

**THE EFFECTS OF THE EXPANSION OF THE TOURISM
INDUSTRY ON THE ECONOMIC AND SOCIAL ASPECTS OF
LIVINGSTONE CITY.**

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A project report submitted to the Department of Geography at the University of Zambia in partial fulfilment of the degree of Bachelor of Arts with Education (B. A. Ed)

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DEDICATION

This work is dedicated, in deep memory, to my late father, Jackson Mwenya Chifuta Kasokopyo Mundende; my late mother, Monica Lombe Mangu; my late wife, Pamela Nang'ombe Hakwahia Hambwalu and my children: Mwenya, Hakwahia and Kasonde. My children, I salute you for your patience and for keeping my house in my absence.

Kapundu wandi, Pamela. I wish you were around to see me to this end. Whatever it was on 1st November, 2000. Honour and Glory be given to God - Never to part again!

DECLARATION

I, **Kasonde Mundende**, do hereby solemnly declare that this project represents my own work, except where due reference is made to other Authors. All maps and other associated diagrams were drawn by me. This project has not previously been submitted for a degree at this or another university.

Signed: 

Date: 13TH SEPTEMBER, 2002

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ABSTRACT

The expansion of the tourism industry in general has its own advantages and disadvantages. This study aimed at establishing the implications and the effects of the expansion of the tourism industry on the economic and social aspects of Livingstone City, and then suggest possible solutions.

To carry out this study three specific techniques were used. These techniques were: The Questionnaires, Un-Scheduled interviews and Observation methods. These methods were conducted on Livingstone residents from their various housing units and places of work. The questionnaires were administered to the six (6) sampled residential areas, the offices of the Zambia National Tourist Board (Z.N.T.B) and that of the Town Clerk. The other targeted areas were the tourist establishments (Service Industries). The method used to select the sample (N=193) was Simple Probability sampling in the form of lottery technique. For the residential areas an interval form was used. In certain areas with a small number of housing units an interval of twenty(20) was used, whereas in those residential areas with a big number of housing units, an interval of thirty(30) houses was used. These two intervals facilitated the coverage of the designated residential area.

The study from the advantages point of view established that the expansion of the tourism industry on the economic and social aspects of Livingstone City promoted among other benefits employment opportunities, entertainment, interaction with foreigners and improved standard of living. From the disadvantages point of view, the study established that the same expansion of the tourism industry also promoted vices such as crime, violence, immorality, spread of sexually transmitted diseases to name but a few.

To control or eradicate some of the adverse effects, certain measures have been put in place. Measures such as provision of security forces to patrol along the streets; near lodges; and hotels. Other measures are explained in details in the conclusions and recommendations of this document.

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CHAPTER ONE

1.0 INTRODUCTION

This Chapter looks at the background to the study, the Statement of the problem and the Aims/Purpose of the Study. The other sections are the Objectives of the Study, the Research questions, the Significance of the Study, the scope of the study, the definition of terms and the preview of the organisation of the report.

1.1 Background to the Study

Tourism industry is one of the major economic ventures contributing to the rapid growth of cities in Africa and other parts of the world. Both local and foreign tourists pay huge sums of money in foreign and local currencies to gain access to various services and attractions offered by the tourism industry. These tourist activities usually lead to the expansion of the towns and cities where they are taking place. In Central Africa, the Zambian City of Livingstone has also expanded in the same manner.

Tourism, apart from being labour intensive in nature, is recognised as a foreign exchange earner, thereby contributing substantial revenue to the economy of particular countries. Tourism seems to have economic oriented activity which in the process generates employment in transport, construction, agriculture and in service industry like Lodges (Mundia, 1995). Subscribing to the view on the provision of employment, the Government of Zambia views the tourism industry as that which "provides jobs for local people in urban and rural areas" (GRZ, 1999b: 5). The provision of employment as one of many aspects, tends to provide some social and economic benefits on one hand, which to some extent, improves the standard of living to groups of people living in both the rural and urban centres. On the other hand, there are adverse social and economic aspects which, if unchecked, may become quite detrimental to the industry.

The value attached to the tourism industry in Zambia cannot be overemphasised, especially with the liberalisation policy of the market economy. Considering that Zambia has largely depended on the mining sector, especially on copper which time and again fluctuates in terms of prices and sales at the London Stock Exchange on one hand, and the agricultural sector which has not been doing well, either, for a long time now. With this background, the Zambian government attaches greater importance to

the tourism industry, considering it as an industry that can successfully supplement and contribute greatly to the economic growth and development of the country in various aspects. Much emphasis and resources are being attached to the development and sustainability of the industry to make it more viable and competitive regionally, even to attract more visitors into the country.

Having this focus on the importance of the tourism industry in Zambia, the researcher decided to carry out this study. Besides this focus, various researchers in the past have written much literature on issues that do not specifically and exclusively bring out the effects of the expansion of the tourism industry on the economic and social aspects of Livingstone City. They have instead written about: What tourists expect as they come to Zambia for them to be satisfied; The participation of domestic tourists visiting Zambia for holiday purposes (Mwale, 1990). This suggests that there has not been much work done in this area. This could among other reasons be attributed to dormance of the tourism industry in the city under discussion for 5 to 10 years, especially before the year 1990.

From the year 1991, the tourism industry in Livingstone City has been expanding. The expansions is in terms of service industries such as Guest houses, lodges, hotels, restaurants and jetties. Other related expansion is in terms of adventure activities such as canoeing, game and bird viewing, fishing and microlighting. In addition, ^{to} activities, much rehabilitation work has been done on road networks, the international airport and many other infrastructures. This expansion has brought about the economic and social advantages and disadvantages to Livingstone City.

This study on one hand attempts to establish and ascertain the changes that have taken place in Livingstone City as a result of the expansion of the tourism industry. In addition to this, it looks at the effects and implications of the expansion of the tourism industry on the economic and social aspects of Livingstone City. On the other hand, it suggests possible solutions to some problems indicated.

Livingstone City is the study area. The city was selected because of among other things the following factors:

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Livingstone City is the study area. The city was selected because of among other things the following factors:

- (i) It is the Provincial Headquarters of the Southern Province of Zambia,
- (ii) It is a border town where Zambia shares the political boundary and the mighty Victoria Falls, with Zimbabwe.
- (iii) It is a tourist capital of Zambia and it appears to be a fast growing city in almost all developmental endeavours, tourism inclusive.
- (iv) The city harbours, amongst many other tourist attractions, one of the wonders of the world, the Victoria Falls, which has been declared as a "WORLD HERITAGE SITE" and Livingstone as the wonder city (Mwewa, 2002).

When the effects and the implications of the tourism industry expansion on the economic and social aspects have been correctly perceived and understood, the aforesaid advantages will be further promoted and possibly increase in number whereas the disadvantages will be either controlled or eradicated in Livingstone City.

1.2 The Statement of the Problem

As stated in the background of the study, the expansion of the tourism industry in any place promotes both positive and negative effects. Some people argue that with the expansion of the tourism industry in any given locality, benefits such as employment opportunities, entertainments and improved standard of living are attained. Others argue to the contrary that the expansion of the tourism industry in any given locality creates and promotes more problems, such as crime, violence and immorality.

Considering such diverse views on the effects of the expansion of the tourism industry on the economic and social aspects, the study was conducted in Livingstone City to establish whether such positive and negative effects were also prevalent there, considering that the tourism industry has been expanding rapidly in Livingstone City.

1.3 Aims of the Study

The main aim of the study was to find out whether the expansion of the tourism industry has any effect on the economic and social aspects of Livingstone City. To carry out this aim successfully, the researcher used variables such as: Age, sex, educational level, marital status and income.

1.4 Specific Objectives of the Study

This study was conducted in order to:

- (i) quantify and ascertain any observed changes in the tourism industry as a result of the tourism industry expansion in Livingstone City.
- (ii) establish the implications and the effects of the expansion of the tourism industry on economic and social aspects in Livingstone City.
- (iii) propose solutions to problems associated with the expansion of the tourism industry in Livingstone City.

1.5 Research Questions

To successfully achieve the main aim and its specific objectives, the researcher considered the following research questions which embrace the whole study:

- (i) What are the economic effects of the expansion of the tourism industry in Livingstone City?
- (ii) What are the social effects of the expansion of the tourism industry in Livingstone City?

1.6 The Significance of the Study

As different views stand on the effects of the expansion of the tourism industry in terms of advantages and disadvantages, even as portrayed in the statement of the problem, the researcher felt carrying out such a study could be of greater benefit in so many areas.

It is, therefore, envisaged that the findings of this study may help in various ways:

- i. The researcher realised that there was little literature on the subject. It will therefore, be useful to add literature which can be used in future.
- ii. The information collected may be used by future researchers as a basis for either replicating this study or conducting further research aimed at filling the gaps that may be in this work. Apart from future researchers, this knowledge may equally boost the understanding of the local residents about the tourism industry in Livingstone City. This may lead the local residents to positively appreciate,

safeguard, promote and support all that has to do with the tourism industry both locally and countrywide to sustain tourism development.

iii. Though the information gathered has to do with a particular city, the district stakeholders and, indeed, other tourism industry related stakeholders may use this very information in their planning so as to boost the tourism industry, to the benefit of the local residents. In other words, this work may be used as a tourism guide to planners, especially in the tourism industry.

1.7 The Scope of the Study

This section deals with the limits within which the researcher operated. It is well documented in literature that tourism industry has effects on the social, economical and environmental aspects. The researcher, however, concentrated a great deal on the social and economical aspects in the expansion of the tourism industry in Livingstone City only. To that end, the researcher tried to investigate and finally establish the perceived positive and negative outcomes of the expansion of the tourism industry. The study encompassed, among other ideas, how the industry has boosted the social and economic standards of living for Livingstone local people in terms of employment. It is also possible that in one way or another this expansion of the tourism industry could have an influence on Curio industry, where tourists buy handicrafts sculptures.

1.8 Definition of Terms

Tourism: The relationships and phenomena arising out of the journeys and temporary stays of people travelling primarily for leisure or recreational purposes (Pearce, 1989: 1).

Tourist: The World Tourism Organization (WTO) defines a tourist as a temporary visitor staying at least 24 hours (or one night) in the country visited and the purpose of whose journey can be for leisure, recreation, business, family or mission meeting. Visitors on business, family or mission meeting have been included in the definition of tourist if they visited the tourist attractions (Mwale, 1990: 6).

Tourist Establishments/Service Industry: Has here been used to refer to Lodges and Tours, Guesthouses, Jetties, Hotels and Restaurants.

Tourist Attractions:In this study, this refers to the historical and cultural sites, the Mighty Victoria Falls, The Museum (Livingstone Museum, Railway Museum and Field Museum), The National Park (Musi-oa-Tunya).

Adventure Activities: In this study refers to types of entertainment which are part of recreation. This includes: canoeing, white water rafting, micro lighting, game drives, bird watching, fishing, bungi jumping (ZNTB, 1999).

Recreation: The time spent on relaxation, exercise, entertainment which could be termed as “functional” to the maintenance of the social system (Mwale, 1990).

Benefits: In this study, this refers to the advantages or, indeed, goodness of the tourism industry to the local residents.

1.9 Preview of the Organisation of the Report

The purpose of this section is to outline how the study is organised. Chapter one is an introductory chapter introducing clearly the background to the study; the statement of the problem; the aims and specific objectives of the study, the research questions; the significance of the study. Other sections include the scope of the study, and the definition of some terms used in this study. Chapter two is literature review on tourism studies considering it at world level, the current study area inclusive. Literature relevant to the current study is also outlined. The effects of tourism industry is also discussed. Chapter three reviews the details about the study area. It describes in details the current study area. Chapter four deals with the methods employed in data collection. It reviews the Data Collection Approach, the population and sample size, sampling methods, Pilot study, sources of data, It also deals with the problems encountered by the researcher in data collection. Finally it looks at data analysis. Chapter five is the presentation of the results or findings, mainly considering the social and economical characteristics of respondents and also statistical data on Sexually Transmitted Diseases (STDs) from twelve (12) Health Institutions of Livingstone City. Chapter six involves the discussion of the research findings. It analyses and integrates the issues of the whole study and, finally, Chapter seven is the conclusions and

recommendations of the whole research work. The chapter summarises such major issues as recommendations on how the results or findings can be applied in a practical way, in order to have a sustainable tourism industry.

CHAPTER TWO

2.0 LITERATURE REVIEW

This chapter reviews the relevant available literature on tourism. It examines the general trends on the world tourism with much focus on the expansion and effects of the tourism industry in Livingstone City in Zambia. It further considers tourism sector in Africa and Zambia, respectively. It also outlines the socio-economic aspects in light of benefits and problems on the one hand and prospects (the way forward) on the other hand.

2.1 General Trends in World Tourism

World tourism, which is also referred to as international tourism, has, in recent times, made the world become quite small. Tourism which is also popularly known as the travel industry has become a comprehensive social science which affects millions of people scattered all over the globe (Seth, 1997). Since the early 1960s, the international tourism has expanded rapidly. For instance, from 1962 to 1972 the world international tourist arrivals grew at an average annual rate of 8.4%. It was expected to grow by 4% per year between 1992 to 2000 and probably reduce to 3.6% annually from 2000 to 2010 respectively (Harrison and Husbands, 1996). The expansion in terms of arrivals has ever been accompanied by foreign revenue collections. The year 1996 recorded above 595 million international tourists. In terms of domestic and foreign travel expenditure in the same year, the estimation was US\$3,500 billion and this represented 12.3% of the world's consumer spending. The share of third world countries from the total international tourist receipts of US\$423 billion in the same year was US\$55 billion or 15 per cent (Seth, 1997). Commenting on the average increase of the international tourism receipts worldwide, Seth (1997:47) has the following to say:

International tourism receipts at current prices excluding the expenditure on international transport increased each year at an average rate of 13 percent growing from US\$2 billion in 1950 to US\$18 billion twenty years later and US\$423 billion in 1996.

Various people argue that tourism industry is an economic labour intensive industry in nature and many countries world-wide, Africa inclusive, have partly reduced their unemployment problems using the tourism industry. They further argue that the creation of employment for citizens, especially unskilled labour in a particular country,

alleviates people's poverty levels and improves their standard of living which everybody else struggles to attain. It also creates foreign exchange and promotes the understanding and peace between nations, which fosters regional development especially in rural areas (Mwale, 1990; Knight and Newman, 1976). Denman (2001:1) puts this argument much clearly when he says that:

Tourism is the world's largest industry. It accounts for more than 10% of total employment, 11% of global GDP, and total tourist trips are **predicted to increase to 1.6 billion by 2020. As such, it has a major and increasing impact on both people and nature** (Denman, 2001: 1).

Knight and Newman(1976) further observe that the increase in the international tourists comes about due to various transformations in the tourism industry. These factors, among many, include improved infrastructures; holiday packages which may even enable one to pay in advance while in his/her own country; communications and transport systems. Other factors are attributed to the improved economic standards of people, especially those from the western world, who spare their time to go out visiting.

2.2 Tourism in Africa

Like other continents, Africa, also has not lagged behind in the tourism industry, even in its growth. Considering on what could have been the tourists attractions for various tourists to Africa, people such as Knight and Newman (1976) say that amongst other things are game viewing and hunting, exotic seeking and the general exploration of the continent, magnificent scenery, sunny climate, tropical forests and, usually scenic mountains.

In terms of contributions to the international tourism scope, people such as Harrison and Husbands(1996) confirm that Africa generally accounts for less than 2 percent of the world receipts and also less than 4 per cent of world arrivals and most of these are concentrated in North Africa. They further say, like in any other industry in the world, tourism industry has helped to solve unemployment problems in the continent. Not only that, the economies in terms of revenue collections have been improving over the years. For, instance, South Africa among other nations in Africa, has tried to solve some of her obvious unemployment problems using the tourism industry resources. In terms of figures ,Harrison and Husbands(1996) say that the country in 1996 aimed at

attracting about one million international visitors with the expected revenue collections of US\$2.6 billion, as compared to US\$800 million in 1992. This was estimated to create employment of about 200,000 which would give additional jobs by the year 2000.

Africa shows a greater potential in the tourism industry, though it is still untapped. Few countries such as Kenya and South Africa however, have been cited to have been doing exceptionally well (Knight and Newman, 1976). In terms of tourist arrivals to Africa, most of them come from the Western world and the European countries. The table below shows the tourist arrivals to Africa in the years 1969 and 1970.

Table 1: SHOWING RECENT AFRICAN TOURISM

FROM	TO				
	Ethiopia 1970	Kenya 1970	Nigeria 1969	South Africa 1969	Uganda 1970
TOTAL	53,187	343,496	13,767	328,241	80,363
Australia	406	3,057		9,185	
Austria		2,457			
Belgium		2,459		1,543	484
Canada		5,594	271	3,112	984
Denmark		3,962			584
France	7,154	7,548	188	4,166	936
East Germany				10,018	
West Germany	2,880	22,771	431		2,897
Greece		1,693		1,498	
India	1,785	17,604	308		2,333
Ireland				1,522	
Israel		3,591		1,831	408
Italy	3,561	10,291	187	3,425	1,788
Japan	756	3,031	144		611
Netherlands		5,110	267	5,433	738
New Zealand				1,770	
Pakistan					388
Portugal				2,611	
Sweden	1,191	4,180			537
Switzerland		9,289	144	3,639	1,005
United Kingdom	4,531	104,810	4,338	55,851	10,754
United States	11,239	49,139	1,556	18,389	10,940
Not specified	19,634	86,911	5,833	204,248	44,976

Source: Knight and Newman (1976:463)

From table 1 above it is observed that the leading international countries to African countries were The United Kingdom (U.K) and The United States of America respectively. Few countries such as Pakistan did not do well in the years under review. The country sent only 388 tourists to Uganda as compared to U.K which saw 10,754 tourists to the same country during the same year. In terms of comparison, domestic tourism as compared to the international tourism is still lagging behind partly due to the unaffordable costs attached to the consumption of the tourism industry. Other factors could have been due to political instability that goes on in various countries such as Angola, Democratic Republic of Congo (DRC), and Uganda.

2.3 Tourism in Zambia

In the tourism industry language, Zambia is described as the “Real Africa”. Unlike the flourishing tourism industry of Kenya, Zambia’s tourism industry is said to be relatively new and continues undergoing intensive re-organisation and restructuring. Commenting on Zambia’s potential and the importance she attaches to the tourism industry, Mwale (1990:iii) gives the following highlights:

Zambia’s New Economic Policy, especially FNDPs, New Economic Recovery Plan (NERP), recognises the need for the development of tourism as an alternative to copper and has been placed as the number two to agriculture ... so as to increase tourist flows to Zambia.

Zambia’s recognition of the importance of developing and revamping the tourism industry was re-kindled as early as the 1970s. As a matter of urgency and vision, the favour for tourism industry came in due to the experiences of the drop in copper earnings and a rise in inflation rates. Additionally, its importance was recognised so as to create employment to citizens because employment opportunities were becoming difficult (GRZ, 1979).

To give the tourism industry full backing, the government of Zambia did not only establish wings like the Ministry of Tourism (then) and the Zambia National Tourist Board (ZNTB), but put together a mission statement for the tourism sector which is:

To contribute sustainably to the economic well-being and enhanced quality of life for Zambians through government led, private sector driven, quality product developments that are consistent with the protection of the unique natural and cultural heritage (GRZ, 1999a: 2).

This mission statement is further supported by the active roles of the government in its commitment to developing a more decentralised tourism economy and the following are the roles. The government shall:

- Facilitate tourism development
- Formulate tourism related policies;
- Enact legislation to consolidate the legislative development
- Streamline and eliminate conflicts/overlaps
- Introduce appropriate administrative structures necessary for the implementation of these policies (GRZ, 1999b: 13-14)

As observed from the world's and Africa's tourism industry trends, Zambia receives both local and international tourists who are attracted to Zambia for various factors some of the factors are: the presence of The mighty Victoria Falls, the Wildlife which include the superb bird life in rather inaccessible flood plains and swamps; the country's favourable climate (Davies, 1971). Besides these tourist attractions, Davies (1971) and Z.N.T.B (1998a) include the following :game parks, like the Kafue National Park, which is Africa's largest game reserve. It is the home to elephants, Buffalo, hippo, leopard . Others are the Luangwa Valley on the eastern Zambia and is a home of over 50 mammal species, and over 400 bird species on record; the Lochnivar Park; Zambian traditional ceremonies – tribal and cultural heritage festivals which provide an added dimension to unforgettable holiday in the country. The Lochnivar Park is believed to contain the widest variety of bird species in the world. Other areas of interest in Zambia are the Kasaba Bay on Lake Tanganyika; the Nsumbu Game Reserve; the Kalambo Falls (Africa's Second highest falls) and the man made Lake, Kariba (Z.N.T.B, 1998b).

As already alluded to, Zambia's expanding tourism industry has attracted both domestic and international visitors. On visitor arrivals by continent into this country (Zambia) a tremendous growth has been observed, taking for instance, the periods 1997, 1999, 2000. In terms of actual figures of the visitor arrivals to Zambia from the

continents of Africa, Europe, America, Australia and Asia/oceania in the years 1997, 1999, and 2000, the table below shows the trend

Table 2: SHOWING TOTAL OF VISITOR ARRIVALS BY CONTINENT INTO ZAMBIA

Year	Total
1997	340,896
1999	404,247
2000	457,419

Source: Digest of Tourism Statistics; (ZNTB 1997; GRZ, 2001a and b)

From the table above, the period from 1997 to 1999, gives the rise of 18.6 percent whereas from 1999 to 2000, it drops to 13.5 percent. The progression, however, is that of increasing in number of arrivals into the country, from 340,896 in 1997 to 457,419 in 2000.

Like the experience of tourist arrivals to Africa, Zambia's tourist arrivals are dominated by the Western and European countries. In terms of tourism industry consumption Mwale (1990) reveals that 92% is attributed to the Western and European countries who consume about 92%. The leading countries are: United Kingdom (UK), United States of America (USA), Australia, other Europe, German, other Scandinavia. From the domestic point of view the leading countries are: Zimbabwe and, South Africa. In 1997 and 1999 the leading country in the top ten holiday market for Zambia was South Africa with 15,122 and 21,278 holiday visitors, respectively. As for the year 2000, the leading country was Zimbabwe with 20,025 visitors (ZNTB, 1997; GRZ, 2001a and b).

The low consumption on the part of the domestic tourists may be attributed to, among other factors, the unaffordable conditions that are attached to the industry, for instance the costs. These tourists to Zambia use either the air or road transport. Apart from Lusaka International Airport, Livingstone International Airport has been rehabilitated to handle many more tourists coming into the country. Other airport entry points are the Ndola, and Mfuwe airports. Those who enter Zambia by road use any of the following entry points: Mwami, Victoria Falls, Kazungula, Chirundu, Nakonde,

Kariba, Kasumbalesa and Katima Mulilo borders. Zambian tourism sector creates employment for many citizens. To be precise, "it generates around 11,000 direct jobs in Zambia" (GRZ, 1999a: 4).

In terms of revenue collection, the tourism sector generates, in local incomes, around US\$36 million and in foreign exchange earnings the country generates at least US\$75 million. As for Direct Revenues for the government, the tourism sector generates US\$18 million. These figures above can be attributed to the returns provided by the Licensed tourist enterprises in the country (GRZ, 1999a).

As much as the country realises such revenue at National level, individuals also realise some money (by selling curios/art works to tourists) especially those in tourism service industry operations.

In terms of the tourism sector's development in relation to Zambia's neighbouring countries the country is not doing well in terms of competition. There are many factors contributing to this, as Kahonda (2002:5) observes:

Tour operators in Livingstone have bemoaned the high taxes and huge running costs making it difficult for the industry to compete favourably with neighbouring countries.

Numerous overheads and taxes imposed by the government of the Republic of Zambia adversely affect the industry leading to some tourism service industries shutting down, thus reducing the competition with neighbouring countries. Other service industries shift to other countries with favourable conditions.

Lwiindi (2002: 1) subscribing to this view above about Zambia tourism sector in its development, as it relates to neighbouring states, has the following to say:

In Zimbabwe, Botswana and Namibia where tourism is more developed in the Zambezi river basin, there are deliberately set programmes which are associated with the development of social infrastructure such as schools, clinics and road network.

In other words, Zambia has not done much groundwork in the improvement or in rehabilitating the infrastructures to desired standards so as to attract many more tourists. However, the major wings of tourism sector are being supported by the government to see to it that tourism sector succeeds and competes favourably with other countries in the continent, those which are doing better. These are: the Ministry of Tourism (now incorporated into the Ministry of Tourism, Environment and Natural Resources) which carries out the responsibility for policy formulation and co-ordination in the sector and for carrying out the respective roles; The Zambia national Tourist Board (ZNTB), which is the marketing and promoting wing of the country's tourist industry; the National Heritage and Conservation Commission (NHCC) which is responsible for the management of the country's heritage resources for commercial exploitation and provision of ideal opportunities for the local entrepreneurs to partner with local communities in their developments.

2.4 Tourism in Livingstone

Amongst all the towns that are found in Zambia, Livingstone town plays a big role in terms of tourism. The City is well renowned world wide because of its tourist attractions. Making a description of Livingstone City COMESA (2001:68) has this highlight:

While tourism operations are spread countrywide, Zambia's tourist capital is Livingstone, which boasts a natural resource base, ideal location and easy availability of labour. The town is renowned for all kinds of adventure sports as well as innumerable leisure activities, and there are fine hotels and casinos, as well as historical museum. Its position at the hub of routes to neighbouring countries and the sea at Walvis Bay gives it a powerful advantage that enables it to compete with any other centre in the region.

Zambia's tourism industry may not be complete without the inclusion of the contributions that are realised from Livingstone City which is rich in scenery and heritage, making it the tourist heart of Zambia (ZNTB, 1998c). Tourism sector expansion in the city has been yielding both positive and negative results. However, a successful tourist development is one where the attraction serves as a facility for both residents and visitors or tourists. Amongst all the tourist attractions in Livingstone, is the Mighty Victoria Falls. It is one of Zambia's most scenic attractions named by the Lozi people as Musi-oa-Tunya Falls (meaning the smoke that thunders), but

renamed by Dr. David Livingstone as the Victoria Falls (i.e. after the Queen of England). The falls which is about 1.7 Km wide, tearing down at a vertical drop of 100 metres, and can be seen from 30 Km away is underlaid by numerous gorges (Davis, 1971; ZNTB, 1999). Other expanded adventure activities for all include canoeing, white water rafting, microlighting, game drives, bird watching (with about 385 different bird species identified); horse trails; fishing; river boarding; Bungi jumping (the world's most exhilarating jump, plunging 111 metres from the Victoria Falls Bridge).

Financial institutions, Hotels, lodges and restaurants, Health institutions(pharmacies inclusive) law firms, telecommunications, social clubs and tours and Tour operators are some supporting institutions of the tourism sector (ZNTB, 1999). From the period around 1900s when Livingstone town was founded, with probably only one pronounced scenic attraction (i.e. The Victoria falls or Musi-oa-tunya falls), the city has tremendously expanded in the tourism sector. This expansion can be classed in terms of tourist arrivals and expenditures on the one hand, and the number of established service industries (hotels, casinos, lodges, Guest houses and restaurants; the improved infrastructures (e.g. Livingstone International Airport) on the other hand. Livingstone today has above 30 tourism establishments/service industries which are at the service of tourists. (see Appendix V).

The construction and opening of the Sun-International Hotel in the year 2001 has greatly boosted the inflow of many overseas tourists because it meets the required and acceptable international standards. It is one of the show pieces in the tourist capital beefing up the already existing hotels such as: The New Fairmount Hotel and Casino, The North-Western and Eastern Mansions, The Wasawange Lodge and Tours, to name but a few.

The tourism sector in Livingstone has greatly seen a lot of people employed. At the time the sector was not performing so well, Livingstone City was endowed with quite a good number of factories. For example, the Textile, and the Motor Assembly, accommodated a lot of residents in offering them employment. Today, most of these industries are closed down, leaving a lot of people unemployed, some resorting to violence and crime for their survival. Commenting on the shut down of the textile

industries of Livingstone, Whitehead (1996: 2) has this to say "... there were 32 textile factories in Livingstone of which only two are still operating..."

With such a gloomy picture about the closed textile industries which were the major employing sector in the city, the only alternative sector for people's survival is tourism sector. The closure of about 30 textile industries could be attributed to the liberalised economy policy of the country, Zambia, in that most of them could not favourably compete ^{with} foreign investment, thus closing down. Furthermore, the procuring of raw materials became almost impossible for even capital was a problem. This led to so many people being laid off from employment. The expanding and revitalising of the tourism sector in the city has become an agent of employment to some Livingstone residents, whose total population stands at about 158,149 (C.S.O., 2000).

... over the years the tourism industry has been steadily growing and employing more and more local people (Ngosa, 2002: 1).

Hotels, Lodges, Guesthouses, tour operations, Restaurants, to name a few, are places which have in one way or another provided both skilled and unskilled employment to Livingstone residents.

In terms of security of the city in relation to the tourism industry, it may be difficult to pin point exactly whether the alleged deteriorating security consciousness has to do with the expansion of the tourism industry or not. However, one cannot completely rule out such possibilities. According to Whitehead (1996), Livingstone City is being threatened with armed robberies. Previously petty crimes which were centred and thrived on the main streets, shops, houses, etc. were experienced. As for banditry type of robbery, the group of bandits operate between 1900 hours and 2000 hours in the evening, disturbing people in their residences or on their way coming late from work. This disturbs the tourist's freedom in one way or another. Commenting on the same alleged escalating crime in Livingstone City, Mwewa (2002: 6) has the following to say:

In the face of escalating crime levels in the city, owners of the guesthouses and lodges in the park have decided to enclose their premises with electric wire fences. Because of crime wave which has shot through in Livingstone, lodges had been cleaned out by robbers.

This is an anti-social behaviour probably due to people's lack of sustainable means which, of course, the tourism industry is trying to partly solve by offering both skilled and unskilled jobs.

On the moral degradation, Livingstone City is not an exception at all. The presence of so many people in the city and indeed the unstoppable mushrooming Guesthouses and lodges in the city may, in one way or another, contribute to the sexually engaged behaviour leading to sexually Transmitted Diseases and/or Infections (STD/STI) and indeed the deadly HIV/AIDS pandemic. To confirm the likelihood of the prevalence of S.T.Ds in the City, Whitehead(1996) talks about the establishment of the programme 'Adventure Unlimited'. This programme is prepared to help in shaping attitudes and values in the young people especially in primary schools of Livingstone, sensitizing them over deadly disease HIV/AIDS which may be acquired if their sexual behaviour is uncontrolled.

Livingstone City represents a quite exceptional opportunity to become a world-renowned holiday resort destination. It, has a combination of unparalleled adventure or activities and so it is referred to as the resort capital and, indeed, adventure capital of Zambia, the Real Africa. A significant heritage, a 'must see' scenic beauty of the Victoria Falls and also a possible access to a representation of Zambia's wildlife make Livingstone City what it is worldwide (GRZ, 1999a).

2.5 Socio-Economic Aspects of Tourism

Tourism industry worldwide has various obvious impacts on the environment in general. These impacts are either positive or negative. From the economic positive point of view, Knight and Newman (1976) and Pearce (1981) observe that tourism, among other contributions, diversifies the economy of the society; increases the state's revenue; increases the income levels of people; improves the balance of payment situations and creates new employment opportunities. Mwale (1990) subscribes to the view that the economic benefits of expanded international tourism are absorption of unskilled labour; the retention and development of native arts and crafts; and foreign exchange earnings.

Despite some positive economic benefits that come with the expansion of the tourism industry, it is as well associated with some negative economic impacts. Commenting on the negative economic aspects, Mwale (1990: 8) has the following to say:

It is mainly foreign controlled; it encourages servility in the workers employed in the tourist industry. It brings resentment in the local population because most of the services enjoyed by the tourists are out of reach for the local community. In addition not as many jobs are created because of leakages in form of foreign exchange used to import goods needed by the tourists.

Buckinghamshire Chilterns University College (1998: 37), commenting on the economic negative aspects of tourism also has the following to say:

Economic impacts are either negative, or do not maximise their positive potential. These are danger of over-dependence on tourism, increased inflation and higher land values, increased propensity to import, creation of external costs and opportunity costs and displacement effect.

The institution further describes the tourism industry as the enclave industry which deprives local people from taking part in tourism consumption. The increased propensity to import may imply importing foodstuffs and other necessary items to different tastes of the tourists. This will demand importing such products from abroad, because they cannot be produced at the tourist destination. This means an economic loss since economic leakages will be enhanced instead of staying at the tourist destination.

Displacement effect may mean substituting one form of expenditure and economic activity for another instead of generating more income. At times in economics, it becomes necessary to replace one activity with another that is less productive. The concept of opportunity cost may mean the “added benefits that you are losing because of using your resources in a project that does not give as much profit” (Buckinghamshire Chilterns University College, 1998: 39).

Increased inflation and higher land values become negative impacts in that in less developed economies, foreign tourists at times consider locally sold products cheap and, therefore spend their money and resources carelessly. Upon seeing that tourists

are willing to pay more for the same product, local stores, have always hiked prices to the disadvantage of the locals who will eventually stop shopping from such shops. On the part of the accommodation and other services, rent and taxes are increased wherever tourists settle; creating the high cost on the whole tourist destination.

On the creation of external costs, tourists create extra costs which they do not directly pay for. For instance, the costs of rubbish collection, maintenance of attractions due to vandalism or crowding, police force, to name a few, are largely paid for by the public sector through taxes on residents and local businesses.

From the positive social aspects, tourism is very beneficial in so many ways. The social impact of tourism will always vary depending on the differences between the visited and the visitors, whether in terms of social outlook, race, culture and numbers.

Tourism enhances entertainment and cultural activities. In the process, cultural heritage is promoted in that due to the economic aspect attached to those traditional ceremonies especially in the African continent will be very much developed as part of entertainment and indeed monetary gain (Seth, 1997).

Tourism is considered as a sector which leads to the re-distribution of wealth. Seth (1997: 88) confirms this by saying that:

The income generated in community A which is affluent is spent in community B which may be relatively poor in the absence of resources ... the benefit to the economy will be good in terms of employment as well as income. Government, too, will get its share of taxes.

The other positive aspect of the industry is the solution of population. Tourism in certain countries depopulates certain areas. The depopulation of rural areas due to pressure on land is partly reversed and families are not disrupted. This becomes very possible because tourism is one of the few if not the only industry that reaches the remote parts of a country.

Tourism on the social aspect improves the international understanding. When this happens tourism acts as a vehicle to bring diverse people face to face. Thus contributing to the international goodwill as a prime means of building up social and cultural outlook among all peoples of the world (Bhatia, 1982). The other aspect that springs from such understanding is the making of friends which greatly enriches and promotes friendship and goodwill. There is also a mingling of cultures which in the process breaks down prejudices, barriers and suspicions that largely and strangely exist between nations (Bhatia, 1982).

Last but not the least tourism acts as a means of social education in that people understand and appreciate other people's varied cultures and life styles. Today tourism helps to educate people. Some further technological changes take place. This and much more create religious tolerance and promotes sporting activities. As people visit other areas, and they go back to their countries of origin, they subsequently spread the word about the rich heritage of where they are coming from (Bhatia, 1982 and Seth, 1997).

Despite various considerations on the social aspects of the expansion of the tourism industry, there are also various problems of the industry. It is such alleged problems that compel some people to conclude that it is more destructive, especially on the social and economic aspects. Some of the negative social aspects described by Mwale (1990: 8) are among other things the "loss of autonomy by the indigenous people who mainly depend on the leisure time consumption of the advanced countries".

One cannot over-emphasise the loss of autonomy by the indigenous people. Some local women/girls get engaged in prostitution, marriages of convenience, and at the end of the day many more children are born whose fathers are not known resulting in street kids being found all over. In other words "locals" in the process lose their identity and life styles and imitate that of the tourists; in eating, dressing, to name but a few. Subscribing to the loss of identity in another version, Pearce (1989: 221) has the following to say:

Elsewhere, tourist behaviour may be offensive to local norms ...
increased prostitution is commonly associated with an expansion of

tourism, with vacations providing an opportunity for the inversion of sexual and other restrictions.

The acts of prostitution lead to the transmission of S.T.Ds which today worldwide could be termed as the major spring board to the deadly and incurable HIV/AIDS pandemic disease.

Apart from the spread of the S.T.Ds some people observe that tourism is also associated with crime, theft and violence against people and property. Giving an assumption over these negative attributes of tourism Seth (1997:92) has this to comment:

It is reasonable to assume that large-scale tourism contributes to an increase in crime leading to more expenditure on law enforcement. A study undertaken in Miami, Florida, noted a close similarity between the tourist season and the crime season, suggesting that it indicated the response of the criminals to increase in availability of targets of crime.

Buckinghamshire Chilterns University College (1998) subscribes to this view that tourism has exacerbated a rise in crime, drugs and prostitution. Tourism is also alleged to create conflict between the demands of the visitors and the interest of the residents. The more the presence of visitors in an area, the higher the risk of inconvenience to local population which may be followed by resentment and tension. This to some extent brings about the apathy that the locals have towards the visitors and when tourism assumes large scale, apathy turns into hostility towards the visitors which is very detrimental to the development of the industry (Seth, 1997).

CHAPTER THREE

3.0 DESCRIPTION OF THE STUDY AREA

This chapter presents the description of the relevant geographical situation of Livingstone City, the area under review.

3.1 Livingstone: Early History

Livingstone is named after Dr. David Livingstone, the first European to visit that town. Before that, the area was called the Constitution Hill (ZNTB, 1995). The growth of Livingstone as a world known tourist town can be attributed to mainly two factors: Its proximity to the Victoria Falls from which it primarily owes its existence and also to its location as the main point of entry to Zambia (North-western Rhodesia then). These two factors saw the rapid growth of this town to even become one of the first white settlements in Northern Rhodesia (now Zambia). Furthermore, it was not only the first and only urban centre in the territory but the gateway to the North, thus grew into a tourist town (Z.N.T.B. 1995 and Mundia, 1995).

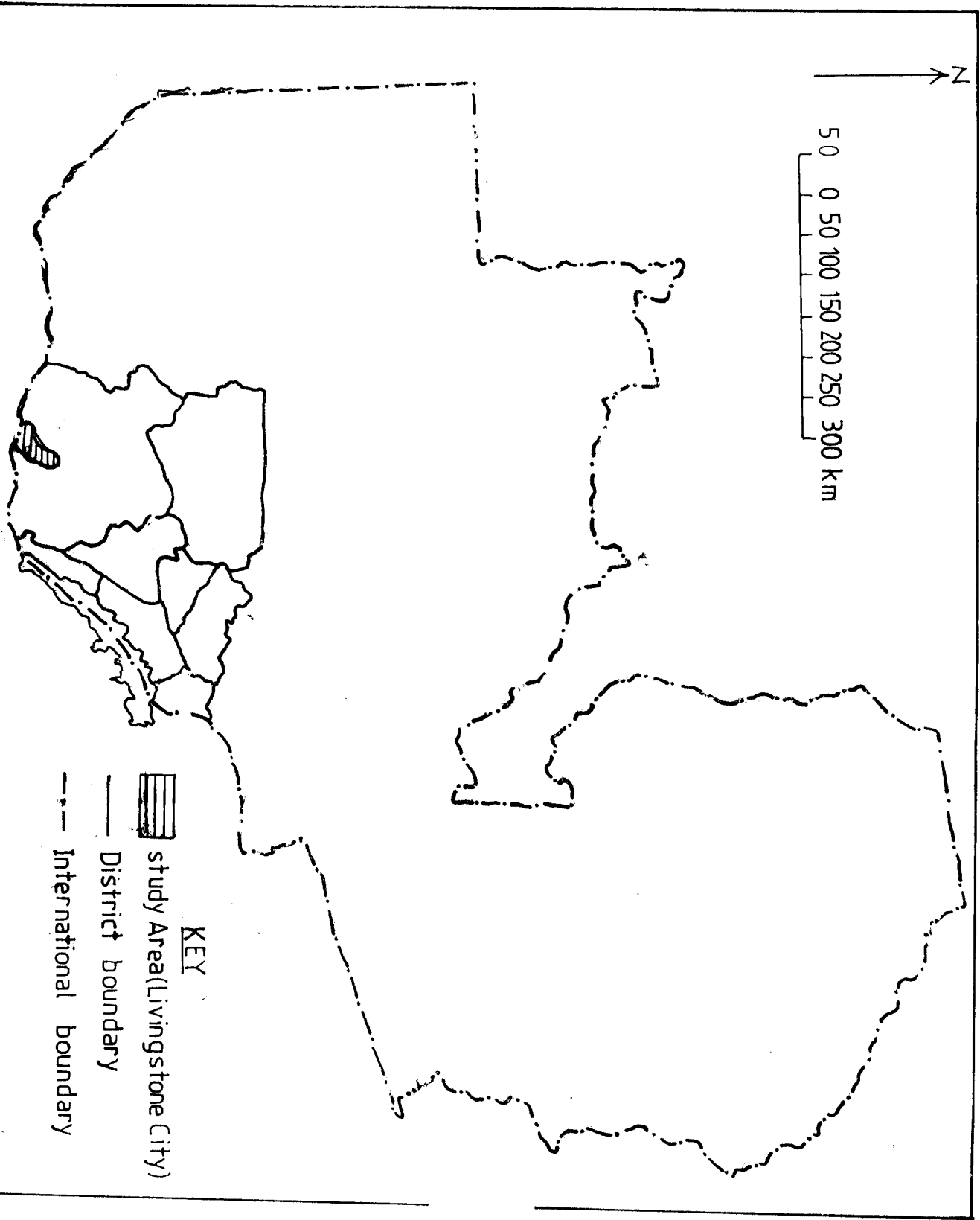
Livingstone was founded in 1905 at a safe distance from the swampy banks of the Zambezi. The original site of this town is the old drift situated some 10Km from the present site of the town. Due to the geological conditions (being marshy and flat) of the site and also its being infested with a lot of mosquitoes, which caused Malaria, the shift was made to the present location. This was done by the colonial administration, thereabout, 1904 – (ZNTB, 1995). In 1907, it became the tourist capital and since then it has been historically alive (Ngosa, 2002). Livingstone became the capital of Northern Rhodesia in 1911 up until 1935. The old town of Livingstone was centred around the Barotse Park (now Mukuni Park) along Musi-oa-tunya road and it covered an area of one and a half kilometres in all directions (ZNTB, 1995 and Mundia, 1995).

3.2 Location

Livingstone City lies about 10km away from the Victoria Falls. It is found in the Southern part of Zambia, near the Zambezi River forming the boundary between Zambia and Zimbabwe. The town lies between 17°S and 18°S and Longitudes 25°E and 26°E. In the year 2000, its population was about 158,149 as compared to 83,780 for the year 1990 (CSO, 2000) (Fig. 1 shows the location of the town).

Economically, Livingstone is engaged in commercial and financial services, light industries, tourism-oriented activities and, indeed, various operations of the

FIG1: LOCATION OF LIVINGSTONE CITY IN SOUTHERN PROVINCE



government' departments. The town is served by railway, road and air transport systems.

3.3 The Tourist Attractions

Livingstone is described as 'the wonder city', the city of heritage and culture. Others describe it as the adventure capital of Africa, and, above all, as the tourist capital of Zambia. As a tourist capital of Zambia, Livingstone harbours a lot of tourist attractions which are even internationally appreciated, thus the inflow of many tourists even from countries far and near. The City lures the adventurous and various travellers into its vast expanses, which are filled with natural wonders and astonishing wildlife. Livingstone city is the source of Zambia's pride and identity and boasts of tourism resorts which are of great economic meaning to the nation (Ngosa, 2002). The attractions which have made Livingstone city to be so much pronounced world wide may include the following:

3.3.1 The Victoria Falls

The Victoria Falls is one of the seven spectacular natural wonders of the world. It is popularly known by its local name, Musi-oa-tunya (the smoke that thunders). The falls are situated ten (10) kilometres from the town centre.

The falls are found in the Mosi-oa-tunya National Park on the might Zambezi River. It is about 1,700 metres wide, 108 metres deep and is able to rise up to 300 metres into the air before it vertically drops, creating a thundering smoke which can be seen from a distance of about 30 kilometres. The Musi-oa-tunya was given the name Victoria Falls by Dr. David Livingstone, who was the Scottish Missionary and explorer, in honour of Queen Victoria of England. It is declared as a World Heritage Site (ZNTB, 1995; Mwewa, 2002).

Livingstone City has seen a lot of development in the tourism industry because of the "Smoke that thunders".

3.3.2 The Livingstone Museums

The City has three (3) museums namely: The Livingstone Museum, the Railway Museum and the Field Museum. The Livingstone museum is located within the town centre. It is the country's biggest and oldest museum dating back to the 1930s. It houses Zambia's relics and commendable artifacts

relating to Dr. David Livingstone. Permanent interpretative exhibitions on prehistory, ethnology, natural history and Zambia's history are displayed in this museum (Ngosa, 2002).

The Railway Museum is described as the home of Zambia's unique railway history. It adds to the preservation of the fine examples of Zambia's railway heritage which includes the steam locomotives and vintage coaches. The museum is owned by the National Heritage Conservation Commission (NHCC) which is a statutory body under the Ministry of Tourism. It is located at the former Zambezi Saw Mills Railways Locomotive shed which owes its existence to as far back as 1892. This museum accommodates among other locomotive engines, the seventh class steam locomotives of 1892, the first to work in Zambia (ZNTB, 1995, Ngosa 2002, and Mundia, 1995).

The Field Museum's location is at the Victoria Falls. It is an archaeological and geological museum displaying the various forms of life around the falls from more than 50,000 years ago to the present.

It is built around an actual excavation through Pleistocene gravels of the Zambezi River. It also displays how the Victoria Falls may have originated (ZNTB, 1995)

3.3.3 The Musi-oa-Tunya National Park

The Musi-oa-Tunya National Park is considered as the smallest park among the 19 parks in Zambia but very unique because of its urban setting. The park covers up to 16 kilometres of the city of Livingstone in the Southern Province. Its main aim is to preserve the Victoria Falls. Within this National Park is a well-stocked Zoological Park with a variety of wild animals, indigenous birds and mammals namely: White Rhinos, Zebra, Wildbeest, Giraffes, Buffalo, Impala, Warthog, Elephant and Bush Pig.

3.3.4 Tourism Adventure Activities

There are a variety of activities that tourists adventure in when they are in Livingstone city. There are water related activities like sundown river cruises; air flight related activities like microlighting using a Pegasus open cockpit microlight; land travels activities which include game drives and bird watching activities to name but a few. There is also Bungi jumping which is the world's most exhilarating breath taking scenery in which one has to be plunged 111 metres from the Victoria Falls bridge, supported by rubber cords as one's only life line.

A total of about 385 different bird species are identified in the area of the Falls which may include the waterfowl, hornbills and the bee-eater. The other adventure activities may include the traditional ceremonies mainly the Lwiindi ceremony, Lukuni Luzwa Buuka which are held every year. These provide Zambia's rich cultural heritage to its tourists (Ngosa, 2002).

3.3.5 Supporting Infrastructure

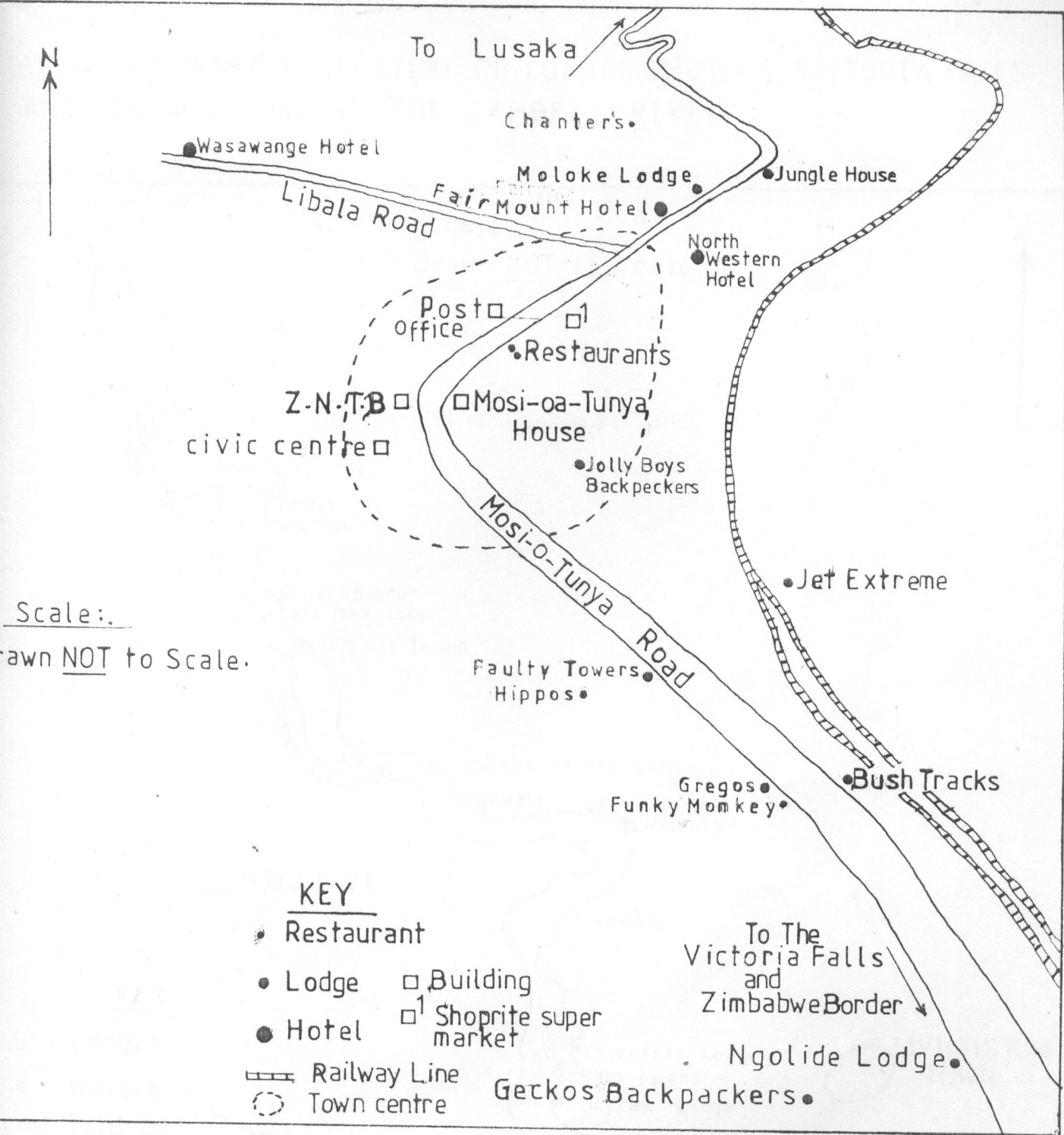
All the above mentioned tourist attractions are supported by a net work of Hotels, lodges, jetties and cabins, banking institutions and, indeed, health institutions to name but a few.

The Sun Hotels International, built where the former Musi-oa-Tunya Inter-Continental Hotel and Rainbow Lodge were situated, is one of the showpieces in Zambia. It is about 300 metres from the Victoria Falls. Among the services that it offers are: a number of television channels, conference centre, entertainment facilities and accommodation.

As already alluded to, Livingstone now has more than 30 tourist establishments. Some of the lodges are Wasawange lodge which is situated on the Airport Road with a good number of well-designed traditional chalets. The Wasawange lodge and tours provide television services, telephone, minibus, swimming and air conditioned rooms to name a few. Other lodges are

Ma'wala lodge, on Nakatandi Road, Jolly Boys, along Mukambo Road, Kubu Cabins, (Nakatindi Road), Makora Quest (Chitimukulu Road), Songwe Point Village (along the Gorges) and Tongabezi River Safaris (Nakatindi Road). (Fig. 2a and 2b)

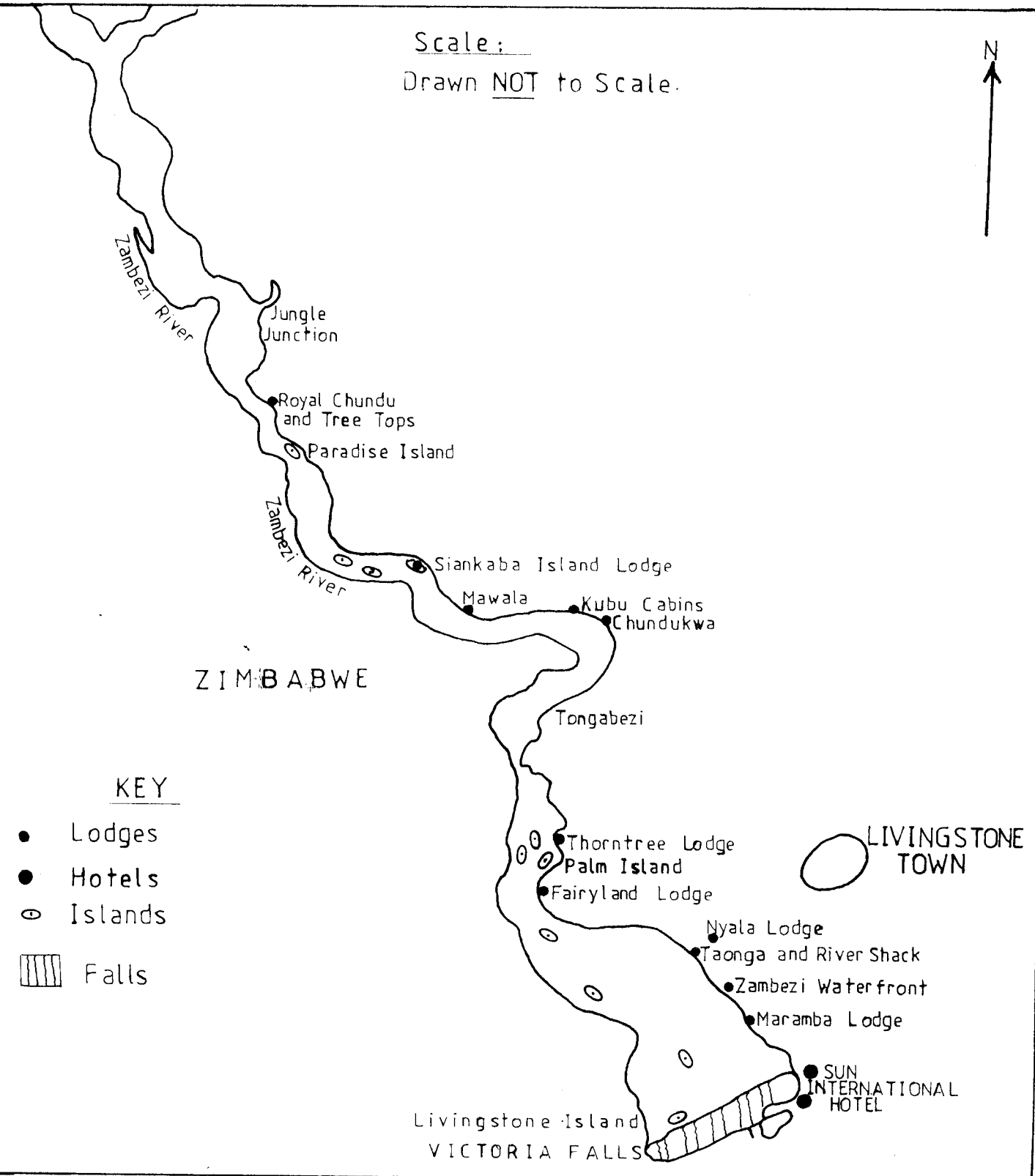
G: 2a. APPROXIMATE LOCATION OF RESTAURANTS, LODGES AND HOTELS AROUND/NEAR LIVINGSTONE TOWN CENTRE



Scale:.
 drawn NOT to Scale.

Source: Curtis, A. (2001)

FIG:2b. APPROXIMATE LOCATION OF LODGES, HOTELS, VICTORIA FALLS AND ISLANDS ALONG THE ZAMBEZI RIVER



Source : Curtis, A. (2001)

Restaurants and takeaways include Chanter's Guest House (Obote Avenue); Eatrite, Hungry Lion, Megabite and Pilgrims, on the Musi-oa-Tunya Road; Funky Munky on the Limulunga Road.

The city also has banking facilities like the Barclays Bank, the Zambia National Commercial Bank (ZANACO); the Standard Chartered Bank and, the Union Bank. These help the tourists to change their money as they desire. There are also various Bureaux De change which provide the financial services respectively

Last but not the least the city has two hospitals – the General and Batoka Hospitals with various health institutions, private ones inclusive. These are scattered all over the city to provide health services to whoever is found in Livingstone town and to make life easier for tourists.

CHAPTER FOUR

4.0 RESEARCH METHODS

This section of the research report aims at explaining the research methods in terms of data collection approaches, population and sample size; sampling methods; pilot study; the methods of data collection and sources of data; data analysis, presentation and discussion, and also the problems encountered in data collection.

4.1 Data Collection Approaches

Both qualitative and quantitative approaches were used. Qualitative approach was largely employed due to its flexibility and informal nature. It allowed for a systematic collection of information which was so 'confidential' especially when getting the data about S.T.Ds cases in the City, under review. To a limited extent a quantitative approach was incorporated for specific confirmation and comparisons in the process of quantifying certain data.

4.2 Population and Sample Size

The sample size of this study was one hundred and ninety three (193). It targeted the following four (4) areas of Livingstone: High, medium and low residential areas; Civic Centre; Zambia National Tourist Board (ZNTB) Branch and tourism/tourist establishments (service industries). **This sample size is further broken down as follows.** One hundred and seventy (170) were respondents from various residential areas in Livingstone. Four (4) were respondents from the tourism/tourist establishments; seventeen (17) were from employees specifically working in various tourism/tourist establishments (i.e Hotels, Lodges and Guesthouses) and the other two came from the offices of the Town Clerk and Zambia National Tourist Board (ZNTB), respectively.

4.3 Sampling Methods

To come up with the given sample size the simple probability method was used. For Livingstone City residential areas the researcher divided the whole city purposively into fifteen (15) residential areas mainly: Libuyu, Linda, Maramba, Namatama/Ngwenya, Malota, Nottiebroad, Town, Hospital, Dambwa North, Dambwa

Central, Kashitu, David Livingstone Teachers' Training College (DLTTC), Livingstone Trades Training Institute (LTTI), Nakatindi, Airport/Mwandi and Palmgrove. This demarcation was purposively used to allow the coverage of the whole Livingstone City.

These residential areas were further categorised into high, medium and low areas. These variables were also purposively used to facilitate collection of well-balanced data, considering the old and new built up infrastructures like housing units, roads and other socio-economic developmental aspects. High residential areas, in this sense **included areas with mostly ungraded housing units, poor sanitation and poor road network systems**. Medium residential areas included areas with far much better conditions than those of the high residential areas. In these areas most of the housing units were graded and well-ventilated. Road network systems were also better refurbished than those of the high areas. The low residential areas included areas with modern housing units constructed with City council's permission, very good: sanitation and proper road network systems as compared to those in the high and medium areas respectively.

These fifteen residential areas were further subjected to Lottery technique to select only two from each category so that finally only six (6) residential areas would be the actual target population. From the seven High residential areas, a number was assigned from 1-7. These numbers were put in a secured prepared box which was rotated to have a proper mix. After considerable rotation of the box, the researcher drew the two (2), numbers one after the other. This same procedure was repeated for the medium and low residential areas respectively, and the outcome is illustrated in table 3 below.

Table 3: Composition of the Residential Areas Sample

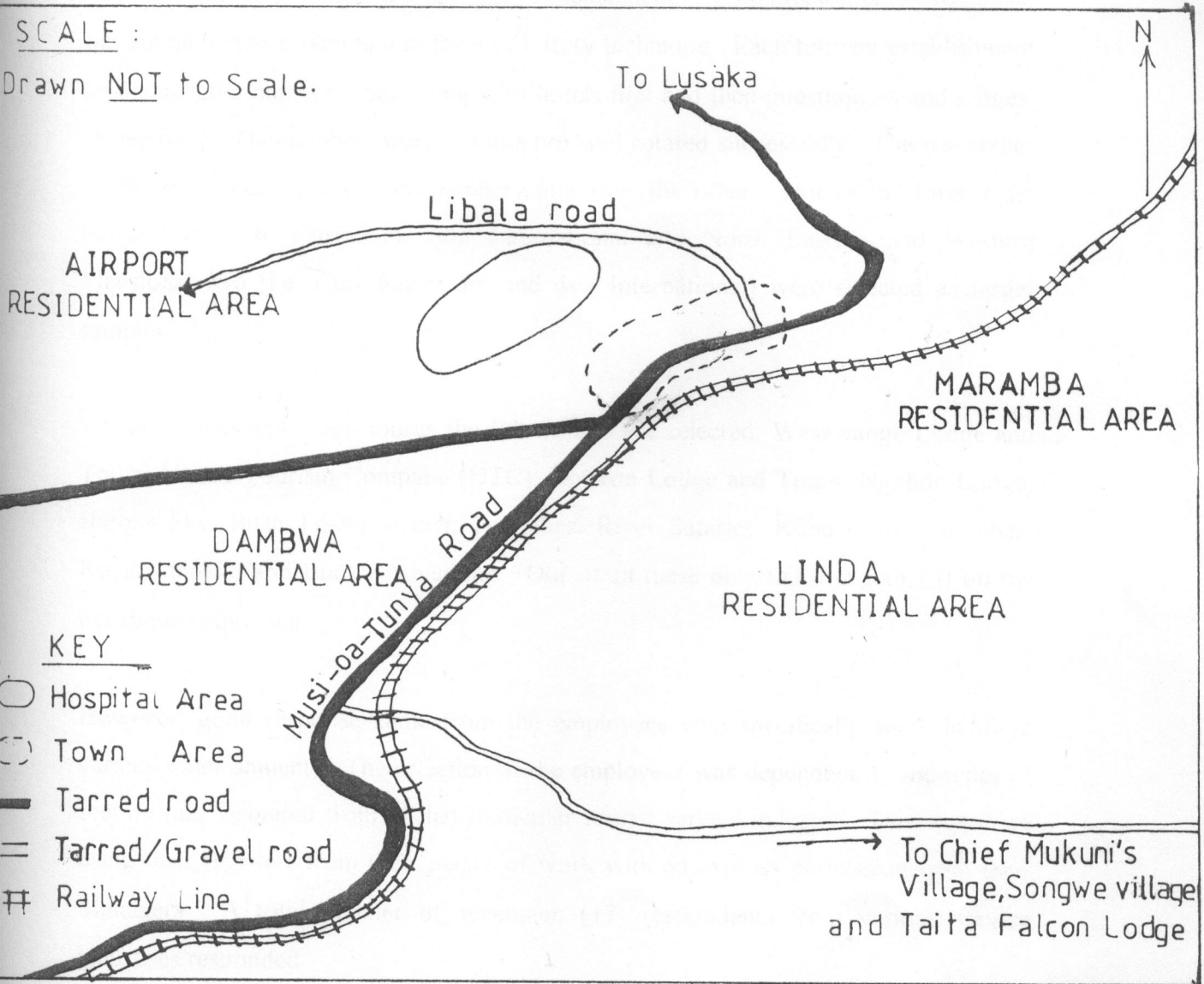
Category of the Residential Area	Name of the Residential Area	Sampled Residential Areas
High	Libuyu Namatama/Ngwenya Malota Kashitu Nakatindi Linda Airport/Mwandi	<ul style="list-style-type: none"> • Airport/Mwandi • Linda
Medium	Dambwa North/ Dambwa Central Palm Grove Maramba	<ul style="list-style-type: none"> • Dambwa (combined) • Maramba
Low	<ul style="list-style-type: none"> ▪ Nottie broad ▪ Hospital Area ▪ Town Area ▪ DLLTC ▪ LTTI 	<ul style="list-style-type: none"> ▪ Hospital Area ▪ Town Area
TOTALS	15	6

The two residential areas of Dambwa were finally combined by the researcher for convenience sake to have one 'Dambwa' for easier interpretation. For the sampled study areas (See Figure 3 on the next page).

From the six sampled residential areas (see Table:3 above), the researcher arrived at 30 respondents who were selected for the exercise. This figure 30 was further arrived at considering that the smallest number of housing units available in Livingstone City was 200 [from Kashitu residential area south of Dambwa central residential area]. The rest of the compounds had more than that number, with some having as many as 1358 housing units, as was the case for Libuyu area. This was according to the data released by the Livingstone City Council officials at Civic Centre. The figure 15% was purposively selected to cater for the smallest and largest number of housing units respectively.. This percentage gave the researcher a minimum of 30 respondents from each sampled residential area. The expected total from all residential areas, therefore, came to 180 respondents (6 x 30 = 180).

As for the tourism establishments, which added up to about seventy five (75) at the time of research, the researcher was initially to select two (2) from the three (3) main hotels and about ten (10) from the Lodges and Guesthouses giving a total of twelve

FIG:3 APPROXIMATE LOCATIONS OF RESIDENTIAL STUDY AREAS
IN LIVINGSTONE DISTRICT



Source: Curtis, A. (2001)

(12). Due to some logistical problems and other factors to be discussed later, the researcher ended up with only four (4) 'establishments'. The method employed again was simple random sampling in form of lottery technique. Each tourism establishment was assigned a number – beginning with hotels first and then guesthouses and lodges, respectively. The numbers were put in a box and rotated successfully. The researcher finally drew the required total numbers one after the other. Out of the three main hotels [i.e. New Fairmount, Sun International and North Eastern and Western Mansions] two [i.e. New Fairmount and Sun International] were selected as target samples.

As for Lodges and Guesthouses the following were selected: Wasawange Lodge and Tours; United Tourism Company (UTC); Roysam Lodge and Tours; Ngolide Lodge; Batoka Sky; Bush Tracks Africa, Tongabezi River Safaries; Kubu Cabins; Zambezi Royal Chundu, and Bundu Adventure. Out of all these only the first four (4) on the list above responded.

However, good response came from the employees who specifically work in these various establishments. The selection of the employees was dependent on the types of section they operated from in that particular tourist service industry. This was done using their registers from their places of work with an express permission from their Managers. A total number of seventeen (17) respondents from various service industries responded.

The office of the Livingstone Town Clerk from Livingstone City Council was purposively selected. This was made a target because the Town Clerk is in charge of the entire City at the district level. The other office which was selected was that of the Zambia National Tourist Board (ZNTB). This office is in charge of monitoring all tourism activities.

To all these respondents an appropriate questionnaire was given to be answered. For illiterate respondents, the researcher interpreted the questions into their local language and filled them in on behalf of the respondents. To the rest of the respondents,

questionnaires were self-administering ones whereby, the questionnaire remained with the respondents, especially those who claimed to be busy. Such questionnaires were collected later, but as for others, the administering was done there and then.

The researcher preferred the simple sampling technique for various reasons. The technique is simple and time saving. It is also not expensive, furthermore, it is not biased.

As already alluded to, the researcher used an interval method to collect data from residential areas. This method was used because most of the housing units in the residential areas did not have house numbers. Secondly there were no registers for residential units. The interval of twenty (20) therefore, was administered in the sampled residential areas which had about 200 housing units whereas an interval of thirty (30) was used on the rest. This, to a large extent, allowed the entire residential area to be included, making it a wide spread sample. The heads of housing units answered the questionnaires. This method would not be the best at all because there would be a possibility of missing out a rightful house unit because of the illogical order some housing units were in. For easier beginning, the researcher began the interval counting from the assumed first line beginning with the first house in that residential area.

4.4 Pilot Study

Data collection was preceded by a pilot study. This was devised by the researcher right in the field from 2nd to 4th September, 2001 in Livingstone City. The purpose of this pilot study was to examine the open-ended questions in the semi-structured interview guide which was going to be used as a questionnaire, for bias, semi-sequence and face validity. This study helped the researcher to determine the usefulness and reliability of the questionnaire which had been set. It also gave the researcher chance to eradicate ambiguities and inadequate wording from the questions. This exercise was administered to residential areas which were not amongst the sampled ones (Nkosha, (1996) and Nherera, *et al* (1999)). The pilot study residential areas were Sinde, Sawmills and Railways.

4.5 Methods of Data Collection and Sources of Data

This study used two major sources, the primary sources and the secondary sources in the Collection of Data

4.5.1 Primary Sources of Data

To collect Primary data the researcher used questionnaires, interviews and observation techniques.

(a) The Questionnaire

The instrument was administered to sampled Livingstone residents. It was mainly designed to collect data on the socio-economic effects of the expansion of the tourism industry in Livingstone City. It also asked for personal opinions on how to control, especially, the negative social and economic impacts if any and the way forward for the tourism industry in the city. The questionnaire, to a limited extent, also required specifications in the expansion of the tourism industry in the city. The open-ended questions were used in the questionnaire to address issues which could bring out detailed factual issues and personal opinions on how best to deal with tourism industry in the city. The other type of questions which provided some 'answers' to choose from were used to provide 'sample' opinions and views for the respondents not to go out of context. It should be noted as well that some questions in the questionnaire were deliberately repeated (but asked in a different way) at intervals to determine if respondents were consistently truthful.

(b) Interviews

To allow for the collection of as much needed information as possible so that the research questions and objectives could be answered, the researcher conducted personal oral interviews. This was in order to provide follow-up, and probing questions for further elaboration or indeed to seek clarification (Nkossa, 1996 and Nherera, *et al.*, 1999). Personal interviews were conducted with officials from: The Livingstone Hospital Board of Management (LHBM) (see Appendix VI); Livingstone City Council; (LCC); Zambia National Tourist

Board (ZNTB) of both Livingstone and Lusaka; The Ministry of Tourism of both Livingstone and Lusaka; few tourism/tourist establishments in Livingstone.

The Livingstone Hospital Board of Management interviews were meant to verify the respondents' responses on the negative social effects of the tourism industry in the city. At the Livingstone City Council, interviews were conducted with the office of the Town Clerk to collect data on their roles at the district level in the expansion of tourism in their city and also to establish problems, if any, that they experienced from tourists on one hand and locals especially in the distribution of residential and commercial plots in the tourist city, on the other hand.

Other officials such as the Branch Manager (Ministry of Tourism) provided some other detailed information on their roles in the tourism industry in both Livingstone City and the country as a whole.

(c) Observation

The researcher used the observation method to collect certain information like newly built up and rehabilitated infrastructures which could be attraction aspects in the tourism industry.

4.5.2 Secondary Sources of Data

The researcher consulted and contacted a lot of sources which included The University of Zambia Library (Great East Road Campus); the ZNTB; The Ministry of Tourism; The Government Policy on Tourism in Zambia. Others included few Livingstone ^{tourism} establishments key persons; Maps and Charts of Livingstone Tourist attraction Centres to name but a few. All these provided various 'rich' information towards answering the research questions and objectives, respectively.

4.6 Problems Encountered in Data Collection

The researcher encountered a number of problems as the exercise of data collection went on. Some of the problems are given below.

The failure by the Livingstone City Council to provide proper statistics about their housing units. The officials at the Civic Centre did not have complete statistics about the total number(s) of their housing units in different residential areas. The absence of such statistics compelled the researcher to do some exhaustive manual survey in certain residential areas. Besides this stated problem above other compounded ones were as follows.

- (i) Lack of “house numbers” on houses: A lot of houses in residential areas where the researcher did the study did not have house numbers. Worse still, even the “register” that could have been used to randomly select the required sample from were not there. This made the work of the researcher difficult in selecting the housing units to administer the questionnaire on.
- (ii) Lack of Co-operation from Tourism establishments Managers: Out of the total number of the ten (10) that were to be interviewed by the researcher through the self-administered questionnaire, only four (4) responded. The rest even after several encounters with them, refused to cooperate. Some of those four (4) who cooperated would not answer especially questions 10 and 13 thereby denying the researcher vital information on the expansion of the tourist industry. (Appendix IV) Tourism information keyholders were quite suspicious of this study; so they withheld the figures involved, claiming that it was confidential.
- (iii) Missing or ignored questionnaires: Some respondents, for various reasons, claimed their questionnaires were missing, so they demanded extra ones. This meant scouting for funds which were not available to run more copies. Due to such problems, even the minimum sample size of 30 respondents could not be

attained in certain residential areas like Airport/Mwandi where only 10 respondents were covered.

- (iv) Time Factor: The collection of data and the School Teaching Practice exercise ran simultaneously. Time factor became a problem to the researcher on how to share the little time available between two demanding exercises.
- (v) In residential areas such as Linda, Mwandi and Maramba the researcher had to use interpreters. Most residents used Silozi as their local and common language. The idea of interpretation has some degree of distortion in one way or another. On the other hand, "illiterate" respondents also called for a lot of patience because the researcher and assistants had to explain most of the things in great detail to them before they could give reasonable responses.
- (vi) The researcher failed to find the map for Livingstone City but found one for the whole District.

4.7 Data Analysis

Data analysis started in the field where the researcher verified information in the notes taken during some personal interviews with respondents, taking into account the way it would be analysed and reported. When finally the collection was over, the data was coded, analysed and presented in tables. The coding, analysing and presenting of data was done under different themes such as age, sex, educational level, occupation, marital status on one hand and the socio-economic aspects on the other hand in order to establish the relationship between age, sex educational level, occupation, marital status and the way such different categories perceive the effects of the expansion of the tourism industry in Livingstone City. The whole exercise of coding data was done manually.

CHAPTER FIVE

5.0 RESEARCH FINDINGS

5.1 Introduction

This chapter presents the findings on the effects of the expansion of the tourism industry on the socio-economic aspects of Livingstone City.

In this chapter responses from Livingstone residents from various sectors of their establishments and residential areas are presented. To facilitate the findings in a logical way, the following variables were included in the questionnaire: Age, Sex, educational level, marital status, monthly income, specific benefits and problems caused by the expansion of the tourism industry in the city under review.

5.2 Social characteristics of Respondents

The social profile of respondents differed in so many ways. Most of them were male respondents (60.0%) while the rest (44.0%) were females. In terms of age, the respondents ranged between 20 to above 50 years and the majority of them (43.5%) were between the ages of 20-29 years. The minority (9.3%) were 50 years.. The table below shows the full details.

Table 4: Ages of Respondents

AGE GROUP	FREQUENCY	PERCENTAGE (%)
20 - 29	84	43.5
30 - 39	62	32.1
40 - 49	29	15.0
Above 50 years	18	9.3
TOTAL:	193	99.9

It was also established that of the 193 respondents 97 (50.3%) were married.. Those who were not married before were 77 (39.8%). 11 (5.7%) respondents indicated that they were on separation whilst the minority (i.e 8 or 4.1%) indicated that they were either divorced; or cohabiting (see Appendix VII for the Table).

PIE CHART SHOWING MARITAL STATUS OF RESPONDENTS

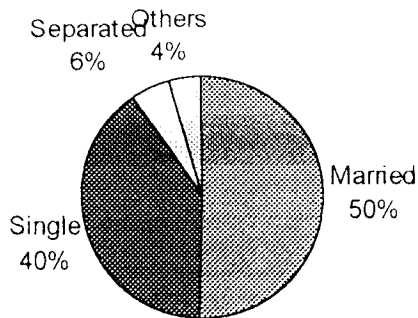


Figure 4.

The majority of respondents were associated with high school status based on education level. This was an indication that the majority had attended formal learning. For instance, 54.9% had attained Tertiary education. Those who had done Secondary education represented 34.7% while those with primary education represented 8.3%. The least value of 2.1% were those who claimed they had no formal education at all.

TABLE 5: EDUCATIONAL LEVEL OF RESPONDENTS

LEVEL	FREQUENCY	PERCENTAGE (%)
Primary	16	8.3
Secondary	67	34.7
Tertiary	106	54.9
None	4	2.1
TOTAL	193	100.0

5.3 Economic characteristics of Respondents

The economic characteristics of respondents, were as follows: not employed, self employed and employed. The majority of them (i.e 135 respondents or 69.9%) indicated that they were formerly employed. This number contrasted sharply with those who retired and not employed representing (35 or 18.1%). The least of the 193 respondents representing 11.9% indicated that they were self employed.

TABLE 6: OCCUPATION OF RESPONDENTS

CONDITION	FREQUENCY	PERCENTAGE (%)
Employed	135	69.9
Not employed	35	18.1

Self employed	23	11.9
TOTAL	193	99.9

Monthly income for respondents ranged from K100,000.00 to K400,000.00 and above. The majority of the respondents (33.2%) did not however, indicate their economic status. This may be understood from the point of view that it was confidential to them in that it could either be too small an amount causing an embarrassment or otherwise. This was followed by those whose income was within the range of K300,000.00 – K350,000.00, thereby representing (26.9%). 18.7% said that they received K400,000.00 and above per month. 10.9% were those respondents whose range was between K200,000.00 – K250,000.00. The least paid represented 10.4% and their income ranged between K100,000.00 – K150,000.00. Considering the monthly incomes below K300,000, one can be compelled to support the concerns from the majority of respondents that their income was quite low to make them participate fully in the consumption of the tourism industry. They cannot easily afford to spare any money for what the tourism industry offers in their city.

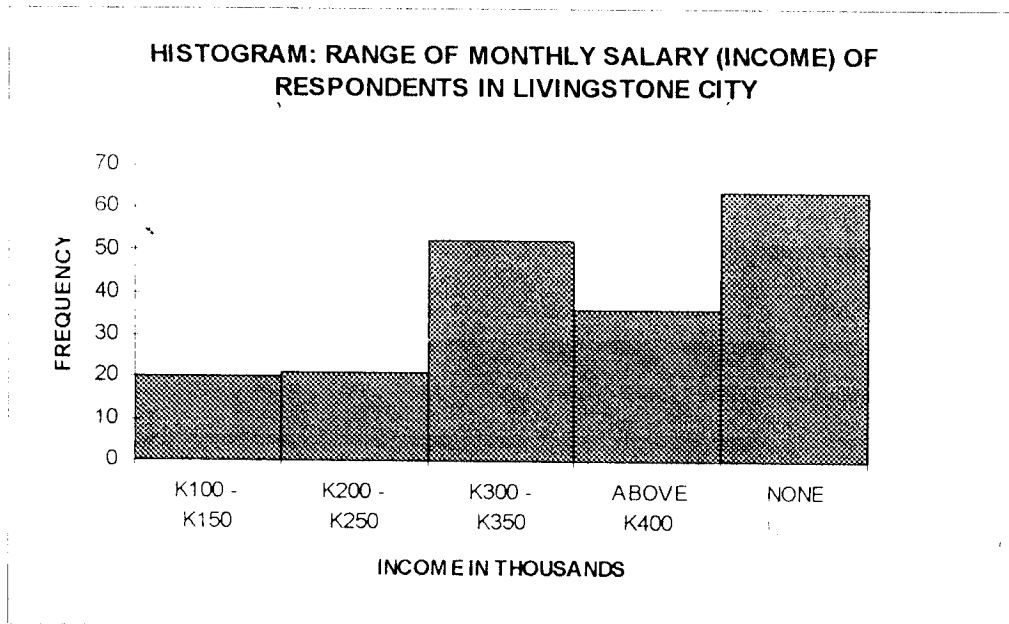


Figure 5 In terms of benefits, the majority of the respondents (67.4%) indicated that the industry offered employment. These were followed by 51.3% of the respondents who indicated that it created infrastructure establishments. Whereas 46.6% said the tourism industry was a source of entertainment, 43.5% indicated that the industry gave them an

opportunity to interact with foreigners who came as tourists (see Appendix VII for the table).

This interaction probably was healthy for both groups of people (Tourists and local people). Other respondents (38.3%) indicated that the industry brought about the mushrooming of small-scale businesses like curios and various makeshift shops (commonly and locally known as Tuntamba). These are strategically situated on the main streets and roads of the City and also near the tourists attraction centres such as the Victoria Falls. 17.1% represented those who indicated that the expansion of the industry improved the standard of living for the people. The least in value (3.6%), indicated that the industry brought about the influx of people with new ideas from other cities; much needed foreign exchange and the promotion of English usage.

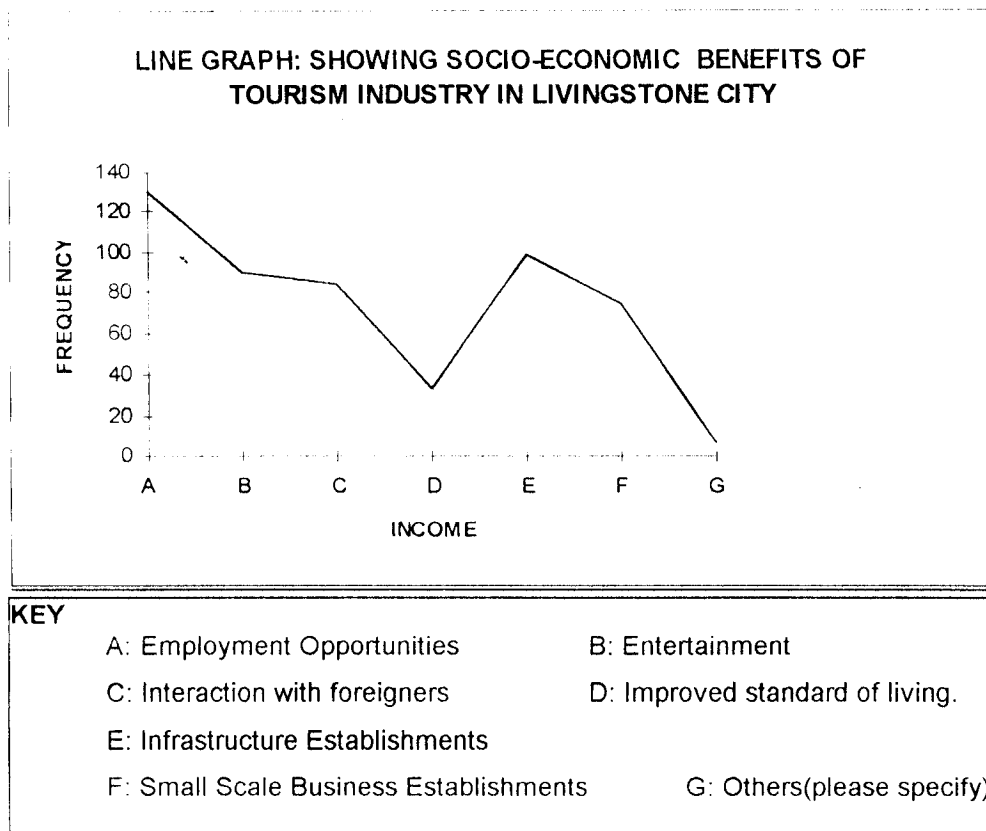


Figure 6.

In terms of problems (negative effects) caused by the expansion of the industry, the majority of the respondents which was 64.8% indicated that the industry promoted

immoral behaviour. 59.6% indicated that the industry created expensive facilities for local people making them fail to benefit from the existence of the industry in their city. An alarming and threatening figure ^{of} respondents (45.6%) indicated that the industry facilitated the spread of the STDs. Some specific and verified record in connection with this information is given (on the next page). This percentage is high especially that it does not include cases from Private health institutions and Traditional Healers.

On the loss and interference of local cultural values, 34.2% of the respondents said that this was one of the problem caused by the industry. 27.5% of the respondents indicated that the industry promoted theft, 25.4% associated the industry with crime while 11.9%) linked it to violence. Last but not the least, 9.8% of the respondents indicated other problems like segregation (racism, inclusive), oppression, poor working conditions, influx of street kids from major towns like Lusaka and Copperbelt towns. The other chronic problem cited was the supply of water by the City Council,. The respondents observed the erratic provision of the service in that much water was diverted to tourism industry establishments where the in-flow was undisturbed.

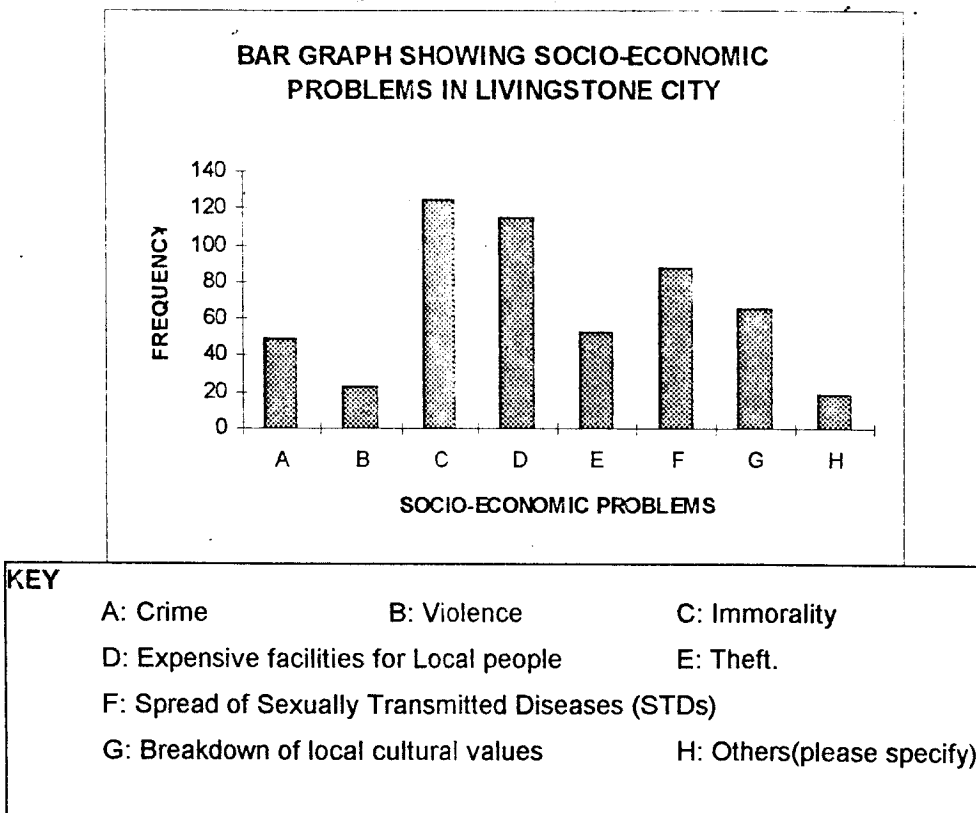


Fig 7

Table 7: Showing Statistical Data on the Sexually Transmitted Diseases (STDs) from 12 Health Institutions of Livingstone City for Some the Period Between 1998-2001

For the year 1998, only the records for Dambwa (Mahatma Gandhi) records were available (i.e. at the hospital); 290 cases then were recorded there.

Year 1999	Sexually Transmitted Diseases (STDs) Cases				
Name of the Health Institution	First Quarter	Second Quarter	Third Quarter	Fourth Quarter	Whole Year
Boma Clinic					70
Victoria Falls Clinic					06
Prisons Clinic					06
DLTC Clinic					03
Linda Clinic					24
Libuyu Clinic					188
Airport Clinic					11
Maternal Child Health (MCH)					89
Police Clinic					76
Livingstone Trades Institute (LTTI)					236
Maramba Clinic					No reports
Dambwa (Mahatma Gandhi)					No reports

Year 2000	Sexually Transmitted Diseases (STDs) Cases				
Name of the Health Institution	First Quarter	Second Quarter	Third Quarter	Fourth Quarter	Whole Year
Boma Clinic	119	43	54	95	311
Victoria Falls Clinic	16	No report	19	11	46
Prisons Clinic	15	29	89	13	146
DLTC Clinic	09	03	05	02	19
Linda Clinic	21	06	05	37	69
Libuyu Clinic	68	44	No report	44	156
Airport Clinic	07	02	09	06	24
Maternal Child Health (MCH)	42	74	27	33	176
Police Clinic	23	18	13	15	69
Livingstone Trades Institute (LTTI)	23	24	28	23	98
Maramba Clinic	124	86	80	46	336
Dambwa (Mahatma Gandhi)	16	12	76	No report	104

Year 2001	Sexually Transmitted Diseases (STDs) Cases				
Name of the Health Institution	First Quarter	Second Quarter	Third Quarter	Fourth Quarter	Whole Year
Boma Clinic	88	88	Not yet reported		
Victoria Falls Clinic	Not reported	09	“	“	“
Prisons Clinic	19	Not reported	“	“	“
DLTC Clinic	04	04	“	“	“
Linda Clinic	31	04	“	“	“
Libuyu Clinic	66	27	“	“	“
Airport Clinic	09	12	“	“	“
Maternal Child Health (MCH)	15	No response	“	“	“
Police Clinic	33	34	“	“	“
Livingstone Trades Institute (LTTI)	12	10	“	“	“
Maramba Clinic	65	47	“	“	“
Dambwa (Mahatma Gandhi)	178	114	Not	Yet	Reported

NB: The term Quarter in this sense stands for a period of three months

CHAPTER SIX

6.0 DATA ANALYSIS AND DISCUSSIONS

6.1 Introduction

This research from the onset tried to establish the effects of the expansion of the tourism industry on the social and economic aspects. It tried to consider the positive and negative effects of the expansion of the tourism industry in Livingstone City on one hand and the possible solutions (especially to the negative effects) on the other hand. This chapter, therefore, presents and discusses the actual findings concerning the above problem.

6.2 Social characteristics of Respondents

6.2.1 Sex

The research findings indicate that the majority of the respondents were males who represented 60.0% against female respondents who represented 44.0%. From a general point of view, considering both male and female respondents, the majority of male respondents as compared to the female respondents indicated that the tourism industry was very beneficial to Livingstone residents. An exception of Airport/Mwandi residential area the rest of the areas had a higher figure in support of the positivity of the tourism industry. Taking for instance the benefit of infrastructure establishment; of the 99 respondents, 77 (77.8%) were male respondents. On the negative effects of the tourism industry, especially the vice of immorality the majority of the respondents were females. For instance, out of the 40 respondents from Dambwa area, 25 (62.5%) respondents were females who indicated that the industry promoted immorality. This same perception was expressed by respondents from town and hospital areas, where more female respondents than male indicated that the industry promoted immorality.

6.2.2 Age

As the presentation of the findings indicate, the age of respondents ranged from 20 years to over 50 years, the majority ranging between 20-29 years and accounted for 43.5% whilst the minority being of 50 years and above (9.3%).

Anyhow, The overall picture indicates that the highest respondents ranged from 20-39 years. This range becomes so pronounced partially due to the many respondents who responded from tourist establishments. Of all the ranges, the range of 20-39 years observed that the tourism industry was of great benefit to Livingstone residents. Of the 84 respondents within the range of 20-29 years 80 (95.2%) respondents said that it provided employment opportunities. Commenting on the same benefit, out of the 18 respondents who are above 50 years of age, 11 (61.1%) of them observed that the industry offered employment opportunities. This trend remains constant to the rest of the other age groups. On the negative effects of the tourism industry all age groups made various observations. Taking for instance, the problem of immorality ;out of the 29 respondents with the age group of 40-49 years 20 (69.0%).indicated the prevalence of the vice. As for the age group of 30-39 years ,of the 62 respondents 50 (80.6%) respondents also observed the same. Those above 50 years 15 (83.3%) out of 18 respondents said that the tourism industry promoted immorality .such observations however, was differently observed by the age group ranging from 20-29 years. Out of the 84 respondents 47 (56.0%) respondents said that the industry did not promote immoral behaviour

6.2.3 Educational Level

This research was administered on people of Livingstone from various educational backgrounds. As already alluded to, the majority of the respondents were associated with Tertiary educational attainment. These represented 54.9% of the respondents and the minority of the respondents had no formal education at all, representing 2.1%. Generally the majority of respondents had attained at least higher education from secondary education to Tertiary education. What came out of the findings was that not only the highly educated people were able to give details on the problem being investigated but also the lowly educated. Both the highly educated and indeed the lowly educated, perceived the effects of the expansion of the tourism industry in their city in the same manner. This may suggest that having a low education background does not distance one from participating in what takes place in the

environment one is in For instance, of the 106 respondents from the tertiary level of education 92 (86.8%) indicated that the tourism industry created small scale businesses. Those from the secondary level, of the 67 respondents 50 (74.6%) stated that the industry under review promoted the rise of small scale businesses. On the contrary but yet on a small margin, those from the Primary level had a different view. Of the 16 respondents 7 (43.8%) indicated that the industry promoted the same. This leaves a greater percentage of 56.2% of those who did not observe the same. Commenting on the negative effects, the trend was almost the same. Considering the problem of expensive facilities all levels in the majority stated that the tourism industry promoted it. This meant that local people were deprived of some tourism artworks and other valuables.

6.2.4 Marital Status

Of the 97 respondents who were married, 90(92.8%) on the issue of employment opportunities said the industry promoted this benefit. From the singles, out of 77 respondents 36 (46.8%) also indicated that the tourism industry indeed, offered employment. As for separated; of the 11 respondents, 5 (45.5%) agreed that the industry was labour intensive. This view was equally shared by other respondents who were 8 in number. All the respondents in many instances outlined the same social and economic effects of the problem under review. This also may indicate that it matters less on the marital status of one as long as you are exposed to the same conditions.

The separated accounting for 5.7% include the widows and the widowers. Others are those separated due to various marital problems which the researcher established (through further probing) to include the marriage interference partially due to 'tourist' influx in the city.

As it is known, tourism industry has an aspect of 'prostitution' and some travellers, move from one place to another as tourists with hope of finding cheaper men and women for 'prostitution purposes'. The researcher, therefore, established that some of the broken homes were due to the expansion of the tourism industry in Livingstone City. Without any doubt, this has partially contributed to the appearance of 'street

Kids' in the city of Livingstone, though still at a low note now. With the continued expansion of the industry, many homes will be culturally disintegrated fostering many street kids who may turn to be eyesores and, indeed, 'distracters' to some objectives and goals of tourism in general.

6.3 Economic Characteristics of Respondents

6.3.1 Economic Activities

The research findings indicated that the respondents come various economic ventures of Livingstone City. The majority of them representing 135 (69.9 %) were formally employed whereas 35 (18.1 %) represented those who were not employed. 23 (11.9 %) represented those who were self employed. All these respondents perceived economic and social effects differently. For instance, of the 135 (69.9 %) respondents 120 (88.9 %) indicated that the tourism industry promoted employment. On the contrary, out of the 35 respondents (not employed), only 15 (42.9 %) observed that the industry, to some extent promoted the employment opportunities. For those who were self-employed (23 or 11.9 %) , 17 (73.9 %) indicated that the industry promoted employment opportunities. On the negative effects and giving an example of immorality, sexually transmitted diseases, breakdown of local cultural values and the remaining negative effects (see appendix VII) all categories in the majority perceived that the industry promoted such negative effects. The researcher also observed that a good number of respondents especially in the formerly and self-employed were either employed or engaged in tourism service industries.

6.3.2 Income

The status in terms of monthly income, ranged from K100, 000 to over K400, 000. 33.2 %, the highest figure represented those who never indicated their monthly salary. Of all the income ranges apart from K100, 000 to K150, 000 they supported that the industry promotes all the actual benefits (see Appendix VII-Page 80). From the negative aspect and commenting on crime of the 49 respondents 40 (81.6 %) noted that the tourism industry promoted this vice.

6.4 Socio-Economic Benefits of the Tourism Industry

As already alluded to, in both the introduction and other preceding chapters, one of the aspects of this research is to establish among other things the

socio-economic benefits of the tourism industry especially from the study area. The findings indicated benefits in terms of employment opportunities, infrastructure establishments, entertainment and interaction with foreigners. Others were, the development projects establishment.

6.4.1 Employment Opportunities

In terms of benefits, the majority of the respondents representing 67.4% indicated that the industry offered employment. This is in agreement with the establishment from the available literature that the tourism industry is labour intensive (Seth, 1997). Quite a good number of residents of Livingstone City though on casual basis are employed in the tourism industry though it is on casual basis. This to a great extent has contributed to the well being of individuals on one hand and to the improvement of the economy of the country on the other hand. In terms of numbers, the researcher established that those employed by the tourism industry from the three establishments totalled 108: 76, 26 and 6 respectively. Other service industries did not disclose their figures for their employees. Another set of people which benefits directly, (especially in monetary terms) from the presence of tourists, are those who own restaurants.

6.4.2 Infrastructure Establishments

The other benefit of the tourism industry has to do with the infrastructure establishments. By infrastructure, the researcher refers to: firstly, the new constructed buildings, some of them being tourist service industries, for example, lodges and tours also restaurants; secondly, the new Communication buildings dealing with Cell telephones and, thirdly, the rehabilitation of important places such as the Livingstone international airport and some major road networks. The other major showpiece in the infrastructure establishments which is tourism oriented, is the Sun International Hotels. It is located at the site where former Inter-Continental Hotels and Rainbow Lodge were situated. These infrastructures with no doubt play a greater role in boosting the tourism industry for the benefit of both the tourists and the local people in the City.

6.4.3 Entertainment and Interaction with Foreigners

The other benefit according to the study was the entertainment aspect which represented 46.6% of the respondents. 43.5% of the respondents agreed that there was mutual understanding and co-operation between the locals and foreigners. What these two benefits imply is that the tourism industry is a source of entertainment. Both local and international tourists get entertained from the physical environment point of view (i.e. from fauna and flora) to human-cultural and traditional point of view. Though Maramba dancing troop is no longer as entertaining as it has been before, there are various entertainments to attract many tourists, such as the Bungi jumping, and surfing the water. Such entertainment activities usually lead to mutual understanding between local people and the tourists.

6.4.4 Small Scale Business Establishments

Small scale businesses such as make shift shops, (locally known as Tuntemba), restaurants and transporters have since increased in the city. This, to some level has improved the standard of living for some people in Livingstone City.. Tour operators and taxi drivers provide transport for tourists and this is done at a fee to sustain their livelihood. As we are already aware, a lot of the manufacturing and textiles industries which were a source of employment for Livingstone residents are closed down.

Besides the provision of transport and other services to tourists it is also observed that there has been an increase in the mushrooming of so many small-scale industries, which are tourists oriented. Other local people have ventured into restaurants, serving tourists at affordable prices. The figure of 38.3% indicated such developments.

6.4.5 Development Projects

It is also worth noting that the study indicates that the expansion of the tourism industry in Livingstone has brought in so many things. It has brought in people

with new developmental ideas. Such kind of ideas are a basis to the creation of the much-needed foreign exchange for the country. In Livingstone City today one is able not only to talk about retail shops such as Shoprite Checkers and Pep shops but also about the Sun Hotel which is a show piece for the town and, indeed, the nation. The increase in the number of modern shops has so far provided the much-needed foodstuffs even for the international tourists.

6.5 Socio-Economic Problems of the Tourism Industry in Livingstone City

This section of the research reviews the negative (problem) aspects of the tourism industry expansion in Livingstone. Though there are quite a good number of benefits attached to the industry, there are, as well, quite a good number of negative aspects. If negative aspects go unchecked and uncontrolled, they will in one way or another affect the tourism industry both at local and at international levels respectively.

6.5 Immorality and Spread of Sexually Transmitted Diseases (STDs)

Amongst the most prominent negative aspect was the increase in immoral behaviour. According to the findings, 64.8% of the respondents indicated that immorality was one of the common and obvious problems of the tourism industry in Livingstone City. This record is in agreement with what is already alluded to in chapter two, that with the expansion of any city both in numbers and structures, immorality may not be avoided. This data may be supported by the statistical medical reports from the Livingstone District Health Management Office which confirmed the same (Table 7). The outcome of such immorality indicates; cultural degeneration, unplanned pregnancies, broken homes due to unfaithfulness. There could be various factors that contribute to immorality in any locality, but one major underlying factor is the prevalence of poverty levels in such a place. Due to the closure of so many manufacturing and textile industries in Livingstone City, many people got retrenched. Meanwhile, they have large families to look after. Many young men and women have found life very difficult in that they cannot be at school because they have nobody to pay for their educational requirements. One of the

activities such people get, engaged in is immorality. Immorality aspect with no doubt contributes greatly to the spread of the Sexually Transmitted Diseases in the City. According to the study, 45.6% respondents, felt that the expansion of the tourism industry in Livingstone City facilitated in the spread of the Sexually Transmitted Diseases/infections. This percentage from respondents is quite very high, sending a message of the presence of so many deadly illnesses in the City. As already alluded to in Table 7, Livingstone city indicates such high figures of immorality. For instance, in the year 1999 Boma Clinic for the whole year had recorded and reported 70 cases for the S.T.Ds. In the year 2000, the same Boma clinic recorded and reported 311 cases of the same diseases. In the year 2001, Boma clinic by Second Quarter had recorded and reported 176 cases. This figure is far much higher than the records of the year 1999 (which was 70 cases) in that the Boma Clinic (in 2001) was still remaining with two (2) more quarters. This trend as already displayed can mean that the prevalent of immorality and indeed the transmission of the S.T.Ds have been on an increase for the past three years. This record does not include figures of cases dealt with by Private Health Institutions and traditional health institutions suggesting that the figures are higher than this.

Taking Libuyu clinic as another health centre, the trend is that in the year 1999, one hundred and eighty eight (188) cases were recorded. In the year 2000, the number reduced to 156 because there was no report in the third quarter of the same year. This number could have probably been higher in that the average report for every quarter was about 40-50 cases. In the year 2001, Libuyu for two quarters recorded and reported 93 cases.

Despite such increases in the S.T.Ds, means and resources are being utilised to sensitive people against any vice before they fall prey. One of the major contributing factors to prevalence of the S.T.Ds in Livingstone City is the influx of many people, tourists inclusive who have since flocked to ^{the} City from Lusaka and Copperbelt, especially after the construction of the Sun Hotels International. The city, therefore, has so many people with different objectives, not ruling out "prostitution" purposes.

6.5.2 Expensive Facilities for Local People

The other negative aspect is that of expensive facilities/items for the local people. 59.6% of the respondents confirmed that certain facilities/items were out of reach (expensive) for the local people, implying that visitors (tourist's especially) were able to buy them. An observation made was that a lot of goods are highly priced in Livingstone. The implication is that many local people have had no access to some "tourism" facilities or items which are very essential. This, makes the local people shun the tourism industry in the city. The truth of the matter is that, Livingstone City is costly in terms of goods and services. This is partially made so because tourists are able to buy as many items as possible at whatever price. This means, shop owners and other people with businesses peg their items at higher prices because if the locals claim they have no money, then tourists will still buy from them. There are very few local people in Livingstone who have handicrafts sculpture products, yet many tourists especially whites buy them in abundance to be taken to their countries.

6.5.3 Breakdown of Local Cultural Values

On the loss of local cultural values, 34.2% of the respondents gave an indication that tourism expansion in Livingstone promoted the loss and interference of local cultural values. What this means is that the presence of tourists in Livingstone City has contributed to the local people changing their manner of dress, the type of food they eat and the way they do many other things in general. Some especially women/ladies get engaged in temporal marriages with "tourists". The end result is children, born without responsible fathers. Some of them (children) have now turned into street kids. It is such kind of sexual behaviour that has also exposed residents to a lot of diseases, HIV/AIDS inclusive. Livingstone City had been declared the worst hit with HIV/AIDS in the province. The underlying factor again is poverty, because even when people are performing their local cultural activities, they do perform them not to defend or display their existence but to gain money from tourists.

There is therefore, some level of exaggeration in the way things are done. In the process, the grip of culture is being eroded.

6.5.4 Crime and Theft

The researcher also established that the expansion of the tourism industry in Livingstone coincided with the increase in crime; 25.4% of the respondents indicated that. Tourism industry is always associated with money and other valuable objects. The presence of tourists in one area whether they have money or not is an 'indication' of money. Every other criminal would like to swindle the tourists in the process. Few isolated cases had been spotted out in Livingstone where tourists were attacked and items were grabbed from them. For instance, the official from the Ministry of Tourism Branch in Livingstone reported that two to three Lodges in the year 2001 were robbed, but since Livingstone City is a small city, suspected robbers and other criminals sometimes are easily nabbed and are taken for questioning by the police. Those found guilty are charged. Such cases from the security wing of Livingstone Police were confirmed though figures could not easily be released for security reasons.

6.5.5 Violence

The other negative aspect established during the research was violence, which represented 11.9%. This is associated with the crime rates in the city. Livingstone City up to the late 1980s had been a very peaceful city. But of late, reports of ritual murders, theft, crime and violence of various forms have been reported. The number of victims in all these has drastically increased with the increase in number of tourists activities and establishment (Lodges, restaurants and some modern retail shops) in the name of investment. Though the expansion of tourism industry in the city cannot escape the blame of sponsoring crime and violence activities, there are other aspects too, which may be the root causes of crime/violence.

6.5.6 OPPRESSIVE CONDITIONS

The researcher also established the fact that the expansion of the tourism industry in Livingstone City has promoted segregation (racism inclusive). Others are oppression, poor working conditions and, an influx of street kids. The oppression and poor conditions of service have been experienced and cited at the Sun International Hotel where Management has been accused of executing poor conditions of service on the employees who have been protesting for some time now:

“Workers at the Sun International Hotel have applied to the Livingstone Central Police to hold peaceful demonstration against their employers who they accused of breaking employment contracts ... They have also questioned the high number of expatriate staff at the hotel (Kaunda, 2002: 7).

CHAPTER SEVEN

7.0 CONCLUSIONS AND RECOMMENDATIONS

7.1 Conclusions

The effects of the expansion of the tourism industry on the economic and social aspects of Livingstone City are varied and real as the study shows.

On the socio-economic benefits the findings indicate that the industry amongst other provisions, is labour intensive in nature. It employs a lot of Livingstone residents in the tourist service industries. It is, therefore, solving the unemployment dilemma for so many local people, youths especially, thus safeguarding them from getting engaged in anti-socio-economic activities. The industry also has contributed to the improvement of the standard of living for Livingstone residents in that those who work in various tourists service industries find means of getting some income to sustain them. Not only in that way, but also in that many more local residents have established small scale businesses which are tourist oriented to raise money to help them in their daily needs. Last but not the least, this expansion of the tourist industry in Livingstone City in terms of the number of people and the newly built up structures has also seen improvements in the rehabilitation of the transport and communication network systems on one hand which benefits both local and foreigners and on the other hand the establishment of many modern retail shops like Shoprite Checkers and Pep Shops which to some extent provide the necessary goods and services that are of the required standard. Many more tourists are expected in the city because of the newly built Sun International Hotel, which is a show piece for the City and Zambia as a whole. The Hotel meets international standards which are required by tourists and so far it has proved that.

On the other hand, the same expansion of the tourism industry in the city has its own problems or adverse effects. As much as it can create employment opportunities, mostly they are those of unskilled labour type with low wages. Such incomes do not go a long way in cushioning the quality of life. Furthermore, the industry is said to promote prostitution in Livingstone City which is very possible and true to a large

extent because of the great numbers of people reported (from Livingstone Health Institutions), to have been suffering from Sexually Transmitted Diseases (STDs) which one cannot doubt contribute to the prevalence of the HIV/AIDS pandemic in the city. Many more lives are expected to be lost, those of tourists inclusive, thus, losing human resources. It is not only in the promotion of prostitution that this industry has been active, but also in facilitating the presence of criminals who of late have been so violent on both the locals and tourists, ransacking some lodges which are insecure. The mushrooming of so many Lodges especially those near or along the river banks are not only socio-economic hazards but environmental as well. Much solid waste is disposed into the river contaminating the water for domestic and industrial use. In addition The presence of tourists in the city, contributes to the fluctuations of the prices for commodities especially 'tourist' oriented items (for example. curios.). This makes it very difficult for the local residents to buy certain commodities and yet tourists find them cheaper. This has its own further effects in that, local residents do not in the first place appreciate to a large extent the presence of 'tourists' because they disturb their buying power. Secondly, the local residents appreciate less of the tourism-related issues for they don't seem to directly benefit. Last but not the least the industry, in Livingstone has an adverse effect on the disintegration of the cultural aspects especially in the eating, dressing, etc. habits because some local residents would like to be just like their tourist counterparts. What is observed are marriages for convenience whose children end up without responsible fathers, the case of a 'tourist' father. Today Livingstone experiences quite a good number of single parents and some "street kids" roaming Livingstone streets. These adverse effects can be controlled through various measures some of which are tabulated in the recommendations. The other way is for the Tourism stakeholders of Livingstone City; Zambia National Tourist Board (ZNTB) Branch, The Ministry of Tourism Branch, The Livingstone City Council (LCC); Lodges and Tour operators, should work together and scrutinise all tourism activities so as to promote the benefits that are there and also control and where possible discard some of the adverse effects for the sake of enhancing this upcoming industry which may end up to be the only viable one in the country for people's survival.

7.2 Recommendations

Livingstone City being a boarder town and indeed a very important tourist town of Zambia needs much work to be done if the expansion of the tourism industry will be of ultimate benefit to both local and international tourists. Having scrutinised the effects of the expansion of the tourism industry on the social and economic aspects of Livingstone City the following recommendations are forwarded to provide the solutions to the same; especially on the adverse effects.

Considering that some tourists especially foreign ones at times land in the hands of some 'criminals' and violent people whose intentions are to rob from them especially in that they may know the place so well, it is recommended that deployment of security officers at entry points, be intensified. Other places which need the patrol and presence of the same are hotels, public bars, Bureaux De Change, Main roads and streets(especially at night).

Prostitution in Livingstone City has been rated as one of the vices that is prominent. This has contributed to the spread of Sexually Transmitted Diseases (STDs) later on HIV/AIDS which have been claiming so many lives. The recommendation is that disco houses should not be allowed to operate the whole night. Places like NICOS (a social club) must be closely monitored and security patrolled for the alleged encouraging of prostitution. A limit of time(to about 20.00 hours) and age limit(to above 14 years only) are needed to all social functions such as clubs. If any is found they should be booked and prosecuted. However, few social clubs may deliberately remain open to satisfy the interest of certain tourists whose purpose of visiting has to do with prostitution aspect. Realising that a good number of Livingstone residents engage themselves in prostitution to partially help them to earn a living, the recommendation is that the government should formulate deliberate policy on investors who should put up similar facilities (for practical work) suitable for the locals, so as to divert their attention from sexual activities which some people assume is the only source of income or money for their livelihood. These investments may help them become self reliant by

providing training for example in crafts (For example, a lot of sewing goes on the Zimbabwean side of things like doyles).

The other recommendation that^{is} similar to the one above on prostitution, is to ban all sex workers in the city. The researcher found out that the influx of so many people in Livingstone city, some who even book(ed) and occupied the bed spaces in lodges, guest houses, where not genuine tourists or visitors but sex workers who came all the way from the Copperbelt and Lusaka towns.. Once sex workers are banned, some sanity may come into the city to protect many more lives and tourists in general.

It is a well understood fact that a lot of people die of ignorance. Most of the available literature on tourism industry and its aspects is in English. Many people may not have an access to such and may have language interference. Some local people may understand better if there were local information or literature. There is, therefore, need to translate important data into local languages. This may capture a lot of people who many later on appreciate the importance of tourism even at individual level. Tonga and, Lozi, are most prominent tribes in Livingstone city. To further expand on this thought, there should be educational campaigns. This may take place through electronic media, drama and sketches. Schools must be used as channels of tourism promotion.

The other recommendation is that all foreigners or visitors' should have work permit and travelling documents. This may help out in scrutinizing the type of people coming in the country and for what purpose. This is also to reduce on illegal visitors to Zambia who may not even contribute to the essence of the tourism industry. This may even cut down on some ingenuine investors whose interests are based on exploiting Zambians employed to work in such an establishments..

It seems there are no strict rules about "age" for people who gain entry into social and night clubs of Livingstone City. It is, therefore recommended that age limit be considered especially to those under fourteen (14) years. They should neither be found in night clubs nor loitering around such places after 20.00 hours. If any is found he/she should be booked and prosecuted.

The tourism industry has become a source of interest and pride to the government of the Republic of Zambia. Its importance now more than before, demands that every other person should understand and appreciate the sustainability of the industry. To that end, it is recommended that "tourism" be introduced as a subject from Nursery School throughout the higher institutions of learning. To consolidate its recognition, it is further recommended that it should be examinable especially from secondary sector to university sector. When every other person is oriented and focused in this field, some of the social and economic vices discussed in our previous chapters of this document may be reduced or even controlled, and people will nurture and guard jealously all tourist's attractions for individual and national benefits, economically.

The other recommendation that may work along side the introduction of tourism as a subject is having clubs and associations that will be promoting tourism in various fora. For instance, in Science there are The Junior Engineers technicians and Scientists(JETS) and Zambia Association of Science Education (ZASE). In Mathematics there are maths club and Zambia Association of Mathematics Education (ZAME) These associations work at various ways of improving the welfare of their disciplines respectively

Considering the immensity and the transformation that are supposed to be done in the tourism industry, if it has to be viable and realise its potential as anticipated, there is need for the industry to have skilled and qualified manpower, who understand and appreciate the pros and cons that surround the industry. These should be the backbone of the industry in the planning, organisation, interpretation and implementation of the government's policy and direction of the industry.

The established data indicate that there are some investors who establish tourist lodges, guest houses and some restaurants without proper permission from the Zambia national Tourist Board and indeed the Branch of the Ministry of Tourism (based in Livingstone). This has contributed to the mushrooming of some tourist service industries which are not acceptable as far as tourist international standards are

considered and concerned. This may be due to the clause in the laws of Zambia which empowers the local government to permit some tourist-oriented service industries such as lodges and, guest houses, . . . to be constructed or established. This brings about conflicts amidst the stakeholders. This being the case, the recommendation is that the Livingstone City Council, the Ministry of Tourism and Zambia National Tourist Board (Livingstone Branches) should not work in isolation but must come to terms because they are working for the same industry in one way or another. Any tourist establishment made, without the permission from the Zambia national Tourist Board should be closed with immediate effect. This will help out greatly to minimize some vices like thefts and prostitution, which are rampant in some of these places in Livingstone City.

Since most tourists may not understand fully the cultures of the local people(in Livingstone), which in this case disadvantages them, thus contributing to the problems of the tourism industry, the recommendation is that there is need to set up cultural villages or centres where tourists can learn the culture of the local people.

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APPENDIX I:

QUESTIONNAIRE FOR THE BRANCH MANAGER, ZAMBIA NATIONAL TOURIST BOARD – LIVINGSTONE

Your Office has been picked to help with the information on the effects of the expansion of tourism industry on the economic and social aspects of Livingstone City. Please, answer the questions below as honestly as possible. This information is for academic purposes only and will, therefore, be kept confidential.

Instructions:

Please indicate your response/answer to each question or statement by ticking (✓) or filling in the appropriate blank spaces provided.

SECTION A: PERSONAL INFORMATION

1. Age (a) 20-29 years (b) 30-39 years
(c) 40-49 years (d) above 50 years
2. Sex: (a) Female (b) Male
3. Educational Level:
(a) Primary (b) Secondary
(c) Tertiary (d) None
4. Occupation: _____
5. Marital Status
(a) Married (b) Single
(c) Separated (d) Other (please specify) _____

SECTION B: SOCIO-ECONOMIC ASPECTS CONSIDERATIONS

6. Where do you live in Livingstone? _____
7. How long have you been living in the area mentioned in question 6? _____
8. Are you employed?
(a) Yes No
9. If Yes, to question 8, what is the title of your job? _____
10. For how long have you been holding the title of your job in Livingstone City?

11. Livingstone City is a tourist capital of Zambia, do you have any specific roles that you play in tourism?
(a) Yes No
12. If yes, to question 11, specify your major roles. _____
13. Has tourism industry in Livingstone city been expanding?
(a) Yes No

14. If Yes, to question 13, in what specific areas has this expansion been? _____
15. In terms of the given specific years or periods, quantify the changes that have taken place in the tourism industry in Livingstone City. _____
16. If Yes, to question 13, what could have been the contributing factors to the expansion of the tourism industry in Livingstone City? _____
17. State on average the number of tourists that visit Livingstone City per year? _____
-
18. How many tourist service industries do you have in Livingstone? _____
19. Has tourism industry been beneficial to Livingstone City?
 (a) Yes (b) No
20. If yes, to question 19, what are its benefits?
 (a) employment opportunities
 (b) entertainment
 (c) interaction with foreigners
 (d) improved standard of living
 (e) infrastructure establishments
 (f) small scale business establishments
 (g) other (please specify) _____
3. In your opinion, what are some of the social and economic problems caused by the expansion of tourism industry in Livingstone?
 (c) Crime
 (d) Immorality
 (e) Violence
 (f) expensive facilities for local people
 (g) Theft
 (h) Spread of sexually transmitted diseases (STDs)
 (i) Breakdown of local cultural values
 (j) Other (please specify) _____
3. Do you have any suggestions on how to control the social and economic problems you have cited in question 21?
 (a) Yes (b) No
4. If Yes, to question 22, specify them. _____
5. Any other comments on the subject. _____

THANK YOU FOR YOUR CO-OPERATION

APPENDIX II:

QUESTIONNAIRE FOR THE LIVINGSTONE CITY COUNCIL TOWN CLERK

Your office has been picked to help with the information on the effects of the expansion of tourism industry on the economic and social aspects of Livingstone City. Please, answer the questions below as honestly as possible. This information is for academic purposes only and will, therefore, be kept confidential.

Instructions:

Please indicate your response/answer to each question or statement by ticking (v) or filling in the appropriate blank spaces provided.

SECTION A: PERSONAL INFORMATION

1. Age: (a) 20-29 years (b) 30-39 years
(c) 40-49 years (d) above 50 years
2. Sex (a) Female (b) Male
3. Educational Level:
(a) Primary (b) Secondary
(c) Tertiary (d) None
4. Occupation: _____

SECTION B: SÓCIO-ECONOMIC ASPECTS CONSIDERATIONS

5. Where do you live in Livingstone?
6. How long have you been living in this area mentioned in question 5?
7. Are you employed? (a) Yes (b) No
8. If Yes, to question 7, what is the title of your job? _____
9. For how long have you been holding the title of your job in Livingstone City? _____
10. Livingstone City is a tourist capital of Zambia; do you have any specific roles that you play in tourism? (a) Yes (b) No
11. If Yes, to question 10, specify your major roles: _____
12. Has tourism industry in Livingstone City been expanding?
(a) Yes (b) No
13. If Yes, to question 12, in what specific areas has this expansion been? _____
14. Has tourism industry been beneficial to Livingstone City
(a) Yes (b) No
15. If Yes, to question 14, what are its benefits?
(a) employment opportunities
(b) entertainment
(c) interaction with foreigners
(d) improved standard of living

- (e) infrastructure establishments
- (f) small scale business establishments
- (g) other (please specify) _____

16. In your opinion, what are some of the social and economic problems caused by the expansion of tourism industry in Livingstone?

- (a) Crime
- (b) Immorality
- (c) Violence
- (d) Theft
- (e) Expensive facilities for local people
- (f) Spread of sexually transmitted diseases (STDs)
- (g) Breakdown of local cultural values
- (h) Other (please specify) _____

17. Do you have any suggestions on how to control the social and economic problems you have cited in question 16?

- (a) Yes
- (b) No

18. If Yes, to question 17, specify them: _____

19. State on average the number of applications for plots the Livingstone City Council has so far received in the following years:

Year	Number of Applications
1995	_____
1996	_____
1997	_____
1998	_____
1999	_____
2000	_____
2001	_____

20. Any other comments on the subject. _____

THANK YOU FOR YOUR CO-OPERATION

APPENDIX III

QUESTIONNAIRE FOR LIVINGSTONE CITY RESIDENTS

You have been randomly chosen to help with the information on the effects of the expansion of the tourism industry in the economic and social aspects of Livingstone. Please, answer the questions as honestly as possible. This information is for academic purposes only and will therefore, be kept confidential.

Instruction

Please, indicate your response/answer to each question or statement by ticking or filling in the appropriate blank spaces provided.

SECTION A: PERSONAL INFORMATION

1. Age: (a) 20-29 years () (b) 30-39 years ()
(c) 40-49 years () (d) above 50 years ()
2. Sex: (a) Male () (b) Female ()
3. Educational Level:
(a) Primary () (b) Secondary ()
(c) Tertiary () (d) None ()
4. Occupation:
5. Marital Status:
(a) Married () (b) Single ()
(c) Separated () (d) Other (please specify) _____

SECTION : SOCIAL-ECONOMIC ASPECTS CONSIDERATIONS

6. Where do you live in Livingstone?
7. How long have you been living in the area mentioned in question 6? _____
8. Are you employed?
(a) Yes (b) No ()
9. If No, to question 8, proceed to question 14.
10. If Yes, to question 8, what is the title of your job?
11. Did you work somewhere before you joined your present employers?
(a) Yes (b) No ()
12. If Yes, to question 11, why did you leave your former job?
(a) Retired (b) Retrenched ()
(c) Poor working conditions (d) Other (please specify) _____
13. What is the range of your monthly salary?
(c) K100,000.00-K150,000.00 []
(d) K200,000.00-K250,000.00 []
(e) K300,000.00-K350,000.00 []
(f) Above K400,000 []

1. Livingstone City is a tourist capital of Zambia. In your opinion, in which specific ways has the expansion of the tourism industry in Livingstone benefited Livingstone City?
- (c) Employment opportunities
 - (d) Entertainment
 - (e) Interaction with foreigners
 - (f) Improved standard of living
 - (g) Infrastructure establishments
 - (h) Small-scale business establishments
 - (i) Other (please specify) _____
3. What are some of the economic and social problems caused by the expansion of the tourism industry in Livingstone?
- (c) Crime
 - (d) Violence
 - (e) Immorality
 - (f) Expensive facilities for local people
 - (g) Theft
 - (h) Spread of sexually Transmitted Diseases (STDs)
 - (i) Breakdown of local cultural values
 - (j) Other (please specify) _____
3. Do you have any suggestions on how to control the social and economic problems you have cited in question 15?
- (a) Yes (b) No
4. If Yes, to question 16, specify them. _____
5. Any other comments on the subject. _____

THANK YOU FOR YOUR CO-OPERATION

APPENDIX IV

QUESTIONNAIRE FOR TOURISM ESTABLISHMENTS IN LIVINGSTONE CITY

Your "establishment" has been randomly chosen to help with the information on the effects of the expansion of the tourism industry on the economic and social aspects of Livingstone City. Please, answer the questions below as honestly as possible. This information is for academic purposes only and will therefore be kept confidential.

Instructions:

Please indicate your response/answer to each question or statement by ticking (v) or filling in the appropriate blank spaces provided:

SECTION A: HISTORICAL INFORMATION

1. What is the name of your tourism establishment? _____
2. Where are you situated in Livingstone? _____
3. Where did you operate from before you came to Livingstone City? _____
4. Why did you leave your former place mentioned in question 3? _____
5. For how long have you been operating in Livingstone City? _____

SECTION B: SOCIAL-ECONOMIC ASPECTS CONSIDERATIONS

6. Livingstone City is a tourist capital of Zambia. What are your major roles in the tourism industry in Livingstone City? _____
7. Do you have some employees?
(a) Yes (b) No
8. If Yes, to question 7, how many employees do you have?
(a) 5-10 [] (b) 11-16 []
(c) 17-22 [] (d) Other (please specify)
9. In terms of sex, state the number of females and males employees respectively.
(a) Females _____ (b) Males _____
10. In terms of salaries, how much do you offer your employees per month?
(a) K100,000 - K150,000 []
(b) K200,000 -K250,000 []
(c) K300,000 - K350,000 []
(d) Above K400,000 []
1. How many tourists on average do you receive per year?
(a) <50 [] (b) 50-100 []
(c) 101 - 150 [] (d) above 200 []
2. In terms of numbers, how many tourists did you receive in the following periods (a)1985-1990 () (b)1990-1995 () (c)1996 up to date ()
3. In terms of yearly revenue collections from tourists what has been your range for the past five (5) (1997-2001) years (in US\$ dollars)?
(a) 50,000-100,000() (c) 250,000-300,000 ()
(b) 150,000-200,000() (d) above 400,000()

2. Is your answer to question 13 a greater improvement in yearly revenue collections as compared to the period between 1992-1996?
 (a) Yes (b) No
3. In your opinion, do you think, the tourism industry in Livingstone has been beneficial to Livingstone City in terms of social and economic aspects?
 (a) Yes (b) No
4. If No, to question 15, proceed to question 18.
5. If yes, to question 15, state the benefits
 (a) employment opportunities
 (b) entertainment
 (c) interaction with foreigners
 (d) improved standard of living
 (e) infrastructure establishments
 (f) small scale business establishments
 (g) other (please specify) _____
1. What are some of the social and economic problems caused by the tourism industry in Livingstone?
 (a) Crime
 (b) Violence
 (c) Immorality
 (d) Expensive facilities for local people
 (e) Theft
 (f) Spread of sexually transmitted diseases (STDs)
 (g) Breakdown of local cultural values
 (h) Other (please specify) _____
1. Do you have any suggestions on how to control the social and economic problems you have cited in question 18?
 (a) Yes (b) No
2. If Yes, to question 19, write them down. _____
3. Is there anything that should be done in Livingstone City to attract as many tourists as possible?
 (a) Yes (b) No
4. If yes, to question 21, state them. _____
5. Any other comments on the subject _____

THANK YOU FOR YOUR CO-OPERATION

**APPENDIX V.: SOME HOTELS/GUEST HOUSE/LODGES FOUND IN
LIVINGSTONE CITY**

Chanters Lodge
Fawly Towers Backpackers
Geckos Guesthouse
Grubby's Grotto
Hillview Guesthouse
Jungle Junction Campsite
Kubu Cabins & Campsite
Libala Inn
Likute Guesthouse
Living Inn Guesthouse
Livingstone Island
Mainstay Campsite
Maramba River Lodge
Mukolo Island
Nyala Lodge
Rainbow Lodge
Songwe Point
Sindabezi Island Camp
Taita Falcom Lodge
Thorn Tree Lodge
Tongabezi Lodge
Tunya Lodge
Wasawange Lodge
Chundukwa Tree Lodge
Fairyland Lodge
Mawala Lodge
Siankaba Island Lodge
Zambezi Waterfront

APPENDIX VI:

(UNSCHEDULED ORAL INTERVIEW TO DISTRICT HEALTH INSPECTOR'S OFFICE ON 25TH OCTOBER, 2001)

1. Why Boma, Maramba, Dambwa and Libuyu Clinics having so high figures of STD's (i.e. Recording High figures) cases?
2. What do you do as main health institution to eradicate the spread of STD in Livingstone?
3. In your own opinion what could be the contributing factors to these alarming and ever increasing reports on STD cases?
4. Are the statistical figures that you receive from the 12 centres a true reflection of the STD cases in Livingstone? If No to this question what do you have to say?
5. Why do you say some people prefer Private Health Centres or Traditional Healers to Public Health Institutions?
6. Do you have any other comment over the same STD cases?
7. Are there instances where some visitors/tourists were treated of the Sexually Transmitted Diseases/infections (STDs/STIs) in your Health Centres here in Livingstone?
8. Is there any relationship between the high spread of Sexually Transmitted Diseases/Infections (STDs/STIs) (as records show from your Health Institutions) and the expansion of tourism industry in Livingstone City?
(a)yes () (b) No ()

APPENDIX VII:

PERSONAL INFORMATION

Ages of Respondents

Age Group	Frequency	Percentage %
20-29	84	43.5
30-39	62	32.1
40-49	29	15.0
Above 50 years	18	9.3
Total	193	99.9

Sex: Sex of Respondents

Sex	Frequency	Percentage %
Male	108	60.0
Female	85	44.0
Total	193	103.0

Status: Marital Status of Respondents

Marital Status	Frequency	Percentage %
Married	97	50.3
Single	77	39.8
Separated	11	5.7
Other(s)	8	4.1
Total	193	99.9

EDUCATION: Educational Level of Respondents

Level	Frequency	Percentage %
Primary	16	8.3
Secondary	67	34.7
Tertiary	106	54.9
None	4	2.1
Totals	193	100.0

OCCUPATION: Occupation of Respondents

Condition	Frequency	Percentage %
Employed	135	69.9
Not Employed	35	18.1
Self employed	23	11.9
Totals	193	99.9

INCOME: Range of monthly Salary of Respondents

Range	Frequency	Percentage %
K100,000-K150,000	20	10.4
K200,000-K250,000	21	10.9
K300,000-K350,000	52	26.9
Above K400,000	36	18.7
None	64	33.2
Totals	193	100.1

Social and Economic Benefits of Respondents in Livingstone City

Actual Benefits	Frequency	Percentage %
Employment Opportunities	130	67.4
Entertainment	90	46.6
Interaction with foreigners	84	43.5
Improved standard of living	33	17.1
Infrastructure Establishments	99	51.3
Small Scale Business Establishments	74	38.3
Other (please specify)	07	3.6

Social and Economic Problems of Residents in Livingstone City

Problem	Frequency	Percentage %
Crime	49	25.4
Violence	23	11.9
Immorality	125	64.8
Expensive facilities for local people	115	59.6
Theft	53	27.5
Spread of Sexually Transmitted Disease (STDs)	88	45.6
Breakdown of local cultural values	66	34.2
Other (please specify)	19	9.8