

**NEAR EAST UNIVERSITY**  
**GRADUATE SCHOOL OF SOCIAL SCIENCES**  
**DEPARTMENT OF TOURISM AND HOTEL MANAGEMENT**  
  
**MASTER'S THESIS**

**AN ANALYSIS OF ECONOMIC IMPACTS OF SUSTAINABLE TOURISM  
TOWARDS POVERTY REDUCTION IN THE LOCAL COMMUNITIES:  
CASE STUDY FOR ZAMBEZI REGION, NAMIBIA**

**PREPARED BY: THEODORAH JARIJARI**

**NICOSIA**

**JUNE 2017**

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POVERTY REDUCTION IN THE LOCAL COMMUNITIES: CASE STUDY FOR  
ZAMBEZI REGION, NAMIBIA**

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Master of Tourism and Hotel Management

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## **DEDICATION**

Words alone might not express enough the magnitude of sacrifice made by my late father Maxwell Jarijari. I dedicate this thesis to my loving and caring father. Without your support, I would have always regretted not continuing with my studies, your passion and investment on my education gave me strength and motivation. It's so sad that you are not there to rejoice with your beloved girl, I will continue to make you proud dad.

## ABSTRACT

Communities in Southern Africa's rural setup grapple with high levels of poverty which is evidenced by unemployment, lack of decent shelter ,high illiteracy level ,high birth rate ,malnutrition , starvation and life threatening diseases such as HIV and AIDS ,cancer, water-borne diseases and malaria which are exacerbated by the economic meltdown, lack of skilled manpower, unemployment ,poor governance and reoccurring droughts caused by climate change to some extent. Sustainable tourism has become very popular worldwide and more attention should be given to create awareness of its socio-economic significance especially on the emancipation of local communities. This study highlights the intricacy of endeavoring to use sustainable tourism as a poverty reduction tool through taking into account stakeholder's perception towards full participation and total involvement in planning and implementation of sustainable tourism development activities. It focuses particularly on the contribution of sustainable tourism as a strategy for poverty alleviation in the local communities through three main variables which are employment, entrepreneurship and infrastructure development. The sample size used was 300 respondents from a population of 90 596 residents. The study is both qualitative and quantitative research. In order to strengthen the reliability of results and findings as well as to capture all stakeholders equally, the study was triangulated through questionnaires which were analyzed through SPSS software, focus group and telephonic interviews which were analyzed by thematic analysis using both data and methodology triangulation. The qualitative descriptive thematic statements were interpreted and concluded together with SPSS data from the questionnaires. The study concludes that even though local people in Zambezi Region has not benefitted from sustainable tourism, indeed it can be used as a poverty reduction strategic tool only if all stakeholders roles and objectives are clearly defined, local people's views and contributions are taken seriously, active participation and involvement of local people in sustainable development decision- making strategies, reduction of inequality gap between the poor and the elite ,setting policies that will reduce the barriers to sustainable for example a well-defined market chain .

**KEY WORDS:** Sustainable Tourism, Economic Impacts, Pro - poor Tourism, Poverty Reduction

## OZET

Güney Afrika'nın kırsal kesimindeki topluluklar, işsizlik, iyi barınak eksikliği, yüksek okur yazarlık seviyesi, yüksek doğum oranı, yetersiz beslenme, açlık ve HIV ve AIDS gibi yaşamı tehdit eden hastalıklar, kanser, su kaynaklı hastalıklar gibi kanıtlardaki yüksek düzeyde yoksullukla ekonomik çöküş, yetenekli insan gücü eksikliği, işsizlik, kötü idare ve bir ölçüde iklim değişikliğinin neden olduğu tekrarlanan kuraklık nedeniyle artan ısınma ile baş ediyor Sürdürülebilir turizm dünya genelinde çok popüler hale geldi ve özellikle yerel toplumların özgürleşmesi konusundaki sosyo-ekonomik öneminin bilinirliğini artırmak için daha fazla dikkat gösterilmelidir.

Bu çalışma, paydaşların tam katılım yönündeki algısını ve sürdürülebilir turizm geliştirme faaliyetlerinin planlamasında ve uygulanmasında toplam katılımı dikkate alarak, sürdürülebilir turizmin yoksulluğun azaltılması aracı olarak kullanılmasına gayret göstermektedir.

Özellikle sürdürülebilir turizmin, istihdam, girişimcilik ve altyapı geliştirme olmak üzere üç ana değişkenle yerel topluluklarda yoksulluğun azaltılması için bir strateji olarak katkısına odaklanmaktadır. Kullanılan örneklem büyüklüğü, 90 596 sakin bir nüfustan 300 yanıt verdi Çalışma niteliksel ve niceliksel araştırmadır. Sonuçların ve bulguların güvenilirliğini güçlendirmek ve tüm paydaşları eşit olarak ele geçirmek amacıyla, çalışma, SPSS yazılımı, odak grup ve telefon görüşmeleri yoluyla analiz edilen anketlerle üçgenleştirildi ve tematik analizle hem veri hem de metodoloji üçgenlemesi kullanılarak analiz edildi

Nitel tanımlayıcı tematik ifadeler SPSS'in anketlerden elde edilen verilerle birlikte yorumlandı ve sonuçlandırıldı. Çalışma, Zambezi Bölgesi'ndeki yerel halkın sürdürülebilir turizmden faydalanmadığı halde, yalnızca tüm paydaşların rolü ve hedefleri açıkça tanımlanırsa, yerel halkın görüş ve katkıları ciddiye alınırsa, yoksulluğun azaltılması için stratejik bir araç olarak kullanılabileceği sürdürülebilir kalkınma karar verme stratejilerine yerel halkın katılımı yoksullar ve seçkinler arasındaki eşitsizlik boşluğunun azaltılması, örneğin tanımlanmış bir pazar zincirinin sürdürülebilirliği gibi engelleri azaltacak politikalar belirlenmesi sonucuna varıyor.

## TABLE OF CONTENTS

	Page
<b>ACKNOWLEDGEMENTS .....</b>	<b>i</b>
<b>DEDICATION.....</b>	<b>ii</b>
<b>ABSTRACT.....</b>	<b>iii</b>
<b>OZET.....</b>	<b>iv</b>
<b>TABLE OF CONTENTS.....</b>	<b>v</b>
<b>LIST OF TABLES.....</b>	<b>ix</b>
<b>LIST OF FIGURES.....</b>	<b>x</b>
<b>LIST OF ABBREVIATIONS.....</b>	<b>xii</b>
 <b>CHAPTER 1: INTRODUCTION.....</b>	 <b>1</b>
1.1 Background of Study.....	1
1.2 Statement of the Problem.....	2
1.3 Significance of Study.....	4
1.5 Objectives of the Study .....	5
1.4 Research Questions .....	5
1.6 Chapter Summary.....	5
 <b>CHAPTER 2: LITERATURE REVIEW.....</b>	 <b>7</b>
2.1 Introduction.....	7
2.2 Overview of Tourism Industry.....	9
2.3 Economic Impacts of Tourism.....	11
2.4 Sustainable Tourism Development .....	13
2.5 Poverty Overview.....	17
2.5.1 Causes of Poverty.....	18



2.6 Pro-Poor Tourism.....	20
2.7 Can Sustainable Tourism Benefit Poor.....	23
2.8 Poverty Measurement.....	25
2.9 Inequality in Sustainable Tourism.....	27
2.10 Chapter Summary.....	31
<b>CHAPTER 3: RESEARCH DESIGN AND METHODOLOGY.....</b>	<b>32</b>
3.1 Introduction.....	32
3.2 Research Philosophy.....	33
3.3 Research Approach.....	34
3.4 Research Strategy.....	35
3.5 Selection of Case(s).....	35
3.6 The Study Area.....	35
3.7 Sample Size.....	36
3.8 Sampling.....	36
3.9 Data Collection Methods.....	37
3.9.1 Questionnaire.....	37
3.9.2 Focus Group .....	38
3.9.3 Interviews .....	38
3.9.4 Secondary Data Gathering.....	39
3.10 Data Analysis.....	40
3.11 Ethical Considerations.....	40
3.12 Limitations of Study.....	41
<b>CHAPTER 4: OVERVIEW OF NAMIBIA.....</b>	<b>42</b>
4.1 Introduction.....	42
4.2 Namibia Tourist Attractions.....	44

4. 3 Namibia's Economy.....	45
4.3.1 Namibia Inflation Rate.....	47
4.3.2 Namibia GDP.....	48
4.3.3 Employment in Namibia.....	48
4.3.4 Unemployment in Namibia.....	48
4.3.5 Tourism Employment in Namibia.....	49
4.4 Conservation in Namibia.....	50
4.5 Namibia Regions.....	51
4.6 Overview of Zambezi Region.....	52
4.7 Infrastructure Investment in Zambezi Region.....	57
4.8 Zambezi Region Economic Sustainable Development.....	57
4.9 Chapter Summary.....	58
<b>CHAPTER 5: FINDINGS AND DISCUSSIONS.....</b>	<b>59</b>
5.1 Introduction.....	59
5.2 Thematic Presentation of Qualitative Data.....	60
5.3 Representation and Interpretation of Demographic Factors.....	64
5.4 Representation and Interpretation of Research Statements.....	70
5.5 Descriptive Statistics.....	102
5.6 Discussions.....	111
5.7 Chapter Summary.....	116
<b>CHAPTER 6: RECOMMENDATIONS AND CONCLUSION.....</b>	<b>120</b>
6.1 Introduction.....	120
6.2 Conclusion .....	121
6.3 Recommendations.....	122
6.5 Opportunities for Future Research .....	126

<b>REFERENCES.....</b>	<b>127</b>
<b>APPENDICES.....</b>	<b>142</b>
<b>APPENDIX1: .....</b>	<b>142</b>
<b>APPENDIX 2: .....</b>	<b>149</b>
<b>APPENDIX 3: .....</b>	<b>152</b>
<b>APPENDIX 4.....</b>	<b>154</b>

## LIST OF TABLES

<b>Table 5.1:</b> Distribution of Participants' Demographic Characteristics.....	64
<b>Table 5.2:</b> Percentage Score of Local People's Views on Sustainable Tourism Benefits.....	71
<b>Table 5.2.1:</b> Mean and SD Score of Local People's Views on Sustainable Tourism Benefits.....	73
<b>Table 5.3:</b> Percentage Score of Local People's Views on Participation of Local People.....	80
<b>Table 5.3.1:</b> Mean and SD Score of Local People's Views on Participation of Local people....	82
<b>Table 5.4:</b> Percentage Score of Local People's Views on Roles of Local people.....	87
<b>Table 5.4.1:</b> Mean and SD Score of Local People's Views on Roles of local people .....	88
<b>Table 5.5:</b> Percentage Score of Local People's Views on Tourism Linkage Barriers.....	92
<b>Table 5.5.1:</b> Mean and SD Score of Local People's Views on Tourism Linkage Barriers .....	93
<b>Table 5.6:</b> Percentage Score of Local People's Views on Barriers to Poverty Alleviation.....	96
<b>Table 5.6.1:</b> Mean and SD Score of Local People's Views on Barriers to Poverty Alleviation.	97
<b>Table 5.7:</b> Descriptive Statistics Related to Participants' Opinions.....	103
<b>Table 5.8:</b> Comparison of Opinions According to Gender.....	105
<b>Table 5.9:</b> Comparison of Opinions According to Age.....	107

## LIST OF FIGURES

<b>Figure 1.1:</b> Objective of Stakeholders in Monitoring Tourism.....	3
<b>Figure 2.1:</b> Tourism Activities and Services.....	9
<b>Figure 2.1:</b> Direct and Total Contribution of Tourism to the Global Economy.....	11
<b>Figure 2.2:</b> Direct, Indirect, Induced Economic Impacts of Tourism.....	12
<b>Figure 2.3:</b> Sustainable Development Pillars.....	15
<b>Figure 2.4:</b> Causes of Poverty in Developing Countries.....	19
<b>Figure 2.5:</b> Links between Sustainable Tourism and Poverty Reduction .....	20
<b>Figure 2.6:</b> Pathways of Benefits to the Poor.....	21
<b>Figure 3.1:</b> Research Onion.....	32
<b>Figure 3.2:</b> Relationship between Sustainable Tourism and Poverty Reduction Model.....	33
<b>Figure 3.3:</b> Zambezi Region Constituency Population and Sample Respondents.....	36
<b>Figure 4.1:</b> Map of SADC Showing Namibia.....	43
<b>Figure 4.2:</b> Namibia Population Graph.....	44
<b>Figure 4.3:</b> Tourist Attractions for Namibia.....	45
<b>Figure 4.4:</b> Contribution of Sources Percentage to GDP.....	46
<b>Figure 4.5:</b> Namibia Inflation Rate.....	47
<b>Figure 4.6:</b> Namibia GDP Growth Rate.....	48
<b>Figure 4.7:</b> Namibia Unemployment Rate.....	49
<b>Figure 4.8:</b> Cheetah Conservation Namibia.....	50
<b>Figure 4.9:</b> Map of Namibia Regions.....	51
<b>Figure 4.10:</b> Map of KAZA TFCA.....	52
<b>Figure 4.11:</b> Conservancies in Zambezi.....	54
<b>Figure 5.1:</b> Distribution of Participants' Constituency.....	67
<b>Figure 5.2:</b> Distribution of Participants' Employment.....	68

<b>Figure 5.3:</b> Constituency Boundaries, Lakes and Rivers.....	69
<b>Figure 5.4:</b> Lodge Distribution Map for Zambezi Region.....	70

## LIST OF ABBREVIATIONS

<b>APT:</b>	Anti-Poverty Tourism
<b>AROP:</b>	Average Relative Income Poverty Line
<b>CBT:</b>	Community-Based Tourism
<b>CBTE:</b>	Community-Based Tourism Enterprise
<b>CBNRM:</b>	Community Based Natural Resource Management
<b>ECA:</b>	Economic Commission for Africa
<b>GDP:</b>	Gross Domestic Product
<b>HPI:</b>	Human Poverty Index
<b>HPP:</b>	Harambee Prosperity Plan
<b>ICDP:</b>	Integrated conservation and development project
<b>IIED:</b>	International Institute for Environment and Development
<b>I OM:</b>	Input-Output Models
<b>IMF:</b>	International Monetary Fund
<b>IRDNC:</b>	Integrated Rural Development and Nature Conservation
<b>IRLP:</b>	Integrated Regional Land Use Plan
<b>IUCN:</b>	International Union for Conservation of Nature
<b>KAZA TFCA:</b>	Kavango -Zambezi Transfrontier Conservation Area
<b>NACBS:</b>	Namibia Central Bureau of Statistics
<b>NACOBTA:</b>	Namibia Community Based Tourism Assistance Trust
<b>NACSO:</b>	Namibian Association of CBNRM Support Organizations
<b>NAPHA:</b>	Namibia Professional Hunters' Association
<b>NEPAD:</b>	New Partnership for Africa's Development
<b>NASA:</b>	Namibia Statistics Agency
<b>NHIES:</b>	Namibia Household Income and Expenditure Survey

<b>NGO:</b>	Non-Governmental Organization
<b>NTA:</b>	Namibia Training Authority
<b>NTB:</b>	Namibia Tourism Board
<b>NTDP:</b>	Namibia Tourism Development Plan
<b>NWR:</b>	Namibia Wildlife Resorts
<b>MET:</b>	Ministry of Environment and Tourism
<b>ODI:</b>	Overseas Development Institute
<b>PAT:</b>	Poverty Assessment Tool
<b>PPT:</b>	Pro Poor Tourism
<b>PPA:</b>	Participatory Poverty Appraisal
<b>PPI:</b>	Progress out of Poverty Index
<b>PRA:</b>	Participatory Rural Appraisal
<b>PRSP:</b>	Poverty Reduction Strategy Program
<b>PSM:</b>	Poverty spotlight metric
<b>SADC:</b>	Southern African Development Community
<b>SAP:</b>	Structural Adjustment Policies
<b>SME:</b>	Small and Medium Sized Enterprise
<b>SMDI:</b>	Severe Material Deprivation Indicator
<b>TAN:</b>	Tourist Guide Association of Namibia
<b>UNCHE :</b>	United Nations Conference on the Human Environment
<b>UNWTO:</b>	World Tourism
<b>VTC:</b>	Vocational Training Centre
<b>WIR:</b>	Work Intensity Ratios
<b>WTO:</b>	World Trade Organization
<b>WTTC:</b>	World Travel & Tourism Council



**WWF:** World Wide Fund for Nature

## CHAPTER 1

### INTRODUCTION

#### 1.1 Background of Study

Tourism has proven to be a major source of foreign currency in developing countries especially those that rely mostly on agricultural sector as their major industry. The income generated from tourism industry contributes significantly towards the Gross Domestic Product (GDP). “Tourism comprises of the activities of persons travelling and staying in places outside their usual environment for 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”, (World Tourism Organization,2008). In order to protect the wildlife in Zambezi Region in Namibia four national parks were formulated which are Bwabwata, Nkasa Rupara, Mudumu and Mahango National Parks (Integrated Regional Land Use Plan for the Zambezi Region, Namibia - Land-Use Plan – Volume 2; 2015) and one Peace Park the Kavango Zambezi Trans-frontier Conservation Area (KAZA TFCA) was formed covering the Caprivi-Chobe-Victoria Falls area. Countries under KAZA TFCA are Zambia, Angola, Namibia, Zimbabwe and Botswana( (KAZA TFCA Master Integrated Development Plan - 2015-2020 ;2016 ) .These parks were created to manage the vast natural resources using the best conservation and tourism methods and seek to improve the livelihoods of local people through sustainable tourism in Zambezi Region so that their socio-economic well-being is also improved. It has been noted that poverty is one of serious challenges facing Africa and the problem has been exacerbated by the effects of climate change such as drought since local communities in most developing countries depends on agricultural sector. The sustainable utilization of natural resources through sustainable tourism could go a long way in reducing poverty in less developed countries (LCDs) [www.africaheartwoodproject.org](http://www.africaheartwoodproject.org) (2015). Surugiu and Surugiu (2013) aver that tourism is a strongest pillar of economic growth in many economies of the world. Tourism brings benefits to the host countries, such as inflow of foreign currency earning, employment creation, infrastructure development, contributions to the government revenue through tax and tourism levies, entrepreneurship, international trade opportunity costs for example, engaging in tourism rather than other form of economic activities such as farming in arable land, fishing in the large dams or rivers, hunting in the now protected areas and livestock production which competes for the grazing land with wildlife, Mason (2008).

This research will focus on three sustainable tourism variables which are: employment creation, tourism entrepreneurship and investment on infrastructure as tools of eradicating poverty in Zambezi Region though not undermining all other positive economic impacts of sustainable tourism. The economic impacts of tourism are measured using multiple tools for example, relative –income poverty line/ poverty datum line, GDP, employment rate, satellite accounts, infrastructural development, visitor surveys/input-output (i-o) models and multiplier effect for estimating economic impacts of tourism as purported by Stynes (2000) and poverty reduction is measured by poverty datum line, level of education, size of family, relative -income poverty (AROP)line, progress out of poverty index (PPI ), poverty spotlight metric (PSM) ,employment rate, infrastructure development , poverty assessment tool (PAT ) ,severe material deprivation(SMD) indicator ,work intensity(WI) ratios , type of accommodation and car ownership, Greeley, Kabeer, Davies and Hussein (1992). This research will only adopt the three tools of measuring economic impacts of tourism towards poverty reduction through secondary data in literature review which are: employment rate, GDP and poverty datum line through the use of secondary data. The primary data will measure poverty reduction using the following tools; employment rate, infrastructure development and tourism enterprises owned by local people.

Suich (2005) and Department of Environmental Affairs -Transfrontier Conservation Areas (2017) purports that even though national parks and Transfrontier conservation areas (TFCA) through sustainable tourism indeed has the highest capacity of generating more tourists and improving tourism the world over, but the host countries are still very poor. The issue of lack of commitment or knowledge by players in developing tourism businesses, but only rely on seasonal tourism menial jobs in their areas .This could be some of the causes of some of the problems mentioned above.

## **1.2 Statement of the Problem**

Even though sustainable tourism has the highest capacity of improving tourism the world over, the local communities are still facing high levels of poverty which is evidenced by high diseases prevalence, high levels of unemployment, hunger and malnutrition, illiteracy and lack of decent shelter(Allen and Thomas 1990:237 ). Zambezi Region is facing the same problems as

above .The issue of lack of cooperation, knowledge and commitment by all stakeholders in developing sustainable tourism and equal sharing of benefits are some of the major causes of some of the problems mentioned above.

This study will analyze the economic influences of sustainable tourism and the extent it has benefited the local people in alleviating poverty through addressing socio-economic inequality gaps in Zambezi Region. The research will also focus on identifying and establishing ways of solving the barriers to effective use of sustainable tourism development as a tool for emancipation of the local people in Zambezi Region. It will also be an eye opener to all tourism stakeholders to know their roles, strategies that they can use to enhance local people's economic benefits through sustainable tourism to create employment, income generation through venturing into tourism entrepreneurship or community projects by the poor which will help changing the local infrastructure stimulated by tourism as well as alleviation of poverty directly benefitting the communities and reduce the levels of unemployment, malnutrition and hunger and diseases (UNWTO,2004:16). Clearly defined SMART objectives should be set and implemented by all stakeholders in order to reduce poverty in the local communities.

**Figure 1.1** Objective of Stakeholders in Monitoring Tourism



**Source:** Responsible Tourism Impact Monitoring For Sustainability (2014)

The Zambezi Region still lacks proper planning and implementation of Harambee Prosperity Plan (HPP). Harambee Prosperity Plan (2016/17) emphasizes on eradicating hunger poverty the whole of Namibia regardless of economic class from now and after the plan duration has elapsed. It emphasizes on zero poverty tolerance in the whole of Namibia. Even though the word of poverty reduction is being preached especially by the Namibian President, there are less significant research studies in poverty alleviation through sustainable tourism as a social pillar of sustainability but rather most of the studies concentrate on environmental and economic pillars only neglecting the social which has no stakeholder to enforce it.

Local people are always reluctant to actively participate in tourism developmental activities expecting other stakeholders to inform them of any positive developments. Similarly, many tourism NGOs working in developing countries have adopted poverty reduction strategies as one of their major goals (Kennedy and Dornan 2009). To a larger extent there is no relationship between NGOs and the local communities' objectives. One would wonder whose interest they present and who is funding those (NGOs).

### **1.3 Significance of Study**

This research will be essential for all tourism stakeholders including the local communities to generate dependable knowledge which can be relied on to help address uncertainties and inequalities and can be used for new policy choices, formulation and analysis that will help in alignment between sustainable tourism and poverty reduction in local people. The research will help to gather evidence on how sustainable tourism has helped to reduce the gap between the rich and the poor as well finding strategies that can be used by the local people to boost their chances to be employable, entrepreneurial skills as a tool to boost their livelihoods and to desist from a donor-syndrome mentality.

The local people should be able to influence communal infrastructure development in Zambezi Region through acquiring direct or indirect tourism gainful economic benefits. The study will help to identify welfare gaps to use in the future on ways of alleviating poverty in their local communities without compromising the other stakeholders' needs and ethics. This will help Namibian government to invest in the right industry ,at the right time, that will help in boosting the economy as exemplified by Bangladesh which has economically benefited from tourism as a

tool of poverty reduction in their rural communities (Dutton 1989). It will also be an eye opener to all stakeholders in the tourism sector on how to use natural resources responsibly through tourism to alleviate poverty through entrepreneurial practices and meaningful employment so as to reduce illiteracy levels, diseases, malnutrition, hunger, destitution and starvation.

#### **1.4 Objectives of the Study**

The following objectives were used in this study

- To establish the extent how sustainable tourism has benefitted the local community in Zambezi Region.
- To identify the roles of local people and other stakeholders in poverty eradication in Zambezi Region.
- To identify the barriers to effective use of tourism development as a tool for poverty reduction in Zambezi Region

#### **1.5 Research Questions**

This study will answer the following questions;

- To what extent has sustainable tourism benefited the local people in poverty eradication?
- What are the roles of local people and other stakeholders in poverty eradication?
- What are the barriers to effective use of sustainable tourism development as a way for poverty reduction?

#### **1.6 Chapter Summary**

Background to the study, statement of the problem, significance of the study, brief literature, and research methodology were discussed. This study will be covered in six chapters which include the introduction on chapter one, the literature review on chapter two were in-depth theoretical discussions will be done in the following heading, impacts of sustainable tourism, causes of poverty, Poverty overview, pro-poor tourism, sustainable tourism benefits to the poor, inequality and summary chapter. In chapter three the research philosophy, approach, strategy, selection of cases, study area, sample size, sampling, data collection methods analysis, ethical consideration and limitations were discussed in detail. In chapter four, overview of Namibia, attractions,

economy, conservation, and Zambezi region overview were discussed. In chapter five and six results, findings, discussions, recommendation and conclusion were discussed.

## CHAPTER TWO

### LITERATURE REVIEW

#### 2.1 Introduction

Communities in less developed countries are experiencing high levels of poverty especially in the rural areas where most of the local communities are affected by absolute poverty. This is measured through lack of employment, with the agricultural sector being the dominant employment which readily available in the rural areas is but because of lack of farming skills, lack of inputs drought caused by climate change, the local people are getting poorer every day. Ever rising population which is partially caused by the low uptake of birth control methods which in turn constitutes a heavy burden on natural resources does not help the continent's quest to be economically developed and sustainable. This study seeks to look into the economic impacts of sustainable tourism towards poverty reduction in the Zambezi region, Namibia. Most studies conclude that sustainable tourism indeed cannot alleviate poverty highlighting that in most less developed countries (LDCs) the developmental goals have been changed from focusing on economic growth to head on poverty eradication strategies after realization that economic growth on its own cannot change the livelihoods of the poor people in the communities but it make the rich richer and the poor poorer. (Jamieson, Goodwin and Edmunds, 2004; Ashley, 2000; Alcock, 2006; Attacking Poverty- World Development Report, 2000; Scheyvens 2011). According to Ashley and Elliott (2003), tourism can be both a vehicle of macro-economic growth and a tool to reduce poverty in local people without having to choose one or the other and hence a holistic approach on measuring how far the local community has benefited from tourism, establishing practical strategies of enhancing economic benefits, identifying ways of eliminating barriers to effective use of tourism development as a way for changing livelihoods of local people and setting defined roles of all tourism stakeholders should be given the first priority (Scheyvens and Momsen, 2008; Jamieson, Goodwin and Edmunds, 2004).

Poverty has both immediate causes and global causes which includes; unequal economic distribution, unstable government and uncertainties of economic growth. Even though an increase economic growth incomes may help in poverty reduction in the poor communities it should not be concluded that the economic impacts increase in a region or country will make their



way to the poor unless poverty is attacked on all levels from the local poor community to global levels. Poverty in the community can be measured through lack of infrastructure such as schools, hospitals, roads, telecommunication networks, lack of reliable transportation and shortage, overpopulation, and it can be seen through illiteracy levels, chronic diseases, lack of basic clothing and food, lack of decent accommodation and through GDP, poverty datum line, relative income growth (World Bank in the World Development Report 2000/2001-2001). The LDCs should aim to find ways of empowering its own people by creating economic opportunities that will help to reduce poverty in the local communities.

The Namibian government has adopted a market-oriented development path which encourages foreign tourism investments and the private sector, whereas the formerly disadvantaged population for example the women, disabled, youth and the rural host communities at large lacks the assets and skills to become more engaged in tourism thereby opting for insignificant trading such as basket weaving, sculptures, car wash or unskilled part time employment such as room maids, general cleaners, gardeners to some extent few extreme individuals resort to quick bucks through illegal dealing such as drugs, ivory tusk, rhino horns, animal skins, robbery and prostitution to make ends meet. Therefore the question of who benefits is highly topical and requires thorough analysis.

There is a strong assumption that sustainable tourism development will bring economic growth in the regions or countries that in turn will automatically help in removing lack in the local communities. Even though tourism industry employs more local people from the surrounding communities, the jobs are low class jobs which have minimal effect to their livelihoods hence only benefitting the tourist generating region where most of the foreign investors originate from and have a tendency of externalizing the big chunk proceeds from tourism industry as leakages even though having more negative effects on the environment as well as socio-cultural effects that directly affects the local people both directly and indirectly (Jamieson, Goodwin and Edmunds, 2004).

Community based approaches to tourism and natural resource management are practical efforts to distribute the benefits of tourism more evenly, but specific attention is paid to how equally they manage to implement this at the local level. Finally, the ability of the independent, postcolonial government to address prevailing inequalities in tourism and in society at large is

similarly an important focus of attention (Ashley, Roe and Goodwin -2001). “Mathieson and Wall (1982) defines tourism as the temporary movement of people forms their place of residence it includes activities and accommodation that they will require during their stay. According to UNWTO- Glossary of tourism terms (2014)“Tourism is a collection of activities, services and industries that delivers a travel experience, including transportation, accommodations, eating and drinking establishments, retail shops, entertainment businesses, activity facilities and other hospitality services provided for individuals or groups traveling away from home.” Macintosh and Goeldner(1986) purports tourism as extraordinary activities and relationships created by the interaction of the tourist and all tourism stakeholders such as the suppliers, host communities, government and other tourists.

**Figure 2.1** Tourism Activities and Services



**Source:** UNWTO (2014)

## 2.2 Overview of Tourism Industry

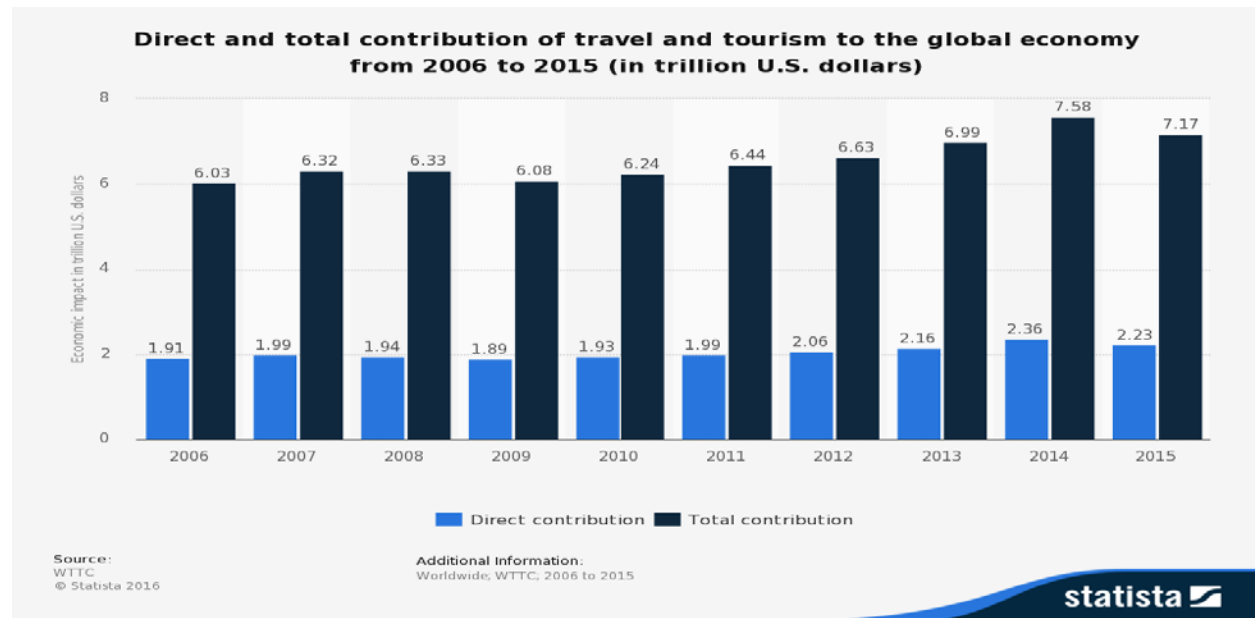
The tourism industry has helped both host countries and tourists' home countries to generate economic benefits. The tourism host countries major reason of investing into tourism is an expectation of economic growth and development without looking at the negative effects that tourism brings to the tourist destination (UNWTO Tourism highlights, (2016) tourism is largest industry boosting over US \$7 trillion in the world and a largest employer in United States provides over 6 million jobs (International Labor Office, 2011).

There are different definitions of tourism which makes it a complex sector to deal with unlike other sectors that have a universal standard definition that can be adopted by all sources. However even though there is no consensus on the definition of tourism , for the sake of this research, tourism is defined as the movement of people from their usual place of residence to another for any reason that is not related to permanent movement or employment and using tourism products such as accommodation, transport, food and activities. Tourism benefits the tourists generating countries than the host countries who will be left nursing wounds caused by tourism negative effects even though the least developed countries have the most urgent need for income, employment and general rise of the standard of living by means of tourism, they are least able to realize these benefits among major the reasons for this are large-scale transfer of tourism revenues out of the host country and exclusion of local businesses and products ”(United Nations Environment -unep.org ,2016).

“Tourism comprises 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 not related to the exercise of an activity remunerated from within the place visited ,” (World Tourism Organization 2011-2012). Mathieson and Wall (1982) defines tourism as the temporary movement of people form their place of residence it includes activities and accommodation that they will require during their stay. Macintosh and Goeldner (1986) purports tourism as extraordinary activities and relationships created by the interaction of the tourist and all tourism stakeholders such as the suppliers, tourists, host communities and the government. Tourism is one of the old industry and people long then were travelling for specific reasons such as work, education, health and visiting friends and relatives, other than tourism itself. Due to discretionary income, appreciation of tourists, easy transportation and communication linkages, tourism has been made so easy that people can plan a long holiday and travel in a short period of time unlike the ancient days where one had to either travel by foot, or ship and spend days or even months without reaching the intended destination. Tourism industry is constituted with multiple activities from the generating area to the destination area. According to Valentine (1968) ; UNWTO Annual Report (2015) tourism is not the messiah of elimination of poverty even though it has potential for positive rewards which can build the economic growth and

this can be channeled back to local communities even through small projects. There is direct and indirect to the economy.

**Figure 2. 1 Direct and Total Contribution of Tourism to the Global Economy**



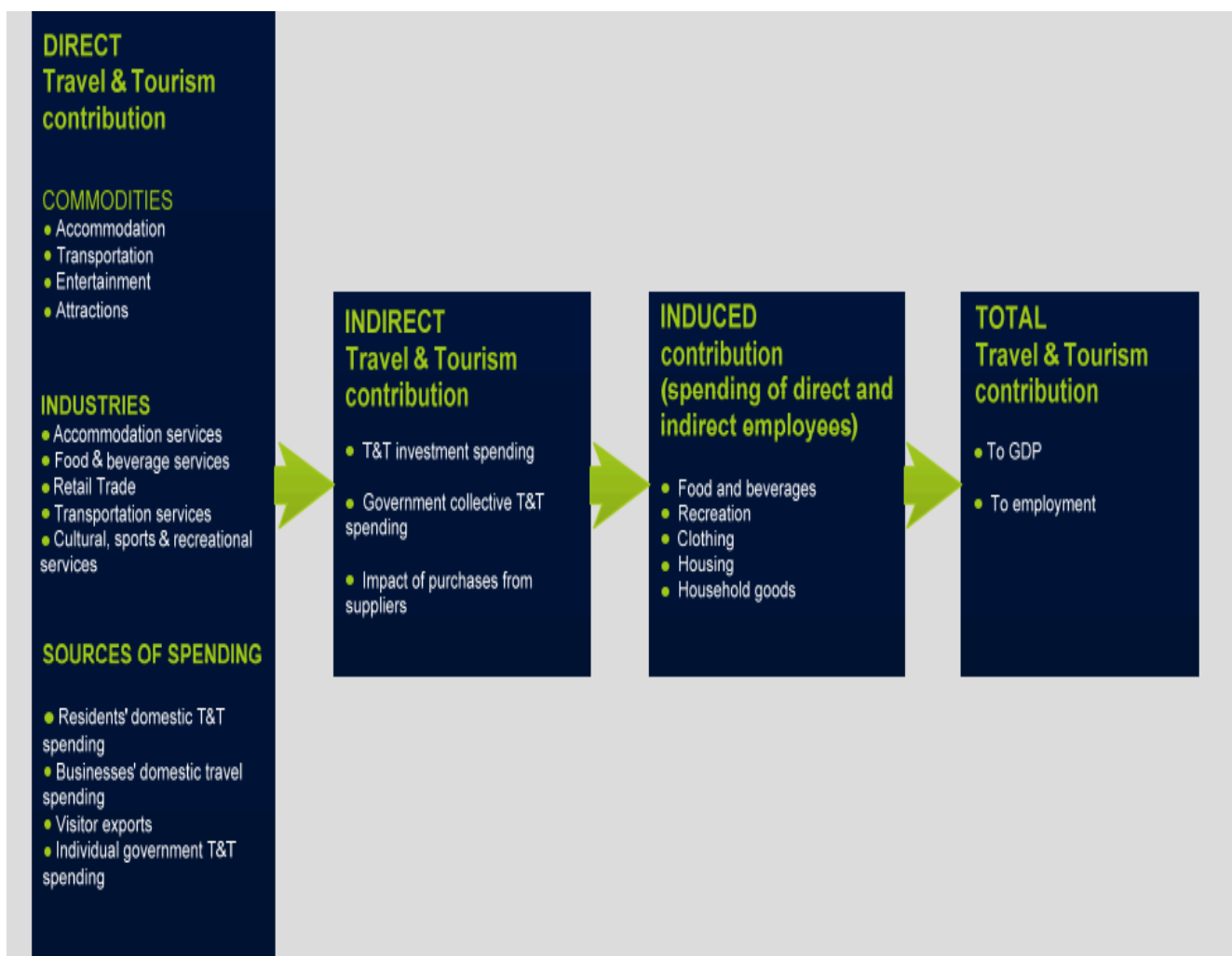
**Source:** WTTC Statista (2016)

### 2.3 Economic Impacts of Tourism

Tourism has three impacts which are: socio-cultural, environmental and economic impacts. This research only concentrates on the positive economic impacts of tourism and their effects on alleviating poverty focusing only on Zambezi Region, Namibia. Tourism is one of the fast growing industries which have the potential to raise sustainable development either at national level or at local level if managed well. In order for all the stakeholders to enjoy the economic benefits of tourism, the sustainable economic plan should be implemented as a long term strategy. Increment and expansion positive economic benefits to the local people are a major challenge in Southern Africa (Ashley & Roe, 2002).

As suggested by as suggested by Alcock, (2006) there are direct, indirect and induced economic effects of tourism which are: Direct impacts which include trading and entrepreneurship which involve tourism products sales such as accommodation, transportation, activities, curio income from taxes revenues, tourism jobs. Secondly, indirect impacts for example which prices, quality and quantity, change in property and other taxes, social and environmental changes and lastly the induced impacts. According to World Travel & Tourism (2015) the three categories of economic impacts of tourism hence influencing poverty reduction in host communities.

**Figure 2.2 Economic Impacts of Tourism**



**Source:** World Travel & Tourism: Council Economic Impact Report Highlights -Value of Tourism – (April 2015)

Economic impacts are the external effects of commerce on some people or area as by (www.businessdictionary.com), while Stynes (1997) and Gertz (2008) both agree that economic impacts is the positive or negative change on economic policies, and market and how they that affect the daily livelihoods of a population through employment ,entrepreneurship, commission, taxation and levies .According to Copper et al(1993) tourism has three major impacts which are socio-cultural, economic and environmental. This research will analyze only three direct economic impacts of tourism towards poverty reduction to the local communities- Zambezi region, Namibia, which are employment creation, infrastructure development and tourism enterprises by local people. The economic impacts of tourism has high positive benefits o than negatives unlike other impacts which have more negative effects Tourism industry bring rewards in the destination and to the suppliers because of income spent by the tourists on both goods and services. As illustrated by the research model below.

Tourism can be a used to reduce poverty in the local communities as exemplified in Uganda where most resorts are in the remotes were the poor people live. The Uganda Wildlife Authority allocates a percentage to give back to the community from its park collection which has boosted the lives of the local people through willing participation in developmental issues such as employment, infrastructure development and entrepreneurship skills especially benefitting women ( Nankunda,( 2012) .

## **2.4 Sustainable Tourism Development**

UNWTO (2004) purports that sustainable tourism development requires equal involvement of all stakeholders which requires continuous and constant monitoring of impacts ensuring that all preventative measures are in place. Sustainable tourism should ensure environmental awareness to the tourists and ensuring maximum satisfaction and value for money. Cape Town Declaration (2002): The World Tourism Organization (UNWTO 2002) however supports and elaborates more information than definition of world Tourism Organization by referring sustainable tourism as responsible tourism to avoid the over-usage of the word “Sustainable”. It refers it as any form of tourism consumed responsibly. Responsible tourism is tourism that involves local people at all levels and can be consumed responsibly with tourism benefits exceeding the negative effects of tourism.

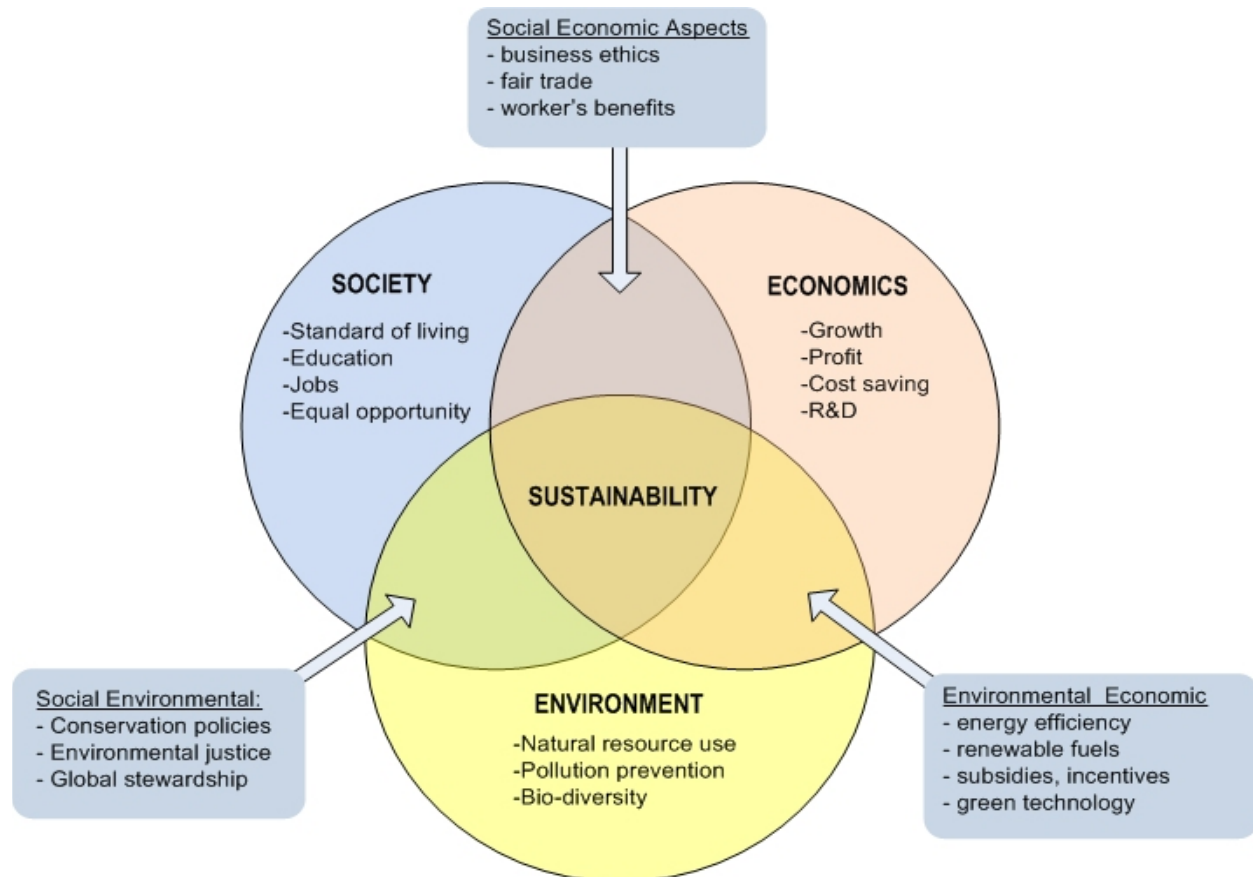
World Tourism Organization (WTO) (2000) defines sustainable tourism as an approach which ensures the environment and local people benefiting most as well as the future generation. However, for the purpose of this research, the researcher defines sustainable tourism as responsible tourism that equally benefits all stakeholders today and future generation to meet their own needs without jeopardizing the natural environment. Sustainable tourism is the best approach for tourism investors to remain in business especially in Zambezi Region where tourists are attracted by natural environment and culture; hence the local communities should be applauded and respected for keeping the natural environment intact even before the national parks and KAZA TFCA were formed hence they should be the major beneficiary from the proceeds through equitable tourism which is sustainable tourism that respects the lifestyle, culture and sustainable the economic needs of the local communities (Juganaru ,Juganaru and Anghel 2008) .

Tourism sustainability is a commonly used term and yet it is complex to define and it is defined as "Tourism development that meets the needs of the present without compromising the ability of future generations to meet their own needs" (Brundtland, 1987). United Nations Conference on the Human Environment (UNCHE) (1972), argues that every human has a right to the environment which allows a quality of good life and dignity. There are three pillars of sustainability which are economic, social, and environmental of which should have the same strength to function. If one pillar is not strong the whole system will collapse (Baker 2006; De Vries and Petersen 2009).

All sustainable tourism pillars are equally important, if one pillar is weak then it's a recipe for disaster. Focusing on one pillar is the major problem faced by most developing nations and the major pillars being singled out are the environmental pillar because of a lot of NGOs that are mostly concerned about the environmental protection and the economic pillar because all international tourism organizations put more effort on economic growth .This leaves the social pillar void except for very small unrecognizable social agencies whose voice is not heard by anyone especially in developing countries because of lack of funding and lack of political muscle. The national solutions should then put extra effort (<http://declaration.com/susdev>), to make all three pillars work simultaneously so as to eradicate poverty in the host communities

through sustainable tourism. Below is the diagram that illustrates the history of sustainable development.

**Figure 2.3 Sustainable Development Pillars**



**Source:** Adopted from the University of Michigan Sustainability Assessment -Economic Impacts of Tourism (2015)

This study however defines sustainable development as stakeholders' mandate of surviving, acting and thinking sustainably. The local communities being the main actor in sustainable development should sustain the environment so as to economically benefit from it through a sustainable economy which include but not limited to employment, investments, wealth creation, infrastructure development and social development which can be realized through food and nutrition, decent shelter education, skilled work force, health and safety, social equity and general community support. The sustainable tourism hence should be focused on involving and consulting local people since they are the direct custodian of the communities. This may be



achieved only when locals own hotels, lodges, tour operation companies, car rentals they build and manage the accommodation structures, as well as the local services offered to tourists. Local people should have a big slice of the cake.

Sustainable development has brought a responsible approach to tourism industry unlike mass tourism that was very exploitative and unsustainable (Smith and Eadington 1994; Mowforth and Munt 2003). Lacking critiques in sustainable tourism has made a lot of scholars to doubt its credibility and hence being labelled to as a marketing gimmick from the tourism international players (Lansing and De Vries 2007; Telfer and Sharpley 2008). The marketing and brain washing has been well received worldwide to the extent that there is no one country who has a tourism plan and does not adheres to the principles of sustainable tourism (Sharpley 2009). Sustainable tourism has been dormant for over one and half decades but now it is widely used. On the other hand, the lack of proper definition of sustainable tourism leads to difficulties in assessing the impacts sustainable tourism and how well it has been received. In fact, Sharpley (2009) argues that there is no proper linkage between sustainable tourism development and international companies.

“A tourism centric approach emphasizes the sustaining of tourism itself as an economic activity hub, maintaining and socio-cultural activities (Telfer & Sharpley 2008: 44). On the other hand, a development-centric approach considers tourism within a developmental context so that the goal is to promote sustainable development through tourism in the whole destination society (Telfer and Sharpley 2008). Both approaches are important and valid but require differentiation in the discussion of tourism and sustainable development. Sharpley highlighted the importance of merging both development and sustainability. According to Sharpley (2009), the sustainable tourism development should enhance the life style for all people, satisfaction of basic needs, self-reliance and endogenous development. However, due to the inequity dictatorship in terms of policy making in the tourism industry no one has benefited from tourism (Sharpley 2009). Similarly, Liburd (2010) Negative economic impacts such as low-skill, low-wage structures and long working hours, tourism dependent on several external factors are some major challenges faced by the host’s communities. In the countries where the community-based and participatory approaches have been used, tourism has managed to promote endogenous development and cater for the basic needs as defined in a local context (Sharpley 2000; Saarinen 2009).

According to Sharpley (2009) and Southgate and Sharpley (2002), the principles of sustainable tourism reflect more the environmental sustainability objectives. These include sustainable use of natural resources and limited pollution emissions, which are embraced by governments and tour companies, at least in principle, especially since sustainability supports their immediate business interests (Sharpley 2000). On the other hand, Sharpley (2009) for sustainable tourism to be viable all stakeholders should have a common ground in sustainable development remarks that (Miller et al. 2010; For example, Saarinen (2009) emphasizes that defining environmental sustainability in different tourism related contexts in southern Africa requires careful analysis of historically contingent on all impacts.

One approach to sustainable tourism is carrying capacity, which has been proposed as a mechanism to identify the maximum handling allowance of an area (Liu 2003). This entails the number of tourists which can be accommodated in a destination without putting pressure on resources (Liu 2003). However, such limits are difficult to define and carrying capacities may differ according to their environmental, social, economic or psychological dimensions.

Similarly, a community-based approach to sustainable tourism where the local communities have an upper hand in tourism (Saarinen 2009) which involve participation of local people at all levels therefore, the concept of sustainable tourism is not objective but social and loaded with power issues. Thereby participation of local people in all stages in tourism industry will help in poverty alleviation. (Saarinen 2009). This approach has been used in a number of studies where the focus of analysis has been the overall role of tourism in poverty alleviation and sustainable development at a local level (e.g. Ashley 2000; Luvanga and Shitundu 2003; Tao and Wall 2009; Mbaiwa and Stronza 2010).

## **2.5 Poverty Overview**

Thousands of families in third world countries are living in abject poverty. Southern Africa is not exempted from extreme poverty where majority rural communities and squatter camps on the outskirts of cities or towns where most people live an absolute miserable, most unfortunate and utter humiliation livelihoods. Poverty is the state of being inferior of life style or insufficient in basic spending amount, (Oxford English Dictionary, 2015). Poverty is a state when a community or individual cannot finance their daily living and hence will lack basic needs. Poverty can be an inherited disease that is difficult to eradicate from a household or community unless proper

planning or an exterior force has been exerted. The effects of tourism can be sickness such as HIV and AIDS, stress, murder, war, instability in the communities or country, armed robbery, domestic violence and to larger extent witchcraft especially in LDCs.

Poverty was chosen as one of the eight agendas of the summit and since then poverty has become a major topic of discussion highlighting alleviating poverty by 2030. Poverty can only be achieved which can only be achieved when communities work together with other stakeholders to plan ways of eradicating poverty conditions of the world's poorest people. Serious considerations need to be given to construction of transportation and telecommunication networks, infrastructure development such as schools to educate disadvantaged communities, healthcare facilities, shopping malls in the remote areas and shelter for the poor, training and development of both animal and crop farming, installing boreholes or water treatment plant that provide clean water for local communities. (Millennium Development Goals Report 2015).

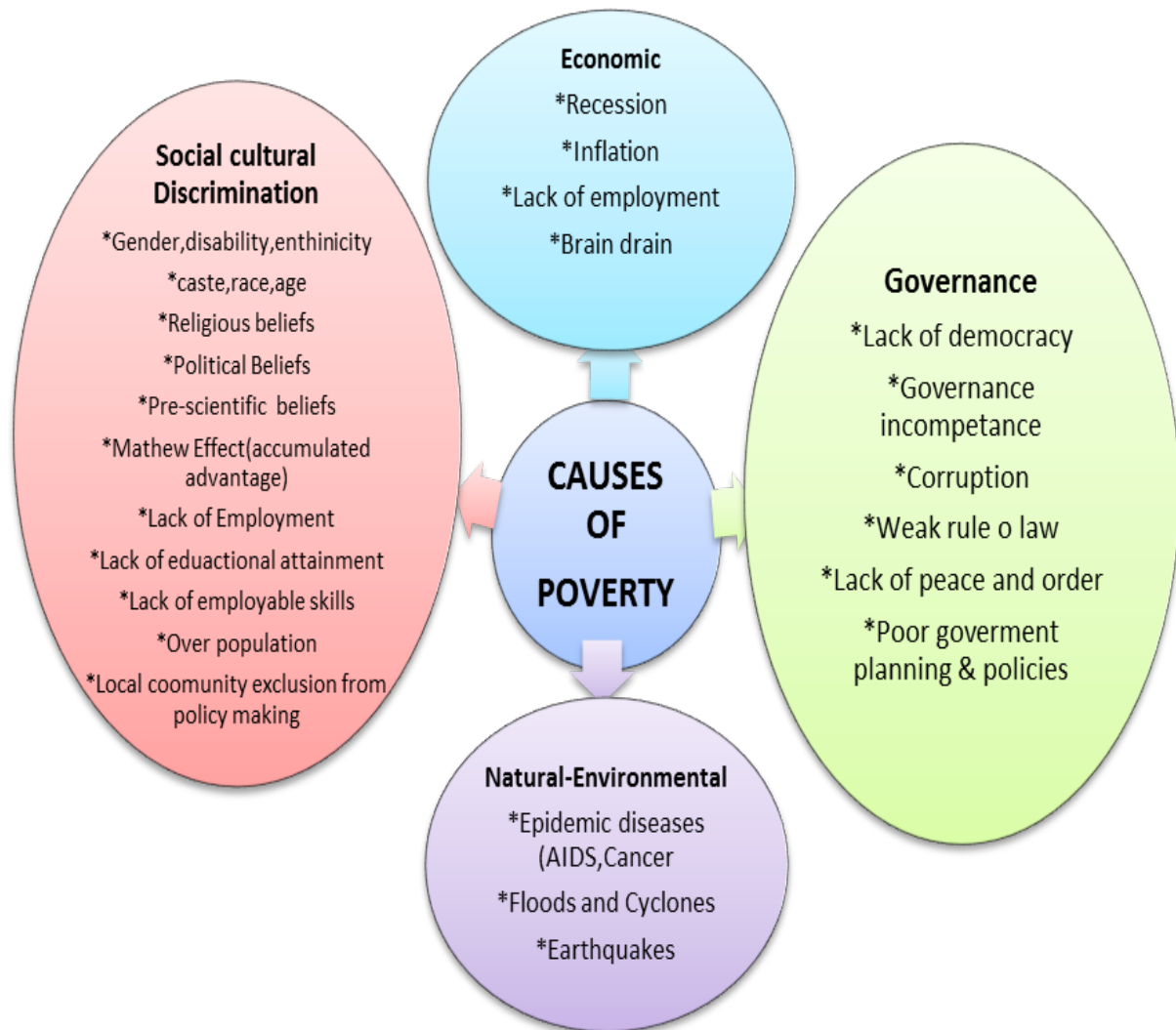
### **2.5.1 Causes of poverty**

New Internationalist issue on caste, July 2005, illustrates causes of poverty of the caste community of Dalits, India as mainly poor decision making, poor health status, and poor education. As illustrated diagram below, the Dalits Caste community will remain. It is not fair for the scholar only to single out poor decision making as the major cause of poverty in Dalits Caste community since there are many contributing factors to poverty and most of them the poor community will never disclose to the researchers unless the researcher is part of the community. The Indian culture is so secretive with their cultural values and tradition (New York: Human Sciences-1980:123. Namibians just like Indians are very secretive too, especially the rural communities in Zambezi Region hence disclosure of information regarding life style and culture is always taboo to discuss with strangers.

Poverty can be argued as direct cause of high fertility (rise in population) which will blow the poor communities problems beyond control. It is argued that it will take time to alleviate the communities' livelihoods which includes but not limited to increasing income opportunities, social insurance, expanding education, employment and health care for women especially in developing countries rural communities. The World Bank suggests that a good combination of sustainable development policies involving and targeting the poor communities, family planning and incentives will help alleviate poverty, (Allen and

Thomas,1992). [www.globalissues.org](http://www.globalissues.org) (March 2017) alludes that the poor will remain poor since they cannot earn much because of lack of skills related to the work, illiteracy, poor health and decision making .For the sack of this research, all causes of poverty are illustrated below and they are grouped into 4 four categories which are economic, Social-cultural discrimination, governance and natural-environmental causes.

**Figure 2.4 Causes of Poverty in Developing Countries**

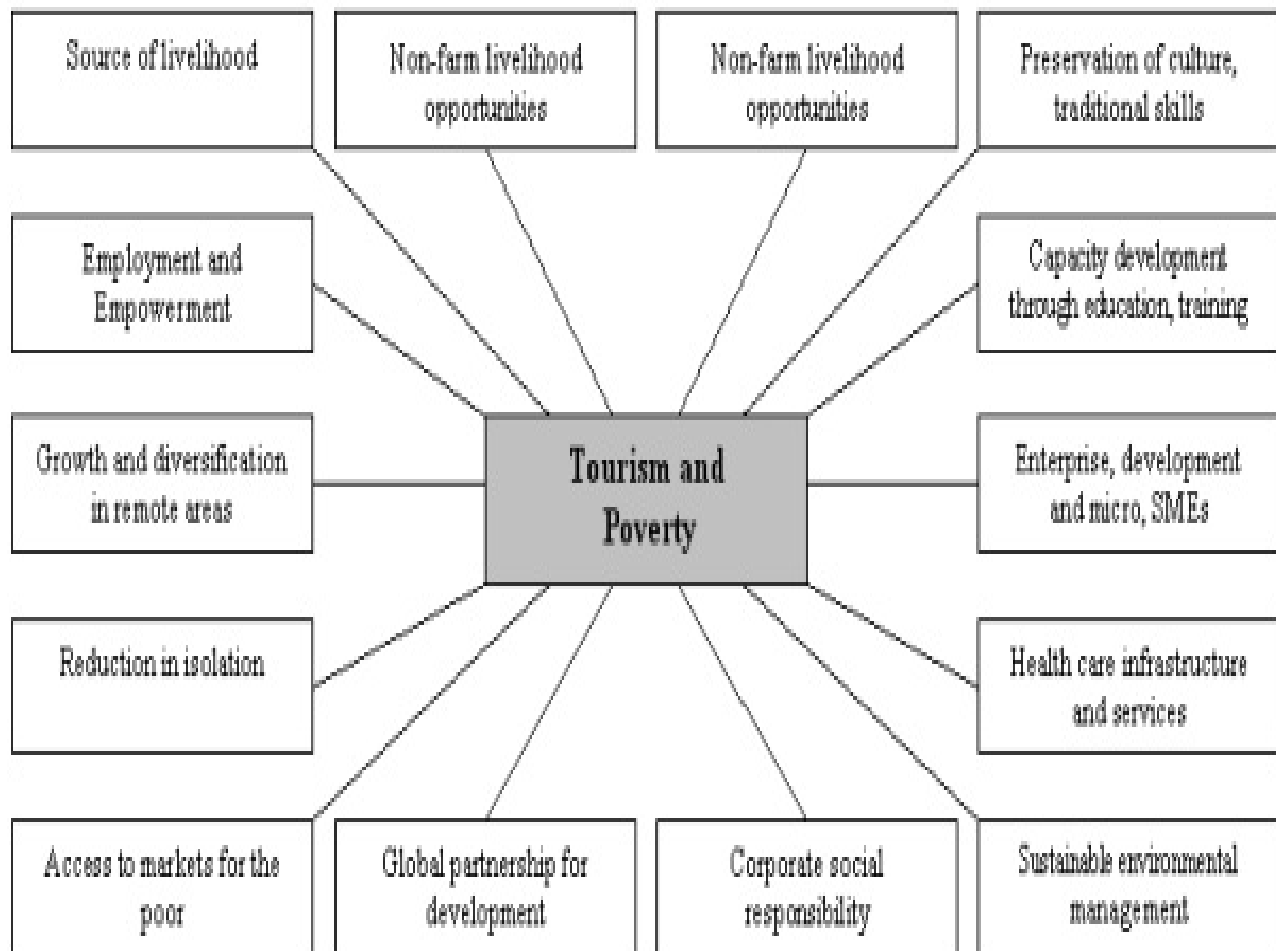


**Source:** Researcher's own construction (March 2017)

## 2.6 Pro-Poor Tourism

Pro-poor tourism is tourism that benefits all stakeholders including economic benefits to the local poor people (Roe and Urquhart 2001). Tourism can be used as a developmental tool in the communities (Haddison 2008). Pro-poor tourism approach can only be successful only if all stakeholders join hands and participate equally with the poor themselves given the front seat in decision-making, policy formulation and implementation through skills development, business partnerships, and gainful employment, affordable loans for entrepreneurs and tourism community development levies and taxes Ashley & Roe (2002) .

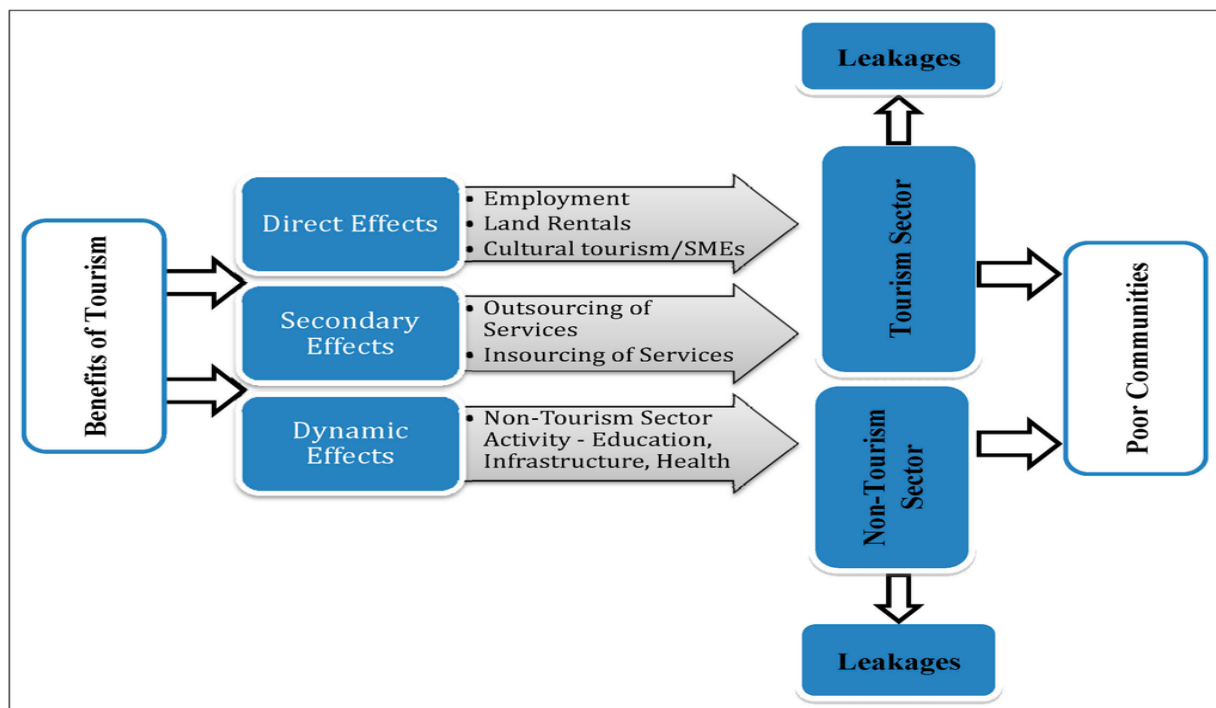
**Figure 2.5 Links between Sustainable Tourism and Poverty Reduction**



**Source:** UNESCAP (2010) Linkages between tourism and poverty reduction

Pro –poor tourism approach has similar concepts such a sustainable tourism and community-based tourism but the difference is that that pro-poor tourism has managed to benefit the poor (Ashley and Roe 2002). Zhao and Ritchie (2007) suggested that the concept called ‘anti-poverty tourism’ (APT) constituted of three themes which are destination competitiveness, local participation and destination sustainability with its main focus on poverty elimination in the host community (Mitchell and Ashley 2010) There is need to properly plan and involve the locals in pro-poor tourism, without locals taking a leading role, poverty will remain high.

**Figure 2.6 Pathways of Benefits to the Poor**



**Source:** Mitchell and Ashley, (2010)

Mitchell and Ashley (2010) avers that the poor can acquire tourism benefits through three pathways which are direct effects of tourism on the poor through income is very controversial since the poor do not have capital to invest in the tourism industry unlike the foreign investors who normally have both finances and experience in the sector. An introduction of indigenous economic empowerment in the case of Zimbabwe has both negative and positive critics (Onifade (2016). Tourism levies can be imposed on all tourism enterprises using percentage ratio or direct levies or gate fees from the national parks to benefit the whole community through the direct

effects which include such as good infrastructure and services, access to skills, networks and markets, as well as new channels for community organization.

The second pathway is secondary, indirect benefit flows from tourism to the poor through induced impacts which occur through supply chains in tourism and when tourism employees spend their salaries and hence boosting the economy and is described as ‘pro poor flows’ (Ashley and Hayson 2008). Pro poor flows from ‘inter-sectoral linkages’ or the supply chains are distinguished by its emphasis given to the proportion of poor among those who provide the supplies (Ashley and Hayson 2008). If you look at the case study of South Africa, inequality remains high even in PPT. The projects done by the local community to eliminate poverty will not change the lifestyle participating in the tourism industry but still favors the interests of the foreign investors.

However, there are multiple challenges in making the local supply match with required standards and punctuality in order to bridge the gap between small-scale tourism products and the international market (UNWTO 2004; Van der Duim and Caalders 2008). Torres and Momsen (2004) remark that ethnic and class differences between the local producers and the purchasers in the tourism industry may hamper equality in negotiations and cause misunderstandings. Furthermore, there are ethical considerations concerning, for example, sex workers. According to Mitchell and Ashley (2010) that is an important pro-poor flow but sex tourism itself reflects persisting inequalities in host societies and unequal power relations between tourists and the prostitutes. The World Tourism Organization has prepared detailed guidelines for tourism enterprises for establishing and maintaining local supply chains. These include improving information networks and setting ambitions and standards for the supplies, as well as providing assistance for the suppliers to meet the required quality and standards (UNWTO 2004). The third pathway to estimate the role of tourism in poverty reduction is through dynamic effects on macro and local economies. According to Mitchell and Ashley (2010), there is virtually no assessment of how dynamic effects specifically impact the poor. Nevertheless, they may encompass substantial benefits to the poor and therefore they are important to include in the analysis of tourism and poverty reduction. The dynamic effects include improvements in infrastructure and possibilities for human resource development. For example, road networks in rural areas may be improved due to tourism, and this may increase farmers’ ability to transport

their products to markets. An important component of tourism is tax revenue to the government but the impact of this on the poor depends on the effectiveness of redistributive policies. Furthermore, tourism may lead to changes in the entire production structure of a local economy, which may involve both positive and negative changes from the perspective of the poor. On the one hand, there may be encouragement to entrepreneurship and the development of SMEs, since tourism tends to support the discovery of new products and exports. On the other hand, a tourist boom may result in a surge of foreign currency that can cause the appreciation of the external value of the domestic currency, making exports less competitive. Similarly, a tourist boom can cause an increase in domestic prices.

The pro-poor tourism approach is usually criticized for being based on pro-poor growth ideology, according to which economic growth is seen as directly benefitting the poor in a society at the expense of other tourism industry stakeholders (Dollar and Kraay 2002; Scheyvens 2007; Harrison 2008; Mitchell and Ashley 2010; Clancy 2011). The PPT agenda places emphasis on the tourism market which is financed by foreigners as the key medium for poverty reduction and has failed to address major factors that help reduce poverty, such as finance or trade policies, global inequalities or donor responsibility in ensuring aid effectiveness and resource adequacy without considering the reasons why the sponsor has ventured into the business. This makes PPT impractical because no private investor would invest in a business venture where they do not benefit (Storey et al. 2005). Similarly, Gould (2005) describes poverty as a technical problem which can be solved through domestic national budget choices, instead of paying attention to external economic issues productivity of labor and patterns of accumulation such as income from the tourism industry or other economic related platforms of easier gaining without investment

## **2.7 Can Sustainable Tourism Benefit the Poor?**

An assumption that tourism can help in reduction of poverty in the local communities especially in Africa where tourism is mainly run by private foreign investors it can be politely be classified as a daylight dream even though pro-poor tourism approach has been identified as one of the positive and practical approach of eradicating poverty since the locals will participate themselves in order to achieve the Millennium Development Goals (IIED, 2001).



UNWTO, (April 2011) highlights the ST-EP seven mechanism of alleviating poverty in the host communities. There is a wide agreement on the importance and ways of trying to eliminate poverty which needs the direct and immediate intervention of the national and international sustainable development organizations governments should not only see poverty as inhumanity but in itself but a source of oppression and conflict .

The need to advocate for economic assistance to achieve economic improvement in the poor communities not only for direct economic benefits but also to reduce war, crimes, prostitution and violent oppression of internal population,(Galbraith,1990).The major problem of this approach is the over- dependency of developing countries to the first world countries( Cardoso and Fallestt ,1979) , (Toye ,1987) and therefore lack of international policies and funding to implement development projects becomes a stumble block to many poverty stricken rural communities in Africa. As Scott (2011) avers that a lot still need to be done in Namibia pertaining policy formulation and analysis especially on ways to include the local people not only as employees but as decision makers pertaining signing win –win contracts with foreign investor as community partners or individuals.

Even though UN pledged to eliminate hunger in the world, most people are suffering especially in the developing countries where most people are living from hand-to-mouth, higher mortality rate, high infant mortality. Poverty is a blatant attack on human dignity and has many faces that include but not limited to low income, malnutrition, starvation, persistence diseases and ill health, lack of education, chronic unemployment and underemployment, lack of decent shelter, lack of decent proper clothing, lack of access to social, legal and information services and the ability to assert legal or political rights,(Pintasilo,1996).Poverty leads the victims to powerlessness, humiliation, and loss of faith in the future. Failing to meet set life basic standards will automatically leads to psychological thinking of lacking all life essentials which normally leads the victims to make regrettable decisions such as robbery, raping or even murder.

Tanzania is one of the African countries that has managed to help eradication of poverty in the poor communities through sustainable tourism development using a growth strategy to strengthen and uplift the multiplier effects .Tanzania tourism sector has linked to the domestic economy using backward linkage were all tourism supplies has to be procured locally thereby boosting employment of local people in their communities, infrastructure development through

tourism and upgrade of public services there by emancipating the local people (IMF Report, 2011 ).The involvement of all stakeholders including local people in sustainable tourism developmental projects has helped in changing livelihoods in Tanzania(Murphy,1994).Namibia is not an exceptional it can succeed in clear and attainable goals ,policies are set and implemented with the involvement of local people.

## **2.8 Poverty Measurement**

Africa is the poorest continent in the world to the extent that those who want to source donations use photos of poor people dressed in rags, sick people without medication or starving kids with malnutrition. Poverty has become a life style in most countries in Africa. Even though there is a wide adoption of poverty reduction as a global development goal, the definition and measurement of poverty is still vague, for example, poverty can be defined in absolute or relative terms, as a subjective or objective phenomenon and from narrow or broad perspective (Greig et al. 2007; Eskelinen 2009). Rahnema (1992) argues that global poverty is a modern, Eurocentric construct in which most developing countries and the host communities have an insignificant overall income in comparison with those dominating the world economy. This has led to a set of interventions, including the SAPs, which prescribed universal tools for addressing global poverty. The PRSPs have produced a familiar neoliberal template which is applied across Africa (Steward & Wang 2003).However; this has been labelled as a tool of ‘globalization of poverty’ (Chossudovsky 1999; Willis 2005; Graig and Porter 2006). It can be concluded that insufficient attention is paid in poverty reduction and thereby strengthening global inequality (Wilska et al. 2004).

“Economic measures of poverty focus on material needs, typically including the necessities of daily living such as food, clothing, shelter, or safe drinking water. Poverty in this sense may be understood as a condition in which a person or community is lacking in the basic needs for a minimum standard of well-being, particularly as a result of a persistent lack of income”, (“Measuring Poverty.” Boundless Sociology Boundless, 08 Aug. 2016). According to the World Bank, definitions of poverty include low income and the inability to acquire the basic goods and services necessary for survival with dignity (World Bank -Attacking Poverty (2000/2001, and “Measuring Poverty.” Boundless Sociology Boundless, 08 Aug. 2016. Poverty also encompasses

low levels of health and education, poor access to clean water and sanitation, inadequate physical security, lack of voice, and insufficient capacity and opportunity to better one's life.

Laderchi, Saith and Steward (2003), distinguish four major approaches to poverty, three of which have been specifically applied to developing countries. The monetary approach is the most commonly used and it is based on quantitative identification of a poverty line which differentiates the poor and the non-poor. For example, the World Bank defines poverty in absolute terms by focusing on individual income or consumption level, which in the case of the poor is less than US \$1,25 (previously \$1) per day. Even though such an indicator has been criticized for narrowness and inappropriateness in capturing deeper aspects and the heterogeneous nature of poverty, it dominates the poverty discourse in most international development agencies. In addition, the World Bank's poverty line (\$1) is the basis for measurement of the first Millennium Development Goal which aims to halve the population living in extreme poverty by 2015.

The capability approach, Sen (1999) emphasizes on the individual freedom to live a fulfilling life. It regards monetary income as an inadequate measure of well-being, and instead views poverty as the deprivation of basic capabilities which differ across cultures and people these basic capabilities are the Maslow's basic hierarchy of needs such as shelter, food, education, water, oxygen (Martinetti and Moroni 2007). This approach led to the development of the Human Poverty Index (HPI), which encompasses measures of literacy, life expectancy and standard of living used by UNDP as a measure of socio-economic development for all countries of the world.

The participatory approach was designed by (Chambers 1997, 2007) which uses participatory poverty assessments (PPAs) which has been used by World Bank in developing countries since the 1990s. Local people's views and opinions are essential in PPA for policy formulation and implementation (Norton et al. 2001). According to Chambers (2007), PPAs have opened up aspects of poverty, which have been overlooked or given insufficient priority in traditional poverty analyses. It has been acknowledged that the participatory approach includes multiple dimensions and several of its aspects are contested. For example, the PPAs have been criticized because ultimately they have been interpreted by external 'professionals' and used for institutional purposes, while having little practical impact on the poverty situation at the local

level (Laderchi et al. 2003). Similarly, Graig and Porter (2006) comment that PPAs add little wider analytical scope to the structural nature of poverty and they routinely exclude poor people's political organizations such as unions and parties. Nevertheless, Chambers (2007) asserts that a new paradigm can be identified which advocates participation and pluralism of perceptions of poverty

Poverty measure is based mainly on estimates and those who live below a \$1, 25 a day are considered poor. The poverty measure is widely used by governments, NGOs, World Bank, IMF and researchers for decision making, policy formulation and implementation in both developed and developing countries hence for accuracy reasons it should be evaluated regularly (Renwick, Trudi, et al. 2015) .

Poverty can be measured through economic measures which are the quantifiable measure for example the use of poverty datum line and social measures of poverty which may include unfair distribution basic needs ,exclusion of people by social class, affiliations and relationships (Obadina 2008).

## **2.9 Inequality in Sustainable Tourism**

Tourism is classified as a major cause of social inequality even though the sector is growing daily, the destination countries should be concertized about its consequences. It has been labelled a source of injustice and inequality by its association with social classes of life which are used as way of dividing people. For sustainable tourism to benefit all stakeholders ,a holistic approach in policy formulating and implementation towards social inequalities has to be implemented by setting strategies that aim to remove life social classes regardless of race, gender, financial status, sexual affiliation, political affiliation other than concentrating only on developmental issues which will benefit a few elites (Cole and Morgan 2010). In support of other authors, Alama and Paramatib (2016) conclude that tourism can widen the gap between the rich and the poor significantly. Telfer and Sharpley (2008) ; Schilcher (2007) LDCs who want to venture into the tourism industry must be equipped with knowledge of its complexity , uneven distribution , and to elevates its tourism industry as the only way of economic development.DE Kadt (1980), Lea (1988) and Britton (1982, 1989) has questioned the unequal share of tourism proceeds between the host developing countries and the tourists originating first world countries. To the extent that Nash (1989) ; Britton (1996) and Brohman (1996 regarded

tourism as a form of smart colonization since the rich countries dominates central system of power surrounding land and all its components in a civilized professional manner.

Unequal power relations is one of the characteristics of tourism industry globally, there have been pressures on developing countries to prioritize international tourism in their economic strategies by welcoming foreign capital and making fiscal concessions (Lanfant and Graburn 1992). Similarly, Milne and Ateljevic (2004) argue that tourism must be viewed as a global transaction process. Burns and Holden 1995; Meethan 2001; Clancy 2011 agrees that there is direct competition between tourism SMEs and multinational corporations which normally cripples the local entrepreneurs because of lack of exposure, knowledge and global market stamina by their continuous use of vertical integration. That automatically means all tourism products or services are owned by the parent company and sell a full package to the tourists and leaving nothing for the local entrepreneur who will be patiently waiting for the walk ins. The current free market policies favor larger and stronger multinational corporations at the expense of weaker and smaller SMEs (Jauch 2001; Shaikh 2005).

The use of dependency theories by most of these authors on theoretical approach can be argued as outdated but the exploitation and inequality in tourism industry leaving the local communities with multiple scars of poverty such as hunger, high illiteracy level, lack of health care, diluted tradition and cultural beliefs, inflation and completion of basic resources is still regarded as a critical topic in which need emergency care unit (ICU) approach by policy makers in Namibia. The major issue in this study is sustainable tourism as a tool of poverty reduction in the local communities or it's only benefitting the tourist generating countries through the multinational companies.

Women are the major players in the tourism industry and yet the sector has turned a deaf ear to the rights of women especially on the negative impact that tourism has in the local communities in the poor countries such as Namibia. Women are mostly affected by gender discrimination in the tourism industry though it is not openly discussed in tourism theory and practice (Equality in tourism: Creating change, 2016; Cole and Morgan (2010) and (2009). Regardless of the women's position be it part-time room maid, professional woman, basket weaver or entrepreneur it is every women right to a fair treatment and future. The decision-making processes in tourism falls in the hands of men and hence new policies should be implemented so

as to treat all tourism players fairly regardless of sex. According to UNWTO (2014), gender equality is an essential component of a sustainable tourism industry especially on poverty alleviation. Fairness at work, education and all other aspects of development should be considered for positive economic growth even though women rights have not been recognized by most countries especially in LDCs alike Namibia where women's roles are well defined as child bearing and rearing which makes it difficult for women to take a leading role in tourism decision making and policy formulation.

“The significance of tourism in Africa's development has been highlighted by a number of institutions such as the Economic Commission for Africa (ECA), the New Partnership for Africa's Development (NEPAD) and SADC such as policies in all African countries which has increased the awareness of the potential of tourism and the fact that tourism is a significant economic force” (NEPAD 2004). NEPAD was formed by African leaders as a pledge to extricate the African continent from under-development and global marginalization. It has many critics as a home-grown version of the Washington Consensus (Bond 2006; Melber 2009). Cleverdon (2002) pointed out that the governments of SADC countries have invested in tourism insignificantly. Tourism development in southern Africa heavily depend on international funding and foreign investment. For example, 34 percent of the World Bank's tourism-related lending is in Africa (Mann 2006). Tourism is promoted in Africa because of media which plays a big role in making Africans being followers and western countries being the trend setters. The African countries expect tourism to bring the much needed foreign exchange, which is required by most African countries for repayment of their foreign debts even though most of the times it is questionable where the money was spent.

Another example of the unequal power relations within tourism relates to the so-called fortress nature conservation /national parks such Bwabwata, Nkasa Rupara, Mudumu and Mahango National Parks and the recently formed peace park named KAZA TFCA which joints together all the four national parks Zambezi Region to other national parks in Botswana, Zimbabwe, Zambia and Angola to form an open peace park for as in Namibia. Most of these parks in Southern Africa were formulated during the period of colonial rule to support the interests of the imperialists. These conservation approaches are mostly done without consulting the local communities which are normally the ones that are hit hard by any negative impacts of these

policies (Brockington 2002; Wilshusen et al. 2002). Dowie 2009, local populations were evicted from their on marginal land for little or no compensation to allow the establishment of national parks and forced to resort to illegal hunting, which was regarded as poaching (Matengu 2003; Ojalammi 2006; Hoole and Berkes 2010; Kreike 2010). Meanwhile, hunting was reserved for the colonial masters as an exclusive pleasure activity (Spierenburg and Wels 2006). At the same time, the local community user rights were immediately restricted or completely removed, for example collecting firewood, wild fruits and roots for food, traditional medicinal plants and grass for thatching in the national parks (Ferreira 2003; Uddhammar 2006)(Scheyvens 2002; Ojalammi 2006). The environmentalists now have taken from where the colonizers have left. The environmentalists' advocacy groups are NGO's directly or indirectly sponsored by the former colonizers or some of the rich countries. This causes former local resource users and owners to become "conservation prisoners" in their own ancestral land in the name of sustainable tourism with few benefits. The states leaving all the power to the foreign sponsored environmentalist in form of NGO's backed by the police force /military force to enforce the law especially in the national parks which are highly protected.

Most game parks and other protected areas which were created during the colonial era in southern and eastern Africa were established because of excessive hunting by the colonial hunters (Scheyvens 2002; Jones 2006). As Landau (1998) states, "The big game hunt is regarded as extreme leisure and power by colonizers to date. Years back the sub-Saharan Africa colonizers killed a lot of animals in barbaric hunting expos which is exemplified by the killing of Cecil the Lion in Zimbabwe by a hunter".

"For a country that has been largely left to its own fate, the sudden spike in international interest in Zimbabwe did not come from the high unemployment figures, the food shortages, the state persecution of vendors, the lack of medicines, the lack of cash - but from a lion named "Cecil" by conservationists", ( [www.bbc.com/news/world-africa](http://www.bbc.com/news/world-africa) ,2015). Yes it is true Zimbabwe is facing economic meltdown but they still have freedom to express their irritation on Cecil the lion. The mistrust and conflicts have caused the environmental laws to be neglected by the host communities because they have realized that conserving the environment is does not benefit them but only the environmentalists and the foreign investors benefits. (Johannesen and

Skonhoft 2005). Tourism to Africa, which came to represent the epitome of wilderness, untamed, unspoilt nature and pristine peoples, developed out of European Romanticism (Van Beek 2007).

The local people however feel that if these sustainable measures introduced by the rich country would work, why then did they not use them to conserve their own nature and wildlife. The major reason why the international conservationists are interested in conserving the environment in Africa is for personal aesthetic values other than maintaining African heritage and culture, sustainable tourism and development which is aimed to alleviate poverty in the host communities (Neumann 2000; Johansson 2008; Harper and Rajan 2007; Brockington and Scholfield 2010). Even though the governments are in support of the exploitation, it is clear that it is to fill the pockets multinational corporation who funds the projects for personal gain (Dowie 2009). Vast national parks with abundant game and surrounded by indigenous poor people have dominated the European image of Africa until today, hence the need to maintain virgin land (Draper et al. 2004). Furthermore, Africa fits into romantic episodes tourists' fantasies of both remote and developed scenic areas with classic five star hotel fusion in the middle of nowhere thick untouched natural environment all this at the expense of the host communities. (Urry 2002) As Purported by Wishetemi, Spenceley and Wels (2007) African sculptures are highly rewarded for art that resembles and acknowledges the former colonial masters as well as the tour operators who market poverty stricken areas as a tourist destination to the tourists without realizing the negative effects it causes to African cultural dignity for the love of money.

## **2.10 Chapter Summary**

This chapter consists of the important aspect that exists in literature about the relationship between sustainability and poverty alleviation. The literature review on sustainable tourism and poverty alleviation showed that sustainable tourism is a vital element in poverty alleviation though many authors agreed that for sustainable tourism to alleviate poverty; smart policies should be designed and implemented by all stakeholders including the poor taking a leading role. The next chapter is going to distillate on the methodology of the research.



## CHAPTER 3

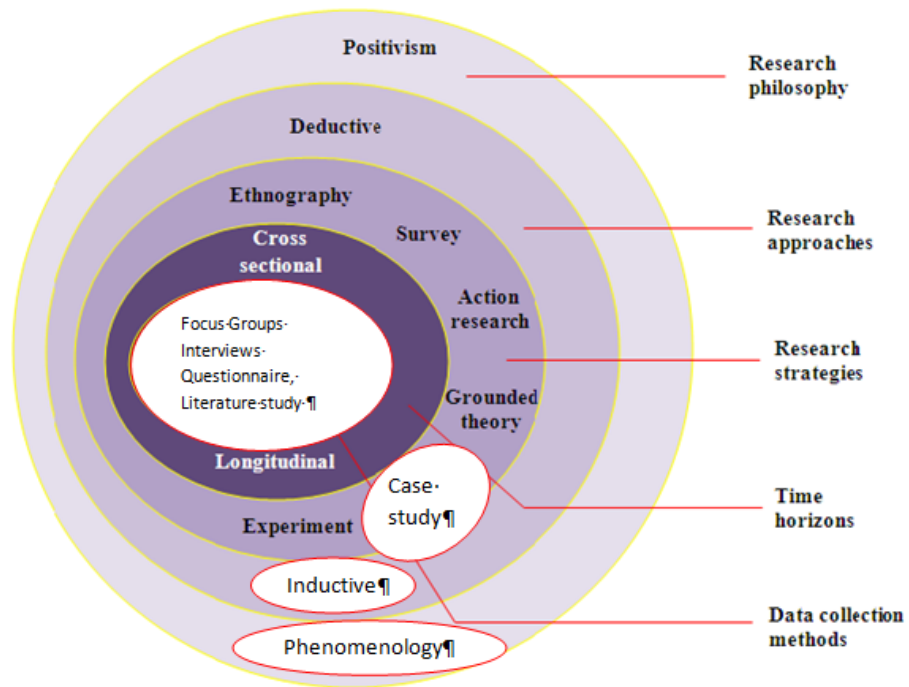
### RESEARCH DESIGN AND METHODOLOGY

#### 3.1 Introduction

The purpose of this section is to describe the research process on how this study is conducted in a systematic approach. A systematic approach to the research process helps to link the study design activities. An organized approach to research expects results of high credibility and relevance to solving the problem under study (Knox 2004).

My study follows the research process as postulated by Saunders et al (2007). Figure 1 illustrates the research process.

**Figure 3.1 Research Onion**



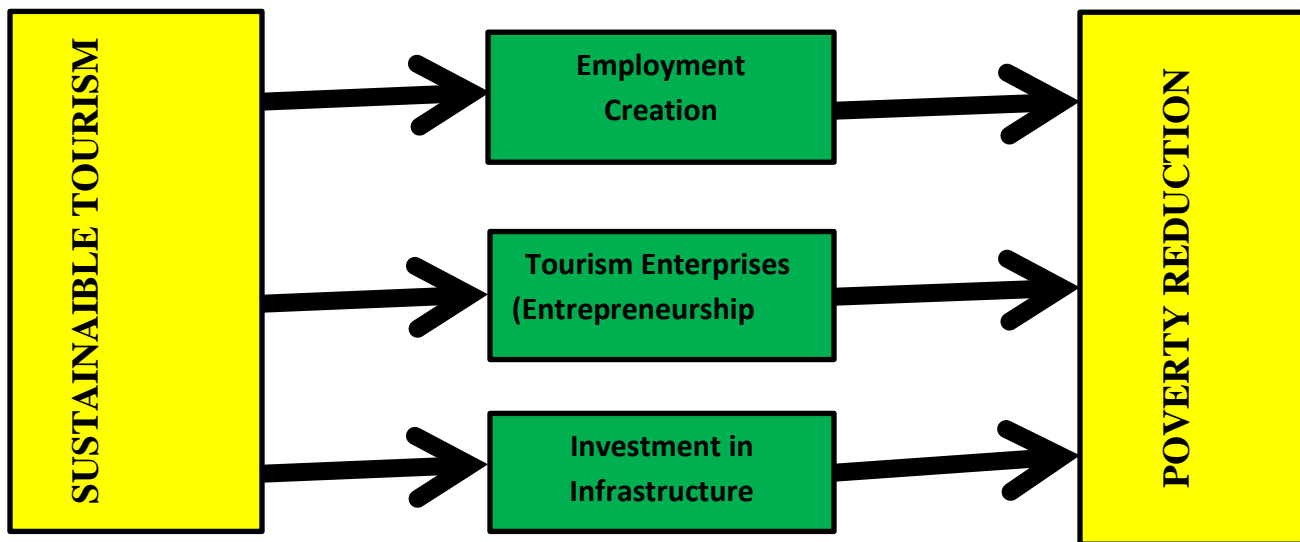
**Source:** Research process onion; Adapted from (Saunders et al, 2007)

From the diagram above I will adopt a phenomenologist research philosophy and a qualitative inductive approach. A case study research strategy will be used in the research. The data collecting methods to be used in this study are literature study, focus groups, interviews and questionnaires. The next sections present justification and discussion on the selected (encircled) research process components.

### 3.2 Research Philosophy

Researchers taking the phenomenology stance have a deep and empathetic knowledge of people's cultural activities and their experiences (Smith & Heshusius, 1986, Blaxter et. al, 2001). My study focuses on an analysis of economic impacts of sustainable tourism towards poverty reduction in the local communities (Zambezi Region –Namibia), thus requires the involvement of all stakeholders in the decision making, policy choices and implementation that would help in poverty alleviation in the local communities

**Figure 3.2 Research Model**



**Source:** Researchers Own Construction (2017)

The model above will be used in this study. It illustrates the relationship between sustainable tourism and poverty reduction by considering the mediator variables which are employment, entrepreneurship and tourism. Poverty can be reduced through adopting sustainable tourism practice in a country if it is properly planned by involving all stakeholders.

### **3.3 Research Approach**

The predominant research approaches under consideration are qualitative research and quantitative research. Quantitative research entails the collection of numeric data that is quantifiable and measurable as way to express and interpret an investigation (Babbie and Mouton, 2005; Trochim, 2006). “Qualitative research involves investigating personal feelings, emotions and values usually descriptive hence difficult to quantify as well to fit into particular theories since there are no facts involved (Welman and Kuger, 2001). The predominant research approach under consideration is qualitative research. Qualitative research is very important when gathering a more information since it’s done in an interrogative way and is mostly used in social sciences and market research as well (Denzin et al 2005), qualitative research is a study of people and events (Weiss, 1998). Figures only cannot explain in detail the study. Even though figures are equally important in a tourism research, qualitative systematic approaches helps in understanding actions ,and problems as well as processes, tourism research is therefore is not bound to a single approach and is free to mix different approaches and methods (Phillimore and Goodson, 2004), (Sheikh, 2010).

“All research ultimately has a qualitative grounding” (Campbell, 2007). In this Study most data is gathered as qualitative data but to prove validity of the study most of the explanation quantitative approach was also used. The qualitative technique was mostly used in this study because it is needed more descriptive and verbal information since not all respondents populace is literate (Frateline, 2007). "There's no such thing as qualitative data, everything is either 1 or 0" (Miles and Huberman, 1994). Quantitative data collection method (questionnaires) were used to collect the information about local community poverty levels and ways of eradicating it, income earning, and also to see the deep the insights of the economic impacts of sustainable tourism in local communities in Zambezi Region.

Following this premise I will adopt a qualitative approach in understanding how positive economic impacts of sustainable tourism are helping in poverty alleviation in the local

communities in Zambezi Region. Qualitative research is complemented by an inductive logic of reasoning (Trochim, 2006). Using inductive reasoning I will inquire the percentage of local entrepreneurs in the and how their lives has been influenced. I will inquire about infrastructure development through tourism and how it is helping change livelihoods of the local people ,percentage local residents employed in the tourism industry and how the local communities livelihood have been economically emancipated by sustainable tourism. This study will inquiry about the defined roles of tourism stakeholders and how they can be used to level the ground on inequality in the sector, barriers of sustainable tourism, formulation of new economic development strategies through sustainable tourism with the main focus on poverty eradication the local communities of Zambezi Region.

### **3.4 Research Strategy**

A research strategy is defined as general plan to be followed on how the researcher should go about answering the stated research question (Saunders, 2007). In this study I will adopt case study strategy. Yin (2008), define case study as an exhaustive investigation of an observation within a defined area as to reveal unknown evidence. According to Yin (2008) the following steps has to be followed in conducting case study research; selection of case(s), sampling, and selection of data collection and tools.

### **3.5 Selection of Case(s)**

This research is based on analyzing the economic impacts of sustainable tourism towards poverty alleviation in the local communities. A single case is investigated in this research. I have selected the Zambezi Region, Namibia as the case to analyze the extent to which the local communities have economically benefited from sustainable tourism.

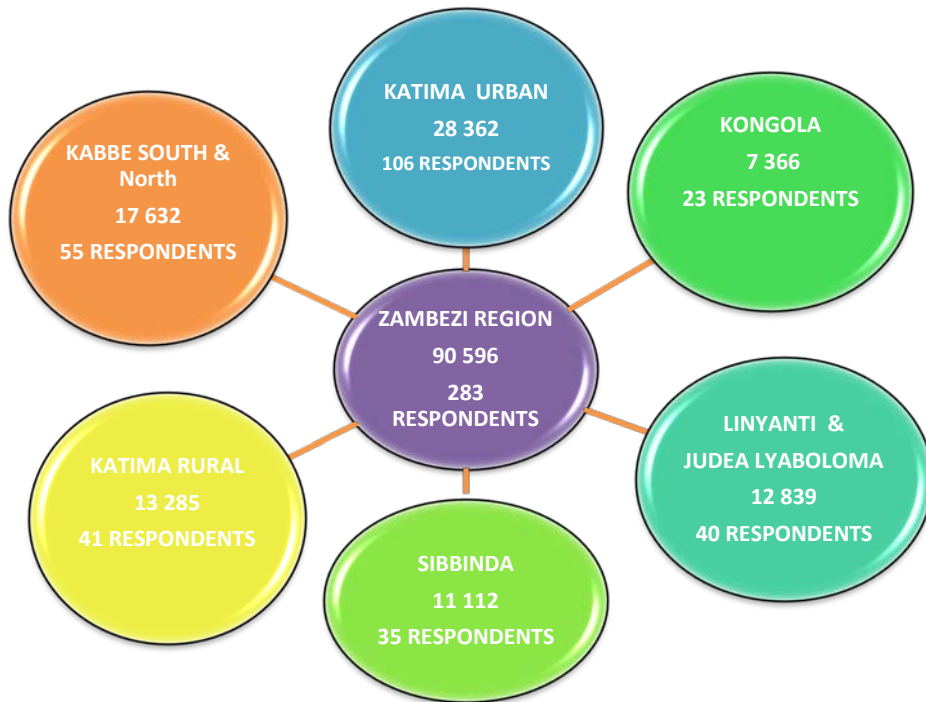
### **3.6 The Study Area**

This study shall be confined to the local residents who have stayed in the region for not less than one year, and participants will be drawn from the 8 constituencies in the Zambezi Region which are Kabbe ,Katima Mulilo Rural ,Katima Mulilo Urban ,Kongola ,Linyanti ,Sibinda ,Judea Lyaboloma ,Kabbe South .

### 3.7 Sample Size

The research will focus on 300 respondents from a population of 90 596 in eight constituencies in Zambezi Region, Namibia .The sample respondents will allocated per constituency roughly as follows:

**Figure 3.3 Zambezi Region Constituency Population and Sample Respondents**



**Source :**Researcher's own construction ( 2017)

### 3.8 Sampling

Sampling refers to the criteria of selecting representative participants in the selected population case (Yin, 2008). According to Trochim (2006), there are two classes of sampling techniques which are: probability and non-probability sampling. Probability sampling method includes setting random selection equal chances of the representative cases within a population (Doherty, 1994) “whereas non-probability sampling selection method does not depend upon the rationale

of probability theory; therefore, the probability of a population entity being included in the sample is not certain”.

For this research the researcher will use non-probabilistic sampling. The researcher takes the stance that an analysis of positive economic emancipation of local people's livelihoods through sustainable tourism is based on the subjective opinions and preferences of people thus no probabilities the researcher will therefore use non-probabilistic purposive sampling to select the local residence participants from different households who have stayed in the region for over one year. The researcher will select both female and male participants randomly and it will also consider all age groups. The rationale for this selection is to determine the current state of poverty in the local community and how far sustainable tourism is helping in its eradication.

### **3.9 Data Collection Methods**

The following data collection methods will be used to gather data from the selected samples are focus groups, interviews, questionnaires and secondary data.

#### **3.9.1 Questionnaires**

The questionnaire is used to gather the preferences and opinions of people who have been left out in both focus group and interviews (Munn et al, 1990). The purpose of questionnaires is to get much information on the subjective opinion of the people with respect to poverty alleviation. The questionnaire will have structured questions on how people perceive the current state of poverty in the region and probe them on their opinion on ways of reducing poverty. The questionnaires will be administered online using a web based administration. A link to the online questionnaire will be sent to the people for them to complete it online. The target audience for the questionnaire is all local residents of Zambezi Region who have stayed in the region for a period above five years. The sample size will 300 respondents from a region of 90 596 people. It is envisioned to send out 600 questionnaires with an expected return of 400 respondents. The participants will complete the questionnaires anonymously.

### **3.9.2 Focus Groups**

Focus group is a type of qualitative data gathering technique in which a discussion group, usually between six and eight gather and talk about their perceptions, opinions, beliefs and attitudes towards a study or topic under investigation (Henderson, 2009). The research intend to have at one focus group meeting which consists of six academics which will be selected from three universities namely ;Namibia University of Science and Technology (NUST), University of Namibia the tourism(UNAM) , International University of Management (IUM) and Lingua International College (Namibia Ministry of Education ,Arts and Culture,2016) and all of them have a School of Tourism and Hospitality where two respondents were randomly picked from the each university and college.

Focus group meetings will ensure that the researcher gathers data from a broad spectrum of the people on their stance with respect to the current state of local people livelihoods, challenges and ways of eradicating poverty, how all stakeholders should implement transparency, clear roles of all stakeholders, equal participation in policy formulation and implementation as well as equal share of the cake .A list of between five to ten questions will be used to guide the group discussions. These respondents from the focal group are the top tourism policy makers in Namibia. The researcher will lead the discussion with the aid of an observer whose role will be to take notes. An audio recorder will be used to capture every conversation during the discussion. The recorded conversations will be consolidated with the notes taken by the observer for transcription and analysis. All conversations will be held in English.

### **3.9.3 Interviews**

Interviews were used to gather local communities' opinions on their sustainable development from their councilors who directly work hand in hand with the local people as well as the tourism private sector's opinion on ways of emancipating the local peoples' livelihoods by avoiding conflicts between the community and the private industry. Formal and informal interviews were done. Informal unstructured interviews are not strict and are done in a normal conversation manner so as to allow the respondents to be free to narrate in their own words and the important thing is that the researcher should listen carefully (Weiss, 1998). Open-ended questions were used so that the participant explain and air out their points without limits (Weiss, 1998).

Interviews were done to two respondents from Zambezi Regional Council, Namibia Tourism Board and Ministry of Environment and Tourism, NGOs and lastly 8 from the tourism enterprises sampled from a population of 37 lodges in Zambezi Region. These Tourism representatives will purposively sampled as defined population space.

The participants interviewed using semi-structured questions complimenting the questionnaire and focus group discussions. The purpose of the interviews is to get in-depth understanding of the perceptions of the other stakeholders in detail. As Leedy (2003) states, the interview method allows or offers both the interviewer and interviewee the chance to clarify their questions and answers. Saunders (2000) indicates that, the researcher will use interview sheets as a tool to ask, and systematically recording answers.

### **3.9.4 Secondary Data Gathering**

Secondary data desk research method was used to gather secondary data in this study. “Secondary research (also known as desk research) involves the summary, collation and/or synthesis of existing research rather than primary research, where data is collected from, for example, research subjects or experiments” (Crouch; Sunny Crouch, Mathew Housden 2003). Most of the quantitative data was gathered through this method and this is highlighted by references to secondary sources such as , Academic journals, books, government sustainable development statistics and policies , internet ,magazines, newspapers, annual reports of local governments and organizations such as Namibia Tourism Board ; Ministry of Environment and Tourism; NGOs; World Tourism Organization have been gathered throughout the work to support explanation especially in the chapter two consist of literature review. Desk research based on the published and non-published reports will be used as the secondary data sources. Academic discourses on the topic shall be used by the researcher as a standard measure and assessment technique (Cohen, 1996). Statistics on tourism receipts and employment rate in Namibia were collected from these several secondary sources to gather information about economic impacts of sustainable tourism towards poverty alleviation on local communities in Zambezi Region, Namibia. Study of existing literature on ways, causes of poverty, sustainable tourism inequality, barriers to sustainable tourism and economic benefits of sustainable tourism with only three variables selected which are employment creation, infrastructure development



and tourism enterprises (entrepreneurship) which forms the basis on the conceptual framework through which the frame of reference for research enquiry was built.

### **3.10 Data Analysis**

The researcher analyzed samples of statistics and policies of international, regional and national communities that have managed to positively transform the livelihoods of local residents through sustainable tourism in the literature review. Shumba and Kaziboni (2005) credit this method as an advantage to the researcher that she interacts with printed materials which are non-human in nature. Published government reports provides accurate statistics on what is on the ground with regard to the area of study were also discussed in the literature review as well as chapter 4 on overview of Namibia.

The data collected from various data collecting methods was triangulated. The quantitative data (questionnaires) was analyzed using SPSS software .Triangulation increases the credibility and validity of the results of this qualitative study especially (Miles and Hubberman 1994) and focus group and telephonic interviews were analyzed through data triangulation and methodological triangulation through comparing descriptive statements and comments from the respondents with the descriptive data on the questionnaire( Guion , 2002).

### **3.11 Ethical Considerations**

Respondents who gave informed consent indicating that they are willing to participate in the research were used. In order to do so, they were informed that their privacy is protected and what the outcome of the research would be used for academic purposes only. Henning (2004) further indicated that consent shall also be obtained from role players in the research such as the moderators and the observers. In this study, the researcher invite the experts such as government officials to act as moderators and another expert shall be engaged from the NGOs as observers during the focus group session. Munhall (1989) asserts that the researcher shall aim to treat all content with utmost discretion and ensure that no specific individual shall be implicated through the results of the study.

The researcher guaranteed all respondents the following; no names of people or organization or job titles shall be used, the research is strictly for study purposes, the researcher will not be

involved or allow participants to be involved in political discussions ,if any politically motivated information is gathered ,it will be immediately discarded as irrelevant information through sensing of information ,which is one of the major fears of most respondents in Africa. The researcher will be liable for proper handling and disposal of information used in this research.

### **3.12 Limitations of Study**

The researcher faced difficulties of accessing some government information because of its sensitivity nature and also the bureaucratic channels and procedures before gaining access to the participants. However the researcher used her influential connections in the government an entrepreneur, Tourism Consultant and tourism and hospitality lecturer to access the documents for the success of this study.

### **3.13 Chapter Summary**

The chapter discussed in details the research methodology used which are; data collection, designing of the research instruments used such as questionnaire and interview checklists. Four data collection techniques were used in the study which is focus group meetings, interviews, and surveys in the community and literature review analysis. Limitations associated with each technique were discussed. Multiple methods were adopted so as to improve validity and accuracy of results as well as comparison from different people, using different angles with the questionnaire being the major and focus group, interviews and secondary data in form of literature review as supporting methods.

## CHAPTER 4

### OVERVIEW FOR NAMIBIA

#### 4.1 Introduction

“Africa is clearly a land of extreme poverty. The continent epitomizes destitution, its images commonly used by media and charity organizations to depict human want and suffering. But precisely, how poor are African countries?” (Obadina, 2008). Poverty is ‘a handle with care issue’ in Africa with most governments tending to ignore poverty discussions which is evidenced by lack of accurate documentation and statistics of the poor except opening only when they want donor finding. Even though poverty has decreased in some urban areas, rural areas especially in Southern Africa grapple with extreme poverty (World Bank 2015). Unlike in developed world, Africa suffers from absolute poverty where one has no access to basic essential needs such as clean and safe drinking, basic food and nutrition, education, health services and decent shelter.” Rather than follow GDP statistics that tell us little about the real economy, African governments should concern themselves with the quality and structure of the growth they pursue. We should focus on those aspects of human existence that define our poverty and ignore those aspects of wealth in the west that are cultural. Africans are not poor because they do not eat beef-burgers, have private cars or attend beauty salons. They are poor because they lack access to basic social utilities. This requires channeling resources into human development, especially improving the health, education and skill levels of the people as well as expanding job opportunities” (Obadina, 2008).

African economies depend mainly on agriculture sector which is affected by now by climate change, mining, crude oil, and tourism because of vast natural resources. “While Africa accounts for 15% of the world population, it receives only about 3% of world tourism. To maximize Africa’s tourism potential, critical investments are needed in key infrastructure sectors e.g. transport, energy, water and telecommunications” (African Development Bank Group, 2014). Tourism can be used in Africa as one of the key strategies to eradicate poverty since the market is already available through proper planning with the involvement of all stakeholders. Namibia is a country in Southern Africa with vast natural resources. Namibia is a desert country in Southern Africa which shares borders with South Africa, Botswana, Angola, Zambia and the Atlantic Ocean.

**Figure 4.1 Map of SADC Showing Namibia**



**Source:** Bickton (2016)

Namibia is a marvelous country which has diverse unspoiled beauty of numerous attractions from deserts, sand dunes, waterfalls, national parks with stunning flora and fauna, mountains,

first class river canyon, amazing ocean and finally warm welcoming wonderful people and culture. Namibia is a former colony of Germany and is named after the Namib Dessert which is one of its best tourist attractions. It is one of the peaceful and less population countries in world which can be a home away from home for any visitor. Namibia has four of the big five wildlife. It has first class comfortable hotels beautiful towns though it is an adventure country ([www.namibiaturism.net](http://www.namibiaturism.net); [www.namibiaturism.com.na](http://www.namibiaturism.com.na) ; [www.namibia-travel.net](http://www.namibia-travel.net)). Namibia has over two million people as illustrated by the population graph below (Bank of Namibia, 2016).

**Figure 4.2 Namibia Population Graph**



## 4.2 Namibia Tourist Attractions

Top Tourist Attractions in Namibia (2016) “Namibia is an arid, rough land full of contrasts, but still inviting and easy to travel. As one of the most scarcely populated countries in the world, it’s not the right place to get lost in the crowds. But it is a top destination for those who enjoy nature, grandiose landscapes, spectacular sand dunes and first-class wildlife viewing”

Top 10 attractions (2017) [www.mydestinationnamibia](http://www.mydestinationnamibia) indicates the below list as Namibia’s top ten attractions are:

- Etosha National Park (Wildlife and Vegetation)

- Sossusvlei (Dunes and landscape for photography)
- Twyfelfontein (Site ancient art exhibition of San people - intricate engravings and paintings)
- Caprivi Wetlands (wet, lushly green Caprivi Strip, abundance of wildlife and bird species)
- Skeleton Coast (the cold Benguela Current, fresh inland water springs and rich geology)
- Fish River Canyon (second largest canyon, hiking trails, incredible scenery and fascinating geology)
- Kalahari Desert
- Swakopmund (crafted German architecture, sand dunes, best beaches and quad biking)
- Kaokoland (Cultural tourism from the Himba tribe)
- Bushmanland (San Communities, scenery and dune belts)”

**Figure 4.3 Tourist Attractions for Namibia**



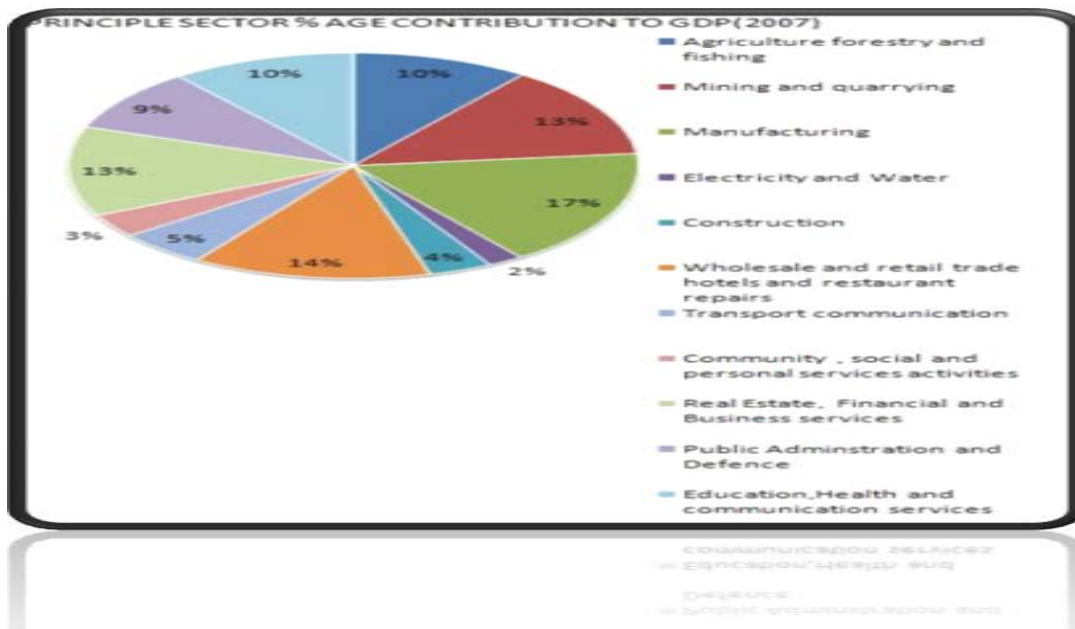
Source: [www.afrizim.com/Travel\\_Guides/Namibia/Attractions.asp](http://www.afrizim.com/Travel_Guides/Namibia/Attractions.asp) (2016)

### 4.3 Namibia's Economy

Mining, agriculture, fishery and tourism are the four pillars that Namibia depends on with mining generating one fifth of the GDP making it Namibia's top foreign currency generator (Focus Africa –NCTI (2009). Namibia has vast mineral resources which include diamonds, zinc, and copper, lead, tin, uranium, gold, silver, marble and granite as well as semi-precious stone. Agriculture sector is the second largest sector in Namibia which employs more than 50% of Namibians even though it is characterized by low salaries. Crop farming and livestock farming are practiced with most meat exported to South Africa and less quantities to European Union countries.

Namibia has a booming fish industry from its coastal waters and has a lot of fish processing and canneries that give extra beneficiation added value to the fish as to be able to import them to neighboring countries especially the land-locked countries such as Zimbabwe and Zambia and it employs more than 15 000 people. Tourism industry has grown over the years after independence and employs more people. Most of the tourists come from South Africa, Germany, Britain, France and Italy.

**Figure 4.4 Contribution of Sector Percentage to GDP**



**Source:** Focus Africa-NCTI (2009)

### 4.3.1 Namibia Inflation Rate

“Namibia consumer prices increased 7.8 percent year-on-year in February of 2017, compared with an 8.2 percent gain in the previous month. Prices rose at a slower pace for: food and non-alcoholic beverages (11.3 percent from 13.2 percent in January); transport (4.7 percent from 5.2 percent); alcoholic beverages and tobacco (5.4 percent from 5.8 percent); miscellaneous goods and services (6.8 percent from 7.2 percent); hotels and restaurants (7.6 percent from 9.8 percent); furnishings (8.5 percent from 9.5 percent) and education (7.8 percent from 8.2 percent). In contrast, cost advanced faster for housing and utilities (9.6 percent from 9.3 percent). Monthly, inflation rate eased to 0.2 percent from 3.2 percent in the previous month. Inflation Rate in Namibia averaged 9.63 percent from 1973 until 2017, reaching an all-time high of 20.54 percent in June of 1992 and a record low of 0.94 percent in May of 2005” ([www.tradingeconomics.com/namibia/inflation-cpi](http://www.tradingeconomics.com/namibia/inflation-cpi)) (2017). Namibia however has an opportunity to set national policies that are favorable for attracting investors in all sectors so as to boost the economic growth and therefore reducing inflation rate.

**Figure 4.5 Namibia Inflation Rate**



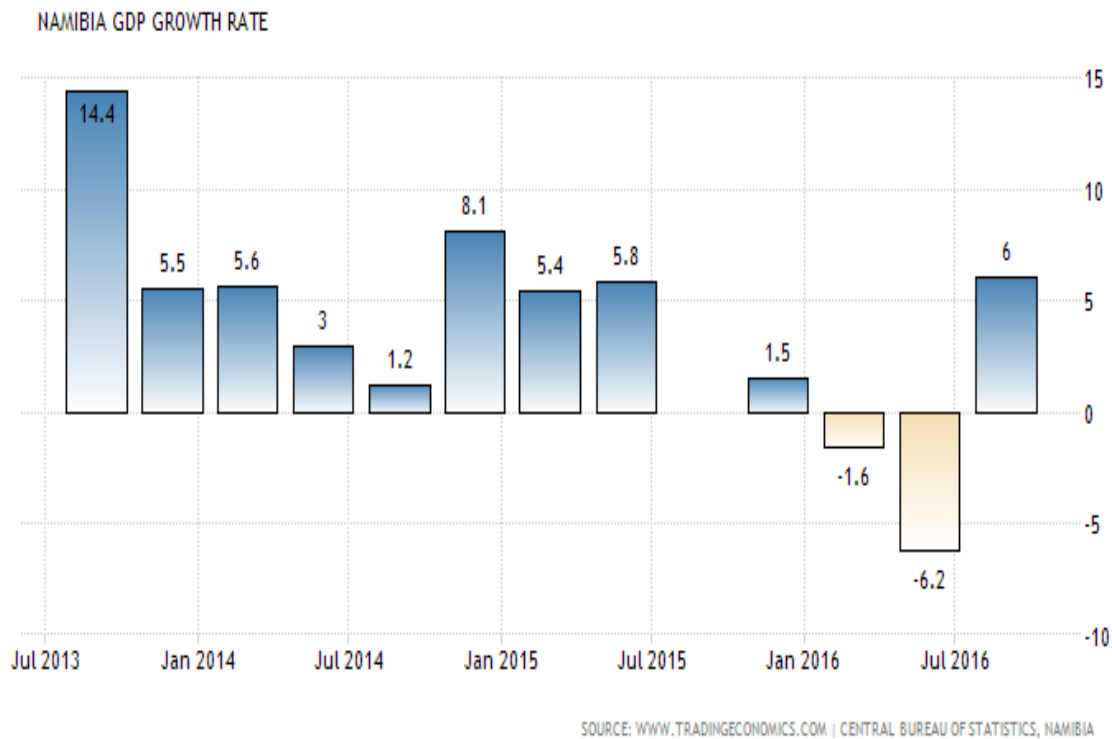
**Source:** Central Bureau Statistics (2017)



### 4.3.2 Namibia GDP Growth Rate

According to Namibia Central Bureau of Statistics (2016), Namibian Gross Domestic Product (GDP) increased by 6 percent in the third quarter of 2016 compared to the previous quarter.

**Figure 4.6 Namibia GDP Growth Rate**



**Source:** Namibia Central Bureau of Statistics (2016)

### 4.3.3 Namibia Employment Overview

The distribution of employment by sex shows that more men are employed than women for both rural and urban areas and urban areas with better employment than rural areas. “The result shows that the total number of the employed population is 712,752 persons, of whom 343,076 are female and the remaining 369,676 are male” (NSA), March 2015).

### 4.3.4 Unemployment in Namibia

Unemployment rate measures the actual percentage of people who are looking for employment the graph below illustrates the current unemployment rate in Namibia (Namibia Central Bureau

of Statistics (2017). In 2008 the unemployment rate was very high in Namibia and a decline in 2014 which shows positive economic growth because of practical strategies especially the Harambee Prosperity Plan which aims to eliminate poverty in Namibia. “The most effective way to address poverty is through wealth creation, which is done by growing the economy in a sustainable inclusive manner and through the creation of decent employment opportunities” (Namibian Government's Action Plan towards Prosperity for All, 2016/17 - 2019/20:7).

**Figure 4.7 Namibia Unemployment Rate**



**Source:** Namibia Central Bureau of Statistics (2016)

#### 4.3.5 Tourism Employment in Namibia

Namibia Central Bureau of Statistics (2016) avers that” the tourism industry is constituted of hotels, lodges, restaurants travel agents, airlines and other passenger transportation services (excluding commuter services has contributed significantly in employment creation in Namibia .Travel and Tourism has generated over 24,000 jobs directly in 2014 (4.5% of total employment) which is a forecast growth by 5.8% in 2015 to 25,500 (4.6% of total employment) and 48,000 jobs directly, an increase of 6.7% pa over the next ten years forecast by 2025”. This makes tourism a sector that employs more people in Namibia, since tourism jobs needs physical manpower than other industries which uses machines.

#### 4.4 Conservation in Namibia

The National CBNRM Policy was formed by the Ministry of Environment and Tourism, Namibia. The policy creates the needed framework for a more integrated approach to community-based natural resource management <http://www.irdnc.org.na/>. Namibia is the first African country to include environmental protection in their constitution and implementing sustainable development policies that authorizes the local communities to form and manage conservancies and projects that can help in poverty eradication. 43% of Namibia is conserved land. (Community Conservation in Namibia: a review of communal conservancies community forests and other CBNRM initiatives-NASCO-2014/2015). There are over 70 registered conservancies in Namibia the conservancies have to put a sense of ownership over wildlife and other resources to the local people and thereby encouraging them to use their resources sustainably. Wildlife has replaced agriculture and livestock herding which were the main land use methods in some communities. Namibia is one of the conservation success stories where residents have managed to co-exist with nature and this is proved by the increase of rhinos, cheetahs and elephant's population that freely roam making Namibia an African champion in conservation (NACSO -2006). Namibia has conservancies in all regions but poverty remains high in the local communities. The golden question remains answered. Who is benefiting from these conservancies? This study will investigate if the local people are the ones benefitting from the conservancies.

**Figure 4.8 Cheetah Conservation Namibia**



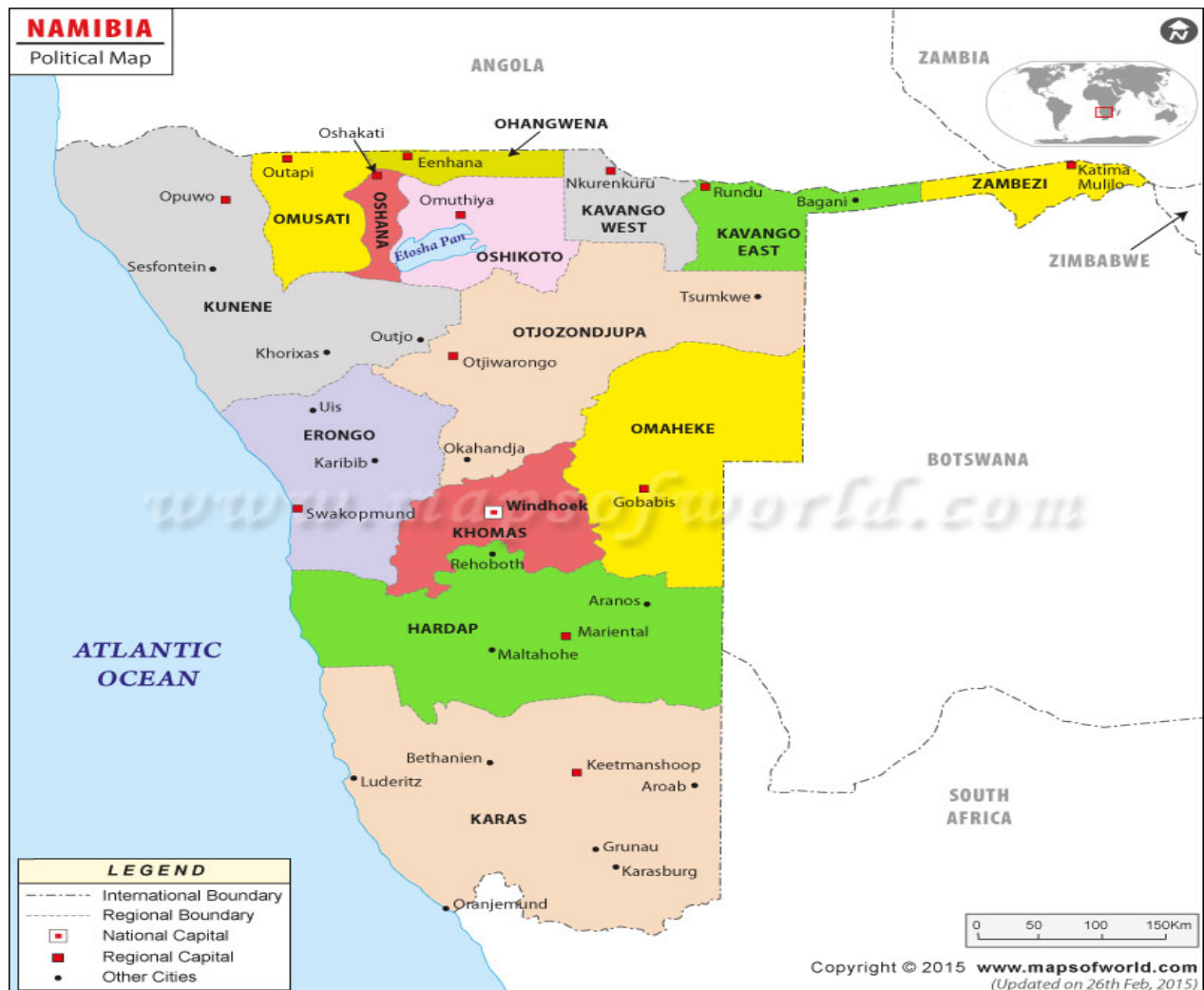
**Source:** Cheetah Conservation Namibia (2016) [www.alamy.com](http://www.alamy.com)

By the end of 2013, there are 79 registered conservancies and 32 registered community forests in Namibia, covering at least 163,396 km<sup>2</sup> and generating N\$72.2 (U\$6.1 million) income. Most of the conservancies like Cheetah Conservation Foundation (CCF) main aim is to conserve the cheetahs and even though it has been very successful in having the healthiest cheetahs in the world, the host communities are still poor and struggling except a few who are directly employed by the conservancy (NACSO -2006).

#### 4.5 Namibia Regions

Namibia has 14 regions and 14 regional councils;

**Figure 4.9 Namibia Regional Map**

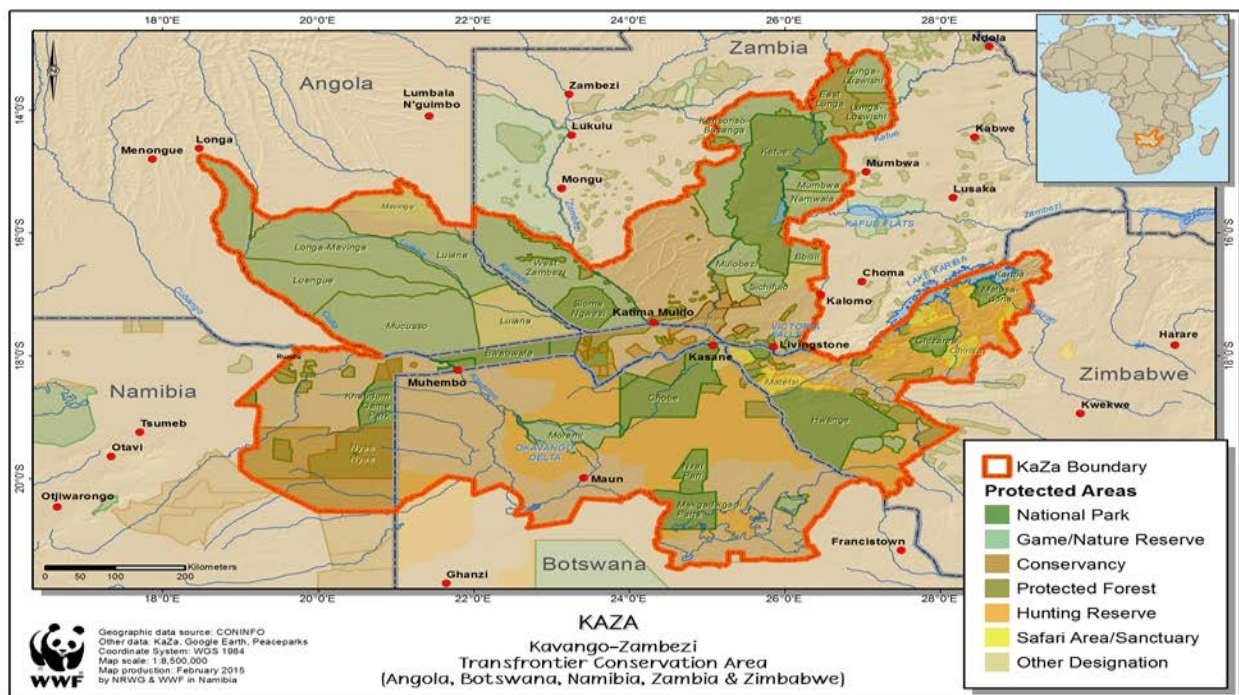


**Source:** Namibia Region Map (2015) [www.mapsofworld.com](http://www.mapsofworld.com)

#### 4.6 Overview of Zambezi Region

Namibia has 14 regions and Zambezi Region is one of them. It falls in north east of Namibia. It was renamed from Caprivi Region to Zambezi Region. It accommodates over 90 000 people in 8 constituencies with 7 of them falling under rural area and only one in urban area which makes it one of the poorest region in Namibia. It shares borders with three countries (Botswana, Zambia and Angola) and less than 100 meters from Zimbabwean border in Zambezi Region which is a rare phenomenon.

**Figure 4.10 Map of KAZA TFCA**



**Source:** Kavango-Zambezi Transfrontier Conservation Area (2015)

The KAZA TCFA was formed in 2006 by the five countries to attract tourists who would want to safari holidays and would have an opportunity to see the big five at one open park without hustles even though it is still encompassing many challenges, such as issuing one visa to cater for all countries (Suich 2008; Pelekamoyo 2010). The Zambezi region falls within the Kavango-Zambezi Transfrontier Conservation Area (KAZA TFCA), which is the world's largest conservation area, with over 22 protected parks including the four national parks in Zambezi Region. The opening of the peace park into one large peace park has brought both positive and

negative impacts to the Zambezi residents. The major advantage is increased flow of tourists into Namibia straight into the Region through the northern border posts which connects to the five countries involved in the peace park which includes Zimbabwe which is home to the world's seventh wonder Victoria Falls. Namibia has an advantage of its national parks with thick forests that attracts more wildlife to stay in the Namibia than other countries. The other reason is that Namibia is an economically stable country which reduces the high chances of poaching than its counter parts where local people poach for survival reasons. This guarantees the reason why the wild animals would want to earn permanent residency status in Zambezi Region as well as the forest for both grazing and protection for some species. Tourists would prefer to visit the region where chances are high of watching the wildlife straight from the window or balcony of their hotel room hence ensuring tourism growth in Namibia.

The major negative impacts are that the residents of Zambezi Region are mostly peasant rural farmers for both livestock and crop farming because the region receives more rain than other regions in Namibia. The land use competition is the major challenge in Zambezi Region since wild animals and livestock cannot co-habitat in the same forests. The carnivores such as lions target the livestock for food since they are the easiest prey than wild animals who know the survival skills of the jungle. The grazers also will eat the crops of the peasant farmers and this has led to serious conflict of interest in Zambezi Region. The wild animals are also the reason why a lot of livestock are killed by diseases such as foot and mouth and anthrax diseases which are transmitted from the wildlife. The local people argue that they are not benefitting from sustainable tourism so they have resorted to poaching as a counter attack.

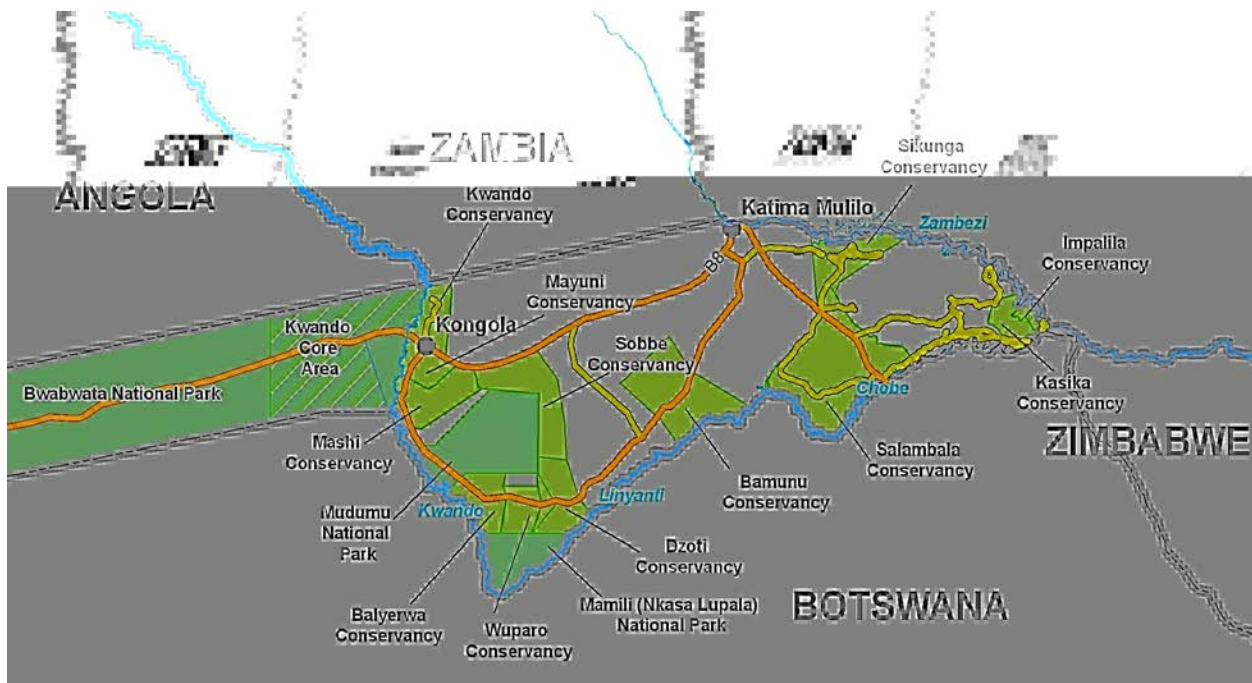
The most difficult part is to understand the theoretic fluid of social sustainability and secondly the practical ways of involving the social sustainability concept due to number of scholars who argue that social sustainability garners less attention or dismissed altogether (Debson, 1999; Agyeman et al, 2003; Agyeman and Evans, 2004; Dillaed et al, 2009). It is mainly about environmental and economical sustainability regardless of the social aspect. Most of challenges in Zambezi Region are mainly social sustainability challenges that affect the local communities and hence the poverty in these rural local communities has doubled after the formation of national parks and signing of KAZA TFCA because of the survival of the fittest between the wildlife and the local communities for land use rights and resources. The parks have managed to



conserve the natural resources using government environmentalist and NGO environmental advocacies at the expense of the social sustainability of the local communities.

In terms of tourism establishments, the region is less developed but possess valuable assets such as wildlife together with vegetation, wetlands and scenery not common elsewhere in Namibia. Three large rivers run across the region Linyanti, Chobe, Kwando, and 'The Mighty Zambezi' Rivers in the Zambezi region. In addition, mammal and bird diversity is greater in Zambezi than in any other regions of Namibia (Mendelsohn et al. 2002). The significance of Zambezi is also attributed to its location on the way to important tourist attractions in neighboring countries, such as Victoria Falls between Zimbabwe and Zambia and Chobe National Park and the Okavango Delta in Botswana. Zambezi Region National Parks (2017), argues that the region receives more rainfall than other regions in Namibia. The region accommodates four of the Big Five as well as over 450 animals and 70 bird species and amazing flora making the region is well known for game and bird watching spot. It has four National Parks namely Nkasa Lupala (formerly Mamili), Mudumu, Bwabwata (incorporated with former Muhango) (The Zambezi Region – Parks and Lodges in Zambezi Region, 1988).

**Figure 4.11 Conservancies in Zambezi Region**



**Source:** The Caprivi (Zambezi Region) Is Still Wild -Destinations, Namibia (2014)

There are now many conservancies in Zambezi Region's national parks ((NACSO 2010: 48); Transboundary Natural Resource Management Forums- TBNRM Forums Map (2015). Similar striking figures were present in the study of Emptaz-Collomb (2011). These three National Parks which constitute KAZA TFCA area in Namibia are interspersed by various conservancies with land that belonging to communities. These communities live in little rural villages where the houses and sheltering are built from stones, mud, sticks, reed and grass and their kraals are made from closely arranged poles to protect their cattle at night against predators like lion. Two more new conservancies in Kabba North and Kabba South Constituencies in Zambezi Region were approved by the Ministry of Environment and Tourism. Even though there is criticism of conservation practices and the utilization of natural resources, in the hunting of elephants in some conservancies in Namibia. The Zambezi Regional Governor Lawrence Sampofu welcomed the move and dismissed the critics saying (Nakale -New Era, 21 July 2014):

“The Ministry of Environment and Tourism is doing a commendable job. These conservancies will bring a lot of benefits such as creating much-needed jobs for the communities in the region. The communities will receive tourists coming to watch animals and they will pay and bring in money. Trophy hunters will pay huge amounts for each hunted animal. For example, it costs around N\$120 000 to hunt an elephant. Hunting quotas would generate millions of dollars. The conservancy program makes a positive impact on the improvement of the livelihoods of rural communities. Since Namibia's independence in 1990, conservancies have proven again and again to be important instruments for the government to meet its goals with respect to conservation and sustainable development. Conservancies are not meant to replace existing land use or livelihood activities in communal areas. They are meant to provide additional economic opportunities and local communities can decide the extent to which they integrate wildlife, forestry, tourism, fisheries, water and other natural resources into their livelihood activities provided they are guided by policy directives of the government”.

Nkasa Lupala is a tented lodge in Zambezi Region which is joint venture between Wuparo Conservancy and private investor who brought capital an agreement initiated by NGOs which are WWF and IRDNC. The agreement ensures all the employees come from the local villages and offering in -house training as well as international standard training for tour guides (Communal Conservancies Namibia's Gift to the Earth -NASCO, 2016).



There is also evidence that the CBNRM has contributed significantly to the economic growth of Namibia. Even though the economy is positively gaining from the CBNRM, there is evitable evidence of conflicts between the wild animals and local people for example in Mudumu National Park where villagers have many cattle, (Moore 2009: 333) most of which are not herded by day and not kraaled in adequate lion-proof kraals at night. Over one hundred cattle were killed by lions in the Kwando area during 2013 and a further three already by February 2014. In collaboration with Panthera, the conservationist is offering free training of building strong kraal, are giving free material to the local farmers affected by lions to improve their kraals, monitoring lion activity outside the protected areas, investigate ways to deter lions from these areas. Her aim is to ultimately empower the community to be proactive in preventing human-lion conflict. This resulted in the destruction of nine lions (Communal Conservancies Namibia's Gift to the Earth - NASCO, 2016). Communities live in these parks and continue their daily lives, planting crops, fishing and operating tourism businesses as well as trophy hunting while core conservation areas are proclaimed which are off limits to development and hunting. More conflicts are also evidenced on agricultural produce which are destroyed by wild animals.

The Bamunu Conservancy in Zambezi region has benefited from the conservancy over a period of two years they have managed to save and purchase a brand-new tractor for N\$800 000 (US\$56 000) and they intend to use it for commercial farming and cutting grass on contracts. The Bamunu conservancy wants to venture into joint venture lodge with the foreign investor to boost their income (Enterprise at Bamunu conservancy –NASCO (7 November 2016).

According to New Era -Conservancies essential for rural communities (March 08 2016) argues there should be proper communication channels if policies are revised. The conservancies depend only on hunting concession so stopping them would be a drawback to poverty reduction since all stakeholders are equally benefits from the cash and meat obtained and also other community development projects. It will be unfair to stop hunting since they do not have any other income besides hunting concession. Even though the environmentalist is against the conservancies, the local people argue that they are managing resources sustainably. They argue that they can practice farming because of wild animal destroy their crops

#### **4.7 Infrastructure Investment in Zambezi Region**

Infrastructure development, social services and human development indicators are lower in Zambezi Region than in the rest of the country (Mendelsohn et al. 2002). There is more development in Katima Mulilo Urban constituency than all other rural constituencies in terms of housing, hospitals, shopping malls, schools, VTCs, colleges, source of clean water .However, through the line ministries, the Namibian government is investing for example in Bukalo village which being converted to an administrative Centre as well as positive development on the following villages ; Sangwali Lusese, Ngoma, Chichimane and Kongola villages, de-bushing and clearing the minefields along the border with Zambia, construction of the 50 kilometre gravel road between Izimwe and Schuckmannsburg through Sifuha and Malindi ,Izimwe , Nakobolelwa as well as the upgrading of the road between Liselo and Kongola, via Linyanti and Singalamwe to bitumen. Mpacha airport is to get a touch up while the railroad from Katima Mulilo to Cape Fria gets a kick-start funding in this year's development budget. Investments in rural water supply, green schemes in the region, construction water dams and wells, and development of livestock in communal areas, teachers accommodation, setting up of primary health care centers, clinics and upgrading the Katima Mulilo hospital ,construction of police officers' accommodation, budget to build police stations at Chichimani, Omega and Greenwell Matongo ,installation of fuel tanks and pumps in the region police stations and lastly the construction of leather and allied sector centers in the region ([www.newera.com.na](http://www.newera.com.na) , 26 November 2015).

#### **4.8 Zambezi Region Economic Sustainable Development Strategies**

Poverty is a threat to development in Zambezi River with an average of 70% of the population living in the rural area .As a way to reduce poverty, majority of households in the Zambezi Region are dependent on subsistence agriculture which include both crop and livestock farming ( Tumbare, 2004).There are a lot of problems that the Zambezi rural residents face which are lack of farming inputs and technological advanced equipment, shortage of farming land as well as poor farming methods, animal diseases such as foot and mouth, lack of new technological skills, continuous droughts due to climate change as well as conflicts of interest between the agriculture and the tourism sector because of four large national parks that were joined into a peace park KAZA TFCA which is an open park for five countries. The wild animals freely move from one country to the other. Through environmental sustainability in the region, the

agricultural crops and livestock are destroyed or killed by wild animals. However, it was realized that there was need for these households to diversify their incomes. Such diversification activities can include harvesting of natural resources such as Devil's Claw, grass, reeds and fishing, or venture into tourism activities such as arts and crafts, formation of conservancies that will give rights to the local community members to sell hunting activities to tourists as well as joint venture lodges with foreign investors in their conservancies. For the 2014 harvesting year, the 9 PPOs registered for harvesting had revenue of N\$3.2 million, which indicates the economic potential of such a livelihood (Knott, 2015). The Zambezi region has been plagued by high unemployment, gender-based violence, hate crime, petty corruption, systematic corruption, nepotism, neo-patrimonialism, abuse of power, tribalism, ethnocentrism, favoritism, poor economic and social development, making it the poorest region of Namibia by default (The Namibian (17 October 2014).

The Zambezi Region however, if they implement sustainable development visions and objectives into a practical policy, as a tool to alleviate poverty in the local communities (Integrated Regional Land Use Plan (IRLP) for the Zambezi Region (Volume 2 -Africa Planning Forum (March 2015).Its normally easy to plan than implementing the objectives of the land use plan which is capable of changing the livelihoods of local people in Zambezi Region if all stakeholders work together, (see attached appendix 4 - Zambezi Region Visions And Core Objectives, 2015)

#### **4.9 Chapter Summary**

This chapter outlines the major reasons to carry out the study in Zambezi Region, Namibia which is rich in natural resources such as flora and fauna as well as a boost of splendid bird-watching parks because of its perennial rivers. This chapter looked on the overview of Namibia including tourist attractions, economy, inflation rate, employment and looked, overview of Zambezi Region, region economic development strategy, conservancies, conservation and their regional strategic plan. It's one thing to have a strategic plan and it's another to implement it. Zambezi Region should implement its economic strategic plan in line with the national plan and strategies to be alleviate poverty in the local communities.

## **CHAPTER 5**

### **FINDINGS AND DISCUSSIONS**

#### **5.1 Introduction**

The findings and discussion of this research project are presented in this chapter. The chapter discusses the impacts of sustainable tourism, the roles of all stakeholders, extent of local communities' involvement in tourism entrepreneurship or employment and participation. The study also discusses in-depth the barriers of tourism sustainable economic growth in Zambezi and strategies that can be implemented to change the livelihoods of local communities in Zambezi Region. The chapter begins by analyzing the answers given to closed-ended survey statement questions through a questionnaire using 5 Likert scale; strongly disagree, disagree, agree/disagree, agree and strongly agree to the local people that aimed to assess respondents' perception about sustainable tourism benefits, level of participation and involvement, roles of all stakeholders, linkages between the tourism industry and the local community and barriers to tourism sustainability and their effects on local people.

Open-ended responses were used on the focus group of academics from three Namibian universities, one international college and interviewed participants which are the government officials, academics, and the tourism enterprises to give a full explanation of the discussion and explanation of the results. This was used to support, verify and strengthen the survey findings on the questionnaire while drawing and bringing together views on economic impacts of sustainable tourism from key tourism stakeholders available in the study area (Zambezi Region, Namibia) the wider community and the decision-makers within the community.

The chapter also emphasized on business enterprises that can be ventured into by the community groups through partnerships with the private sector or sole business. It also reveals the findings on roles of all stakeholders and linkages between the tourism industry and local producers in Zambezi Region with a more detailed discussion of how local communities in the study area are involved in the tourism industry, how they participate and view their level of involvement in the industry, as well as the extent to which sustainable tourism has changed livelihoods of the ordinary poor people in Zambezi Region. It also reveals findings on win-win linkages between the tourism private enterprises and the local people as well as the revealing finding on barriers to

sustainable tourism development as a tool to eradicate poverty in the local communities the chapter concludes with a summary of the results that brings together key points and issues raised in this chapter by all participants from Zambezi Region.

## **5.2 Thematic Presentation of Qualitative Data**

The qualitative data was collected through recorded telephonic interviews and focus group. Thematic analysis was used in data analysis in this qualitative research. Common themes associated with each specific research question were selected and leaving the other data which was not repeatedly mentioned by respondents and latter triangulated with the quantitative data from the questionnaire which was analysed through SPSS program.

**Poverty Reduction Interview and Focus Group Guide Questions**(Government Officials ,NGOs and Academics )

**Is tourism included in Namibia's National Strategy and tourism policy as a vehicle for poverty reduction?**

Yes, tourism included in Namibia's National Strategy and tourism policy as a vehicle for poverty reduction even though a lot must be done for it to emancipate the local people.

**Are the local communities engaged in providing tourism business enterprises in Zambezi Region?**

- No, the local communities are not engaged in providing tourism business enterprises in Zambezi Region because of lack of capital, lack of education and training and lack of business management skills
- There is no funding available through microfinance, banks or other schemes for the local community to venture into tourism businesses

**To what extent has sustainable tourism benefited the local people in poverty eradication?**

- Local people has not benefitted from tourism employment because of lack of education as well as competition from the other aspiring employees from other regions as well as expatriates.

- Local people has not benefitted from supply of goods and services to tourism enterprises because of lack of trust between stakeholders and inability to supply the lodges with the required amount, quality, and specifications of fresh commodities.
- There is less direct sales of goods and services to visitors by the poor (informal economy) because the tourists are given negative information about local people as a way of discouraging them from buying from informal sector.
- Lack of capital and knowledge for establishment and running of tourism enterprises by the poor - e.g. micro, small and medium sized enterprises (MSMEs), or community based enterprises (formal economy)
- The tax or levy on tourism income is ploughed back to the community but there is need of the local people to be make decisions in projects of their interest.
- Voluntary giving/support by tourism enterprises and tourists is only on unnecessary projects which do not reduce poverty in the local people e.g. sponsoring of football teams for the local people.
- There is no investment in infrastructure stimulated by tourism benefiting the poor in the locality, directly or through support to other sectors except the income from tax collected by the government.

**What are the roles of tourism stakeholders in poverty eradication? Are they equally involved in local community decision making, policy formulation, planning, implementation and managing of resources?**

- There are no defined roles of stakeholders in Zambezi Region.
- The stakeholders are not equally involved.
- All stakeholders are doing what they want and have caused conflicts between stakeholders.
- The locals are reluctant to participant in tourism development programs.

**What are the barriers to effective use of sustainable tourism as a tool for poverty reduction in Zambezi Region?**

The barriers repeatedly mentioned by the participants:

- Lack of education and training for all stakeholders

- Failing to take advantage of market opportunities
- Lack of capital for Namibian to run tourism businesses
- Over dependency on foreign investors
- Lack of defined stakeholder's roles
- Lack of motivation to participate

**Are there any initiatives that have been taken by all stakeholders to promote employment in the tourism industry to local communities in Zambezi Region?**

- No initiatives have been taken by all stakeholders to promote employment in the tourism industry to local communities in Zambezi Region.
- The local people should be encouraged to apply for the vacancies posted by the tourism industry as well as to be trained.

**How well developed are tourism supply chain linkages with poor communities at a local level in Zambezi Region?**

- There are no linkages between the poor and the private sector, a lot needs to be done to build good relationship between the poor and the industry. The tourism enterprises are not buying produce from the local farmers and the reasons being, high prices, low quality, insufficient quantities, lack of hygiene and sanitation.

**Are there any viable business partnerships between the locals and the foreign investors? If yes, to what extent has these partnerships brought sustainable development in Zambezi Region?**

- Yes, there are business partnership between local community conservancies and the foreign investors who opened lodges in the conservancies. The businesses are successful but a lot need to be done in drafting the agreements to benefit the local people.

**Are there structures in place to provide, training, advice, tourism industry mentorship and assistance to the local community employees and tourism entrepreneurs development and operation skills?**

- There are no set structures to provide training, advice and mentorship to the local people. Both entrepreneurs and tourism employees need to be trained in customer care, information technology, marketing and financial management.

## **QUESTIONNAIRE GUIDELINE B**

### **Poverty Reduction Interview Guide Questions (Tourism Private Enterprises)**

**What is the nature of your business? Is it owned by local people or foreign investor? In which constituency is the business?**

- 8 lodges were interviewed with only one owned by local investor and the rest owned by foreign investors.
- 6 lodges interviewed are from Katima Mulilo and two from Linyanti and Judea

**How has your company contributed to employment creation in of local people in Zambezi Region? If yes:**

- Yes, 90% of the employees are Namibians

**What is the role of the private sector in poverty eradication and empowering local communities in the Zambezi Region-Namibia?**

There are no defined roles of stakeholders in Zambezi Region but the following roles were suggested by the respondents;

- Partnerships with locals and funding
- Employing and training locals
- Giving back to the community
- Contributing in tourism developmental policies and strategies to alleviate poverty

**In your own view do you think tourism can be used as a tool to reduce socio-economic inequities in Namibia? If yes how does your enterprise contribute to the economic growth in Zambezi Region?**

- Yes, it can be used as a tool of alleviating poverty
- This can be achieved through employing and training of local people
- linkages between locals and tourism enterprises especially farm produce, investment in infrastructure that will change livelihoods of local people e.g. hospitals, schools, roads, and other community projects



- Scholarships for the local community kids to pursue with both academic and professional education

**In your own opinion, to what extent is the private sector committed to investment in infrastructure development and has it helped in community development?**

- We have contributed through taxes and levies
- More investment needs to be done especially in the nearby villages surrounding our hotels and lodges (has not helped the local people)

**Are there any viable business partnerships between the local people and the foreign investors?**

- Yes, Business partnerships between the local people and the foreign investors are there but it's difficult for us external people to know if it's viable or not hence direct research study need to be done
- Clear signed agreements are important to all partners.

**What are your views about empowering local entrepreneurs and its applicability by the private sector, NGO's and government?**

- The banks and the government should fund local people through affordable loans
- Training and empowering of the local people.

### **5.3 Representation and Interpretation of Demographic Factors**

Table 5.1 shows the findings on distribution of demographic characteristics of participants on gender, age, education level, nationality, and living time in Zambezi region whereas figure 5.1 and 5.2 shows the findings on the distribution of demographic characteristics of participants on Zambezi Region constituencies and employment.

**Table 5.1 Distribution of participants' demographic characteristics**

<b>Variable</b>	<b>Frequency (f)</b>	<b>Percent (%)</b>
<b>Gender</b>		
Male	132	44
Female	168	56
<b>Age</b>		
Under 18	48	16

18-24	54	18
25-34	120	40
35-44	48	16
45-54	12	4
55-64	12	4
65 >	6	2
<b>Education level</b>		
Informal education	24	8
Primary school	48	16
High School	132	44
College	30	10
VTC	30	10
University	36	12
<b>Nationality</b>		
Namibia	234	78
Zimbabwe	30	10
Angola	12	4
Zambia	18	6
Botswana	6	2
<b>Living time in Zambia Region</b>		
< 5 years	90	30
5-10 year	42	14
11-16 year	30	10
17-22 year	6	2
23-28 year	6	2
From Birth	126	42
<b>Total</b>	<b>300</b>	<b>100</b>

## Gender

Table 5.1, Findings revealed that the 44% of the individuals are male, and 56% of them are female. The distribution showed that there are more females participants in sustainable development projects in Zambezi region than male since the survey was done using random sampling.

## **Age**

16% of the participants are in under 18; 18% age range of 18 and 24; 40% of them are in the age range of 25 and 34; 16% of them are in the age range of 35 and 44; %4 of them in the age range of 45 and 54; %4 of them in the age range of 55 and 64 and 2% of them are in the age range of 65 and above. The respondents' percentage range shows that those who were active in development projects were the one willing to answer survey questionnaires are in the age range of between 18 to 44 years.

## **Education level**

In table 5.1, shows education level for the participants with Informal education having the least percentage score of 8%, Primary school 16%, High School as well having a highest percentage score of 44%, College 10%, VTC 10% and University level 12%. The results show that majority of respondents from Zambezi Region does not proceed with education after high school of which some respondent's comments pointed out poverty as the main reason of not proceeding with education and some also highlighting that there is either shortage of higher learning schools in the region hence stiff competition on getting admission or that the local people do not access to higher education or lack interest.

## **Nationality**

In table 5.1, shows that participants surveyed highest percentage score were Namibians at (78%), followed by Zimbabweans at (10%), Angolans (4%), Zambians (6%) and Botswana with least number of participants. The survey is mostly to gather views about economic impacts of sustainable tourism in Namibia. Namibians are the most affected stakeholders so the findings revealed a highest percentage score of (78%) of participants where Namibians.

## **Living time in Zambia Region**

In table 5.1, the length of time participants has stayed in the region, 5 years and below (30%), 5-10 (14%), 11-16 (10%), 17-22 & 23-28 both having the lowest percentage (2%) and from birth having the highest percentage of (42%) purporting that most of the respondents surveyed are originally from Zambezi Region.

### Distribution of participants per constituency

Zambezi region has 8 constituencies with a total population of 90, 596 and population and the following population distribution per constituency; Judea LabelMe 5,511, Kabbe North 9,559, Kabbe South 8,073, Katima Mulilo - rural 13,285, Katima Mulilo - urban 28,362, Kongola 7,366, Linyanti 7,328 and Sibinda 11,112.

### Constituency

**Figure 5.1** Distribution of Participants' Constituency

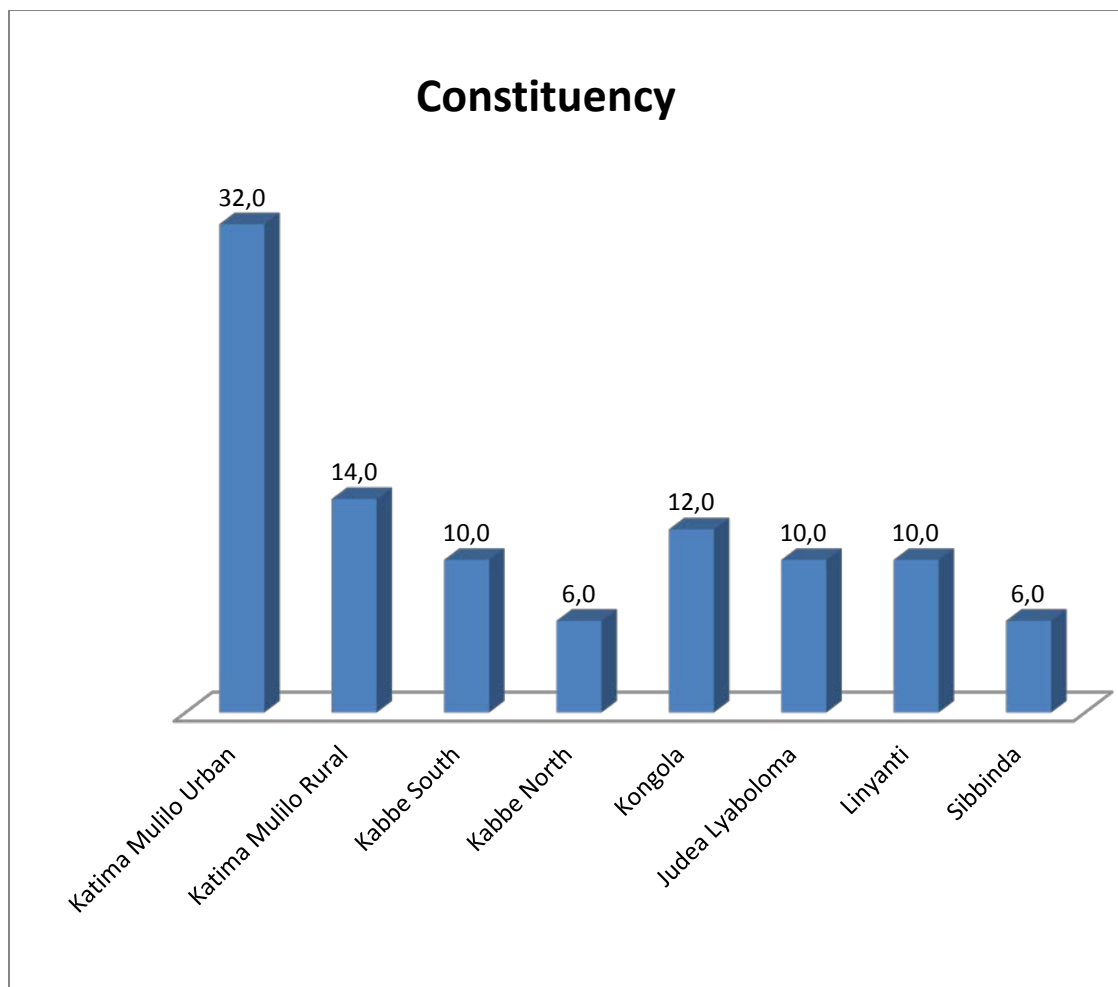


Figure 5.1 shows the distribution of participants per constituency, Katima Mulilo Urban with the highest representation 32%, Katima Mulilo – rural 14%, Kabbe South 10%, Kabbe North

6%, Kongola 12%, Judea Lyaboloma 10%, Linyanti 10% and Sibbinda 6% with the lowest representation from the 300 participant

## Employment

Figure 5. 2. Distribution of Participants' Employment (N=300)

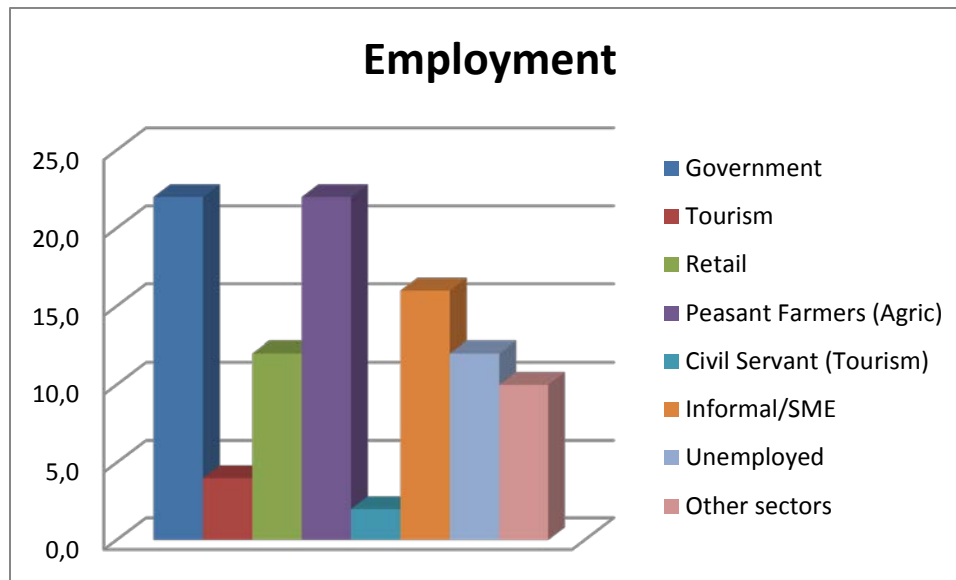
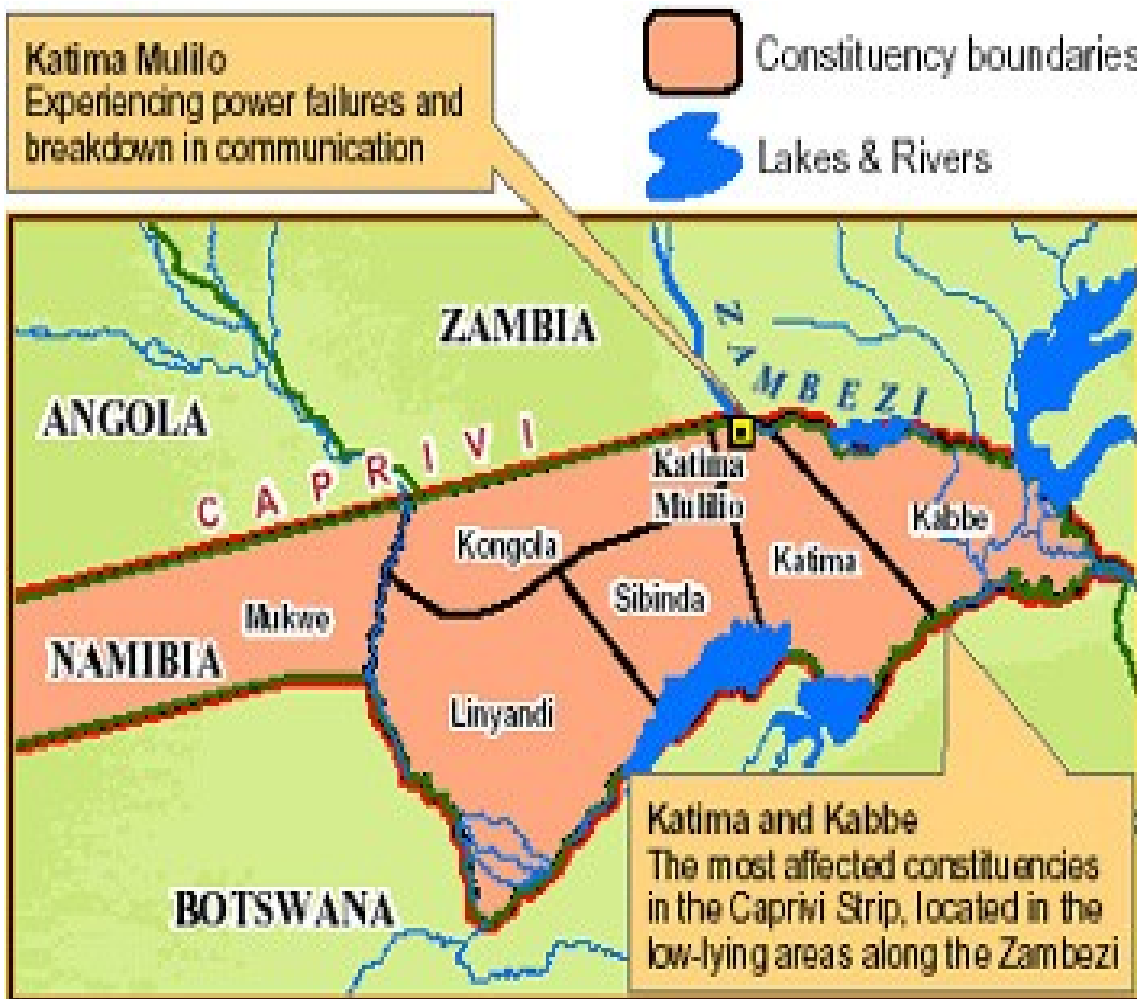


Figure 5. 2 shows the distribution of participants' employment with both the government and peasant farmers topping the list at (22%) followed by informal sector & SMEs at (16%), Unemployed (12%), retail sector (12%), other sectors (10 %), Tourism (4%) and civil servant/ NGO (Tourism) (2%) being the lowest. Majority of the participants are employed by the government and only as little as (4%) in tourism industry. 22% of the participants shows that they are employed as peasant farmers which makes them part of the 12% who are unemployed to a total percentage of 34% living under known poverty rural areas. The findings revealed that the major reason of subsistence farming in Zambezi Region is lack of inputs and farming equipment though they are willing to take farming as a business. From the findings revealed the highest percentage of local people are employed by the government instead of the industries. A lot of empowerment through training, financing and creation of markets must be done so that local people create employment through entrepreneurship in tourism industry, farming and other supporting industries in Zambezi Region to enhance the livelihoods of the local people.

“On average 70% of the population of the Zambezi Basin live in rural and poorest areas. The rural economy of the Zambezi basin is principally subsistence agriculture with limited agricultural inputs, equipment and land, poor agricultural practices are prevalent resulting in land degradation. This land degradation accelerates soil erosion leading to siltation and pollution of water sources”. (Integrated Regional Land Use Plan for the Zambezi Region; Volume 2- 2015) “. The findings supported the literature that over 70% of population in Zambezi Region lives in the rural area, and this was well represented by (68%) of respondents from the 7 rural constituencies except only 32% of participants who lives in Katima Mulilo Urban constituency.

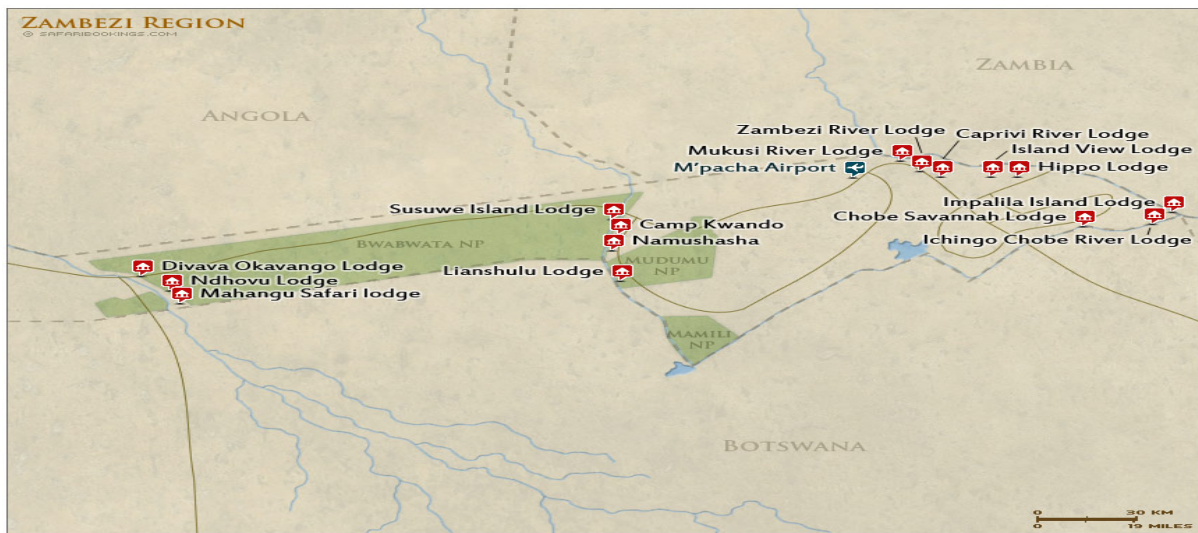
**Figure 5.3** Constituency Boundaries, Lakes and Rivers



Zambezi Region Constituencies <http://www.irinnews.org> (2014)

Most of the government offices, schools, universities, shopping malls are in Katima Mulilo Urban with tourism ancillaries and amenities mostly situated along the Zambezi River a few kilometers from the town center. It is an advantage for the Katima Mulilo town residents and those in living in the rural communities near the Zambezi River e.g. Katima Mulilo Rural constituency, that makes most of the working personnel and whereas the ones from the constituencies far away from the urban area are active peasant farmers or informal sector.

**Figure 5.4** Lodge Distributions in Zambezi Region



[www.safaribookings.com/zambezi-region/map](http://www.safaribookings.com/zambezi-region/map) (2010)

The other constituencies with more lodges and capable of employing local people from the communities are Linyanti, Kongola, Judea, and Lyaboloma Constituencies because of near location near the river as well as situated in national parks. This makes it easier for the locals to get employment or to venture into tourism entrepreneurship.

#### **5.4 Representation and Interpretation of Questionnaire Research Statements**

Table 5.2 - 5.6 shows the findings on representation and interpretation of research statements on questionnaires and outstanding comments from interviews and focus group which were mainly represented by five major statements; Sustainable tourism benefits as a tool to eradicate poverty in local people, Participation of local people in sustainable tourism development and its barriers, The roles of the local people in sustainable tourism development, Tourism linkage

barriers between the local communities and the tourism industry and Barriers to poverty alleviation through sustainable tourism development in Zambezi Region. The findings are represented and interpreted in form of score percentage, mean and standard deviation on each statement that falls on highlighted sub-headings in questionnaire. The statement was put to guide the respondents since not all are knowledgeable to tourism terminology and they were presented in both negative and positive statements to discourage respondents from choosing one scale hence giving accurate data.

### **Sustainable tourism benefits as a tool to eradicate poverty in local people**

In Table 5.2 the distribution of the answers of participants given to statements under the following heading “1. Sustainable Tourism Benefits as a Tool to Eradicate Poverty in Local

People.” sub-scale of the participants is given.

**Table 5.2** Percentages of local people's views on sustainable tourism benefits (N=300)

“Sustainable Tourism Benefits as a tool to Eradicate Poverty in Local People	N	Strongly Disagree		Disagree		Disagree / Agree		Agree		Strongly Agree	
		f	%	f	%	f	%	f	%	f	%
a. Employment in the tourism industry has benefitted the local community	300	42	14,0	126	42,0	48	16,0	48	16,0	36	12,0
b. Supply of goods and services to tourism enterprises by the poor has not benefited the local people	300	12	4,0	12	4,0	42	14,0	66	22,0	168	56,0
c. A direct sale of goods and services to tourist (informal economy) has	300	60	20,0	144	48,0	60	20,0	18	6,0	18	6,0



not helped the poor											
d. Establishment and running of tourism enterprises by the poor has changed the livelihoods	300	60	20,0	138	46,0	54	18,0	30	10,0	18	6,0
e. Voluntary giving has not been done at all.	300	42	14,0	168	56,0	12	4,0	48	16,0	30	10,0
f. There is no investment in infrastructure stimulated by tourism industry	300	6	2,0	24	8,0	30	10,0	12	4,0	228	76,0
g. Lack of tourism training makes the local people lose jobs and contracts to other regions	300	6	2,0	18	6,0	42	14,0	66	22,0	168	56,0
h. Tourism taxes, levies and profits have not been invested back in regional developmental projects.	300	24	8,0	36	12,0	48	16,0	114	38,0	78	26,0

I. Local people can sell their farming produce to the hotels and lodges.	300	186	62,0	60	20,0	30	10,0	12	4,0	12	4,0
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**Table 5.2.1** Mean and SD of local people's views on sustainable tourism benefits (N=300)

<b>“Sustainable Tourism Benefits as a tool to Eradicate Poverty in Local People</b>	<b>N</b>	<b>MEAN</b>	<b>SD</b>
a. Employment in the tourism industry has benefitted the local community	300	2.70	1.24
b. Supply of goods and services to tourism enterprises by the poor has not benefitted the local people	300	4.22	1.08
c. A direct sale of goods and services to tourist (informal economy) has not helped the poor	300	2.30	1.05
d. Establishment and running of tourism enterprises by the poor has changed the livelihoods	300	2.36	1.09
e. Voluntary giving has not been done at all.	300	2.52	1.21
f. There is no investment in infrastructure stimulated by tourism industry	300	4.44	1.08
g. Lack of tourism training makes the local people lose jobs and contracts to other regions	300	4.24	1.03
h. Tourism taxes, levies and profits have not been invested back in regional developmental projects.	300	3.62	1.22
I. Local people can sell their farming produce to the hotels and	300	1.68	1.07

lodges.			
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### **Employment in the tourism industry has benefitted the local community**

Employment is one of the major direct economic effects of tourism industry (Inskeep, 1991). Based on highest percentage score (42%) and (Mean 2.70, SD1.24) the participants disagreed to the statement “**Employment in the tourism industry has benefitted the local community**”. The statement had only 12% of participants strongly agreeing that the local people are benefitting from tourism industry employment attracting the lowest number of respondents. The participants who were interviewed which are the private sector, government officials, NGO’s majority of them strongly agreed that local people’s livelihoods have changed because of tourism employment. The hotels and lodges participants interviewed highlighted that over 70 % of tourism employees are residents from Zambezi Region. Findings revealed local people as being the major a larger number in tourism employment since the residents of Zambezi Region constitute a higher percentage in the hotels or but denied the statement “**Employment in the tourism industry has benefitted the local community**”. Some participants from Sibbinda Constituency commented that the residents from their constituency should have equal opportunities on tourism jobs in Zambezi Region since their constituency has fewer attractions to attract more hotels and lodges hence less employment opportunities even though they are equally affected by the same negative impacts of tourism like other constituencies in the region.

Zaei and Zaei (2013) purports that the tourism industry is highly labor-intensive industry that can help in employment creation through different types of businesses such as hotels, lodges, restaurants, car hire and travel agents to mention just but a few. Tourism jobs can be both highly skilled specialties, semi-skilled or unskilled jobs. The unskilled jobs employ more local employees which normally does not change the livelihoods of local communities because of the minimum wages given to the employees.

Majority of the respondents comments highlighted that most of the lodges , only employ local people in menial jobs such as room maids ,cleaners, gardeners ,security guards, receptionist ,kitchen porters and bar personnel on some lodges with most of the employees having no specific job description , minimum wages and with the jobs allocated according to work demand

available that day .The focus group which had academics respondents from University of Namibia ,Namibia University of Science and Technology, International University of Management and International Training College Lingaa were very concerned that having no specific employment contracts ,job descriptions for the local people who are employed in the tourism sector makes it impossible for them to claim appropriate remuneration equivalent of the tasks performed mainly caused by lack of training and qualifications . However, the private sector respondents highlighted that job rotation was best for the locals since they were getting free in- training in all departments and as well as gaining experience which makes the chances of employment somewhere else higher since they were hospitality and tourism all-rounders. “Job Rotation is a management approach where employees are shifted between two or more assignments or jobs at regular intervals of time to expose them to all verticals of an organization. It is a pre-planned approach with an objective to test the employee skills and competencies to place him or her at the right place. In addition to it, it reduces the monotony of the job and gives them a wider experience and helps them gain more insights” (Management Study Guide; 2008). However, job rotation without clear communicated objectives can be demotivating to the employees.

The private sector’s comment “We are an equal opportunity employer, we do not choose who to employ. The local people from the rural communities do not apply when we advertise hence we will be left without an option but to shortlist those that have applied regardless of their constituency nor region so long they are Namibians. They deserve equal opportunities”. Majority of the local people were appealing to the government to make it a policy of the tourism private sector employ local employees from Zambezi Region or down to the constituency for example lodges in Kabbe South employs people from Kabbe and same applies to those in Kongola so that the economic gains from the tourism sector helps the poor people in their community.” Most of the lodges employ people from Katima Mlilo because they are educated and have more exposure than us from the rural villages. The government should make sure there are also Vocational Training Centers in our rural constituencies instead of building all good schools, VTCs, Universities in Katima Mlilo urban. We are all Namibians and we deserve same opportunities” This was one of the trending comments from most of the participants from the constituencies far away from the towns or business centers comments.

### **Supply of goods and services to tourism enterprises by the poor has not benefited the local people**

Based on percentage scores and mean the respondents observed that **“supply of goods and services to tourism enterprises by the poor has not benefited the local people** (mean 4.22, SD 1.08) shows that the respondent supported the statement and highest percentage score of (56 %) other respondents strongly agreed with the statement and only 4 % of the respondents strongly disagreed and same percentage also disagreed with the statement. Over 20% of the interviewed respondents are peasant farmers who commented, “We as farmers have no were to sell our produce. The lodges and restaurants are not buying our tomatoes, onions, leafy vegetables but they are buying imported products from South Africa.” However, the private sector respondents argued that “We don’t have a problem in buying local produce from the community farmers. The major problem is quality of produce and supply consistency. The farmers need training in how to produce international standard produce as well as crop rotation and continuity in production”.

“We have some farmers who produce good quality products who supply us with vegetables and fish but they lack professionalism and planning. Sometimes they do not deliver at all or delay to deliver the produce even though we had booked in advance. Quality is also an issue, we can’t use sub- standard produce they will directly affect the product and hence will have a negative effect on our enterprise so we can’t take chances”, some of the comments made by the private sector respondents who were interviewed.

### **A direct sale of goods and services to tourist (informal economy) has helped in reduction of poverty in Zambezi Region E.g. Curio products, open markets.**

Based on percentage scores and mean the respondents opposed the statement that a direct sale of goods and services to tourist (informal economy) has helped in reduction of poverty in Zambezi Region e.g. curio products with the majority (mean 2.30, SD1.05) (48%) respondents disagreed with the statement and only (6 %”) being the lowest percentage of respondents on the statement. Yes, we have benefitted from selling craft direct to the tourists but the sales are very little that the income we get cannot even feed our families. Most of times we end up selling our curios at a lower price because of competition as well you know that if we do not reduce the price then we have nothing to take home to our families that day. We survive from hand to mouth. The tour

guides also contribute negatively by advising the tourists to hold on and buy where the prices are cheaper “, a comment which was made by more local people respondents who are in the informal business sector and the government officials interviewed supports the notion that the informal sector has gained little except the organized collective community curios which are located at the lodges, highway or in National Parks. They highlighted that tourists feel safe to buy in a collective community curio shops or curio shops privately owned by the lodge hence spending more unlike stopping at the road side curio displays of individuals. The sales from curios are very little that even if the local people sell more products, the money will not change the local communities’ livelihoods though it’s better than nothing.

**Establishment and running of tourism enterprises by the poor e.g. small and medium sized enterprises (lodges, tour operators, restaurants, or community based enterprises has changed the livelihoods of local people.**

On the statement of establishment and running of tourism enterprises by the poor e.g. small and medium sized enterprises (lodges, tour operators, restaurants, or community based enterprises has changed the livelihoods of local people. Majority of the respondents disagreed with the statement using the percentage score and mean (mean 2.36, SD 1.09) (46%) and the lowest percentage score of (6%) strongly agreeing with the statement. The comments from the respondents argued that, “We have interest in establishing tourism enterprises but we have no financial and business knowledge capacity to open tourism enterprises”. The government officials interviewed said, “There are a lot of local people who have ventured into tourism SMEs in Zambezi Region for example lodges, guest houses, tour operators, restaurants, car hire, tour guides and other supporting enterprises such as security companies “. The NGOs respondents interviewed highlighted that “Local people’s livelihoods are changing because of running tourism establishment both formal and non-formal tourism enterprises or products they offer directly or indirectly to tourists”.

**Voluntary giving/support by tourism enterprises and tourists e.g. training, supporting community projects has not been done at all.**

The respondents disagreed with the statement that “**Voluntary giving/support by tourism enterprises and tourists e.g. training, supporting community projects has not been done at**

all “, by a percentage score of (56 %) and (mean 2.52, SD 1.21) followed by strongly disagreed with a percentage score of (14%) and the lowest percentage score of (4%) on neither agree/disagree which shows that the tourism private sector and the tourists are involved in community projects. The local people respondents highlighted that most tourism operators offer free training to their employees as well as some who give back to the community through sponsoring local soccer teams or other community related sustainable development projects. However even though the respondent highlighted that the private enterprises are supporting the communities, some respondents highlighted that the support was so little to change the communities' livelihoods. The private sector interviewed highlighted that “We give back to the local communities through sponsoring sustainable development projects or sponsoring soccer teams or local community events”.

**There is no investment in infrastructure stimulated by tourism industry e.g. transport and communication, schools, colleges, hospitals, shopping malls, dams in Zambezi Region as way of ploughing back into the community.**

Based on percentage scores and mean, the respondents supported the statement that “**There is no investment in infrastructure stimulated by tourism industry e.g. transport and communication, schools, colleges, hospitals, shopping malls, dams in Zambezi Region as way of ploughing back into the community**”. The local respondents' highest percentage scores (76 %) and ( mean 4.44 ,SD 1,08 ) strongly agreed that there is no investment in infrastructure stimulated by tourism industry and lowest percentage score of 2% strongly disagreeing .The local respondents comments strongly highlighted that “There is no reliable telephone and road networks in remote rural areas which are far away from the urban areas and highway even though there are lodges in the remote areas such as villages surrounding Impala Island ,nothing has been done to change the situation which affect both local and tourists especially during rainy season because of floods only few tourists are able to visit the area”. Findings revealed that those participants who were against the statement argued that “

**Lack of tourism training makes the local people lose jobs to other regions and tourism contracts to foreign investors.**

The findings interpret the following statement **“Lack of tourism training of local people is a major contributing factor of the hotels and lodges in Zambezi Region to lose jobs to Namibians from other regions and tourism contracts and clients to foreign investors”**. Tourism industry jobs are full time or part time and are women, young and previously disadvantaged people -friendly such as ethnic minority populations and are quite accessible to the poor as they require relatively less skills .The tourism businesses require relatively low investment and hence qualifying them to be easily accessible by the poor, (UNWTO; 2010).The respondents’ responses were in support with the statement and hence the highest percentage score was (56%) and (mean 4.24 ,SD 1.03 ) as strongly agrees that the lack of training is contributing to poverty in Zambezi Region. However, only 2% of the participants strongly disagreed with the statement.

The private sector respondent interviewed purported that “I ventured into business for profits, so I can’t employ incompetent employees just because they are from the local community where my lodge is located. The reason why we need to employ at least someone with grade 10 or 12 is that they are easily trainable since they can converse in English. Language is a major barrier in some local people who wants employment. The guest we receive at our lodge can only speak English hence making it a pre-requisite for the whole team. However, 60% of my workers are from Zambezi Region and only 20% from the constituency where my lodge is situated and the remaining 40% from other regions in Namibia”. The focus group highlighted that there is need of government investment on education and training in all sectors in all Namibian Regions. “Highly educated individuals in wage employment are paid more to reward them for their higher productivity. Returns to schooling are highest in sub-Saharan Africa, highlighting the need to invest in education in the region”, (UNESCO; 2014).

**Income from tourism industry e.g. taxes, levies and profits has not been invested back in regional developmental projects.**

The participants through the highest percentage score (38%) and (mean 3.62, SD 1.22) agreed with the statement that **“Income from tourism industry e.g. taxes, levies and profits has not**



been invested back in regional developmental projects” and the lowest percentage score of (8%) strongly disagreeing with the statement. The local people highlights that the tax from tourism should be ploughed back in the region to help us alleviate poverty in our communities. “There should be equal distribution of sustainable development projects in all constituencies. Development is only in the Katima Mlilo Urban where there are good hospitals, schools, universities, Vocational training colleges, good road networks, good communication networks, lodges, hotels and so forth.

### **The local people can sell their farming produce to the tourism private sector**

The statement on whether “**The local people can sell their farming produce to the tourism private sector**”, the participants highlighted by their highest percentage scores strongly disagreed (62%) (mean 1.62, SD 1.02), the lowest being strongly agrees with a percentage score of 4%. The respondents argued that the local people have no were to say their produce. The lodges import all their fruits and vegetables from South Africa, which makes a major drawback to sustainable development initiatives. The government should enforce laws that discourage leakages and encourage linkages that help the local communities as way of alleviating poverty in the rural communities of Zambezi Region.” We should be able to sell our produce to the lodges, everyone should benefit from sustainable tourism”.

### **Participation of Local People in Sustainable Tourism Development and its Barriers**

Table 5 .3 shows the distribution of the answers of participants given to statements under “**2. Participation of Local People in Sustainable Tourism Development and its Barriers.**” sub-scale.

**Table 5.3** Percentages of local people's views on participation of local people in sustainable tourism development and its barriers (N=300).

<b>“Participation of Local People in Sustainable Tourism Development and its barriers”</b>	<b>Population</b>	<b>Strongly disagree</b>		<b>Disagree</b>		<b>Disagree/ Agree</b>		<b>Agree</b>		<b>Strongly Agree</b>	
	<b>N</b>	<b>f</b>	<b>%</b>	<b>f</b>	<b>%</b>	<b>f</b>	<b>%</b>	<b>f</b>	<b>%</b>	<b>f</b>	<b>%</b>

a. Tourism does not benefit local people	300	84	28,0	126	42,0	42	14,0	36	12,0	12	4,0
b. Local people's views are not taken seriously	300	150	50,0	84	28,0	42	14,0	18	6,0	6	2,0
c. Local people are forced to into partnerships with foreign investors	300	240	80,0	0	0,0	36	12,0	12	4,0	12	4,0
d. Local people get first preference on employment	300	126	42,0	60	20,0	48	16,0	60	20,0	6	2,0
e. Local people are actively involved in all tourism decision-making processes.	300	36	12,0	90	30,0	108	36,0	54	18,0	12	4,0
f. There is equal sharing of economic benefits between the tourism stakeholders	300	276	92,0	6	2,0	6	2,0	6	2,0	6	2,0
g. Lack of tourism knowledge discourages participation of local people	300	42	14,0	60	20,0	84	28,0	54	18,0	60	20,0
h. Conflict of interests and continuous changes in policies	300	6	2,0	6	2,0	42	14,0	72	24,0	174	58,0
I. Tourism industry is not for black people	300	252	84,0	12	4,0	18	6,0	12	4,0	6	2,0
j. Lack of representatives to represent local people	300	18	6,0	12	4,0	36	12,0	54	18,0	180	60,0

in developmental issues											
k. There is limited sense of ownership of projects by the local people.	300	12	4,0	12	4,0	24	8,0	174	58,0	78	26,0

**Table 5.3.1** Mean and SD of local people's views on participation of local people (N=300)

<b>“Participation of Local People in Sustainable Tourism Development and its barriers”</b>	<b>N</b>	<b>MEAN</b>	<b>SD</b>
a. Tourism does not benefit local people	300	2.22	1.10
b. Local people’s views are not taken seriously	300	1.82	1.02
c. Local people are forced to into partnerships with foreign investors	300	1.52	1.10
d. Local people get first preference on employment	300	2.20	1.23
e. Local people are actively involved in all tourism decision-making processes.	300	2.72	1.02
f. There is equal sharing of economic benefits between the tourism stakeholders	300	1.20	0.75
g. Lack of tourism knowledge discourages participation of local people	300	3.10	1.32
h. Conflict of interests and continuous changes in policies	300	4.34	0.93

i. Tourism industry is not for black people	300	1.36	0.91
j. Lack of representatives to represent local people in developmental issues	300	4.22	1.17
k. There is limited sense of ownership of projects by the local people.	300	3.98	0.93

### **Tourism does not benefit local people hence there is no need of local people to participate**

Tourism does not benefit local people hence there is no need of local people to participate, 42% and (mean 2.22 .SD1.10) disagree with this statement. Jamieson (2001) as cited in Pongponrat (2011) noted that more direct local involvement in decision-making for example, may enable residents to request a specific portion of tax benefits from tourism to be allocated to community development and the protection of the tourism resource base. The local people benefited through collection of levy and tax from tourism companies for the development of the community.

### **Local people's views are not taken seriously, so there is no need for the local people to be involved**

Local people's views are not taken seriously, so there is no need for the local people to be involved, scored 50% and (mean 1, 82, SD 1.02) strongly disagree. Every view and suggestion by the local community is considered as they play an important role in protecting the resources. This is consistent with Sanoff (2000) who maintains that the main purpose community participation is to involve people in the design and the decision-making processes the theirs comments, the local people highlighted that other stakeholders should value their opinions and that they are willing to participate.

### **Local people are forced to into partnerships with foreign investors**

The government sustainable development policies force local people to participate in the tourism partnerships with the foreign investors (80%) and (mean 1.52, SD 1.10) of respondents strongly disagreed with the statement that "The government sustainable development policies force local people to participate in the tourism partnerships with the foreign investors" and a lowest percentage of 0 % of participants agreeing with the statement. "We are not forced into

partnerships with foreign investors; they bring resources such as investment capital and knowledge while we bring the land and the natural resources. It's a 'gain –gain' situation unlike the other investors who privately owns the tourism enterprises in the region and the community is not benefitting anything". Kernagham (1993) defines "partnership as a relationship that involves the sharing of power, work, support and/or information with others, to achieve common goals or mutual benefits"

**The tourism companies give first preference to Zambezi residents when they have vacancies**

Participants disagreed that the tourism companies give first preference to Zambezi residents when they have vacancies by a percentage score of (42 %.) (Mean 2, 20 SD 1.23). The local people feels that they should get first preference in tourism jobs in their region but however, the private sector highlighted that there is equal chance of every Namibian regardless of their region of origin to be employed in the tourism sector the point that is crushed by local residence who feels that in other regions of Namibia local people take a leading role in the job market. The academics focus group strongly agrees that it is the role of all stakeholders to implement policies that allows the local communities to be given the highest preference to work in the tourism sector and to be entrepreneurs as a way of alleviating poverty unlike giving the local communities freebies. If communities are empowered, the conflicts of interest between the private sector and the communities will reduce since they will have a sense of ownership and this would reduce robbery, poaching, prostitution as well as poverty in Zambezi region.

**Local people are actively involved in all tourism decision-making processes from policy formulation, employee recruitment processes, conservation and sustainable development projects.**

Local people are actively involved in all tourism decision-making processes from policy formulation, employee recruitment processes, conservation and sustainable development projects. The highest score is 36% and (mean 2.72, SD 1.02) neutral shows that participants are not sure if the local people are involved in all the decision-making processes of tourism development. It is further argued the community participation in decision making increase people's trust and confidence with the tourism industry. It also provides the local community

with a voice in design and decision-making to improve plans, service delivery and finally, promotes sense of community by bringing together people who share common goals (Pongponrat 2011).

**There is equal sharing of sustainable tourism benefits between the tourism stakeholders including the poor communities in Zambezi Region**

There is equal sharing of sustainable tourism benefits between the tourism stakeholders including the poor communities in Zambezi Region, 92% and (mean 1, 20, SD 0.75) strongly disagreed with the above statement. Benefits can never be distributed equally to every stakeholder. The local people feel that there are highest leakages in Zambezi Region. There are a lot of challenges on calculation of profit repatriation especially where there is insufficient data and different estimation methods used, especially in destination countries not using tourism satellite accounting systems (Jonsson 2016) with global tourism critics arguing that it leaves insignificant revenue in destinations (Mbaiwa 2005) and as a result the local people will remain poor. The confusing estimated statistics regarding the leakages and how to reduce it through policy interventions with the "exaggerated claims taking the focus away from an important challenge of boosting the linkages between tourism and the rest of the local economy" (Mitchell and Ashley 2007). Some foreign companies' employ foreigners and the profits will send back to the mother country for the multinational companies. In most cases 25% of the profits should remain in the local communities through wages and salaries and tax as well as social responsibility but it is difficult to assess the exact percentage that the Zambezi Region is retaining. Measuring from the poverty level in Zambezi Region, one would agree with the local people's comments that they are not benefiting from sustainable tourism. If the livelihoods of the local people are not changing so who is benefitting?

**Lack of sustainable tourism knowledge, information and training makes the involvement and participation of local people a mere waste of time**

Lack of sustainable tourism knowledge, information and training makes the involvement and participation of local people a mere waste of time. The highest score is 28% and (mean 3.10, SD1.32) neutral and which indicates that local people are not sure. Education plays a critical part in the decision-making process as the local community lack proper tourism knowledge. The

government provides expertise in the tourism industry that draft policies and implement them through involving local people to instill the sense of belonging.

**Conflicts of interest between stakeholders and continuous changes in policies by the government forces local people to withdraw from tourism industry**

There is a highest score of 58% and (mean 4.4, SD 0.93) and) respondents who supported that there are conflicts of interest between stakeholders and continuous changes in policies by the government forces local people to withdraw from tourism industry. The local people believe that they are in total control of every development which takes place in their area as well as distribution of land. Government is implementing new policies of developing some areas for tourism purposes. The local people have a feeling of being sidelined in the development purpose of their area. According to Mannigel (2008) there are different levels of participation ranging from simple sharing of information to a full transfer of power and responsibilities. The power and responsibilities of local people is to maintain and safe guide the available resources for sustainable tourism development.

**Tourism is not for the black people**

Tourism is not for the black people scored 84 % (mean 1.36, SD 0.91) as participants are not in support of that notion. The black people are now very active in developing tourism through domestic tourism in Namibia. Black people are now enjoying patronizing the natural resources reserves and parks as a way of getting to familiarize with natural resources of their country. Only 2% of participants have a negative perception of associating tourism with white people. “We can be able to run tourism businesses if we are given the equal opportunity. The major reason why we seem to be inactive in tourism business is that we lack funding unlike the foreign investors who has money to build hotels and lodges in Zambezi Region”.

**Lack of representatives to represent local people in discussion that affect their livelihoods**

Lack of representatives to represent local people in discussion that affect their livelihoods scored (60 %) strongly disagree (mean 4.22, SD 1.17). This score shows that the local people feel that they are sidelined and lack representation in issues which affects their livelihoods. “Most of the times we are represented by people who are not locals for example the NGOs who advocates on

our behalf and hence the actual issues affecting us are not attended to” argued by some local respondents.” Representatives of local people in all meetings and discussions should be chosen by the communities in the constituencies down to the wards involved”. The academics focus group also pointed out that the local people are directly affected by any decision which might be taken by government and other stakeholders in sustainable tourism development and should be represented by chosen representatives from the Zambezi Region.

### **Limited sense of ownership of the projects by the communities**

There is limited sense of ownership of the projects by the communities, participants agreeing with this statement by 58% and (mean 3.98, SD 0, 93) Lack of education and capital to be entrepreneur in the tourism industry is contributing to the limited sense of ownership by the local people. Most companies are multinational companies who are operating along Zambezi region. This makes the local people less important in the tourism industry. Foreign companies oversee everything especially the natural resources as they set up reserves for their tourist. Expatriation of money to mother countries is the system of the multinational companies. The comments from the local people highlighted the major reason why we are reluctant to participate in some projects is that, “If these sustainable development projects are for the benefit of us the local community people, why is it we are not consulted before they are implemented? Yes, we agree that some projects will change our livelihoods for the better but we feel that we should be involved from the start to the end”.

### **The Roles of the Local People in Sustainable Tourism Development**

Table 5.4 the distribution of the answers of participants given to statements under “**The roles of the local people in sustainable tourism development are well defined.**” sub-scale

**Table 5.4** Percentages of local people's views on the Role of The Local People in Sustainable Tourism Development (N=300).

“The Roles of The Local People in Sustainable Tourism Development”		Strongly disagree		Disagree		Disagree/ Agree		Agree		Strongly Agree	
	N	f	%	f	%	f	%	f	%	f	%
a. Local people do not want	300	192	64,0	84	28,0	12	4,0	6	2,0	6	2,0



to take the leading role in developmental issues.											
b. Local people only want jobs in the tourism industry; they don't want to be in business.	300	186	62,0	72	24,0	30	10,0	6	2,0	6	2,0
c. Local people should wait for the government, NGO's and private foreign investors to decide for them in all processes of sustainable development.	300	270	90,0	12	4,0	6	2,0	6	2,0	6	2,0
d. Local people should not be consulted when tourism policies are being made because they lack knowledge.	300	258	86,0	18	6,0	12	4,0	6	2,0	6	2,0
e. Local people should participate in tourism development projects in their communities and should have a voice in financial distribution.	300	6	2,0	6	2,0	12	4,0	42	14,0	234	78,0
f. Local people should not participate by any means in anything related to tourism industry.	300	264	88,0	12	4,0	6	2,0	6	2,0	12	4,0
g. Government should define roles for all stakeholders	300	6	2,0	12	4,0	78	26,0	132	44,0	72	24,0
h. All stakeholders should know their roles in sustainable tourism and	300	6	2,0	30	10,0	6	2,0	102	34,0	156	52,0

development.											
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**Table 5.4.1** Mean and SD of local people's views on roles of local people in STD (N=300)

<b>The Roles of The Local People in Sustainable Tourism Development</b>	<b>N</b>	<b>MEAN</b>	<b>SD</b>
a. Local people do not want to take the leading role in developmental issues.	300	1.50	0.83
b. Local people only want jobs in the tourism industry; they don't want to be in business.	300	1.58	0.90
c. Local people should wait for the government, NGO's and private foreign investors to decide for them in all processes of sustainable development.	300	1.22	0.76
d. Local people should not be consulted when tourism policies are being made because they lack knowledge.	300	1.28	0.80
e. Local people should participate in tourism development projects in their communities and should have a voice in financial distribution.	300	4.64	0.82
f. Local people should not participate by any means in anything related to tourism industry.	300	1.30	0.92
g. Government should define roles for all stakeholders	300	3.84	0.90
h. All stakeholders should know their roles in sustainable tourism and development.	300	4.24	1.03

### **Local people do not want to take the leading role in developmental issues**

Local people do not want to take the leading role in developmental issues scored 64% on strongly disagree and (mean 1.50 SD 0.83) Local people understand their role to conserve the natural resources as they are gaining through economic development. Only 2% of participants said the local people do not want to take leading role in developmental issues. If decisions are made without the local people involvement and leading the projects it will be difficult to involve them on implementation stage and hence will face negative resistance (Mangunda 2013).

### **Local people only want jobs in the tourism industry; they don't want to be in business.**

The local participants strongly agreed with the statement that they only want employment by a highest percentage score of (62%) and (Mean 1.58, SD 0.93) and a lowest percentage score of (2%) on both agreeing and strongly agreeing. “We want equal share of benefits from our natural resources hence only our children need jobs. I want to be in business but my major challenge is capital. The banks should allow us long term loans with less interest rate”. The academic focus highlighted that the local people need to be taught how to fish not to be given fish, which can be done through training them how to do business plans, financial management, and marketing and computer skills as well to be given affordable loans for capital. More comments alluded that “our youth need jobs first; they do not have money and knowledge to run businesses”.

### **Local people should wait for the government, NGO's and private foreign investors to decide for them in all processes of sustainable development.**

The local people do not want the government, NGO's and private foreign investors to decide for them in all processes of sustainable development. They feel they have the same rights as all other stakeholders in sustainable development projects. “The NGOs and the private sector only try to fulfill their own needs so we want community representatives” and other respondents saying “We know nothing about tourism so the government should represent us not the private sector who only wants to make profits on our expense. Using the highest percentage score (90%) and (Mean 1.22 SD 0.76) of the respondents strongly disagreeing with the statement and lowest percentage score of (2%) on neutral, agree and strongly agreeing.

**Local people should not be consulted when tourism policies are being made because they lack knowledge**

The statement that the ‘Local people should not be consulted when tourism policies are being made because they lack knowledge’, had most participants strongly disagreeing with this statement through a highest percentage score of (86 %) and (mean 1.28, SD 0.80). The lowest percentage score of 2% for both strongly disagreeing and disagreeing with the statement. Pongponrat (2011) notes that, “Local tourism development requires people who are affected by tourism to be involved in both the planning process and the implementation of policies and action plans. This ensures that development meet the perceived needs of the local community.” We need not only to be consulted but to be part of the decision-making process in all policies that concern us. We are the owners of this land and we feel that most of times the government is taking us for granted. We need our voices to be heard. Zambezi Region should have been one of the most developed regions in Namibia”. However, all other stakeholders interviewed feels that the local people should be consulted and are part and parcel of policy formulation and implementation for the policies to be effective. As purported by Mangunda, Sirima and Ezra (2013) consultation of the local people on policy formulation and implementation will ensure that development meets perceived community needs and this will lead to poverty reduction in the long run.

**Local people should participate in tourism development projects in their communities and should have a voice in financial distribution.**

The participants highlighted that by a highest percentage score of (78%) and (4.64 SD 0.82) agreed with the statement that “**Local people should participate in tourism development projects in their communities and should have a voice in financial distribution**” and a lowest percentage score of (2%) on both strongly disagreeing and agreeing with the statement. To achieve positive goals the local people should be active stakeholders. Pongponrat (2011) argued that the locals should have a say on how taxes and levies should be ploughed back in community sustainable development projects and protection of tourism resource base. The local people want an upper hand in suggesting (SD) projects.

### **Local people should not participate by any means in anything related to tourism industry.**

The statement of local people not to participate received a highest percentage score of (88%) (Mean 1.30, SD 0.92) respondents strongly disagreeing with the statement and a lowest score of (4% strongly agreeing with the statement. The local people commented that they are custodians of the natural resources in Zambezi Region as supported by Muganda, Sirima and Ezra (2013) who highlighted that local people are regarded legitimate and moral stakeholders in sustainable tourism development.

### **Government should define roles for all stakeholders**

Local people feel it is the government's role to define roles of all stakeholders in the tourism industry since the local people are the most affected stakeholder most of the times. "We are only consulted when they want us to conserve the environment not anything that benefit us. Is our role only to conserve the environment for foreigners to make profits from our resources and send to their countries? ". The respondents agreed with the statement that **"Government should define roles for all stakeholders"** by a highest percentage score of (44%) and (mean 384, SD 0.90) and lowest percentage score (2%) strongly disagreeing with the statement. The academics focus group and the government officials interviewed highlighted that roles are already defined and all stakeholders needs to sit down and openly discuss them to help in eradicating of poverty in the local communities in Zambezi Region.

### **All stakeholders should know their roles in sustainable tourism and development**

The participants strongly agreed and agreed by using the highest percentage score of (56%) and (34%) respectively and two lowest percentage score of (2%) and (Mean 4.24, SD1.03) strongly disagreeing and either agreeing/disagreeing. The participants highlighted that defined roles make it easier for all stakeholders to participate in sustainable tourism development projects.

### **Tourism Linkage barriers between the Local Communities and the Tourism Industry**

Table 5.5 the distribution of the answers of participants given to statements under "4. **There is increase in linkages between the tourism industry and the local community with other sectors**" sub-scale

**Table 5.5** Percentages of local people's views on tourism linkage barriers between the local communities and the tourism industry (N=300).

“Tourism Linkage Barriers Between the Local Communities and the Tourism Industry”		Strongly disagree		Disagree		Disagree/Agree		Agree		Strongly Agree	
	N	f	%	f	%	f	%	f	%	f	%
a. It is difficult for the local producers to compete with imported produce	300	6	2,0	6	2,0	12	4,0	78	26,0	198	66,0
b. The hotels/restaurants do not want to buy local produce	300	6	2,0	12	4,0	12	4,0	234	78,0	36	12,0
c. Tourists prefer imported foods rather than local products	300	12	4,0	6	2,0	6	2,0	72	24,0	204	68,0
d. Local fresh producers lack marketing ability	300	6	2,0	12	4,0	18	6,0	72	24,0	192	64,0
e. Lack of trust and cultural differences between foreign investors and local producers	300	18	6,0	30	10,0	72	24,0	120	40,0	60	20,0
f. There should be policies that obligate tourism private sector to buy local produce	300	12	4,0	0	0,0	6	2,0	0	0,0	282	94,0

**Table 5.5.1** Mean and SD of local people's views on tourism linkage barriers between the local communities and the tourism industry (N=300)

“Tourism Linkage Barriers Between the Local Communities and the Tourism Industry”	N	MEAN	SD
a. It is difficult for the local producers to compete with imported produce	300	4.52	0.83
b. The hotels/restaurants do not want to buy local produce	300	3.94	0.71
c. Tourists prefer imported foods rather than local products	300	4.50	0.94

d. Local fresh producers lack marketing ability	300	4.44	0.92
e. Lack of trust and cultural differences between foreign investors and local producers	300	3.58	1.10
f. There should be policies that obligate tourism private sector to buy local produce	300	4.80	0.83

**It is difficult for the local producers to compete with imported produce on price and quality.**

The participants strongly agreed with the statement “It is difficult for the local producers to compete with imported produce on price and quality” by highest percentage score of (66%) and (mean 4.52, SD 0.83) and lowest score of (2%) both strongly disagreeing and disagreeing with the statement. The Zambezi Region has infertile soil though it receives the highest rainfall in Namibia hence making farming more expensive since more fertilizers or manure should be used (Integrated Regional Land Use Plan for the Zambezi Region 2014). The imported produce from South Africa are always cheaper and of good quality than locally produced produce.

**The private sector e.g. hotels does not want to buy local produce**

The respondents supported the statement that “The private sector e.g. hotels do not want to buy local produce”, by a highest percentage score of (78%) and (Mean 3.94, SD 0.71) agreeing and the ones opposing the notion with the lowest percentage score of (2%) strongly disagreeing with the notion.

**Tourists prefer imported foods rather than trying new local products or meals.**

The participants strongly agreed that tourists prefer imported foods rather than trying new local products or meals by the highest percentage score of (68%) and (mean 4.50, SD .0.94) and only lowest percentage score of (2%) disagreeing with the statement. Local respondents highlighted that the tourists prefer food from their country of origin than local food but the academics focus group and the government official interviewed opposed the fact saying “It is the mentality of foreign investors that local produce is of lesser quality than the imported produce. The local produce from Zambezi Region is more nutritive and are not genetically modified organisms

(GMO) compared to most imported foods”. The main reason of preferring to buy imports is financial benefits. The imported commodities are much cheaper than the local commodities which are normally high because of inputs used in the production. The focal group respondents emphasized that there is need for the government to set laws that protects local farmers, informal traders and service providers.

### **Local people lack marketing ability of to market their produce**

The participants through highest percentage score (68%) and (and mean 4.44, SD .0.92) supported the statement that lack of marketing ability of local producers has an impact on as a contributing factor on poverty in Zambezi Region and the minimum percentage score on strongly disagreeing at (2%) There are limited markets for crop production and distances to these markets are also a challenge for communal farmers with limited transport.

### **Cultural issues such as a lack of trust between foreign investors and local farm**

The private sector in their comment purported that hotels and restaurants do not trust local producers because of previous negative experiences they have had with local producers for example expecting the delivery of commodities and the farmers never supplied or give never apologized for the inconveniences caused. “The other reason is not meeting deadlines, the local farmers do not care about time management, I think it’s a cultural problem even if we emphasize about the importance of time”, however the local people’s comments opposed the private sector “Many private enterprises hold stereotypical views that the local farmers produce sub-standard produce which cannot be prepared for their international clientele and thereby opting to purchase imported produce from South Africa. We produce quality produce but the lodges do not want to buy from us so they set the prices below the market prices as a way of discouraging us”. The local peoples’ percentage scores show a highest score of (40%) and (mean 3.58, SD 1.10) on agreeing with the statement and a lowest score of (6%) strongly disagreeing with the statement.

### **There should be policies that obligate private sector e.g. hotels to buy from the local farmers and to contract locals in other sectors before considering importing.**

The participants strongly agreed with the statement that there should be policies that obligate private sector e.g. hotels to buy from the local farmers and to contract locals in other sectors



before considering importing using a percentage score of (94%) and (mean 4.84, SD 0.83) which is the highest score on the questionnaire and a lowest percentage score of (0%) both on disagree and on agree. The local participants fees that the import policies that regulates imports of goods or produce from other countries should be tightened to pave way for the use of local produce and services. The statement attracted more comments as well as a high mean since local people highly feel that the supply chain is letting them down on poverty alleviation.

### **Barriers to Poverty Alleviation through Sustainable Tourism Development in Zambezi Region**

Table 5.6 shows the distribution of the answers of participants given to statements under “Barriers to tourism related poverty reduction in Zambezi Region” sub-scale.

**Table 5.6** Percentages of local people's views on barriers to poverty alleviation through sustainable tourism development in Zambezi Region (N=300).

<b>Barriers to Poverty Alleviation Through Sustainable Tourism Development in Zambezi Region</b>		<b>Strongly Disagree</b>		<b>Disagree</b>		<b>Disagree/Agree</b>		<b>Agree</b>		<b>Strongly Agree</b>	
	<b>N</b>	<b>f</b>	<b>%</b>	<b>f</b>	<b>%</b>	<b>f</b>	<b>%</b>	<b>f</b>	<b>%</b>	<b>f</b>	<b>%</b>
a. Lack of programs targeted to empower women	300	30	10,0	162	54,0	60	20,0	36	12,0	12	4,0
b. There is very little recognition of the local people's potential in tourism development by other stakeholders	300	6	2,0	6	2,0	18	6,0	246	82,0	24	8,0
c. All stakeholders lack of education or training in using tourism as a poverty reduction tool.	300	60	20,0	54	18,0	72	24,0	54	18,0	60	20,0
d. The poor lack access to credit for entrepreneurial capital	300	6	2,0	12	4,0	24	8,0	60	20,0	198	66,0

e. The local people abuse the money they are given by the donors or loans from the banks	300	216	72,0	60	20,0	12	4,0	6	2,0	6	2,0
f. Outdated regulations and red-tape (bureaucratic practice/excessive regulations/rigid conformity to formal government or NTB rules) make it impossible to develop innovative tourism products and services by the local people e.g. on company regulation	300	18	6,0	12	4,0	12	4,0	48	16,0	210	70,0
g. The poor have unlimited access to tourism infrastructure and assets in the region.	300	66	22,0	156	52,0	36	12,0	18	6,0	24	8,0
h. The communities lack necessary transportation and communications infrastructure essential to meet the needs of the tourism industry	300	72	24,0	84	28,0	12	4,0	90	300	72	24,0
i. The government and (NGO's) lacks the organizational capacity to respond to the opportunities for economic development.	300	66	22,0	54	18,0	54	18,0	66	300	66	22,0
j. The local authority and communities lack essential market knowledge	300	12	4,0	30	10,0	48	16,0	126	300	12	4,0

**Table 5.6.1** Mean and SD of local people's views on barriers to poverty alleviation (N=300)

<b>Barriers to Poverty Alleviation Through Sustainable Tourism Development in Zambezi Region</b>	<b>N</b>	<b>MEAN</b>	<b>SD</b>
a. Lack of programs targeted to empower women	300	2.46	0.97
b. There is very little recognition of the local people's potential in tourism development by other stakeholders	300	3.92	0.63
c. All stakeholders lack of education or training in using tourism as a poverty reduction tool.	300	3.00	1.40
d. The poor lack access to credit for entrepreneurial capital	300	4.44	0.94
e. The local people abuse the money they are given by the donors or loans from the banks	300	1.42	0.83
f. Outdated regulations and red-tape (bureaucratic practice/excessive regulations/rigid conformity to formal government or NTB rules) make it impossible to develop innovative tourism products and services by the local people e.g. on company regulation	300	4.40	1.13
g. The poor have unlimited access to tourism infrastructure and assets in the region.	300	2.26	1.11
h. The communities lack necessary transportation and communications infrastructure essential to meet the needs of the tourism industry	300	2.82	1.44
i. The government and (NGO's) lacks the organizational capacity to respond to the opportunities for economic development.	300	3.00	1.44
j. The local authority and communities lack essential market knowledge	300	3.80	1.08

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**Lack of government programs targeted to empower women and the poor people in tourism projects.**

From the highest percentage score of respondents (54%) and (Mean 2.46, SD 0.97) disagreed with the statement that “**Lack of government programs targeted to empower women and the poor people in tourism projects**” and the lowest percentage score of (4%) on strongly agreeing. The local people comments emphasized that women are the majority and leaders in tourism industry in Zambezi Region. It is an essential component of a sustainable tourism industry to promote and enable greater gender empowerment and equality (UNWTO 2010).” The government is doing a lot in empowering us as woman in business by giving us free training and the donors and NGOs also help us in our conservancies as well in farming.” . The respondents from the private sector also confirmed that over 70% of woman are employed in the tourism industry.

**There is very little recognition of the local people’s potential in tourism development by other stakeholders (e.g. Government, private sector, NGO’s, Banks, council.)**

The local participants agreed with the statement “**There is very little recognition of the local people’s potential in tourism development by other stakeholders (e.g. Government, private sector, NGO’s, Banks, council.)**” “The respondent’s comments highlighted that the other stakeholders do not consult them when making policies because they think we don’t know anything. We should have a voice in developmental issues “. Participants agreed by the highest (82%) percentage score a lowest percentage score of (2%) and (Mean 3.92, SD 0.63) on both strongly disagreeing and disagreeing with the statement.

**All stakeholders lack of education or training in using tourism as a poverty reduction tool.**

The statement received mixed opinion with highest percentage score on the statement, “**All stakeholders lack of education or training in using tourism as a poverty reduction tool**” (24 %) on neutral followed by (20%) and (Mean 3.00, SD 1.40) on both on strongly agree and

strongly disagree as well as the lowest score of (18%) on both agree and disagree. The respondents' comments highlighted that, "We do not know if all the stakeholders lack of knowledge on how to tackle poverty or that people are reluctant to help in alleviating poverty in Zambezi Region. Some regions in Namibia are no poorer so who has helped them? We need to copy from countries that have managed to alleviate poverty in the rural communities through sustainable tourism". "Namibia Training Authority (NTA) should put more VTCs in our region we need training in tourism, agriculture and manufacturing so that we are able to run our businesses viably, supply the whole region as well as exporting"

**The poor have no access to credit which is essential in helping them to participate in the tourism economy**

The respondents through the highest percentage score of (66%) and (Mean 4.44, SD 0.94) strongly agreed with the statement that "The poor have no access to credit which is essential in helping them to participate in the tourism economy" and the lowest percentage of (2%) on strongly agreeing with the statement. There is insufficient investment capital and lack of knowledge in marketing and business development of SMEs in developing countries especially for the poor local people because of lack of collateral and trust by the finance houses. (Dieke, 2000). Local respondent's comments purported that "We need to do business but we do not have startup capital. We are appealing to the government to finance us or be our collateral to the banks". "The banks only finance the rich people to be richer, we will die like this if we do not voice out"

**The local people abuse the money they are given by the donors or loans from the banks**

The participants strongly disagreed with the statement that "The local people abuse the money they are given by the donors or loans from the banks" by a highest percentage score of (72%) and (Mean 1.42, SD 0.84) and lowest percentage score of (2%) on both agreeing and strongly agreeing. The respondents' comments strongly disagreed with the statement that they abuse the capital. "We do not have immovable collateral wanted by the banks to give us loans for capital." "Where are the loans promised by the government through SME bank? The focus group highlighted that the locals need training on writing professional business proposal and business plan, no bank can loan person money without proper documentation

**Outdated regulations and red tape make it impossible to develop innovative tourism products and services by the local people e.g. on company regulation**

The local people strongly agreed with the statement **“Outdated regulations and red tape (bureaucratic practice / excessive regulations / rigid conformity to formal government or NTB rules) make it impossible to develop innovative tourism products and services by the local people e.g. on company regulations”** using a highest percentage score of (70%), (Mean 4.40, SD 1.13) and a lowest percentage score of (4%).”The local respondents in their comments highlighted that “Too much bureaucratic practice is delaying sustainable development in Zambezi Region. We want progress and the government should not be the stumble block of development because of on reacting to our problems on time, we go through too many offices for a simple issue to be solved. When we want to register our companies, we go through a lot of processes and we end up giving up”.

**The poor have unlimited access to tourism infrastructure and assets in the region.**

The respondents through the highest percentage score of (52%) and (Mean 2.26, SD 1.11) disagreed with the statement **“The poor have unlimited access to tourism infrastructure and assets in the region”** and lowest percentage score of (6 %) participants agreeing with the statement. “We cannot afford most of the hotels and lodges in our region. The prices for tourists and for us local people should differ. We should get discounts”.

**The communities lack necessary transportation and communications infrastructure essential to meet the needs of the tourism industry, e.g. tarred roads, internet connection reliable mobile phone networks**

The statement on **“The communities lack necessary transportation and communications infrastructure essential to meet the needs of the tourism industry, e.g. tarred roads, internet connection reliable mobile phone networks”** was received with mixed feelings with most respondents agreeing (30%) and (Mean 2.82, SD 1.44) disagreeing (28%) this was also heightened in respondents comments with some local communities closer to the National highways having access to communication networks opposing the statement regardless of their constituency. The other respondent said “We have problems of roads in Impalila, especially in summer season because of the floods. We can only access our villages through Kasane,

Botswana as well we use Mascom and Orange mobile communication which are easily connected. Good road should be constructed in our constituency”. The government respondents, NGOs and the academics all agreed that most areas in Zambezi Region are well connected to both transport and telecommunications infrastructure but with few remote rural areas that needs immediate attention.

**The government as well as non-governmental organizations (NGO’s) lacks the organizational capacity to respond to the opportunities for economic development.**

The respondents through a highest percentage score of (22%) and (Mean 3.00, SD 1.44) on both strongly disagreeing and agreeing with the statement” **The government as well as non-governmental organizations (NGO’s) lacks the organizational capacity to respond to the opportunities for economic development**” and lowest (18%) on both neutral and disagreeing with the statement and lastly a median percentage score of (20%). The local people had divided opinions on the ability of the government as well as non-governmental organizations (NGO’s) strength and ability on organizational capacity to respond to the opportunities for economic development. “The local people highlighted that,” The lack of governmental capacity and knowledge on tourism economic development opportunities is delaying the positive effort of Harambe”. The NGOs and government officials interviewed had a different opinion though some also highlighted that a lot needs to be done in identifying new opportunities on economic development that benefits all stakeholders. The tourism enterprises can enhance their benefits to the local communities while enhancing their customer satisfaction by developing win-win business partnerships (Ashley, Brine, Lehr and Wilde 2007).

**The local authority and communities lack essential market knowledge to allow them to develop pro -tourism strategies and products based on sound market information.**

The statement that “**The local authority and communities lack essential market knowledge to allow them to develop pro -tourism strategies and products based on sound market information**” was received with mixed feelings with the highest percentage score of (42%) and (Mean 3.80, SD 1.08) on agreement and the lowest percentage score of (4%) strongly disagreeing with the statement. The academics focus group highlighted that there is need for training of all tourism stakeholders in sustainable tourism as a tool of sustainable development to

enable community emancipation in Zambezi Region. The government officials heightened that there is need for a holistic approach to train all stakeholders.

## 5.5 The Descriptive Statistics

The descriptive statistics helps in summarizing the given data sets and makes data easier to interpret. The descriptive statistics related to opinions of participants about the economic impacts of sustainable tourism towards poverty reduction in the local communities, comparison of opinions related to sustainable tourism according to participants' gender, comparison of participants' opinions about the sustainable tourism by their age groups are discussed in detail in table 5.7, 5.8 and 5.9 respectively.

**The descriptive statistics related to opinions of participants about the economic impacts of sustainable tourism towards poverty reduction in the local communities.**

Table 5.7 below shows the descriptive statistics related to opinions of participants about economic impacts of sustainable tourism towards poverty reduction in the local communities in **Zambezi Region**.

**Table 5.7** Descriptive statistics related to participants' opinions on economic impacts of sustainable tourism towards poverty reduction in the local communities. (N=300).

<b>Participants' Opinions on Economic Impacts of Sustainable Tourism towards Poverty Reduction in the Local Communities in Zambezi Region.</b>	<b>N</b>	<b>Mean</b>	<b>SD</b>	<b>Min</b>	<b>Max</b>
1. Sustainable Tourism Benefits to Local People in Poverty Eradication	300	28,08	2,47	23	35
2. Participation of Local People in Sustainable Tourism Development and Barriers	300	28,68	4,20	21	39
3. The Roles of the Local People in Sustainable Tourism Development	300	19,60	3,24	14	33
4. Tourism Linkage Barriers Between the Local Communities and the Tourism Industry	300	25,78	2,52	17	29
5. Barriers to Poverty Alleviation Through Sustainable Tourism Development in Zambezi Region	300	31,52	4,39	23	40



When Table 5.7 was examined, it is established that the statements under the perceived usefulness dimension get (28, 08) mean (2, 47) standard deviation average points. The respondents highlighted that “We do not tangible benefits from sustainable tourism that can alleviate poverty in our communities”.

The statements under the perceived usefulness dimension get (28, 68) mean (4, 20) standard deviation average points. The respondents’ comments on the statement” **Participation and involvement of local people in sustainable tourism development projects as a way of alleviating poverty in the local community**” highlighted that “We need to be involved on all decision-making processes since we are the major stakeholder in the tourism sector. If thing go wrong all stakeholders will leave but us we belong to Zambezi Region it’s our home hence we should be given the platform to lead especially in major developmental issues”

The statements under the perceived usefulness dimension get (19, 60) mean (3, 24) standard deviation average points. The respondents’ comments opposed the statement” **The roles of the local people in sustainable tourism development are well defined**” highlighting that “There are no defined roles in the tourism industry. We are always the one sidelined or exploited hence we are appealing to the government to set roles for all stakeholders. We are the heirs of Zambezi Region including all-natural resources. If we need know conservation the foreign investors and the environmental advocates could not be here. We need to be leaders in discussing what concerns us”.

The statements under the perceived usefulness dimension get (25, 78) mean (2, 52) standard deviation average points. The respondents’ comments opposed the statement” **There is increase in linkages between the tourism industry and the local community with other sectors**” highlighting that “There should be equal opportunities and benefits for all stakeholders. We need a win –win policies for all stakeholders from employment, business partnerships, business opportunities, training and development, access to tourism infrastructure as well as taxes and levies should be used in infrastructure development in Zambezi Region”

The statements under the perceived usefulness dimension get (31, 52) mean (4, 39) standard deviation average points. The respondents' comments emphasized on the statement” **Barriers to tourism related poverty reduction in Zambezi Region**” highlighting that

” We need collateral to access loans from the banks as well as making sure that economic opportunities are available for all stakeholders.

#### **Comparison of opinions related to sustainable tourism according to participants' gender**

In Table 5 .8 the comparison of participants' opinions about the Sustainable Tourism according participants' gender is given below.

**Table 5.8** Comparison of opinions according to participants' gender (N=300).

<b>Sustainable Tourism According to Participants' Gender</b>	<b>Gender</b>	<b>N</b>	<b>Mean</b>	<b>SD</b>	<b>t</b>	<b>p</b>
1. Sustainable Tourism Benefits to Local People in Poverty Eradication	Male	132	27,73	1,97	-2,21	0,03*
	Female	168	28,36	2,78		
2. Participation of Local People in Sustainable Tourism Development and Barriers	Male	132	28,14	3,87	-2,00	0,05
	Female	168	29,11	4,41		
3. The Roles of the Local People in Sustainable Tourism Development	Male	132	19,14	2,33	-2,21	0,03*
	Female	168	19,96	3,78		
4. Tourism Linkage Barriers Between the Local Communities and the Tourism Industry	Male	132	25,86	2,68	0,51	0,61
	Female	168	25,71	2,40		
5. Barriers to Poverty Alleviation Through Sustainable Tourism Development in Zambezi Region	Male	132	31,41	3,82	-0,39	0,70
	Female	168	31,61	4,79		

\*p<0,05

When Table 4.8 is examined, it is found that there is a meaningful difference between the opinions related to **“Sustainable tourism benefits to local people in poverty eradication.”** subscale by their gender; and this means that it is statistically significant ( $p < 0,05$ ). Female participants get higher point (28, 36) mean against the statements that the locals have benefitted from sustainable tourism whereas the male participants with (27,73) mean. The women participants’ comments;

- “We are the majority in tourism industry be it as employees or as entrepreneurs and our concerns should be heard,”
- “We need formal training in tourism to get higher positions which are always held by our male counter parts or less females from other regions”
- “Male participants also highlighted that tourism jobs are more female related except hunting and sculpture where you see only few males”

And, there is a meaningful difference between the opinions related to **“Participation and involvement of local people in sustainable tourism development projects as a way of alleviating poverty in the local community.”** Sub-scale by their gender; and this means that it is statistically significant ( $p < 0, 05$ ). Female participants get higher point from the male participants (29, 11) mean and male participants (28, 14) mean. The comments from the female participants “We should be given first preference on participation since we are more affected because of our hands-on involvement in tourism the sector”.

There is a meaningful difference between the opinions related to **“The roles of the local people in sustainable tourism development are well defined.”** subscale by their gender; and this means that it is statistically significant ( $p < 0,05$ ). Female participants get higher point (19, 96) mean against the statements that the locals have benefitted from sustainable tourism whereas the male participants with (19, 14) mean. The women participants’ comments; “We need equal representatives of local people in community developmental projects”.

There is also a meaningful difference between the opinions related to **“There is increase in linkages between the tourism industry and the local community with other sectors.”** subscale by their gender; and this means that it is statistically insignificant ( $p > 0,05$ ). Female

participants got lower point (25, 71) mean against male participants with highest points of (25, 86) mean the statements that the locals have benefitted from sustainable tourism whereas the male. The male participants' comments showed that, "We are more concerned about policies to motivate linkages between the private sector and local produce or services to benefit local people as the major stakeholder"

There is a meaningful difference between the opinions related to "**Barriers to tourism related poverty reduction in Zambezi Region**" subscale by their gender; and this means that it is statistically insignificant ( $p > 0,05$ ). Female participants get higher point (31, 61) mean against the statements that the locals have benefitted from sustainable tourism whereas the male participants with (31, 41) mean. The participants had the same opinions the statement on barriers to tourism related poverty reduction in Zambezi Region. "The regulations are outdated and Namibian government should to revise them"

### **Comparison of participants' opinions about the sustainable tourism by their age groups**

Table 5. 9 the comparison of participants' opinions about the sustainable tourism according to their age group is given.

**Table 5.9** Comparison of participants' opinions about the sustainable tourism by their age groups (N=300).

Variables	Age Group	n	Mean	SD	Min	Max	F	p	Dif.
1. Sustainable Tourism Benefits to Local People in Poverty Eradication	< 24	102	28,82	2,85	23	35	6,80	0,00*	1-4
	25-34	120	27,55	1,84	24	31			3-4
	35-44	48	28,38	2,62	25	34			
	45 >	30	27,20	2,35	24	30			
2. Participation of Local People in Sustainable Tourism Development and Barriers	< 24	102	28,76	3,52	23	37	4,61	0,00*	1-3
	25-34	120	29,45	4,77	22	39			2-3
	35-44	48	26,88	2,45	21	29			2-4
	45 >	30	28,20	5,24	23	38			
3. The Roles of the Local People in Sustainable Tourism Development	< 24	102	19,59	3,84	14	32	1,57	0,20	
	25-34	120	20,00	3,45	17	33			

	35-44	48	19,13	1,78	17	23			
	45 >	30	18,80	1,19	17	20			
4. Tourism Linkage Barriers	< 24	102	25,59	2,82	17	29	7,08	0,00*	1-4
Between the Local Communities	25-34	120	25,30	2,52	19	29			2-4
and the Tourism Industry	35-44	48	26,38	2,02	22	29			3-4
	45 >	30	27,40	0,81	26	28			
5. Barriers to Poverty Alleviation	< 24	102	30,94	5,14	23	40	8,54	0,00*	1-4
Through Sustainable	25-34	120	31,15	3,96	24	39			2-4
Tourism Development in Zambezi	35-44	48	31,38	3,71	25	37			3-4
Region	45 >	30	35,20	1,97	33	38			

\*p<0, 05

When Table 5.9 is examined, it is found that there is a meaningful difference between the opinions related to **“Sustainable tourism benefits to local people in poverty eradication.”** subscale by their age group; and this means that it is statistically significant (**p<0,05**). The participants, who are in 45 and above age group, get lower points from the subscale than the participants in 35- 44 and 24 and below age group. This shows that the age group of 45 and above feels that sustainable tourism has helped in eradicating poverty in Zambezi Region, except few statements that they want to be able to sell their farming produce to the hotels and lodges and voluntary giving back to the community by the tourism private enterprises. Whereas the age groups below 45 feels that a lot can be done on sustainable tourism as a way to eradicate poverty especially on employment creation, supply of goods and services to tourism enterprises by the poor, establishment and running of tourism enterprises by the poor, lack of tourism training makes the local people lose jobs to other regions and tourism contracts to foreign investors and income from tourism industry e.g. taxes, levies and profits should be invested back in regional developmental projects. “Policies should be put in place so that sustainable tourism benefits all stakeholders in Zambezi Region. We do not want to be spoon fed by the private enterprises’ left overs but we want to be empowered through training in financial management, customer care and marketing as well as finance to run our own tourism businesses that can compete with the foreign investors enterprises because have more advantages than them. We need jobs in the tourism industry”. These are some sentiments made by the respondents’ comments made by the age groups 44 and below.

When Table 5.9 is examined, it is found that there is a meaningful difference between the opinions related to **“Participation and involvement of local people in sustainable tourism development projects as a way of alleviating poverty in the local community.”** subscale by their age group; and this means that it is statistically significant ( $p < 0,05$ ). The participants age group 35-44 with lower points from the subscale (26,88 mean and (2,45) standard deviation), the age group above 45 on median (28,20) mean and (5,24) standard deviation and participants in  $< 34$  with the highest points between (28,76 and 29,45 mean) and (3,52 and 4,77) standard deviation. The participants between the age group supported the statements that tourism does not benefit local people hence there is no need of local people to participate, local people's views are not taken seriously, so there is no need for the local people to be involved, the tourism companies give first preference to Zambezi residents when they have vacancies and the age group  $< 34$  opposing the statements through their comments;

- ” We need to be given equal participation and involvement rights like other stakeholders in the tourism industry”.
- “There is a lot of conflict of interest in Zambezi Region especially that all other stakeholders are against killing of wild animals by us local people and they call it ‘poaching’ and when the tourists do the same act it’s called ‘hunting tourism’, crop and livestock destruction by wild animals, insufficient share of sustainable tourism resources, survival of the fittest between wild animals and livestock on food and water (shortage of grazing land), beings killed by wild animals.” “Human wildlife conflicts occur when the needs and behavior of wildlife impacts the needs of wildlife “(Lewis 1996).”
- “We need to be represented by locals not the other stakeholders who have other agendas which are not aligned to community development, win-win situation and upgrade of livelihood of the local people through sustainable tourism”.

The age group of  $45 >$  views was widely spread with some strongly disagreeing and some strongly agreeing with the statements except that statement tourism industry is not for black people which all age groups strongly disagreed.

When Table 5.9 is examined, it is found that there is a meaningful difference between the opinions related to **“The roles of the local people in sustainable tourism development are well defined.”** Subscale by their age group; and this means that it is statistically insignificant ( $p$

> 0, 05). The participants, who are in 45 and above age group, has lowest points (18, 80) mean from the subscale than the participants 44 and below age groups with high mean scores (19, 59 /20, 00 and 19, 13) The age groups 44 and below comments opposed the variables that were against their involvement and participation in tourism decision making ,they highlighted that “We want to be leaders in sustainable developmental projects that will help in poverty alleviation and this can only be done if roles are well defined and equal participation of all stakeholders including us the local people especially in policy making and implementation. Whereas the participants of groups above 45 comments supported some statements e.g. local people do not want to take the leading role in developmental issues and local people should wait for the government, NGO’s and private foreign investors to decide for them in all processes of sustainable development.” We have limited knowledge in sustainable tourism development and the government and NGOs should represent us in all aspects and hence they should not consult us”.

When Table 5.9 is examined, it is found that there is a meaningful difference between the opinions related to “. **There is increase in linkages between the tourism industry and the local community with other sectors**” subscale by their age group; and this means that it is statistically significant ( $p < 0, 05$ ). The participants, who are in 45 and above age group, got highest points from the subscale (27, 40) mean than the participants below 44 age groups with mean between 25, 59 & 25, 30 and 26, 38 mean respectively. The participants above 45 supported the statement that there is linkages between the industry and the local people with the 44 and below age groups opposing the statement, “Policies that discourages the private sector from importing commodities should be put in place so that we all benefit from sustainable tourism be it through our fresh farm produce ,livestock, inter sector contracts and employment should source from Zambezi Region first before outsourcing from other regions or international markets”.

It was found that there is a meaningful difference between the opinions related to “Barriers to tourism related Poverty reduction in Zambezi Region” subscale by their age group; and this means that it is statistically significant ( $p < 0, 05$ ). The participants, who are in 45 and above age group, got highest points from the subscale (35, 20) mean than the participants below 44 age groups with closer means of 30, 94 & 31, 15 and 31, 38 mean respectively. The age group below

44 age groups highlighted that their major barriers to tourism related poverty reduction is lack of access to capital to finance tourism businesses, lack of training and knowledge for all stakeholders. Our major barrier in sustainable development as a way of alleviating poverty in the local communities is bureaucratic regulations imposed by the government. The other regulations are outdated and should be changed to suit the developmental success projects. Whereas the age group over 45 years age groups were against lifting of rules and regulations saying, “The tough regulations are good because they will protect country from bogus deals” and supported the statement that the local people abuse the money they are given by the donors or loans from the banks. They highlighted corruption as major barrier within the communities.

From the statistical report on Table 5.9, the age groups above 45 showed that they are mainly concerned about farming or employment than the age groups below 44 who felt that a lot should be done by the government as a key stakeholder.

## **5.6 Discussion**

### **Sustainable tourism benefits to local people in poverty eradication**

To establish how sustainable tourism has benefitted the local communities, (section 5.3, table 5.2 and 5.2.1) the study has discussed a variety of ways of emancipating the local people through sustainable tourism. The local people strongly agreed that sustainable tourism has not benefitted the communities in any way. The findings highlighted only (4% ) participants are directly employed in the tourism industry ,(2%) are employed as civil servant/ NGO in the tourism related department or organizations and giving a total of only (6%)( see section 5.3 and figure 5.2 ).However, tourism has employed more women than men in Zambezi Region though they are only employed in menial jobs not the managerial posts that they aim so as to earn more money in the tourism sector because of lack of education and training. The local people’s comments emphasized that there is need for the government to build vocational training centers and colleges in the rural constituencies.

Tourism investment fall under informal sector and SMEs with a percentage score (16%) (see figure 5.2) though it was not classified into industrial sectors and that makes it impossible to use as evidence of tourism entrepreneurship percentage even though they are a number of tourism enterprises in Zambezi Region which are owned by local people .The tourism enterprises owned



by local people have helped in changing households livelihoods for the few family businesses and also community groups partnerships with the foreign investors are doing well. The major problem repeatedly mentioned by the local people was lack of capital to invest in tourism businesses since the banks want collateral which they do not have. The other problem faced by local people is decline in business growth to some extent closure.

The local people also highlighted that local people are not benefiting much from supplying goods, produce and services to the tourism industry the main problem being lack of government policies that obligates the industry to buy from the locals first and only outsource what they can't get the products locally. Several participants also mentioned that direct sale of goods and services to the tourist is only was not easier because to negative information given to tourists by the tour operators prior to travel or by tour guides on arrival. Some tourists however are scared to explore open markets and curio markets without the help of the tour guides or they would only buy when prices reduced their farming produce to the hotels and lodges.

The findings found out that the participants over 45 years age groups' main concern was the ability of "local people to sell fresh farm produce to the tourism enterprises, voluntary giving/support by tourism enterprises and tourists supporting development projects since most people in that age group are peasant's farmers, even though the age groups 44 and below openly refused freebies and they want to be empowered. The 45 and above argued that the foreign investors are benefitting from the local people's land so donations, taxes and levies should be given back to the communities who will then decide which developmental projects to pursue. All age groups agreed that they supported the statement "There is no investment in infrastructure stimulated by tourism industry e.g. transport and communication, schools, colleges, hospitals, shopping malls, dams in Zambezi Region as way of ploughing back into the community" but either denied or agreed on the statement that the tourism taxes that are being invested back in the communities by the government.

### **Participation of local people in sustainable tourism development projects as a way of alleviating poverty in the local community.**

There are different types community participation especially in LDCs with passive participation taking a leading role (IIED 1994). "Policies which do not involve community participation in

formulation through planning and budgeting do not guarantee the sustainability of programs, projects and activities” (Chirenje, Giliba & Musamba , 2013) .The findings revealed that the local people emphasized that there need for all stakeholders to be actively participates in all tourism decision-making processes from policy formulation and implementation, employee recruitment processes, conservation, and sustainable development projects (see section 5.3 ) table 5.3 and 5.3.1) The statement “poverty can only be eradicate if there is equal allocation of sustainable tourism benefits between the tourism stakeholders including the poor communities in Zambezi Region” was positively supported by the respondents. Another statement that was well supported by local people was conflict of interests between stakeholders and adhoc changes in policies by the government were highlighted in the findings as major reasons that forces local people to withdraw from tourism industry .The local people also highlighted that they needed total representatives from the local people to represent ad advocate on their behalf so as to fully own the tourism projects and other developmental issues in Zambezi Region “It should be noted it is practically impossible to involve all members of the local community in the decision-making body; hence the need for the communities to select representatives or involving local leaders is in line with the recommendation” (Zhao and Ritchie 2007).

### **The roles of the local people in sustainable tourism development**

The findings of this study revealed that local people (5.3, tables 5.4 and 5.4.1 want equal opportunities like all other stakeholders, taking a leading role in community sustainable developmental issues since they are the heirs of the land as well they are the most affected stakeholder for example in policy formulation and implementation that affects their community. Active community participation is a principle mostly used when dealing with decision-making to achieve sustainable development in the communities (Shackleton, Campbell, Wollenberg and Edmunds 2002). The local people in Zambezi Region wants to be active participants in decision making on issues pertaining development in their communities. Community development can be easily achieved when those affected (the poor) takes a leading role. The findings also revealed that the local people wants the government to define clear roles for all stakeholders in economic sustainable tourism development projects not through NGOs or other advocates who have hidden agendas.

Communal structures in developing countries still resolve on clusters of economic, political class or cultural ties especially in the rural areas to that extent it has proved ineffective to use the top-bottom decision-making on issues affecting their communities (Campbell and Shackleton 2001). Zambezi Regions however has strong cultural bonds and hence unsteady of being led by non-residents of the region in developmental issues, the findings revealed that they are advocating for a bottom –up approach so as benefit from sustainable tourism.

### **Linkages between the tourism industry and the local community**

The literature as previously discussed in chapter 2 highlights that “One of the best ways to enhance economic benefits to the local community and to increase the contribution to poverty reduction is to increase the extent of linkages between the formal tourism sector (hotels, lodges, restaurants, tour operators and transport providers) and the local economy. Increased integration can develop strong linkages between tourism and other economic sectors including agriculture, fisheries, manufacturing, construction and crafts production “(Lorton Consulting 2013). The findings revealed that the local people in Zambezi Region is an agricultural region (see figure 5.2), (tables 5.5 and 5.5.1) were the percentage score of (22%) was on peasant’s farmers as a form of employment. The local people produce both livestock and crop farming but have no market to sell their produce since the hotels or lodges imports most of their fresh farms produce because it is” difficult for the local producers to compete with imported produce on price and quality”. However, findings from the tourism enterprise participants interviewed gave reasons such as high prices, low quality, and inconsistency in supply, over-supply or under-supply of one commodity ,unhygienic products, lack of packing knowledge, inconsistency of quality and sizes as some of the challenges they face when they depend on local produce whereas the findings from the local participants and focus group of the academics revealed that the private interest do not trust the locals capabilities in producing enough for the industry as that the local produce prices become exorbitant because of other factors such as high inputs and labor costs. It also revealed that lack of training on recent farming knowledge and technology, marketing skills, time management, transport were draw backs on local farmers and need for training of the local farmers. All said and done, the local people highlighted that there should be “policies that obligate private sector e.g. hotels to buy from the local farmers and to contract locals in other sectors before considering importing”.

### **Barriers to tourism related poverty reduction in Zambezi Region**

The findings on barriers to tourism related poverty reduction in Zambezi Region highlighted that there are more barriers in trying to use tourism as a way of alleviating poverty which are revealed on (section 5.3 -5.4) (table 5.6 and table 5.6.1) revealed that the major barrier to economic freedom of the poor is lack of access to capital loans which is essential in helping them to participate in the tourism economic issues. It was revealed that the locals feel that the government should intervene in the financing of the local tourism entrepreneurs as way of empowering them (see section 5.3). The other major barrier that had a highest percentage score on the statements is “outdated regulations and red tape (bureaucratic practice / excessive regulations / rigid/conformity to formal government or NTB rules) make it impossible to develop innovative tourism products and services by the local people e.g. on company regulations and licensing”. All participants from the local people, government official, NGOs tourism experts, academics focus group and the private enterprise felt that government should revise some outdated laws and delays by the government to approve or authorize some economic developmental ideas or projects on time until the opportunities are lost to neighboring countries (see section 5.3).

The other findings revealed positively on the statement that there is “little recognition of the local people’s potential in tourism development by other stakeholders (e.g. Government, private sector, NGO’s, banks, council) “. Local people suggested that all stakeholders should be given equal participation and respect regardless of their economic stamina this is evidenced by local participants’ percentage score of (82%) in agreement with the statement (see section 5.3)

Local people also revealed on the statement that the “Namibian Government has done a lot in women empowering “which is evidenced by the opposition of the negative statement (see section 5.3) even though they lack training. The findings revealed that the government should invest in education and training with colleges and VTCs build in other constituencies of Zambezi Region instead of centralized development only focusing on Katima Mulilo Urban constituency. The participants from other constituencies feel that major economic developmental projects target only Katima Mulilo Urban on the expense of the rural constituencies where poverty is rising. It was revealed that lack of training is a major barrier to economic growth and development in the region across all stakeholders hence need for training in all aspects of tourism as well as

organizational capacity to respond to the opportunities for economic development to benefit from sustainable tourism (see section 5.3 and table 5.6).

The other findings were on the statement of “necessary transportation and communications infrastructure essential to meet the needs of the tourism industry, e.g. tarred roads, internet connection, reliable mobile phone networks” (see section 5.3). It was revealed that Namibia has invested in international standard communication networks most constituencies which has link to other international attractions such as the ‘Mighty’ Victoria Falls shared by Zimbabwe and Zambia except a few very remote areas which are inaccessible in summer because of floods as well as some areas with no access to telecommunication.

“The poor have unlimited access to tourism infrastructure and assets in the region” was another finding that received an agreement to the statement from a most participants because the locals are poor and hence they argued that there is economic inequality to resources and infrastructure in their region which they can’t afford. The locals feel that there is discrimination by economic class which ends up look like racial discrimination because most black local people cannot access the services or products.

## **5.6 Chapter Summary**

The focus in this chapter has been on analyzing the economic impacts of sustainable tourism towards poverty alleviation in the local communities. The chapter answered three research questions which are:

- To what extent has sustainable tourism benefited the local people in poverty eradication in Zambezi region, Namibia?
- What are the roles of tourism stakeholders in poverty eradication in the Zambezi Region- Namibia?
- What are the barriers to effective use of tourism development as a tool for poverty reduction in Zambezi Region?

The research strategy used was a case study which answered all the stated research questions through the following steps; sampling, and selection of data collection and tools. A single case was investigated in this research. I selected the Zambezi Region, Namibia as the case to analyze the extent to which the local communities have economically benefited from sustainable tourism. The study was confined to the residents who have stayed in the region for not less than one year, and participants were drawn from the 8 constituencies in the Zambezi Region which are Kabbe, KatimaMulilo Rural, KatimaMulilo Urban, Kongola, Linyanti, Sibinda, Judea Lyaboloma, Kabbe South. The sample size was focused on 300 participants from a population of 90 596 in eight constituencies in Zambezi Region, Namibia. For this research, the researcher used non-probabilistic sampling. The researcher took the stance that an analysis of positive economic emancipation of local people's livelihoods through sustainable tourism is based on the subjective opinions and preferences of people thus no probabilities. The researcher therefore used non-probabilistic purposive sampling to select the local residence participants from different households. The researcher selected both female and male participants randomly and was also considered on all age groups. The rationale for this selection was to determine the current state of poverty in the local community and how far sustainable tourism has helped in its eradication.

This has been examined using mainly the views of the residents through questionnaires and the extra supporting views as minor through telephonic interviews on top government officials from the local government, Ministry of Environment, Namibia Tourism Board (NTB) and NGO executives and lastly through a focus group consisting of four academics three universities and one training college in Namibia.

The findings suggest that there are some convincing indications that tourism has not positively contributed much towards poverty alleviation in the local peoples' livelihoods even though the local people feel there is potential for tourism to be used as a tool for poverty alleviation in Zambezi Region. This has been revealed by the results in Table 5.1 – 5.5, which show that, based on percentages and mean scores, overall the respondents had the feeling that all variables examined in this study, from 'descriptive statistics related to participants' opinions on sustainable tourism through the following five variables; 1. Sustainable tourism benefits to local people in poverty eradication (28, 08) showing that sustainable tourism has not benefitted the

local people. 2. Participation and involvement of local people in sustainable tourism development projects as a way of alleviating poverty in the local community (28, 68), with the participants advocating for full participation and involvement of local people in the leading role in sustainable developmental issues. 3. The roles of the local people in sustainable tourism development are well defined (19, 60), seeing majority of the local participants opposing the statement and requesting the government to assign roles to all tourism stakeholders. 4. There is increase in linkages between the tourism industry and the local community with other sectors (25,78) a statement that was highly opposed by the participants who be cried need of government intervention on policy making that will link the private sector and the local people in Zambezi Region on the following areas; on employment, crop farming, livestock, outsourcing services and linkages between tourism sector and other sectors, and lastly 5. Barriers to tourism related poverty reduction in Zambezi Region (31, 52) with the participants strongly over 90% blaming the outdated regulations and red tape (bureaucratic practice / excessive regulations / rigid conformity to formal government or NTB as well as emphasis on new policies on financing local people who wants to venture into tourism enterprises. However, the locals agreed with the statement that government policies empower women in tourism industry in employment and entrepreneurship as well as good communication networks except remote rural areas. Despite these positive female achievements, there are many barriers that limit the ability of equality in women such as lack of education, cultural and religious beliefs shun down on women's abilities, inferiority complex, defined feminine roles in the study area to capture tourism created opportunities.

A close look at these qualitative and quantitative results, alleviating poverty it's not any easy goal. From the percentage ,mean, and standard deviation scores it shows that over 75% of the respondents felt that sustainable tourism has not benefitted the local people especially on their general livelihoods which includes basic needs which are lack of decent shelter, clean water, health care, food and nutrition, education, cultural inequality ,unfair supply chain ,leakages on; employment, imports of commodities, externalization of profits in tourist generating countries home countries for tour operators and tourism private investors.

The lack of supply chain policy was the main point raised and it shows that if proper planning is done to manage tourism in a sustainable manner it will benefit all concerned stakeholders mainly the local people who tend to suffer more on tourism negative impact but gaining so little

on the positive impacts .Zambezi Region is a farming area so the peasant farmers expects reliable markets to sell their fresh farm produce and livestock ,employment of local people ,financing of local tourism entrepreneurs with long term low percentage bank loans, or government grants as well as direct infrastructure development supported from the tourism taxes ,levies, gate fees from national parks and voluntary ploughing back to the community projects by the private investors. Poverty in Zambezi Region however, can only be alleviated through sustainable if all the stake holders work hand in hand. The other areas highlighted as drawback in poverty reduction of the local communities in Zambezi Region are; entrepreneurial training particularly in financial management, marketing and customer care, inability to respond to the opportunities for economic development and employment opportunities and lack of capital.

The following final chapter will and concludes the study, addressing the three research questions which were discussed in all other chapters. The discussion will summarize the key findings of this study and highlights the main points learnt.



## **CHAPTER SIX**

### **RECOMMENDATION AND CONCLUSION**

#### **6.1 Introduction**

The objective of this research was to analyze the economic impacts of sustainable tourism towards poverty alleviation in the local communities and were analyzed, interpreted and discussed in detail in the previous chapters. This chapter will give recommendations and conclusion of research study. The research was guided by three inter-related research questions which are; the extent to which sustainable tourism benefited the local people in poverty eradication, the roles of tourism stakeholders in poverty eradication as well as barriers to effective use of tourism development as a tool for poverty reduction in Zambezi Region.

The research strategy used was a case study which answered all the stated research questions through the following steps; sampling, and selection of data collection methods and tools for analyzing a single case- Zambezi Region, Namibia to be able to analyze the extent to which the local communities have economically benefited from sustainable tourism. The study was confined only to the residents who have stayed in areas of Zambezi region for not less than one year, and participants were drawn from the 8 constituencies.

The researcher took the stance that an analysis of positive economic emancipation of local people's livelihoods through sustainable tourism is based on the subjective opinions and preferences of people thus no probabilities. To determine the accurate current state of poverty reduction in the local communities of Zambezi Region, the local ordinary people in Zambezi Region were sampled through a comprehensive questionnaire with 5 statements which had negative and positive sub- statements, Interviews of the private tourism enterprises, top government officials from the Ministry of Tourism and Environment, Executives from Non-Governmental Organizations (NGOs) and a focus group comprising of academics from the all three universities and one international college in Namibia. A holistic approach was used with the involvement of all stakeholders to gather accurate information as well as improved validity of the findings to successfully address the research questions. Both quantitative and qualitative data generated from such techniques were analyzed, integrated and compared, and were used to complement each other.

This chapter concludes the key findings of the research on chapter 5 bringing together a summary of the major findings of the research in the context of the research questions starting with recommendations, avenues for future research and lastly the conclusion.

## **6.2 Conclusion**

The study has positively contributed in the extent that sustainable tourism can economically help in alleviation of poverty in Namibia. The findings of this research are expected to be useful to policy-makers, academicians, and other key players in the tourism industry and community development sector.

Tourism has proven to be a powerful tool of sustainable development in developing countries, in some cases showing higher percentages of GDP than other industries but does this mean life of those in the poorest local communities have changed also. The local people in Zambezi Region agreed that tourism can be used as a tool to uplift the livelihoods of the local communities if stakeholders take a holistic approach of working together using a win-win approach. The findings revealed that sustainable tourism has not benefitted the local people in Zambezi Region. Off course, as the norm; there are pros and cons in all vehicle models. The major drawback is to assume the car will drive itself or free volunteer chauffeur driven and made to believe that good model cars have only positive effects regardless of how they are driven, nature of the road, with or without service and in any climatic conditions. This was the case of Zambezi Region which was depending on the NGOs and the government officials to advocate for them in matters of sustainable development.

Sustainable tourism can only reduce poverty if the right mix is struck depending on the local dynamics, working hand in hand with all stakeholders and other sectors of the industry. Poverty can be reduced if only the local communities (poor) are given power to make decisions themselves and are ready to be main actors not the usual spectators or super-fans that wait for the government and the non-governmental organizations (NGO's) to either spoon feed them or mediate on their behalf. There is need for a proper sensitive approach to harmonize and integrates all other impacts of tourism with the economy impacts of tourism so that all the stakeholders can benefit equally from tourism regardless of their social or economic status and mostly the local communities who tend to be affected more and yet gain little to nothing from the tourism income.

Implementation strategies should focus on education this can be done through building of new primary, secondary schools with adequate teaching resources vocational training centers and a university in the Zambezi Region especially the remote rural communities so as to fill the skills gap shortages, setting business linkages between the corporates and local peasant farmers,

employing locals especially in high paying jobs ,corporate in-house training of local employees, banks to give long term affordable loans to local entrepreneurs to invest in tourism, managing or reducing leakage costs , the government to reinvest the tourism taxes ,levies and corporate social responsibility earned in the Zambezi region, empowering women entrepreneurs through training , maximizing business collaboration between foreign investors and local people through agreed shares. A holistic approach on pre –planning and implementation of attainable policies and objectives which SMART, setting of proper strategies and active participation of all stakeholders through sustainable tourism are the best tool for alleviating poverty in the local communities in Zambezi Region.

### **6.3 Recommendations**

The Namibian government should emphasize on its role as the executive stakeholder through its key role as a neutral guardian leader of all the stakeholders in Zambezi Region regardless of their political influence, social or economic class.

Poverty reduction can be also attained through formulation of appropriate sustainable tourism development and poverty reduction policies, strategies, regulations and supporting action at all levels from national, regional to community level through the involvement and equal participation of all stakeholders from formation until the objectives are achieved. All policies and strategies set should be both poverty reduction and economic growth strategies the local communities on one way or the other.

The Namibian government should implement tourism economic policies developing local linkages to address the supply chain between the private sector and the local communities through introduction of ‘local is lekker’ policies on sourcing of all fresh farms produce strictly from Zambezi Region. This can be done through formation of farm supply group’s or central warehouse where farmers will deliver their fresh produce daily to be able to supply all the requirements of the tourism sector and other sectors with affordable, quality products in the right quantities regardless of seasons.

The government through the Ministry of Agriculture and the private sector should make sure that dams for irrigation are constructed, training, finance, ready market for their produce empower the local producers. The government should tighten import laws by introducing import bans or

increase import taxation on fresh produce to benefit the locals except on products that the local producers cannot supply. The linkage policies should also apply to tourism jobs by an adoption of employment policies that provide opportunities for the poor to be employed in tourism enterprises in their villages. The tourism enterprises should also outsource services only from Zambezi Region except those that are not available (Momsen 1996), Tefler and Geoffrey (1996) and (Gomes 1993).

The government should encourage integration of government ministries to work together on sustainable development projects related for example, on farmers problems f not able to sell their fresh produce to the hotels, Ministry of Agriculture through the community agricultural extension officers should train and advice farmers on farming inputs, seasons of planting, and Ministry of Environment and Tourism liaise with the tourism private sector on their requirement specifications.

The government should discourage rural –urban migration running away from poor rural areas which is causing over population in Katima Mulilo the only town in Zambezi Region by providing all necessary infrastructure such say schools, electricity, shopping malls, banks, hospitals ,government offices and other sustainable developmental projects not only in Katima Mulilo urban constituency but in all other seven constituencies and convert them to business centers or mini towns where there are no good road and telecommunication networks of Zambezi Region. This development will help in the upliftment of poor by opening economic opportunities for the local people (UNWTO 2004) employment creation, reduce competition between local poor people and well-established tourism entrepreneurs or international investors.

Namibian government must introduce policies that encourage new foreign investment partnerships with locals and considering the trade barriers in the agreements. The policies should help the SMEs and community based organizations through tax breaks affordable loans with low interest's rates, business development and training, SMEs an equal opportunity incentives and support on larger scale tourism development projects will deliver benefits directly to the poor.

Governments should support or promote local entrepreneurs through tax breaks, business development advice and training, marketing ideas, financial literacy and networking with

international tourism entrepreneur. Set strict agreements, regulations and legislations between all stakeholders that influence the reduction of poverty alleviation in the local communities.

The tourism private enterprises should be encouraged to voluntarily donate towards community sustainable developmental projects that change the livelihoods of local people (Christian 2015). NTB should strengthen its marketing role especially by marketing the community-based tourism enterprises as well as both formal and informal individual tourism entrepreneurs by securing international and domestic media coverage through expos, exhibitions and trade fairs with the direct involvement of regional representatives especially from the local communities as well as helping the local entrepreneurs on website development (UNWTO 2004) to be able to market.

The government's amendments on bureaucratic rules and regulations will help in influencing poverty through reducing less waiting period before the problems or ideas can be implemented. The Namibian government should consider amendments or revision of bank loan collaterals of local people from immovable property only to also include movable e.g. livestock, rural land ownership bill to offer title deeds to the local people so as to use it as collateral at the financial institutions, ownership of conservancies, company formation, registration at Ministry of Industrialization, Trade and SME development, licensing by the council and NTB and community-based enterprises, environmental issues regarding conflicts between human beings and wild animals to avoid unnecessary wars with angry farmers after their farm produce or livestock's are destroyed, for example the compensation of farmers should be revised to practical amounts that should be reserved from tourism taxes and levies, standardization or subsidized farming inputs and equipment, reduction of import taxes on both agricultural and tourism, tightening laws on externalization of funds and employment of expatriates by international foreign investors, regional tenders to be allocated to the local companies especially from the poor.

The government and all other stakeholders should consider an tourism economic policy that should be used to plan and prioritize on the use of taxes, levies, Corporate Social Responsibility (CSR) given by the private sector to be ploughed back in the investment of infrastructure e.g. schools, colleges, hospitals, transport and telecommunication networks, shopping malls, recreational centers, dams as a way of direct eradication of poverty in all constituencies.

especially in the remote rural areas. This can only be done by involvement of the local people who should freely choose their priority according to community needs and budgets.

The government should set policies which allow the smooth removal of sustainable tourism development barriers without affecting the tourism contributors to tourism sustainable development and growth already in place as well as considering ways of non-discriminatory measures on inequality because of economic classes, race, age, gender, education, geographical location, politics and tribes.

The government should define roles of all stakeholders to reduce conflicts and duplication of roles that can lead to delay in achieving sustainable developmental objectives and delay the process of poverty alleviation in the local communities. The defined roles will help the stakeholders to know the demarcation of their duties and contributions in sustainable development hence lessening conflicts between stakeholders. The local people should be given the leading role in deciding sustainable developmental projects to implement since they are the most affected stakeholder. However, all stakeholders should be empowered in organizational capacity to respond to the opportunities for economic development through establishing committees for poverty alleviation through tourism.

The local people should show interest in sustainable tourism by actively participating positively airing their views for success in development meetings and discussions from villages level, constituency level to the regional level. Instead of waiting to the devil's advocacy only pointing on other stakeholder's mistakes.

The residents of Zambezi Region should know that are the most affected when it comes to impacts both positive and negative and they should work extremely harder in outsourcing investment funds and marketing their businesses, investing in both adults and children's education from the few educational institutions available in Region while negotiating for more educational institutes to be build. Local farmers should build good linkages with tourism private companies to produce according to the industry quality, quantity, season, price expectations and be able to sell all their produce locally.

The job seekers should be able respond to the job adverts on time be from the printed media, notice boards or electronic media this can be done through formation of WhatsApp groups of

Facebook regional groups where people can share information to help those who are not able to read the actual advert. At the same time, the tourism enterprises can also dispatch jobs straight to the village headman, ward committees or counsellors to give local people the priority before advertising vacancies in national media.

#### **6.4 Opportunities for Future Research**

Even though the findings suggest that there are high indications that sustainable tourism has not contributed in emancipation of local people there are some indications more research work is required to analyze and enumerate the reasons why tourism has not been able to contribute economically especially on household income looking deeply on tourism employment, tourism entrepreneurship, informal sector and peasant farming. This will define how the local people would economically benefit from tourism and subsequently alleviate poverty in the poor households.

The major concern highlighted as a barrier to economic benefits of sustainable tourism was leakages and lack of linkages because of reluctance of private enterprises to acquire products and services especially from the peasant farmers, not employing local people and externalization of funds scarcity. The enterprises cite reasons such as exorbitant prices, poor quality, and lack trained employable personnel for higher positions in the region suggest that more research work on leakages and linkages effects on tourism need to be done. More research can be done on the relationship between sustainable tourism and supply chain linkages.

The other area of interest was outdated regulations and red tape that were delaying the developmental projects to take place hence there is need for more research on impacts of government bureaucratic practice and excessive regulations on community development. Since this research was focused only on Zambezi Region, Namibia, there is also a possibility in researching on all regions of Namibia. More comprehensive research on tourism as tool of alleviating poverty needs to be done focusing in the remote rural communities in Namibia especially aligning it with the new Harambee Prosperity Plan on making Namibia a poverty free country.

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## APPENDIX 1



### School of Tourism And Hotel Management

### Poverty Reduction Research Questionnaire

**An analysis of economic impacts of sustainable tourism towards poverty reduction in the local community :Case study of Zambezi Region, Namibia.**

This survey is a part of the MSc study in poverty reduction for **Theodorah Jarijari** supervised by **Associate Professor Dr Tulen Saner**. The aim of this research is analyse the economic impacts of sustainable tourism towards poverty reduction in the local people : Case study of Zambezi Region, Namibia. Please feel free to respond as your responses will be kept completely confidential and anonymous.

#### SECTION 1 (Tick the appropriate box)

##### Gender

☐ Male      ☐ Female

##### Age

Under 18	18-24	25-34	35-44	45-54	55-64	55-64	65-74

##### Nationality

Namibia	Zimbabwe	Angola	Zambia	Botswana	South Africa	Germany	Other

**How Long Have You Been Living in Zambezi Region?**

<b>Below 5</b>	<b>6-11</b>	<b>11-16</b>	<b>17-22</b>	<b>23-28</b>	<b>29-34</b>	<b>35-39</b>	<b>Over 40</b>
<b>Constituency</b>							
<b>Katima Mulilo Urban</b>	<b>Katima Mulilo Rural</b>	<b>Kabbe North</b>	<b>Kongola</b>	<b>Linyanti</b>	<b>Sibinda</b>	<b>Kabbe South.</b>	<b>Judea Lyaboloma</b>
<b>Education Level</b>							
<b>Informal education</b>	<b>Primary school</b>	<b>High school</b>	<b>College</b>	<b>Vocational Training</b>	<b>University Education</b>		

**Employment Sector**

<b>Government</b>	<b>Tourism</b>	<b>Retail</b>	<b>Agriculture</b>	<b>(Tourism) Civil Servant</b>	<b>Informal/ SMEs</b>	<b>Unemployed</b>	<b>Other</b>

**SECTION**

Please indicate your level of agreement with the following statements:

<b>1</b>	<b>2</b>	<b>3</b>	<b>4</b>	<b>5</b>
<b>Strongly Disagree</b>	<b>Disagree</b>	<b>Neither Agree or Disagree</b>	<b>Agree</b>	<b>Strongly Agree</b>



<b>1. Sustainable tourism benefits as a tool to eradicate poverty in local people</b>					
	<b>1</b>	<b>2</b>	<b>3</b>	<b>4</b>	<b>5</b>
a. Employment in the tourism industry has benefitted the local community					
b. Supply of goods and services to tourism enterprises by the poor has not benefited the local people					
c. A direct sale of goods and services to tourist (informal economy) has not helped the poor					
d. Establishment and running of tourism enterprises by the poor has changed the livelihoods					
e. Voluntary giving has not been done at all.					
f. There is no investment in infrastructure stimulated by tourism industry					
g. Lack of tourism training makes the local people lose jobs and contracts to other regions					
h. Tourism taxes, levies and profits have not been invested back in regional developmental projects.					
i. Local people can sell their farming produce to the hotels and lodges.					
<b>Comment</b>					
<b>2. Participation of Local People in Sustainable Tourism Development and its Barriers</b>					
	<b>1</b>	<b>2</b>	<b>3</b>	<b>4</b>	<b>5</b>
a. Tourism does not benefit local people hence there is no need of local people to participate.					
b. Local people's views are not taken seriously, so there is no need for the local people to be involved.					

c. The government sustainable development policies force local people to participate in the tourism partnerships with the foreign investors.					
d. The tourism companies gives first preference to Zambezi residents when vacancies.					
e. Local people are actively involved in all tourism decision-making processes from policy formulation, employee recruitment processes, conservation, and sustainable development projects.					
f. There is equal sharing sustainable tourism benefits between the tourism stakeholders including the poor communities in Zambezi Region					
g. Lack of sustainable tourism knowledge, information and training makes the involvement and participation of local people a mere waste of time.					
h. Lack of government and financial sector support of funding the local people discourages local people from participation in venturing into tourism businesses					
i. Conflict of interests between stakeholders and continuous changes in policies by the government forces local people to withdraw from tourism industry					
j. Tourism industry is not for black people					
k. Lack of representatives to represent local people in discussions that affect the local people's livelihoods.					
l. There is very limited sense of ownership of tourism projects by the local people					

**Comment:**

### **3. The Roles of The Local People in Sustainable Tourism Development**

	<b>1</b>	<b>2</b>	<b>3</b>	<b>4</b>	<b>5</b>
a. Local people do not want to take the leading role or in developmental issues.					
b. Local people only want jobs in the tourism industry; they don't want to be in tourism business.					
c. Local people should wait for the government, NGOs and private foreign investors to decide for them in all processes of sustainable development.					
d. Local people should not be consulted when tourism policies are being made because they lack knowledge.					
e. Local people should participate in tourism development projects in their communities and should have a voice in financial distribution.					
f. Local people should not participate by any means in anything related to tourism industry.					
g. Government should define roles for all stakeholders					
h. All stakeholders should know their roles in					

sustainable tourism and development.					
<b>Comment</b>					
<b>4. Tourism Linkage barriers between the Local Communities and the Tourism Industry</b>					
	<b>1</b>	<b>2</b>	<b>3</b>	<b>4</b>	<b>5</b>
a. It is difficult for the producers to compete with imported produce on price and quality.					
b. The private sector e.g. hotels does not want to buy local produce					
c. Tourists prefer imported foods rather than trying new local products or meals.					
d. Lack of marketing ability of local producers					
e. Cultural issues such as a lack of trust between foreign tourism enterprises and local farmers.					
f. There should be policies that obligate private sector e.g. hotels to buy from the local farmers and to contract locals in other sectors before considering importing.					
<b>Comment :</b>					
<b>5. Barriers to Tourism Related Poverty Reduction in Zambezi Region</b>					
	<b>1</b>	<b>2</b>	<b>3</b>	<b>4</b>	<b>5</b>
a. Lack of government programs targeted to empower women and the poor people in tourism projects.					
b. There is very little recognition of the local people's potential in tourism development by other stakeholders (e.g. Government, private sector,					

NGO's, Banks, council.)					
c. All stakeholders lack of education or training in using tourism as a poverty reduction tool.					
d. The poor have no access to credit which is essential in helping them to participate in the tourism economy					
e. The local people abuse the money they are given by the donors or loans from the banks					
f. Outdated regulations and red tape (bureaucratic practice / excessive regulations / rigid conformity to formal government or NTB rules) make it impossible to develop innovative tourism products and services by the local people e.g. on company regulation and certification, fishing, hunting, tax.					
g. The poor have unlimited access to tourism infrastructure and assets in the region.					
h. The communities lack of necessary transportation and communications infrastructure essential to meet the needs of the tourism industry ,e.g. tarred roads, internet connection, reliable mobile phone networks					
i. The government as well as non-governmental organizations (NGO's) lacks the organizational capacity to respond to the opportunities for economic development.					
j. The local authority and communities lack essential market knowledge to allow them to develop pro tourism strategies and products based on sound market information					

**The End**

**Your participation is highly appreciated.**

## APPENDIX 2



**School of Tourism And Hotel Management**

**Poverty Reduction Interview and Focus Group Guide Questions**

(Government Officials ,NGOs and Academics )

**An analysis of economic impacts of sustainable tourism towards poverty reduction in the local people :Case study of Zambezi Region, Namibia.**

This survey is a part of the MSc study in poverty reduction for **Theodorah Jarijari** supervised by **Associate Professor Dr Tulen Saner**. The aim of this research is analyse the economic impacts of sustainable tourism towards poverty reduction in the local people :Case study of Zambezi Region, Namibia.Please feel free to respond as your responses will be kept completely confidential and anonymous.

**1. Is tourism included in Namibia's National Strategy and tourism policy as a vehicle for poverty reduction?**

- a. If yes to what extent has they helped to change the local people's livelihoods?
- b. If no which strategies can be used all tourism stakeholders to enhance economic benefits through sustainable tourism.

**2. Are the local communities engaged in providing tourism business enterprises in Zambezi Region?**

- a. If yes is there potential to strengthen or expand this?
- b. If no, what might be the major reasons of communities not venturing into the tourism business sector?

- c. Is funding available through microfinance, banks or other schemes for the local community to venture into tourism businesses?

**3. To what extent has sustainable tourism benefited the local people in poverty eradication through the following economic impacts e.g.?**

- a. Employment of the poor in tourism enterprises
  - b. Supply of goods and services to tourism enterprises by the poor or by enterprises employing the poor
  - c. Direct sales of goods and services to visitors by the poor (informal economy)
  - d. Establishment and running of tourism enterprises by the poor - e.g. micro, small and medium sized enterprises (MSMEs), or community based enterprises (formal economy)
  - e. Tax or levy on tourism income or profits with proceeds benefiting the poor. What proportion of income is ploughed to the community?
  - f. Voluntary giving/support by tourism enterprises and tourists
  - g. Investment in infrastructure stimulated by tourism also benefiting the poor in the locality, directly or through support to other sectors.
4. What are the roles of tourism stakeholders in poverty eradication? Are they equally involved in local community decision making, policy formulation, planning, implementation and managing of resources?
5. What are the barriers to effective use of sustainable tourism as a tool for poverty reduction in Zambezi Region?
6. Are there any initiatives that have been taken by all stakeholders to promote employment in the tourism industry to local communities in Zambezi Region?
7. How well developed are tourism supply chain linkages with poor communities at a local level in Zambezi Region?
8. Are there any viable business partnerships between the locals and the foreign investors? If yes, to what extent has these partnerships brought sustainable development in Zambezi Region?

9. Are there structures in place to provide, training, advice, tourism industry mentorship and assistance to the local community employees and tourism entrepreneurs development and operation skills?



## APPENDIX 3



**School of Tourism And Hotel Management**

**Poverty Reduction Interview Guide Questions**

(Tourism Private Enterprises)

**An analysis of economic impacts of sustainable tourism towards poverty reduction in the local people :Case study of Zambezi Region, Namibia.**

This survey is a part of the MSc study in poverty reduction for **Theodorah Jarijari** supervised by **Associate Professor Dr Tulen Saner**. The aim of this research is analyse the economic impacts of sustainable tourism towards poverty reduction in the local people :Case study of Zambezi Region, Namibia. Please feel free to respond as your responses will be kept completely confidential and anonymous.

1. What is the nature of your business? Is it owned by local people or foreign investor? In which constituency is the business?
2. How has your company contributed to employment creation in of local people in Zambezi Region? If yes:
  - a. How many employees are local people and from which constituencies, education level, work experience and work positions?
  - b. How many employees are from which regions in Namibia, education level, work experience and work positions?
  - c. How many employees are foreigners and which nationalities, education level and work positions?

- d. Are there any other initiatives that your company and other tourism private companies have taken to promote tourism employment and training to local communities in Zambezi Region?
3. What is the role of the private sector in poverty eradication and empowering local communities in the Zambezi Region-Namibia?
4. In your own view do you think tourism can be used as a tool to reduce socio-economic inequities in Namibia? If yes how does your enterprise contribute to the economic growth in Zambezi Region?
5. In your own opinion, to what extent is the private sector committed to investment in infrastructure development and has it helped in community development?
6. Are there any viable business partnerships between the local people and the foreign investors?
  - a. If yes, to what extent has these partnerships brought sustainable development and emancipation of local people's livelihood in Zambezi Region?
  - b. If no, what are the challenges of the foreign investors partnering with individuals or community groups?
7. What are your views about empowering local entrepreneurs and its applicability by the private sector ,NGO's and government in terms of the following:
  - a. Funding issue
  - b. Skills development
  - c. Tourism industry equality
  - d. Industry competition versus equality
  - e. Industrial practical exposure

## APPENDIX 4

### Zambezi Region Land Use Objectives Report-2015

#### **Zambezi Region Visions and Core Objectives**

During stakeholder meetings with regional and local stakeholders, a number of core visions and objectives for each of the main land use sectors were identified. These targets are further described in the workshop report for the Kick-off and Revealing Workshop (SPC, APF and Ashby Associates, 2014 -a).

#### **Settlements (Urban and Rural)**

**Vision:** Improving and enhancing the livelihoods of the rural and urban people by 2025

##### **Objectives:**

- Urbanization of growth points: Bukalo, Chinchimani, Kongola, Lusese, Ngoma, Sangwali and Sibbinda;
- Minimize rural to urban migration;
- Improve allocation of development funds for rural development;
- Development of infrastructure and services within settlements;
- Ensure land tenure security.

#### **Infrastructure**

**Vision:** Improved infrastructure such as roads, water supply, energy, schools and agro industries by 2030

##### **Objectives:**

- Construction of fish processing plant in 2013 by NGOs and Government;
- Use of solar energy by almost 90% of communities within Zambezi Region by 2018
- Establishment of an inland dry-port by 2017;
- Trans-Zambezi corridor fully developed by 2020;

- Town boundaries extended by 2020 to make provision for urban growth;
- Development of an agricultural hub in Zambezi Region by 2020;
- Free entry/ access to four countries (Zimbabwe; Namibia, Botswana, Zambia) by 2020;
- Provision of industrial land to accommodate industrial activities;
- Investigate and develop measures to mitigate floods.

### **Irrigation and dry-land crop farming**

**Vision:** Food security and economic sustainability for local communities by year 2020

#### **Objectives:**

- Environmental conscious food production in place by 2020;
- Training and capacity building (5,500 farmers) by 2017;
- To enhance dry land cropping yields through using right cultivars, manure, fertilizers and conservation tillage;
- Create 16 dryland cropping and two irrigation projects in each constituency by 2020;
- Water conservation for irrigation purposes;
- Expansion of crop diversity and promotion;
- Support and supply from government of seeds, equipment, subsidies and markets;
- Improved farming systems and climate resilient crops;
- Zonation of land for crop production.

### **Livestock farming**

**Vision:** To be the leading producer of marketable meat and meat products in the Northern Communal Areas by 2025

#### **Objectives:**

- Reduce frequency of Foot and Mouth Disease outbreaks by 90% by 2016;
- To introduce improved rangeland management practices among 60% of communal farmers by 2020;
- To improve the quality of livestock through training of farmers in breeding and selection;

- Promote commercialization of the livestock sector in the region through providing infrastructure and training support;
- To ensure access to markets through establishment of appropriate animal handling and marketing facilities
- To conduct at least two research initiatives in livestock rangeland and related fields by 2025.
- Irrigation and dry-land crop farming

### **Fishing**

**Vision:** Zambezi Regional Fisheries operate at an optimal, sustainable level through community-based management systems by 2020

#### **Objectives:**

- Network of Fish protection Areas to be established and elimination of destructive fish gear and methods;
- Building capacity at local and regional level for people to understand what is meant by sustainable fisheries;
- Harmonized fishery legislation with neighboring countries;
- Identification and establishment of 60 viable fish ranching sites by 2020;
- Effective communication channels established and maintained with all improved post-harvest storage and marketing by 2018.

### **Conservation**

**Vision:** To sustainably manage and utilize natural resources in the Zambezi Region for the benefit of rural communities, both present and future generation, and to maximize community benefits by 2025.

#### **Objectives:**

- Improve the relationship between wildlife and residents of the Zambezi Region, through conflict mitigation strategies ;
- Provide benefits to residents through sustainable utilization of natural resources;
- Enhance food security and rural development;
- Separate land uses through zonation.

**Tourism**

**Vision:** Zambezi Region is to be one of the major tourism hubs in Namibia and tourism is to be one of the major contributors to income of the people for the region by 2025.

**Objectives:**

- Tourist to stay longer than 2 days in the region and the number of tourist to increase per year by 30%;
- Tourism strategy for Zambezi Region to be developed, including a marketing concept;
- Diversify tourism activities through community tourism, cultural/historical, and eco-tourism;
- All tourism enterprises in the region to have standards as prescribed by the Namibian Tourism Board (NTB)

**Source:** Integrated Regional Land Use Plan for the Zambezi Region (Volume 2 -Africa Planning - Forum (2015)