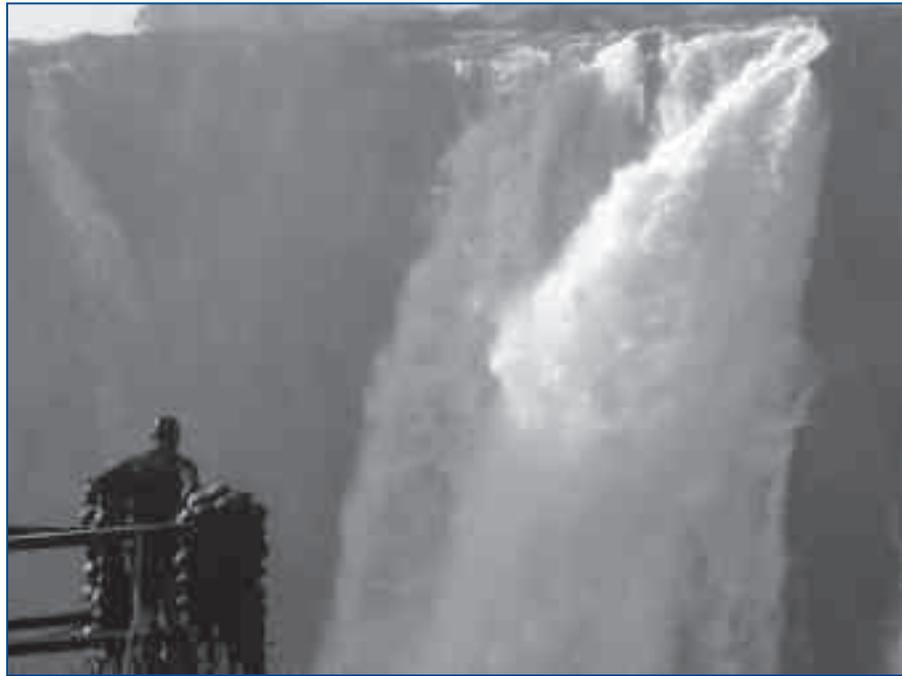


Zambia Tourism Demand Survey

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Zambia has distinctive tourism resources – unique natural features, beautiful landscapes, historical and cultural attractions, places of ethnographic interest, and excellent recreational opportunities that need to be sustainably developed and promoted. However, it also faces immense competition for tourists from other destinations in east and southern African countries with better tourism infrastructure and international brand name recognition. For Zambia to realize its potential, it must diversify its current tourism product beyond its traditional hubs. In addition to the negative environmental impacts due to high concentration of visitors in a few destinations, it is paramount for visitor dispersal to other regions to provide a diverse mix of tourism opportunities, thereby enhancing the countrywide product and distributing economic benefit to regional and local economies. However, visitors are only likely to visit new regions if the destinations have quality setting attributes, attractions, and suitable infrastructure.

One of the destinations that is currently underdeveloped but has the capacity to substantially increase its international, regional and domestic visitors is Kafue National Park (KNP). KNP is the second largest national park in the world with limiting factors such as infrastructure, physical (e.g., roads) and tourism. However, in order to further develop, package and promote the park and its surrounding regions, it is important to assess the viability of tourism growth from a supply and demand perspectives. Currently, tourism has not reached its potential but is a major tool to promote and strengthen



sustained economic growth and poverty reduction in the greater KNP area.

The purpose of this project is to conduct a survey of current visitors to Zambia with respect to demand assessment for the greater KNP area. Although there have been a few studies that have assessed nature-based tourism from a demand and supply perspectives, they have all been based on a countrywide standpoint. This study proposes to examine demand based on current visitors that have visited the KNP area and/or those that have visited other national parks. Visitors will encompass international, regional and domestic tourists. This study will provide baseline information needed to position the region relative to other regions in the country. The study will also analyze determinants of demand to aid policy makers and the tourism industry to improve the identification of potential new markets, as well as provide and

improve the tourism opportunities that play a key role in a tourists choice in their trip selection. Additionally, it will assist in the development of comprehensive marketing strategies to showcase the greater KNP region.

The project team has been formulated based on their respective background, knowledge and expertise. This project is led by Brijesh Thapa, Director of UF Center for Tourism Research and Development. In addition, the team constitutes of Brian Child (Geography/CAS), Patricia Mupeta (Natural Resources and Environment) and Gregory Parent (Geography).

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