

# TOURISM

## The Passport to Development









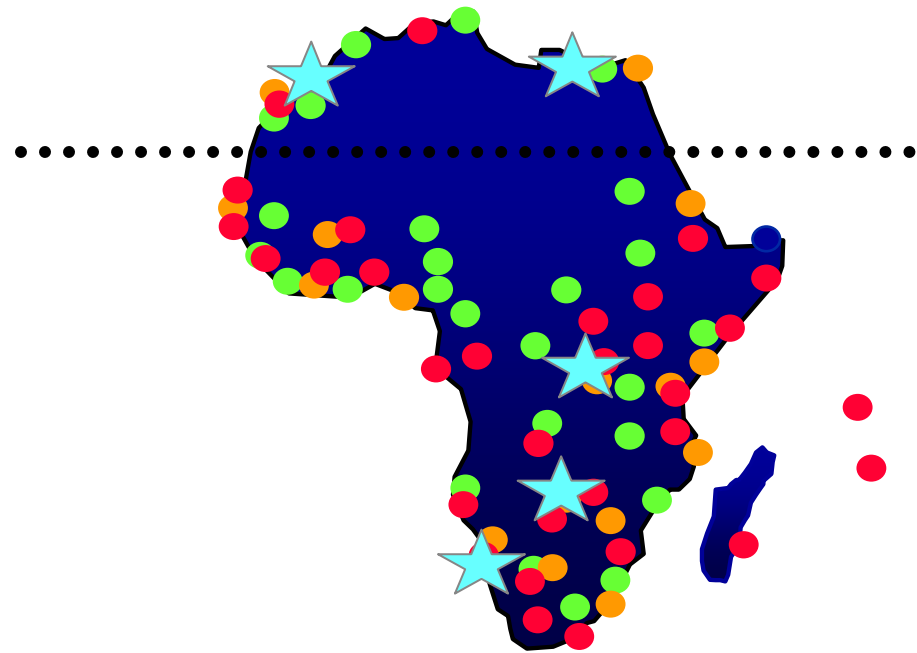
# Economic Development - Worldwide



- MSME Development
- Trade Linkages
- Information Technology
- BizAIDS



-  **Historical** [1964]
-  **Today** [2005]
-  **Tourism**
-  **Stars**





# Expertise





# the partners in every country

**Private Sector**

**Public Sector**

**Investors**

**Donors/World Bank**

**Businesses**

**International Organizations**

IIPT, ATA, WTO, WTTC...

**Trade Assns**

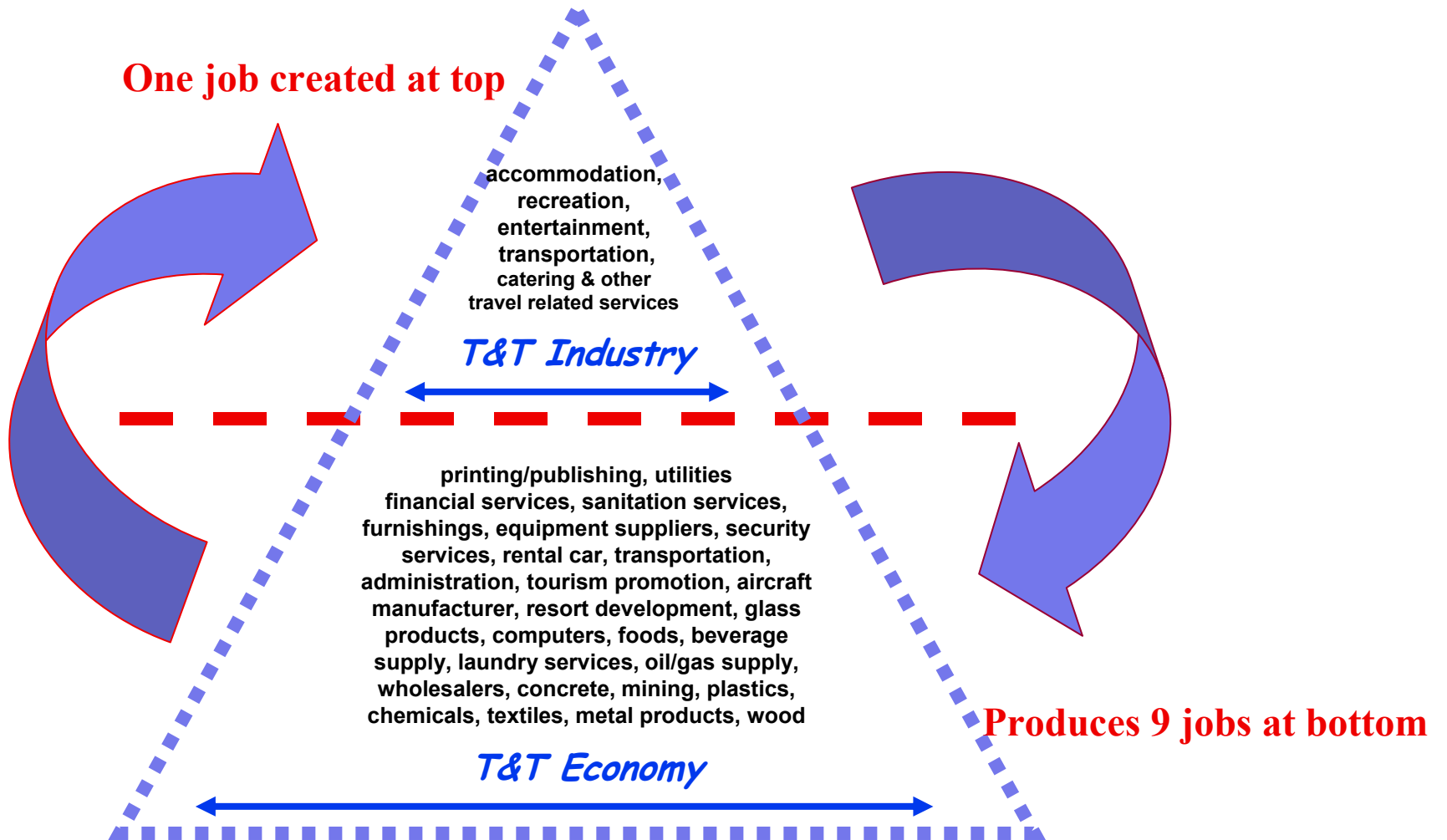
**Biz AIDS Health Programs**

**Local NGOs**

**Parks & wildlife**



# Business/Tourism Linkages



# the range of tourism

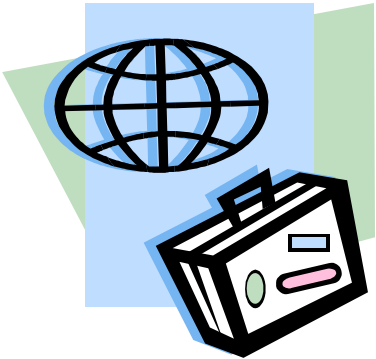
International

Regional

Domestic



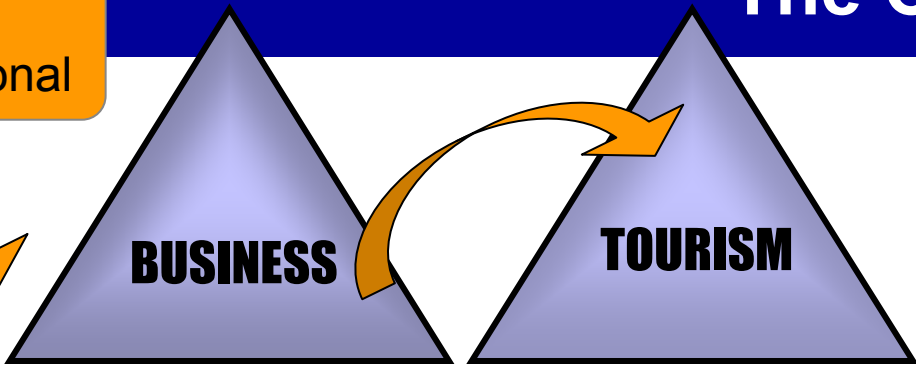
# Zambia Experience





# The Challenge

SUN  
International



Baseline Review  
Database, Assessment,  
Products, Capabilities

**MSME Business Development**  
Increasing Incomes for RNFEs

Historic Sites  
Highlight unique  
features

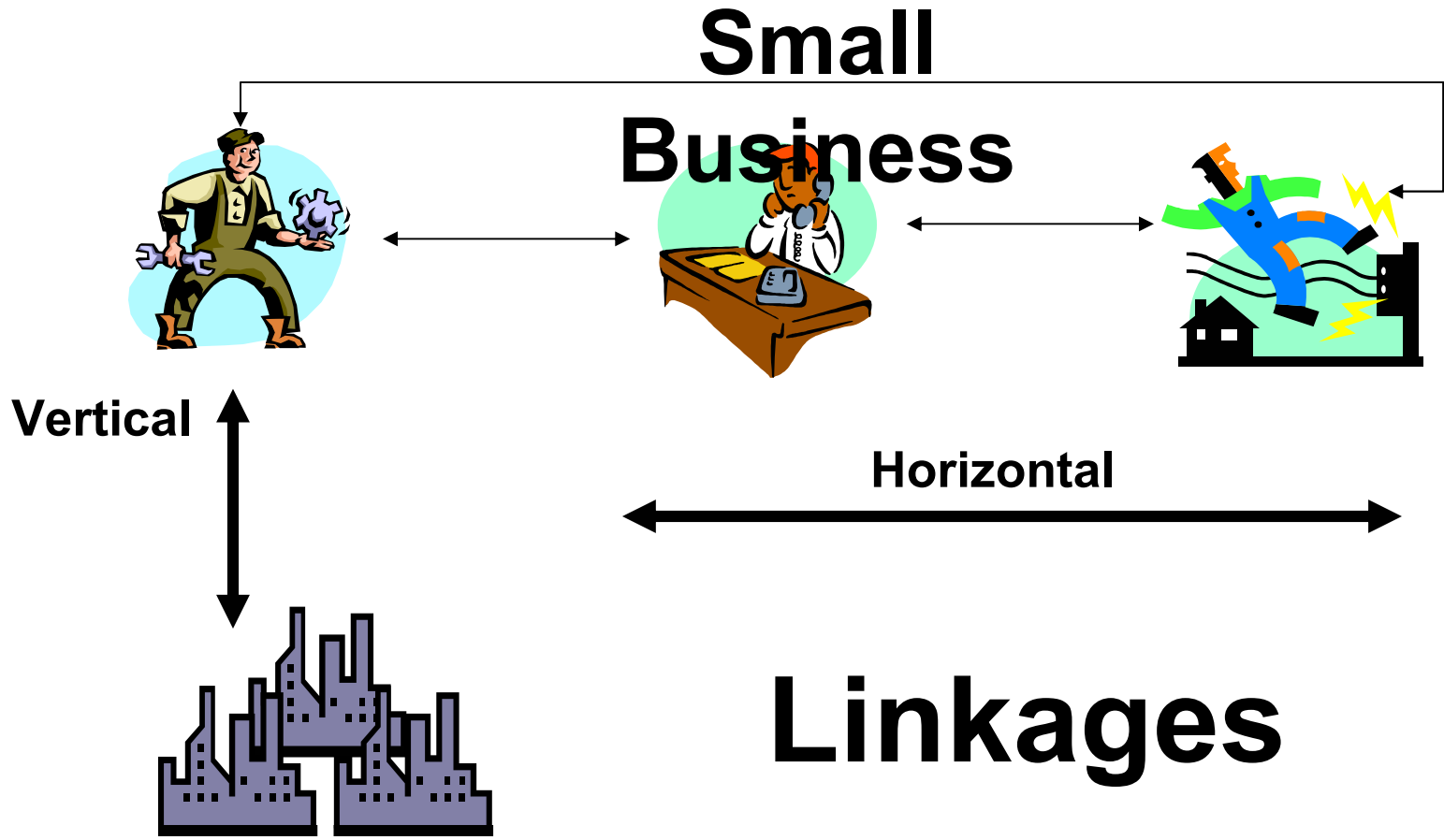
Association  
Strengthening  
Business Associations,  
e.g. DBAs, Sector

Ecotourism &  
Adventure Travel  
Destinations, Circuits,  
Guest Villages, Cultural  
Tourism

Small Business  
Development  
"Livingstone Linkages"

Marketing Overview  
and Development  
Access to regional and world  
markets/travel & product

# A Definition

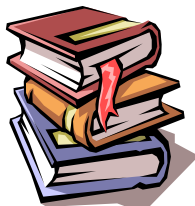




# Training

- Taking Advantage of Tourism
- VAT and Tax Issues for Small Business
- Wood Behavior and Moisture Control
- Livingstone Development Plan Review
- Business Skills for Small Farmers
- Pastry/Confectionery Seminars
- Basic Bookkeeping for Small Farmers
- Start Your Own Business
- Association Strategic Planning

*USAID Funding*



## IMPACT

- Increase in Membership from 65 to 300 [PAID]
- Twelve New Affiliate Organizations
- Recognition in Community
- Effective Lobby for Business Community

- Attitude, Goal Setting, Managing Change
- Bidding, Tendering & Negotiating
- Production Management and Quality Control

*EU-PSPD Funding*

IESC, ZCSMBA, DBA-Live, CARE, ZATAC, ZAMTIE, ZIHP, EU-PSPD, World Bank, GDC, UN and the list

continues. . .



# Simac Lodge And Tours

## Recommendations

- ◆ Increase # of beds, not buildings
- ◆ Put TVs in Room
- ◆ Create Conference Facilities
- ◆ Computerise financial information




**Guesthouses =  
Buyers**

## Action / Impact


- ◆ Increase # beds, not buildings  
15 to 25 beds – More family rooms.  
Market to school groups.  
Turnover from K15m to K25/mo  
Occupancy increased from 45 to 75%
- ◆ Put TVs in Room  
DSTV acquired and installed in rooms
- ◆ Create Conference Facilities  
Conference Room created in existing space, resulting in 3 conferences thus far with total turnover vale of K22m
- ◆ Computerise financial information  
No action yet
- ◆ Participation on selected workshops  
Guesthouse Linkages  
Pastry/Bread Products

# Guesthouses Pilot


## LIVINGSTONE LINKAGES




**Guesthouses =  
Buyers**




**DATABASE**



**NETWORK**



**PROCESS**



**Participating Businesses  
= Suppliers**

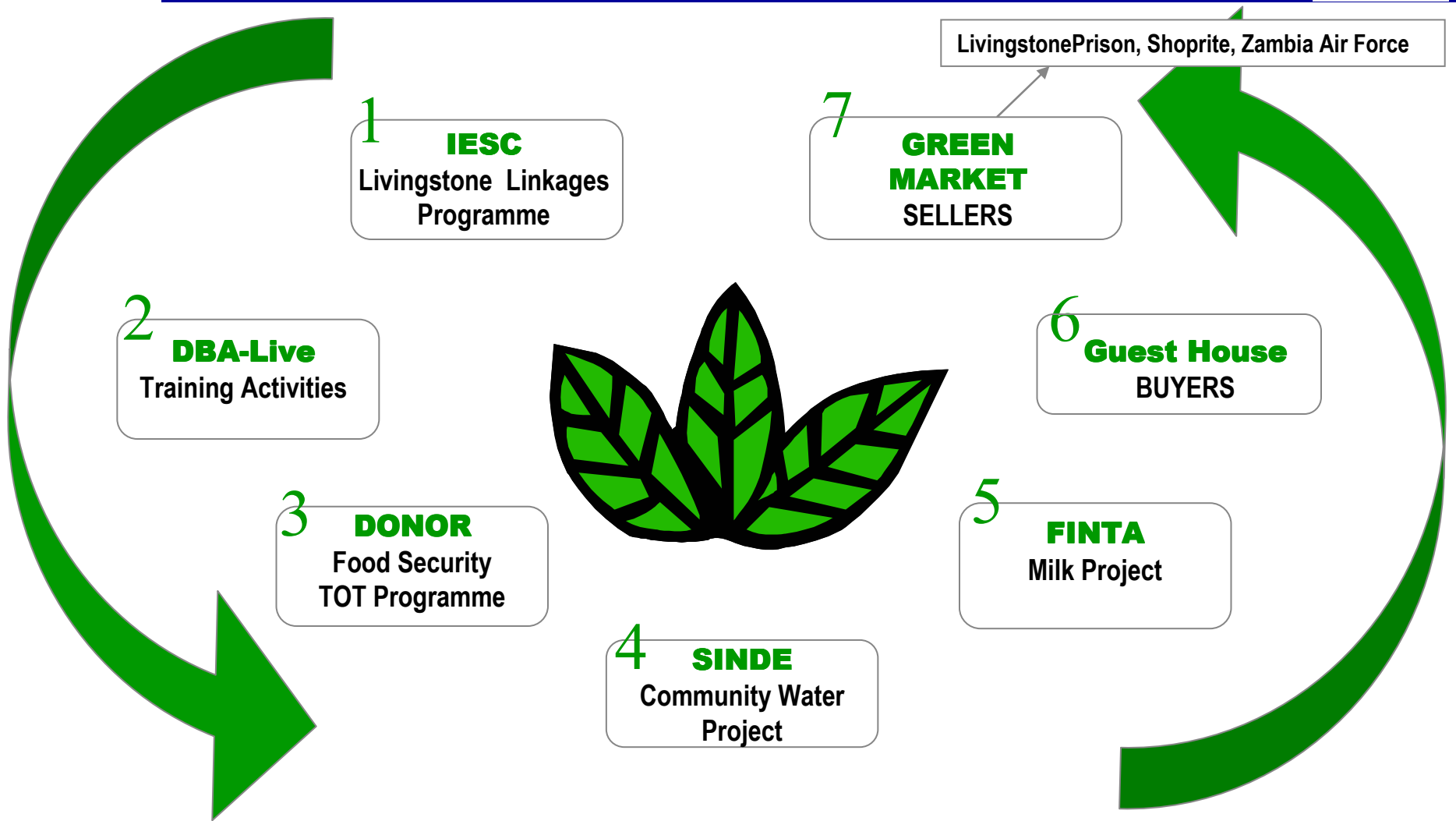


**Meet the Buyer**

**Green  
Market**



# How things grow...





# Business Sectors



<u>Tourism</u>	
Lodge	8
Restaurant	1
Tour Operators	3
Transportation	2

<u>Environment</u>	
Waste Mgmt	1

<u>Services</u>	
Consulting	5
Financial	1
Tailoring	2
Estate Agent	1
Repair	3
Courier	1
Photo/Print	2
Welding	1
Music	1

<u>Manufacture</u>	
Furniture	3
Crafts	2
Food Supply	2
Wood Processing	1

<u>Agri-Business</u>	
Poultry	6
Meat	2
Food Supply	2

<u>Education</u>	
Schools	7

<u>Medical</u>	
Clinic	1
Vet	1

<u>Retail</u>	
General Trade	2
Boutique	2
Office Supply	2
Auto Supply	1





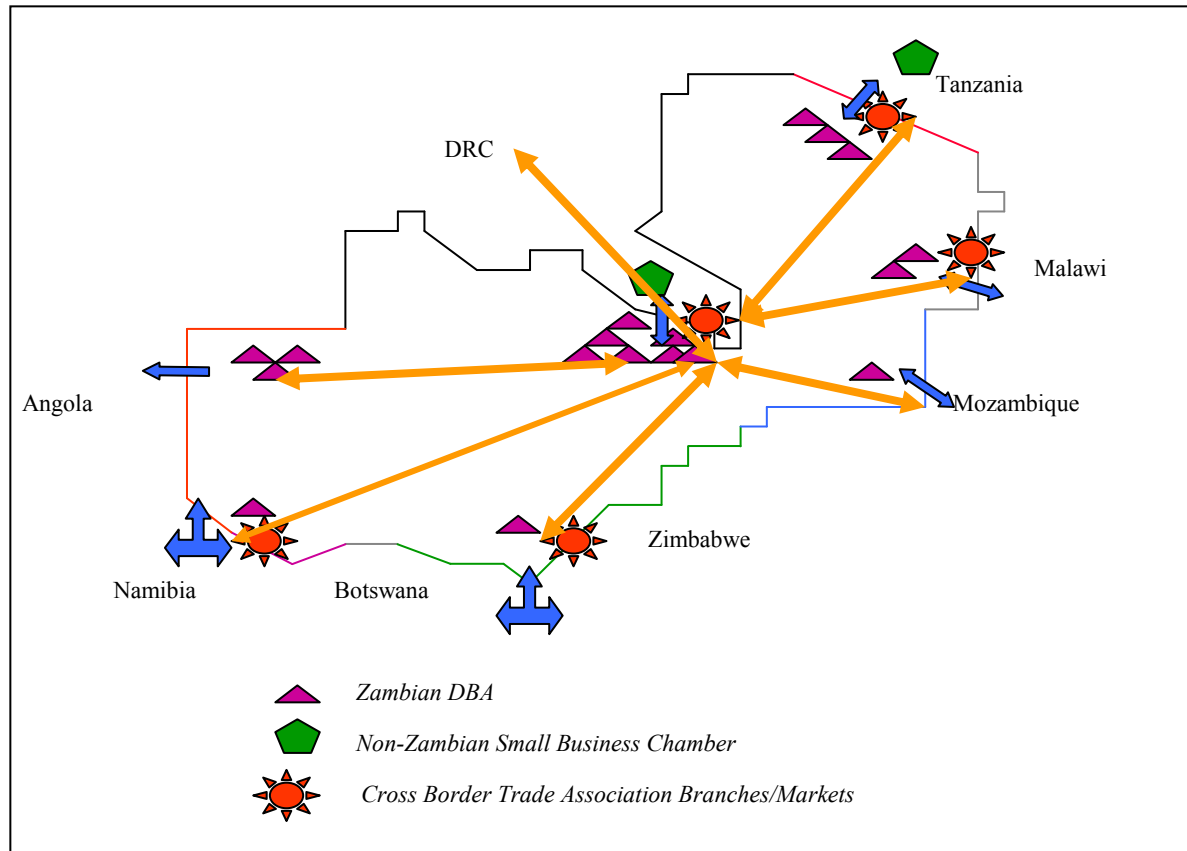
## Linkage Participants

Jubian Enterprises. . .Limka Agencies. . .CMS Manufacturing  
Jobesa General Dealers. . .**Kubu Crafts & Furniture.** . .Woodpecker  
Carpentry Livingstone Printers. . .Fed-Ex Express. . .Mo Money  
Bureau de Change Sasi Investment . . .Queen Victoria Primary  
School. . .**Simac Lodge & Tours** **White Water Guest House.** . .**Plafours**  
**Travel & Tours.** . . **Namel's Guest House** .Jehova Jireh Upholsterers. .  
. **Mooloke Lodge & Tours.** . . LM Refrigeration .Animed Veterinary  
Services. . .Fagross Locks and General Dealers Environkleen  
Enterprises. . .**Wilma Guest House, Times Roll Enterprise** Polytechnic  
College School. . .**Greenbar House & Restaurant.** . . Sizo Enterprise  
Maycom Computer Training. . .Benam Tailors. . .**Hasty Tasty Foods**  
Vision Shopping Centre. . .Health Point Clinic . . .Masasilu Enterprises  
Mac Professional Services. . .Daymoon Studios. . .L'habitat Property  
Agency Meats Services. . .Chibe Chibe Milling. . .Gladkeys  
Consulting Ajam Transport & Farm, **Roysam Lodge**  
. **Gospel & Music Center.** . .Katyoka Farms Flodeka Enterprises. .  
.Nyechika Enterprises. . .Batoka Poultry Ngulube Tailoring. .  
.Dathan Investments.. . .Ireen's Business Sitowarowi  
Batiks. . . Widency Auto Spares. . .EM Enterprises





# Cross Border Trade Initiative





# The Evolution of an Idea

**1**  
**IESC**  
Livingstone Linkages  
Programme

**2**  
**DBA-Live**  
Business  
Association

**3**  
**Livingstone District**  
**Health Board**  
HIV-AIDS - UN  
"Sepo Centre"

**4**  
**Donor**  
Programmes

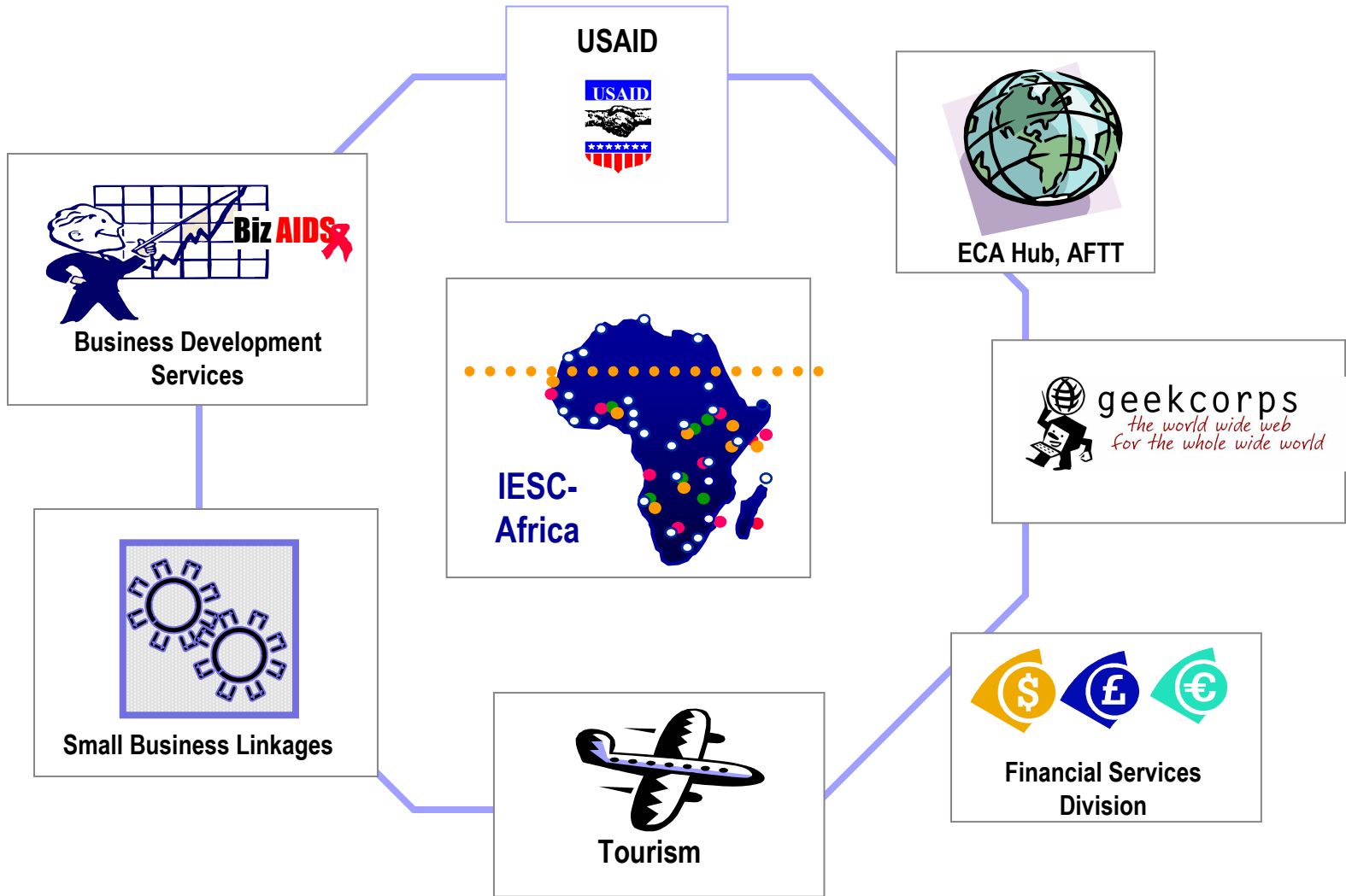
**5**  
**Workplace HIV Education**  
**Programme (WHEP)**  
Wasawange Lodge  
Namel Guest House  
Fairmount Hotel  
Kubu Craft  
Sun International  
Batoka Sky & African Queen  
Moslem Association  
Livingstone Tourism Association  
Commercial Framers Association  
District Business Association  
**200 businesses/2000 employees**

**6**  
**BizAIDS**   
**Risk**  
**Assessment/**  
**Business**  
**Survival**  
 **1000 businesses**  
 **1500 employees**  
 **6000 impact**





# the ability to leverage





## Contact

### Information

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