

**TOURIST EXPECTATIONS AND SATISFACTION IN ZAMBIA:  
IMPLICATIONS FOR TOURISM DEVELOPMENT**

**BY**

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## DEDICATION

This dissertation is dedicated to my late brother Alexander Mwale, who never lived to see this academic piece of work turn into reality and to the late friend Alick Musitini who drew all the maps and helped me in acquiring the stationery used for my drafts.

DECLARATION

I, TITUS REUBEN MWALE, hereby declare that the work presented in this dissertation is my own, except where due reference is made to other Authors. This work has not previously been submitted for an academic award at this or any other University.

Signed: *Titus*.....

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APPROVAL

This dissertation of Mwale, Titu s Reuben is approved as fulfilling part of the requirements for the award of the degree of Master of Science in Geography by the University of Zambia.

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## ABSTRACT

For a long time, Zambia's economic policies disregarded other sectors of the economy in favour of copper mining as the sole foreign exchange earner. The tourism industry has been among the most neglected sectors. It should not be surprising therefore that very little published research has addressed international tourism as a marketing problem. As a result the contribution of tourism to the national economy remained unsatisfactory.

The decline of Zambia's copper industry in the late 1970's and the recognition of the impact of tourism on the destination (i.e. a place or country offering tourist services and facilities for the consumption of the tourists) highlighted the need for the diversification of the economy and the re-appraisal of the economic policies. Zambia's new economic policy especially the Fourth National Development Plan's (FNDP's) New Economic Recovery Plan (NERP) recognizes the need for the development of tourism as an alternative to copper and has been placed as the number two priority after agriculture. The new policy therefore has created the need for market research on tourism for its effective marketing so as to increase tourist flows to Zambia.

To determine tourist expectations and satisfaction in Zambia, this study used market research and asked

the tourists for their opinions and experiences after their vacations in Zambia.

The study has revealed that tourism consumption is dominated by tourists from the western countries (92%). For this reason, it is recommended that tourist promotional campaigns must be directed towards this market segment. It has also been established through the tourists that accommodation in Zambia is expensive compared to Kenya, and that it does not measure up to the expectations of the tourists. Domestic consumption is low and this situation is attributed to the high prices of food, accommodation and transport. It has therefore been recommended that the cost of food, accommodation and transport should be reviewed so that local tourism is boosted. Cleanliness and expansion in accommodation are also called for. Variety of food in hotels, lodges and camps is also a must.

The study has also shown that Zambia faces very stiff competition from Kenya and Zimbabwe where tourist facilities are more diversified, and that Zambia does not advertize herself extensively or aggressively enough abroad. For Zambia to compete effectively, it has to diversify the attractions, especially through the promotion of cultural attractions to foreigners. In addition, there is need for Zambia to advertize itself extensively abroad and to participate in tourist fairs abroad. Detailed information about

Zambia must also be provided.

It was also established that Zambia cannot participate effectively in international mass tourism because the accommodation available cannot support it. In addition, both road and air transport are inefficient and the majority of tourists experienced transport problems.

On the positive side, the study established that Zambia is hospitable to tourists. On tourist satisfaction, the study established that the majority: (a) were satisfied with tourist attractions; (b) enjoyed the vacation, (c) were satisfied with the vacation as a whole, (d) agreed that the food served met their tastes and (e) felt that their expectations were fulfilled and expressed the desire to come back to Zambia again. To effectively promote tourism, these positive attributes must be retained and reinforced.

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## CHAPTER ONE

### INTRODUCTION

#### 1.00 ORGANIZATION OF CHAPTERS

This chapter outlines the organization of the dissertation, the rationale for the study and the objectives of the study. An attempt is also made to define the terms commonly used in the study of tourism. The chapter also tries to state why specific hypotheses were not stated.

Chapter two reviews the literature on tourism studies, the conceptual framework is also outlined, the importance of tourism on the global scale is discussed and the literature most relevant to the current study is also reviewed.

Chapter three reviews Zambia's economic performance and the need for the tourist industry. It tries to justify the place of tourism in the broader development of the country, the rationale for its development and the major attractions that Zambia can offer to the tourists are presented.

Chapter four outlines the methods that were employed for data collection, the problems the researcher encountered, the methods of data analysis, the justification for the use of the statistical test and the limitations of the study.

Chapter five presents the results of the study. The tourist perceptions of the various services offered in Zambia are also presented. The tourist expectations and their subsequent satisfactions are given. It also presents the results of the relationships between selected variables and the analysis of these relationships.

Chapter six interpretes and discusses the results of the study. An attempt is made to suggest possible reasons for the results that were obtained.

Chapter seven draws the conclusions from the study, it also looks at the implications of tourism development in Zambia in the light of the results obtained. Lastly, recommendations and suggestions for improving the industry are presented.

#### 1.01 THE PRESENT STUDY

It has been recognised for a long time now that tourism has a profound impact on the destination. Following from this, a lot of research has been done on the impact tourism has on the economy, the environment, manpower training and employment. The studies that have been undertaken so far on Zambian tourism have tended to focus on the role of wildlife in economic development, the problems that have hindered tourism development especially liberation wars,

unilateral declaration of independence (UDI) in the then Rhodesia or political reasons in general and the tourist attractions available, (see Pullan, 1983; Eltringham, 1984; Popovic, 1972 and Teye, 1986).

Very little published research has addressed international tourism as a marketing problem. Among the researchers who have examined the factors a prospective tourist would consider when choosing a vacation destination abroad, and determined what attracts tourists to a specific destination and what deters them, Kale and Weir (1986) have concluded that Third World countries must promote their positive attributes as perceived by prospective tourists abroad, while also working to overcome their negative image among the same. These researchers argue that only in this way can they increase the flow of western tourists to their countries.

This study, therefore, has addressed itself to the tourist demands to ascertain the extent to which these demands are met by the Zambian tourist market. Tourist demands comprise tourist expectations. The expectations are largely created by advertizing and may include highlighting climate, luxurious hotels, abundant wildlife, customs and cultures. The expectations are responsible for the formation of the image that one has about the destination. Figure 3 summarizes the tourist demand and supply factors (p.27).

The study therefore attempts to look at the extent to which the tourist industry in Zambia satisfies its customers or consumers and what should be done to improve the industry, if the country is going to benefit economically.

#### 1.02 RATIONALE OF THE STUDY

It was necessary to undertake this study because, as Buchanan (1983) points out, a knowledge of specific satisfactions that are associated with recreation activities have important implications for individuals involved in planning and managing those recreation opportunities. An understanding of recreation satisfaction can help planners and managers in the following ways

- (a) to understand the type of opportunities the tourists are looking for and provide them accordingly.
- (b) to identify the factors that may hinder tourism development.
- (c) to promote specific tourist experiences for specific market segments.

A successful destination is one that can satisfy the visitors. If this is achieved, then a repeat visit and recommendation to others will occur, hence boosting promotion. Thus, Van Raaij (1986) recommends that the best approach to marketing and consumer policy is to

study the behaviour of tourists, their decision making, vacation activities and/or complaining behaviour.

Van Raaij (1986) also argues that, in the marketing concept, consumer wishes and desires should be the basis for any marketing strategies. He concludes that "consumer research on tourism should be a cornerstone of marketing strategy" (Van Raaij, 1986: 1). Others point out that if studies can identify factors responsible for tourist satisfaction in recreation activities, then the goals for recreation resource management will have been achieved (Ditton, Fedler, and Graefe, 1981).

### 1.03 SPECIFIC OBJECTIVES OF THE STUDY

The aim of this study is to find out to what extent the Zambian tourism market meets or fulfils the expectations of the tourists. The following are the specific objectives:

- (1) to identify the factors that may cause satisfaction or dissatisfaction for the tourists.
- (2) to investigate whether or not the Zambian market is able to provide the type of accommodation, hospitality, transport, entertainment, food and attractions envisaged by the tourists before they undertook the journey.

- (3) to identify what tourist facilities are appropriate for Zambian tourism and therefore warrant further improvement.
- (4) to investigate the factors responsible for the tourist's choice of Zambia as a destination among other countries.

Tourist development involves attracting tourists and identifying tourist facilities that satisfy the tourists. This should be the main goal in the development process. It is the tourist who must be attracted and satisfied if a destination is to develop and prosper as a tourist market. This therefore must be the first goal in tourism planning.

#### 1.04 BASIC ASSUMPTIONS

The study was designed as an exploratory one where certain factors associated with recreation satisfaction were investigated. Emphasis was put on the role of specific satisfactions. The assumption was that satisfactions on a vacation would be a result of certain factors like accommodation, transport or the opportunities for engaging in recreation. Some factors like age, income and education were assumed to be responsible for different levels of satisfaction.

In this case, specific hypotheses were not stated.

Three sets of variables were related to each other in order to determine whether or not they showed any significant relationships with each other.

#### 1.05 DEFINITIONS

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.

LEISURE - Free time from one's demands or obligations of work or sleep and the person has the freedom to use that time as desired, whether for relaxation, recreation or entertainment, however, active or passive (Moorst, 1982).

RECREATION - The time spent on relaxation, exercise, entertainment which could be described as "functional" to the maintenance of the social system.

TOURISM - The relationships and phenomena arising out of the journeys and temporary stays of people travelling primarily for leisure and recreation.

TOURIST SATISFACTION - Refers to the state or condition of appreciation of the facilities and services provided.

TOURIST DISSATISFACTION - Refers to the state or condition of disappreciation of the facilities and services provided to the tourist.

IMAGE - The sum total of beliefs, ideas and impressions a person has regarding a destination.

## CHAPTER TWO

### LITERATURE REVIEW

#### 2.0 INTRODUCTION

In reviewing the literature, the importance of tourism on the global scale and the major views held by theorists on tourism development are outlined. In addition, the major theories put forward in leisure and recreation studies are examined, and the literature review reveals the conceptual framework of the study. Further, the branch of geography within which the present study falls is defined.

The literature most relevant to the present study is examined and an attempt has been made to answer some of the questions often raised about leisure and recreation. Questions such as what prompts tourists to go to particular destinations among a set of available alternative destinations, whether the tourists are likely to make repeat journeys to the same destinations and why differences exist in behaviour, preferences and motivations among the same people engaged in the same activity, are answered.

#### 2.01 IMPORTANCE OF TOURISM

It is now generally accepted that tourism has a profound impact on the host areas. International tourism can provide Third World countries with much

needed foreign exchange. It can also create employment opportunities in the host nation (Kale and Weir, 1986; Doswell, 1978 and Pigram, 1983). This economic impact on the host nation has made tourism an industry mostly sought after by developing countries with tourist potential. Other positive aspects include the interaction of different cultures which brings about mutual understanding. However, there are dangers of spreading discontent in the local community if tourism is not well planned (Eltringham, 1984; Murphy, 1985 and Husbands, 1986).

There are three main views on tourism development. The first argues in favour of tourism for its benefits. The benefits include foreign exchange earnings, creation of employment since it is labour intensive, promotion of understanding and peace between nations, and helps in regional development especially in rural areas. This view has been backed by statistics (Murphy, 1983; Doswell, 1978; 1979 and the Third National Development Plan, 1979-83).

The second view, however, is the most comprehensive for it tackles both the good and the bad brought about by tourism. Tourism is supported for the benefits it brings (such as those mentioned above) and criticized for its negative aspects. These negative aspects are that it is mainly foreign controlled, it

encourages servility in the workers employed in the tourist industry, it brings about resentment in the local population because most of the services enjoyed by the tourists are out of the reach of 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. Proponents of this balanced perspective include Britton (1980; 1983), Potter (1983), Husbands (1986), Drakakis-Smith (1984), Pollard (1976), Edington and Edington (1986) and Talbot (1974).

The last view argues completely against tourism on the basis that it is an enclave industry which excludes the mass of local people from taking part in tourism consumption. There is also loss of autonomy by the indigenous people who mainly depend on the leisure time consumption of the advanced countries. The most outstanding critics being Chib (1980), Diamond (1977) and Turner (1973).

Within these three views, there are some which emphasize economic impacts at the expense of social or environmental impacts. Others emphasize social aspects at the expense of economic and environmental impacts (Dekadt, 1979 and Wood, 1977). Others go further pointing out that despite the benefits and drawbacks of tourism the impact is not generally felt in the host nation. The argument is that those who

are directly involved in the tourism industry are the most affected (Husbands, 1986; Murphy, 1985 and Doswell, 1978).

Despite the arguments for and against, it should be acknowledged that international tourist arrivals and receipts from international tourism have been on the increase especially after the second world war. The WTO (1986) estimates that the number of international tourists reached 355 million in 1986 as against only 25 million in 1950, an increase of more than fourteen times.

According to Pollard (1976) and Lundgren (1972), this impressive expansion rapidly became an economic factor of considerable significance in many parts of the world. The substantial economic impact upon a large number of countries, especially the Third World Countries, cannot be ignored. The growth of tourism especially in the 1960's is not only attributed to the economic benefits that it brings, but also to the rise of jumbo jets, package tours (rather than individual tourism) and the growing affluence of the middle classes in the western industrial nations (Dekadt, 1979).

This rapid growth has been a common alternative in the diversification of the economies and creation of jobs in areas where resources and market constraints

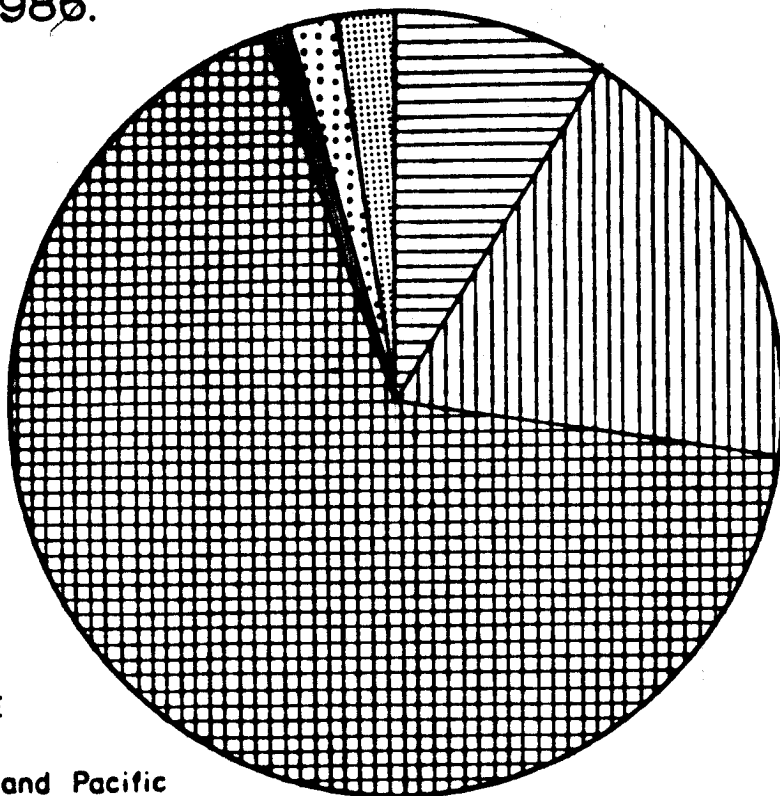
severely limit the capacity for manufacturing industries.

The growing significance of tourism as an economic force is reflected in Table 1. Figures 1 and 2 show the shares given regions have in the tourism industry. However, the tourist trade is dominated by Europe and the Americas which accounted for over 85 percent of world international tourist arrivals in 1986 and 82 percent of international receipts in the same year (Figures 1 and 2).

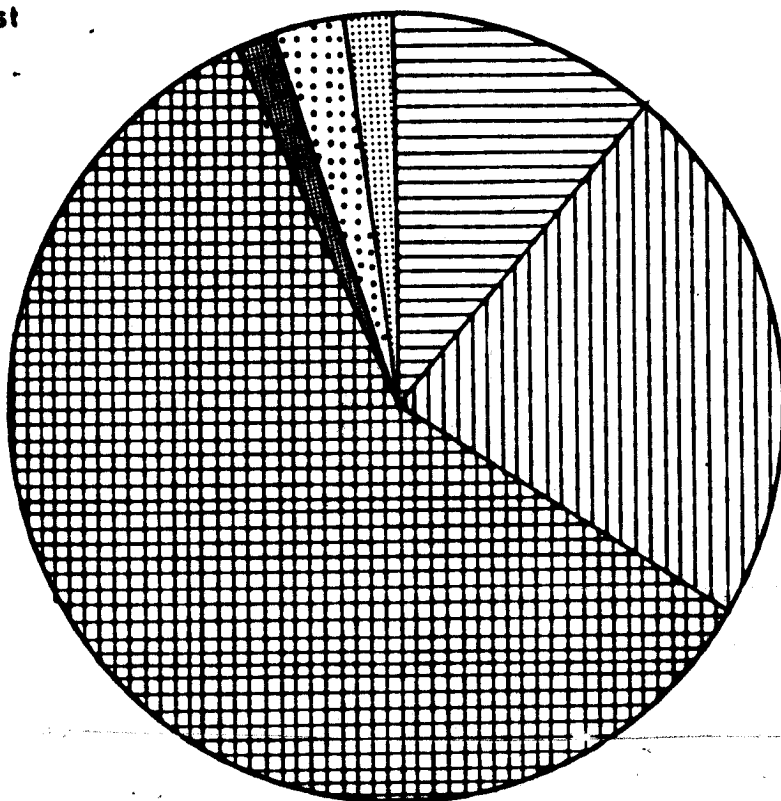
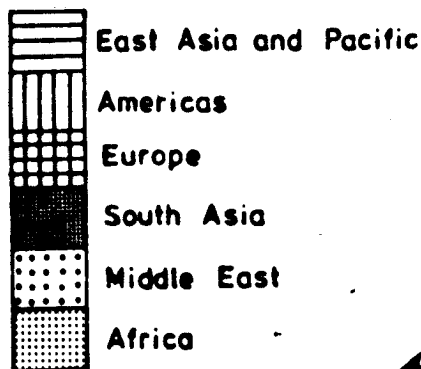
This imbalance in tourist trade has been well documented (Chib, 1980 and Britton, 1980; 1983 and 1979). Table 2 specifically refers to this imbalance in the ownership of local tourist enterprises in Fiji. It is also worth noting that the character of tourist travel has changed over the post-war situation. The International Union of Travel Organization (IUTO) established in 1925 indicated in its "Economic Review of World Tourism" (1968) that although the bulk of both tourist and travellers' expenditures occurred in the more industrialized countries, there was also a considerable "geographic displacement" of the tourists and spending powers to developing countries.

It is against this global background that we examine the role tourism can play in the economic, social and broader development of Zambia.

Fig.1: INTERNATIONAL TOURIST ARRIVALS (WORLD) 1986.



REFERENCE



Source: World Tourism Organisation (WTO).

Fig.2: INTERNATIONAL TOURISM RECEIPTS (WORLD) 1986.

TABLE 1 ARRIVALS OF TOURISTS FROM ABROAD AND RECEIPTS FROM INTERNATIONAL TOURISM (WORLD)

<u>ARRIVALS YEARS</u>	<u>TOTAL (THOUSANDS)</u>	<u>RECEIPTS TOTAL MILLION US\$</u>
1950	25,282	2,100
1960	69,296	6,867
1965	112,729	11,604
1970	159,690	17,900
1975	214,357	40,702
1980	284,841 (r)	102,363 (r)
1985	341,434 (r)	129,182 (r)

r = revised

SOURCE: WTO, 1986

TABLE 2 FIJI OWNERSHIP OF LOCAL TOURIST ENTERPRISES ACCOMMODATION AND TRAVEL

<u>OWNERSHIP</u>	<u>% OF ENTERPRISES</u>	<u>% OF CLIENTS SERVED</u>	<u>% OF RECEIPTS</u>
Foreign	37.5	65.1	65.6
European	29.7	18.0	14.5
Indian	18.8	7.5	15.3
Fijian (domestic)	7.0	1.0	1.0
Others	7.0	8.4	3.6
<b>Total:</b>	<b>100.0</b>	<b>100.0</b>	<b>100.0</b>

SOURCE: Britton (1979)

## 2.02 THEORETICAL CONTEXT OF THE STUDY

This study on tourism falls within the behavioural branch of human geography. Within this branch, research on perceptions, attitudes, and behaviour emerged as a distinctive area of inquiry during the early 1960's and is rooted in the man-environment research tradition and is closely tied to the emergence of behavioural studies in geography (Mitchell, 1979: 118).

The patterns of belief preferences and behaviour have attracted attention as topics of study as well as for their potential contribution to improving environmental decisions. Mitchell (1979) points out that attitudes and perception studies can provide information for the planning processes and serve as a vehicle for public participation in the decision-making.

Furthermore, research has revealed that differences may exist among individuals and groups of the general public, among resource managers, and between the public and resource managers. Therefore, tourists' perceptions and attitudes should be allowed to influence decision-making concerning how recreation resources should be provided. The argument is based upon the premise that "in value-laden decisions, the experts are not necessarily the best judges as to what is desirable" (Mitchell, 1979: 129).

This behavioural study on tourism in Zambia was prompted by the desire to ascertain tourist preferences for tourist facilities, attractions and services which the recreation resource manager or planner might provide, and to determine motivations for participating in particular tourist activities.

Given the above context, a useful conceptual framework for the study of recreation behaviour is therefore that provided by Driver and Tocher cited by Cooper (1981). These noted that behaviour is goal-directed and is based on motivations to achieve those goals. A number of factors play a great role in the utility gained from goal achievement. Antecedent conditions are said to give rise to motivation to engage in recreation. These antecedent conditions include physiology, heredity and environmental stimuli. Intervening variables which are encountered during the behaviour can change the recreationist's expectations of achieving the goal. These are said to feed back into antecedent conditions in the continual learning process. The observable consequences of recreation behaviour measure the behavioural response to these factors (Cooper, 1981: 360).

Therefore, to understand the tourist's behaviour, it is imperative that we understand the intervening variables and the tourist antecedent conditions.

Touring is said to be an essentially space searching activity brought about by information acquisition and appraisal (Van Raaij and Francken, 1984). The continual change in levels of information acquisition and appraisal forms the key intervening variable in the touring behaviour. Cooper (1981) points out that it is very important to be aware of the distinctive antecedent conditions. Tourist drives, goals and motivations differ from other consumers, such as retail consumers. This is because the tourist has very little time in which to complete his/her exploration and that the tourist is almost a behavioural caste and therefore needs special consideration (Cooper, 1981: 360).

According to Cooper (1981), two theories exist as to the usefulness of holidays to individuals. The first theory focuses upon the self-improvement and physical exertion which represent moral effort. This is the justification for recreation "doing some good" to the participant. Further, Hill cited by Cooper (1981) suggests that holidays are a secular pilgrimage for internal enrichment at a destination of goodness. It is also pointed out that the underlying goal of the holiday is to "maximise opportunities for intake and minimise the risk of disappointment" (Hill cited by Cooper, 1981: 361).

The second theory suggests that the internal

enrichment is brought about by regression to childhood. It is pointed out that there is a return to privileged irresponsibility where thoughts of social responsibility rarely impinge (Cooper, 1981: 361). Combining these two theories leads to the belief that tourists will form a distinct behavioural group as they search for activities in the environment. However, differences in behaviour exist within the broad framework discussed.

It is now generally recognised that the differences in recreation is a result of at least two dimensions. The first is the life-cycle dimension ensuring differences in leisure behaviour according to age. It is observed that recreationists of different ages will attempt to attain differing behavioural goals. Moreover, constraints of children or old age may prevent the attainment of desired goals and promote re-adjustment of the goals and behaviour (Van Raaij and Francken, 1984; Buchanan, 1983; and Cooper, 1981).

The second dimension is social class. It is observed that social class is an important determinant of holiday expectations. It is said that working class holidays involve a highly organised collective experience characterised by passive involvement. In contrast, middle class holidays are loosely organised, privatised holidays, with active participation. Therefore, social class influences the choice of goals

and the utility of these goals (Cooper, 1981; Husbands, 1989).

However, Dawson (1986) points out that leisure can be seen to play a role in the formation of class structure, the closure between classes, class dominance and class reproduction. On the other hand, Moorst (1982) points out that the majority of theorists about leisure see it as a relatively autonomous sphere of social behaviour which is analysed in terms of how it relates to a pre-given social system. Thus theorists understand leisure in terms of its function in society.

Moorst (1982) further points out that others see leisure as functional because it caters for man's needs as a "refresher" from work or that it "tends to prevent... social deviation" (Bucher and Bucher, 1974, cited by Moorst, 1982: 158). Leisure is therefore seen as an instrument for maintaining the status quo. According to Moorst (1982) the functionists try to separate leisure from other aspects of social life and give an independent, reified existence instead of seeing it in its total dialectical context.

He further points out that, as a result, no clear understanding of relation of leisure to work, to production, to class and to culture emerges. Moreover, the existence of leisure studies serves to mystify the nature of work and leisure and to sustain bourgeois

ideology concerning the nature of production in our society. He concludes that the task is therefore not to plan leisure but to plan production in order to enable leisure, (Moorst, 1982: 168-9).

In reaction to the above view, others see leisure as not functional because "leisure has no essential function for the community", (Mc cormack, 1971, cited by Moorst, 1982: 159).

### 2.03 LITERATURE ON TOURIST EXPECTATIONS AND SATISFACTION

This study on tourist expectations and satisfaction attempts to provide information on tourism as a *marketing problem in Zambia*, by trying to find out to what extent the industry satisfies its customers, and the implications of the findings for its development.

Many scholars have tried to answer questions about the causes of leisure. Almogor (1985) suggests that tourists travel to seek wildness, or an encounter with nature or wildlife. This view is also held by Van den Berghe (1986). The encounters are said to leave an everlasting impression on the tourist. Others like Pearson (1957) and Doswell (1978), point to the importance of the unique ways of making a living or the cultural aspects of the people as attractions inducing travelling.

Whatever prompts people to engage in leisure, one thing is clear: people look for places that would offer or fulfil their expectations (Ditton, et al, 1981; Buchanan, 1983; Van Raaij and Francken, 1984 and Schreyer and Roggenbuck, 1981).

In so far as expectations and satisfaction are concerned, Van Raaij and Francken (1984) bring in the theory of equity. According to them, in social psychology, equity theory deals with the exchange relationships between individuals in terms of inputs and outcomes. According to this theory, equitable relationships exist when all participants perceive the ratios of their inputs (money spent and their expectations) and their outcomes (satisfaction) to be equal to the respective ratios of all participants. Relationships are said to be inequitable when there are perceived inequalities in input-output ratios among the participants. For the vacationer this will be the case if he/she does not get the value for money; for example, if serious complaints have arisen about hygiene, comfort, meals or transportation.

Like Cooper (1981) these authors recognise the fact that social as well as individual factors exert an influence on the five stages of tourist consumers' behaviour and experience. The proposed five stages are: generic expenditure, information acquisition,

joint decision-making, vacation activities and subsequent satisfaction and complaints. The importance of socio-demographic, household and individual factors that may be relevant in the vacation sequence will be shown on page 28 (see also Husbands, 1989). In the study that they conducted, Van Raaij and Francken (1984) point out that vacationers who attribute their dissatisfaction to external factors (travel agents, hotel, transportation company) can be considered to be more dissatisfied, than vacationers who attribute their dissatisfaction to themselves (internal attribution).

They found out that vacationers with lower levels of income and education, from lower social economic levels and from higher age groups tend to have lower expectations and aspirations. They report higher levels of vacation satisfaction. It is also pointed out that there are possible courses of action by those who are dissatisfied. Some may take no action, but if they take action, the following are possibilities: take some public action to:-

- (a) seek redress directly from travel agency.
- (b) take legal action to obtain redress.
- (c) complain to business, private, or government agency.

Alternatively, they may take some form of private action with the following possibilities:

- (a) decide not to have any dealings with the travel agency, transportation company, or hotel concerned;
- (b) warn friends about the organizations involved.

On the other hand, Ditton and Graefe (1981), on their discrepancy theory, suggest that differences between perceived outcomes a person receives and the outcomes one wants or thinks he should receive, determines the level of satisfaction in the activities engaged in. Therefore, the most important factor in making a destination area an important tourist area is the ability to satisfy its consumers and this is the contention of this study.

According to Lounsbury and Hoopes (1985), tourists may have in their minds what they consider ideal products and services, such as package tours, hotels, transport facilities, recreation and sports facilities. These may be compared with what the tourists experienced elsewhere and if they are found to be inferior, then the tourists will have to look elsewhere to get the satisfaction that they want. If, on the other hand, these constitute what they perceive as the best, then they are likely to be satisfied and would come back again.

In this respect, tourism goods and services may be treated as a subset of goods and services in general.

It is pointed out that when the weighted sum total of experiences compared to the expectations results in feelings of gratification, the tourist is said to be satisfied. On the other hand if the tourist's actual experiences compared with his expectations result in feelings of displeasure, he is dissatisfied.

However, it should be noted that satisfaction with product performance should occur in two independent dimensions. These are:

- (a) **instrument dimension**, which corresponds to the physical performance of the product, such as the durability of an item of clothing.
- (b) **expressive dimension** which relates to the "psychological" level of performance or the styling of the clothing, (Swan and Combs, 1976 cited by Pizam, et al, 1978).

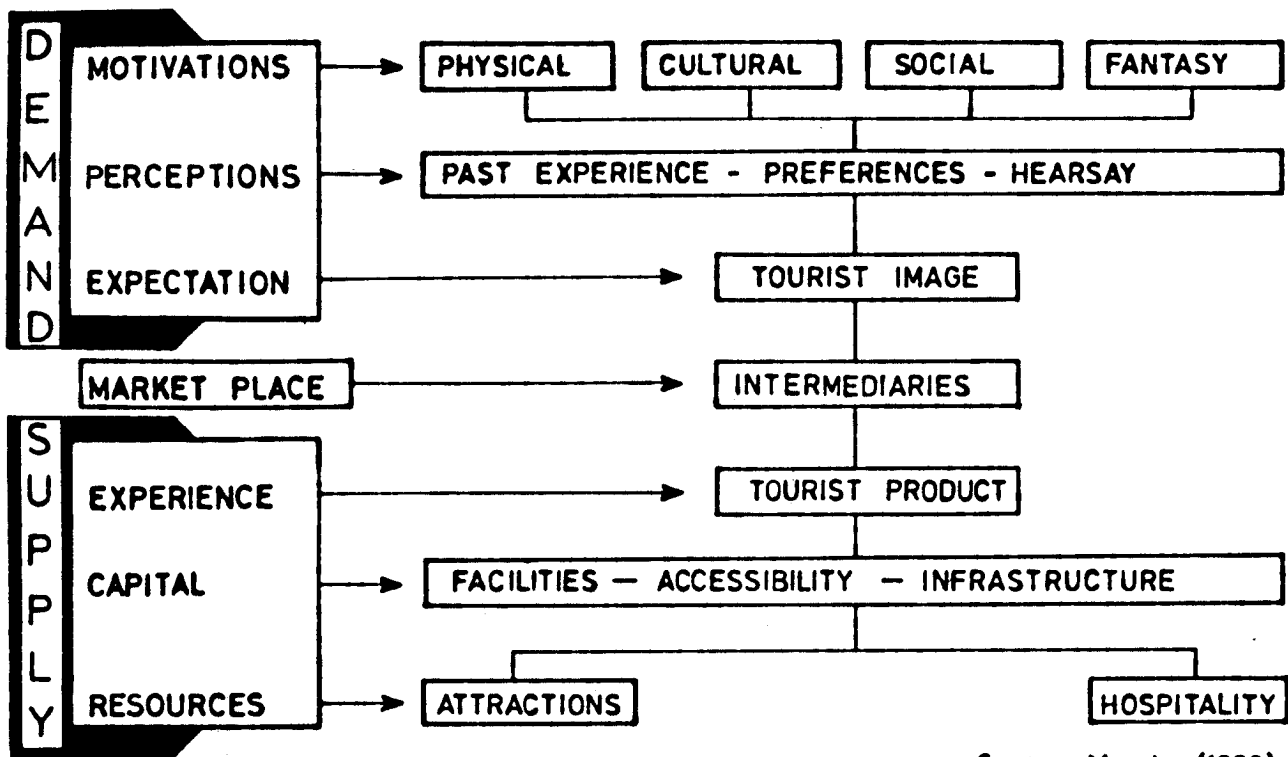
In tourism satisfaction, the expressive performance of most tourism products is much more important than the instrument dimension. The level of aspiration theory propounded by Engledow (1977) states that "satisfaction results from the interaction of two factors in the individual-his aspiration or expectation level... and his perception of the outcome. Presumably, if the performance of the product is as good as expected, the buyer will be satisfied; if the performance is less than expected the buyer will be dissatisfied..."

(as cited by Pizam, Neumann and Reichel 1978: 315).

It is important to note that significant differences exist between tourism products and other consumer products in that the majority of products show homogeneity and uniformity, the tourism product is an intangible composite of many interrelated components, (Pizam, et al, 1986).

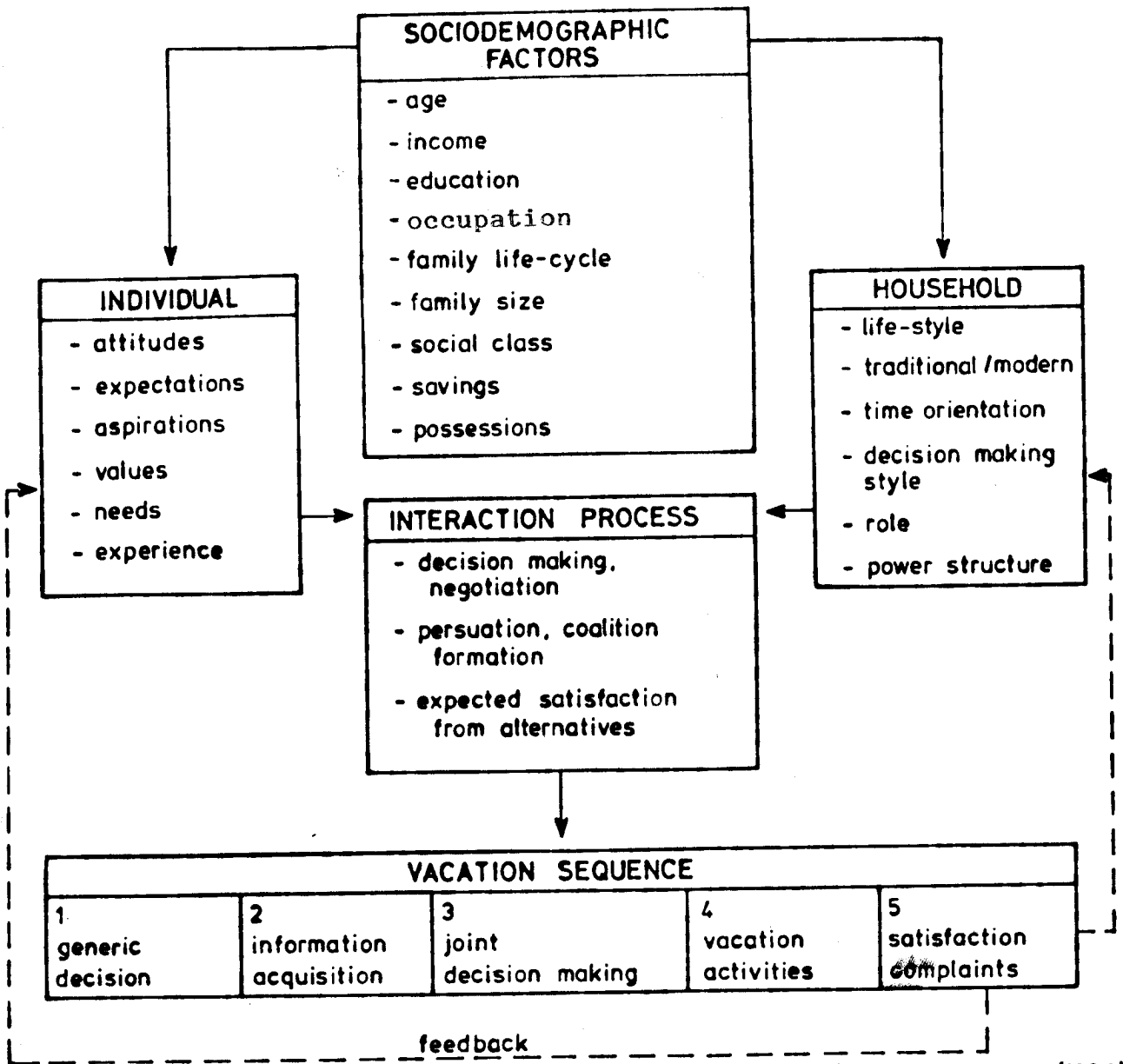
To fulfill tourist desires requires understanding the basic demands (Murphy, 1985 and Figure 3). Before one undertakes a trip one makes up a picture which may be different from his/her lived experience at home and with a view of satisfying one's psychological needs that cannot be satisfied at home. The mental images have to be sorted out in relation to climate, scenery, and the costs before making what Van Raaij (1986) calls the first stage in a vacation sequence: the generic decision (see Figure 4).

Current studies have tended to focus on satisfactions considered to be major reasons for recreation participation (Buchanan, 1983; Van Raaij and Francken, 1984; Ditton, et al, 1981; Rubenstein, 1980, and Lew, 1987). Buchanan (1983) points out that satisfaction in one activity may differ from satisfaction in another activity. The reason for different experiences in the same activity is not presently well understood. He also points out that satisfaction is not attributed



Source: Murphy, (1983).

FIG. 3 : COMPONENTS OF THE TOURISM MARKET.



Source: Van Raaij and Francken (1984).

FIG. 4: FACTORS DETERMINING THE VACATION SEQUENCE.

to a single factor.

In addition, Lew (1987) suggests that tourist satisfaction is a self-fulfilling prophecy, in that tourists spend money to have fun and are determined to get their money's worth, even in the worst situation. On the other hand, Pizam, et al (1978) and Ditton, et al (1981) view satisfaction as determined by differences between expectation level and the perception of the outcome. Therefore, satisfaction is the product of the interaction between what the tourist has experienced at the destination area and the expectation one had about that destination.

According to Tinsley and Tinsley (1986), individuals' experiences of leisure varies along two dimensions.

- (a) **Qualitative** - this corresponds to the evaluative component of meaning. The qualitative differences among leisure experiences might be measured by semantic differential scales using bipolar adjectives such as valuable-worthless and good-bad.
- (b) **Quantitative** - this corresponds to the potency component of meaning. Potency is typically measured by semantic differential scales using bipolar adjectives such as strong-weak. There is no single leisure experience but a continuum

of leisure experiences. Leisure experiences are characterized to some degree by both cognitive attributes (i.e. thoughts, images) and affective ones (i.e. feelings, sensations). Further, whenever an individual experiences leisure, some psychological needs at all five levels of Maslow's hierarchy (i.e. physiological, safety, belongingness, self-esteem, and self-actualization needs) may be satisfied by participation in leisure activities (Tinsley and Tinsley, 1986: 19).

On the other hand Vaske and Fedler (1986) in their study associate low satisfaction ratings with participating in few activities. Being offered few attractions or higher densities on attractions may lead to competition for these resources and eventually to perceptions of crowding and interpersonal conflict. Pearce (1980), has a slightly different view from others. He points out that some unexpected discoveries may lead to satisfaction. He concludes, therefore, that initial favourability towards a country or its people is not a guarantee to a satisfying holiday there.

#### 2.04 LIMITATIONS OF PREVIOUS STUDIES

The studies that have been undertaken on Zambian

tourism so far have tended to focus on the role of wildlife in economic development, the problems that have hindered tourism development, especially liberation wars, UDI in the then Rhodesia, or political reasons in general, and the tourist attractions available (Pullan, 1983; Etringham, 1984; Popovic, 1972 and Teye, 1986). The present study therefore presents data of a different nature, generated by using the behavioural approach to the geography of tourism and recreation.

Additionally, in most cases, those concerned with the development of tourist facilities like transport (roads, vehicles, air services), entertainment, food, accommodation and travel agents tend to view these in isolation. The present study looks at the provision of most of these facilities as an integral and important component of the tourism package.

Most of the studies on tourist satisfaction tended to attribute satisfaction to a single factor. As Ditton, et al, (1981) point out, using a single item as an indicator of satisfaction cannot offer an indication of validity and reliability. The present study focusses on the components of the Zambian tourism market in relation to the satisfaction derived by the participants in various activities.

## CHAPTER THREE

### ZAMBIA'S ECONOMIC PERFORMANCE AND THE NEED FOR THE TOURIST INDUSTRY

#### 3.00 INTRODUCTION

In this chapter, an attempt is made to review the performance of the Zambian economy. The review looks at the sectoral performance of mining, manufacturing, agriculture, transport and communications, construction and tourism. Lastly, an attempt is made to justify the need for the development of the tourist industry.

#### 3.01 ZAMBIA'S ECONOMIC PERFORMANCE

The decline in the traditional export earnings seriously affect future plans for expansion in the Zambian economy. Thus, the search for alternative sources of income takes a dramatic urgency. This is the move so because the rapidly growing population is faced with limited areas where employment opportunities exist. The drop in copper earnings and the fall in the value of the Kwacha (Zambia's national currency) has made the establishment of more industries for more employment increasingly difficult. This is well illustrated in the Third National Development Plan, 1979-1983, thus:

"since 1975 Zambia has been losing on the average more than K200 million a year to the rest of the world in her terms of trade... the only way out of this quagmire of international economic relations is to act in a disciplined and determined manner to gain a large measure of self reliance for the domestic economy through better exploitation of the the country's natural resources"(TNDP, 1978 P: iv).

The data given on Gross Domestic Product (GDP) illustrate the performance.

TABLE 3: PERCENTAGE CHANGE IN GDP OVER PREVIOUS YEAR

<u>ECONOMIC ACTIVITY</u>	<u>1986</u>	<u>1987</u>	<u>1988</u>
Aggregate GDP Growth	0.7	2.2	2.7
Agriculture	8.7	-2.2	6.4
Mining	-5.0	4.4	2.7
Construction and Electricity	3.0	-15.7	-1.2
Transport and Communications	-6.3	3.1	-1.9
Financial Institutions and Insurance	-0.2	-4.0	5.0

SOURCE: NCDP/CSO (1989)

It is worth pointing out that over the Third National Development Plan period as a whole, the average annual growth rate of GDP at constant 1972 prices was 0.2 percent as against the target of 4.8 percent.

The growth of the various sectors in the TNDP fail short of expectations. The mining sector grew by 2.7 percent in 1988. Although this performance was good, it was below the planned growth. This was because the costs of production increased by an average of 15 percent per annum which offset gains from higher prices. Therefore, both production and copper prices in real terms fell short of TNDP assumptions. The agricultural sector in 1988 grew by 6.4 percent over 1987. The manufacturing sector in 1988 grew by approximately 6.0 percent over 1987.

However, other sectors' contribution to GNP declined. The contribution of the transport and communication sector to GDP fell from 5.4 percent in 1987 to 5.2 percent in 1988. The construction industry declined by 4.7 percent in 1988. The failure of the economy to expand at an envisaged rate in the face of a higher rate of population growth led to a 20 percent fall in the per capita income. The period 1980-84 alone witnessed a 12.1 percent decline in per capita income, an average of 3.0 per annum. Formal employment from the time the TNDP was launched continued to decline up to 1987. Therefore, the general performance of the economy was not satisfactory (FNDP, 1989-93).

3.02 PERFORMANCE OF THE TOURISM SECTOR

The performance of the sector has not been satisfactory. The performance of the tourism sector during the SNDP 1972-76 was very poor. It was a very difficult period for tourism development in Zambia because this was the period of the border closure between Rhodesia (now Zimbabwe) and Zambia. This resulted in the loss of tourist arrivals from the south, traditionally the major source of Zambia's tourists.

According to Teye (1986: 598), tourists from Rhodesia and South Africa accounted for 61 percent of the total number of tourists who visited Zambia before the unilateral declaration of independence (UDI). The situation as at 1966 was that this proportion declined to only 30 percent, and by 1968 the flow had completely dried up. The impact of UDI can better be understood when comparison is made between Zambia and other Sub-Saharan countries in terms of tourist arrivals (Tables 4 and 5).

TABLE 4: COMPARISON OF TOURIST ARRIVALS IN ZAMBIA AND KENYA FROM 1964 TO 1978

YEAR	ZAMBIA	KENYA
1964	114,100	65,400
1965	117,800	81,400
1966	197,800	103,600
1967	N/A	127,800
1968	N/A	262,000
1969	N/A	293,100
1970	47,000	343,500
1971	62,100	411,100
1972	61,600	444,200
1973	41,400	397,700
1974	44,400	397,700
1975	51,700	396,700
1976	56,200	446,000
1977	49,100	346,500
1978	53,300	360,600

Figures are rounded off to the nearest hundred.

Source: Teye, 1986

In 1964, Zambia had nearly twice the number of Kenya's tourists. It is possible that if political stability in the region had prevailed this trend could have continued. However, it is very difficult to agree entirely with this view, given that Kenya's tourism resources are more diversified, based not only on wildlife but also on the coastline with a lot of beaches.

TABLE 5 NUMBER OF VISITORS TO SELECTED NATIONAL PARKS IN AFRICA, JUNE-JULY 1965

Kruger National Park (South Africa)	225,398
Nairobi National Park (Kenya)	104,695
Tsavo National Park (Kenya)	39,943
Murchison Falls Park (Uganda)	26,006
Queen Elizabeth NP (Uganda)	6,611
Luangwa Game Reserve (Zambia)	2,334
Kafue National Park (Zambia)	2, 171
Nsumbu Game Reserve (Zambia)	434

Source: Pullan, 1983

The number of visitors to selected national parks between June-July 1965 for Zambia's three national parks was only (4,939) as compared to Uganda's Queen Elizabeth National Park (6,611), Kenya's Tsavo (39,943), Kenya's Nairobi (104,695) and South Africa's Kruger (225,398). The low number of visitors may partly be a reflection of the political situation prevailing at the time (Pullan, 1983, Popovic, 1972).

Other factors that led to Zambia having little share in this booming economic activity was the shortage of petrol due to economic sanctions on Rhodesia (now Zimbabwe), the flooding of the camp sites on Lake Tanganyika and the inadequacy of accommodation. As this study will demonstrate, the accommodation problem remains a major problem in

Zambia's tourism development. Furthermore, even after Rhodesia's independence in 1980, Kenya still dominates in terms of tourist arrivals and expenditures as demonstrated by Tables 6 and 7. However, the number of tourist arrivals for Zambia seems to be steadily rising on average.

TABLE 6 ARRIVALS OF TOURISTS FROM ABROAD (THOUSANDS)

COUNTRY	1982	1983	1984	1985	1986
Kenya (1)	362	366	462	541	604
Zambia	119	127	129	138	100
Zimbabwe (2)	296	252	280	362	395

NOTES: (1) Frontier departures of tourists from abroad.  
 (2) Excluding foreign diplomats, Government officials accredited to Zimbabwe, nationals residing abroad and transit visitors, but including excursionists.

SOURCE: (WTO), 1987

TABLE 7 INTERNATIONAL TOURISM EXPENDITURES (MILLION US DOLLARS)

	1982	1983	1984	1985	1986
Kenya	14	12	14	15	21
Zambia	86	21	24	22	31
Zimbabwe	104	73	66	58	38

SOURCE: (WTO), 1987

Zambia's tourist expenditures between 1982 and 1986 amounted to 184 million US Dollars, compared to 76 million US Dollars and 339 million US Dollars for Kenya and Zimbabwe respectively (Table 7).

It is also interesting to note that despite more tourist expenditures for Zambia between 1982 and 1986 over Kenya, Zambia still recorded a small number of international tourist arrivals, 613,000 as compared to 2,385,000 and 1,585,000 for Kenya and Zimbabwe respectively (Table 6). As will be shown later, Zambian tourism is more expensive than Kenya's, especially the cost of accommodation and possibly the cost of food. It is also very true that the cost of air transport to and from Zambia is more expensive than for other neighbouring countries.

The First National Development Plan (FNDP) also realised the need for more investment in tourism and more than 70 percent of the capital investment was allocated to tourism related development. As at 1966, Zambia had only three catering lodges in Wildlife areas. The construction of the international airport in 1966 and other improvements in internal air services were partly intended to attract international tourists.

The beginning years were characterised by a lot of zeal, and a lot of time and energy were spent on

planning. However, the implementation of resulting programmes came almost to nothing due to the shortage of trained manpower, poor supply of materials and other operational problems. Some of these problems have persisted to date.

According to Pullan (1983), the management of tourist facilities was shifted from Zambia National Tourist Bureau to contractors and later to Zambia National Tourist Board (ZNTB). The ZNTB embarked on a vigorous publicity and promotion campaign which led to the establishment of offices in New York and London. However, these efforts produced little increase in international tourism.

During the transitional period (1971) and the SNDP (1972-76), the revenue for Zambia (from all sectors of the economy) fell from 251 million pounds Sterling in 1970 to 209 million pounds Sterling in 1972. The SNDP gave as its priorities the development and transformation of agriculture. Intensive development of tourist potential was listed as its fourth priority. It was then realised that tourism was an important economic activity for diversifying the national economy and making a contribution to rural development.

On the tourist investment side, 14.5 million pounds Sterling were invested in tourism representing only 1.28 percent of the total investment over the period

1972-76. This low investment would do very little to boost tourism as lodges, roads and other tourist infrastructure are capital intensive. The most difficult year for the ZNTB (Zambia National Tourist Bureau) was 1971. It experienced great staffing and other operational difficulties. This situation especially the staffing problem still existed in 1986. The 1986 seventh annual report, for instance states that "the staff position of the Zambia National Tourist Board in 1986 deteriorated" as a result of the resignation of the Board Secretary, the Accountant and the Accounts Assistant. The financial Manager was recalled by his employers in India; therefore, his contract could not be renewed (Seventh Annual Report, 1986: 3).

It is again regrettable that the Investment Act failed to provide better incentives to the investors. Consequently very little investment in the sector occurred. Apart from granting exemption from import customs duty on selected items, tax concessions had not yet been granted at the time. The Board lamented that for tourist development to occur in rural areas this concession was of paramount importance.

Given this general view, the Board was only able to stimulate growth in accommodation by 707 beds in 1986, from 5,391 beds in 1985 to 6,098 in 1986, representing a 13.1 percent increase. It also

authorised new investment in the tourist industry worth K11.6 million. It also granted licences to 137 tourist enterprises.

With regard to marketing tourism, the Board together with other tourist institutions attracted only 100, 129 foreign tourist arrivals in 1986 which was regrettably 26.7 percent below the 1985 figure. Foreign exchange earnings were estimated at K50 million a decline of 14 percent over 1985 earnings. Even its "home holiday" campaign did not yield encouraging results. In 1986 there were 219,926 domestic tourist arrivals against 343,443 in 1985. Domestic tourism only generated K56 million in 1986 compared to K60 million earned in 1985.

Despite the decline in tourist arrivals and earnings, the Fourth National Development Plan points to the growth of tourism at a modest pace. The Fourth National Development Plan justifies investments in tourism on the basis of reasonable returns on investments. It is pointed out that globally tourism is such a high growth sector that it is second only to the oil industry and it is geared to take over the number one position at the turn of the century (NERP-FNDP, 1989: 205).

The FNDP reveals that international tourist earnings rose from K24 million in 1980 to K54.7 million in

1984. The number of domestic tourists rose from 70,000 in 1980 to 315,475 in 1984, earning K16.1 million in 1980 and K45.7 million in 1984. The sector created job opportunities for Zambians at an annual growth rate of about 4 percent. During the TNDP, both foreign earnings and domestic receipts far exceeded the projected targets of the TNDP.

However, there were problems of inadequate funding; problems of internal air and ground transport, problems of inadequate organisation, poor professional training, lack of effective marketing both at home and abroad and lack of a comprehensive set of incentives for the tourism industry (NERP-FNDP, 1989: 209).

Nevertheless, it is gratifying to note that investments in tourism have greatly increased, and the period between 1989 and 1993 will see an investment of K1.2 billion, being capital expenditure from both the private and public sectors. Table 8 summarizes the estimated investment in the industry.

TABLE 8 INVESTMENT IN THE TOURISM SECTOR DURING  
THE FNDP (K MILLION)

	1989	1990	1991	1992	1993
Tourism Administration	4.925	4.925	4.850	4.850	4.850
Transport	75.650	75.850	75.930	75.630	75.630
Tourism Promotion	61.190	43.140	35.38	27.73	32.42
Education and training	1.000	1.000	1.000	1.000	1.000
Tourism Accommodation	52.040	52.040	52.040	52.040	52.040
Tourism Attraction	72.710	72.710	72.710	72.710	72.710

SOURCE: New Economic Recovery Programme (FNDP) 1989-1993

Despite the optimism expressed by both the Board and the FNDP that tourism would continue to grow in the future if there are tax concessions and a favourable political atmosphere in the country coupled with permission to make remittances to overseas offices at the pre-auction exchange rate, this author contends that these are not the only solutions. The solution lies in determining what facilities are appropriate, identifying possible constraints and finding remedies. The author argues that consumer research on tourism would help identify some of the problems the tourists encounter and point to solutions.

### 3.03 RATIONALE FOR TOURISM DEVELOPMENT IN ZAMBIA

Several factors warrant focus on the tourism-based economic development process. The most important being

that, the consumption of the tourist product takes place in the generating country. Not only do tourists establish themselves as an alternative market for various types of goods and services, but they also become competitors for these goods and services. According to Dekadt (1979), "several factors justify a focus on tourism. Tourism is in one important respect different from other potential export activities, the ultimate consumer of services comes to the exporting country rather than having most goods and services delivered to him at home." (Dekadt, 1979: x).

There is also need for Zambia to transform its economy dominated by copper to a more diversified one. In addition, the changes in external markets for copper and the superiority of external markets for manufacturing industries have to be taken into account. In all development plans (but especially the Third and the Fourth), there has been emphasis on shifting from dependence on copper to other economic activities. Tourism in this respect has come to command an important place second only to agriculture.

The Government through the FNDP in response to the performance of various sectors of the economy in the TNDP put more emphasis on tourism to play a more meaningful role in the economic development of

the country. The FNNDP's main objectives as far as tourism development is concerned are:

- (1) To generate employment and income opportunities by exploiting fully the tourist potential.
- (2) To maximise net foreign exchange earnings from tourism.
- (3) To stimulate rural development by establishing lodges and camps in places of tourist attractions and to co-ordinate development of tourism with other developments in the rural sector.
- (4) To safeguard and enhance the nation's social and cultural heritage.
- (5) To ensure the need for conservation and development of wildlife in the country's national parks.

Zambia's economy (like those in many other developing countries) is characterised by a dualism involving a rural subsistence sector and an urban-oriented modern sector. Copper still dominates the foreign exchange earnings. However, copper prices on the London Metal Exchange (LME) keeps on changing. The fluctuations in the price of copper therefore produce direct reductions in the GNP; manufacturing industries; in the domestic demand; government revenues and expenditures and has several other secondary effects.

This overwhelming dependence on the unstable copper market therefore provides a major rationale for the

Government's wish for tourism development and economic diversification. According to the UNIP national policies document for the period 1974-1984 cited by Teye (1986: 594), tourism should be one of the vehicles for economic diversification. It states that "the Government recognizes the need to find new ways to double the country's capacity for tourism to earn foreign exchange and accelerated economic development." In addition, tourism can stimulate rural development if it is well planned. This could be realized if the local community is involved.

To summarize the rationale behind Zambia's zeal in tourism development, one has to look at the following reasons. Zambia has failed to bring about change in the economy defined by development economists as a shift in the national economy away from agriculture as the basic source of income toward a greater dependence on other industries. Thus manufacturing industries, with some substantial heavy industries forming the base, are regarded by many as a pre-requisite for continuing economic growth for any developing nation.

The modern manufacturing industries require on the whole sophisticated types of inputs and a potential market, factors that Zambia has difficulty in securing. Nowadays, manufacturing industries also have a tendency to locate closer to their potential markets than to

the sources of their raw materials. Since Zambia's domestic market is small, the opportunities for secondary industries based on potential sales at home are few if any.

Thus, in Zambia one is desperately looking for substitutes to export in the face of the present deteriorating earnings from copper exports. This is at the same time compounded by the slim chances for export oriented manufacturing industries, competing profitably with well established overseas industries. These industries would have to overcome both disadvantageous location in terms of distance to potential markets and the difficulties of running a manufacturing operation in a country where the infrastructure is poor, inadequate and not functioning in a manner suitable to manufacturing concerns.

The urgency of finding and maintaining new alternative sources of foreign exchange earnings becomes even more paramount, considering the rapidly growing population and the ever growing reserve of the unemployed. It is hoped and reflected in the strategies for tourism development that tourism being a labour intensive industry would absorb some of the unemployed. It is gratifying to note that tourist arrivals and earnings increased during the TNDP period over all other periods. Tourism also succeeded in

creating job opportunities for the country at the annual rate of about 4 percent.

It is within this context that one must view the efforts by the government through ZNTB and other tourist organisations to attract more tourist trade. It is anticipated that earnings from tourist expenditures on food, accommodation, transport and entertainment would over the years become an important factor in the balance of payments for Zambia.

#### 3.04 ZAMBIA'S TOURIST ATTRACTIONS

Tourist destinations try to establish their own images abroad by stressing particular aspects that can attract tourists. Therefore, for a country to realize its potential as a tourist destination, the promotion of attractions should be linked with the image portrayed abroad to its potential tourists or visitors. According to Lundgren (1972: 291), "a destination can make or break its tourist trade according to its image."

However, the presence of attractions in itself is not a guarantee for the tourist potential to be realised. It is pointed out that there must be a willingness on the part of the area to accept tourism. In this respect, hospitality accorded to tourists

is an integral part of tourism development (Husbands, 1983). This willingness must not only come from the government, but also from the general public. Many destinations with rich potentials have either not developed or cut their development short because of political considerations. This actually happened during the period of UDI and the subsequent liberation war in Rhodesia (Popovic, 1972; Teye, 1986 and Pullan, 1983).

Zambia with an area of about 753,000 square kilometres has less than 9 persons to the square kilometre. Most of the population is concentrated on the line of rail from the Copperbelt in the north to Livingstone in the south (see Figure 5). Vast areas of Zambia especially in the east and western parts are sparsely populated. Due to this sparse population and a large population of wildlife, many areas were set aside as wildlife estates. According to Teye (1986) and Pullan (1983) wildlife estates occupy a total area of 223,283 square kilometres, representing 29.7 percent of the land area. The wildlife estates consist of 18 game parks (59,430 square kilometres), and 32 game management areas (163,853 square kilometres) which together constitute the main tourist attractions. Figure 6 shows the main tourist attractions in Zambia.

FIG. 5 : POPULATION CONCENTRATION ON THE 'LINE OF RAIL' FROM THE COPPERBELT TO VICTORIA FALLS

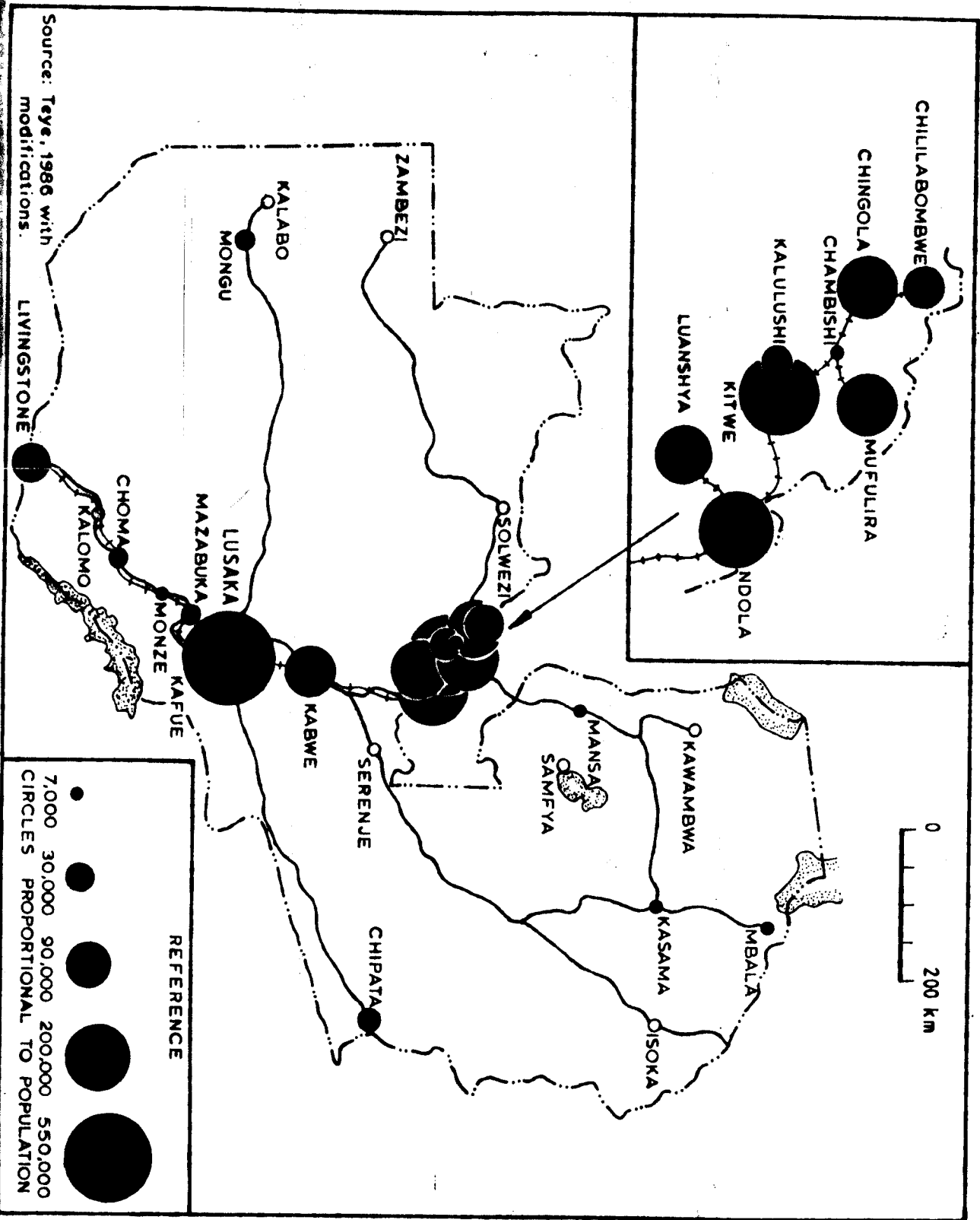
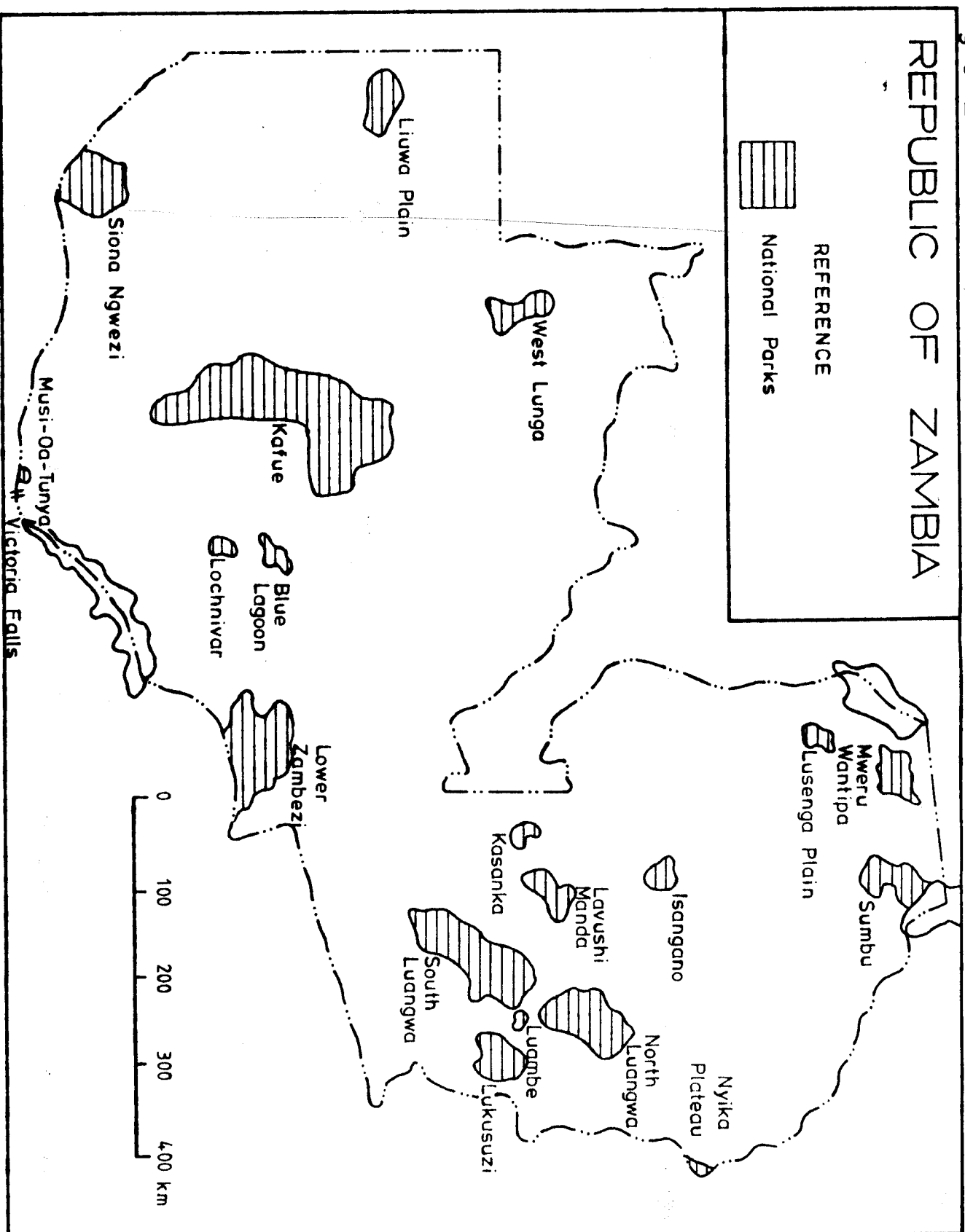


Fig. 6: ZAMBIA'S TOURIST ATTRACTIONS - 52 -



Zambia's location on the high Savanna plateau of South-Central Africa adjacent to the rift valley system has endowed it with an extremely large concentration of wildlife. According to the United Nations Development Programme (UNDP) as cited by Teye (1986: 591), a survey carried out between 1969 and 1973 in the South Luangwa National Park (Zambia's second largest park covering 9,050 square kilometers), revealed the following estimated animal populations for the park, 100,000 elephants, 14,000 hippopotami, 21,000 buffaloes, 2,800 rhinos, 60,300 crocodiles, and numerous birds. The potential for wildlife based tourism in Zambia is therefore immense.

The second most important scenic-aquatic resource as a tourist attraction is provided by Zambia's drainage system. The Victoria falls, located near the town of Livingstone is the single most important scenic aquatic resource in Zambia. The Zambezi river tumbles into a deep gorge, giving rise to the spectacular waterfall considered as one of the seven natural wonders of the world. The Zambezi river has several vantage points for viewing and photographing the falls, the plunging of water over the lip of the gorge, especially when it peaks shortly after the rainy season, gives out a huge moisture spray reaching high into the air and the roar of the fall gave rise to

the indigenous name of "Mosi-oa-Tunya" or "Smoke that Thunders" (Teye, 1986: 593). The above attractions are complemented by Zambia's places of historical and cultural interest and a relatively mild tropical climate.

### 3.05 CONCLUSION

Despite the unsatisfactory performance of the tourist industry for the period 1968-1978, it is gratifying to note that the period 1979-1989 realised positive developments in the tourist industry. Tourist earnings from both international and domestic tourism increased between this period. The tourist sector also created job opportunities, and the investment in the sector has greatly increased.

Given Zambia's potential for tourism development based on its magnificent attractions, and the unfolding political events in Southern Africa, especially the independence of Namibia and the abolition of apartheid in South Africa, Zambia is bound to gain from the influx of tourists from these sources.

Once this consumer research on tourism identifies the tourist facilities appropriate for Zambia, the constraints for tourism developments and the problems the tourists face, appropriate remedies would be found and these will enhance tourism promotion and development.

## CHAPTER FOUR

### METHODOLOGY

#### 4.00 INTRODUCTION

This chapter addresses itself to the methods that were employed for data collection, data collection problems, data analysis, the selection of variables and the limitations of the study.

#### 4.01 METHODS OF DATA COLLECTION

The data set that was used to address the objectives of this study was obtained using the literature dealing with factors such as consumer satisfaction, and through consultations with relevant experts in the tourism industry. A questionnaire was also administered to tourists who visited Zambia between January and March 1989.

The respondents ages ranged from under 18 to over 60 years and were from both developed and developing countries, and had different social backgrounds. To explain effectively the concept of tourist satisfaction and to develop the scale to measure it, the following procedure was followed:

- (a) a review of literature dealing with factors (such as consumer satisfaction) considered to be major reasons for recreation participation

(Buchanan, 1983; Van Raaij and Francken, 1984; Ditton, et al, 1981 and Rubenstein, 1980) and the provision of what tourists may consider ideal products and services (Lounsbury and Hoopes, 1985 and Pizam, et al, 1978) and, in addition, basic demands to fulfil tourist desires, (Murphy, 1985) were reviewed.

- (b) consultations with tourism experts in the Zambia National Tourist Board (ZNTB) and tourism entrepreneurs (travel agents). The consultations aimed at finding out the main function of the organs involved in the promotion and development of the tourist industry. An attempt was also made to identify items on which tourists frequently express satisfaction or dissatisfaction as they engage themselves in tourism consumption.
- (c) asking tourists structured and open ended questions. Overall 150 usable questionnaires were obtained for data analysis. Of these, 79 were answered by males and 71 by females. The questionnaire was a seven-page self-administered document. In order for the study to have insights into the qualitative and quantitative aspects of tourist's perceptions, the questionnaire has to include a lot of open ended questions.

Different items were used as indicators of satisfaction or dissatisfaction because it is pointed out elsewhere that using a single item as an indicator of satisfaction or dissatisfaction cannot offer an indication of validity and reliability. Therefore, multiple item scales are recommended to quantify overall satisfaction with a known degree of reliability (Ditton, et al, 1981 and Kale and Weir, 1986).

The first part of the questionnaire was composed of questions related to what motivated the tourists to come to Zambia, whether the attractions were satisfying to them, or the services that were provided were what they expected.

The second part considered the socio-economic and demographic characteristics of the tourists. Questionnaire items were divided into three groups. The first group was based on tourist attractions, motivations, facilities and other services provided to the tourists. The second group considered items related to local community hospitality. Evaluation of the reception revealed whether or not the local community welcomed the tourists.

The last group included statements about whether or not it was worthwhile visiting Zambia as a tourist destination. Statements about whether or not the tourists' expectations were met were taken.

The questionnaires were distributed on Zambia Airways local flights from various tourist attractions.

Some were put on Eagle Travel buses from the tourist capital, Livingstone, for those tourists who had visited some of the attractions in the area. A visit to the Lusaka International airport was made. Tourists about to depart were asked to respond to the questionnaire if they had visited some of the country's tourist attractions. Each respondent answered questions designed to provide information on the tourist attractions visited, the source of information about the availability of the attractions and the activities most engaged in during their visit to Zambia. Motives for tourist travel were also asked, and tourists were asked to evaluate the facilities and the services provided in the country by those involved in tourism promotion (Travel agencies, the government through ZNTB, Zambia Airways, hotel et cetera).

Furthermore, and most important for the purpose of measuring tourist satisfaction, each respondent answered questions related to both general (e.g. I thoroughly enjoyed the vacation) and specific (e.g. I was satisfied with the accommodation provided) aspects of the vacation in Zambia.

On the basis of the information collected, it was easy to define tourist satisfaction and dissatisfaction with respect to the attitudes of tourists towards certain facilities and attractions provided during their vacationing experience. The definitions

of tourist satisfaction and dissatisfaction took into account the following aspects of tourism: accommodation, food, transport, attractions, the quality of services provided and the hospitality by the Zambians. There was a question on the sources of information about Zambia, since peoples' opinions about a country frequently are based on what they have heard or read about that country.

Tourists were also asked to recommend techniques or suggestions that Zambia can employ in her quest to attract more tourists. Six general questions dealing with the evaluation of overall satisfaction with the vacation were used to assess the extent to which the vacation fulfilled tourist expectations. The statements concerning tourist satisfaction with the vacation and the specific elements like accommodation or transport were measured on a 5-point (extremely dissatisfied to extremely satisfied or very reliable to very unreliable) response format. This means that the responses to each question on satisfaction was rated on a five-point Likert type scale.

The response format also provided some response diversity that may be useful in explaining overall satisfaction. The methods of data analysis and the selection of variables identified elements of the

vacation that contributed to overall satisfaction and the extent to which overall satisfaction would be explained.

#### 4.02 PROBLEMS ENCOUNTERED IN DATA COLLECTION

Much as the researcher would have liked to mail the questionnaires to the tourists in various countries before coming to Zambia, the time and the cost would not allow. This could have helped in determining what tourists expected before they came to Zambia. This could have been compared to their evaluation of satisfaction. In this case, a pre and post-test could have been more appropriate. However, under the circumstances prevailing, expectations would be implied from the nature of responses received.

It was difficult and time consuming and costly too, to realise the sample size of 150, because research was done during an off-season for tourism. The number of tourists was greatly affected by this seasonality which occurs between December and April. The researcher could not reschedule the time because the programme of study would not allow.

It was also difficult to administer the questionnaire to the tourists in the departure lounge, because most of them were busy checking in or had just checked in, ready for departure. Some were frustrated

with delays in departures, transport and administrative procedures and could not spare some time to answer the questionnaire. Others felt bothered and wanted to relax before departure. The majority simply refused to admit that they were tourists, and claimed that they were just in transit to either Swaziland, Mauritius, Nairobi or South Africa.

#### 4.03 METHODS OF DATA ANALYSIS

After data collection, data were coded. The coding involved defining variables which were then given labels. The variables were distinct from each other so that the computer, could distinguish among the 30 variables constituting the 30 questions in the questionnaire.

Similarly, value labels were defined (responses to the questions) which were also given distinct codes. The transformation of data collected led to the development of a code book. The code book consisted of the outline that explained the meaning of each research question, the values associated with each question and the numerical values that represented each question.

All questions whether open-ended or closed-ended were transformed into statements that conveyed the same meaning as the original question. Questions were also

changed into variable numbers and the possible answers (values) to each question were given unique numerical values or codes. For example, with reference to the questionnaire (see Appendix I), the code book would look like this:

VAR 4 (or Q 4) level of satisfaction with the tourist attractions available. 1. Extremely Dissatisfied.

2. Quite dissatisfied. 3. Neutral. 4. Quite satisfied.

5. Extremely satisfied. VAR 8 (or Q 8) Cost of accommodation provided in Zambia.

1. Very expensive. 2. Expensive. 3. Fair. 4. Cheap.

5. Very cheap.

The coding of data and the development of a code book were necessary especially in the second stage of data processing, which involved the actual coding of data that were contained in the questionnaire ready for input into the computer (see also Bless and Achola, 1987).

This was justified on the basis that the researcher or any person interested in the results of the research may want to find out how the tourists answered question or variable 8 above regarding the cost of accommodation provided in Zambia. How many tourists for example, felt that the accommodation provided was very expensive? One can only determine how respondents

are distributed across a range of answers by only taking into account each respondent's answer to each question asked. This in essence results in one having frequency counts on questions which were later used for contingency tables and associated statistical tests.

Respondents who gave a similar answer to the question were given the same code and were later counted by the computer. The process of giving the same code to those tourists who answered in a similar way is known as data coding. Data were then coded on the computer coding sheets. The sheets consist of 80 columns. The columns should contain the number that actually identifies each respondent, the variable number and the numerical value labels assigned to the response categories of each variable. An example is given in Appendix V illustrated by the computer coding sheet.

In the illustration, data have been entered for the respondents who answered all the questions in the questionnaire. Columns 1-3 carried the identification number of the respondent. Column 4 indicated the type of response to question 1 or (the value of variable 1). Column 5 indicated the type of answer to question 2 or (the value of variable 2) etc. On the other hand, the first row carried the identification number and the responses that were given by the first respondent. The second row carried the identification number and the

responses or answers of the second respondents etc. One can easily explain the numbers that were entered for the respondents with reference to the code book.

After entering data on the computer coding sheets, the data were fed in the computer. The computer package programme that was used was SPSS-X (Statistical Package for Social Sciences version X).

The researcher then asked for frequency counts on the responses to all variables. This was necessary because the researcher wanted to know the distribution of tourist responses to various questions (N=150). The researcher was also interested in other more difficult data processing tasks. The researcher was basically interested in finding out relationships between variables. For example, the relationship between transport problems the tourists might have faced and the level of enjoyment of the vacation in Zambia. It was felt that problems encountered during the vacation may have a bearing on the enjoyment of the vacation. Relationships were also sought between the cost of accommodation and the rating of satisfaction with the vacation, between the hospitality accorded to tourists by the general public and whether the vacation was enjoyable.

Relationships were also examined between age and the enjoyment of the vacation, age and the level of

satisfaction with the attractions offered and the relationship between income and the level of satisfaction with accommodation. It should be emphasized that other relationships were examined, others showed statistically significant relationships based on the Chi-Square test, others not. The other method that was used to assess the extent to which tourists were satisfied was the satisfaction index. This method was an adaptation of the enjoyment index employed by Lew (1987) on his study of the perception, behaviour and experience of the English speaking tourists in Singapore.

The satisfaction index was calculated by dividing the number of tourists who said they were satisfied by the number of tourists who said they were dissatisfied with the attractions and services offered. This method is versatile and was adopted to calculate the efficiency index for the services offered, and the reliability index for various transport services offered. An index is said to be good or significant when its value is high. This happens when there are more respondents expressing satisfaction over a service or facility offered than those expressing dissatisfaction. An index is said to be bad or insignificant when its value is low. This happens when there are more

respondents expressing dissatisfaction over a service or facility offered than those expressing satisfaction.

Although responses may be too few for firmer conclusions, many of the generalizations derived can be substantiated by the research results. For example, satisfaction with wildlife and the Victoria falls may be substantiated by the number of the tourists who visited these attractions.

#### RECODINGS

Before presenting the findings, it is important to mention that some variables used have been recoded from the way they were originally coded. The reason being that the statistical test used (Chi-square) necessitates that, in any category, the expected frequency should not normally be less than five.

However, if there are five or more categories then not more than 20 percent of the expected frequencies may be less than five. Therefore it became necessary to recode or collapse some of the categories (cells). The variables recoded include age, level of satisfaction with accommodation, level of vacation enjoyment, annual income, country of origin, source of information, cost of accommodation, level of satisfaction with the vacation, hospitality and the level of satisfaction with attractions. Recodings are shown in Appendix IV.

### REASONS FOR THE CHOICE OF THE TEST

There are good reasons for using the Chi-square test in the analysis of the data collected. Firstly, the data collected were on the nominal scale, involving classifications of the responses into discrete (or mutually exclusive) groups. The data were therefore categorical in nature and the numerical interval between very dissatisfied and dissatisfied is the same as between very satisfied and satisfied (see Husbands, 1989). At the same time, the difference in magnitude of the views expressed between very dissatisfied and its neighbour is the same as between satisfied and its neighbour.

Again even the difference between very satisfied and satisfied is not the same across the respondents. Therefore, based on these observations, the use of a parametric test was not possible and warranted the use of a non-parametric one.

#### 4.04 LIMITATIONS OF THE STUDY

First and foremost, it is generally held that there is an absence of explanation as to why tourists engaged in the same activity may get different satisfactions. Thus, Buchanan (1983) asserts that the reasons for the different experiences in the same

activity is not presently well understood. He further points out that satisfaction cannot be attributed to a single factor.

Thus the theoretical understanding of tourist perception and attitudes to tourism is very weak. Husbands (1989) points out that so far no justification is there as to why some people are and others not favourably disposed to tourism. There is further no adequate explanation of why some socio-demographic variables reveal differences of opinions and attitudes at the expense of others. Moreover, there is little consensus as to what specific personal and social factors account for the differences observed on the levels of satisfaction.

Therefore, without a well grounded body of knowledge, sound interpretations of how tourists may view various tourist facilities and services offered in the destination and why tourists engaged in the same activity may get different satisfactions are difficult and subjective. The relationships between variables considered in this study and the levels of tourist satisfaction revealed may therefore be considered tentative.

## CHAPTER FIVE

### PRESENTATION OF RESULTS

#### 5.00 INTRODUCTION

This chapter presents the results obtained based on the methods that were employed for data collection. The chapter presents the socio-economic and demographic characteristics of the respondents and all the major responses to the questions asked.

Responses of tourist perception of various facilities and services provided in Zambia, their expectations and satisfaction are presented. In addition, suggestions from tourists on various aspects of the tourism market are also presented. Lastly, indices of satisfaction with various aspects of the tourism market, the results of the relationships between variables based on the Chi-Square test and the analysis of the relationships are also presented.

#### 5.01 PROFILE OF RESPONDENTS

Appendix II presents socio-economic and demographic characteristics of the respondents. The profile of respondents differ in many aspects. Most were males (who accounted for 52.7% of the respondents). The rest (47.3%) were females. The majority of the tourists were between the ages of 18 and 49.

Most of the respondents were either married (67) 44.7% or never married (52) or 34.7%. A few (15) were living with someone, while 5 were on separation and 11 were divorced. The majority of the respondents could be associated with high social status, based on either education or income. The majority of the respondents who took the vacation earned between 20 and 50 thousand US Dollars per annum. It is also clear that the respondents are engaged in different occupations.

The majority of the tourists came from the developed world. The U.K. accounted for 28% of the total respondents, the U.S.A. 26.7% and Italy 11.3%. There were very few tourists from the developing countries including Zambia. Overall the developed countries accounted for over 92% of the sample tourists who visited Zambia, while the developing countries contributed only 7.3%

#### 5.02 COST OF ACCOMMODATION

Tourists were asked to indicate how they perceived the cost of accommodation. Table 9 gives the dominant views expressed by the respondents.

TABLE 9 PERCEPTION OF THE COST OF ACCOMMODATION

<u>Dominant View</u>	<u>Frequency</u>	<u>Percentage</u>
Very expensive	22	14.7
Expensive	39	26.0
Fair	83	55.3
Cheap	5	3.3
Very cheap	1	0.7
	<hr/>	<hr/>
	N= 150	100
	<hr/>	<hr/>

The majority 83 or (55.3%) felt that the cost of accommodation in Zambia was fair. This may be understood from the point of view of the foreign tourists who formed the majority of the respondents. A reasonable percentage (4%) said accommodation was expensive. These may also have represented the general belief of the local tourists. By looking at Table 10 one may fall for this view that accommodation in Zambia is expensive. This may be evident when one compares the cost of accommodation in Kenya in various hotel gradings to the cost in Zambia in the same gradings.

In Zambia, the cost of a double room in a five star hotel is 117.00 US Dollars whereas it is 98.03 US Dollars in Kenya. In the ungraded category, the cost of a double room in Zambia is 30.00 US Dollars but it is only 8.31 in Kenya. This is a sad state of affairs for a country that is trying to promote

tourism. Tourists would choose to go to Kenya where it is cheaper and where tourist facilities and services are more developed than in Zambia.

TABLE 10 ZAMBIA'S HOTEL/MOTEL ACCOMMODATION RATES, 1989

SCHEDULE "A" DOMESTIC RACK RATES

<u>HOTEL GRADE</u>	<u>SINGLE ROOM</u>	<u>DOUBLE ROOM</u>
5 Star	K760.00	K925.00
4 Star	K610.00	K735.00
3 Star	K450.00	K555.00
2 Star	K340.00	K420.00
1 Star	K265.00	K325.00
Ungraded	K175.00	K215.00

SCHEDULE "B" NON-RESIDENT RACK RATES (US \$)

5 Star	97.00	117.00
4 Star	77.00	94.00
3 Star	58.00	70.00
2 Star	44.00	53.00
1 Star	34.00	41.00
Ungraded	24.00	30.00

NB: These rates were obtained before the Kwacha was devalued and Kwacha prices have since shot up.

SOURCE: Zambia National Tourist Board, 1989

SCHEDULE "C" KENYA'S NON-RESIDENT RACK RATES (US \$)

<u>HOTEL GRADE</u>	<u>SINGLE ROOM</u>	<u>DOUBLE ROOM</u>
5 Star	K77.76	K98.03
4 Star	K64.09	K85.46
3 Star	K61.72	K83.08
2 Star	K59.34	K78.33
1 Star	K29.91	K37.98
Ungraded	K 7.12	K 8.31

NB: The average exchange rate used was for August 1989

1 US Dollar = 21.0636 Kenyan Shillings

SOURCE: African Tours and Hotels Ltd. (Hotels and Lodges Tariff 1988/1989).

5.03 TOURIST CHOICE OF ZAMBIA AS A DESTINATION

When reasons for the choice of Zambia as a destination are considered, two attractions stand out as the most important touristically. Wildlife as the most important attraction accounted for 16.0% and was followed by the Victoria Falls (12.0%). Climate was not an important attraction and only accounted for 1.3% of the responses (Table 11).

TABLE 11 REASONS FOR TOURIST CHOICE OF ZAMBIA AS A DESTINATION

<u>REASON</u>	<u>FREQUENCY</u>	<u>PERCENT</u>
1. Wildlife	24	16.0
2. Victoria Falls	18	12.0
3. Friendly atmosphere	10	6.7
4. Pleasant climate	2	1.3
5. Wildlife/Victoria Falls	26	17.8
6. Friendly atmosphere/pleasant climate	4	2.7
7. Victoria Falls/Wildlife/ Visiting Friends and relatives	57	38.0
8. Previous experience/Research Conference/African culture/ works for airline	9	6.0
	<u>N= 150</u>	<u>100</u>

5.04 SOURCES OF INFORMATION ABOUT ATTRACTIONS

Table 12 presents the results on the availability of information about Zambia as a destination and the attractions it offers.

TABLE 12 SOURCES OF INFORMATION ABOUT ZAMBIA'S TOURIST ATTRACTIONS

<u>SOURCE</u>	<u>FREQUENCY</u>	<u>PERCENT</u>
1. Mass Media	1	0.7
2. Friends and relatives in Zambia	61	40.7
3. Books	10	6.7
4. Travel agents and tour operators	32	21.3
5. Did not know I just came	9	6.0
6. Mass Media/Books/friends and relatives/Travel agents/tour operators	9	6.0
7. Previous experience/works here	3	2.0
	<u>N= 150</u>	<u>100</u>

Evidently, friends and relatives living in Zambia are the main source of information to the intending visitors. The response rate was 61 out of 150 or 40.7% of the total responses. The second most important source of information came from travel agents and tour operators making 32 or 21.3% of the respondents. Clearly, the role of Mass Media in providing information about Zambia is almost non-existent.

#### 5.04 VACATION ACTIVITIES

It is interesting to note that the majority of the respondents, 45 (30%) were engaged in the game viewing activity during the vacation. This activity was followed by a combination of game viewing and sight seeing, accounting for 31 (20.7%) as shown by Table 13.

TABLE 13 ACTIVITIES MOST ENGAGED IN DURING THE VACATION

<u>ACTIVITY</u>	<u>FREQUENCY</u>	<u>PERCENT</u>
1. Game viewing	45	30.0
2. Sight seeing	9	6.0
3. Being with friends	18	12.0
4. Sight seeing/Bring with friends	10	6.7
5. Sight seeing/Game viewing	31	20.7
6. Sight seeing/Game viewing/Being with friends	18	12.0
7. Game viewing/Sight seeing/ Swimming/Fishing/Shopping/being with friends	19	12.7
N=	<u>150</u>	<u>100</u>

Many tourists took part in many activities on the same vacation as the above table clearly shows.

5.06 MOTIVES FOR TAKING A VACATION

Table 14 gives the motives for taking a vacation by the tourists. Of the sample, 56 (37.3%) indicated that they took the vacation in order to rest and relax. Generally speaking, the major motives for taking a vacation were rest and relaxation, exploring new places and visiting friends and relatives. There were very few 4 (2.7%) whose motives for taking the vacation was to attend a conference, business or safari.

TABLE 14 REASONS FOR TAKING A VACATION

<u>REASON</u>	<u>FREQUENCY</u>	<u>PERCENT</u>
1. Rest and relaxation	23	15.3
2. Get away from routine	8	5.3
3. Visiting friends and relatives	17	11.3
4. To explore new places	56	37.3
5. Get away from routine/Visiting friends and relatives/to explore new places	22	14.7
6. Rest and relaxation/explore new places/visit friends and relatives	20	13.3
7. Conference/Business/Safari and others	4	2.7
	N= 150	100

5.07 CAN ZAMBIA PARTICIPATE IN INTERNATIONAL MASS TOURISM?

Table 15 below gives views expressed by the tourists about Zambia as regards international mass tourism.

TABLE 15 TOURISTS VIEWS ON INTERNATIONAL MASS TOURISM

<u>STATEMENT</u>	<u>N</u>	<u>AGREE</u>	<u>DISAGREE</u>
1. Accommodation available can support international mass tourism	150	56(37.3%)	94(62.7%)
2. The type of food provided by lodges and hotels meets tourist tastes	150	114(76.0%)	36(24.0%)
3. Hotels and lodges staff are friendly to the visitors	150	141(94.0%)	9(6.0%)
4. Tourists did not experience transport problems to and from tourist attractions	150	66(44.0%)	84(56.0%)

Four statements concerning accommodation, food, friendliness and transport were used to assess the extent to which Zambia can handle international mass tourism. On the positive side, 76% agreed that the type of food provided by the hotels and lodges meets the tourists tastes. They also agreed positively with the statement that hotels and lodges staff are friendly to visitors (Table 15).

On the negative side, 62.7% disagreed with the statement that accommodation available can support international mass tourism. Eighty-four or 56% disagreed with the statement that they did not experience transport problems to and from the tourist destinations. Tourists were also asked to suggest the type of food they would like provided. Table 16 presents the results.

TABLE 16 TOURISTS' SUGGESTIONS FOR THE TYPE OF FOOD THEY WOULD LIKE PROVIDED

<u>SUGGESTION</u>	<u>FREQUENCY</u>	<u>PERCENT</u>
1. More variety of food and drinks	11	7.3
2. Food for vegetarians	6	4.0
3. Well prepared food	12	8.0
4. More African or Zambian food	7	4.7
5. Imported food and drinks	4	2.7
6. No response	110	73.3
	N= 150	100

Although the majority (73.3%) did not suggest anything, a reasonable number (40 or 26.7%) had some suggestions. Among the suggestions, the most important were the need for well prepared food (8.0%), variety of food and drinks (7.3%), more African or Zambian food (4.7%) and food for vegetarians (4.0%). Very few, (2.7%) suggested imported food and drinks.

Table 17 presents attitudes of immigration and customs officials towards the tourists.

TABLE 17 ATTITUDES OF IMMIGRATION AND CUSTOMS OFFICIALS TOWARDS THE TOURISTS

<u>RESPONSE</u>	<u>FREQUENCY</u>	<u>PERCENT</u>
Very hostile	2	1.3
Hostile	22	14.7
Neutral	48	32.0
Friendly	66	44.0
Very friendly	12	8.0
	<hr/>	<hr/>
	N= 150	100
	<hr/>	<hr/>

The majority (52%) responded favourably that immigration and customs officials were either friendly (44%) or very friendly (8%). Very few (15%) responded unfavourably. They indicated that the officials were very hostile, (1.3%) and hostile, (14.7%). However, a substantial percentage (32%) remained neutral. They could neither confirm nor disconfirm that immigration and customs officials were hostile or friendly to them.

The favourable attitudes towards the tourists does not confine itself to those that are directly in contact with the tourists, but also observed in the general public. Tourists were asked to state whether the general public was welcoming or not, (Table 18).

TABLE 18 HOSPITALITY ACCORDED TO THE TOURISTS  
BY THE GENERAL PUBLIC

<u>RESPONSE</u>	<u>NUMBER MENTIONING</u>	<u>PERCENT</u>
Very welcoming	85	56.7
Welcoming	55	36.7
Neutral/indifferent	6	4.0
Very unwelcoming	4	2.6
	N= 150	100

Clearly, an overwhelming majority of the tourists (93.4%) indicated that the general public was welcoming to them. Only 4% were indifferent or neutral and very few (2.6%) stated that the general public was very unwelcoming.

Although the majority of the tourists appreciated the welcome accorded to them by the general public, there were a few who complained about the service rendered in hotels and lodges. Table 19 below presents the negative aspects on tourist expectations.

TABLE 19 NEGATIVE ATTRIBUTES FROM THE HOTEL AND  
LODGES STAFF AS REGARDS TOURIST EXPECTATIONS

<u>NEGATIVE ATTRIBUTE</u>	<u>NUMBER MENTIONING</u>	<u>PERCENT</u>
Experienced theft	9	6.0
Hotels and lodges lack public relations	5	3.3
No response	136	90.7
	N= 150	100

Those who experienced negative attributes did not form the majority of the respondents. Nine of the respondents (6%) experienced theft, five or (3.3%) complained that the service workers needed good public relations. However, the majority (90.7%) did not give any answers pointing to the fact that they may not have experienced any negative attributes and had no complaints to make. Closely connected to the way people conduct themselves towards tourists is the information in Table 20.

TABLE 20 VIEWS OF TOURISTS ON ADMINISTRATIVE PROCEDURES BY CUSTOMS AND IMMIGRATION OFFICIALS

<u>VIEW</u>	<u>NUMBER MENTIONING</u>	<u>PERCENT</u>
Very uncumbersome	10	6.7
Uncumbersome	46	30.7
Neutral	34	22.7
Cumbersome	49	32.7
Very cumbersome	11	7.3
	N= 150	100

Evidently, there is only a slight difference between those tourists who complained that the administrative procedures were somewhat cumbersome and those who said the procedures were somewhat uncumbersome.

Generally, 40% complained that the procedures

were cumbersome, 37% said they were uncumbersome and about (23%) were neutral or had no opinion. Tourists were also asked to assess the suitability of the supporting services for international mass tourism. Table 21 presents responses from the tourists.

TABLE 21 TOURIST PERCEPTION OF SUPPORTING SERVICES FOR MASS TOURISM

SCALE ITEM	FREQUENCY OF RESPONSES				
	Very inefficient	inefficient	neutral	Very efficient	efficient
Efficiency of hotel staff	2(1.3%)	16(10.7%)	11(7.3%)	74(49.4%)	47(31.3%)
Efficiency of both road/air transport	22(14.7%)	44(29.3%)	23(15.3%)	52(34.7%)	0(0%)
Efficiency of air transport	2(1.3%)	5(3.3%)	1(0.7%)	5(3.3%)	137(91.3%)
Efficiency of road transport	9(6.0%)	2(1.3%)	137(91.3%)	0(0%)	0(0%)

Despite the negative aspects about hotel staff (Table 19), Table 21 indicates that tourists responded favourably when they were asked to rate the efficiency of the hotel staff. One hundred and twenty one (80.7%) stated that hotel staff were efficient. This indicates a very high response rate as far as service to the tourists is concerned.

When it comes to the efficiency of our transport system, 14.7% indicated that both road and air transport

are very inefficient; 29.3% said both were inefficient and 15.3% were neutral. Fifty-two (34.7%) said both were efficient and nobody said both were very efficient.

When air transport is compared with road transport, sharp differences emerge. One hundred and thirty seven (91.3%) indicated that air transport was very efficient. Overall, about (95%) rated air transport as being efficient and about (5%) as being inefficient. On the other hand, 7.3% indicated that road transport is very inefficient, and there was nobody who said it was efficient.

To determine what Zambia Airways and those involved in transportation should do to ease transport problems, it is necessary to examine the tourists' suggestions. Table 22 gives suggestions on how transport problems could be solved.

TABLE 22 TOURISTS SUGGESTIONS ON EASING TRANSPORT PROBLEMS

<u>SUGGESTION</u>	<u>FREQUENCY</u>	<u>PERCENT</u>
1. Increase the number of vehicles to and from tourist destinations	9	1.3
2. Improve the state of roads within tourist lodges and camps	16	10.7
3. Improve transport system within towns.	9	6.0
4. Improve transport services in tourist areas	6	4.0
5. All of above	13	8.7
6. Improve the state of roads to and within tourist lodges and camps/ improve air services in remote tourist areas	26	17.4
7. No response	76	52.0
	N= 150	100

Although the majority (52%) did not suggest anything, a fairly large proportion (17.4%) felt that roads and air services in tourist areas should be improved. Sixteen (10.7%) felt that the state of roads within tourist areas were not up to the required standards. It should, however, be noted that the above factors are not the only ones for us to suggest that Zambia cannot participate in international mass tourism. Table 23 gives a summary of additional aspects over which the tourists felt most disappointed.

TABLE 23 ASPECTS TOURISTS WERE MOST DISAPPOINTED WITH

<u>ASPECT</u>	<u>FREQUENCY</u>	<u>PERCENT</u>
1. Seen animals we came for, another trip will be the same	1	0.7
2. Transport and communications	4	2.7
3. Lack of accommodation and very expensive too	3	2.0
4. Shortages of commodities	9	6.0
5. Lack of information about attractions	2	1.3
6. No response	131	87.3
	<u>150</u>	<u>100</u>

Although (87.3%) did not indicate any disappointments, 12.7% were disappointed with certain aspects of what is offered touristically in Zambia. Almost half of these (6%) were disappointed most with shortages of commodities.

Suggestions were also solicited from the tourists as to what Zambia should do to promote international mass tourism. Table 24 below gives the suggestions.

TABLE 24 TOURIST SUGGESTIONS FOR ZAMBIA TO PROMOTE INTERNATIONAL MASS TOURISM

<u>SUGGESTION</u>	<u>NUMBER MENTIONING</u>	<u>PERCENT</u>
1. Construction of good 3 and 5 star hotels, motels and lodges to international standards and a lot of advertising	26	19.3
2. Cheap and medium priced accommodation and provision of good food	9	6.0
3. Mass tourism would ruin your country	13	8.7
4. Provide variety of goods and raise the standards of everything in general	7	4.7
5. Better roads, more frequent flights, more accommodation, better coaches, food and drinks	21	14.0
6. Open new tourist areas	3	2.0
7. Develop indigenous culture, provide Zambian music in hotels and train personnel in the service industry	6	4.0
8. No response	62	41.3
	N= <u>150</u>	<u>100</u>

Clearly, accommodation and transport were seen as the major considerations in international mass tourism. The majority suggested that accommodation and transport should be expanded and improved upon if Zambia is to handle many tourists (see Table 22). Table 25 further reinforces these suggestions.

TABLE 25 AREAS THAT NEED IMPROVEMENT TO BOOST ZAMBIA'S TOURISM INDUSTRY

<u>AREA</u>	<u>FREQUENCY</u>	<u>PERCENT</u>
1. Advertise Zambia abroad and provide the advertised service at home	27	18.0
2. Remove restrictions on photography	15	10.0
3. Transport, communications, accommodation, food and public relations	48	32.0
4. More information on what is required of tourists when visiting Zambia	21	14.0
5. Develop indigenous culture and provide indigenous food to the tourists	13	8.7
6. Provide more commodities to the tourists	10	6.7
7. Need for a more realistic exchange rate of the Kwacha to a Dollar	12	8.0
8. Need for better public relations and training of personnel	4	2.7
	N= 150	100

Most tourists (32%) called for improvement in transport and communications, accommodation, food and public relations and 18% called more advertising of Zambia abroad. Others (10%) called for the removal of restrictions on photography, 8% for a more realistic exchange rate of the Kwacha to a dollar, and 8.7% wants Zambia to develop her indigenous culture and the the provision of indigenous food. A few (6.7%) called for the provision of more

commodities.

When tourists were asked to rate their satisfaction with attractions, accommodation and the vacation as a whole, there was very little disagreement that they were satisfied. Table 26 presents the items and responses to them.

TABLE 26 TOURIST RATING OF SATISFACTION WITH  
ATTRactions, ACCOMMODATION AND THE VACATION

SCALE ITEM	EXTREMELY DISSATI- SFIED	QUITE DISSA- TISFIED	NEUTRAL	QUITE DISSAT- ISFIED	EXTREMELY DISSATIS- FIED
1. Satisfac- tion with attractions	3.3%	4.0%	10%	56.7%	26.0%
2. Satisfac- tion with accommoda- tion	2.7%	6.7%	7.3%	44.7%	38.7%
3. Satisfac- tion with the vacation	2.0%	6.0%	4.0%	64.7%	23.3%

Of the respondents, 82.7% were satisfied with the tourist attractions available, 83.4% were satisfied with accommodation, and 88% were satisfied with the vacation as a whole. The respondents were also asked to rate the vacation in terms of enjoyment. Table 27 presents the results.

TABLE 27 TOURIST RATING OF ENJOYMENT DURING THE VACATION

<u>LEVEL</u>	<u>FREQUENCY</u>	<u>PERCENT</u>
Thoroughly enjoyable	84	56.0
Partially enjoyable	44	29.3
Neutral	6	4.0
Not partially enjoyable	6	4.0
Not thoroughly enjoyable	10	6.7
	N= 150	100

Table 27 indicates that the majority (56%) thoroughly enjoyed the vacation, and (29.3%) partially enjoyed the vacation in Zambia. Only about 11% did not enjoy the vacation.

When tourists were asked to evaluate the vacation as a whole in fulfilling their expectations, 18% indicated that the level of fulfilment was excellent. About 30% said it was very good, and about 45% said it was good. Eighteen or 12% said it was fair, and only 4% complained that it was terrible. Table 28 shows the evaluations of the vacation in fulfilling the expectations of the tourists.

TABLE 28 TOURISTS EVALUATION OF THE VACATION IN TERMS OF FULFILLMENT OF THE VACATION

<u>LEVEL</u>	<u>FREQUENCY</u>	<u>PERCENT</u>
Excellent	27	18.0
Very good	46	30.7
Good	53	35.3
Fair	18	12.0
Terrible	6	4.0
	N= 150	100

The author also wanted to find out how appealing Zambia was to the tourists by asking them to state whether they would like to come back again or not. Table 29 gives the responses.

TABLE 29 DESIRE BY THE TOURISTS TO COME BACK TO ZAMBIA

<u>RESPONSE</u>	<u>FREQUENCY</u>	<u>PERCENT</u>
Yes	131	87.3
No	19	12.7
	N= 150	100

The majority of the tourists (87.3%) expressed the desire to come to Zambia again. Only 12.7% desired not to come back. Table 30 presents the views of tourists in as far as the evaluation of the vacation in Zambia compared with their experiences elsewhere is concerned.

TABLE 30 RESPONSES TO THE VIEW THAT TOURISTS CANNOT IMAGINE A BETTER VACATION THAN THE RECENT ONE IN ZAMBIA

<u>LEVEL</u>	<u>FREQUENCY</u>	<u>PERCENT</u>
Strongly agree	10	6.7
Agree	41	27.3
Neutral	49	32.7
Disagree	38	25.3
Strongly disagree	12	8.0
	N= 150	100

Generally speaking, 34% of the respondents agreed with the view that they could not imagine a better vacation than the recent one they had in Zambia. Fifty or 33.3% disagreed with the view, whilst 32.7% did not express any opinion. In addition various indices of satisfaction on various aspects of the tourism product were calculated. Table 31 gives the indices

TABLE 31 INDICES OF SATISFACTION WITH VARIOUS ASPECTS OF THE TOURISM PRODUCT

	<u>NO MENTIONING SATISFACTION</u>	<u>NO MENTIONING DISSATISFACTION</u>	<u>SATISFYING INDEX</u>
Attractions	124	11	11.27
Accommodation	125	14	8.83
Vacation	132	12	11.00
	<u>NO MENTIONING EFFICIENCY</u>	<u>NO MENTIONING INEFFICIENCY</u>	<u>EFFICIENCY INDEX</u>
Hotel staff	121	18	6.72
Both air and Road transport	57	67	0.93
Air transport	5	7	0.71
Road	0	11	-0.91
	<u>NO MENTIONING RELIABILITY</u>	<u>NO MENTIONING UNRELIABILITY</u>	<u>RELIABILITY INDEX</u>
Air transport	74	48	1.5
	<u>NO MENTIONING FULFILLING EXPECTATIONS</u>	<u>NO NOT MENTIONING FULFILLING EXPECTATIONS</u>	<u>EXPECTATION INDEX</u>
Vacation	73	24	3.04

TABLE 31 CONT'D

	<u>NO MENTIONING ENJOYMENT</u>	<u>NO NOT MENTIONING ENJOYMENT</u>	<u>ENJOYMENT INDEX</u>
Vacation	128	16	8.00
	<u>NO AGREEING</u>	<u>NO DISAGREEING</u>	<u>AGREEMENT INDEX</u>
View that tourists can not imagine a better vacation than the recent one	51	50	1.02

Looking at the indices, transport whatever form yielded low indices of efficiency. The index of efficiency for both air and road transport was 0.93, that of air transport alone was 0.71. The lowest was that of road transport which was -0.91. The reliability index of air transport was 1.54. On the other hand, high indices were calculated for attractions, accommodation, vacation satisfaction, vacation enjoyment and efficiency of hotel staff, which scored 11.27, 8.93, 11.00, 8.00 and 6.72 respectively.

#### 5.08 RELATIONSHIPS BETWEEN VARIABLES

Since the study was designed as an exploratory one to investigate certain factors associated with a satisfying vacation, the emphasis was on the role of specific satisfactions. The reason was that vacation satisfactions would be attributed to specific aspects

such as accommodation costs, attractions, transport, and the factors that may be responsible for different satisfactions such as age, education, income and so forth.

Thus specific hypotheses were not stated. What was done was to relate three sets of variables, (viz: vacation related; job related; and demographic related). The interest was in whether these variables displayed any significant relationships with each other. Appendix III presents relationships between selected variables based on the Chi-Square test.

#### 5.09 ANALYSIS OF THE RELATIONSHIPS

When the cost of accommodation was related with satisfaction derived from accommodation and the vacation as a whole, it was found that the relationship was very significant at 0.05 level of significance. In this light, the null hypothesis of no relationship was rejected.

With regard to the relationship between hospitality accorded to tourists and the level of enjoyment derived from the vacation, sufficient evidence for us to reject the null hypothesis of no relationships between the two variables existed at 0.001 level of significance.

For the socio-economic and demographic variables,

age and income showed significant relationships with attractions and vacation enjoyment. The relationships between age and satisfaction with attractions and vacation enjoyment were significant at 0.01 and 0.05 levels of significance respectively. Therefore, the null hypotheses of no relationships were rejected.

As for income, it was observed that a significant relationship existed between the income and satisfaction with accommodation. The level of significance at which the null hypothesis of no relationship was rejected was 0.05. However, when age was related with satisfaction with the type of accommodation provided, the results showed that, no relationship existed between these variables. This entails that the null hypothesis of no relationship could not be rejected.

Gender was another variable which did not show any significant relationship with vacation enjoyment. The null hypothesis of no relationship between the variables could therefore, not be rejected. A significant relationship was also not found between the country of origin of the tourist and the source of information about Zambia as a destination. In the light of these results the null hypothesis could not be rejected. These results are interpreted and discussed in the next chapter.

## CHAPTER SIX

### INTERPRETATION AND DISCUSSION OF RESULTS

#### 6.00 INTRODUCTION

This chapter attempts to interpret and discuss the results of the study on the basis of the profile of the respondents, the possible reasons for low tourism consumption in developing countries including Zambia, the reasons for tourist choice of Zambia as a destination. In addition, vacation activities, motives for taking a vacation, the facilities and services offered in Zambia, tourist satisfaction and its implications and the relationships between variables are interpreted and discussed.

#### 6.01 PROFILE OF THE RESPONDENTS

Since the majority of the respondents were between the ages of 18 and 49, it may be suggested that travelling for recreation purposes declines with age; it is therefore reasonable to assume that the ability for the young to deal with unfamiliar destinations propels them to travel extensively abroad. On the other hand, the elders would rather confine themselves to areas that are more familiar to them and do not travel extensively. The findings conform with what Romsa and Blenman (1989) found out in their study that destinations for elderly persons are often in their

home or native countries with similar cultural regions to avoid language problems.

In addition, the young are more adventurous and keen on exploring distant places whereas the elderly retirees may not travel extensively on health grounds.

The majority of the respondents (44.7%) were married (compared to 34.7% who were not married). The interpretation for the married could be that taking a vacation is a joint decision by spouses. For the unmarried, the interpretation could be that there is an element of freedom from the obligations of family requirements, hence more travel time, Laarman and Perdue (1989: 211) point out that "marital status... may represent an additional dimension expressing freedom to travel."

The other possible explanation for the high incidence of travel abroad by married persons for the vacation may be the desire for maintaining the status and prestige as the generic decision to take a vacation may involve comparisons with others outside the family (Van Raaij, 1986).

The findings also revealed that most of the respondents were from higher social classes and engaged in different occupations. Occupational levels of respondents can tell us more about the role of leisure in relation to one's working life. Robers cited

by Dawson (1986: 49) points out that "individuals with similar jobs can cultivate completely dissimilar leisure tastes. Conversely, people with quite different jobs may choose to spend their time in similar ways." The reason for this may be that leisure can best be understood as an individualized entity or phenomenon.

Leisure of individuals in modern society may be affected by a number of psychological factors like age, sex and the personality of an individual. The interaction between one's personality characteristics and occupational attributes may be responsible for the patterns of leisure activities observed for each individual.

It is also expected that those with high income or middle class people will have more ability to take part in vacations even in time of economic recession whereas those with low income or lower class people tend to forego their vacations. Therefore, it is not surprising that high social status is associated with most of the vacationers.

#### 6.02 POSSIBLE REASONS FOR LOW TOURISM CONSUMPTION IN DEVELOPING COUNTRIES INCLUDING ZAMBIA

The reasons for the imbalance in tourism consumption in the world may be hard to find. One possible reason may be that the technological development

especially the rise in jumbo jets in the developed world has made it easier for these people to travel abroad extensively. The opposite may be the case with developing countries who are only striving to acquire the latest technological changes.

The other reason could be the way tourism has been organised in the developed countries. The tendency has been to move away from individual tourism to package tours which are relatively cheaper. This mass organization has led to the developed countries dominating over developing countries. The other reason for the dominance of the developed countries over the developing may be economic. Whereas there is growing affluence of the middle classes in the western industrial nations, developing countries are finding it very difficult to maintain their economies, and the quality of life for their citizens is deteriorating. Therefore, most of the people from developing countries cannot afford to spend hard earned money on leisure and recreation.

Low tourism consumption by developing countries may also be a result of differences in priorities, interests and social upbringing. It can be suggested that people in developed countries travel abroad extensively in order to experience ethnic and scenic attractions which may not be available in their countries of origin. Many of these attractions may have been

destroyed or have deteriorated because of massive industrialisation.

On the other hand visitors from developing countries are more interested in entertainment and modern shopping centres which may not be well developed in their countries. These people choose to go to centres like New York for shopping and entertainment rather than visiting a developing country like theirs. In addition, people from developing countries may choose to visit developed countries because traditional ethnic attractions are either a common feature in their countries or they are easily accessible in their countries (Britton, 1979, 1980, 1983; Chib, 1980 and Lew, 1986).

There is also the possibility that the dominance of the U.K. and U.S.A., over others may be a result of English being the official language of communication in Zambia. Tourists from the U.K. and U.S.A. (being English speaking countries) may wish to visit Zambia to avoid communication problems. We can also with certainty assume that Zambia being a former British colony may influence the pattern of travel by the British. The ties between Zambia and Britain are still there despite Zambia's political independence in 1964.

It is possible the Britons who came to Zambia may have come to visit friends and relatives still living in Zambia. So the political, social and cultural (language) ties cannot be overlooked in the explana-

tion of the skew in the distribution of Zambia's tourists as to geographical source.

In as far as Zambia is concerned, there is little local tourism consumption because of the negative attitude towards local tourism. Zambians prefer going abroad for holidays. The above view was also expressed by the ZNTB promotion manager in the Times of Zambia of September, 13, (1988). Zambians, like many Third World travellers, would rather go abroad for shopping because they cannot get the commodities they want readily at home. The research conducted by Husbands (1989) reveals that some Zambians are not interested in tourism consumption even if they can afford because "Tourist" is associated with "Foreigner" and the idea of spending one's money on tourism is not a serious possibility. He goes on to say that some Zambians are interested in tourism but the accommodation is too expensive.

Thus, cost factors are seen by people of high social status in Zambia as being responsible for low local tourism consumption. This author agrees with the view that cost factors not only of accommodation, but also of food and transport prevent many local people from taking part in tourism. The cost is prohibitive that to spend one's hard earned money on tourism seems to be very unreasonable. The cost of

accommodation as shown by (Table 10) seems to be very discouraging by any local and international standards.

It appears therefore that to increase local tourism consumption, companies which can afford to sponsor their employees to local tourist resorts must deliberately encourage the trend. They can best do this in form of tourism incentive packages. Presents in the form of physical items like watches that are often given as a means of appreciating one's efforts at places of work must be discouraged. Instead workers should be sponsored together with their families for holidays to the local tourist resorts at company expenses. This would be a more meaningful way of appreciating hard work rather than giving out presents that are not beneficial to the whole family.

However, when we look at (Table 9), the majority of the respondents said that the cost of accommodation in Zambia was fair. This can only be understood from the point of view of foreign tourists who formed the majority of the respondents.

#### 6.03 REASONS FOR TOURIST CHOICE OF ZAMBIA AS A DESTINATION

Wildlife and the Victoria falls were given as the major Zambian tourist attractions by the majority of the tourists in the study sample. This may be expected as most of Zambia's promotional and marketing

strategies are directed on the rich wildlife and the Victoria Falls. The two attractions are actually Zambia's backbone as far as tourism is concerned. Teye (1986: 592) reports that the "Victoria falls located near the town of Livingstone is the single, most important scenic aquatic resource."

Climate was not an important attraction. The reason for this may lie in the fact that Zambia is landlocked. Climatic attractions in the tropics are mainly associated with sun bathing on the coast. Without a coastline, and sand beaches, one would not expect the climate to be of much importance to the tourist. The sun alone cannot attract as many tourists as the combination of the sun and the sand beaches. After all the sun is not a monopoly of any one tropical nation. Little wonder that Zambia cannot compete with Kenya and some other African countries with these attractions.

Other tourists may have given visiting friends and relatives as the major reasons for the choice of Zambia because financial constraints may have played a major role. Further, the dominance of wildlife and the Victoria Falls as reasons for tourist choice of Zambia also underscores the fact that tourist attractions in Zambia are not diversified. The reliance on these two attractions is a disadvantage

for a country that wishes to see tourism become one of the top foreign exchange earners.

Teye (1986: 599), therefore, asserts that "given Kenya's broader and more diversified tourism resources based on wildlife and the Indian **ocean**, Kenya's tourist industry would have surpassed that of Zambia in any case." Some of the comments tourists made suggested that diversity in attractions was very important. Other tourists were not necessarily disappointed with the available attractions or natural resources, "but will not come back because we have seen the animals we came to see, another trip would be the same." Others said that "as far as game viewing holidays are concerned, I cannot imagine a better vacation than the recent one in Zambia."

#### 6.04 INFORMATION SOURCES ABOUT ZAMBIA AS A DESTINATION

The general lack of information about Zambian tourist attractions forces those intending to travel to seek such information from friends and relatives already living here (Table 12). This is a clear indication that Zambia does not advertise itself extensively abroad. Zambia must create an image to foreign tourists that it can also offer exotic, unique and ancient customs and traditions (like Kuomboka and Mutomboko ceremonies) not available

in the urbanized and western oriented life styles. The national airline and other tour operators can effect such advertising. This general lack of advertising may have resulted into tourists concentrating on wildlife and the Victoria Falls. These two attractions are so well known that even if they are not advertised extensively, they would be heard of in countries that have close ties with Zambia.

However, even with this assumption, it was very common to hear tourists commenting that "you should advertise Zambia and its attractions." Others went on to say that "advertise worldwide especially in the U.S.A. and Europe that safaris are available as an alternative to well known countries like Kenya." These comments simply show that Zambia does not market itself as aggressively abroad as it should.

Surprisingly, even in areas in which Zambia has tourist offices that promote its attractions, the picture is that of lack of information. Therefore, it was not surprising to hear tourists suggesting that "you should open a tourist office in Italy (better still in Milan) and disseminate more information and materials about Zambia", and yet offices are there already.

Other tourists were not even aware of what was required of them when they visited Zambia. For example, many had no knowledge about the restrictions

regarding places that should not be photographed. With this picture of lack of information, it is even difficult to accept the statement made in the Times of Zambia of April 3, 1988 that as Zambia intensifies its marketing strategy to promote tourism, Z.N.T.B. intends to open a tourist promotion office in Bonn, West Germany soon. Further the Times of Zambia reported that of the 130,000 tourists in 1988 who came to Zambia, the Germans formed a majority from the European segment. This statement contrasts sharply with the findings of this research presented in Appendix II, where the U.K. provided the majority from the European segment.

One may then question the truth of how a destination without a promotion office can attract so many tourists, whereas the same is not the case with countries in which tourist promotion offices are located. Some, for example Milan in Italy, despite having tourist promotion offices were not even known by the tourists despite their existence.

The second most important source of information utilised by the tourists after friends and relatives living in Zambia were travel agents and tour operators. Travel agents and tour operators are responsible for guaranteeing accurate reservations for air travel, car hire or hotel accommodation for their clients. To

perform their tasks, travel agents and tour operators must provide detailed information about what is offered in Zambia. Therefore, it is not surprising that even the mass media have come to appreciate the role of tour operators and travel agents. The Times of Zambia of November 14, 1988 reported that "travel agents play an important role in the tourist industry as they added value to the products sold by providing the various services through their activities."

Despite their important role, it was very clear that tourists were not very happy with the services offered by tour operators and travel agents. When asked about what was expected of tour operators and travel agents, the following suggestions and comments emerged: "more clarity as to the requirements, the travel agents did not advise us of airport tax." Others went on to say that they were "disappointed with Eagle Travel services."

This is understandable in that Eagle Travel had operational problems especially the constant break downs of its fleet of buses which resulted in the suspension of coach services to the Copperbelt. Although the Livingstone route remained operational, it was very unreliable. The coach never kept time and often never operated on scheduled days.

Tourists were also not happy with bookings made by travel agents. Most complained that there was "confusion over bookings with travel agents as to what

was included in the safari package." The confusion was not only attributed to local travel agents, British tourists also complained bitterly about their (British) travel agents. The majority when asked what was expected of their travel agents to attract and satisfy them suggested that there should be "better organization of British travel companies. Hayes and Janis were very disorganized!"

When tourists were asked to suggest what should be done especially in the area of mass tourism to disseminate information about Zambia, they suggested that Zambia should "create new tourist offices with brochures, maps and literature on Zambia should be made available." Lastly others suggested that "films and video tapes should be shown with emphasis on game parks."

All these suggest that Zambia is lagging behind in terms of advertising and publicising its attractions abroad. There is, therefore, need for concerted efforts in the area of marketing Zambia abroad. Zambia, in the words of Woodside and Sherrell (as cited by Van Raaij and Francken, 1984) may be considered as belonging to "inert" set of destinations. These are the destinations people are aware of but over which they are undecided about visiting because of general lack of adequate information about the recreation opportunities offered.

#### 6.05 INFORMATION ACQUISITION AND SOCIAL CLASS OF RESPONDENTS

On the basis of income and education, the findings revealed that most of the respondents were from higher social classes and that these got their information on Zambia mostly from friends and relatives. According to Van Raaij and Francken (1984), people of higher social class consult more mass media, both magazines and T.V. programmes, as sources of information. The present results reveal that actually differences do exist in the methods of acquisition of information between developed and developing countries.

The differences emanate from the fact that developing countries like Zambia may not afford large scale commercial advertising abroad. It is more likely that social information sources (friends and relatives) will remain more important than commercial information sources (sales persons, and advertising).

#### 6.06 VACATION ACTIVITIES

Game viewing and being with friends were the most important activities engaged in during the vacation in Zambia. The importance of wildlife as a resource to Zambia is again reflected in the number of tourists who took part in wildlife viewing activities (see Tables 11 and 13).

The low response rate for sight seeing activities (Table 13) also reveals that apart from the Victoria Falls, Zambia has limited or underdeveloped scenic attractions. It also shows the lack of information about other scenic attractions like the Kalambo Falls. Vacation activities are important as sources of information for planning or improving our touristic products. It is also very important to note that the majority of the tourists took part in many activities on the same vacation, as Table 13 clearly indicates.

The possible explanation could be that tourists were trying to maximise the intake of psychological and physiological goodness by engaging in many activities. Tourists were probably avoiding the prospect of a failed vacation. Thus by engaging in many activities, the tourist's "replenishment process" (i.e. compensation for possible vacation failures) is made more probable. Cooper (1981: 361) point out that "the underlying goal of the holiday is to maximise opportunities for intake and minimise the risk of disappointment."

#### 6.07 MOTIVES FOR TAKING A VACATION

From Table 14, it is clear that we had different types of vacationers. Three types of vacationers could be distinguished. The first and most important group was that of the adventurous, innovative and discovery

type. This was made up of tourists who took the vacation in order to explore new places. These had low emphasis on comfort, their pre-occupation being to maximise the "doing-me-good" function of exploration and discovery. Cooper (1981: 361) suggests that to these vacationers "holidays are a secular pilgrimage for internal enrichment at a destination of goodness." These, with little regard for comfort, are the active type.

The second group comprised those who took the vacation for the purpose of rest and relaxation. To these, comfort is very paramount and any discomfort would result in complaints. These had taken the vacation in order to run away from their hectic daily lives. These are also the passive type of vacationers. The last group of vacationers was the social contact group. These vacationers were mostly interested in contacts with other people. Their reasons, therefore, were to visit friends and relatives and probably to meet other people in the process.

The tourists who emphasized comfort were those that were most dissatisfied and had negative feelings probably triggered by both the "disconfirming cognition of the vacation being worse than expected, and the equity cognition of unfair purchase" (Swan and Mercer as cited in Van Raaij and Francken, 1984).

Of the total sample, very few had indicated that their motives were due to conferences, business or safaris. The reasons could be that conferences and business motives are not very much related to leisure and recreation purposes in the true sense of the word. In addition, the present economic climate may also be an indicator of little business ventures going on in Zambia. Many visitors would rather do their business in areas that are doing well economically. As for safaris, Zambia is not well advertised as compared to Kenya where this activity is very well known.

6.08 CAN THE FACILITIES AND SERVICES OFFERED  
IN ZAMBIA SUPPORT INTERNATIONAL MASS TOURISM?

(a) The Type of Accommodation

Hotel and lodge accommodation emerged as the most important types of accommodation provided to the tourists. Therefore, most felt that these should be improved to international standards and their capacity increased if they have to accommodate international mass tourism. It is also very evident from the responses that most tourists were of the view that the accommodation provided to them was below their expectation.

The complaints ranged from the unjustifiable

high cost and low cleanliness to lack of space. Most of the tourists interviewed suggested that there is need to increase the number of beds and improve the facilities provided. On Mfuwe lodge, the tourists felt that it should be expanded. They also complained of rigidity in the way accommodation is provided. It was found out that tourists were not refunded back the money when they had paid in advance and found accommodation not worth the money they had paid.

It was not **uncommon** to hear complaints like "we were unable to make hotel accommodation changes." When paid in advance, you will not allow money towards accommodation to be refunded when not used, even when we were led to believe that this was easily done. It spoiled our holiday." There is a mismatch between what is advertised and what is provided. In this situation, the 'image' of Zambia as portrayed by advertisements does not conform with what exists in reality.

Pearce (1981) observed that if the image of the destination is inflated it can bring the tourists once but not again. Disappointment and disillusionment arose when accommodation subsequently did not measure up to the expectations. It is imperative that the initial

contact between the guest and the host which is critical in the image formation of the destination be given much attention. Ideally, the reinforcement of the favourable prior image created should come during the tourist experience itself if a repeat visit is to occur and the attraction to be recommended to others.

(b) Food

Although the majority agreed that the food provided by hotels and lodges met tourists tastes (Table 15) there were some misgivings in the way it was prepared. The most common misgiving was about the food's monotony. Many tourists complained that although the "food was good, there was too little to drink." They suggested that "more variety of food and drinks especially for vegetarians was needed." Others lamented that the type of food was not bad but what was important was to prepare it nicely. They suggested that better cooks must be employed and *upgrade the standard and quality of food.*

On the need for variety of food and drinks, tourists said that "there is need for nice restaurants with Zambian food or original African food and drinks to cater for various religions e.g. Muslims." It is therefore clear that despite the food being good,

more varied menus, better supply of drinks and more local food should be more appreciated to "westernised" food stuffs.

Although the general tendency by the tourists has been for imported drinks and food stuffs, our sample did not comprise the majority with this tendency. The reason for this is probably that the majority of the tourists were the innovative, adventurous type who do not insist on comfort. Table 16 gives suggestions for the type of food tourists would like to be provided.

The lack of variety was singled out as one of the reasons why Zambia is losing tourists to other countries. The Zambia Daily Mail supplement of Tuesday September 27, 1988 reported that tourists were rushing to Zimbabwe because standards there were still very high and that hotels there were always well stocked with drinks and food stuffs. The Minister of State for Tourism, Mr. Cosmas Masongo expressed disappointment at the conditions of some hotels, motels and restaurants in the Southern Province. He said the premises were deplorable, the food was not properly handled and the attitude of the members of staff towards the customers was not hospitable.

He stated that tourists may have bad impressions about Zambia when they visited these places. The

National Hotels Board was not doing enough to correct the situation (Times of Zambia April 5, 1989). He further noted that hygiene was very important for institutions that dealt with food because human lives were at stake. The major complaint from tourists in Livingstone was that of lack of cleanliness in hotels and restaurants.

(c) Reception and Hospitality Accorded to Tourists

The fact that the majority of the tourists expressed satisfaction with the attitudes of staff in the lodges and hotels is very encouraging, especially for areas that contemplate engaging in mass tourism. The local people must accept tourism as an integral part of the economy in order for it to succeed. The extent to which people have accepted tourism is further illustrated by Tables 17 and 18.

The favourable attitudes towards tourists is not restricted to those that are in direct contact with tourists, it also applies to the general public. This was revealed when tourists were asked to state whether the general public was welcoming to them or not. The explanation for the friendly attitude and welcoming hospitality exhibited by both the immigration and customs officials and the general public may lie in the level of development of tourism in

Zambia. Although it is argued that in relatively old periphery resorts like Barbados, the tourist-resident relationships are likely to be stable (Husbands, 1989), the same pattern may be observed in less mature resorts like Zambia.

One of the reasons for this may be that Zambia is not very much dependent on tourism as the main economic activity. As a result many people's lives are not affected by tourism and consequently one would expect the relationship between residents and tourists to be unstressful. It is only in places where tourists may out number local populations that such stressful relations may be observed. Therefore, as Husbands (1986: 177) points out "stress and conflict can occur more easily in periphery resorts where space is at a premium."

The case for Zambia is different. There is enough space and residents can use and have access to local tourists facilities and attractions. However, looking at tourism consumption (like game viewing and hotel entertainment) by local tourists, one would expect the development of mutual antagonism over attractions that are open to both (tourists and residents) but only dominated by tourists at the expense of residents. According to Husbands, (1986) a stressful relationship is defined by the use of most facilities by tourists

at the expense of residents and may be resolved through conflict. As pointed out, there is no stressful relationship and no conflict in Zambia despite the dominance of tourism consumption by international tourists (see also Tables 17 and 18).

Other reasons that can be advanced for this cordial relationship between the tourists and the residents may lie in the fact that Zambia's participation in international capitalism is very short. The exploitation inherent in tourism consumption may not as yet be very intense (see Husbands, 1989).

Again one must look at the favourable evaluation of the immigration and customs officials by the tourists. The level of education of these officials may put them in the strata of white-collar and service workers, who may view the impacts of tourism favourably. According to Husbands (1989: 250) "they (sales/service workers) do not conceive of tourism as an item of consumption, but in terms of its capacity to generate employment—exactly the kind of effect from which this class would benefit."

It can therefore be assumed that the welcoming attitude given to the tourists in Zambia is a reflection of the low level of development of the tourist industry in the country. It has also been pointed out that conflict may not arise because space is not a

critical factor and cannot lead to stressful relations between residents and tourists.

Further, the servility attitude of residents employed in the tourist industry has not been observed. The reason may be that tourism, until now, has not been given priority as an economic activity that can contribute to the growth of the economy as a whole. Therefore, antagonism between the tourists and the residents has not taken root. The general public and immigration and customs officials may believe that tourism can generate employment which is beneficial to Zambia, hence their tendency to be favourably disposed to tourism.

Lastly, it is also reasonable to assume that the national philosophy of humanism expounded by the national leaders, encourages Zambians to be hospitable to foreigners. This attitude fosters brotherhood among all peoples. In this situation tourists are very much welcome by everybody. This welcome attitude is a necessary condition for any destination that wants its tourism to thrive. Thus, Murphy (1985: 13) points out that "as important as the natural and cultural resources is the welcome which is accorded to a visitor. Public goodwill is an essential ingredient of any trip for if the host community is antagonistic to visitors, no amount of attraction

will compensate for the rudeness or hostility."

(d) Counter-productive aspects to the welcome

Although the majority of the tourists appreciated the welcome accorded to them, there were a few who felt otherwise. Albeit in the minority, the views of these tourists must also be taken into account when planning and developing the tourist product. Some of these tourists raised very important observations. For example some tourists complained that "Zambia should stop the paramilitary from harassing the tourists at road blocks when travelling by car, that ordeal is enough to put any one off about coming to Zambia!"

Others complained that "friendliness is no compensation for inefficiency, your airport organization is particularly bad in Lusaka, only slightly better in Livingstone and Mfuwe." It is very important for the tourist industry to have personnel properly trained in public relations. It was felt that Zambia was not up to date in public relations hence complaints like "reduce the threats against photography or explain why you don't want pictures to be taken of certain places, these rules make visitors nervous and afraid to come and visit." Furthermore, tourists complained that "security guards checking

luggage on departure at Lusaka International Airport should not let the luggage go missing. They are also arrogant making you feel as if you were wasting their time, they need training in public relations."

Although only a small majority complained against the procedures, there is definitely need to do something about it. People entrusted with the task of dealing with the tourists need to be trained. Some level of efficiency when they are dealing with their clients is called for. There is also need to streamline relevant administrative procedures. Most of the tourists interviewed complained that there were "cumbersome administrative procedures because of too many forms to fill, why?" Others suggested that we should "relax customs regulations at entry points and there should be more concern for the tourist by administrative officials and lodges and restaurant staff."

6.09 TOURIST PERCEPTION OF SUPPORTING SERVICES FOR MASS TOURISM

(a) Transport

The performance of both the air and road transport sectors is below the expectations of the tourists, although most felt that air transport was

better than road transport. The results are not surprising because the transport sector has deteriorated and the standards are below expectations. Public transport is a nightmare to residents and tourists alike. Air transport was relatively better rated, because despite delays and overbookings, tourists were assured of transport to their destinations.

Some tourists wondered why Zambia Airways could not help them out of the road transport blues. Some suggested that Zambia Airways must offer some transport to tourists from the airport to town. "We were stranded there for hours, and may be tonight; transport is a basic service offered everywhere, you can't just drop people at the airport and assume your job is done" remarked some tourists. In addition, provision of road transport can be a profitable activity for the airline, just a bus or minibus.

The introduction of the sky bys by Eagle Travel to and from the airport for the tourists it handles is a welcome venture and will go a long way in alleviating transport problems and lessening the complaints raised about transport.

Furthermore, some tourists suggested that Zambia Airways needs to increase the frequency of international flights. Overbookings should also

be avoided. The few who complained about Zambia Airways did so in connection with overbookings and delays. Others were delayed because they were caught in the air controllers' strike. They complained that the "planes did not come due to air controllers' strike."

On road transport, most tourists felt that there should be a self drive car hire service, and that there should be reliable taxi services after 18 hours for the tourists. One tourist summed up the transport situation when he commented that "generally your communication system is poor. For example, roads are bad, unreliable air transport and terrible taxis in Lusaka, you should provide efficient taxi services from the hotels."

Those responsible for tourism promotion like the Z.N.T.B. and travel agents should take these complaints about transport seriously so that they can plan and implement a more successful programme.

(b) Other Services

The lack of certain services and commodities is also a very important factor that may lead to difficulties in tourism promotion and development. Tourists could not obtain what they wanted in official or legal outlets because the scarcity of commodities results in these finding their way on the black market where they are sold at very exorbitant prices. Any

**area that is serious about the promotion of tourism** should have a good supply of goods and services needed by tourists. It is probably because of severe shortages of goods that there were very few tourists who took part in shopping as an activity during their vacation (see Table 13).

#### 6.10 OTHER CONSIDERATIONS FOR MASS TOURISM

When planning for mass tourism, its negative aspects should be well appreciated. It was very interesting to note that there were some tourists who did not favour this type of tourism. About (9%) of the tourists felt that mass tourism was not needed because it could spoil the peace in Zambia. It was not uncommon to hear statements like "we think that tourism in Zambia should not be boosted because this would destroy the beauty and the cultural roots in Zambia." "You should not ruin your country, better try selected high class tourists."

The findings of this study suggest that tourists should not only be seen as being preoccupied with conspicuous consumption, they may also have regard for the local population and culture. Some tourists would not like mistakes in tourism development committed elsewhere (like environmental pollution in the Mediterranean coasts) as a result of international mass tourism to

be repeated in Zambia.

To promote international mass tourism, there is need first to promote indigenous culture and other exotic attractions. Domestic tourism seems to be very expensive because of the devaluation of the Kwacha. However, even in terms of US Dollar equivalent, Zambian tourism is more expensive compared to Kenya's (see Table 10). International mass tourism would be difficult to promote at this non-competitive cost.

#### 6.11 TOURIST SATISFACTION IN ZAMBIA

It should be recalled that this study was designed to investigate some factors associated with a satisfying experience, namely accommodation, transport, attractions and in general the opportunities for engaging in recreation. It may be surprising that despite complaints and suggestions with regard to accommodation, transport and travel agents (Tables 22 and 23) the respondents rated the satisfaction with attractions, accommodation and the vacation as a whole very highly.

The explanation may lie in the fact that during the vacation, satisfaction cannot be attributed to a single factor. In fact, the results showed that the respondents were satisfied with the food provided (although of course they complained of lack of variety and the manner in which it was prepared). They also

indicated that the hotel staff were friendly to them and that the general public was very welcoming. The majority also indicated that the price of accommodation was fair. It is no wonder that even where they complained, their evaluation was, overall, favourable. The fact that the respondents were engaged in so many activities during the vacation enhanced their ability to evaluate their experiences in a positive way. Cooper (1981) suggested that by taking part in many activities, tourists were maximizing intake and minimizing disappointment. The findings are not very far off from what Pearce (1980), Buchanan (1981), Fedler and Graefe (1986) found.

Buchanan (1981) suggested that satisfactions are attributed to the total package of activities engaged in during the vacation by recreationists and not to a single factor. On the other hand, Pearce (1980), in his reinforcement theory approach to intercultural contact, argues that vacation satisfaction stems from the pleasurable nature of many rewarding events. Furthermore, the respondents comprised mainly the young and adventurous the discovery or innovative type who do not emphasize comfort and **who** tend to report higher levels of satisfaction.

Further the findings conform to Engledow's model based on the level of aspiration and cited by Neumann,

Pizam and Reichel (1978) which states that:

"satisfaction results from the interaction of two factors in the individual-his aspiration or expectation level... and his perception of the outcome. Presumably, if the performance of a product is **as good as expected**, the buyer will be satisfied; if performance is less than expected, the buyer will be dissatisfied..."

(Engledow, 1977: 88).

It is not therefore, unreasonable to assume that in Zambia tourist expectations were met or fulfilled in the areas of attractions, the level of enjoyment of the vacation and, to a certain extent, accommodation. However, tourist expectations were not fulfilled as far as transport, and travel agents were concerned.

The time the research was done should also be taken into account. Higher levels of satisfaction were indicated probably because of low tourist densities as it was an off season for tourism in Zambia. Higher densities may increase the level of competition for taking part in game viewing, or any other activity and may lead to perceptions of crowding, and interpersonal antagonism. Consequently, this may lead to low satisfaction ratings. Above the social or behavioural carrying capacity, as Pigram (1983), terms it, there is a decline in the quality of the recreation experience from the point of view of the participants. This view is also supported by Ditton and Graefe (1981).

When attractions are considered on their own, compliments like "Kapani camp is excellent, our game viewing holiday at Kapani was extremely satisfying." We were not disappointed with tourist attractions or natural resources." "The resources are magnificent, but paving, hand railing, and restoring of lights to improve viewing points are required at the Victoria Falls." All these compliments confirm why high satisfaction ratings were indicated from the respondents.

It is gratifying to note that the Victoria Falls area is undergoing extensive renovations, although tourists will be required to pay money to view the Victoria falls. The reason for this charge was that of "heavy investment in the Victoria falls area" Sunday Times of Zambia, August 20, (1989).

If we go by Van Raaij and Francken's (1984) equity theory, which deals with exchange relationships between individuals, in terms of inputs and outcomes, equitable relationships existed for the respondents because they perceived the ratios of their inputs and outcomes to be equal.

Those who did not enjoy the vacation as a whole, were probably the type that emphasized comfort at the expense of adventure and discovery. They could also be the ones who felt that their input in the vacation was not equal to the outcome. The exchange relation-

ships were unequal.

We should also not forget the complexities of human behaviour in that dissatisfaction can develop between different types of vacationers who are engaged in the same activity. Certain factors may be responsible for this. Firstly, the meanings that may be attached to certain activities are not the same. To some, there is so much meaning attached to these that they always look for high quality vacation experiences. These in most cases are dissatisfied because, very few vacation settings may measure up to their expectations or standards.

Those who felt dissatisfied may be the ones who might have deliberately chosen vacation settings that may reflect their societal outlook and behaviour and are unwilling to accept anything below what is found in their societies. These are the ones that Pigram (1983) categorizes as deviant or merely different. We should also bear in mind that the level of enjoyment may also be affected by other conditions incidental to the vacation experience. The respondents who did not enjoy the vacation were those who experienced thefts subjected to cumbersome procedures, harassed at road blocks or experienced transport problems during their vacation.

Alternatively, these may be vacationers with higher levels of education, and may have higher

aspirations which are very difficult to fulfill. People with higher levels of academic attainment may have different wants and usually prefer complex needs which are very difficult to satisfy. They in addition are more critical of the facilities and resources of the vacation (see Lounsbury and Hoopes, 1985).

6.12 TOURIST EVALUATION OF THE VACATION AS FULFILLING THEIR EXPECTATIONS

As Table 27 shows, the evaluation of the vacation in as far as the fulfilment of expectations was concerned was very positive (see also Table 28). The reasons for these responses in both tables may lie in Zambia's natural resources which are very excellent. Despite some complaints the tourists themselves stated that the natural resources available are magnificent. It was therefore not surprising to hear compliments like "as far as game viewing holidays are concerned, I cannot imagine a better vacation than the recent one in Zambia." "The resources are magnificent, but people attending to the public should be shown how to do it properly."

It was not surprising that there was almost the same number of respondents for the three dominant views found in Table 30. The reason for this could be

the fact that tourists were required to recall and compare the best vacation they could imagine to the recent experience in Zambia. This was a more demanding satisfaction question, resulting in the responses we had.

#### 6.13 INDICES OF SATISFACTION AND THEIR IMPLICATIONS

Looking at the indices of satisfaction (Table 31), air transport is slightly more efficient than road transport. Transportation in Zambia may have received low indices because tourists may have had high expectations. Perhaps Zambia Airways did not measure up to its advertisement that it is "getting better every day in every way." The transport available is not delivered in the manner in which the tourist desire, so the many complaints made about the transport system.

The low ratings on transport may be indicative of the reality of Zambia's inability to meet the expectations developed in the minds of the tourists through the image of Zambia as portrayed abroad. This is supported by the Zambia Daily Mail supplement of September 27, 1988, which lamented that Zambia is losing many tourists to Zimbabwe because in Zimbabwe, "tourists could hire bicycles for sight seeing and they could also hire a plane to fly over

the Victoria falls to have a much wider view of the river and the animals in the park."

This implies that tourists have more choices to make and that Zambia is in competition with other neighbours who may offer better facilities. Therefore, it is no wonder that the same paper stated that "tourists are like butterflies. They will go anywhere provided the flowers are bright enough to attract them and the nectar is sweet enough to suckle."

The high indices recorded for certain aspects may tell us that tourists were satisfied with those aspects of the tourism product, possibly because they are of good quality (for example, the attractions) or that the manner in which, for example hotel staff conduct themselves is desirable to the tourists. These may also be indicative of the fact that Zambia is able to meet the tourist expectations developed in the tourists as Zambia promotes itself abroad.

#### 6.14 RELATIONSHIPS BETWEEN VARIABLES

Respondents who perceived accommodation as not expensive expressed high levels of satisfaction with accommodation. Possibly these felt that they were getting a fair deal with the money they spent. Similarly, those who perceived it as being expensive may have expressed lower levels of satisfaction

because they may have felt that they were not getting the value for their money. The same explanation may be the case with satisfaction with the vacation as a whole. Those who perceived accommodation as expensive may not have been satisfied with the vacation experience, for they may have felt cheated and vice versa.

The hospitality accorded to tourists by the general public consisted of welcoming and acceptance of the tourists and tourism as a whole. Due to the hospitality shown, there was a significant relationship between this variable and the enjoyment of the vacation. The welcome together with the attitudes of immigration and customs officials may have positively influenced the tourists favourable response to vacation enjoyment (see Tables 17 and 18).

The relationships between age and both satisfaction with attractions and vacation enjoyment were significant. Respondents from the higher age groups reported lower expectations and higher levels of satisfaction (see Appendix III). On the other hand, those from the lower age brackets reported high expectations and lower levels of satisfaction with attractions and vacation enjoyment. Respondents from lower age brackets are expected to have very high aspirations which are difficult to fulfill, and those from higher age groups are expected to have lower aspirations which

can easily be met, hence the differences in the levels of satisfaction and enjoyment with various facilities (see also Van Raaij and Francken, 1984).

Relationships were also significant between income and satisfaction with accommodation. Respondents from lower income brackets and relatively lower socio-economic levels tended to have lower expectations and aspirations. They therefore saw the vacation as a luxury and these reported high levels of satisfaction with the vacation. Respondents from high income brackets on the other hand, reported lower levels of satisfaction because these had higher expectations and aspirations and wanted the vacation to be a luxury. Since these were difficult to satisfy, they were generally dissatisfied and felt the vacation did not measure up to their expectations.

There was no significant relationship between age and the type of accommodation provided. The interpretation could be that both the young and the old were subjected to the same type of accommodation. Even the suggestions for the type of accommodation they wanted could not be pinpointed to a certain age group. Both experienced the same conditions. Both the young and the old vacationers with sufficient money may afford expensive accommodation.

So the major factor (with regard to accommodation) that may be responsible for satisfaction and dissatisfaction is the ability to pay and the cost involved.

There was no significant relationship between sex and vacation enjoyment. The reason for this was that both sexes had same expectations and therefore, had no discrepancies in satisfaction or dissatisfaction derived from vacation.

There was no significant relationship between the country of origin and the source of information. This is because of the fact that there existed a general lack of information about Zambia in all the countries from which tourists came. Even in countries where Zambia has promotion offices, the dissemination of information is not vigorous. Therefore, no matter where the tourists came from, they encountered the same difficulties in getting the right picture about Zambia.

## CHAPTER SEVEN

### CONCLUSIONS, IMPLICATIONS AND RECOMMENDATIONS FOR TOURISM DEVELOPMENT

#### 7.00 INTRODUCTION

This chapter presents conclusions drawn from the findings of the study. The chapter also looks at the implications of the findings in relation to tourism development in Zambia. Finally, the chapter presents the recommendations.

#### 7.01 CONCLUSIONS

According to Pearce (1981: 1), tourism development is defined "specifically as the provision or enhancement of facilities and services to meet the needs of the tourist." The facilities and services that tourists may be looking for include attractions, transport, accommodation, supporting facilities and infrastructure.

The role of attractions is to induce the tourists to visit a particular area. Transport enables them to reach the attractions. The accommodation and supporting facilities like shops, entertainment houses and restaurants provide for the tourists well-being once in the destination. The infrastructure in the destination act as the link and ensure the smooth

functioning of all of these (Pearce, 1981). Whether these are specifically built for the tourists or shared with local residents is not the question here.

The question in relation to Zambia is whether these are provided to meet the needs of the tourist. According to the findings of this study, tourists have expressed their opinions for certain factors that were satisfying and attracting to them and those that were dissatisfying and repulsive. These factors are responsible for the tourist choice of a destination to visit. Therefore, it is imperative that the various organs that are responsible for tourism promotion uncover these factors and direct their promotion strategy in line with these factors.

This study has shown that tourists were concerned about the lack of diversity in the attractions although the attractions available were good. They were also concerned about the lack of information about Zambia, and what was required of them when they visited various attractions. Even travel agents and tour operators did not help very much in directing and providing information to tourists.

Serious complaints were also raised about our transport system, cumbersome administrative procedures and overbookings. Tourists were also not very happy about accommodation. They complained of lack of space and cleanliness and lack of provision for change

of accommodation or refund.

On the positive side, the study revealed that apart from the Victoria Falls, tourism in Zambia is mainly wildlife based. Tourists were satisfied with game viewing and other attractions available. The evaluation of the vacation as a whole, was very positive. They were also satisfied with the food served, although they wanted variety, and better preparation. They were also appreciative of the hospitality accorded to them by the general public and hotel staff.

Wildlife viewing is mainly a recreation activity for tourists from the developed countries. In developing countries, it is seen primarily as an occupation for 'foreigners' from abroad. Since it is perceived as foreign, few local residents take part in wildlife tourism consumption. Such tourism consumption is restricted to only those local people who can afford it. The majority who have their pre-occupations of struggling to earn a living have no money to spare to visit national parks in their countries.

Wildlife based tourism is not very profitable in Zambia because it faces stiff competition from other countries, like Kenya and Tanzania because they offer coastlines as well.

Tourism development in most Third World countries struggling to diversify their economies can

best be promoted through conducting market researches. In this way, they can generate their much needed foreign exchange, improve job opportunities and stimulate other sectors of the economy for example, the food production, transport and the construction industries.

To achieve all these, satisfying vacations at destinations are a must, so that a more favourable image is created abroad. In the Zambian context, the low consumption of domestic tourism necessitates the reliance on international tourism as the major source of tourists.

Zambia can evidently do very well as far as international tourism is concerned in the areas of hospitality and the attitudes of the general public. However, it is important to reduce the negative impacts like theft, red tape and cumbersome administrative procedures in order to streamline the operations of the industry. The hospitality showed to the tourists resulted in high enjoyment ratings with the vacation.

The majority of our respondents were not disappointed with food, the attitudes of the hotel staff and the general public and expressed satisfaction with these aspects of the tourism industry in Zambia. They were also fairly satisfied with the cost of accommodation.

However, accommodation as a factor of satisfaction was perceived differently. Those who perceived it as expensive, expressed low satisfaction ratings. They similarly expressed low ratings with the vacation.

Age emerged as an important factor in tourist expectations and satisfaction. People from higher age brackets reported lower expectations and high satisfactions, whereas those from lower age groups reported high expectations and lower satisfaction.

Tourists with high incomes expect too much with the vacation and consequently are not satisfied. Tourists who attach great meaning to certain aspects are more easily disappointed and dissatisfied. Very few vacation settings can measure up to their expectations and standards. Tourist expectations were not met in the transport sector and the services offered by travel agents proved to be very shoddy.

Again on the negative side, Zambia cannot embark on mass tourism because accommodation and transport are insufficient for this type of tourism. An area contemplating embarking on mass tourism needs an efficient transport system.

It is very gratifying to find that most of our tourists were particularly happy with our magnificent attractions especially at Kapani Lodge in Mfuwe. The aspects that are appealing to the tourists should be

examined so as to meet their needs. Our resources should also be planned to meet the various interests and aspirations of our visitors so that a worthwhile and satisfying experience is attained.

#### 7.02 IMPLICATIONS FOR TOURISM DEVELOPMENT

It is very important that the various agents of the tourism industry address themselves to these negative and retrogressive aspects. In fact if the Z.N.T.B., travel agents and tour operators can understand what repels tourists from Zambia, then they can plan and implement a more successful tourism development programme.

While many tourists may have the money to spend on recreation, they will not choose Zambia as their destination if they are not assured of a comfortable stay. With the serious complaints raised against the transport system, there is little or no hope for Zambia to engage in international mass tourism, unless as Pigram (1983) suggests, transportation planning for tourism is made sensitive to the wishes of travellers and to the purpose for which a trip is being made.

The lack of information from the mass media as evidenced in Table 12, does not augur well for Zambia's tourism. Information from friends and

relatives in Zambia and travel agents and tour operators, though currently the most important, may decline in importance in the near future. With the present economic difficulties, some travel agents and tour operators may go out of business. Relatives and friends may decide to leave the country as the economy deteriorates. It is therefore upon Zambian institutions like the Z.N.T.B. to promote Zambia abroad.

In fact, a lesson should be learnt from what happened in 1965. Due to business uncertainty as a result of UDI, the United Touring and Greenway Touring Companies withdrew their services and devastated Zambia's tourist industry (see Table 4). Zambia therefore needs T.V. commercials, magazine advertisements, advertising in foreign papers, posters and travel brochures. To attract more tourists, Zambia must reinforce these positive attributes. Reliance on travel agents especially foreign ones may lead to the 1965 situation and loss of potential travellers. Zambia like any other Third World country trying to promote wildlife-based tourism must invest heavily in the infrastructure. The development of other facilities is a must before tourists can be attracted. The money could best be invested in areas that benefit the majority, for example, agriculture.

The tendency to offer hospitality to the tourists

is a very positive welcome in the development of the industry. The presence of other facilities must go hand in hand with the reception given to the visitors if they have to act as good will ambassadors to others. In Zambia, there is acceptance of tourism by the community, a situation which is very healthy. This is so because the attractions available are public resources.

In addition, the development of new facilities and infrastructure requires public funds. Even the cultural events basically which are for local needs may be commercialized and promoted for tourist consumption. The industry is therefore, highly dependent on public goodwill. As Murphy (1985: 13) points out, "as important as the natural and cultural resources, is the welcome which is accorded to a visitor. Public good will is an essential ingredient of any trip for if the host community is antagonistic to the visitors, no amount of attraction will compensate for the rudeness or hostility." Involvement of the public is therefore a must.

The Chairman of National Hotels in his annual report for the year ended 31st March 1988, stressed the importance of hospitality when he said "in an industry where hospitality is the key word the importance of fully trained and professionally

competent personnel cannot be over-emphasized." (Times of Zambia, February 23, 1989). He went on to say that physical facilities and equipment in themselves are not sufficient if well qualified and committed staff are not on hand to provide the quality of services clients expect. This calls for training and the education of personnel both at home and abroad in order to improve the standard of service and the product offered, while at the same time projecting an acceptable image to tourists.

Several brochures and the tourist map distributed by Z.N.T.B. travel agents and tour operators were examined. The photographs were of very high quality and well taken. The general appearance was excellent. The brochures and the tourist map contained valuable information about cultural and natural attractions, the geography of various destinations and accommodation. However, no mention was made of the cost of accommodation, food and the restrictions that tourists are expected to know. Lack of this information frustrates tourists upon learning about them once there.

Age and income also emerged as an important determinant of the levels of satisfaction and enjoyment with various facilities provided. It is very important for tourism development agencies to plan the resources to meet the diverse interests and aspirations of the tourists. Planning for a satisfying holiday might be more successful by trying to

achieve a balance between the opportunities that a particular vacation can afford and the level of enjoyment derived from the vacation. The task is therefore to realise these aspirations and to meet the needs of the vacationers (Lounsbury and Hoopes, 1985).

The findings of this study, although specifically addressing itself to Zambia, may also relate to many other Third World countries. Although it may be impossible to change the conditions prevailing in Zambia completely, many of the shortcomings must be corrected, before embarking on an aggressive marketing strategy abroad.

A better marketing and promotion campaign is that which reinforces the positive attributes and reassures its customers that they will have a worthwhile stay during their vacation. Zambia and other countries trying to develop their tourist potentials can be advised to spend money and time on overseas market research so that their promotional programmes are in line with their needs. Development programmes and goals must be based on the attainment of these positive attributes as a way of meeting tourist expectations and therefore satisfying them.

### 7.03 RECOMMENDATIONS

There is need for both the private and governmental organs involved in the tourism industry

its development to diversify the attractions to break the monotony. Otherwise tourists would only come once and not again because they had seen all the attractions they came for, another trip would be the same. It is suggested that Zambia should promote its cultural aspects to foreign tourists.

According to a detailed study of the Victoria Falls area by Dr. J. Desmond Clark between 1938 and 1950, deposits and prehistoric implements excavated from here enabled him to isolate several distinct stone age cultures. This knowledge shows that this area has been inhabited by man since the early stone age. At the same time the river Zambezi has been over the years cutting back slowly through the gorges from their present position westwards. Most of this information on the country's national monuments and parks and other places of historic interests lack detailed interpretation, to stimulate imagination to the visitor. Therefore, nothing in this area provokes the tourist's curiosity.

Zambia must take a leaf from the U.K. where the same situation prevailed until the establishment of the centre for environment interpretation at Manchester polytechnic. The establishment of the centre of environmental interpretation in Zambia, would help many people not only in Zambia but also abroad to

understand the importance of the Zambian environment in an enjoyable and effective way. This centre could also undertake research studies relating to tourism development initiated in Zambia. Sponsorship from outside agencies if funding becomes an obstacle should be sought.

One therefore hopes that the government with the support of private and parastatal institutions will initiate environmental interpretation campaigns, so that many Zambians can understand their environment in an enjoyable manner. This will foster local as well as international tourism (Zambia Daily Mail, September 27, 1988). It is therefore recommended that Zambia must best promote tourism by diversifying and making cultural and historical attractions more prominent. Western tourists are very much interested in exotic experiences.

It is also recommended that, in order for Zambia to promote and develop the tourism industry, it should advertize itself abroad. At home it should provide the advertized service. The Ministry of Tourism through the Z.N.T.B., tour operators and travel agents should provide information more readily when required by the tourists.

It is recommended that various institutions involved in tourism promotion should participate in

tourist fairs abroad. In this way, Zambia can be marketed more effectively. The conferences on tourism like that which took place between October 5 and 10, 1988 in Cyprus would examine ways in which Third World countries could help each other tap the 'lucrative tourist business'.

Tour operators and travel agents must also provide detailed information to the tourists and avoid the retrogressive aspects. There should be contact on a permanent basis with prominent tourist agents in Europe, America and the Far East. This calls for coordination between locally based tour operators and travel agents. This would minimise disappointments familiar among the travel agents, most of them involving unconfirmed clients holding confirmed tickets at the check-in-point at the airport or worse still, clients arriving at the hotel to be told that there was no record of their bookings.

It is recommended that for easy and effective coordination and communication, institutions engaged in tourism promotion must have a joint secretariat. This could also reduce administrative costs. At the moment, there is generally lack of this approach to tourism promotion in the country. This is evidenced by the complaints from the Travel Agents Association of Zambia (TAAZ) chairman who said that despite the

increase of membership of the ZNTB, TAAZ which is a key factor in tourism development was left out on the Board (Times of Zambia, November 14, 1988).

On transport, there is need for Zambia Airways to increase the frequency of flights if it has to minimise complaints of delays and overbookings. It is also recommended that Zambia Airways provide transport to and from the airport to supplement Eagle Travel's efforts. Roads, especially in game parks, must be improved and there is need for an efficient taxi service from the airport to the hotels. Self-drive car hire services must be introduced and this calls for more investments in the tourist industry.

Hotels, lodges and camps must also provide their services to international standards. It is suggested that when planning for accommodation, the cost should be taken into account. Different accommodations with their associated price categories should be available to the tourists of varying incomes levels, because the cost of accommodation affects the level of satisfaction with the vacation. Cleanliness and expansion in accommodation are also important considerations.

There is also need to train personnel in the service industry in public relations. In this way, the cumbersome administrative procedures can be minimised if people entrusted with the task of dealing

with tourists know how to relate themselves to tourists.

It is also recommended that game viewing can be more satisfying if safaris are popularised in Zambia. This would also make tourists aware of the fact that Zambia can be an alternative destination to Kenya.

It is also recommended that the variety of food offered to tourists be increased. Tourists come from different cultures, some are Muslims and other are vegetarians. Hotels and restaurants should cater for all these different tastes. The places from which food is prepared must be clean.

This calls for better cooks in our catering institutions.

Therefore, managerial roles should extend to visitor enjoyment and satisfaction. Action must be taken to reduce conflict and to maximise the quality of the recreation experience (Pigram, 1983).

It is recommended that too much reliance on international tourists is not very helpful. Zambia must try to promote its local tourism through offering concessions. These could be in the form of cheaper accommodation, food and reduced air fares for local tourists visiting tourist resorts. It is suggested here that domestic tourism should fill the gap especially created in the off-season when international tourists are least expected.

It is also recommended that the ZNTB should mount

a campaign encouraging local companies to sponsor their employees on holidays to tourist resorts, instead of giving them presents. Local executives of companies must also be discouraged from spending their holidays abroad as they are wasting the country's foreign exchange.

The findings of this study point out that the developed world (Europe and America) forms the largest source of our tourists. Therefore, it is recommended that tourism promotional campaigns should be directed towards this market segment.

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APPENDIX I: QUESTIONNAIRE

TOURIST EXPECTATIONS AND SATISFACTION IN ZAMBIA:  
IMPLICATIONS FOR TOURISM DEVELOPMENT

PART A

TOURIST ATTRACTIONS/MOTIVATIONS

1. Name the tourist attractions that made you choose Zambia as your destination.

- (a) Wildlife
- (b) The Victoria Falls
- (c) Friendly atmosphere
- (d) Swimming and fishing
- (e) Pleasant climate
- (f) Other (specify.....)

(Tick the appropriate)

2. How did you know about the availability of the attractions in Zambia?

- (a) Through the Mass Media
- (b) From friends and relatives in Zambia
- (c) Through books
- (d) Through travel agents/tour operators
- (e) Did not know, I just came

3. During your vacation in Zambia, which of the following activities did you engage in most?

- (a) Game viewing
- (b) Sight seeing
- (c) Being with friends
- (d) Going shopping
- (e) Swimming and fishing
- (f) a, b, c, d and e
- (g) Other (specify).....

4. How satisfied were you with the tourist attractions available in Zambia?

- (a) Extremely dissatisfied
- (b) Quite dissatisfied
- (c) Neutral
- (d) Quite satisfied
- (e) Extremely satisfied.

5. What were the main reasons for taking a vacation?
- (a) Rest and relaxation
  - (b) To get away from routine
  - (c) To visit friends and relatives
  - (d) To get renewed
  - (e) To explore new places
  - (f) Other (specify).....

TOURIST FACILITIES AND SERVICES

6. How satisfied were you with the type of accommodation provided?
- (a) Very satisfied
  - (b) Satisfied
  - (c) Neither
  - (d) Dissatisfied
  - (e) Very dissatisfied
  - (f) Never thought about (give reasons).....
- .....
7. Which of the following type of accommodation would you like increased or improved upon?
- (a) Hotel
  - (b) Lodge
  - (c) Motel
  - (d) Camp
  - (e) All of above
  - (f) None of above
8. How was the cost of accommodation provided?
- (a) Very expensive
  - (b) Expensive
  - (c) Fair
  - (d) Cheap
  - (e) Very Cheap
9. A. Do you think the accommodation available in Zambia can support international Mass Tourism?
- (a) Yes
  - (b) No
- B. If No, what would you suggest should be done to promotion international mass tourism?
- .....

10. A. Did the type of food provided by the hotels/  
Lodges etc. meet your tastes?  
(a) Yes (b) No  
B. If No, suggest the type of food you would like  
to be provided  
.....
11. How would you rate the efficiency of hotel staff?  
(a) Very efficient  
(b) Efficient  
(c) Neither  
(d) inefficient  
(e) very inefficient
12. A. Did you experience transport problems to and  
from tourist attractions?  
(a) Yes (b) No  
B. If Yes, which of the following suggestions  
would you recommend?  
(a) Increase the number of vehicles to and  
from tourist destinations.  
(b) Improve the state of roads to and within  
tourist lodges and camps  
(c) Improve services within towns.  
(d) Improve air services in remote tourist  
areas.
13. How efficient was air/road transport in Zambia?  
(a) Very inefficient  
(b) Inefficient  
(c) Neutral/Neither  
(d) Efficient  
(e) Very efficient
14. A. Is air transport reliable in Zambia?  
(a) Very unreliable  
(b) Unreliable  
(c) Neutral  
(d) Reliable  
(e) Very reliable (f) Other specify.....

15. What is your feeling about the hospitality accorded to by the general public?
- (a) Very welcoming
  - (b) Welcoming
  - (c) Neither
  - (d) Unwelcoming
  - (e) Very unwelcoming
16. What is the attitude of the immigration/customs officials with respect to the tourists?
- (a) Very hostile
  - (b) Hostile
  - (c) Neutral
  - (d) Friendly
  - (e) Very friendly
17. A. Are the hotel/Lodges staff friendly to visitors?
- (a) Yes
  - (b) No
- B. If No, explain.....
18. How did you find administrative procedures from customs and immigration officers?
- (a) Very cumbersome
  - (b) Uncumbersome
  - (c) Neutral
  - (d) Cumbersome
  - (e) Very cumbersome

OVERALL SATISFACTION

19. Did you thoroughly enjoy your vacation in Zambia?
- (a) I thoroughly enjoyed
  - (b) I partially enjoyed
  - (c) Neutral
  - (d) I did not partly enjoy
  - (e) I did not thoroughly enjoy
  - (f) Other (specify).....
- .....
20. Generally how would you rate the satisfaction with the vacation in Zambia?
- (a) Extremely dissatisfied

- (b) Dissatisfied
- (c) Neutral
- (d) Satisfied
- (e) Extremely satisfied
- (f) Other (specify).....

21. How well did your vacation fulfil your expectations?

- (a) Excellent
- (b) Very good
- (c) Good
- (d) (Fair)
- (e) Terrible
- (f) Other (explain).....

22. Do you agree with the view that you cannot imagine a better vacation than the recent one in Zambia?

- (a) Strongly agree
- (b) Agree
- (c) Neutral
- (d) Strongly disagree
- (f) Other (specify).....

23. A. After this vacation, do you feel you want to come back to Zambia again?

- (a) Yes
- (b) No

B. If No, list the aspects you were most disappointed with

- (a) .....
- (b) .....
- (c) .....
- (d) .....
- (e) .....
- (f) .....

24. Suggest areas in which you feel improvement is needed in order to boost Zambia's tourism industry.

- (i) .....
- (ii) .....

- (iii) .....
- (iv) .....
- (v) .....
- (vi) .....

PART B

SOCIO-ECONOMIC AND DEMOGRAPHIC CHARACTERISTICS

25. Sex

- 1. Male
- 2. Female

26. Age

- 1. 18-24 years
- 2. 25-30 years
- 3. 31-39 years
- 4. 40-49 years
- 5. 50-59 years
- 6. 60 + years

27. Marital Status

- 1. Never married
- 2. Married
- 3. Living with someone
- 4. Separated
- 5. Divorced
- 6. Widowed

28. Occupation

- 1. Manager/Administrator
- 2. Business woman/man
- 3. Teacher/Counsellor/Social Worker/Nurse
- 4. Professional with degree
- 5. White collar worker
- 6. Student
- 7. Technician/skilled worker
- 8. Artist/writer designer/crafts person
- 9. Housewife
- 10. Semi skilled worker
- 11. Other (specify).....

29. Income

- 1. 10-20,000 p/a
- 2. 21-30,000 p/a
- 2. 31-40,000 p/a
- 4. 41-50,000 p/a
- 5. 51,000 + p/a

30. State the country of origin.....

**thank you very much**

APPENDIX II

SOCIO-ECONOMIC AND DEMOGRAPHIC CHARACTERISTICS

		No of respondents
Sex	Male	79
	Female	71
		<hr/>
	N=	150
Age	< 18 years	3
	18-24 years	21
	25-30 years	37
	31-39 years	24
	40-49 years	36
	50-59 years	13
	> 60 years	16
		<hr/>
	N=	150
Marital Status	Never married	52
	Married	67
	Living with someone	15
	Separated	5
	Divorced	11
		<hr/>
	N=	150
Occupation	Manager/Administrator	20
	Businessman/Woman	28
	Professional with degree	43
	Teacher/Counsellor/Social worker/Nurse/Works for airline	34
	Artist/Writer/Designer/Crafts person	3
	Housewife	2
	Student	15
	Technician/Skilled worker	5
		<hr/>
	150	

Income

(000 US\$ P/a)		
	0 income	11
	< 10	12
	10-20	25
	21-30	40
	31-40	32
	41-50	19
	> 50	11
		<u>150</u>
	N=	<u>150</u>

Country of Origin	Frequency	Percent
U.K.	43	28.7
U.S.A.	40	26.7
Scandinavian	17	11.3
Other European countries	32	21.3
Zambia	7	4.7
Other African countries	2	1.3
South American countries	2	1.3
	<u>150</u>	<u>100</u>
TOTAL:	<u>150</u>	<u>100</u>

APPENDIX III

Relationships Between selected variables (Chi-square tables)

Table A Relationship between cost of accommodation and satisfaction with the vacation

Cost	Rating of satisfaction with the vacation. Row			Total
	Dissatisfied	Satisfied	Neutral	
Very expensive	10	40	4	54
Expensive	5	5	2	12
Fair	7	70	6	83
Cheap	0	1	0	1
Column total	22	116	12	150

Chi-square = 12.78; 6 df; P < 0.04660

Table B Relationship between cost of accommodation and satisfaction with accommodation

Cost	Level of satisfaction with accommodation. Row			Total
	Satisfied	Dissatisfied	Neutral	
Very expensive	48	7	5	60
Expensive	5	1	0	6
Fair	60	7	6	73
Cheap	5	5	1	11
Column total	118	20	12	150

Chi-square = 13.69; 6 df; P < 0.03329

Table C Relationship Between Hospitality and Enjoyment of the vacation

Hospitality	Vacation enjoyment			Row
	Enjoyed	Did not enjoy	Neutral	Total
Welcoming	110	12	6	128
Unwelcoming	5	4	7	16
Neutral	6	0	0	6
Column total	121	16	13	150

Chi-square = 17.52; 4 df; P < 0.00153

Table D Relationship Between age and satisfaction with attractions

Age	Satisfaction with attractions			Row
	Dissatisfied	Satisfied	Neutral	Total
Below 18 yrs	0	5	3	8
18-39 years	2	70	5	77
40 and above	9	46	10	65
Column total	11	121	18	150

Chi-square = 12.08; 4 df; P < 0.01676

Table E Relationship Between age and vacation enjoyment

Age	Vacation enjoyment			Row
	Enjoyed	Did not enjoy	Neutral	total
Below 18 yrs.	1	2	0	0
18-39 years	66	11	5	82
40 and above	51	8	6	65
Column total	118	21	11	150

Chi-square = 15.36; 4 df; P < 0.00400

Table F Relationship Between Income and Satisfaction with accommodation

Income	Level of satisfaction with accommodation			Row Total
	Satisfied	Dissatisfied	Neutral	
0 income	6	5	0	11
10-30,000	66	4	7	77
31,000+	11	47	4	62
Column total	83	56	11	150

Chi-square = 8.63; 4 df; P < 0.05.

Table G Relationship Between age and and satisfaction with accommodation

Age	Level of satisfaction with accommodation			Row Total
	Satisfied	Dissatisfied	Neutral	
Below 18 yrs.	8	6	1	15
16-39 yrs.	60	8	6	74
40 and above	50	6	5	61
Column total	118	20	12	150

Chi-square = 2.27; 4 df; P < 0.68681

Table H Relationship Between Sex and Vacation enjoyment

Sex	Vacation enjoyment			Row Total
	Enjoyed	Did not enjoy	Neutral	
Male	68	8	3	79
Female	60	8	3	71
Column	128	16	6	150

Chi-square = 0.23; 2 df; P < 0.99

Table I Relationship Between Country of Origin and Source of information

Origin	Source of information		Row
	Friends/Relatives Travel Agents/Tour Operators	Mass Media/ Books	Total
Developed Country	95	44	139
Developing country	8	3	11
Column total	103	47	150

Chi-square = 0.9; 1 df; P < 0.76295

APPENDIX IV

RECODINGS

Variable	Recoding
Age (years)	1. Below 18 2. 18-39 3. 40 and above
Satisfaction with accommodation	1. Very satisfied/satisfied 2. Very dissatisfied/dissatisfied 3. Neutral
Vacation enjoyment	1. Thoroughly/partially enjoyed 2. Not thoroughly/Not partially enjoyed 3. Neutral
Country of origin	1. Developed 2. Developing
Source of information	1. Friends/Relatives/Travel agents/Tour operators 2. Mass Media/Books
Cost of accommodation	1. Very expensive 2. Expensive 3. Fair 4. Very cheap/cheap
Satisfaction with vacation	1. Very dissatisfied/dissatisfied 2. Very satisfied/satisfied 3. Neutral
Hospitality	1. Very welcoming/welcoming 2. Very unwelcoming/unwelcoming 3. Neutral

Satisfaction with  
attractions

1. Very dissatisfied/dissatisfied
2. Very satisfied/satisfied
3. Neutral

Income

1. No income
2. 10-30,000
3. Above 31,000

UNIVERSITY OF ZAMBIA  
COMPUTER CENTRE

data  
coding sheet

title  
programmer

sheet number  
date

Sequence No.

1	5	10	15	20	25	30	35	40	45	50	55	60	65	70	75	80
00175	5477	6521	192	294	640	319	315	211	942	613	41					
00275	5715	322	421	294	931	319	415	231	932	314	41					
00372	2411	522	919	212	291	214	191	115	111	932	213	61				
00475	445	232	191	921	78	631	419	314	331	912	314	41				
00572	343	353	252	331	73	919	224	193	243	319	32	52	641			
00675	5555	162	191	922	919	941	419	241	21	971	171	141				
00772	633	258	241	913	152	943	231	195	241	319	313	355	51			
00872	123	123	231	191	291	933	219	114	341	193	171	112				
00977	515	221	119	192	249	912	419	214	221	912	72	235				
01072	113	213	271	912	249	113	315	111	962	422	65					
01177	242	314	219	191	164	942	219	424	319	123	34	66				
01272	347	113	191	111	193	945	141	192	153	319	312	1725				
01372	433	512	242	941	153	993	131	441	414	193	278	665				
01477	546	123	291	192	293	915	131	922	433	192	121	714				
01572	145	123	231	912	93	985	141	921	512	194	121	711				
01672	646	123	292	121	229	831	141	942	523	194	131	722				
01775	435	142	191	921	82	992	131	921	513	191	121	712				
01872	756	252	212	342	215	299	214	191	411	111	193	254	452			
01972	155	213	191	941	62	942	141	921	424	193	111	732				
02075	245	152	211	921	62	949	213	194	242	419	142	153				
02185	643	512	212	312	312	319	212	142	424	234	224	2272				
02273	345	332	119	941	63	944	241	922	444	192	231	335				

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