is corroborated by the Malaysian tourism sector's experience, whose major market is Vietnam. Representative offices and agents of the Malaysian tourism sector have taken up the initiative of teaching Malaysian guides Vietnamese so that they can provide Vietnamese tourists with the best services. As a result, Malaysia welcomed about 90,000 Vietnamese tourists in the first six months of 2010 and the prediction was that the figure would rise to 200,000 by the end of the year 2010 (<http://www.vietnameseeconomicnews.com>, 14/10/ 10).

Malaysia has also become a tourist destination for tourists from the Middle East or Arab countries. There was an overwhelming rapid increase in Arab tourists' arrivals in 2001 to 2004 with the number of Arab tourists ranging from 114, 776 to 156,000. Based on this positive progress, hotel and tourism students fluent in Arabic worked in 18 five star hotels around Kuala Lumpur during the 3 months duration of the school vacation for the Arabs. Thus, the Arabic Language had been seen to be vital in communicating with the Arab tourists (Azman Bin Che Mat et al., 2009).

Like Zambia, Kenya is one of the former British colonies which has since made French as the first choice foreign language. In addition, Utalii College of Nairobi, concerned with tourism training in the country, offers a wide variety of foreign languages to its students. Nginye, (2008) points out that because of

the presence of employees with different foreign language skills in the tourism industry; the country's tourism sector has recorded a significant growth in recent years where international arrivals rose by 8.2 percent from 1.5 million to 1.6 million tourists.

Over the past few years, tourists from China have increasingly become active all over the world. Suffice to say, the Chinese language is gradually becoming a major tourist-spoken language. This trend has impacted the marketing strategies of many and mastering this language has become a priority for hoteliers' careers. While most hospitality industries are not yet ready to face the Chinese tourists' trend by providing professional service, Switzerland has recognised the potential of the Chinese market brought by Chinese tourists. Therefore, Switzerland has published an official guide guiding the hospitality industry managers on how to professionally serve the Chinese tourists by having brochures, menus and leaflets translated into Chinese ([www.ukessays.com](http://www.ukessays.com) 30/11/15).

Mauritius received 17.233 Chinese tourists during the first ten months of the year 2014, against 12.571 visitors during the same period in 2011. Therefore, mastering Chinese, to hotel receptionists, tour guides and employees of food and beverages department has become indispensable ([www.ukessays.com](http://www.ukessays.com)30/11/15).

One key related to hospitality and tourism is language ability. Based on visitors visiting Thailand, good communicative competence in Chinese, Russian, Japanese and Korean is needed. Thailand is well positioned in the

global tourism industry and in terms of absolute numbers, it ranks number 11 in the world as far as tourist visitors are concerned(Fry, 2015).

In their survey, which examined the different approaches that United Kingdom hotels used to meet the needs of foreign guests, Niininen and Orr, (2000) concluded that the continued success of the United Kingdom in attracting international tourists was closely linked to the visitors' satisfaction with the quality of vacation experience and good communication. Language creates customers' satisfaction (Crystal, 1989) which would lead to competitiveness. Therefore, the challenge for the hosts is to be sensitive to the needs of international visitors in order to provide quality service that meets their guests' expectations. Customers are seeking exceptional and customised service that fits them well and spoken language, is part of it. As Reisinger and Turner, (1998) wrote, 'without an adequate and sufficient understanding of the tourist market and its cultural conditioning which includes language, the industry cannot expect a significant increase in the number of tourists' arrivals. 'Cañas, and Pérez (2014) emphasise the fact that multilingualism means business. The more foreign language skills are available to an industry, the better it will be prepared to meet customers' needs.

The tourism industry today, in common with other industries trading with customers of different nationalities, depends largely on the ability and willingness of foreign customers to communicate in English (Martin and Davies, 2006). Niininen and Orr, (ibid) confirm the above assertion by stating that the most way in which tourism operators cope with their overseas visitors is by relying on their knowledge of English. Are these assertions true to the hospitality operators in Zambia whose official language is English? Do the

hospitality operators, namely, the workers in the hospitality industry, welcome their foreign guests with a version of what Niininen and Orr, (ibid) called 'parlez-vous anglais?' If true, this highlights a potential gap in the service delivery of Zambian products.

A foreign language in hospitality is needed to communicate to and assist foreign travellers. Of many tourists that travel, it is likely that they may not excel in the language of the foreign country they are travelling to. ([www.ukssays.com](http://www.ukssays.com) 30/11/15).

According to Leslie and Russel's (2006) empirical study, foreign languages are considered important for the Tourism Organisational Management because they bring about understanding of external communication. Furthermore, foreign language skills support better interrelationships in organisations. Thitthongkam and Walsh, (2011) sum this up by saying, 'If the company has been running a tourism business, then foreign languages certainly play an important role.'

### **2.1.1 French in the Zambian Tourism Sector**

In his paper entitled 'The State of the French Language in Zambia,' Chishiba, (ibid: 7), observed that there was an influx of many French-speaking European tourists from countries such as France, Belgium and Switzerland in Livingstone and Siavonga towns. In fact, in his survey of the above mentioned towns, Chishiba, (ibid) also noticed the presence of other nationalities such as the French Canadians, Algerians, Tunisians and Moroccans. He then concluded that there was a need for the 'officials' involved in the tourism industry to be proficient in French. However, though he rightly concluded, not

only 'officials' involved in tourism would need to be proficient in French but also the hotel workers; for example, the waiters, housekeepers, guides and front desk personnel at the reception who always interact with the above mentioned tourists when they visit Zambia. Therefore, those whose jobs involve interacting with the tourists in the hospitality industry and by extension the tourism sector need to have the French Language skills.

Explaining on the importance of French in Zambia, Manchishi, (1977:21 and Machinyise, *ibid*) say among other reasons, French was adopted to be taught in Zambia for political and socio-economic reasons and this has helped Zambians to interact with foreigners in social fields for example, in the Common Market for Eastern and Southern Africa (COMESA). Chishiba, (*ibid*) also confirms the fact that French is used as a medium for economic and social integration among the peoples of SADC and COMESA countries.

## **2.2 Summary**

The chapter has reviewed literature on the importance of foreign language skills in the tourism sector as well as related literature on the importance of French proficiency in the Zambian tourism sector. The chapter has also presented a review of some studies that were carried out in the United Kingdom, China, and Malaysia, Kenya as well as those done in Zambia. It appears from the literature reviewed that there is consensus on the importance of foreign languages in tourism.

The next chapter discusses the methodology adopted in the study in order to meet the set objectives.

## **CHAPTER THREE:            METHODOLOGY**

### **3.0 Introduction**

Kothari, (2004) states that methodology refers to a set of methods and principles used to perform a task. This chapter presents the methodology adopted in the study in terms of the research design and its significance to the study as well as the techniques used in the processes of data collection and analysis. The chapter cites the chosen research sites, justifies the sample size and describes the research instruments used in collecting data. It further gives reasons for the presentation of data and finally deals with ethical considerations.

### **3.1 Research Design**

The study employed a descriptive survey. The major purpose of a descriptive research is description of the state of affairs as it exists. Thus, this study was qualitative in nature as it required the researcher to describe the state of affairs as found and observed in the respective research sites. The study aimed at collecting information from the respondents on their opinions in relation to the need and use of French in the hospitality industry in Zambia, by interviewing informants and administering a questionnaire to a sample of respondents. This study used a non-experimental post-test only design. Dawson, (2004) says, in this design, there is no control group therefore, there is no possibility of comparing but provides descriptive information. The design was most appropriate to this situational and needs assessment study as this is pioneering work in the field of the hospitality industry in Zambia. Therefore, it was felt that this design would help assess the need and use of French in

the hospitality industry in Zambia. The researcher used both primary and secondary data. Primary data were obtained using questionnaires and interview guides while secondary data were obtained from the Internet, Journals, newspapers and books.

## **3.2 Data Collection**

In research, the term 'data collection' refers to gathering specific information aimed at proving or refuting some assumptions. In this study, the researcher had a clear vision of the instruments to be used, the respondents and the area where the primary data would be collected from.

### **3.2.1 Research Sites**

Primary data were collected from Livingstone as the principal research area, and Lusaka. The researcher deliberately selected Livingstone as a study site since tourism in Zambia is perceived to be concentrated in Livingstone, the home of the Victoria Falls. Statistics derived from 12 selected ports of entry out of a total of 42 ports of entry countrywide, based on influx of visitors and proximity to tourist attractions indicate that Victoria Falls was the main port of entry accounting for 19.6 percent of the total arrivals followed by Lusaka International Airport now Kenneth Kaunda International Airport with 16.8 percent in the year, 2009. The international visitors' arrivals from 12 ports of entry was 709, 948 which represent 65 percent of the total population of visitors arrivals into Zambia through 42 ports of entry which was 958, 430. Thus, the difference represents 35 percent and accounts for 30 ports of entry (Visitors Arrivals Analytical Report, 2009). It is interesting to note that, Vitoria

Falls and Kenneth Kaunda Airport represent about 36.4 percent of the total population of the international visitors' arrivals from the 12 ports of entry.

### **3.2.2 Study Population**

The industry under study is the hospitality industry. According to the data updated by December, 2011 and availed to the researcher, Livingstone is said to have 12 hotels and 35 lodges, 42 guest houses and 8 backpackers and campsites. Thus, the subjects of the study were drawn from hotels and lodges and specific focus was on the four categories of respondents namely; (i) Hotel workers from selected hotels and lodges (ii) French-speaking tourists accommodated in the hotels and lodges selected (iii) Authorities from the Ministry of Tourism and Arts in Livingstone. This also included respondents from National Heritage and Livingstone Museum (iv) Students from the Hotel and Tourism Institute Trust Fairview; in Lusaka, training to work in the hospitality industry. The above categories of respondents were chosen considering the fact that each one of them had an opportunity of interacting with these French-speaking tourists when they visit Zambia. This enabled the researcher to meet the objectives of the study.

### **3.2.3 Sample Size**

The sample size was 320. This comprised 180 hotel workers, 60 students from HTIT, Fairview, 37 respondents from MTA, Lusaka and Livingstone offices, 3 lecturers from HTIT, 20 key informants which included 10 Zambian tour guides, out of which 1 was French-speaking and 9 did not have the knowledge of French, 5 National Heritage Staff at the Site; Victoria Falls, 1 member of staff from Zambia Tourist Board (ZTB), 2 members of staff from

Livingstone Museum, 2 officers from MTA in Livingstone and 10 French-speaking tourists. The sample size was dependent on the two concepts; *precision and confidence level*. Precision is the amount of sampling error that can be tolerated by the researcher and confidence is the level of certainty that the true value of the variable is captured within the standard error (Fisher, et al., 2000). Thus, the above sample size was reached after the researcher's decision on how much precision was needed and how much confidence needed to be in the results.

### **3.2.3.1 Sampling Procedures and Key Informants.**

Probability and non probability sampling techniques were used. This included the purposive selection of hotels and lodges since not all hotels and lodges accommodated French-speaking tourists. Stratified random sampling was used to group hotel workers in their respective departments to avoid the researcher over sampling in one department. Disproportionate stratified sampling was used to increase the sample size of chefs in order to make sure that data was meaningful. French-speaking tourists were selected using convenient sampling and snow-balling techniques where the researcher relied on respondents to introduce other French-speaking tourists. Students from Hotel and Tourism Institute Trust, Fairview, were stratified into gender strata and then randomly selected because it was observed that female students who enrolled in the courses that incorporated French were more than male students since not every student who enrolled for a diploma or a certificate in Hospitality Management required the said French component, only those students who took French as part of their hospitality course package were sampled.

The key informants were selected using purposive sampling because not every respondent had direct contact with the French speaking tourists. Snowballing technique was also used to select one French-speaking tour guide, 5 National Heritage Staff at the Site, Victoria Falls, 1 staff from tourist Board, 2 members of staff from Livingstone Museum and the other 2 from Ministry of Tourism and Arts in Livingstone. The same sampling technique was used to select 10 French-speaking tourists. The above key informants were chosen to enable the researcher achieve the aim and objectives of the study.

#### **3.2.4 Data Collection Instruments and Procedure**

As shown in appendix 1, research instruments used in the study were a combination of both, closed- and open-ended questionnaires which were constructed adhering to the questionnaire design check list in order to obtain a high response rate. This type of questionnaire was administered to hotel workers in order to find out the guests' origin in general, whether French-speaking tourists visit Zambia, the nature and frequency of exposure to French and the perceived need for French in the industry. The questionnaire also elicited information on what their opinions were on the use of French in the hospitality industry. This enabled respondents to raise new issues, at the same time, on the same form. The questionnaire administered to the hotel workers included questions on the working knowledge of French.

The hotel workers also had to work through a speaking activity. As earlier mentioned, interviews were conducted for hotel workers at the reception (front-desk personnel) and those found at restaurants. Situations such as making a reservation and ordering food and drink were discussed. The

speaking activities were conducted randomly, in restaurants and at various receptions in order to find out orally, the working knowledge of French.

Questionnaires were also administered to students at the Hotel and Tourism Institute Trust, Fairview, in order to elicit factual information relating to age, programme and year of study. Other questions aimed at assessing attitudes towards French and its use in the hospitality industry. The questionnaire also probed the extent to which French was taught at the institution. The factual questions involved a closed choice, while the questions relating to attitudes were left open-ended allowing further explanations and elaborations.

Questionnaires were used because the researcher was dealing with literate people already gathered in a setting, for example, class and office, thus they were able to complete them.

Semi-structured interviews were also used to enable the researcher compare and contrast specific information with the information gained in other interviews. An interview schedule was produced, taking into consideration all the data quality checks for the interview data. The researcher also came up with a list of specific topics to be discussed in order to ensure that all relevant issues were covered.

Among the respondents interviewed, were the French-speaking tourists and the key informants. Key informants were interviewed on proficiency levels of French in the hospitality industry and whether there was need for French language skills in the industry. The key informants were also interviewed on the challenges faced, if any, regarding the use of French in the hospitality industry and any effort made in order to achieve effective communication in

French in the industry. Key informants were also asked what solutions had been put in place at the time, to resolve the problem of the language barrier. French-speaking tourists were interviewed in order to gather information regarding communication difficulties if any, their choice of hotels or lodges and their experiences in general.

### **3.3 Data Analysis**

The Data collected were analysed both qualitatively and quantitatively. Thematic Analysis was employed after the data collection exercise where field notes were arranged according to the Themes in relation to the set objectives. Processing of data included coding and a descriptive analysis which involved computing of frequencies to show how some variables were distributed. The raw data were sorted out and grouped into major themes as follows;

1. Hotel workers' working knowledge of French in the hospitality industry
2. Instances where French is used in the hospitality industry
3. Communication difficulties and challenges faced by hotel workers and stakeholders regarding the use of French.
4. Participants' perspective on how the challenges faced may be addressed
5. Efforts made to resolve the communication difficulties
6. Need for the use of French in the hospitality industry and its relevance
7. Language challenges faced by French-speaking tourists when they visit Zambia.

### **3.4 Summary**

The chapter has discussed the methodology adopted in the study. It has briefly explained the research design chosen and its relevance to the study. This was a qualitative and descriptive study which employed a descriptive design. The chapter has discussed the research sites; which are Livingstone and Lusaka and has justified their selection. It further discussed the sample size and dealt with the combination of sampling techniques applied to the study, the key Informants and research instruments used in data collection. Finally, the chapter has discussed the data analysis procedures and ethical considerations.

The following chapter presents the data obtained from the field.

## CHAPTER FOUR: PRESENTATION OF FINDINGS

### 4.0 Introduction

This chapter presents the findings of the study. The presentation of findings refers to ways of arranging data to make it clearly understood (Kombo and Tromp, 2006). The purpose of the presentation of findings in this chapter is to show the use and need for French in the hospitality industry. This is in order to provide answers to the research questions set. The information has been presented under the themes derived from the research objectives and questions formulated for this study. The following were the objectives of the study;

1. To establish whether or not there is a felt need for a knowledge of French in the hospitality industry;
2. To establish whether or not hotel workers in the hospitality industry have a working knowledge of French;
3. To identify instances where French is used in the hospitality industry;
4. To identify the challenges faced by hotel workers and stakeholders in the use of French in the hospitality industry;
5. To identify language challenges faced by French-speaking guests when they visit Zambia.

Arising from the above objectives, the study sought to answer the following questions:

1. Is there a felt need for the knowledge of French in the hospitality industry?

2. Do the hotel workers in the hospitality industry have a working knowledge of French?
3. In which instances is French used in the hospitality industry?
4. What are the challenges faced by the hotel workers and stakeholders in the use of French in the hospitality industry?
5. What language challenges are faced by French-speaking guests when they visit Zambia?

The chapter aimed at finding out the answers to the research questions that were set in line with the objectives of the study. The chapter ends with a summary to the research findings.

As earlier mentioned, in chapter three, data were collected from four categories of respondents namely; hotel workers, authorities from the Ministry of Tourism and Arts, students at HTTIT and French-speaking tourists. The presentation of the findings is in two parts. The first section presents the findings obtained regarding felt need for French in the hospitality industry and the hotel workers' working knowledge of French in the industry.

#### **4.1. The Need for the Knowledge of French in the Hospitality Industry**

In trying to assess the felt need for French in the hospitality industry in Zambia, the researcher looked at factors that helped explain the phenomenon such as, the tourists' areas of origin, potential holiday markets, and the advantages of having a working knowledge of French in the hospitality industry. The above factors helped to answer the first research question which is in line with objective number 1.

#### **4.1.1 Tourists' Areas of Origin**

Regarding the tourists' areas of origin, 11 percent of hotel workers indicated that tourists who visit Zambia came from Francophone countries, nineteen percent indicated that tourists came from Anglophone countries while 67 percent noted that they came from all over the world. In addition, names of specific countries where most tourists came from were given, for example, England, France, Germany, Japan, Italy, Australia and South Africa while others simply indicated that most tourists came from Francophone countries. For actual countries, see table 1 on page 45.

The fact that there were many French-speaking tourists among the different tourists who visited Zambia, justified the need for French in the hospitality industry. Findings indicated that hotel workers would be required to use French in case of French-speaking tourists who may not be proficient in English. However, some of the respondents indicated that they had no knowledge of where tourists who visited Zambia were coming from. Below is a chart showing the different percentages for the tourists' areas of origin as indicated by the hotel workers.

**Figure1: Tourists' Areas of Origin**

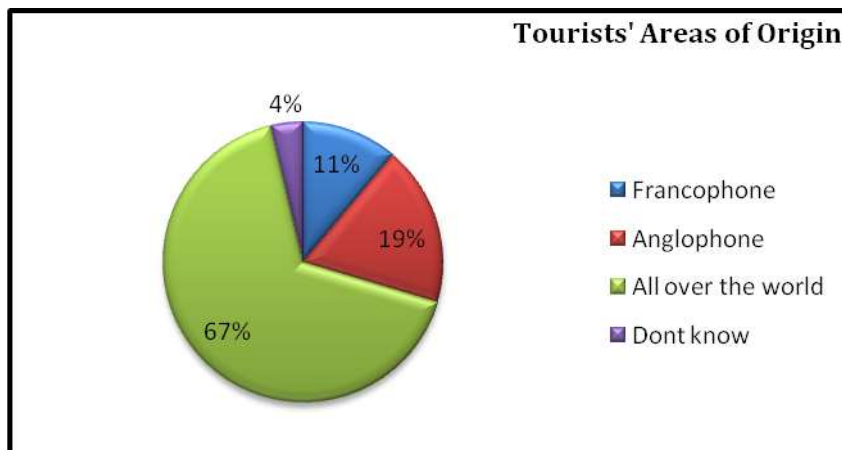


Figure 1 above shows the different percentages of the tourists' origin as indicated by the hotel workers.

Key informants also indicated that such tourists came from countries like France, Belgium, Switzerland and Quebec province in Canada. Furthermore, the key informants pointed out that French-speaking countries were a potential holiday market and consequently, the need for French communication skills in the hospitality industry and the tourism sector was vital. In fact, one of the key informants indicated that French-speaking people were typically '*high spenders*' and provided a good market for the industry.

According to the records made available to the researcher by the National Heritage office in charge of the South-West Region in Livingstone, the countries mentioned above appeared to be among those where tourists who visited the Victoria Falls in the month of September, 2010 came from. This was the Visitors' Analysis Data for the international arrivals in the month of September 2010 at the Victoria Falls; the world heritage site. The records showed the total number of tourists for each country that visited the Victoria Falls. The Table below illustrates the above findings.

**Table 1: Visitors' Data Analysis: Victoria Falls (September, 2010)**

<b>COUNTRY</b>	<b>TOTAL</b>	<b>% PERCENTAGE</b>
<b>Zambia</b>	6, 381	58
<b>United States of America</b>	870	08
<b>China</b>	617	06
<b>Canada</b>	407	04
<b>Scotland</b>	394	03
<b>Switzerland</b>	286	03
<b>South Africa</b>	264	02
<b>Netherlands</b>	236	02
<b>France</b>	216	02
<b>Spain</b>	204	02
<b>Japan</b>	189	02
<b>Belgium</b>	168	02
<b>Italy</b>	157	01
<b>Australia</b>	128	01
<b>Kenya</b>	40	–
<b>Brazil</b>	31	–
<b>Argentina</b>	17	–
<b>TOTAL</b>	<b>11,022</b>	<b>100%</b>

Table 1 above shows the total number of tourists received during the month of September in the year 2010 at Victoria Falls, world heritage site, from each country (MTENR, 2010)

From the information presented, there are countries like Canada, Switzerland, Belgium and France where French-speaking tourists came from whose contributions to the total are 0.4 percent, 0.3 percent, 0.2 percent and 0.2 percent respectively. This clearly indicates that there is evidence that among the tourists from different parts of the world that visit the Victoria Falls in Zambia, there are also French-speaking nationalities, thus, justifying the need for French in the hospitality industry and the tourism sector.

#### 4.1.2 Potential Holiday Markets

The issue of potential holiday markets is also one of the factors explaining the need for French in the hospitality industry. Forty percent of the respondents indicated that Francophone countries were a potential holiday market while 50 percent saw Anglophone countries as a potential holiday market. Ten percent of the respondents however, did not know which regions or countries were potential holiday markets. Below is a chart illustrating trends of the visitors' arrivals with holiday as purpose of visit, from France and one African Francophone region; Central Africa, which includes countries such as Democratic Republic of Congo, Congo Brazzaville and Gabon, in the years 2007, 2008 and 2009.

**Figure 2: Visitors' Arrivals from France and one African Francophone**

#### Region

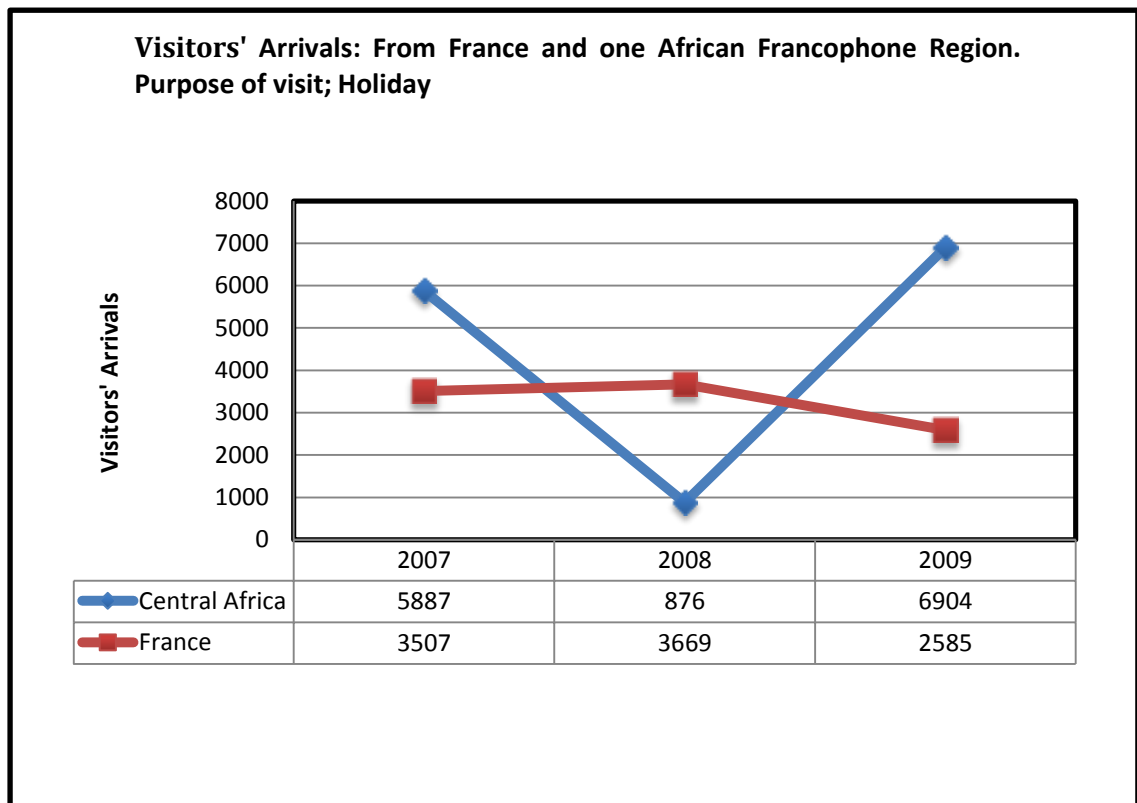


Figure 2 above shows the trend in the visitors' arrivals from France and one African Francophone region. (MTENR, Annual Visitors' Arrivals Analytical Reports, 2007/2008/2009).

In Figure 2 above, the Central African region shows a sharp downward trend in visitors' arrivals from 5,887 in 2007 to 876 in 2008. The same region shows a sharp upward trend from 2008 to 2009 with 6904 visitors' arrivals in 2009. France recorded a slight increase (3,669) in visitors' arrivals in 2008 from 5307 in 2007, followed by a slight decrease (2,585) in 2009. Despite this state of affairs, France remained among the top ten holiday markets in the years 2007 and 2008. However, it was replaced in 2009 by countries such as India which had 4318 visitors' arrivals. This saw France out of the top ten holiday markets in 2008. Although the above could have been the case, the year 2009 saw the Central African region on the top ten holiday market chart with 6904 visitors' arrivals as compared to 876 visitors' arrivals in 2008.

From the visitors' arrivals trends shown above, although France indicated a steady downward trend from 2008 to 2009, Central Africa shows an upward trend in the same years and the country's international arrivals from France and one African Francophone region for the year 2009 still remained significant as shown in the chart below.

The chart indicates the total visitors' arrivals from France and Central African region for each year.

**Figure 3: Total Visitors' Arrivals from France and Central African Francophone region.**

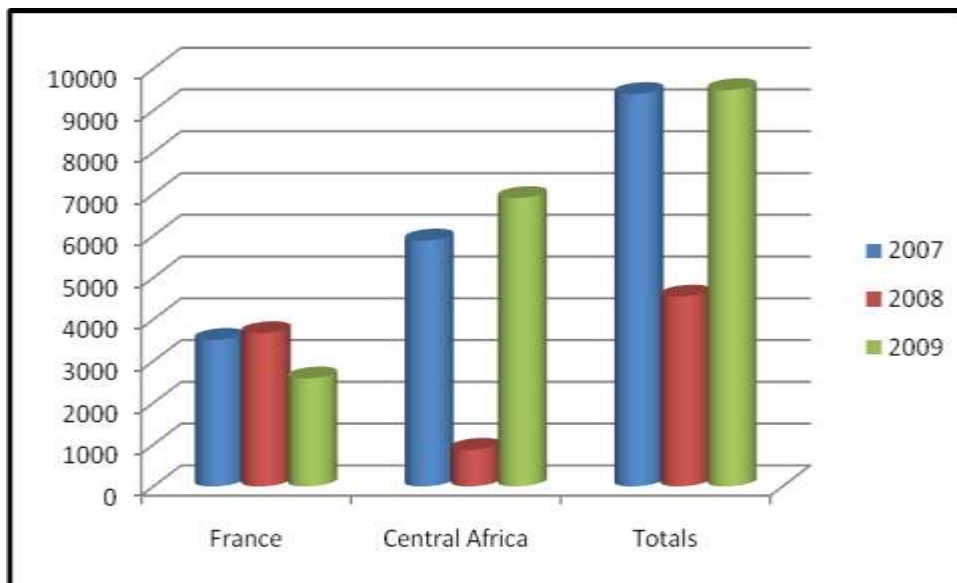


Figure 3 above shows the total of visitors' arrivals for the purpose of holiday for France and one African Francophone region each year (MTENR, Annual Visitors' Arrivals Analytical Reports, 2007/2008/2009).

Respondents also indicated that Canada is one of the countries where French-speaking tourists come from and records show that it was among the top ten holiday markets in 2008 with 3,804 visitors' arrivals entering Zambia for the purpose of holiday, as indicated in Appendix 5 (Visitors' Arrivals: Top Ten Holiday Markets, 2008). Results indicated that French-speaking tourists came from Canada particularly, Quebec and New Brunswick, provinces comprising of a French-speaking community. This implies that though it had not been possible to come up with the actual number of French-speaking tourists entering Zambia from Quebec, in the year 2008, they contributed to the total number of tourists on holiday from Canada for the year mentioned above.

Findings also indicated that, with the increased number of tourist arrivals from 'other European countries, 'which had been included on the top ten holiday markets chart with about 10,589 visitors' arrivals in 2009 as compared to 8,634 in 2008, proficiency in other languages like Spanish and Portuguese apart from French, was needed. In fact the region, 'other Europe,' includes countries such as Portugal, Spain and Switzerland (MTENR, Visitors' Arrivals Analytical Report, 2009). Germany is also another country which had maintained its position on the top ten holiday market chart from 2007, 2008 and 2009 with 4,172, 4,217 and 4,690 international visitors' arrivals respectively.

Among the interviewed respondents, were the 37 authorities from the Ministry of Tourism and Arts. In this category, usage of percentages was avoided and a qualitative approach was adopted because of the small number of respondents. In explaining the use and need for French in the hospitality industry, the authorities at the Ministry of Tourism and Arts indicated that it is an established fact that French language skills are needed in the hospitality industry because France and other French-speaking countries were a potential market. However, there were other regions which were a potential holiday market as is indicated on the Top Ten Holiday Markets charts for 2007 and 2008 in appendix 5.

#### **4.1.3 Advantages of using French in the Hospitality Industry**

The advantages of being proficient in French go hand in hand with the demand for its use in the hospitality industry. Seventy two percent of the sampled population indicated the need for French in the hospitality industry

while only 28 percent of the respondents were not sure whether the skills are needed or not. Those who indicated the need for French in the hospitality industry outlined some advantages of having personnel proficient in French saying; (i) French is the Second European Language in Zambia (SEL) and it is mostly spoken by foreigners; (ii) using French in the industry would help avoid the expense of hiring French-speaking guides; (iii) the use of French in the industry would attract more French-speaking tourists, resulting in increased visits; (iv) French use in the industry enables the exploitation of the Francophone tourism market; (v) the use of French in the industry results in effective communication between the service providers and the French-speaking visitors who cannot speak English.

According to the authorities from MTA, the effective use of French in the hospitality industry enhances French-speaking tourists' satisfaction and good feedback for the Francophone market resulting in increased visits as well as creating economic linkages with other sectors.

Key informants who participated in the study indicated that French is widely spoken, as it is the second global language. They strongly emphasised the fact that a tour guide needed to know the language of people he/she is guiding in order to avoid communication barriers and the expense of hiring tour guides who are able to speak the language in question.

#### **4.2 Hotel workers' Knowledge of French in the Hospitality Industry**

In response to objective number 2, the second research question sought to establish whether or not the hotel workers in the hospitality industry have a working knowledge of French. This was determined by administering a

questionnaire which included questions on the knowledge of French to the hotel workers.

Hotel workers also had to work through a speaking category and, the score for the above ranged from Excellent to Very poor levels of proficiency. Respondents with Excellent and Very Good levels of proficiency were ranked in the high level of knowledge scale while those with Good levels of proficiency were ranked in the medium level of knowledge scale. Respondents with poor levels of proficiency were ranked in the low level of knowledge scale while those with Very poor levels of proficiency were said to have no knowledge of French at all.

Figure 4 below illustrates how knowledge as a variable was operationally defined in order to help measure French proficiency levels in the industry.

**Figure 4: Assessment of hotel workers' levels of knowledge in French**

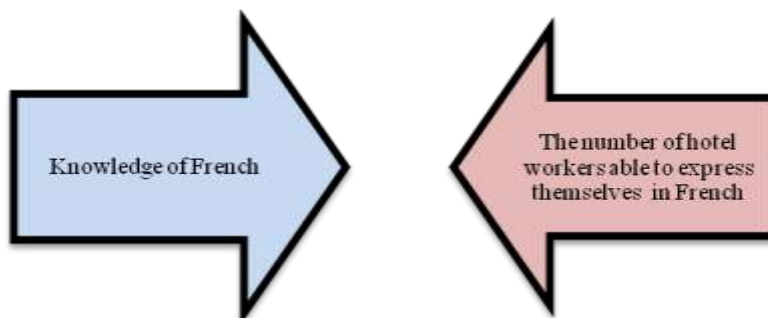


Figure 4 above shows how knowledge of French in the hospitality industry was measured in order to determine the proficiency levels.

As earlier mentioned, interviews were conducted for hotel workers at reception (front-desk personnel) and those found at restaurants. At the reception, situations such as making a reservation were discussed while restaurant situations included activities such as ordering food and drink. The

speaking activities were conducted randomly, in restaurants and at various receptions in order to find out orally, the proficiency levels in French.

**Speaking: Guided conversation.**

**Process**

The oral activity tested the Hotel workers' ability to express themselves in French. About 50 waiters and 50 Front-desk personnel from different hotels and lodges that received French-Speaking tourists were tested. Each hotel worker was tasked to give the French version of a situation given depending on the department the respondent belonged to; that is, either restaurant or at reception and worked through this with a French-speaking research assistant.

The instructions given to the French-speaking research assistants were that they were to act as though they could not speak English. They were further instructed to ignore poor grammar and not to allow English influence their judgment.

The hotel workers and the French-speaking research assistants worked from scripts (see tables 1 and 2 below). The first script was about situations from a reception while the second one, concerned situations from a restaurant. The research assistant recorded all the respondents' conversation and completed a feedback form for every conversation held so that the respondents would be scored accordingly, after the oral activity. Tables 2 and 3 below show the different situations in English, which worked as a guide to the hotel workers from front desks and restaurants. The task was to make reservations and get orders for food in French.

**Table 2: Situations in English: Reception**

<b><i>First Script; Reception</i></b>
<b><i>Guest: Making a reservation</i></b>
<i>Hello....I would like to make a reservation. Do you take reservations?</i>
<b><i>Hotel worker: Response</i></b>
<i>Find out the name of the guest?</i>
<i>For what time?</i>
<i>When?</i>
<i>For how many people?</i>
<i>Alright, reserved</i>
<b><i>Guest: Making a booking</i></b>
<i>Good afternoon..... I would like to book a room with a balcony.</i>
<b><i>Hotel worker: Response</i></b>
<i>Good afternoon, how are you?</i>
<i>Which nationality are you?</i>
<i>We have three types of rooms; and these are the single, costing \$120, double executive, \$240 and the deluxe costing \$750.</i>
<i>Continental breakfast included.</i>
<i>Thank you very much</i>

**Table 3: Situations in English: Restaurant**

<b>Second Script; Restaurant</b>
<b>Hotel worker: Getting orders for food and drink</b>
<i>What would you like to order sir/madam?</i>
<b>Guest: Response</b>
<i>What do you have for breakfast?</i>
<b>Hotel worker: Response</b>
<i>We have black coffee and white coffee</i>
<i>Both are served with bread and an egg</i>

The table below shows the number of respondents who attempted to express themselves in French and those who could not from the two (2) situations given.

**Results**

	<b>Yes</b>	<b>No</b>	<b>Total</b>
<b>Front desk</b>	16	34	50
<b>Restaurant</b>	09	41	50
<b>Total</b>	<b>25</b>	<b>75</b>	<b>100</b>

Overall, out of the 100 respondents tested from the Front-desk personnel and restaurants only 25 percent managed to express themselves in French while 75 percent could not because they did not have any knowledge of French.

After analysing the data obtained through the questionnaire, findings indicated that 50 percent of the hotel workers had low levels of proficiency in French while 25 percent indicated medium knowledge of the Language. Ten percent of the hotel workers had high levels of proficiency in French while 15 percent indicated that they had no knowledge of the language at all.

#### **4.3 Instances where French is used in the Hospitality Industry**

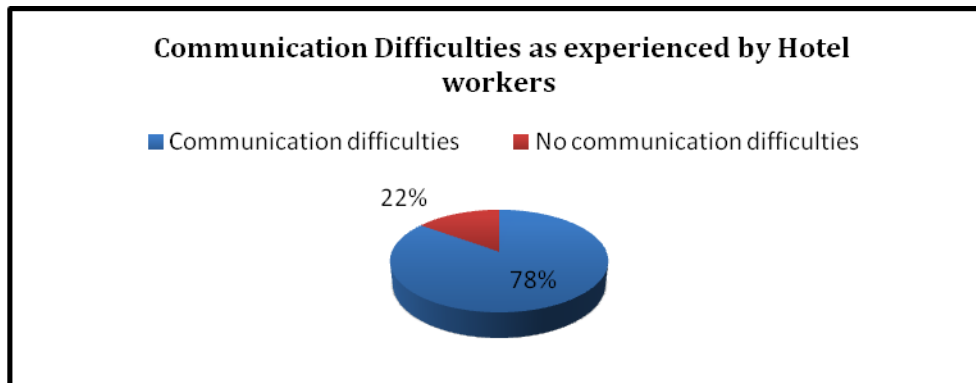
In response to objective number 3, the third research question sought to identify instances where French was used in the hospitality industry. Ninety percent of the respondents indicated that French was mainly used in restaurants and at the reception by the Front-desk staff or reservation clerks. French was also used when tour guides did their tour operations with French-speaking tourists.

#### **4.4 Challenges regarding the use of French in the Hospitality Industry**

To respond to objective number 4, the fourth research question sought to establish the challenges that were being experienced with regard to the use of French in the hospitality industry. Seventy-eight percent of the sampled population indicated that there was a prevalent language barrier between the hotel workers and the French-speaking tourists who could not speak English. However, 22 percent of the respondents indicated that they did not experience any communication difficulties with francophones. The implication here is that, either the above respondents were competent in French or they did not come across French-speaking tourists who could not speak English. Respondents also indicated that French-speaking tour guides and interpreters hired were insufficient making communication difficult between those hotel workers who

could not speak French and French-speaking tourists who were not proficient in English. Below is pie chart illustrating the above findings.

**Figure 5: Communication Difficulties**



The chart above shows the prevalence of communication difficulties in percentages as indicated by the respondents.

In their responses, key informants indicated that language barriers were a reality. As a result, some tour guides would resort to using a lot of gestures when faced with such a challenge. However, this has its own challenges for example; *“Others end up giving a wrong picture about our country and the opportunity to acquire important information is denied for those tourists who visit, for example, the museum”* said one of the informants.

Another challenge as indicated by the key informants was the issue of arranging for French-speaking tour guides as this proved to be too costly. One of the informants interviewed had this to say; *“currently, here in Livingstone, we have only one French-speaking tour guide who is ever hired and the rest of the French-speaking tour guides come from Zimbabwe. This is really a challenge”*

#### **4.4.1 How the aforementioned challenges may be addressed**

From the findings, it became apparent that there were communication difficulties regarding the use of French in the hospitality industry. Sixty two percent of the hotel workers indicated that the above problem would be overcome by making French part of the hospitality training, 20 percent of them indicated that employing people proficient in French would lessen the problem of the language barrier between the hotel workers and French-speaking tourists received while 18 percent of the hotel workers still saw the arrangement of French lessons for the hotel staff as the lasting solution.

Although communication difficulties may be prevalent as indicated in figure 5 above, findings revealed that 65 percent of the sampled population indicated that there were efforts being made towards achieving effective communication and this was realised through the hiring of French-speaking tour guides while 25 percent of the respondents indicated that this effort was realised through arranging for French lessons for the hotel staff. However, 10 percent of the respondents indicated that there was no effort being made to resolve the communication difficulties regarding the use of French in the industry.

Figure 6 below illustrates the distribution of the effort made towards achieving effective communication in the French Language.

**Figure 6: Distribution of Effort made**

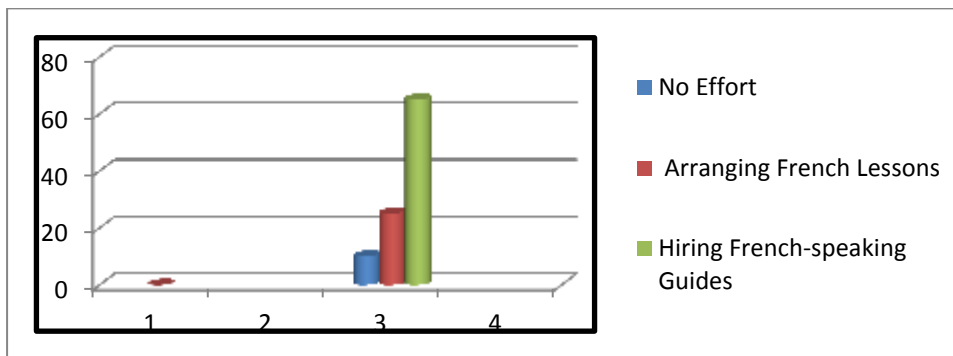


Figure 6 above shows the distribution of the effort made towards resolving communication difficulties regarding French language use in the Hospitality Industry as indicated by the Hotel workers.

Although the above challenges prevailed, key informants did indicate that efforts were being made to achieve effective communication in French in the industry. In the same vein, one key informant indicated that efforts to solve the problem of communication difficulties in French were realised through the role of Destination Management Companies like Bush-Tracks and United Tourist Company. These are agents that provide services to suit the tourists' needs on behalf of big hoteliers for example; they hire French-speaking tour guides and book accommodation on behalf of tourists.

When asked about how the use of French could be improved in the hospitality industry, key informants indicated that there was need to re-introduce French in all public secondary schools that had stopped offering the language and also introduce the language in primary schools. They also suggested that the language be taught in institutions concerned with hotel and tourism training and French lessons should be offered to those still at secondary school. *'Like in the Congo's educational system where English is compulsory up to a certain level,*

*there is need to make French a compulsory subject in Zambian public secondary schools'* said one of the key informants.

#### **4.5 Linguistic Challenges faced by French-speaking Tourists**

This theme corresponds to objective number 5. Ten (10) French-speaking tourists who were interviewed confirmed that there were linguistic challenges faced regarding the use of French. They expressed dismay at the absence of foreign language skills in the hospitality industry in general, because the skills were important in the industry, and how some service providers depended on the international visitors to speak English. Related to this theme, French-speaking tourists expressed the need for foreign languages in the hospitality industry. One French-speaking tourist had this to say, *'Having knowledge of other languages is cardinal because it enables one to communicate with different tourists that visit Zambia as the world has now turned into a global village. People from different continents and countries are interacting.* 'The issue of culture differences was also highlighted. It was apparent that there was need to understand and appreciate other people's culture.

##### **4.5.1 Choice of Hotels and Lodges for French-speaking Tourists**

Key informants who were interviewed on preferred hotels and lodges by the French-speaking tourists indicated that the choice of hotels and lodges for the French-speaking tourists ranged from high to middle class. Those in the high class would be accommodated at Royal Livingstone, Zambezi Sun and Protea hotels in Livingstone while those who belonged to a mixture of high and middle classes would be accommodated at Water Front, Tokaleya and Susi and Chuma lodges in Livingstone. Key informants further emphasised the fact

that the above choice was determined by the status as earlier mentioned and the quality of service offered. Two French families that were asked why they had chosen to stay at the hotel where they were accommodated, indicated that the hotel offered good facilities that included French food, waiters who could speak some basic French, as well as French-speaking tour guides.

#### **4.6 Why French is taught at Hotel and Tourism Training Institute Trust**

About 102 students took French as part of their course package. Only 60 students were sampled and as earlier mentioned in Chapter 3, questionnaires were administered to students at the Hotel and Tourism Training Institute Trust, Fairview, in order to elicit factual information relating to age, sex, programme and year of study. Other questions aimed at assessing their attitudes towards French and how relevant French is to the hospitality industry. The questionnaire also probed the extent to which French was taught at the institution, why it was taught and the challenges faced.

The following are the findings from the students at HTTIT in Lusaka. The researcher looked at the reasons why French is taught at HTTIT and situations in which students are likely to use French.

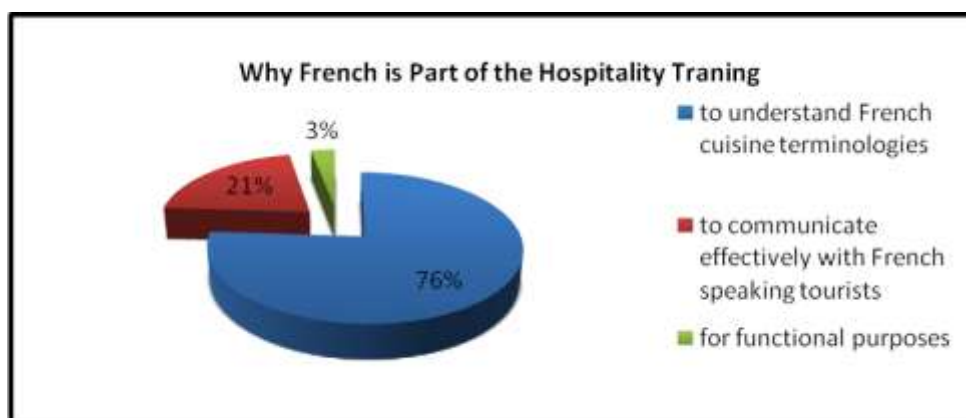
Students from HTTIT, Fairview, indicated that French cuisine terminologies found in the hospitality course content was one of the reasons why French was part of their course package. Students sampled also indicated that French cuisine terms that were found in the hospitality course content justified its need in the hospitality industry because some dishes and beverages have French names. For example, in the first course meal category, there are dishes like Soup à l'oignon and Potages au Champignons. In the main meal

category, there are dishes like Sardines au beurre, Cassoulet and Bœuf bourguignon while in the dessert category there are dishes like Glaces, Crème Caramel, pêche Melba and Salade de Fruits. There are also names of beverages like Champagne and le vin rosé or le Muscador. In addition, there are terms like Chef, Bœuffet, Bouquet and À la carte, that one needs to know in the field of hotel industry.

It was interesting to note that only 21 percent of students sampled think that French is taught in order to enable them communicate effectively in French, with French-speaking tourists. Three percent of the students indicated that they learnt French simply because it is the second foreign international language and it would enable them to work in the hospitality industry abroad while 76 percent indicated that French is taught to enable them understand the French terms.

Though students have different reasons why they think French is taught at their institution as part of the hospitality training, the results indicated that 91 percent of the students encouraged the use of French in the hospitality industry particularly, at the reception and restaurants. Below is a chart showing the different reasons why students think French is taught at Hotel and Tourism Training Institute Trust, Fairview.

**Figure 7: Why French is taught at HTTIT**



The above pie chart shows the different reasons in percentages why students think French is taught as a part of their hospitality training.

#### **4.6.1 Challenges faced by Students at Hotel and Tourism Training Institute Trust, regarding French**

Fifty six percent of the students indicated that they faced a challenge of not being proficient in French after their training. They attributed this to reasons such as: (i) they only studied French to pass the examinations; (ii) the learning period was too short. As a result, it was difficult to learn the language; (iii) the French taught was not sufficient for effective communication as it concentrated on French cuisine terms. It was also discovered that though French is taught as part of the hospitality training, it is only learnt during the first year of each programme offered.

#### **4.7 Summary of Findings from Respondents**

##### **Hotel workers, authorities from the Ministry of Tourism and Arts and key informants**

The above mentioned respondents outlined the following as factors which explained the need for French in the hospitality industry; the tourists' areas of

origin, potential holiday markets and the high status of French as a world language. They also indicated that among other areas where tourists came from, were France and other Francophone countries. Therefore, the fact that French-speaking tourists were received in Zambia justified the need for French in the industry. Apart from that, the many advantages that go with the use of French in the hospitality industry justified the need for its use in the industry. Despite the need for French Language skills in the hospitality industry, hotel workers highlighted some of the challenges that were being faced regarding the use of French in the industry, such as, not being proficient in the language. From the findings, it was clear that French was being underutilised by the hotel workers as shown by the obtaining low levels of proficiency in French. However, suggestions on how the aforementioned challenges could be addressed were given; for example, making French part of the hospitality training, employing people with knowledge of French and arranging for French lessons for the hotel staff. Hotel workers also indicated that although there were efforts being made towards achieving effective communication in French like the hiring of French-speaking tour guides, communication difficulties were still prevalent.

The key informants interviewed indicated that French-speaking tourists' came from countries like France, Belgium, Switzerland and Canada, particularly, Quebec. The key informants also highlighted the challenges faced regarding the use of French in the industry such as language barriers and arranging for French-speaking guides, which was too costly. However, they pointed out that efforts were being made to achieve effective communication in French. They also talked about French-speaking tourists' choice of hotels and lodges and

gave suggestions for solutions to the problems of French communication in the hospitality industry.

### **Students at Hotel and Tourism Training Institute Trust**

From their responses regarding the need for French in the hospitality industry, students from HTTIT indicated that, since most dishes and beverages in the hospitality field have French names, they were left with no option but to learn the language. Students also stated various other reasons why French is part of their course training and it is interesting to note that all the reasons given were actually connected to the factors explaining the need for French in the hospitality industry. In addition, students highlighted some of the challenges they faced regarding the learning and use of French in the hospitality industry such as, not being able to communicate effectively in French when they join the industry.

### **French-speaking Tourists**

French speaking tourists interviewed pointed out some reasons why they chose to stay at some hotels and lodges. Among these were, the fact that the hotels or lodges offered good facilities like French food, had waiters and other hotel workers who could speak French, hence they felt at home. French-speaking tourists also emphasised the fact that foreign languages were cardinal, especially in this era where we had to live with the reality of the phenomenon of globalisation. Regarding linguistic challenges faced when French-speaking tourists visit Zambia, it was noted that the language barriers still existed in the industry regarding French, as some service providers

expected international visitors to use English. Understanding and appreciating different cultures was also emphasised.

This chapter has presented the research findings in line with the research objectives and questions that guided this study. Further information has been presented under sub-themes generated from the research objectives and questions. The chapter used both table and pie chart formats to display the information gathered during data collection. The chapter has discussed various aspects among which are; the factors explaining the felt need for French in the hospitality industry, the hotel workers' working knowledge of French, challenges faced by both the hotel workers and the students at HTTIT regarding the use of French in the industry, efforts being made by stakeholders in order to achieve effective communication in French, solutions aimed at enhancing the use of French in the industry, linguistic challenges faced by French-speaking tourists and their choice of hotels and lodges.

The next chapter presents a discussion of the findings after examining the data that has been presented.

## **CHAPTER FIVE: DISCUSSION OF THE FINDINGS**

### **5.0 Introduction**

This chapter presents a discussion based on the findings of the study. These findings were obtained after employing the appropriate data analysis procedures discussed in chapter 3 and the theories of human communication, particularly, the Interaction and the Communicative Competence theories. The chapter discusses the findings on the use and a felt need for knowledge of French in the hospitality industry, and whether the hotel workers in the industry have a working knowledge of French. The chapter further presents a discussion on instances where French is used in the hospitality industry and the challenges faced by hotel workers regarding the use of French in the industry. It also aimed at establishing ways in which the challenges regarding the use of French can be addressed. This chapter presents a discussion of findings on the French taught at HTTIT and challenges students encountered to do their training that incorporated the French language. Finally, it discusses the linguistic challenges faced by the French-speaking tourists when they visit Zambia. The findings are discussed in light of the objectives and the research questions set in chapter 1 of this dissertation and at the same time, they are acting as sub-themes of the discussion.

This study investigated the use and need for French in the hospitality industry in Zambia by focusing on hotel workers that worked in hotels and lodges that received French-speaking tourists. In order for the findings to be clearly understood, the chapter discusses the data collected from the four categories

earlier mentioned, in light of the set objectives. The research findings are divided into 5 sections.

### **5.1 Need for Knowledge of French in the Hospitality Industry.**

In dealing with the demands of objective number 1, it was evident that most of the respondents were in favour of the use of French as well as other foreign languages in the hospitality industry and the tourism sector as a whole. As indicated by one of the French-speaking tourists, foreign language skills in general are important in the industry because the world is now a global village.

Regarding the support for the use of French in the tourism sector, information availed to the researcher from the Ministry of Tourism and Arts indicated that the Ministry had signed an agreement with France under the bilateral development co-operation to have French taught to the staff in the MTA. Records from the MTA headquarters showed that most of the employees at the Ministry of Tourism and Arts headquarters, had acquired their A1 and A2 diplomas in French. The reason behind this effort was that, Zambia received French-speaking tourists and stakeholders involved in tourism needed to have high levels of proficiency in French in order to plan for the French-speaking tourists.

One key informant at MTA, Livingstone office however, bemoaned the fact that the programme which involved sponsoring of staff for French lessons had since died a natural death. In addition, those who were interested in learning the language in question were getting discouraged because sitting for French examinations meant, them travelling to Alliance Française of Lusaka, as no

French examinations were being conducted at Alliance Française of Livingstone at the time. It was apparent that the need for French language skills received little attention. Therefore, a wider commitment by all the stakeholders in the hospitality industry is required.

It was also noted that under the cultural subsector, ethno tourism also lends itself to issues of language. This is where tourists come to Zambia specifically to visit particular tribes. Tour guides who accompany these tourists need to know their languages.

*'It is not feasible that Zambians learn all the languages of countries with which it has ties, but having a knowledge of French could also serve as the symbol of friendship between France and Zambia. A harmonious relationship and understanding between the two nations would create a continuous relationship'*, one key informant at the Ministry of Tourism and Arts stated. Therefore, the country would not only benefit in the economic sector, but also in diplomatic relationships with France and other French-speaking countries.

In responding to the first research question which corresponds to objective number 1, factors such as; tourists' areas of origin, issues of potential holiday markets and advantages of using French in the hospitality industry, that confirmed a felt need for a knowledge of French in the industry were discussed.

#### **5.1.1 Tourists' Areas of Origin**

Regarding tourists' areas of origin, hotel workers, authorities from the MTA and key informants emphasised the fact that, Zambia received French-speaking tourists and this explained the use of French in places like

restaurants, at the Front-desk and when conducting tour operations. From the survey, it was evident that Zambia received French-speaking tourists from countries like France, Belgium, Congo DR, Congo Brazzaville and Switzerland. Quebec and New Brunswick in Canada are also two of the named places where French-speaking tourists came from. Therefore, being proficient in French becomes important. Thus, people like tour guides and hotel workers are required to use French in the case of those French-speaking tourists who are not able to express themselves in English. It would be undesirable for a person such as a tour guide, to just point at a very important statue without explaining anything about it in terms of its history, simply because he/she cannot speak the language of the visitor.

Moreover, the study also revealed that there was a presence of other foreign visitors who could not communicate in either English or French. Some could only speak their own language, whether it is German, Spanish, Chinese or Italian. This situation often occurred at restaurants, at the reception and when tour guiding. Therefore, the only option left to the service providers was to guess the meaning from the context and this opened a possibility of misunderstanding.

Furthermore, the main reason for the uncertainty by 20 percent of the hotel workers on whether French language skills were needed in the hospitality industry was that, there were also other foreign languages that had since appeared on the scene through tourists who spoke them. The other reason was that the respondents in question had coincidentally been coming across those French-speaking tourists who had taken an initiative to learn English in order to communicate across language and culture barriers. However, this

does not make the hotel workers, or people involved in the tourism sector relax in acquiring French language skills. As Chishiba, (2009:12) puts it, “much as these tourists make an effort to express themselves in some ‘broken English’, there is need for the knowledge of French in the tourism sector.”

### **5.1.2 Potential Holiday Markets**

According to the responses from the respondents, France and other Francophone countries were said to be a potential market. This explains why countries like France and Canada, where French-speaking tourists come from, are found on the top ten holiday markets chart as is indicated in Appendix 4 (Annual Visitors’ Arrivals Analytical Report, 2008 and 2007). In addition, French-speaking people have been described as being typically ‘high spenders’ hence they provide good market for the industry.

### **5.1.3 Advantages of using French in the Hospitality Industry**

Going by the responses from the hotel workers, students from HTTIT, key informants and authorities from the MTA, it was observed that using French in the hospitality industry had a number of advantages and this explains why about 72 percent of the hotel workers interviewed expressed the need for French in the industry. As presented in the findings, French is an international language. Apart from that, French is the second most taught language internationally after English (Machinyise, *ibid*). Together with English, French is the only other ‘international’ language, being spoken on all five continents and its importance in the hospitality and tourism industry cannot be over emphasised. The other advantages are that, its use in the industry attracts more French-speaking tourists and broadens the market base for the tourists,

as well as enhancing self-marketing. Another advantage is that, having tour guides who are proficient in French would enable stakeholders avoid the expense of hiring French speaking tour guides.

## **5.2 Hotel workers' levels of working knowledge in French**

The second research question sought to establish whether or not the hotel workers in the hospitality industry had a working knowledge of French. This was answered by identifying hotel workers who could express themselves in French and those who could not during the oral activity. As earlier mentioned, Interviews and guided conversations were conducted randomly, in restaurants and at various receptions in order to find out orally, the hotel workers' levels of knowledge in French.

Analysis of the data collected showed that there were low proficiency levels in French among the hotel workers. Out of the 180 respondents, only 18, which is 10 percent of the hotel workers had high level of knowledge of French while 45 which is 25 percent of the respondents had medium level of knowledge of the language. In addition, only 25 percent of the respondents involved in the oral activity, from both the front desk and restaurants were able to express themselves in French while 75 percent of the respondents could not express themselves in French at all. It was also observed that others among those who could express themselves in the language in question used broken French because they did not have enough knowledge of the language.

It became clear that many of the respondents involved in the study were not proficient in French. Few had learnt the language at secondary school level, but this was only at junior secondary school level. Others were going for

French lessons at Alliance Française of Livingstone but this had not improved their proficiency levels at the time of the research. As a result, there were communication difficulties regarding the use of French in the industry.

Nevertheless, it was observed that efforts were being made to achieve effective communication in the industry by stakeholders. This was done through hiring French speaking guides, arranging for French lessons for the hotel staff and sending staff to Alliance Française of Livingstone for French lessons.

### **5.3 Instances where French is used in the Hospitality Industry**

The third research question sought to identify instances where French is used in the hospitality industry. This research question was answered by identifying instances that involved some degree of interaction and where conversations are most likely to be held with an international visitor, in this case, a French-speaking tourist.

There are situations, such as those described as 'service encounters' (Callan, 1998; Martin and Davies, 2006), that require a particular set of skills that may not be relevant to other aspects of service operations. In the context of the present research, the author was concerned with the quality of communication in the service encounters, and more specifically, on the use of French, not just for friendly interaction but also for communicating relevant information to the French-speaking tourists and in converting sales enquiries to bookings in the hospitality industry.

From all hotel workers and students from HTTIT involved in the study, there was a general indication that French was mainly used at restaurants and at the reception by the Front-desk staff or reservation clerks. Generally, service operations as it has been observed, involve a high degree of interaction between service providers and customers (Martin and Davies, 2006). The French are known for eating out and they go to restaurants for black or white coffee. The first encounter between a hotel worker and a guest generally occurs at the reception or at the reservation desk and this involves an interaction between a hotel guest and the Front-desk personnel. Based on the interaction theory, humans have what is referred to as an interaction instinct which essentially motivates them to achieve attachment and social affiliation with their care givers (Lee et al., (2009).Therefore, the foreign visitors or tourists will always try to communicate with service providers in the tourism sector namely; the hotel workers and the stakeholders in the hospitality industry. French is also used by tour guides when they conduct tour operations with French-speaking tourists who cannot speak English.

#### **5.4 Challenges faced by Hotel workers regarding the use of French in the Hospitality Industry**

According to objective number 4, this study established that hotel workers experienced difficulties in communicating with French-speaking tourists who could not speak English. This explains the reason why French-speaking tour guides were always hired in order to break the language barrier. It was also observed that hiring of French speaking guides and interpreters had proved insufficient and expensive as communication difficulties still persisted. This led some tour guides and other hotel workers into using gestural language or

rather repeating what had been said during an encounter with a French-speaking tourist who could not speak English. Obviously, the problem came from both the tourists and the guides whom each lacked the knowledge of each one's language. In some cases, the tour guides did not know how to respond or were not sure they understood the message in French.

From the survey, it was observed that in an effort to achieve effective communication regarding the use of French in the hospitality industry, destination management companies such as Bush Trucks and United Tourist Company (UTC) provided services to suit the tourists' needs on behalf of big hoteliers. These services also included the arranging of tour guides for French-speaking tourists. On the contrary, 10 percent of the hotel workers sampled indicated that no efforts were being made towards achieving effective communication in the industry. In addition to this, the effort was not sufficient as indicated by some key informants. This simply means that the effort made has not achieved the desired impact hence the need to double it.

#### **5.4.1 French taught at Hotel and Tourism Training Institute Trust**

French is taught at HTTIT, under the Department of Communication Skills. According to the information availed to the researcher from the French Section, which is responsible for the teaching of French at the institution, it was noted that not all students at HTTIT needed French as a requirement for their hospitality training. For example, it was not necessary for students who enrolled in courses such as Food and Beverages Production to take French because their field does not involve interacting with guests, and they are always confined to the kitchen. Therefore, only those who enrolled in courses

such as front office operations, food and beverages service, housekeeping and travel and tourism management took French as part of their training. It was also observed that the French offered was tailored to the requirements of each course. Below are the listed topics that are taught to the students at HTTIT and the subdivisions of other activities done by students in each course.

(a) Opérations dans la chambre(*house keeping*)

- À la réception: Les sections et le personnel(*at the reception :sections and personnel*)
- Le nettoyage (*cleaning*)
- Les catégories des chambres (*bedroom categories*)
- Interactions avec les clients (*interaction with clients*)
- Matériels de la chambre (*bedroom materials*)
- Problèmes (*problems*)

(b) A la réception(front office operations)

- À la réception: Les sections et le personnel (*at the reception : sections and personnel*)
- Les catégories des chambres(*bedroom categories*)
- Interactions avec les clients (*interaction with clients*)
- Matériels de la chambre (*bedroom materials*)

- Problèmes (*problems*)
  - Opérations à la réception- au standard (*standard reception operations*)
- (c) Activités dans une agence de voyages (*travel and tourism management*)
- Clients qui voyagent hors du pays (*clients who travel out of the country*)
  - Clients qui veulent visiter un lieu (*clients who want to visit a place*)
- (d) Activités du restaurant (*food and beverages Service*)
- Recevoir des clients et leur offrir à boire (*receiving clients and offering them a drink*)
  - Problèmes au restaurant (*problems in the restaurant*)
  - Régler la note (*pay the bill*)
  - Les matériels du restaurant (*restaurant materials*)

The above topics are taught with focus on; l'alphabet et la combinaison des voyelles (the alphabet and the combination of vowels), vocabulaire/interaction, la conjugaison and les articles/les possessives/les démonstratives. Furthermore, emphasis is put on components of the language such as Expression Orale (EO) (speaking), Compréhension Orale (CO) (listening comprehension), Compréhension Écrite (CE) (reading comprehension) and Expression Écrite (EE) (writing)

HTTIT acknowledges the fact that French language skills are important in the hospitality industry. There are various advantages that come with the use of

the above skills in the industry. Although French is currently taught at the institution, it was noted that there was a need for other foreign languages to be taught as part of the hospitality training in future.

In justifying the need for French in the hospitality industry, the advantages of using French in the industry were also echoed by students from HTTIT. This was in relation to the French cuisine terms learnt as part of the hospitality training. It had been observed that most dishes and beverages in the hotel industry had French names, therefore, the use of French in the industry allows for the discovery of more French cuisine terms. Furthermore, it is believed that the hospitality industry is more developed in France and big hoteliers are French-speaking as indicated by some respondents.

There is a huge benefit in having foreign language skills in every tourism sector (Sinha, 2010). According to the findings from the authorities at MTA, one of the economic benefits that French use has in the industry is that, it enhances French-speaking tourists' satisfaction and good feedback for the Francophone market, resulting into generation of more foreign exchange for the industry due to increased international arrivals. Most likely, French-speaking tourists would be attracted to visit Zambia because of the hospitality accorded which is spiced with the use of their own language. Therefore, this makes the French-speaking tourists enjoy their stay, leaving them feeling at home in the midst of people using their own language. In her paper entitled 'Foreign Language Skill: Its importance in Indian Tourism,' Sinha, (ibid) supports this finding by stating that tourists feel at home and safe in a foreign country if they can communicate in their mother tongue. It was observed that when French-speaking tourists find their stay enjoyable and interesting in

Zambia, they go back satisfied with the service and encourage others to visit. The use of French in the hospitality industry and the tourism sector puts Zambia on the map and enables it to compete favourably with other countries.

#### **5.4.2 Challenges faced by Students at Tourism Training Institute Trust**

Students from HTTIT also had their own challenges regarding the use of French in the hospitality industry. Firstly, it was observed that students were not able to communicate effectively in French when they join the industry even after learning the language for one year. This was due to the French taught which they claimed concentrated so much on French cuisine terms only. Another reason why they could not achieve this proficiency was that since French is an optional subject in secondary schools, and still other schools have stopped offering it, for some students, this was the first time they were being taught this language (French) and had no option but to take it, as it was part of the hospitality training. Secondly, since French was taught as part of the hospitality training course during the First year of the training only, it was observed that this period was too short considering the fact that some students were 'absolute beginners' who had to brave the challenges that go with the French verb conjugations.

The above findings are in line with one of the recommendations Manchishi, (1977) made in his study on 'Une Analyse des Testes Nationaux de Français de Troisième et Cinquième Années en Zambie: Une Réflexion sur leurs Validité et Objectifs.' He strongly recommended that French be compulsory in schools where it was taught. During this study, the need to have French Language taught as a compulsory subject in secondary schools as a way of

enhancing the use of French in the hospitality industry was echoed. However, what is interesting is that Machinyise, (ibid) in his research observes that school managers insisted that French would remain an optional subject as long as schools did not receive enough teachers of French and adequate teaching and learning materials. It is apparent that authorities in the Ministry of Education are shying away from the recommendation put forward by Manchishi, (1977). This is where an aspect of motivation for teachers of French comes in and Career Professional Development (C.P.D) seminars through exchange programs are needed. Therefore, what is important is to realise that many of these problems can only be remedied by massive long-term changes in the educational system, and efforts should focus not only on the curriculum but also on teaching and learning materials and skilled human resource. The government should consider the long-term needs and ensure that the relevant linguistic skills are embedded into the secondary education curriculum. This would not solve the short-term problems but would address the language and culture complacency that could be damaging if left unchecked.

As much as this study noted what was expressed by the students at HTTIT, it all goes back to the various reasons and opinions that these students have about why French is taught as part of their training, coupled with their attitudes towards the language and the speakers of the language. This finding supports a review of Gardner and Lambart's Article entitled 'Attitudes and Motivation in Second Language Learning' (1973:145) by Barry, Taylor which states that; "...a favourable attitude toward another culture and a desire to learn

*about that culture coupled with a favourable attitude toward the target language and language learning in general is conducive to foreign language study.”*

Quoting Lambart et al (1963), Spolsky, (1972), in his Article entitled ‘Attitudinal Aspects of Second Language Learning,’ emphasised the importance of two classes of motivation, instrumental and integrative to the learning of foreign languages. Reasons for which someone is learning the language in question are considered instrumental if they suggest that the language is being used for such purposes as to fulfil an educational requirement or to get a better position and are considered integrative when they suggest the desire to become a member of the community speaking the language. Therefore, if a student does not realise the benefits of learning the foreign language in question and is not interested in learning about a foreign culture, learning a foreign language becomes a challenge.

Although acquiring foreign language skills might appear challenging, these skills remain important and relevant to the hospitality industry and the tourism sector. Strike, (1996:258), in his Article entitled ‘Talking Our Why Out of the Lager: Foreign Languages in South African Education,’ he says, *“Proficiency in other languages is crucial for communication across language barriers. If we are to communicate across culture barriers, or if we are to interact with the outside world, we will have to learn other languages.”*

## **5.5 Language Challenges faced by French-speaking Tourists**

This part deals with the response to objective number 5 of the research. It was observed that some French-speaking tourists faced linguistic challenges because of not being proficient in English, and on the other hand, because of

lack of knowledge of French on the part of the hotel workers. French-speaking tourists expressed dismay at how the service providers expected them to use English. This finding is supported by Martin and Davies, (2006), who point out that the tourism industry today, in common with other industries trading with customers of different nationalities, depends largely on the ability and willingness of foreign customers to communicate in English. Niininen and Orr, (ibid) also confirm the above assertion by stating that the most way in which tourism operators cope with their overseas visitors is by relying on their knowledge of English. As a result, further findings revealed that French-speaking tourists always took initiative of learning English before they visit Zambia or run a fast-track programme of English for communication while in Zambia before they begin their tours.

Rosa, (2001) acknowledges that today's global economy has dramatically increased the importance of English because it is the common language of business and mass communications. However, in the Economic Bulletin, (2004); Martin and Davies, (2006) emphasise that foreign language competence is of particular importance in the service sector and here, tourists should be addressed in their own language. This necessitates being able to communicate with foreign visitors and potential foreign visitors.

As noted in the field data, French-speaking tourists had their own preferred accommodation. The first reason for this preference of hotels and lodges was obviously the good facilities offered that included the French food and being in presence of French-speaking tour guides and hotel workers who could speak some basic French. It was observed that some hotels and lodges had no experience with French-speaking tourists as a result did not provide a French

menu. The second reason was that French-speaking tourists did not want to go through the trouble of looking for interpreters.

Although this might be the case, it is important that hotel workers and stakeholders in the hospitality industry realise the importance of French in the industry and plan for these tourists. As the (then) sitting Chief Tourism Development officer at Ministry of Tourism and Arts; Lusaka stated; *“As long as we are going to have French-speaking tourists, regardless of to what degree, we have to plan for them. The same goes for the tourists of other nationalities like Germany, Spain and many more.”*

French-speaking tourists also emphasised the fact that there was a need to understand and appreciate different cultures particularly, when tourists and hosts speak different languages. Language and culture are intimately intertwined (Bennett, 1996), as the knowledge of a language provides insights into culture. In this situation, as Reisinger, and Turner, (ibid) put it; the main cultural interaction difficulties between tourists and hosts are; interpersonal communication and behaviour (polite language usage, expressing attitudes and emotions), non-verbal signs (facial expressions, eye gaze, touching, gesture and posture), rules and patterns of interpersonal interaction (greetings, making or refusing requests). In addition, Javari, and Way, (1994) note that, these elements of body language have different significance in different cultures. For example, it was observed that French people shake hands much more often than we do. It is usual to shake hands each time they meet even if they meet more than once during the day. Relations and close friends would usually kiss each other on both cheeks rather than shake

hands. There is need therefore, to be abreast with the French culture so that the tourism experience is enriched.

The above research questions have therefore been answered by providing detailed evidence to each one of them.

## **5.6 Summary**

The chapter has discussed the findings and answered the research questions of the study. This was done by discussing the findings in the light of the objectives and research questions set. The chapter has established the status of French as regards its use and need in the hospitality industry in Zambia. It has also successfully established the hotel workers' knowledge of French, identified instances where French is used in the industry and challenges regarding the use of French in the industry. The chapter has discussed the kind of French taught at HTTIT, challenges faced regarding the use of French in the hospitality industry, language barriers, efforts made to resolve communication difficulties, language challenges faced by French-speaking tourists when they visit Zambia, choice of hotels and lodges for French-speaking tourists and support for use of French and other foreign languages in the hospitality industry and the tourism sector.

The next chapter concludes the study, draws implications and makes recommendations.

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

### **6.0 Introduction**

This chapter presents the summary, the conclusions and the recommendations drawn from this study for policy development and further research. The research aimed at assessing the use and need for French in the hospitality industry in Zambia.

### **6.1 Summary**

This study comprised chapter 1 which introduced the statement of the problem under study and justified why the problem was worth investigating. It outlined the theoretical framework, aim of the study; objectives set and research questions to be answered. Chapter 2 presented the literature reviewed which had a bearing on the study. The literature reviewed showed various studies that have been carried out in the field of tourism and in particular, the hospitality industry regarding the importance of foreign language skills in the sector. Chapter 3 outlined the method used in the study, research sites, research design and the techniques used in data collection and analysis. Primary data were collected in Livingstone and Lusaka while the secondary data were collected from the University of Zambia library and the internet. The chapter also dealt with the limitations encountered during the study. Chapter 4 presented the findings of the study while chapter 5 discussed them in order to answer the research questions and achieve the objectives set.

This study set out to establish whether or not, there is a felt need for a knowledge of French in the hospitality industry and whether or not, hotel workers in the industry have a working knowledge of French. It was established through this research that there is need for knowledge of French in the hospitality industry even though the hotel workers' level of knowledge of French was found to be low. The research has also identified instances where French is used in the hospitality industry and some challenges faced by hotel workers and stakeholders with regard to the use of French in the industry. Furthermore, the study has suggested measures to be taken in order to resolve the aforementioned challenges. This research has also identified the language challenges faced by the French-speaking guests.

## **6.2 Conclusion**

The study attempted to achieve its objectives by answering the research questions set. Therefore, having examined the responses of the respondents namely; the hotel workers, students at HTTIT, key informants, French-speaking tourists and authorities from the MTA, the following were the major findings of the study:

The study revealed that despite the several factors that explained the use and need for French in the hospitality industry, there were low levels of French proficiency amongst the hotel workers and stakeholders in the industry. It was observed that hotel workers such as tour guides encounter a lot of difficulties in communicating with French-speaking tourists who are not proficient in English. As a result, French-speaking tour guides are hired in order to overcome this language barrier. It was also brought to light that the French-

speaking guides who are hired are mostly foreigners who can speak French thereby disadvantaging the Zambian nationals who could not be employed as tour guides to guide French-speaking tourists during their tours because of not having the knowledge of French

From the study, it was revealed that there are challenges faced by the hotel workers in general, and the students at HTTIT, Fairview regarding the use of French in the hospitality industry. For the hotel workers, even if French-speaking guides were hired to lessen the problems of the language barrier, some hotel workers still came across French-speaking tourists who could not speak English thereby making communication difficult between a hotel worker and a French-speaking tourist.

Students at HTTIT faced a challenge of not being sufficiently proficient in French even after learning the language as part of their hotel training. The study revealed that this was due to factors such as not having learnt the subject at secondary school and the short period in which the students were required to study the language. This makes the French taught at the institution inadequate for effective communication, coupled with the students' attitudes towards the language such as having perceptions that French is a difficult language to learn and that students studied the language just to pass the examinations.

The HTTIT also raises its own concerns; from a practical point of view, as one official said, constraints such as lack of French teaching materials tailored for French for specific purposes prevented the institution from implementing a comprehensive and long-term language strategy. Indeed, there is still lack of

foreign language study materials on the market. Thus, publishers and authors should be encouraged to participate in this area.

Apart from that, there was need for a language laboratory to enable students access the actual French sounds when learning French coupled with language immersion programmes in French-speaking countries. The institution however, recognises the importance of foreign language skills in the hospitality industry, and as a result, it is actually in its systematic plan to have other foreign languages such as Italian, Spanish and Portuguese taught, as part of the hospitality training.

The study also noted the expressed need to have French taught as a compulsory subject in secondary schools because some of the students attributed their lack of proficiency in French after their hotel training, to it being optional in secondary schools. According to the responses from the key informants, re-introduction of French in secondary public schools that have stopped offering the subject and introducing French in public primary schools were some of the strategies that could address the aforementioned challenges in the hospitality industry.

The research found out that language and culture barriers were not only in French but in other foreign languages such as Spanish, German, Italian and Chinese. This is all the more reason why the tourism sector has identified France, Germany, Spain and India as key target countries from where increased international arrivals would be sought. Furthermore, since Zambia was expected to record about 1 million international tourist arrivals after hosting the UNWTO General Assembly scheduled for 2013, hotels in Zambia

needed to gear up and be able to at least take bookings from potential tourists of any nationality. This implied that there was a requirement at national level to recognise the importance of foreign language skills in the industry.

The study also revealed some ways of how challenges that were faced by hotel workers and stakeholders regarding the use of French in the hospitality industry could be addressed. It was observed that the aforementioned challenges could be addressed by making French an essential component of the hotel training course, employing people with the knowledge of French and arranging for lessons for hotel staff. After all, a greeting in the guests' native language would be a good example of exceeding their service quality expectations. It was seen that making French an essential component of the hospitality training would be an easier way to acquire these skills than to arrange for French lessons when one has already joined the industry. Another thing was that it became unbearable on the part of a learner where she/he had to divide time between having French lessons and work.

The study also revealed that French-speaking tourists faced language and culture challenges when they visit Zambia. It is therefore cardinal that the government of Zambia and the stakeholders involved in the hospitality industry realise the importance of such linguistic skills in the tourism sector as a marketing strategy that would help provide quality service to more tourists, especially that Zambia receives tourists from all over the world.

Therefore, the Ministry of Tourism and Art (MTA) and Ministry of Education (MOE) should act together to spread the message of the importance of

French language skills in the hospitality industry. This may be a first step in addressing the challenges regarding the use of French in the industry.

## **6.3 Recommendations**

### **6.3.1 Policy Recommendations**

Based on the findings of the study, the following recommendations are made;

French must be taught as a compulsory subject to those pupils in the academic pathway where foreign languages have been prescribed, according to the new revised curriculum.

French should be taught for specific professional purposes in the tourism sector.

French must be taught as an essential comprehensive component of the hospitality training course.

### **6.3.2 Recommendation for further Research**

Future research should be carried out to determine the French training needs for people in the hospitality industry. In practice, this may not be French only, as Spanish, German, Italian and Chinese grow in popularity.

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**APPENDIX 1A**

**QUESTIONNAIRE FOR HOTEL WORKERS**

**1. Background Information**

sex (please tick)

Male

Female

1.1 How long have you worked in the Hospitality industry? ( Put a tick.)

1 year to 5 years .....

6 years to 10 years .....

11 years to 15 years .....

16 years to 20 years .....

1.2 Which countries do the foreign tourists you receive at this hotel/lodge come From?.....

1.3 If you happen to receive tourists who cannot speak English, what languages do the same tourists prefer?.....  
.....

**2. Instances where French is used in the Hospitality Industry.**

2.1 Do you have some knowledge of French?

Yes / No (please tick)

2.2 Where did you learn your French from?

Primary school

Secondary school

College

Alliance Française

University

Other (specify).....

2.3 Do you at any time use French in the hospitality industry?

Yes

No

If so, when do you use French.....

2.4 In what instances are you likely to use French?.....

.....

2.5 Are you able to hold a conversation with a visitor from a Francophone country?

Yes

No

2.6 If you happen to have a conversation with a visitor from a francophone country, what language do you normally use?

English

French

Other (specify).....

2.7 What makes you use any of the languages mentioned in 2.7 above?.....

.....

2.8 Do you ever find yourself in instances where you are obliged to use the French language?

Yes

No

2.9.1 If the response in 2.9 is yes, in what instances do you find yourself using French?.....  
.....

**3 Assessment of hotel workers and stakeholders levels of knowledge in French**

3.1 How would you assess your level of French?

Excellent

Very Good

Good

Poor

Very poor

3.2 Explain your response in question 3.1 above.....  
.....

**4. Challenges faced by hotel workers and stakeholders regarding the use of French in the hospitality industry.**

4.1 Are there some challenges you encounter regarding the use of French in the hospitality industry?

Yes

No

4.1.1 If yes, what are some of the challenges that you encounter regarding the use of French?.....

4.1.2 How do you handle such challenges?.....

.....

**5 How the aforementioned challenges can be addressed in the hospitality industry; from the participant's perspective.**

5.1 According to you, how do you think the aforementioned mentioned challenges can be addressed?.....

.....

5.2 According to you, how relevant is the French language to the hospitality industry and the tourism sector?

.....

5.3 As an individual, would you encourage the use of French of in the tourism industry?

Yes

No

Reasons.....

.....

5.4 Which category of people, according to you, need to know French in the hospitality industry?

**THANK YOU VERY MUCH FOR YOUR TIME**

**APPENDIX 1B**

**QUESTIONNAIRE FOR STUDENTS FROM HTTIT**

**1. Background Information**

1.1 Sex

Male

Female

Programme.....

Year of study.....

**2. Instances where French is used in the hospitality industry.**

2.1 Are you learning French at your institution?

Yes

No

If so, for how long have you been learning French?.....

2.2 For what purpose are you learning French at your Institution?

.....  
.....

2.3 Is your institution able to produce students who are fluent in French at the end of their training?

Yes

No

2.4 In what instances are you likely to use French?.....

.....

2.5 During attachments, are you able to hold a conversation with a visitor from a francophone country?

Yes

No

2.6 If you happen to have a conversation with a visitor from a francophone country, what language do you normally use?

English

French

Other (specify).....

What makes you use any of the languages mentioned in 2.6 above?.....

.....

2.7 Do you ever find yourself in situations where you are obliged to use the French language?

Yes

No

2.8 If the response in 2.7 is yes, in what instances do you find yourself using French?.....

.....

.....

**3. Challenges faced by students of French at HTTIT training to work in the hospitality industry.**

3.1 Are there some challenges you encounter as a student of French?

Yes

No

3.2. If yes, what are some of the challenges that you encounter when learning French?.....  
.....

3.3 According to you, how do you think the aforementioned challenges can be addressed?.....

3.4 In your own opinion, how relevant is the French language to the hospitality industry?.....

3.5 As a student, would you encourage the use of French of the hospitality industry?

Yes

No

3.6 Which category of people, according to you, need to know French in the Hospitality industry and the tourism sector?.....

**THANK YOU VERY MUCH FOR YOUR TIME**

**APPENDIX 1C**

**QUESTIONNAIRE FOR THE AUTHORITIES AT MTA**

**1.0 Background Information**

1.1 Sex

Male

Female

1.2 Level of Education of participant

Secondary School

Tertiary education

1.3 Position of Respondent.....

Province:.....

1.4 Period served in the Ministry of Tourism. ....

**2. Instances where French is used in the Hospitality Industry.**

2.1 Do you have some knowledge of French?

Yes

No

2.2 If so, are you able to hold a conversation in French with a visitor from a francophone country?

Yes

No

2.3 Where did you learn your French from?

Primary school

Secondary school

College

Alliance Française

University

Other (specify) .....

2.4 How would you assess your level of French?

Excellent

Very Good

Good

Poor

Very poor

2.5 Explain your response in question 2.4 above.....

.....

2.6 If you happen to have a conversation with a visitor from a francophone country, how do you manage to communicate?

Use English

Use French

Use Interpreters

2.7 Explain your response in question 2.6 above.....

.....

2.8 Do you feel there is any need for French language skills in the hospitality industry?.....

Yes

No

Reason.....

**3 Challenges faced by hotel workers and stakeholders regarding the use of French in the hospitality industry.**

3.1 Do you sometimes encounter challenges with tourists from francophone countries?.....

3.2 If so, what are some of these problems?.....

3.3 According to you, how do you think the aforementioned challenges could be addressed?.....

.....

**THANK YOU VERY MUCH FOR YOUR TIME**

**APPENDIX 1D**

**INTERVIEW GUIDE FOR TOURISTS FROM FRENCH-SPEAKING COUNTRIES**

**FRENCH VERSION**

1. Sexe (couchez)

Mâle: .....

Femelle: .....

2. Est-ce-que vous logez à cet hôtel pour la première fois ? Oui/Non

3. Pourquoi vous avez choisi de rester dans cet hôtel ?.....

.....

....

4. Quel est le degré d'accueil que vous a réservé cet hôtel ?

Excellent    2. Très bien    3. Bien    4. Pauvre    5. Très pauvre

5. Comme vous venez d'un pays francophone, quelle langue utilisez- vous pour communiquer avec le personnel ici ?

anglais ou français.....

6. Est-ce-que le personnel d'hôtel sont capables de vous parler en français ?

Oui/Non

7. Si oui, Comment évaluez-vous leur compétence ?

Excellent    2. Très bien    3. Bien    4. Pauvre    5. Très pauvre

8. Est-ce-que vous encouragez l'usage des langues étrangères dans l'industrie de tourisme ?                      Oui/Non

9. Explicitez votre réponse si oui ou non.....

10. Quels sont les défis que vous rencontrez comme un touriste française et francophone lorsque vous visitez la Zambie ?.....

.....

**MERCI BEAUCOUP.**

**INTERVIEW GUIDE FOR TOURISTS FROM FRENCH-SPEAKING COUNTRIES**

**ENGLISH VERSION**

1. Background Information

Sex

Male

Female

2. Are you accommodated at this hotel for the first time?

Yes

Non

3. Why have you chosen to stay at this hotel/lodge?.....

.....

4. How do you appreciate the hospitality you have been accorded at this hotel so far?

Excellent

Very good

Good

Poor

Very poor

5. What language do you use when communicating with the staff here?

English

French

6. Are hotel workers able to speak to you in French?

Yes

Non

7. How do you to assess their proficiency?

Excellent

Very good

Good

Poor

Very poor

8. Do you encourage or support the use of foreign languages in the tourism industry?

Yes

No

9. Explain your response in 8 above.....

**Linguistic challenges French-Speaking tourists face**

10. What are some of the language challenges you as a French-speaking tourist face, when you visit Zambia?.....

.....

**THANK YOU VERY MUCH FOR YOUR TIME**

## APENDIX 2: Visitors Arrivals Areas of Origin by Year

(Visitors Arrivals Analytical Reports: MTENR, Lusaka)

Area of Origin	2005	2008	2007	2008	2009	%Change (2008)-2009	% of Total -2009	
South Africa	110 272	100 286	125 231	95 410	84 412	-115	11.9	
Zimbabwe	148 436	194 639	278 010	226	171	-244	24.1	
Other Southern Africa	50 885	43 777	26 767	59 096	41 191	-303	5.8	
<b>Sub Total</b>	<b>309 593</b>	<b>338 702</b>	<b>430 008</b>	<b>380</b>	<b>29 686</b>	<b>-221</b>	<b>41.8</b>	
Kenya	11 738	12	10 541	12 331	10 378	-15.8	1.5	
Tanzania	65 881	74 039	92 732	106	283	81 288	-235	11.4
Other East Africa	17 449	15 483	24 570	17 458	13 440	-23	1.9	
<b>Sub Total</b>	<b>95 068</b>	<b>101 191</b>	<b>127 843</b>	<b>136</b>	<b>105</b>	<b>-22.8</b>	<b>14.8</b>	
Central Africa	47 780	63 588	96 576	80 674	57 956	-28.2	8.2	
North Africa	2 752	1 509	2 289	4 859	1 397	-71.2	0.2	
West Africa	5 807	5 280	3 835	4 097	5 751	40.4	0.8	
<b>Sub Total</b>	<b>56 339</b>	<b>70 377</b>	<b>102 700</b>	<b>89 630</b>	<b>65 104</b>	<b>-27.4</b>	<b>9.2</b>	
Denmark	4	3 796	3 625	3 982	2 665	-33.1	0.4	
France	8 024	3 832	9 288	9 263	6 701	-27.7	0.9	
Germany	18	15 670	10 474	12 099	12 667	4.7	1.8	
Italy	7 698	8 499	10 971	5 190	8 238	58.7	1.2	
Sweden	5 738	10 366	3 523	301	3 166	-4.1	0.4	
United Kingdom	44 369	57 119	66 858	46 516	53 370	14.7	7.5	
Other Europe	25 871	30 866	35 301	22 038	28 038	29.5	4	
Other Scandinavia	8 110	13 756	5 689	6 793	12 989	12989	1.8	
<b>Sub Total</b>	<b>121 712</b>	<b>143</b>	<b>145 729</b>	<b>109</b>	<b>126</b>	<b>17.5</b>	<b>18.1</b>	
Canada	11 230	11 545	7 246	9	9 488	3.3	1.3	
South America	2 455	2 112	4 233	4 307	4 150	3.6	0.6	
United States of America	23 895	38 800	39 127	33 870	49 451	46	7	
<b>Sub Total</b>	<b>121 712</b>	<b>143 304</b>	<b>145 729</b>	<b>109</b>	<b>126</b>	<b>17.5</b>	<b>18.1</b>	
Australia	16 336	14 617	9 389	14 517	16 316	12.4	2.3	
India	9	12 658	12 432	13 934	12 932	7.2	1.8	
Japan	5 204	4 317	7 835	4 241	5 373	26.7	0.8	
New Zealand	7 635	5 382	3 619	3 361	3 992	18.8	0.8	
Other Asia	10 737	13 855	10 252	12 545	12 861	2.5	1.8	
<b>Sub Total</b>	<b>48 570</b>	<b>50 829</b>	<b>40 527</b>	<b>48 598</b>	<b>51 474</b>	<b>5.9</b>	<b>7.3</b>	
<b>Grand Total</b>	<b>668 862</b>	<b>756 860</b>	<b>897 413</b>	<b>811</b>	<b>709</b>	<b>12.5</b>	<b>100</b>	

**Visitors Arrivals Area of Origin by year 2004-2008**

<b>Area of Origin</b>	<b>2004</b>	<b>2005</b>	<b>2006</b>	<b>2007</b>	<b>2008</b>	<b>% Change 2007-2008</b>	<b>% of Total -2008</b>
South Africa	110 710	110 272	100 286	125 231	95 410	23.8	14
Zimbabwe	124	148 436	194 639	278 010	326 428	18.6	31
Other Southern Africa	48 451	50 885	43 777	26 767	59 096	120.8	3
<b>Sub Total</b>	<b>282 734</b>	<b>309 593</b>	<b>338 702</b>	<b>430</b> <b>008</b>	<b>380</b> <b>934</b>	<b>11.4</b>	<b>47.9</b>
Kenya	7 087	11 738	11 669	10 541	12 331	17	1.2
Tanzania	33 502	65 881	74 039	92 732	106 283	14.6	10.3
Other East Africa	14 218	17 449	15 483	24 570	17 458	28.9	2.7
<b>Sub Total</b>	<b>54 807</b>	<b>95 068</b>	<b>101 191</b>	<b>127</b> <b>843</b>	<b>136</b> <b>072</b>	<b>6.4</b>	<b>14.2</b>
Central Africa	23 087	47 780	63 588	96 576	80 674	16.5	10.8
North Africa	2 533	2 752	1 509	2 289	4 859	112.3	0.3
West Africa	3 757	5 807	5 280	3 835	4 007	6.8	0.4
<b>Sub Total</b>	<b>29 377</b>	<b>56 339</b>	<b>70 377</b>	<b>102</b> <b>700</b>	<b>89 630</b>	<b>12.7</b>	<b>11.4</b>
Denmark	4 256	4 142	3 196	3 625	3 982	9.8	0.4
France	9 123	8 024	3 832	9 288	9 263	0.3	1
Germany	9 385	17 760	15 670	10 474	12 099	15.5	1.2
Italy	5 460	7 698	8 499	10 971	5 190	52.7	1.2
Sweden	4 395	5 738	10 366	3 523	3 301	6.3	0.4
United Kingdom	37 520	44 369	57 119	66 858	46 516	30.4	7.5
Other Europe	16 809	25 871	30 866	35 301	22 038	37.6	3.9
Other Scandinavian	4 915	8 110	13 756	5 689	6 793	19.4	0.6
<b>Sub Total</b>	<b>91 863</b>	<b>121 712</b>	<b>143 304</b>	<b>145</b> <b>729</b>	<b>109</b> <b>182</b>	<b>25.1</b>	<b>16.2</b>
Canada	6 181	11 230	11 545	7 246	9 182	26.7	0.8
South Africa	2 325	2 455	2 112	4 233	4 307	1.7	0.5
United States of America	20 547	23 895	38 800	39 127	33 870	13.4	4.4
<b>Sub Total</b>	<b>29 053</b>	<b>37 580</b>	<b>52 457</b>	<b>50 606</b>	<b>47 359</b>	<b>6.4</b>	<b>5.6</b>
Australia	7 490	16 336	14 617	9 389	14 517	54.6	1
India	4 059	8 658	12 658	12 432	13 934	12.1	1.4
Japan	1 683	5 204	4 317	4 835	4 241	12.3	0.5
New Zealand	4 397	7 635	5 317	3 619	3 361	7.1	0.4
Other Asia	9 537	10 737	13 855	10 252	12 545	22.4	1.1
<b>Sub Total</b>	<b>27 166</b>	<b>48 570</b>	<b>50 829</b>	<b>40 527</b>	<b>48 598</b>	<b>19.9</b>	<b>4.5</b>
<b>Grand Total</b>	<b>515 000</b>	<b>668 862</b>	<b>76 860</b>	<b>897</b> <b>413</b>	<b>811</b> <b>775</b>	<b>9.5</b>	<b>100</b>

## APENDIX 3: Visitors Arrivals: Area of Origin by Purpose of Visit

### 2008 Visitors Arrivals Area of Origin by year Purpose of Visit

Area of Origin	Holiday	Business	Conference	Study	VFR	Other	Total
South Africa	25 154	31 321	7 301	2 493	14 775	14 366	95 410
Zimbabwe	53 336	80 547	23 218	4 062	37 559	27 706	226 428
Other Southern Africa	14 648	20 786	3 958	1 828	8 706	9 270	56 096
<b>Sub Total</b>	<b>93 038</b>	<b>132 654</b>	<b>34 477</b>	<b>8 383</b>	<b>61 040</b>	<b>51 342</b>	<b>380 934</b>
Kenya	1 955	4 626	922	294	2 164	2 370	12 331
Tanzania	5 481	44 562	3 068	806	22 780	29 586	106 253
Other East Africa	3 101	6 106	1 241	421	3 088	3 501	17 458
<b>Sub Total</b>	<b>10 537</b>	<b>55 294</b>	<b>5 231</b>	<b>1 521</b>	<b>28 032</b>	<b>35 457</b>	<b>136 072</b>
Central Africa	876	1 658	270	120	1 104	831	4 859
North Africa	776	1 414	374	725	624	716	4 097
West Africa	3 312	36 481	4 286	2 038	16 077	18 793	80 674
<b>Sub Total</b>	<b>4 964</b>	<b>39 553</b>	<b>4 930</b>	<b>2 038</b>	<b>17 805</b>	<b>20 340</b>	<b>89 630</b>
Denmark	1 437	988	240	109	610	589	3 982
France	3 669	2 220	769	260	1 155	1 190	9 263
Germany	4 554	3 132	882	327	1 497	1 707	12 099
Italy	2 080	1 264	407	114	605	720	5 190
Sweden	2 080	1 264	407	114	605	720	5 190
United Kingdom	1 149	784	246	129	514	479	3 301
Other Europe	8 634	12 082	3 570	1 210	6 144	7 064	46 516
Other Scandinavian	2 826	1 578	456	236	744	953	6 793
<b>Sub Total</b>	<b>40 795</b>	<b>27 295</b>	<b>8 209</b>	<b>3 122</b>	<b>13 850</b>	<b>15 911</b>	<b>109 182</b>
Canada	3 514	2 293	696	242	1 174	1 263	9 182
South America	1 452	1 039	475	174	516	651	4 307
United States of America	13 241	8 253	2 272	1 031	4 218	4 855	33 870
<b>Sub Total</b>	<b>18 207</b>	<b>11 585</b>	<b>3 443</b>	<b>1 447</b>	<b>5 908</b>	<b>6 769</b>	<b>47 359</b>
Austria	6 147	3 543	924	309	1 587	2 007	14 517
India	4 199	4 049	924	543	1 914	2 305	13 934
Japan	1 434	10 101	417	119	623	547	4 241
New Zealand	1 309	783	220	134	425	490	3 361
Other Asia	3 736	3 505	1 093	426	1 833	1 952	12 545
<b>Sub Total</b>	<b>16 825</b>	<b>12 981</b>	<b>3 578</b>	<b>1 531</b>	<b>6 382</b>	<b>7 301</b>	<b>48 598</b>
<b>Grand Total</b>	<b>184 366</b>	<b>279 362</b>	<b>59 868</b>	<b>18 042</b>	<b>133 017</b>	<b>137 120</b>	<b>811 775</b>

### 2007 Visitors Arrivals: Area of Origin by Purpose of Visit

Area of Origin	Holiday	Business	Conference	Study	VFR	Other	Total
South Africa	28 417	37 903	10 740	1 771	28 445	17 955	125 231
Zimbabwe	72 287	112 435	14 788	4 646	27 789	46 065	278 010
other Southern African	8 432	12 230	535	225	2 024	3 321	26 767
<b>Sub Total</b>	<b>109 136</b>	<b>162 568</b>	<b>26 063</b>	<b>6 642</b>	<b>58 258</b>	<b>67 341</b>	<b>430 008</b>
Kenya	2 217	4 679	486	116	1 315	1 728	10 541
Tanzania	3 804	48 397	4 186	467	16 132	19 746	92 732
Other East Africa	3 517	10 390	1 115	316	3 979	5 253	24 570
<b>Sub Total</b>	<b>9 538</b>	<b>63 466</b>	<b>5 787</b>	<b>899</b>	<b>21 426</b>	<b>26 727</b>	<b>127 843</b>
Central Africa	5 887	42 769	4 395	1 076	18 086	24 363	96 576
North Africa	483	822	119	57	344	464	2 289
West Africa	749	1 359	316	95	546	770	3 835
<b>Sub Total</b>	<b>7 119</b>	<b>44 950</b>	<b>4 830</b>	<b>1 228</b>	<b>18 976</b>	<b>25 597</b>	<b>102 700</b>
Denmark	965	1 559	231	75	349	446	3 625
France	3 507	2 227	776	239	1 214	1 325	9 288
Germany	4 172	2 616	590	252	1 337	1 507	10 474
Italy	4 217	2 329	711	300	1 839	1 575	10 971
Sweden	1 030	824	267	50	748	604	3 523
United Kingdom	15 784	23 304	5 465	1 295	13 512	7 498	66 858
Other Europe	12 113	12 353	34 497	657	3 443	3 238	35 301
Other Scandinavian	2 162	1 454	307	112	742	912	5 689
<b>Sub Total</b>	<b>43 950</b>	<b>46 666</b>	<b>42 844</b>	<b>2 980</b>	<b>23 184</b>	<b>17 105</b>	<b>145 729</b>
Canada	2 810	1 897	433	109	895	1 102	7 216
South America	1 602	964	309	114	546	698	4 233
United States of America	16 167	9 608	3 117	984	4 414	4 837	39 127
<b>Sub Total</b>	<b>20 579</b>	<b>12 469</b>	<b>3 859</b>	<b>1 207</b>	<b>5 855</b>	<b>6 637</b>	<b>50 576</b>
Australia	3 758	2 297	621	153	1 167	1 343	9 389
India	3 463	3 076	660	475	1 873	1 885	12 432
Japan	1 924	1 046	625	89	676	475	4 835
New Zealand	1 374	845	214	93	786	338	3 619
Other Asia	3 202	3 170	743	322	1 277	1 537	10 252
Sub Total	13 721	10 434	2 863	1 132	5 779	5 578	40 527
<b>Grand total</b>	<b>204 043</b>	<b>340 553</b>	<b>55 296</b>	<b>14 088</b>	<b>133 478</b>	<b>148 985</b>	<b>897 413</b>

**2008 Visitors Arrivals: Purpose of Visit  
by Year**

Purpose	2004	2005	2006	2007	2008	%Change	%of
						2007- 2008	Total 2008
Holiday	194 508	205 975	290 156	204 043	184 366	9.6	22.7
Business	160 587	252 958	242 358	340 553	279 362	18	34.4
Conference	16 238	9 827	4 910	56 266	59 868	6.4	7.4
Study	16 944	9 576	12 320	14 088	18 042	28.1	2.2
VFR	59 044	106 821	102 657	133 478	133 017	0.3	16.4
Other	67 679	83 705	104 459	148 985	137 120	8	16.9
<b>Total</b>	<b>515 000</b>	<b>668 862</b>	<b>756 860</b>	<b>897 413</b>	<b>811 775</b>	<b>70.4</b>	<b>100</b>

**Visitors Arrivals: Area of Origin by Purpose of  
Visit (2009)**

Area of origin	Holiday	Business	Conference	Study	VFR	Other	Total
South Africa	24 888	25 142	8 293	1 539	12 812	11 739	84 413
Zimbabwe	24 332	58 425	19 581	612	33 701	34 581	171 232
other Southern African	8 027	16 049	3 080	850	7 127	6 058	41 191
<b>Sub Total</b>	<b>57 247</b>	<b>99 616</b>	<b>30 954</b>	<b>3 001</b>	<b>53 640</b>	<b>52 378</b>	<b>296 836</b>
Kenya	2 219	5 175	593	135	1 296	960	10 378
Tanzania	15 173	53 159	922	220	7 197	4 617	81 288
Other East Africa	2 231	6 254	851	167	1 989	1 948	13 440
<b>Sub Total</b>	<b>19 623</b>	<b>64 588</b>	<b>2 366</b>	<b>522</b>	<b>10 482</b>	<b>7 525</b>	<b>105 106</b>
Central Africa	6 904	28 121	2 279	96	9 736	10 819	57 955
North Africa	328	617	110	44	170	128	1 397
West Africa	1 316	2 528	456	107	738	604	5 751
<b>Sub Total</b>	<b>8 548</b>	<b>31 266</b>	<b>2 845</b>	<b>247</b>	<b>10 644</b>	<b>11 551</b>	<b>65 103</b>
Denmark	895	794	178	57	404	337	2 665
France	2 585	1 578	811	106	971	650	6 701
Germany	4 690	3 188	1 341	234	1 752	1 462	12 667
Italy	3 079	2 081	804	130	1 188	876	8 238
Sweden	1 067	949	212	59	471	406	3 166
United Kingdom	18 785	13 910	5 776	1 024	7 936	5 939	53 370
Other Europe	10 589	6 880	3 073	441	4 214	3 347	28 544
Other Scandinavian	4 324	3 935	1 165	229	1 994	1 342	12 989
<b>Sub Total</b>	<b>46 014</b>	<b>33 315</b>	<b>13 360</b>	<b>2 280</b>	<b>18 930</b>	<b>14 359</b>	<b>128 340</b>
Canada	3 411	2 516	895	177	1 390	1 099	9 488
South America	1 464	1 282	334	64	482	524	4 150
United States of America	17 974	11 739	6 141	832	7 417	5 348	49 451
<b>Sub Total</b>	<b>22 849</b>	<b>15 537</b>	<b>7 370</b>	<b>1 073</b>	<b>9 289</b>	<b>6 971</b>	<b>63 089</b>

Australia	5 977	4 111	1 817	251	2 407	1 753	16 316
India	4 318	3 766	964	302	2 000	1 600	12 932
Japan	2 035	1 479	567	66	711	515	5 373
New Zealand	1 439	1 143	344	62	555	449	3 992
Other Asia	3 896	4 225	898	268	1 844	1 730	12 861
Sub Total	17 665	14 724	4 590	949	7 517	6 047	51 474
<b>Grand total</b>	<b>171</b>	<b>259 046</b>	<b>61 547</b>	<b>8 072</b>	<b>110 502</b>	<b>98 833</b>	<b>709 948</b>

## APPENDIX 4

### Visitors Arrivals: Holiday/Leisure Peak Period(S)

#### 2007 Visitors arrivals: Holiday / Leisure peak period (s)

<b>Month</b>	<b>2006</b>	<b>2007</b>
January	14 653	13 658
February	10 153	14 199
March	10 260	13 309
April	13 123	13 892
May	11 138	14 765
June	12 917	15 579
July	12 203	18 382
August	14 086	15 468
September	9 025	19 803
October	9 750	19 158
November	11 737	18 195
December	15 101	18 100
<b>Total</b>	<b>144 146</b>	<b>194 508</b>

#### 2008 Visitors arrivals: Holiday / Leisure peak period (s)

<b>Month</b>	<b>2007</b>	<b>2008</b>
January	14 653	15 156
February	10 153	14 659
March	10 260	14 166
April	13 123	15 726
May	11 138	15 188
June	12 917	17 627
July	12 203	17 166
August	14 086	15 859
September	9 025	14 779
October	9 750	14 210
November	11 737	13 241
December	15 101	14 559
<b>Total</b>	<b>144 146</b>	<b>182 336</b>

## APPENDIX 5

### Visitors Arrivals: Top Ten Holiday Markets

#### 2007 Visitors arrivals: Top Ten holiday markets

<b>Area of Origin</b>	<b>Holiday Visitors</b>
Zimbabwe	72 287
South Africa	28 417
United States of America	16 167
United Kingdom	15 784
Italy	4 217
Germany	4 172
Tanzania	3 804
Australia	3 758
France	3 507
India	3 463
<b>Total</b>	<b>155 576</b>

#### 2008 Visitors arrivals: Top Ten holiday markets

<b>Area of Origin</b>	<b>Holiday Visitors</b>
South Africa	53 336
United Kingdom	25 154
Zimbabwe	16 446
United States of America	13 241
Germany	4 217
Australia	4 172
Canada	3 804
France	3 758
New Zealand	3 507
Italy	3 403
<b>Total</b>	<b>131 038</b>

#### 2009 Visitors arrivals: Top Ten holiday Markets

<b>Area of Origin</b>	<b>Holiday Visitors</b>
South Africa	24889
United Kingdom	18785
Zimbabwe	24332
United States of America	17974
Germany	4690
Australia	5977
Central Africa	6904
Other Europe	10589
Tanzania	15173
India	4318
<b>Total</b>	<b>133631</b>

## APPEDIX: 6

### Visitors Arrivals: Port of Entry by Purpose of Visit (2009)

Port of Entry	Holiday	Business	Conference	Study	VFR	Other	Total
Chirundu	6750	36807	10292	15	2738	26391	100993
Kariba North	1875	7219	2010	7	4066	5341	20518
Kasumbalesa	7631	32113	2673	305	13103	14731	70556
Katimamulilo	2923	5741	1432	-	3334	4568	17998
Kazungula	11363	11694	6295	2595	6835	5751	44033
L/stone International Airport	26268	12039	6166	1135	4933	5253	55794
Lusaka International Airport	<b>32879</b>	35048	51795	3578	17697	13836	111833
Mfuwe International Airport	526	55	2	-	2	10	598
Mwami	7170	17276	137	4112	6787	5212	3679
Nakonde	18949	61608	21	16	5831	2858	89283
Ndola International Airport	3115	8942	15	69	3554	6926	22721
Victoria Falls	<b>52599</b>	30504	23704	458	2382	7939	13830