



COMMUNITY TOURISM IN ZAMBIA

NBSAPs 2.0: Mainstreaming Biodiversity and
Development Project Workshop

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Outline

1. Introduction
2. Background
3. What is Community Based Tourism
4. Community Tourism in Zambia
5. Lessons Learnt

Background

- o Biodiversity in Zambia provides a wide range of environmental goods and services
- o Highly desirable natural tourism attractions based on wildlife, waterfalls, scenery, and wilderness experiences
- o Abundant wildlife provides cultural and economic values
- o Cultural activities add value to nature based tourism industry
- o Government recognizes importance of natural resources to economy and peoples livelihoods
- o Policies and legislation provides for community participation and create conditions for conservation based rural development

What is Community Based Tourism?

- o Tourism which is owned and/or managed by communities and generates wider community benefits (Dixey, 2005)
- o developmental concept where rural and urban communities obtain rights over natural resources to manage and develop tourism enterprises to derive direct and indirect benefits in a sustainable manner
- o local residents often rural, poor and marginalized are active participants in managing and utilizing land, are entrepreneurs, employees, decision makers and conservators

Community Tourism in Zambia

- o include locally run facilities such as campsites, rustic accommodation, restaurants, cafes and bars
- o local guides offer their services
- o tourists are encouraged to visit traditional villages to meet with leaders and elders, see development projects and shop for local crafts
- o *Kasanka* Trust (*Kasanka* National Park), *Siachitema* Community Camp, *Mwanachingwala* Conservation Area, *Muwele* Cultural Village, *Kawaza* Village Project and the *Mukuni* Development Trust
- o Several other CBT Enterprises

Kawaza Village Tourism Project

- o Started in 1997
- o community tourism venture to share their culture and village with tourists
- o Some tourists not only interested in viewing wildlife but also in meeting with, and learning from, rural communities
- o locals believed that school children would benefit from interacting with guests from a different culture
- o village has been able to greatly improve their community
- o community has bought **books** and other **school supplies**, a **water pump**, and taken care of the communities' sick and orphaned
- o All profits go into a community fund

Kabwata Cultural Village

- o Situated in Lusaka City
- o Home to artisans who reside in traditional houses and have an open air curio market
- o There are also cultural entertainment events held in a central arena
- o Once part of a larger township during the colonial era and in 1974 the Government acquired the land for a cultural village and designated it a national monument
- o Artisans from all Provinces invited to make Kabwata their home
- o Managed by an association
- o Members retail curios on-site and sell crafts to other local retail outlets

Sekute Community Development Trust

- established in 2003 and become functional in 2007
- goal to utilize natural resources in a manner that minimizes environmental damage and increase profit for local community
- empowered the community to engage into partnership with African Wildlife Foundation
- local community manages a Conservancy and realize the profits through legalized trophy hunting

Mukuni Development Trust

- o Established in 2003 and based in Mukuni Village near Livingstone
- o Income generated from Mukuni Village tour, curio markets, rafting on the Zambezi
- o Substantial local wealth creation realized
- o Funds generated spent on education, health

Lessons Learnt

- o Community empowerment
- o Improved livelihoods
- o Job creation and improved skills
- o Improved Public-Private-Partnerships
- o Expanded development choices
- o Quality rural tourism services requires substantial investment in training
- o Marketing is a major challenge
- o Rural tourism is a long-term and slow process
- o Building institutional networks and collaboration and policy support is very important