



Republic of Zambia

Ministry of Tourism and Arts

National Tourism Policy

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FOREWORD

The first attempt to review the Tourism Policy of 1997 was made in 2011 in order to take into account new developments in the tourism industry. The process which stalled in the run up to the September, 2011 Presidential, Parliamentary and Local Government Elections resumed shortly after the elections.

In the last decade, the tourism sector has undergone considerable changes both at local and global levels to warrant review of the national policy. The updated policy ensures that the business environment is ripe for players in the sector and for the country to compete effectively on an international tourism market.

The purpose of the revised National Tourism Policy is to provide a strategic framework for the sustainable development of tourism in Zambia so that the sector realizes its full potential. This policy spells out the roles of all players in the sector to facilitate close cooperation with line Ministries and Agency in Government, as well as a broad cross-section of stakeholders in the industry. This policy document is meant to position the tourism sector as one of the country's major contributors to job creation and foreign exchange earnings.

I believe that effective implementation of this policy will enable my Ministry facilitate the transformation of the tourism, arts and culture sector into a viable and sustainable industry capable of significantly contributing to the GDP, job creation and poverty reduction.

Hon. Jean Kapata MP

Minister of Tourism and Arts

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Stephen Mwansa

Permanent Secretary

MINISTRY OF TOURISM AND ARTS

Date: í í í í í í í í ...

WORKING DEFINITIONS

Community based tourism (CBT)	Tourism which is owned and/or managed by Communities and generates wider community benefits.
Cultural Tourism	Tourism concerned with the culture of a country or region, specifically lifestyle, history, art, architecture, religion, and other elements that helped shape the local ways of life.
E-Visa	Visas that are applied for and/or provided online. No stamp is needed in the passport or a physical presence required obtaining them. Several countries have successfully instituted e-Visa programmes: Australia, Bahrain, Turkey and the US among others.
Fair Trade	Trading partnership, based on dialogue, transparency and respect, that seeks greater equity in international trade
International Tourism Receipts	Spending by overnight and same-day visitors on everything except transport to the destination country.
Sustainable Development	Development which meets the needs of the present without compromising the ability of future generations to meet their own needs.
Sustainable Tourism	Sustainable tourism is tourism that meets the needs of present tourists and host regions while protecting and enhancing opportunities for the future.
Tourism	The activities of persons travelling to and staying in places outside their usual environment for not more than one consecutive year for leisure, business and other purposes.ö
Tourism Competitiveness	Countries become more competitive in tourism as earnings or receipts per visitor increase. Visitor spending increases as product offers and/or quality increase. Quality could include the uniqueness of an experience.
Tourist	A person who travels to and stays in places outside their usual environment for more than twenty-four (24) hours and not more than one consecutive year for leisure, business and other purposes not related to the exercise of an activity remunerated from within the place visited.

Tourism Policy	A high level overall plan that provides a framework for moving forward on tourism development. The policy is acted on through the law.
Tourism Satellite Account (TSA)	As defined by the UNWTO, a TSA measures the size of tourism, which is not usually measured in a country's national accounts. It is a UN-endorsed statistical instrument designed to measure tourism-related goods and services.
Travel and Tourism	The direct and indirect contributions of travel and tourism to Gross Domestic Product (GDP).
UN World Tourism Organization	A global inter-governmental United Nations organization for travel and tourism. Its members include over 150 national governments. The UNWTO provides technical assistance and information for the travel and tourism industry.
Visitor	A traveller taking a trip to a destination outside his/her usual environment, for less than a year, for any purpose (business, leisure or other personal purpose) other than to be employed by a resident entity in the country or place visited.
Voluntourism	The practice of individuals going on a nonpaid working holiday for the purpose of volunteering themselves to worthy causes, often in support of community development projects and programmes.
Whole of Government Approach	An approach whereby more than one agency or authority combines their efforts to address complex challenges. Tourism depends on multiple sectors and thus agencies for solutions and thus requires "Whole of Government" coordination.
Wildlife Based Tourism	Categorised into consumptive and non-consumptive tourism. Consumptive tourism refers mainly to hunting conducted in GMAs while non-consumptive tourism refers to the conventional tourist activities such as viewing animals, bird watching, wilderness walks popularly referred to as walking safaris, angling, canoe and boat rides.

**World Travel and Tourism
Council;**

WTTC is an international association whose members are senior executives in the travel and tourism industry. Its purpose is to advocate for the industry as a key economic driver.

ACRON

CRB	Community Resource Board
CEEC	Citizens Economic Empowerment Commission
GDP	Gross Domestic Product
GMA	Game Management Area
GRZ	Government of the Republic of Zambia
HTTI	Hotel and Tourism Training Institute (Trust)
ICAO	International Civil Aviation Organization
IATA/UFTTA	International Air Transport Association and United Federation of Travel Agents' Associations
MCDSS	Ministry of Community Development, Mother and Child Health
MTA	Ministry of Tourism and Arts
MICE	Meetings, Incentives, Conferences and Exhibitions
mn	Millions
NAC	National Arts Council
NHCC	National Heritage Conservation Commission
NMB	National Museums Board
PF	Patriotic Front
REDD+	Reducing Emissions from Deforestation and Degradation
RETOSA	Regional Tourism Organization of Southern Africa
SNDP	Sixth National Development Plan
TCZ	Tourism Council of Zambia
TSA	Tourism Satellite Account
TEVETA	Technical Education, Vocational, and Entrepreneurship Training Authority
UNESCO	United Nations Educational, Scientific and Cultural Organization
UNWTO	UN World Tourism Organization
VFR	Visiting Friends or Relatives
WTTC	World Travel and Tourism Council
ZAWA	Zambia Wildlife Authority
ZDA	Zambia Development Agency
ZTB	Zambia Tourism Board

1 INTRODUCTION

The first Tourism Policy was adopted in 1997. In order to take account of developments in the tourism environment, it was decided in 2011 to review the Tourism Policy. The process stalled in the run up to the September, 2011 Presidential, Parliamentary and Local Government Elections but was restarted shortly after the elections.

Zambia has tremendous natural and cultural heritage to share with its citizens and the world. At the moment however, Zambia is not fully leveraging its tourism potential for the benefit of the country. These resources can offer a range of benefits and opportunities for local and national social and economic development, especially if developed and managed sustainably through careful tourism planning and partnerships with civil society and the private sector.

In the new global tourism environment, Zambia is emerging as an attractive tourist destination with huge potential to exploit this opportunity hence the need for a refocused policy that also has the role of ensuring global and regional shares of Zambian tourism increase.

At the national level, the need to revise the policy has arisen from the shift in focus of tourism not only being viewed as a source of foreign exchange earnings but also as a catalyst for job creation which is a major developmental objective of the current Government according to the World Bank Report on Tourism Development in Africa 2013, tourism is recognised as one of the fastest growing sectors in the world.

The Zambian economy has undergone massive transformation since the introduction of liberal economic policies in the early 1990s. This policy shift has resulted into greater involvement of the private sector in the economic development of the country. The Zambian economy is characterized by progressive diversification where tourism is contributing significantly both in terms of composition of output and exports.

The Zambian economy has been characterised by a steady economic growth, which growth needs to be increased and sustained if the economy has to create increasing employment opportunities for a growing youthful population. The country's demographic profile shows that Zambia has a young population. As a sector that is growing fast globally, tourism in the Zambian context also has potential to grow rapidly. It is the intention of this policy document to ensure that tourism plays its full role in national development.

The policy formulation process was led by a National Reference Group composed of

representatives of the Ministry of Tourism and Arts with the facilitation of the World Bank. A wide range of stakeholders provided their inputs during consultative meetings conducted countrywide. In essence, the policy formulation process followed a 'bottom-up' rather than 'top-down' approach in order to give an opportunity to as many stakeholders as possible to provide their inputs. The new policy also takes into account the aspirations of the PF Government for the tourism sector.

The Policy is organized according to the Government's standard policy guidelines and accordingly provides: a situation analysis, our Vision for Zambian Tourism, the Rationale for the Policy, the Guiding Principles upon which the Policy is based, the Objectives of what the Policy intends to achieve, the Measures for achieving the Objectives and Implementation Framework.

2 SITUATION ANALYSIS

Tourism in Zambia is dominated by nature based activities. The key attractions are wildlife and the Victoria Falls locally known as Mosi-o-Tunya. The Victoria Falls are among the seven wonders of the natural world and have been designated a UNESCO World Heritage Site.

Zambia has a vast wildlife estate consisting of 20 National Parks and 36 Game Management Areas (GMAs) which cover 236,376 square kilometres, equivalent to 31.4% of the country's national territory. The wildlife based tourism is categorised into consumptive and non-consumptive tourism, where consumptive tourism refers mainly to hunting conducted in GMAs and non- consumptive tourism refers to the conventional tourist activities. Much of the non-consumptive tourism activity is concentrated in a few national parks mainly the South Luangwa, Kafue, Lower Zambezi, Mosi-o-Tunya, and Kasanka National Parks, leaving most of the national parks and GMAs under developed.

Zambia is endowed with vast untouched wilderness areas such as the Rift Valley of the Luangwa river, the Zambezi river system and its escarpments; mountain highlands such as the Nyika and Mafinga; vast wetlands such as the Bangweulu, Kafue and Zambezi flood plains and waterfalls. The country has over 7000 natural and cultural heritage sites which include archaeological, historical, geo-morphological, geological and anthropological sites.

Zambia is also rich in cultural heritage with 73 tribes with diverse cultural traditions which include a variety of annual traditional ceremonies and six museums which are repositories of rich cultural, traditional and historic artefacts.

Tourism is recognized as an economic sector with the potential to contribute to national development and stimulate economic growth. It creates socio-economic benefits in form of foreign exchange earnings, income generation, employment opportunities, rural development and entrepreneurship stimulation, through multiplier effects. Promoting the

sector's performance in economic growth was the main focus of both the Fifth and Sixth National Development Plans. Under the revised SNDP, the focus of tourism is Job Creation.

The Performance of the Sector

The Tourism industry has experienced significant growth and expansion since the advent of the first tourism policy in 1997. A number of internationally recognised accommodation establishments entered the market resulting in an increase in bed space, destination brand recognition, international arrivals, employment and tourist expenditure. This made an increase in the economic contribution of tourism to gross domestic product. In implementing the principle of government led and private sector driven tourism industry, Government channelled public resources towards infrastructure development such as roads and airports. In addition Government embarked on the process of promoting Zambia as a tourist destination to both tourists and investors by reforming regulatory framework.

The growth of international arrivals has been progressive from about 400,000 in 1998 to nearly 900 000 in 2007, and then dropped in 2008 to 814 500 representing a decline of 9.5 per cent. The decline was attributed to external shocks such as the world economic crisis and the Swine Flu pandemic. These crises greatly affected travel to long haul destinations such as Zambia. A rebound in international arrivals was experienced in 2010 and 2011 bringing the total number of visitors to 815,000 and 920,000 respectively. Most of the country's visitors come for business, including commercial traffic transiting the country and not spending much on the country's leisure tourism offering.

However, there was inadequate data compiled during the period under review to enable an accurate representation of the performance of the tourism sector in the area of employment creation. This is because the country has not yet introduced a Tourism Satellite Accounting (TSA) system, which captures the contribution of tourism to other sectors. In this regard, the contribution of tourism to real GDP has been underreported.

The number of tourism enterprises increased, as more Zambians entered the sector following government's deliberate policy measure of introducing affordable financing through the Tourism Development Credit Facility (TDCF) in 2004. This facility was integrated under the Citizens Economic Empowerment Commission (CEEC) in 2009.

In addition, there are no substantiated figures to present an accurate picture of the sector's performance regarding international tourist receipts rendering it difficult to analyze, though in 2013 the Bank of Zambia indicated in a preliminary report, an estimated US\$554.9 million in international tourism earnings for 2011, based on visitor surveys.

Role of Tourism in the Economy

According to the 2013 Economic Report, the Tourism sector grew by 2.2 percent compared to negative 2.6 percent registered. Growth is partly attributed to an increase in tourist arrivals boosted by the hosting of the 29th Session of the UNWTO General Assembly.

Tourism has been identified as one of the sectors that shall contribute to creation of about 1,000,000 formal jobs by the year 2016 as set out in the Government's *Industrialisation and Job Creation Strategy 2013*. The current sector's contribution to employment is estimated at 57, 000 direct jobs in the sector. Tourism is also a major source of Government revenue in form of taxes, duties, licence fees and park entry fees.

Development Strategy

During the period under review, the sector was guided by the principle of Government led and private sector driven approach. However, the approach did not work according to Government expectation because most private sector investment did not encompass all key tourism sub sectors.

In order to address the situation, Government adopted a two pronged strategy. The first one focused on low volume, high quality tourism products in pristine and ecologically

sensitive areas. The second strategy focused on planned and controlled mass tourism development particularly in areas that have potential to withstand its use. This approach resulted into marginal improvement in the sector's performance. As a result, the sector's profile was raised and recognised as an economic sector capable of contributing to the attainment of the Vision 2030 of Zambia becomes a middle income nation.

The tourism sector's vision was to make Zambia as a major tourism destination of choice with unique features, which could contribute to sustainable economic growth and poverty reduction by 2030. In a bid to implement this vision, several programmes were implemented to develop and promote various tourism products, such as MICE (meetings, incentives, conferences and events/exhibition) which enabled Zambia host a number of notable international meetings with participation exceeding 1000 delegates, such as AGOA in 2011 and the 20th Session of the UNWTO General Assembly in 2013.

2.1 Tourism Development Challenges

Zambia's tourism competitiveness has been challenged during the period under review by the following:

2.1.1 Infrastructure

- a) **Inadequate tourism infrastructure:** The sector is characterized by inadequate physical infrastructure particularly roads, bridges, buildings, railways, airports and airstrips, telecommunications, sanitation and accommodation facilities.
- b) **Air Transport Connectivity;** Zambia operates an open sky policy which allows other countries to fly to and over Zambia. However, air transport to and from source markets has remained expensive due to various factors including lack of the national airline and dependence on other airlines for connectivity to and from other countries.

2.1.2 Limited Tourism Products

The product base of Zambia's tourism sector is narrow because the sector's main focus

over years has been on nature based tourism. Further, lack of differentiation and diversification in the sector has impeded the optimisation such activities as adventure, backpacking, cultural tourism, medical and mining tourism and business travel;

In addition, the packaging of tourism products and attractions has not been well established resulting in shorter lengths of stay of 3 days in most tourism destinations in the country.

2.1.3 Domestic Tourism

The lack of development in the domestic tourism has rendered the industry vulnerable to external shocks;

2.1.4 Community Participation

The tourism industry is characterised by marginalisation of the locals especially at community level to effectively engage themselves in gainful tourism enterprises. This has resulted in limited spread of tourism earnings.

2.1.5 Marketing and promotion

The marketing and promotion of tourism products attractions in the sector has not been well planned and implemented due weak marketing plan and market research capable of facilitating effective understanding of the needs of the different niche markets.

Further, the sector does not have a marketing strategy that includes appropriate branding of the supply and segmentation of the demand. The international tourism market is diverse and therefore, segmentation and understanding of market characteristics is key in the overall destination marketing. In addition, the participation of local tour operators at international Fairs/tourism Exhibitions has been reducing over time. This has in turn contributed to the reduction in the number of tourists visiting the country.

2.1.6 Perceived High Cost of the Destination

Zambia as a tourist destination is perceived to be more expensive relative to competing

destinations in the region due to high cost of accommodation and other services. Other competitive challenges include imported fuel as well as high financing costs and operational fees charged by various government statutory bodies.

In order to increase the length of stay and change the perception of being a high cost destination, there is need to diversify the tourism product experience, infrastructure development, creation of one stop shops under Zambia Development Agency (ZDA) and increased investment incentives in the sector.

2.1.7 Inter-ministerial and Institutional Coordination

Weak inter-ministerial and inter-agency collaborations and linkages on tourism-related issues have slowed down growth and understanding of tourism in other ministries and agencies, resulting in the following effect:

- a) Inadequate management and protection of natural resources, especially wildlife, forests, habitats and landscapes throughout Zambia resulting in poaching, deforestation and encroachment in protected areas such as national parks and game management areas;
- b) Untapped potential for greater participation among local communities in providing tourism products and services.
- c) lack of local community awareness of the benefits of sustainable wildlife-based tourism for improved livelihoods;
- d) Difficulties in obtaining access to secure land rights, particularly on customary land and protected areas; and
- e) Limited institutional capacity and reforms that enable the tourism industry and related sectors to grow with increased demand.

2.1.8 Sector Investment

The sector does not have a Tourism Master Plan to guide investments in the sector. As a consequence, investments in the sector are guided by fragmented action plans and some integrated development plans (IDPs). While the greater Livingstone and the Kasaba Bay

have Integrated Development Plans, (IDP) the rest of the areas with tourism potential do not have. The absence of IDPs in these areas excludes them from being packaged for investment purposes.

Other factors that have led to insufficient investment in the sector include the following:

- a) Costly and difficult access to financing for micro enterprises and small businesses;
- b) Untapped potential for greater participation among local communities in providing tourism products and services;
- c) Insufficient incentives and opportunities for attracting tourism investment;
- d) Poorly packaged investment sites with incomprehensive data; and
- e) Lack of one stop shops that will facilitate the ease of doing business, registration and renewal.

2.1.9 Standards, Inspections and Licensing

One of the mandates of the Ministry is to regulate tourism establishments. Before the enactment of the 2007 Tourism and Hospitality Act, the regulatory function was the responsibility of the Zambia National Tourism Board. This function was transferred to the Ministry in 2007 without the attendant human resource capacity to execute this function. The hotel establishments in the hospitality industry increased from 1,000 in 2010 to 1,139 in 2013. Inadequate enforcement of standards has resulted in most establishments operating below the minimum standards making the destination uncompetitive in terms of quality. In addition, the Ministry has no capacity to issue licenses in time due to its being highly centralised resulting in most establishments operating without licenses.

Currently, most hotel establishments are not graded due to a lack of a grading and classification system which has impacted negatively on competitiveness of the destination.

2.1.10 Skills Training in Tourism and Hospitality Industry

The sector has both public and private institutions that provide tourism training. Currently, there is only one specialized public tourism training institute, called the Hotel and Tourism Training Institute (HTTI). HTTI offers a total of 8 courses with 3 diploma courses, 3 Advanced Certificate and 2 Certificate courses. The Diploma in International Travel and Tourism is internationally subscribed (through IATA/UFTAA in Montreal).

However, there are other smaller training facilities in the sector with capacity to produce over 200 students a year in all tourism and hotel subject areas.

In addition, there are two universities, one public and one private, offering tourism studies at degree level. Tourism education and training programs are not meeting the needs and international competitive standards required of the industry which is leading to the following:

- a) Inadequately trained and skilled work force available for the tourism sector in both the public and private sectors as well as in both rural and urban areas;
- b) There are few graduates therefore not meeting the market demand due to low production capacity;
- c) Low quality training institutions that do not meet international standards;
- d) Lack of an industry standard qualification system for both employees and employers;
- e) Outdated student curriculum that is not responsive to market trends;
- f) Low level participation of women, especially in rural areas, in tourism; and
- g) Negative social impacts with gender dimensions, such as the risk of HIV/AIDS, gender based violence, prostitution and human trafficking that impact availability of potential employees.

2.1.11 Institutional Capacity

- a) The portfolio function of National Parks and Wildlife management is the responsibility of the Zambia Wildlife Authority (ZAWA) which was established in 1998 under the Zambia Wildlife Act No. 12 of 1998. The main objective of establishing ZAWA was to promote an efficient and effective management of the wildlife estate in order to generate enough revenue for its operations and also

contribute the surplus to the Treasury. Since its establishment, the institution has faced numerous challenges due to inadequate finance. Critical among them include inadequate numbers of Wildlife Police Officers, limited infrastructure, poor institutional image, high indebtedness, loss of community support for wildlife management and inadequate capacity to collect and account for revenue from the wildlife sub-sector. Arising from these challenges, the sector has witnessed phenomenal loss of biodiversity which is inimical to the growth of the tourism sector. This is evidenced in increased poaching and encroachment. Furthermore, ZAWA as a statutory body has not had the desired legal capacity to meet the challenge of proliferation of mineral exploration in protected areas.

- b) The Zambia Tourism Board was transformed into a marketing body by the enactment of the Zambia Tourism Board Act No. 24 of 2007. This was done to improve the tourism marketing in order to enhance the Zambian tourism product on the regional and international markets. However, there is a weak link between the Zambia Tourism Board and the institutions managing tourism attractions. A recent tourism market study (2014) suggests that Zambia is still a relatively unknown destination on the international tourism market.
- c) The coming into power of the Patriotic Front in 2011 saw the establishment of a new Ministry of Chiefs and Traditional Affairs with the mandate for Cultural and Natural Heritage preservation and conservation, among others. With this development, the National Heritage and Conservation Commission (NHCC) and the National Museums Board (NMB) were transferred from the Ministry responsible for tourism to the new Ministry of Chiefs and Traditional Affairs. This policy shift resulted in the fragmentation of the Cultural Sector and reduced the control and overall coordination by the new Ministry of Tourism and Arts established in July 2012, of significant assets that contribute to tourism development.

2.1.12 Gaming Industry

The gaming industry is characterized by overlap of responsibility among MTA, MoF and

MLGH in spite of the fact that Gazette Notice No. 561 of 2012 assigns responsibility for Casinos to the Ministry of Tourism and Arts. This overlap has resulted in very ineffective oversight of the industry resulting in the emergence of the unlicensed businesses. As a result of this, gaming establishments have proliferated in undesignated areas and a good number are not licensed. Some of them are attracting minors, who abscond from school, steal from parents to go and gamble. Furthermore, lack of counseling services has resulted in adults getting addicted to gambling thereby increasing destitution among families. At national level, lack of effective oversight of gaming activities in the country has made the sector a conduit for money laundering which is a grave danger to national security.

2.2 Policy Direction

This policy provides the objectives, measures and guidelines of the Government for addressing the above challenges. It is a positive and progressive statement by Government intended for tourism stakeholders among the government institutions, private sector, investors, local communities, as well as the general public. It addresses both the demand for tourism products and the supply of facilities and services. The policy also indicates the role tourism constituents shall play in the development of the sector.

As a supplement to and in coordination with this policy document, Government will continue to review this policy, Tourism and Hospitality Act No. 23 of 2007 and strategic plan for implementation of the policy.

3 THE VISION

The Vision for the tourism sector in Zambia is:

Make Zambia an exciting and growing destination that realizes its full potential and rewards tourists with unique, authentic and treasured experiences.

In realizing this vision, Government aims to be among the top five (5) tourist destinations of choice in Sub-Saharan Africa by 2030.

3 RATIONALE

The first national tourism policy was adopted over one and half decades ago hence does not adequately provide for the conducive business environment for the sector due to considerable changes on the political, economic, and social fronts in the country as well as on the international scene. Some of these changes necessitate greater economic liberalisation, more disengagement of Government to allow more participation of the private sector in the tourism industry. Furthermore, in line with Governments priority of employment creation as outlined in the Revised Sixth National Development Plan (R-SNDP) and the Job Creation and Industrialisation Strategy (JCIS), the policy must be reviewed to provide job creation and effective local citizenry participation in tourism business and response to prevailing trends in the sector.

On the international scene, tourism and travel is getting more recognition as the world largest industry. However, there are also concerns about global warming which countries must take into consideration both in terms of preventative and mitigation measures to enhance resilience against adverse impacts. Projects in tourism industry must focus on both financial and environmental considerations. In addition, the advent of technological advancement has enhanced international marketing of tourism products and consumers are better informed about the wider choice of destinations including their rights and entitlements. This has resulted in tourism becoming more competitive than ever before.

The need to harmonise tourism, wildlife, and arts and culture policies is another factor that is

important to ensure consistency of tourism development with arts and Cultural development and preservation as well as Wildlife Management and conservation.

The above factors, have led to the revision and harmonisation of existing policies to come up with this policy which shall be a leadership tool upon which further development and diversification of the tourism sector in Zambia may be based.

4 GUIDING PRINCIPLES

Zambia will continue to follow the principles of Sustainable development to contribute to the socio-economic development of the country. Further government will promote private sector participation and participate through the public institutions for quality product developments that are consistent with the protection of the nation's unique natural and cultural heritage. The following are the detailed guiding principles;

Further government will provide an oversight role in promoting both private and public sector participation.

4.1 Sustainable Tourism Development

Tourism development that is economically, culturally, socially and environmentally sustainable and maximizes socio-economic benefits, job creation and local investment opportunities for Zambian livelihoods and national heritage

4.2 Rural Development

Promote development in areas that have tourism potential to create forward and backward linkages with other sectors.

4.3 Inter-Agency Cooperation and Coordination

Government interventions in tourism development will be guided by a 'Whole of Government' approach in which different agencies and ministries coordinate policies to maximize the effectiveness of interventions.

4.4 Conservation and preservation of nature and culture

Tourism should conserve and preserve the natural resource and cultural heritage respectively for the present and future aspirations of Zambians.

4.5 Ethical and transparent tourism development

Ensure that the World Tourism Organization Global Code of Ethics for tourism is incorporated in tourism development.

4.6 Quality and value

Tourism will be developed so that it provides value for money, excellence, convenience and quality service to visitors.

4.7 Communities Involvement

Local communities should share in the management and revenues of Ecotourism in order to enhance for the protection of the environment and all fauna and flora. Community involvement, participation and collaboration with stakeholders should be continually encouraged to enhance local capacity and improve livelihoods.

4.8 Improved quality of life

Tourism will generate opportunities for job creation, income generation, entrepreneurship, education and stimulating creativity for Zambians across the country.

5 OBJECTIVES AND MEASURES

Based on the above Vision, Rationale, Guiding Principles, and framework, the objectives and measures for achieving these objectives are presented below.

6.1 General Objective

The overarching objective of the policy is to guide all players in the industry to optimize sustainable development of tourism opportunities, extend tourism activities to regions and communities that may have previously been neglected, set out the national implementation framework, and to spell out specific roles of different stakeholders in the sector.

Specific Objectives

- 1) To provide policy direction for the sustainable development and management of tourism by Government, the private sector and communities throughout the country;
- 2) To position tourism as one of the country's leading export sectors making a substantial contribution to GDP, employment and foreign export earnings;
- 3) To position Zambia as a major tourism destination of choice in line with current international and domestic tourism market and product trends;
- 4) To improve the competitiveness of Zambia's tourism products at both regional and international levels;
- 5) To Integrate tourism into national development planning, budgeting and decision-making processes, especially for infrastructure, environmental management, conservation and empowerment of local communities;
- 6) To promote responsible sustainable environmental practices in the tourism industry;
- 7) To spread tourism earnings thorough out the country including previously neglected regions with maximum participation of local communities;
- 8) To create awareness among the general public of the importance of and general role of tourism in development of Zambia;
- 9) To eliminate all forms of discrimination in tourism based on gender, disability, religion, culture, or language;
- 10) To enhance and diversify Zambia's tourism offerings and experiences so that visitors extend their stays and spend more per visit;
- 11) To provide for the preservation of Zambia's arts, culture and heritage; resources and assets for the benefit of Zambians and international visitors.
- 12) To develop and maintain cultural attractions such as monuments, historical sites, museums and perform art for tourism;
- 13) To support the development and marketing of handcrafts;
- 14) To increase job creation opportunities and export earnings;
- 15) To stimulate the development and maintenance of infrastructure serving tourism sector;
- 16) To provide for the promotion of management and conservation of wildlife;
- 17) To strengthen linkages and coordination between tourism development and key resource

sectors such as transportation, education, environment, energy, forestry, wildlife, water, fisheries, agriculture and infrastructure.

- 18) To strengthen opportunities for public-private partnerships, community participation and tourism investment throughout the country, including encouraging Zambians to participate more in tourism businesses.
- 19) To promote skills development in the tourism industry in order to meet local, regional and internationally accepted standards.
- 20) To promote tourism value chain by strengthening positive linkages between tourism and supporting services and sectors including police, immigration, customs, health and safety, and transport, as well as other related sectors.
- 21) To streamline and strengthen the institutional capacity in order to efficiently and effectively coordinate policy implementation and regulation of the tourism industry.
- 22) To create a special purpose vehicle on product development in order to diversify the tourism product base and make it more competitive.
- 23) To rationalise the gaming industry in order to improve oversight, revenue contribution to the Treasury and ensure that the industry operates under acceptable social and moral standards.

5.1 Measures

5.1.1 Policy Coordination, Consultation and Inter-Sectoral Linkages

5.1.1.1 Whole of Government Approach

Ensure that the "Whole of Government" approach appreciates and utilizes the linkages that exist between tourism and other ministries and agencies, as well as with a broad range of private sector stakeholders, in order to maximize the benefits of tourism for the country.

Policy Measures:

In order to attain the above objectives, Government shall employ the following measures:

- (a) Establish a formal Inter-Ministerial Committee to regularly coordinate policy, strategic planning and legislation for implementation of policy;
- (b) Integrate relevant tourism stimulating strategies in all Government Ministerial Plans;
- (c) Establish a Tourism Satellite Account;

- (d) Enhance research capacity and provide data on the direct and indirect impacts of sustainable tourism;
- (e) Convene Sector Advisory Groups involving key stakeholders on a quarterly basis or more frequently as need arises;
- (f) Implement legislative, organizational and institutional reforms necessary to facilitate and maximize development, public-private partnerships, business and investment in the sector;
- (g) Strengthen inter-agency coordination with the private sector to promote tourism development and growth; and
- (h) Facilitate decentralization and capacity to manage and stimulate tourism growth at the local, district and provincial levels.

5.1.2 Gender Issues

5.1.2.1 Equal Opportunities

Promote equal opportunities for both men and women in the tourism industry.

Policy Measures:

- a) Apply the National Gender Policy for guidelines on gender issues in tourism development;
- b) Facilitate access to micro-credit and financing, especially for women and youths in rural areas; and
- c) Ensure gender equality in labor practices associated with the tourism sector to the extent required under Zambian law and policy.

Policy Measures:

- a) Pursue regional and international agreements that help grow the country's tourism and strengthen international cooperation through tourism;
- b) Analyze and monitor implementation of international agreements and protocols affecting tourism development and investment;
- c) Increase cooperation with international organizations such as RETOSA, UNWTO, IATA/UFTAA, UNESCO and ICAO;
- d) Participate in and support those regional institutions that increase tourism cooperation and promote marketing and the development of circuits;

- e) Collaborate in the development of circuits as part of product diversification and infrastructure development between Zambia and the Southern Africa region;
- f) Pursue joint initiatives for bilateral/multi-lateral promotional ventures with countries sharing common resources and
- g) Rationalize tourism services through the General Agreement on Trade in Services.

5.1.3 Tourism Planning and Development

5.1.3.1 Sustainable Tourism Planning and Development

To maximize the application of sustainable tourism development practices and principles in planning and developing tourism in protected areas and other open areas.

Policy Measures:

- a) Develop a tourism master plan;
- b) Focus on sustainable tourism development through land use planning in line with the National Land Policy;
- c) Improve market intelligence and maintain inventories of both products and assets that are critical to sustainable tourism planning;
- d) Involve local communities in sustainable tourism planning and conservation, including training on local management of tourism;
- e) Coordinate with stakeholders on implementation, monitoring and evaluation in designated development areas;
- f) Designate sites for tourism development based on local natural and cultural sensitivities, competitive advantage, market demand and private sector interest;
- g) Facilitate investment in new and existing tourism products and experiences in designated sites, especially in art, cultural heritage, and creative industries; and
- h) Stimulate investment in urban-based tourism products such as theme parks, and facilities for the meetings, incentives, conferences and exhibitions market.
- i) Facilitate development of tourism products such as mining, medical and sports tourism.

5.1.4 Domestic tourism

5.1.4.1 Develop Domestic Tourism

To promote domestic tourism to complement international tourism and reduces tourism leakages.

Policy measures:

- a) Facilitate local investment and development in tourism;
- b) Promote Zambia's tourism attractions within Zambia;
- c) Encourage the use of the Tourism Development Fund for domestic tourism;
- d) Encourage tourism operators to provide tourism packages for the locals during off peak seasons;
- e) Create awareness and educate the communities on domestic tourism;
- f) Encourage incentive travel through partnerships with the corporate sector; and
- g) Introduce school based programmes to inculcate travel and tourism values in children

5.1.5 Tourism related infrastructure

5.1.5.1 Infrastructure Development and Maintenance serving tourism sector

Develop tourism infrastructure in areas with comparative advantage for cultural and tourism development.

Policy Measures:

- a) Improve and expand air strips in all National Parks;
- b) Support privately owned and operated air strips, roads, energy, educational and medical facilities in selected priority areas;
- c) Encourage private sector and other stakeholders' engagement in infrastructure development to maximize benefits and minimize negative impacts of road development on protected areas from planning to implementation;

- d) Pursue road and bridge improvements that positively impact access to tourism attractions;
- e) Coordinate tourism-related infrastructure development activities between Ministries;
- f) Seek representation on the Civil Aviation Board;
- g) Facilitate the construction of structures at venues for traditional ceremonies; and
- h) Ease accessibility to tourism protected areas, national parks and heritage sites throughout the year.

5.1.6 Tourism Investment

5.1.6.1 Increased tourism investment

To promote domestic and foreign investment in tourism

Policy Measures:

- a) Provide incentives for the expansion of existing and upcoming investment, especially for locally generated investments, in tourism products and services;
- b) Designate tourism as a non-traditional export industry and trade sector, with appropriate incentives;
- c) Coordinate tourism investment promotion among stakeholders.
- d) Incentivize private sector investments in infrastructure development particularly transportation;
- e) Stimulate investments in products that help diversify Zambian tourism, such as theme parks for family tourism, local parks and playgrounds, wellness, events, community-based tourism, meetings, incentives, conferences (MICE) and voluntourism;
- f) Maintain a stable and predictable pricing mechanism for licensing and fees;
- g) Establish a one stop shops and/or single window clearance for all licensing and fees;
- h) Work closely with local communities and investors to facilitate the acquisition of rights to communal lands that are available for investment;
- i) Promote forward and backward linkages with other players in the sector through increased collaboration to expand itineraries, lengths of stay and added value experiences, thus increasing more local business opportunities;

- j) Enable Zambians to access affordable financing to invest, own and manage tourism enterprises and related businesses; and
- k) Encourage investment in new and existing tourism products and experiences in designated sites, especially in art, cultural heritage, and creative industries.

5.1.7 Environmental Management and Conservation

5.1.7.1 Promote Responsible Tourism

To promote a 'green' environmentally responsible tourism that enhances the country's natural and cultural resources and addresses environmental threats such as climate change, poaching, over-fishing, deforestation.

Policy Measures

- a) Develop responsible tourism based on UNWTO's recommendations, the National Policy on Environment, National Wildlife Policy and related legislation;
- b) Develop plans for tourism management and promotion that address environmental sustainability and ensure that all sector strategies include realistic concern for the environment and eco-tourism ethics, in every regard;
- c) Develop and implement a tourism training programme that includes local communities;
- d) Ensure that issues of environment and natural resources are included into the curricula;
- e) Ensure that tourism does not deprive local communities and wildlife of access to inland resources and along the banks or shores of rivers, dams, lagoons, and lakes needed for their livelihood and survival;
- f) Promote tourism development and management that offers a competitive form of land-use for local communities and be integrated into land-use plans;
- g) Promote Inter-Ministerial consultation on tourism development; and
- h) Promote the increased use of sustainable waste disposal, green packaging and recycling, water and energy conservation, renewable energy, energy monitoring technology, integrated environmental management, social and environmental audits.

5.1.8 Empowerment of Local Communities in tourism development

5.1.8.1 Increase community participation in tourism development

To increase job creation opportunities and benefits for local community in tourism

Policy Measures

- a) Assist local communities, including Community Resource Boards (CRBs), authorities and community organizations, in developing the skills to establish, own, and manage tourist-related small and medium-sized enterprises;
- b) Encourage Communities to develop their capacity for improved planning, management and governance;
- c) Promote micro-credit and financing facilities in the communities to facilitate access to credit;
- d) Stimulate local entrepreneurship, ownership and investments in opportunities such as local cultural experiences and stays in local lodging, traditional ceremonies, storytelling and local crafts, local tours, tourist guide services, security, food and beverages, and souvenirs; and
- e) Promote fair trade practices which help develop markets for more local products.

5.1.9 Public Awareness, Sensitization and Education

5.1.9.1 Raise public awareness about tourism

To raise public awareness, sensitize and educate the local communities about tourism issues and how they can benefit from it.

Policy Measures:

- a) To disseminate information to the communities on positive and negative attributes of tourism; and
- b) Promote appropriate tourism education, training, awareness and capacity building programmes for local communities.

5.1.10 Product Development and Diversification

5.1.10.1 Develop and diversify products and experiences

To diversify Zambia's tourism offers from wildlife and nature-based tourism and beyond to other segments such as cultural and experiential tourism, community based tourism, youth tourism, voluntourism, creative tourism, eco-tourism, sport tourism, mining tourism, medical and wellness tourism, events, and the meetings, incentives, conferences and exhibitions (MICE) segment.

Policy Measures

- a) Establish institutions that promote quality products, marketing, and services;
- b) Ensure quality provision of goods and services in the sector ;
- c) Develop other tourism segments based on market demand;
- d) Encourage the private sector to develop more tourism packages as part of circuits;
- e) Improve research capacity so that product development efforts are synchronized with market trends;
- f) Develop meetings, Incentives, conferences and events (MICE) market offers and facilities;
- g) Promote domestic and targeted international tourism through market intelligence;
- h) Develop and promote community tourism;
- i) Promote voluntourism opportunities;
- j) Develop tourism products that provide value for money, excellence, convenience and quality service to visitors;
- k) Develop tourism products that promote the intrinsic hospitality and friendliness of Zambians; and
- l) Share Zambia's cultural heritage experiences domestically and internationally with visitors.

5.1.11 Tourism Marketing and Research

5.1.11.1 Position Zambia in the international market space

To position Zambia as a destination of choice and a strategic hub for connection to a range of

tourism products and attractions in the region.

Policy Measures:

- a) **Strengthen the Zambia Tourism Board in its work to brand Zambia;**
- b) Ensure targeting of high value tourists;
- c) Work closely with the tourism stakeholders to package attractions and sites to move Zambia towards a hub and spoke approach for improved access and marketing.
- d) Create a platform for close collaboration with stakeholders on tourism marketing and research;
- e) Simplify the collection and analysis of tourist arrival data and research through cooperation with immigration and customs authorities and accommodation, employment and earnings with the private sector;
- f) Conduct quarterly visitor surveys;
- g) Promote the websites and social media sites of licensed tourism businesses through the MTA, Embassies and ZTB websites and other relevant websites;
- h) Promote online marketing and e-commerce with Zambian tourism businesses and attractions; and
- i) Work closely with ZTB and stakeholders in cultural industries to expand marketing to include arts, culture and heritage as tourist attractions.

5.1.12 Skills in Tourism and Hospitality Industry

5.1.12.1 Enhance tourism education

To enhance tourism education and training in order to better meet the needs of both the domestic and international tourists and a growing industry.

Policy Measures:

- a) Strengthen, promote and support the establishment of accredited tourism training institutions and certified programs that meet private sector needs, international quality

standards and requirements, especially in the accommodation sector (hotels, lodges, safari camps), the travel trade (inbound and outbound operators), and the heritage and wildlife sectors;

- b) Promote the introduction of tourism and hospitality courses at undergraduate and postgraduate levels;
- c) Promote the establishment of scholarship funds for tourism, arts and culture;
- d) Institute internationally competitive quality standards in cooperation with the Technical Education, Vocational, and Entrepreneurship Authority (TEVETA);
- e) Promote tourism training and management for public sector officials at the national, provincial, district and local levels; and
- f) Ensure the provision for in-house training for the hospitality sector.

5.1.13 Quality Assurance

5.1.13.1 Enhance the Quality of Tourist Accommodation Facilities

To ensure that best practices and principles are used in the development of minimum standards and grading criteria for all types of accommodation establishments, in consultation with key stakeholders.

Policy Measures

In order to attain the above objectives, Government shall employ the following measures:

- a) Develop a classification and grading scheme that is innovative and embraces the tenets of best practices in conformity with International Standards;
- b) Implement legislative, organisational and institutional reforms necessary to facilitate the development, implementation and monitoring of the classification and grading scheme;
- c) Strengthen private sector involvement in quality assurance by building their capacity;
- d) Create awareness and educate all key stakeholders especially the accommodation establishment owners on the classification and grading scheme;

- e) Engage and promote partnerships with other grading institutions locally, regionally and internationally;
- f) Facilitate the increased use of sustainable green practices in the running of accommodation establishments;
- g) Develop monitoring mechanisms that provide feedback on the quality of accommodation establishment to all key stakeholders;
- h) Engage and develop tangible benefits for the classification and grading scheme by ensuring buy in and support from the private sector.

5.1.14 Management of the Tourism Sector

5.1.14.1 Streamline the Regulatory Functions

To enhance the formulation and adherence to regulations for the tourism sector in order to provide an enabling environment for private sector participation

Policy Measures

In order to attain the above objectives, Government shall employ the following measures:

- a) Formulate legislation to regulate the sector;
- b) Facilitate establishment of institution responsible for setting standards in the sector;
- c) Develop and set minimum standard requirements for tourism enterprises;
- d) Monitor the adherence to the set standards through regular inspections in order to facilitate provision of quality tourism service;
- e) Develop and maintain a tourism enterprise database;
- f) Facilitate the issuance of licenses for projects that have been appraised and approved
- g) Review the Tourism and Hospitality Act No 23 of 2007, the Zambia Tourism Board Act No. 24 of 2007; and the Zambia Wildlife Act No. 12 of 1998;
- h) Review the administrative arrangement and Governance structures of HTTI.

6 IMPLEMENTATION FRAMEWORK

This policy framework will enable the industry to generate and sustain benefits such as jobs, increased local incomes, business growth, education and training, foreign exchange, and significant contributions to Government revenues, conservation and sustainable development.

The policy sets out the Government's position on key components of sustainable tourism development. Through implementing the policy, Zambia will increase its international tourism competitiveness and become a more attractive destination for leisure, business and domestic tourists, as well as investors.

The Framework is organized in four parts based on the roles of each principal stakeholder group:

- Government
- The Private Sector
- Local Communities
- Civil Society

6.1 Institutional Arrangements

6.1.1 Government Overall

In its overall commitment to developing a more decentralized progressive tourism economy, Government shall:

- (a) Facilitate and participate in tourism development;
- (b) Formulate tourism related policies and strategies;
- (c) Enact legislation to consolidate the legislative developments;
- (d) Facilitate implementation of the Tourism and Hospitality Act No. 23 of 2007 and other relevant pieces of legislation specifically in relation to tourism attractions and facilities;
- (e) Streamline and eliminate overlaps in policy making, administration, legislation and implementation;
- (f) Introduce appropriate administrative structures as necessary for policy implementation;

- (g) Streamline regulatory and fiscal barriers in order to maximize tourism business and investment without compromising the protection and enhancement of cultural and natural assets and resources; and
- (h) Collaborate with other line government Ministries.

6.1.2 Government Ministries and Tourism Institutions

Ministry of Agriculture and Livestock

The Ministry shall:

- (a) Promote growth and diversification of farm produce for sale to the tourism industry;
- (b) Promote indigenous farming methods;
- (c) Promote agri-tourism opportunities such as farm and ranch visits;
- (d) Promote the production of export products to market Zambia; and
- (e) Organize Agriculture Shows to which other countries are invited and participate in International, Regional Agricultural Shows and Fairs;

Ministry of Chiefs and Traditional Affairs

The Ministry shall:

- (a) Create awareness amongst chiefs on the valuable assets and benefits of tourism in their chiefdoms;
- (b) In collaboration with other relevant agencies, promote the preservation of tangible and intangible heritage resources; and
- (c) Promote traditional ceremonies as a product of tourism.

Ministry of Commerce, Trade and Industry

The Ministry shall:

- (a) Promote the development of tourism through empowerment programmes;
- (b) In collaboration with PACRA, provide technical assistance in terms of patents for the creative industries such as fashion and design, music, literary works among others;
- (c) Facilitate export earnings from tourism services;
- (d) Collaborate with ZDA, CEEC and IDC to promote increased tourism investments;
- (e) Promote the resuscitation of the local manufacturing industry to supply the tourism

industry;

- (f) Protect and administer copyright and intellectual property rights;
- (g) Promote the production of export products to market Zambia;
- (h) Organize Trade and Commercial Shows and Fairs to which other countries are invited; and
- (i) Participate in International, Regional Trade and Commercial Shows and Fairs.

Ministry of Community Development, Mother and Child Health

The Ministry shall:

- (a) In collaboration with the ministry responsible for tourism, facilitate tourism related income generating activities in local communities for poverty reduction; and
- (b) Collaborate with Ministry responsible for tourism to make tourism accessible for the physically challenged.

Ministry of Education, Science, Vocational and Early Education

The Ministry shall:

- (a) Develop and promote indigenous knowledge resources and folklore;
- (b) Collaborate with institutions of higher learning to provide technical support in tourism and cultural research;
- (c) Develop and implement tourism-related Curricula at all levels of primary and secondary education;
- (d) Enhance capacity in utilization of Information and Communication Technology (ICT) in the tourism sector;
- (e) Provide guidance on certification on apprenticeship and vocational training in tourism disciplines
- (f) Promote the learning of local languages in order to enhance cultural preservation;
- (g) Collaborate with the Ministry responsible for tourism in developing certification of tourism training institutes;
- (h) Promote the introduction of tourism and Hospitality courses at undergraduate and postgraduate levels;
- (i) Promote the learning of local and international languages at all levels of education; and
- (j) Promote activities that inculcate travel and tourism values in learners

Ministry of Finance

The Ministry shall:

- (a) Mobilize and provide financial resources;
- (b) Provide tax and non tax incentives to the tourism sector for increased investment;
- (c) In collaboration with Central Statistics Office (CSO), develop Tourism Satellite Accounts;
- (d) Facilitate ease acquisition and customs clearance of tourism related imports for the sector;
and
- (e) Collaborate with the Ministry responsible for tourism on tourism related research and reports.

Ministry of Foreign Affairs

The Ministry shall:

- (a) Address tourism-related foreign affairs issues;
- (b) Promote Zambian tourism through its missions abroad and appointment of tourism attaches in source market; and
- (c) Facilitate the implementation of bilateral and multilateral agreements related to tourism.

Ministry of Gender and Child Development

The Ministry shall:

- (a) Promote the participation of more women entrepreneurs and employees in tourism; and
- (b) Collaborate with relevant agencies on the development of recreational facilities and family theme parks.

Ministry of Health

The Ministry shall:

- (a) Establish and enforce health standards and regulations;
- (b) In collaboration with relevant agencies, enforce public health standards in the tourism industry; and
- (c) Promote wellness and health tourism.

Ministry of Home Affairs

The Ministry shall:

- (a) Facilitate the issuance of visas and the Introduction of e-visas;

- (b) Provide security for tourists;
- (c) Facilitate the introduction of the tourism police in priority tourists' destination;
- (d) Collaborate on the introduction of tourist uni-visa regimes within the region;
- (e) Facilitate the computerisation of border posts;
- (f) Collaborate with the Ministry responsible for tourism on the provisions of out bound and inbound tourists statistics; and

Ministry of Information and Broadcasting Services

The Ministry Shall:

- (a) In collaboration with relevant agencies, disseminate tourism, arts, and cultural information;

Ministry of Justice

The Ministry shall:

- (a) Facilitate the enactment of laws and regulations relating to tourism, arts and culture. ; and
- (b) Provide legal opinion on tourism related Treaties, Agreements and MoUs

Ministry of Labour and Social Security

The Ministry shall:

- (a) Facilitate enactment and enforcement of labour laws related to the tourism industry.
- (b) Promote industrial harmony; and
- (c) Promote labour productivity.

Ministry of Local Government and Housing

The Ministry shall:

- (a) Promote physical planning in the development of tourism infrastructure in collaboration with the tourism licensing committee;;
- (b) Collaborate on the licensing functions to be devolved to the local authorities;
- (c) In collaboration with relevant agencies, enforce public health standards in the tourism industry; and
- (d) Coordinate the decentralization of tourism activities to district level.

Ministry of Lands, Natural Resources and Environmental Protection

The Ministry shall:

- (a) Facilitate and coordinate land use planning and the protection of natural resources, including wildlife management and tourism development; and
- (b) Provide guidelines on integration of environmental considerations in tourism development;
- (c) Sensitize stakeholders within the tourism industry on ways to reduce carbon footprint;

Ministry of Mines, Energy and Water

The Ministry shall:

- (a) Eliminate or mitigate negative impacts of mining activities on game management areas, national parks and other protected areas;
- (b) Collaborate with the ministry responsible for tourism and wildlife on mining activities that may impinge on wildlife protected areas and tourism sites;
- (c) Promote and facilitate alternative and renewable energy solutions with the tourism industry;
- (d) Encourage the development of mining tourism; and
- (e) Protect water sources in tourist destinations.

Ministry of Transport, Works, Supply and Communication

The Ministry shall:

- (a) Promote the development of access roads to tourist destinations, national parks and protected areas;
- (b) Promote air connectivity, both international and domestic;
- (c) Ensure acceptable air safety standards;
- (d) Enhance the development of maritime transport;
- (e) Encourage enhanced passenger rail transport;
- (f) Promote and encourage PPP in the development of tourism related infrastructure; and
- (g) Enhance capacity in utilization of Information and Communication Technology (ICT) in the tourism sector.

Ministry of Youth and Sport

The Ministry shall:

- (a) Promote youth participation in tourism, especially through funding support; and
- (b) Promote sports tourism.

Ministry of Tourism and Arts

The Ministry shall:

- (a) Facilitate the formulation and review of policy and legislation of the tourism industry;
- (b) Facilitate the preservation of Zambia's Arts, Culture and Heritage
- (c) Provide for the development and promotion of Zambia's Arts, Culture and Heritage products
- (d) Facilitate, the rehabilitation and construction of tourism, infrastructure ;
- (e) Promote research, investments, marketing and product development in tourism, arts, cultural and heritage to contribute to job and wealth creation;
- (f) Manage and facilitate development of human resources to enhance organizational performance;
- (g) Facilitate the provision of quality education and skills training in tourism, arts and culture;
- (h) Plan, monitor, and evaluate the implementation of ministerial and sector policies and programs to assess their contribution to objectives;
- (i) Facilitate, promote and coordinate research on the use of wildlife, natural and cultural heritage for tourism purposes;
- (j) Promote and coordinate bilateral and multi-lateral cooperation, projects and treaties in tourism for Zambia's interest and to meet international obligations;
- (k) Plan, implement, coordinate, monitor and evaluate tourism programmes and projects that support the national tourism vision and help ensure the sustainable tourism development;
- (l) Promote tourism investment to create jobs, alleviate poverty, increase rural development and micro, small and medium scale tourism enterprise promotion;
- (m) In collaboration with Ministry of Finance, facilitate resource mobilization for the development of tourism sector;
- (n) Regulate the development, conduct and management of tourism industry;
- (o) Develop and promote traditional games and other indigenous sports.
- (p) Promote the participation and involvement of the local communities in the tourism industry;
- (q) Facilitate sustainable public and private sector investments in the national parks, game management areas and other wildlife areas;
- (r) Establish and maintain a data base of cultural agents country wide;

- (s) Promote partnership between public and private sector organizations in tourism development;
- (t) Develop and enforce standards for the tourism industry;
- (u) Develop a casino policy;
- (v) Promote the use of environmentally friendly technology in tourism businesses;
- (w) Facilitate the integration of gender into all the policies, programmes and activities relating to the tourism industry;
- (x) Establish a Hotel Managers Registration Council;
- (y) Establish Institute of Hospitality.

Zambia Wildlife Authority (ZAWA)

ZAWA shall:

- (a) In collaboration with relevant agencies, facilitate the establishment, control and management of national parks and game management areas for the conservation and enhancement of wildlife eco-systems, biodiversity, and of objects of aesthetic, pre-historic, historical, geological, archaeological and scientific interest in national parks;
- (b) Promote opportunities for the equitable and sustainable use of special qualities of national parks.
- (c) Promote the sustainable use of wildlife and the effective management of wildlife habitats in game management areas;
- (d) In partnership with local communities, to share the responsibilities of management in game management areas;
- (e) Enhance the benefits of game management areas both to local communities and to wildlife;
- (f) Facilitate the development and implementation of management plans;
- (g) Provide for the licensing of hunting and control of the processing, sale, import and export of wild animals and trophies;
- (h) Provide for the regulation of game hunting;
- (i) To enhance the economic and social well-being of local communities in game management areas Reverse the decline in wildlife resources;
- (j) Expand the wildlife resource base investment in co-operation with the private sector and local communities; and

- (k) Promote the establishment of private Game Ranches.

Hotel and Tourism Training Institute (HTTI)

HTTI in conjunction with other registered education and training institutions shall:

- (a) Provide professional, vocational and in-service training to all categories of employees in the Hotel and Tourism industry;
- (b) Conduct vocational training in accordance with TEVETA quality assurance standards and requirements;
- (c) Provide on-site and tailor-made training programmes through a mobile Training Unit to suit the needs of the client organizations;
- (d) Improve the quality of training and education through research and consultancy interventions;
- (e) Upgrade training curricula to meet international standards and the needs of the tourism industry with particular regard to overseas professional programmes and thereby save the nation's foreign exchange spent on sending students abroad;
- (f) Affiliate to some of the best tourism institutions in the world;
- (g) Upgrade the institution to provide degree programmes in tourism related fields;
- (h) Establish a research unit in order to conduct the training needs in the hotel and hospitality industry;
- (i) Develop guidance manuals on customer care for use by all frontline officers; and
- (j) Provide in-service training for customer service for frontline officers.

Zambia Tourism Board (ZTB)

ZTB shall:

- (a) promote and market Zambia as a tourist destination both locally and abroad;
- (b) Leverage online marketing and social media for the benefit of marketing and branding Zambian tourism worldwide;
- (c) Undertake market research in order to understand the tourism market segment for ease of undertaking marketing and promotion strategies;
- (d) Diversify source markets to increase tourist arrivals and receipts;
- (e) Facilitate participation of MTA and private sector in international tourism fairs;
- (f) Develop tourism statistics in collaboration with the MTA; and

- (g) To collaborate with institutions managing and protecting various tourism products and attractions.

National Museums Boards (NMB)

NMB shall;

- (a) Preserve and conserve Zambia's heritage;
- (b) Establish develop and manage museums for the preservation of Zambia's movable assets;
- (c) Identify, locate, categorize, and register museums art galleries and art collection;
- (d) Provide for and facilitate the provision of capacity building training and education for the development and preservation of culture and heritage;
- (e) Promote encourage the establishment of institutions of education, training and skills development at all levels of culture and heritage;

National Arts Council of Zambia (NAC),

NAC shall:

- (a) Preserve and conserve Zambia's Cultural heritage;
- (b) Promote and encourage the development of arts, culture and heritage infrastructure;
- (c) Encourage the adornment of Zambian arts in or around public infrastructure whether privately or publicly owned;
- (d) Serve as an advisory body at national level on policy and decisions for all forms of arts, culture and heritage;
- (e) Establish and manage art galleries and a national arts collection;
- (f) Provide for artistic awards;
- (g) Provide regulatory framework for the creation and management of national performing arts groups;
- (h) Provide for and facilitate the provision of capacity building training and education for the development and preservation of arts and culture;
- (i) Promote encourage the establishment of institutions of education, training and skills development at all levels of arts and culture;
- (j) Promote the appreciation of the arts as an integral part of the labour market;
- (k) Register and regulate arts and cultural associations; and
- (l) Control, regulate and monitor all arts and cultural programmes in Zambia.

National Heritage and Conservation Commission

NHCC shall:

- (a) Preserve and conserve Zambia's Natural and Cultural heritage;
- (b) Research, collect, document, preserve, present, interpret and disseminate heritage information on Zambia's movable and immovable, tangible and intangible heritage for public benefit, education and enjoyment;
- (c) Provide for and facilitate the provision of capacity building training and education for the development and preservation of culture and heritage;
- (d) Promote encourage the establishment of institutions of education, training and skills development at all levels of culture and heritage;
- (e) Control, regulate and Monitor heritage programmes in Zambia; and
- (f) may be prescribed, and set standards with respect to the heritage;

The Private Sector

The private sector shall:

- (a) Collaborate with Government in promoting competitiveness of the tourism sector, especially in explaining when regulations and legislation are counter-productive and potentially damaging to the Government's employment and economic growth goals;
- (b) Seek public-private partnerships, particularly for infrastructure, destination management, wildlife management and marketing;
- (c) Invest in the tourism and hospitality industry;
- (d) Be collectively represented to Government by the Tourism Council of Zambia (TCZ), Hotel Catering Association of Zambia (HCAZ), the Institute of Hospitality (IoH), Wildlife Producers Association of Zambia and others although individual representatives or organizations are not restricted in any way from communicating their views;
- (e) Ensure the safety, security and health of all visitors and workers on their property and tours and in their vehicles, with Government and according to Government regulations;
- (f) Operate business according to international standards of corporate governance and social responsibility and codes of ethics;
- (g) Seek to involve local communities in the tourism industry by establishing partnership ventures with rural communities whenever possible;
- (h) Work with the Government in stimulating domestic tourism; and

- (i) Encourage social outings such as incentive tours for their employees.

Local Communities

The local communities shall:

- (a) Organize themselves to effectively participate in the tourism industry and to interact with Government and the private sector;
- (b) Promote sustainable tourism development, especially land use planning, which enhances the local environment and culture of the area;
- (c) Enter into joint agreements with lodges and hotels for the supply of locally produced agricultural and other products, including the provision of labour;
- (d) Enter into partnerships with investors in tourism facilities, so that local communities play a full part in the industry, including accessing fair amount of the benefits and opportunities for ownership;
- (e) Work with Government and the private sector on land use planning and provision of land rights on customary lands that will support tourism development while safeguarding the interests of their communities; and
- (f) Collaborate with Government to promote transparency and accountability in the management of resources generated by communities to ensure the broadest possible benefits.

Civil Society

Civil society organizations shall:

- (a) Foster sustainable tourism in both urban and rural areas throughout the country;
- (b) Develop programmes to encourage the participation of youth, women, senior citizens and communities in tourism development; and
- (c) Encourage Voluntourism opportunities.

6.2 Legal Framework

To facilitate development of the tourism sector, the MTA will monitor the performance and adequacy of existing structural organizations and of existing legislation, and as necessary consolidate changes thereto. Accordingly there will be enacted appropriate legislation to consolidate the legal developments and the introduction of appropriate administrative structures

necessary for the implementation of the Policy.

In order to achieve government's vision, objectives and effectively implement policy measures, Government will review and enact Legislation to provide an appropriate and comprehensive legal framework, including the domestication and implementation of the international instruments that Zambia is party. Some of the pieces of Legislation that require review are the following;

- i. National Arts Council Cap 170;
- ii. Tourism and Hospitality Act No. 23 of 2007;
- iii. Zambia Tourism Board Act No. 24 of 2007; and
- iv. Zambia Wildlife Act No.12 of 1998.

6.3 Resource Mobilisation and Financing of the Tourism Sector

The tourism sector requires sustainable financing to successfully achieve its desired objectives. Government funding should be complemented by additional funding from multilateral funding mechanisms, development partners, private sector and civil society organizations.

The sector shall continue to be funded through appropriations as voted by Parliament. In addition, funding may result from duties, fees and charges levied on the industry and implemented according to costs. Other sources of funding could be derived from property, services provided or charged for.

6.3.1 Tourism Development Fund

A Tourism Development Fund shall be established for product development, marketing, training, and research, and infrastructure development in accordance with the Tourism & Hospitality Act No. 23 2007. MTA shall provide seed capital to enable the Fund to start operations in order to ensure its sustainability. Future resources for the fund shall be derived from the tourism levy.

6.3.2 Citizens Economic Empowerment Commission

In its 2012-2016 Strategic Plan, the CEEC is taking the lead in facilitating the rural industrialization strategy of the Ministry of Commerce, Trade and Industry. Ninety per cent of its resources are to be invested in the development of rural-based value chain clusters. The Commission will focus on supporting the development of tourism clusters in the designated priority areas. Financial support includes loans to private sector value chain players targeted under the Citizens Economic Empowerment Act No. 9 of 2006.

6.4 Monitoring and Evaluation

6.4.1 Monitoring Implementation of the Tourism Policy

Monitoring of this Policy will be done at two levels. Individual institutions and departments will develop implementation plans and would be required to prepare and submit progress reports on implementation of work plans on a quarterly basis focusing on the predetermined performance indicators under each objective. Monitoring will also be done at a higher level focusing on Key Performance Indicators for the sector. This will be done on an annual basis. The Ministry of Tourism and Arts and Sector Advisory Groups will play key roles in monitoring implementation of the Policy. The Ministry of Finance will also be required to monitor the performance of the sector at a higher level.

6.4.2 Evaluation of the Tourism Policy

MTA shall review performance of implementation of the policy based on annual progress reports and make systematic evaluation of the key performance indicators as well as provide reasons and explanation for non-attainment.

The mid-term evaluation will be conducted after two years of implementation, while final evaluation will be done at the end of the implementation period of the policy.