

Country Summary
Report: ZAMBIA,
JANUARY 2022

AFRICAN
NATURE  BASED
TOURISM PLATFORM

ZAMBIA





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SURVEY OVERVIEW: The African Nature-Based Tourism platform has developed a survey (<https://www.research.net/r/nbtes>) to assess the degree to which local communities and small and medium enterprises (SMEs) in the nature-based tourism sector are being impacted by COVID-19. The target audience are community members and SMEs who support the tourism value chain, as suppliers of tourism goods and services, and their associated enterprises, such as lodges, vehicle hire, guiding services, shops, etc. The questions seek to better understand their involvement in conservation and tourism, how the COVID-19 pandemic has affected them, and what their resulting needs are.

These reports present a summary for each country, including an analysis of qualitative data collected through the surveys, and certain quantitative data. The surveys are however more comprehensive than the data presented in these summary reports, so please be sure to visit <https://naturebasedtourism.africa/data> to explore more of the data, and register to access the database for full survey results.

All photographs by Nikhil Advani





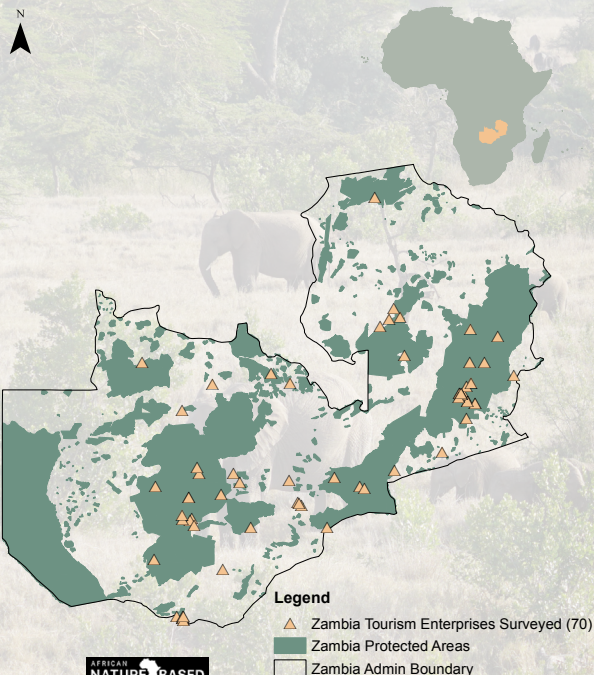
INTRODUCTION

THE DRAW FOR TOURISM IN ZAMBIA lies in its diversity, which includes the world famous Victoria Falls, vast wildlife resources, varied scenery, wilderness, diverse culture and national heritage, good weather, adventure activities, and hunting (Chomba & Sianjobo, 2014). About 30% of Zambia's 752,614 square kilometers is reserved for wildlife, constituting 20 national parks and 34 game management areas in the country (Lindsey et al., 2014). In 2019, the travel and tourism sector's contribution to the GDP was 7.7% and provided close to 489,700 jobs (WTTC, 2021). This fell to 4.3% and 340,100 jobs in 2020 (WTTC, 2021). Zambia's tourism sector was one of the worst affected due to the disruptions in international travel (UNDP, 2020).

The African Nature Based Tourism Platform worked with the Zambia Community-Based Natural Resource Management Forum (ZCBNRM) to collect the following data. The ZCBNRM Forum is an umbrella organization for Community Based Organizations (CBOs) or institutions with interest in or supportive of Community Based Natural Resource Management (CBNRM) in Zambia providing a platform for CBNRM discourse, debate and development.

SURVEY LOCATIONS

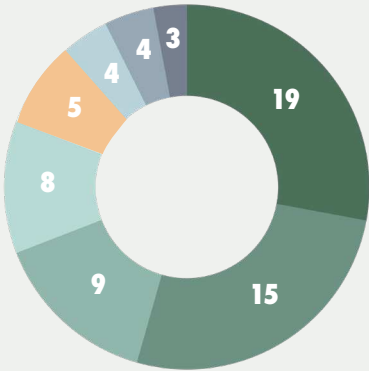
SURVEYED TOURISM ENTERPRISES IN ZAMBIA





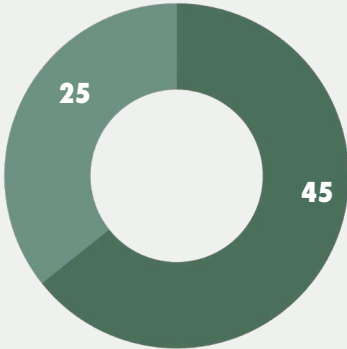
SURVEY RESULTS

PRIMARY INVOLVEMENT OF THE ENTERPRISE IN NATURE-BASED TOURISM



19	15	9	8
community conservancy	hunting	privately owned lodging	other
5	4	4	3
guiding/tours /excursions	null	sale of goods to tourists	private conservancy

ENTERPRISE OWNERSHIP



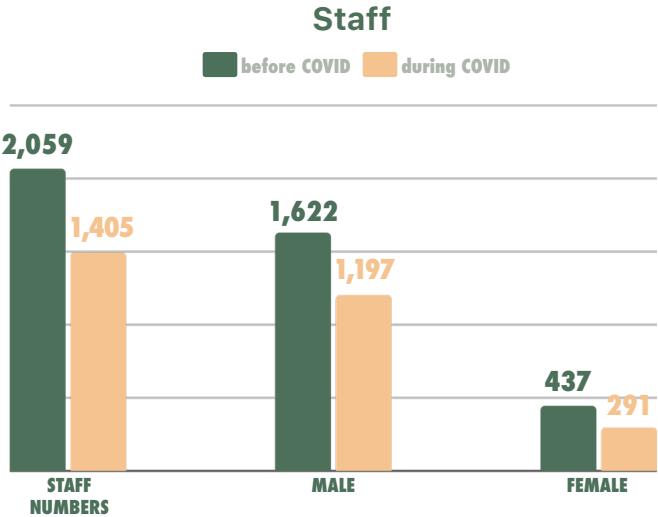
45	25
community	private

STAFFING BEFORE THE COVID-19 PANDEMIC VS. CURRENT STAFFING

70
SURVEYED ENTERPRISES

2,059
TOTAL STAFF BEFORE COVID-19

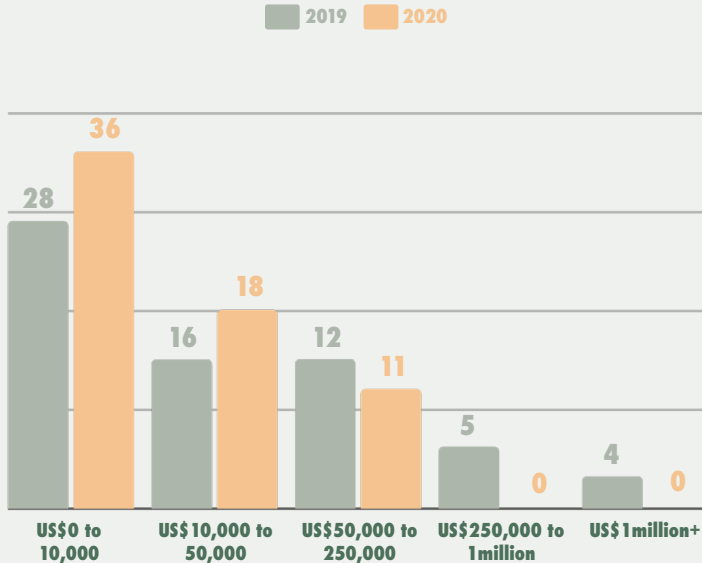
1,405
TOTAL STAFF CURRENTLY



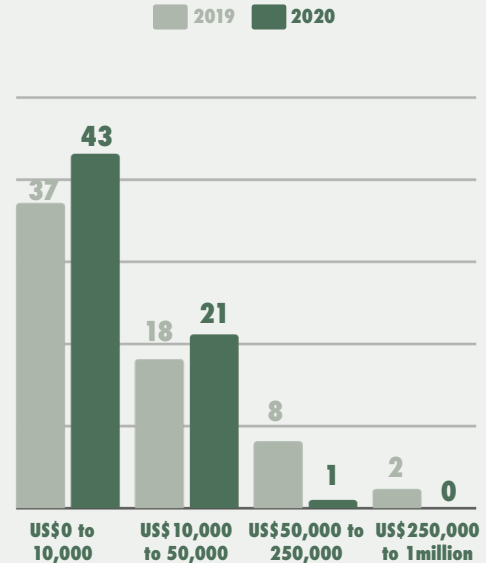


TOTAL ANNUAL GROSS REVENUE (income from selling goods and services before any deductions) THAT SURVEYED ENTERPRISES GENERATE FROM TOURISM

ANNUAL GROSS REVENUE 2019 VS 2020

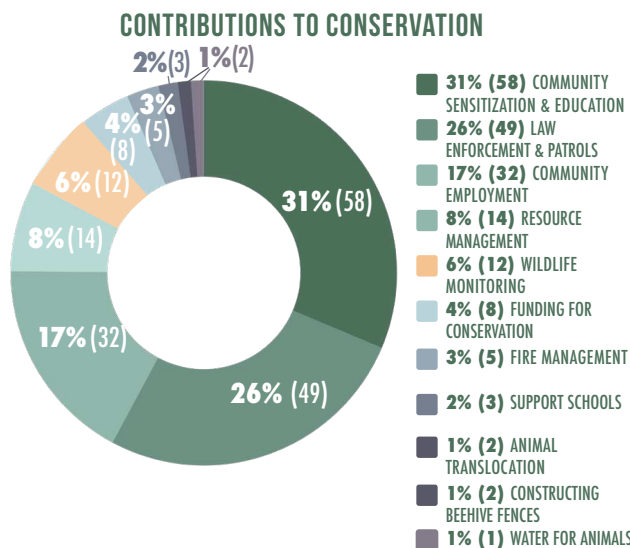


ANNUAL SALARY COST 2019 VS 2020



QUALITATIVE SURVEY QUESTIONS

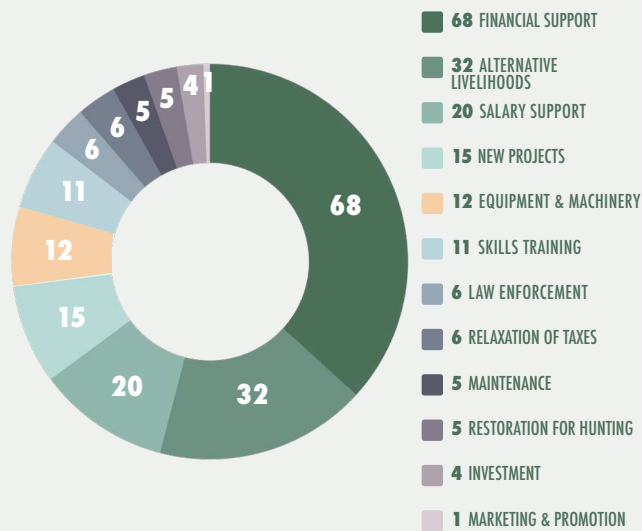
CONTRIBUTIONS TO CONSERVATION (the role of the community/enterprise in the management and custodianship of the land and its wildlife, including any distinguishing features about the area, its wildlife, its people and the role of tourism in its local economy)



MOST OF THE ENTERPRISES in the surveyed areas provide community education and sensitization towards environmental management since communities are an integral part of their success. Conservancies and hunting concessions carry out law enforcement and monitoring of illegal wildlife activities through game rangers, scouts and escort guides. Additionally, most enterprises provide employment to locals, support schools and other community conservation projects, and in the process improve livelihoods.

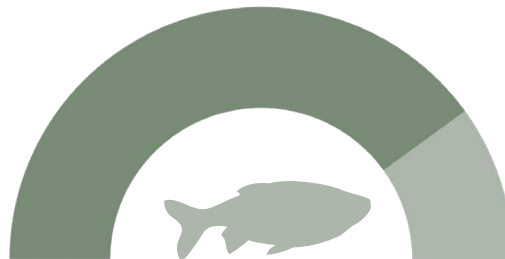


SUPPORT THAT THE INSTITUTIONS NEED



THE MAJORITY OF ENTERPRISES are in need of financial assistance to fund alternative livelihoods and support salaries for local community members. The second most pressing need are funds to enhance already existing projects, through the purchase of new equipment and machinery, and skills training. This would make each establishment more resilient and increase revenue in the long term. Institutions also need the government to respond more favorably to small and medium enterprises' needs.

ALTERNATIVE NATURE-FRIENDLY SOURCES OF REVENUE, BEYOND TOURISM, THAT THE ENTERPRISES WOULD BE INTERESTED IN EXPLORING



OF THE ALTERNATIVE NATURE-POSITIVE REVENUES that were mentioned by the enterprises in Zambia, the most interest was expressed specifically in aquaculture, or fish farming. In the years between 2009 and 2014, aquaculture production almost tripled in Zambia (Kaminski et al. 2018) and has become a favored income generator. This alternative was closely followed by an interest in beekeeping and agriculture as most communities already practice subsistence farming. Carbon trading, timber production, birding and game ranching were some of the forest dependent alternatives. Other notable interests that were expressed include craft making and food processing.



ALTERNATIVE SOURCES OF REVENUE ENTERPRISES WOULD BE INTERESTED IN EXPLORING

30 FISH FARMING	4 CONSERVATION FARMING	1 GAME RANCH
24 BEEKEEPING & HONEY PRODUCTION	3 TRANSPORTATION	1 HUNTING
11 AGRICULTURE/ GARDENING	2 MINING	1 TREE NURSERY
10 BUILDING LODGE/ PROVIDING LODGING	2 GAME VIEWING/ GAME DRIVE	1 FOOD PROCESSES
9 CRAFT MAKING/WEAVING	1 VOCATION TRAINING CENTER	1 EDUCATION/ADVOCACY
7 AGRI-BUSINESS	1 MARKETING OF LOCAL ITEMS	1 MUSHROOM GROWING
6 CARBON TRADING	1 EXPAND OPERATIONS	1 FACTORY
6 POULTRY	1 BIRDING	
4 TIMBER PRODUCTION/ PLANTATION	1 CONSERVATION	

OTHER COMMENTS

ENTERPRISES ARE IN NEED OF FINANCIAL ASSISTANCE towards staff salaries, law enforcement and general operations. There was an indication of the need for policy interventions that support tourism enterprises, collaboration between organizations, and for the government to work closely with local authorities. Respondents also mentioned that communities rely on tourism enterprises for benefits beyond just employment, such as different community development initiatives.