COMMUNITY TOURISM IN ZAMBIA

NBSAPs 2.0: Mainstreaming Biodiversity and Development Project Workshop

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Outline

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Background

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

- Tourism which is owned and/or managed by communities and generates wider community benefits (Dixey, 2005)
- 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
- 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

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

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

- Situated in Lusaka City
- Home to artisans who reside in traditional houses and have an open air curio market
- There are also cultural entertainment events held in a central arena
- 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
- Artisans from all Provinces invited to make Kabwata their home
- Managed by an association
- 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

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

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