

# **Presentation for Zambiadag 2013 by Frederik Hengeveld**

## **Community Based Tourism in Zambia A potential or a dream?**

Background: Frederik has been involved with Tourism through different companies and organizations. The Munda Wanga from December 2005 until April 2010 when he joined Open Africa ([www.openafrica.org](http://www.openafrica.org)) until July 2011 (end of contract). He was asked back by Munda Wanga Trust in October 2011 and worked with them until February 2013 when he returned to The Netherlands:

I have been part of many tourism meetings for Lusaka and for different other areas (Mpika, Mongu, Bangweulu, Kasanka, Livingstone and Shesheke (Upper-Zambezi). In 2009 I conducted a project for SNV, where we mapped the value chain linked to tourism in two different areas in Zambia.

### Situation in Zambia

Tourism in Zambia is broken down in:

- High-end tourism: mainly fly-in, all inclusive packages, all is set and arranged in advance. There is little possibility for community projects to be included, unless they are adopted by the lodge.

- Luxury Tourism: Self-drive, package, mostly booked in advance and little possibility for community involvement.

  - Possibly tours, supply of fruits and vegetables, crafts etc.

Low-end, backpacking: Self-drive, accommodation arranged in advance, but generally interested to see what the community has to offer.

  - Tours, supply of fruits and vegetables, crafts. But also traditional dances, accommodation, campsites etc

A good example is Nakapalayo between the Lavushi Manda National Park and the Bangweulu Swamps.

### Community based tourism

Generally seen as purely tourism, but loads of other income generating activities can be included.

- Campsites
- Guided tours of a village, orphanage, forest area (birding, wildlife), etc
- Supply chain of fruits and vegetables,
- Supply of curios and crafts,
- Community Game Farms,
- Community experience

- Guest houses

The biggest BUT to this is that it needs to be community driven, otherwise there is no ownership and it WILL FAIL.

Therefore the community members need to provide:

- Land,
- Human resource (man power)
- Materials
- Etc

The NGO can still provide back up, support and expertise to keep things moving. These initiatives can provide a great additional income for little cost.

The NGO can assist with:

- Starting Capital as a loan,
- Technical assistance
  - o Business plan,
  - o Strategic plan,
  - o Keeping focus and on track
  - o Quality control (this is what the potential customer wants to see, these are the standards, basic, but clean)
- Marketing Channels, travel agents, general public
- Provide business, refer tourists to the area.
- Generate more attention, website, flyers in other places.

Link with local operators and networks is important to be seen and generate the traffic that can make a venture sustainable, but above all, keep the people interested.

Having a high-end entity, you might get one guest who pays for the whole year, but you rather have low end with more people so that the staff is busy year round and that they keep interested, up-to-date and continue to improve on the job.

For more information on Open Africa: [www.openafrica.org](http://www.openafrica.org)

For more information on Munda Wanga Trust: [www.mundawanga.com](http://www.mundawanga.com)

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