



Government of the
Republic of Zambia



The World Bank
Group

Support for Economic Expansion and Diversification Livingstone, Zambia



Project Context

- One sector economy -- mining
- Macro economic growth – 4%, modest for attacking poverty alleviation
- Complementary measures to enhance private investment
- Investment by Sun International in two new hotels
- Livingstone centenary 2005
 - Livingstone urban development plan and infrastructure
 - Conservation in Musi o Tunya, Kafue National Parks
 - Promote private sector development
- Take up slack of decline in Victoria Falls, Zimbabwe
 - consider its return to the marketplace
- Livingstone/Victoria Falls
 - hub for sustainable tourism in Zambezi Valley



Project Objectives

- Reduce vulnerability of Zambian economy via diversification —
tourism, gemstones and agribusiness
- Reverse biodiversity erosion
- Address constraints in business climate
- Strengthen institutions as catalysts for private investment



Stakeholders and Partners

- *Zambian Citizens as stakeholders*
 - Chiefdoms and local citizens
- *Government of Zambia*
 - Ministry of Tourism & Natural Resources (MT&NR)
 - Livingstone City Council
- *Private Sector*
 - Tourism Council of Zambia
 - Livingstone Tourism Association
 - Chamber of Commerce

Implementation Approaches

- Partnership and linkages
- Project Coordination Unit, MT&NR, Lusaka
- Technical Directors



Major Challenges

- Urban re-development – Livingstone integrated development plan
- Building image of Livingstone as tourism destination and hub for region
- Introduction of new Tourism Law and regulatory environment
- Environmental and cultural conservation
- Social inclusion
- Increasing private sector investment
- Building responsive institutions



Tourism Indicators

CORE INDICATORS

- 20% increase in bednights in Livingstone area by 2009
- Adoption of new Tourism and Hospitality Law
- 20% increase in patronage of Musi o Tunya National Park by 2009
- Increase in population of key wildlife species

ADDITIONAL INDICATORS

- Creation of partnerships and firms
- Improved national park management
- Strengthening of urban management



Project Achievements and Lessons Learned

- Premature – long gestation
- Sun International has been major catalyst
- Synergy in business *and* conservation plans
 - Greater Livingstone operating as hub, approved tourism master plan
 - Musi o Tunya National Park rehabilitated
 - New infrastructure serves all groups: residents, industry and tourists
 - Growing private sector and streamlined government agencies
 - Linkages between sectors and greater value added