



Republic of Zambia

MINISTRY OF TOURISM

The Ministry of Tourism was created under Gazette Notice No. 1123 of 2021 and is mandated to facilitate sustainable tourism development, wildlife management, culture and traditional affairs. The Ministry was re-aligned in 2021 with functions of some other ministries to improve efficiency in Government operation.

Vision

The Ministry of Tourism envisions **“An efficient, responsive and value-centred Ministry of Tourism”**.

Mission

To realise the vision and achieve the strategic results, the Ministry commits itself to the following mission statement: **“To facilitate the development of sustainable tourism for economic transformation and job creation”**.

Ministry of tourism has 7 departments and 4 statutory bodies. These are;

- i) Department of Human Resource and Administration;
- ii) Department of Planning and Information;
- iii) Department of Tourism;
- iv) Department of Culture and Traditional Affairs;
- v) Department of National Parks and Wildlife;
- vi) Department of Finance; and
- vii) Hostels Board of Management.

Statutory Bodies/Institutions are:

- i) National Heritage Conservation Commission (NHCC);
- ii) National Museums Board (NMB);
- iii) Zambia Institute of Tourism and Hospitality Studies (ZITHS); and
- iv) Zambia Tourism Agency (ZTA).

In line with the Gazette Notice No. 1123 of 2021, the Ministry of Tourism's portfolio functions are as follows:

- i) Accommodation establishments;
- ii) Casinos;
- iii) Culture Policy;
- iv) Folklore and Preservation of Oral Traditions;
- v) Hotels and Rest Houses;
- vi) Indigenous Knowledge;
- vii) Museums;
- viii) National Heritage;
- ix) National Parks and Wildlife;
- x) Promotion of Souvenirs;
- xi) Promotion of Tourism;
- xii) Promotion of Traditional Crafts;
- xiii) Research in Culture;
- xiv) Safari Operations;
- xv) Tourism Policy;
- xvi) Traditional Ceremonies; and
- xvii) Travel agencies.

Besides the portfolio functions, the Ministry is mandated to ensure implementation of the following pieces of legislation:

- i) National Heritage Conservation Commission Cap. 173;
- ii) National Museums Cap. 174;
- iii) Tourism and Hospitality Act No. 13 of 2015;
- iv) Zambia Institute of Tourism and Hospitality Studies Act No. 42 of 2016; and
- v) Zambia Wildlife Act No.14 of 2015.

The Ministry of Tourism is a revenue generating ministry in the Republic of Zambia. The overall goal of the Government of Zambia is to significantly increase the economic contribution of tourism to the Zambian economy in line with the Vision 2030 and the 8th National Development Plan.

To tap into the excellent natural and cultural resources that Zambia possesses, the Ministry developed the Tourism Master Plan (2018-2038) aimed at positioning tourism as an important driver of socio-economic growth over the next decades. To achieve this requires a bold vision, a collective public private community effort, commitment of human and financial resources, and above all, Government wide leadership to champion tourism development.

The Ministry provides 32 E-Services on Government Service Bus (GSB). The link below will take you there and pay for these services in the comfort of your room. https://www.mot.gov.zm/?page_id=2182.

As an economic ministry in the country, the Ministry of Tourism generates revenue and statistics that inform decision making in the country as depicted in the figures below;

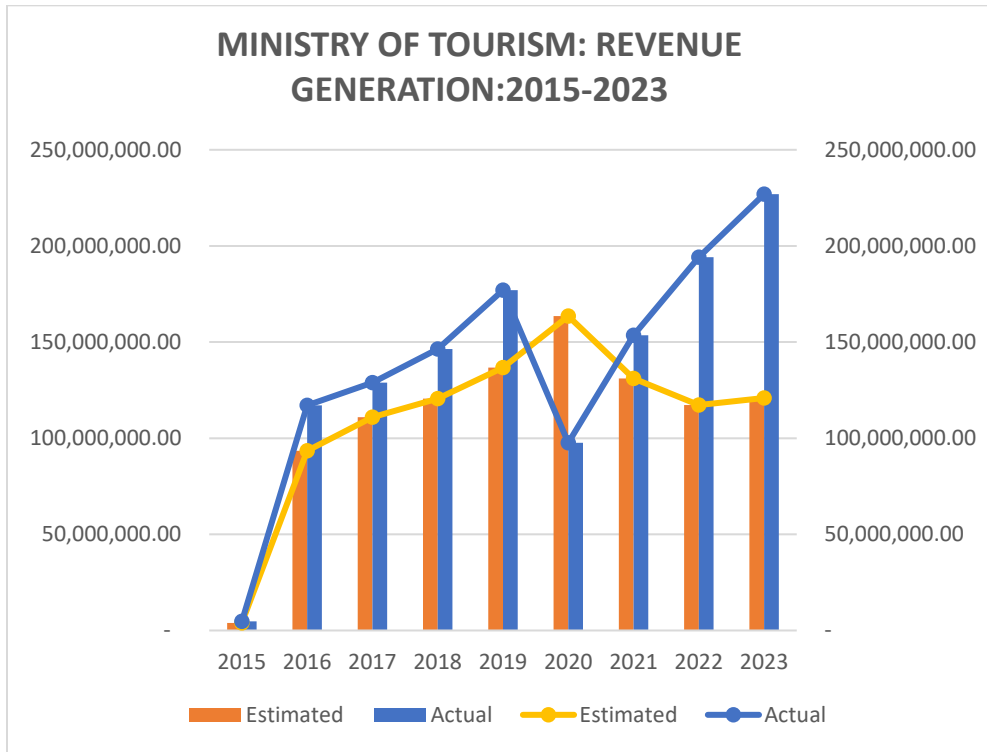


Figure 1: Revenue Generation by the Ministry of Tourism (2015-2023)

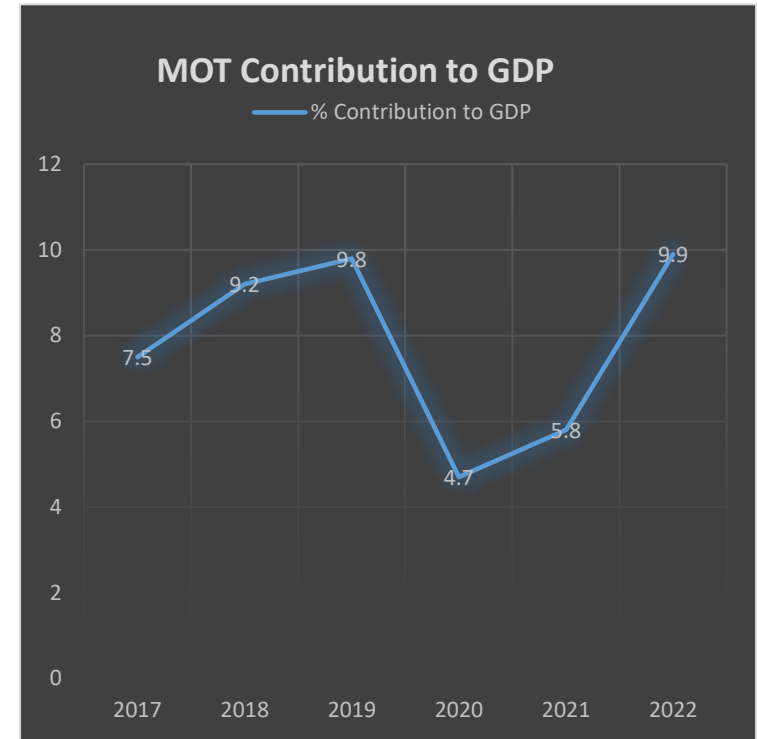


Figure 2: Ministry of Tourism Contribution to GDP (2017-2022)

The Ministry of Tourism recorded increased revenue generation pre-Covid 19 and was quick to recover from the effects of COVID-19 as can be seen by the increased revenue generation post covid-19. Between 2015 and 2023, the Ministry generated revenue above the projected figures except in 2020 when covid was most severe. Further, the contribution of the Ministry of Tourism to Gross Domestic Product (GDP) has been positive as shown in Figure 2. This is attributed to the robust implementation of the Zambia Tourism Master Plan.

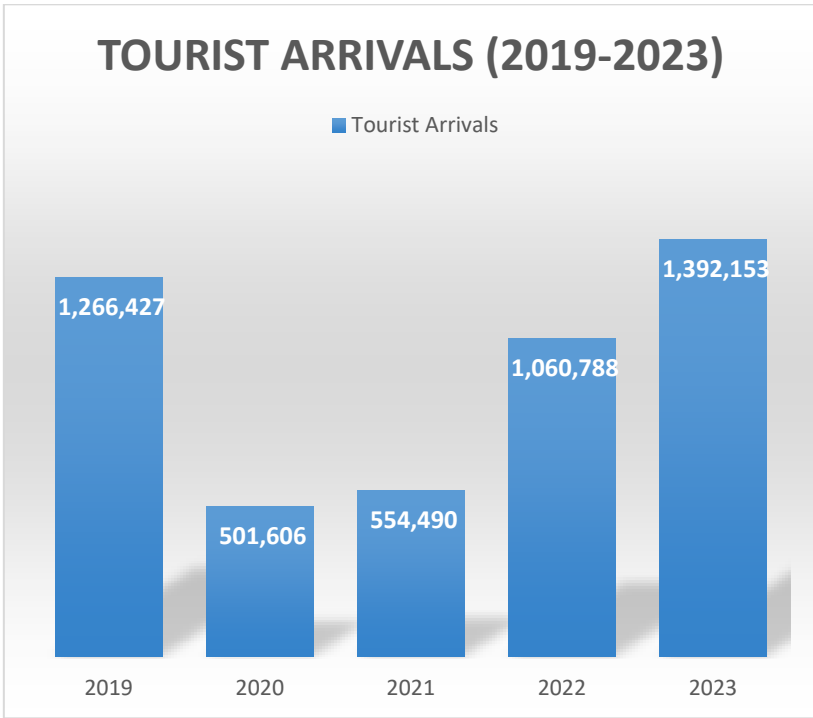


Figure 3: Tourist Arrivals (2019-2023)

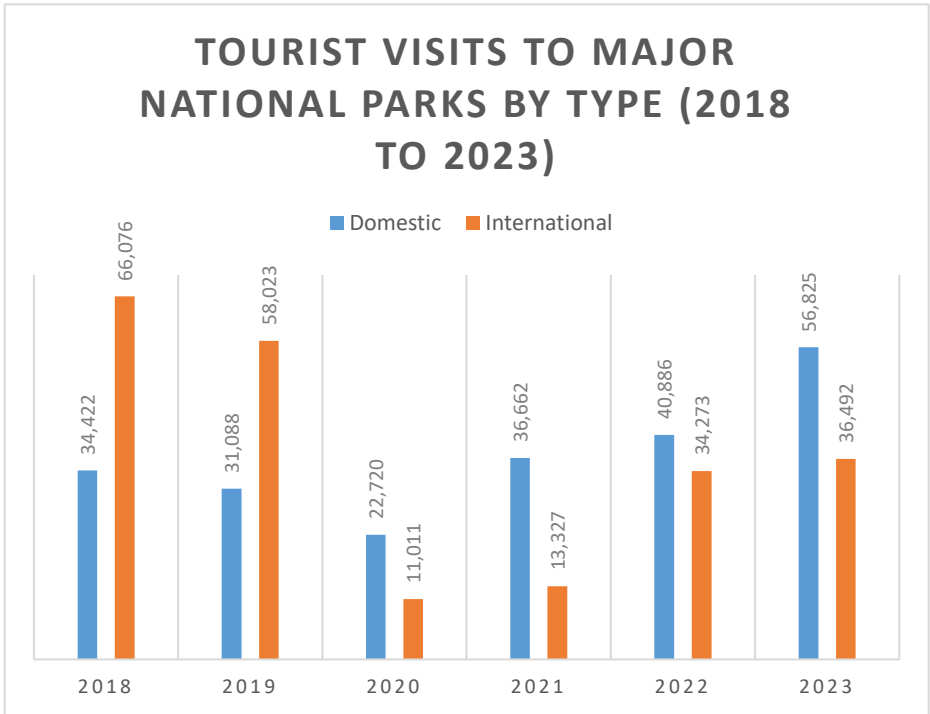


Figure 4: Foreign and domestic tourist arrivals (2018-2023)

Figures 3 and 4 depicts the tourist arrivals in the country. The figures indicate that the tourist arrivals in the country have been increasing post covid 19. The Ministry of Tourism post covid era realized the need to promote domestic tourism which has the potential to unlock jobs, enhance foreign exchange earnings and reduce poverty. To consolidate these efforts, the Ministry developed the Zambia Domestic Tourism Development Strategy (2022-2026) with the theme” **Take a holiday, and have it local**”. This strategy has seen the increase in the number of domestic tourists visiting the tourism sites across the country as can be seen from the above figures.

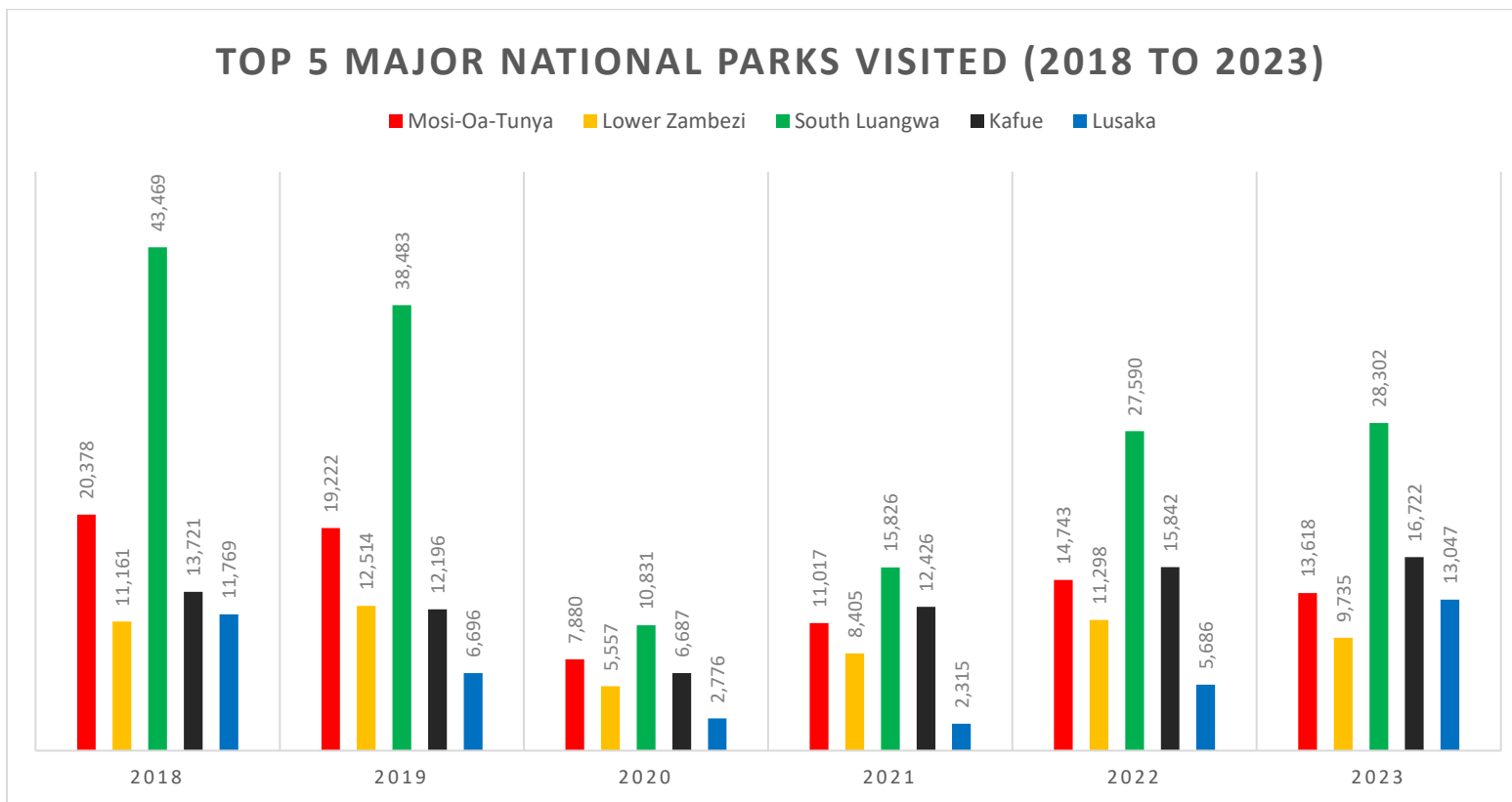


Figure 5: Tourist visits to the top 5 National Parks (2018-2023)

Zambia has 20 National Parks (NP) and 36 Game Management Areas (GMAs). Of the total national parks, five national parks are on top and highly visited by the tourists. There are 15 NPs that have active commercial activities while the other five (5) National Parks have little or no commercial activities taking place. Between 2018 and 2023, South Luangwa National Park recorded the highest number of tourist visits followed by Mosi-oa-tunya National Park. The least visited national park among the top 5 was Lusaka National Park. This is mainly due to the low number of animal population and unavailability of other tourist attraction sites. The Ministry is trying to promote other National parks through animal restocking and partnering with stakeholders in the management of the resources.

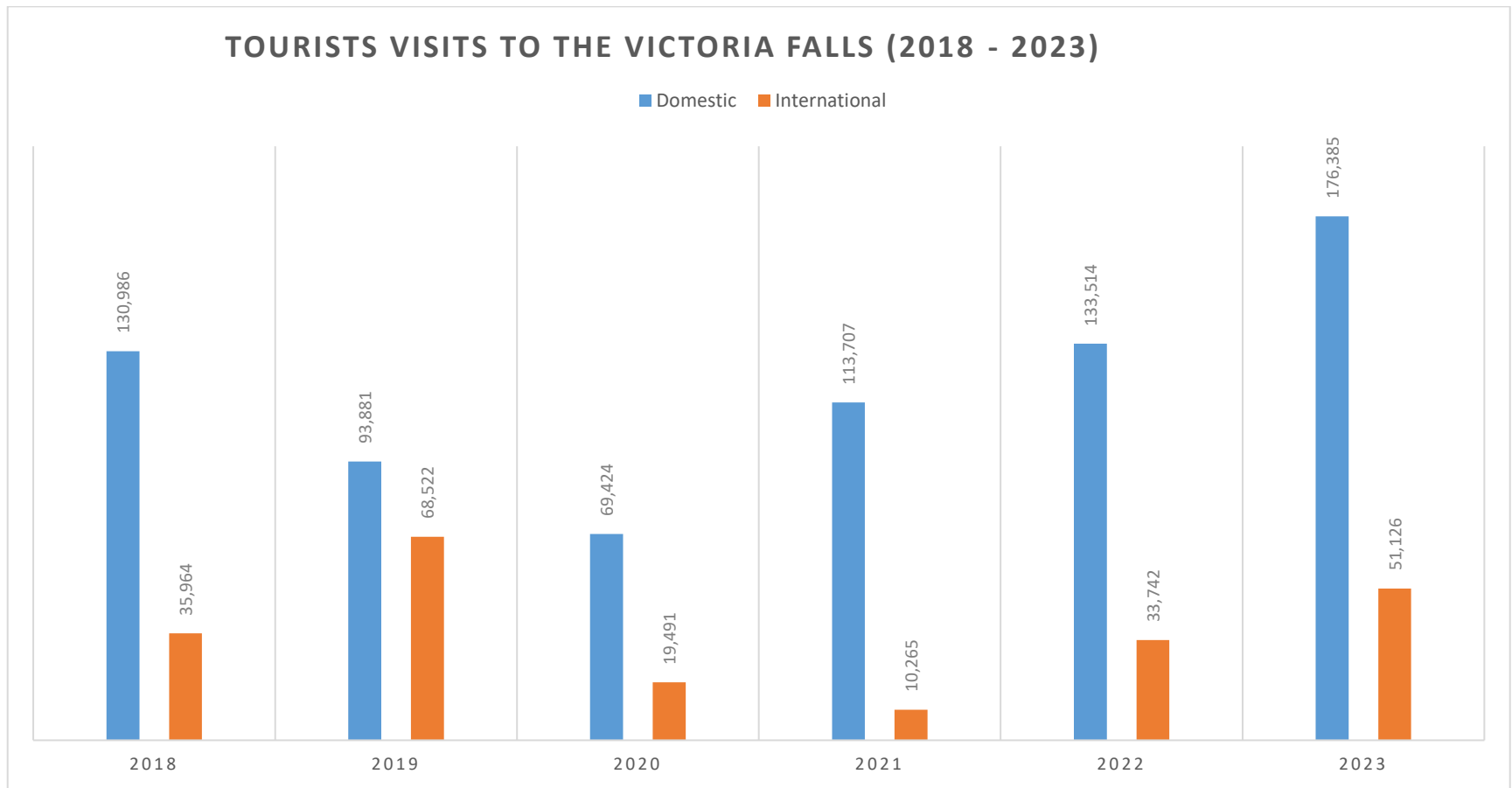


Figure 6: Tourist visits to the Victoria Falls (2018-2023)

The Victoria falls is the country’s flagship product for Destination Zambia. It is one of the UNESCO World Heritage site designated as such in 1989 due to its exceptional geological and geomorphological features and active land formation processes with outstanding beauty. It’s a spectacular waterfall, known for its immense size and unique features. It is approximately 1, 708 metres wide and 108 metres high and is classified as the largest waterfall in the world by volume of water. The Victoria falls has continued to record increased number of tourist visits from both international and domestic tourists, the domestic tourists being the majority.

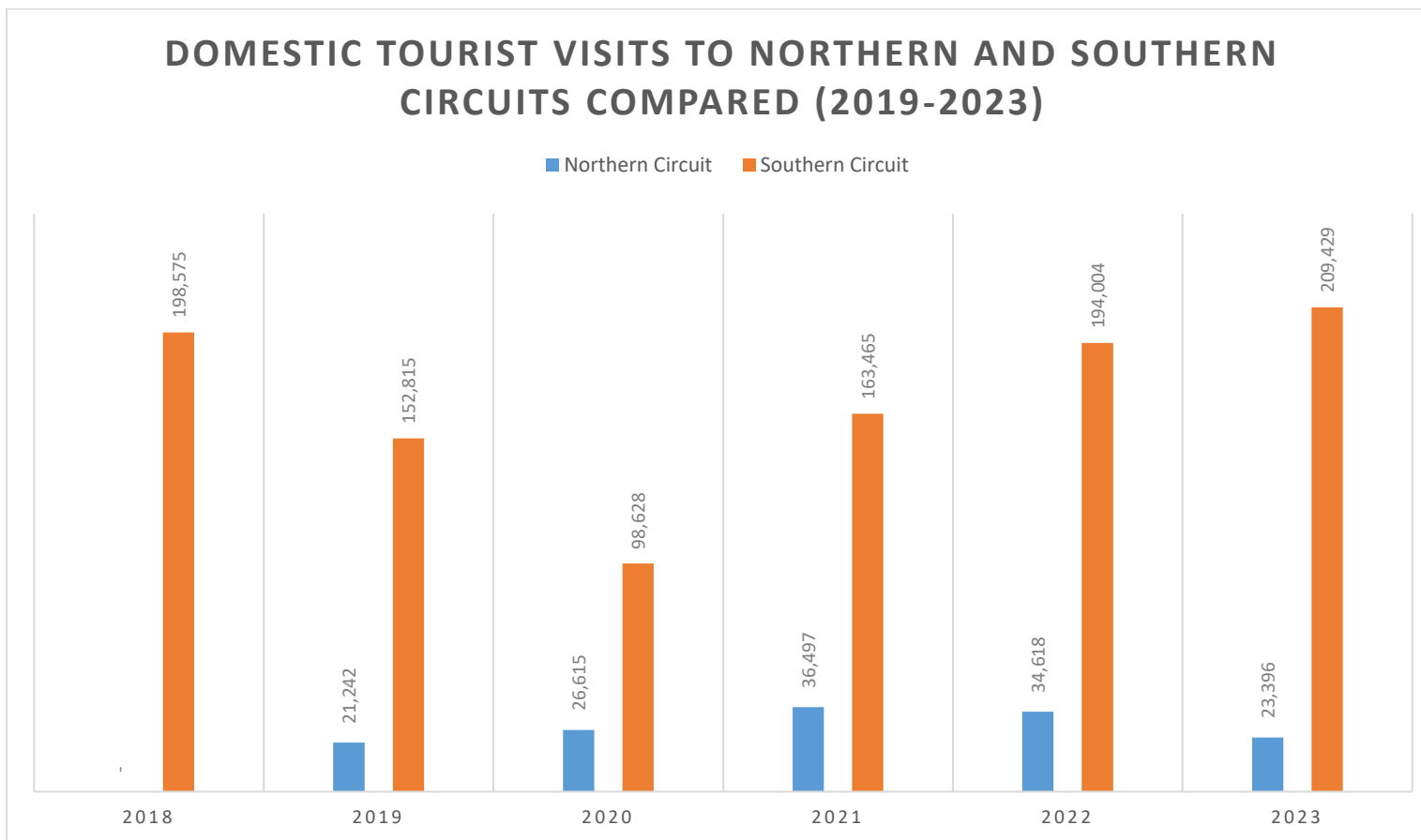


Figure 7: Domestic Tourist visits to the Northern and Southern Circuits (2018-2023)

Zambia has a total of 14 declared waterfalls managed by the National Heritage Conservation Commission (NHCC) across the country. The Northern Circuit has the largest share of 13 waterfalls, whilst the Southern Circuit has only the Victoria Falls. Despite the Southern Circuit having only one waterfall, majority of the domestic tourists prefer to visit the Southern Circuit compared to the northern circuit. This could be attributed to poor infrastructure in terms of accessibility, accommodation and conference facilities to attract tourists. Further, the Northern Circuit has not been adequately marketed in terms of its tourism potential for some time now. Currently, the Ministry has put in place measures aimed at booting the marketability of these sites in the Northern Circuit.

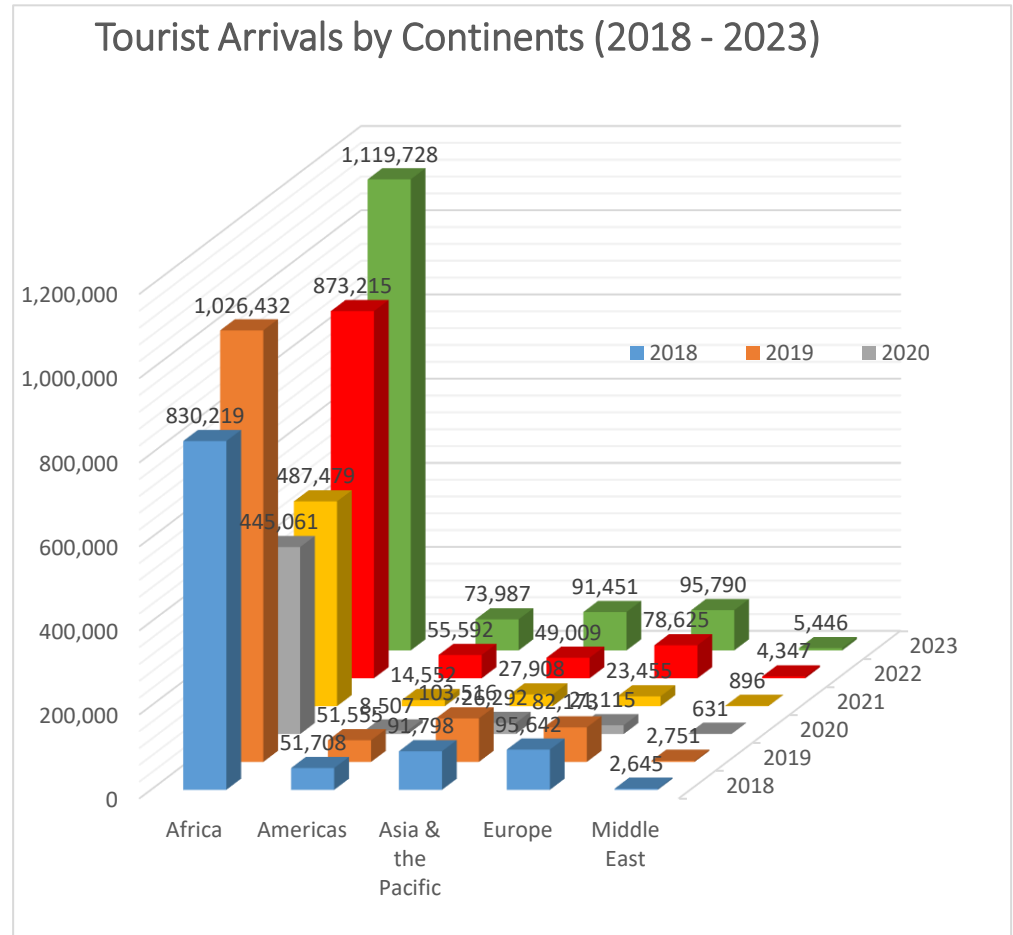
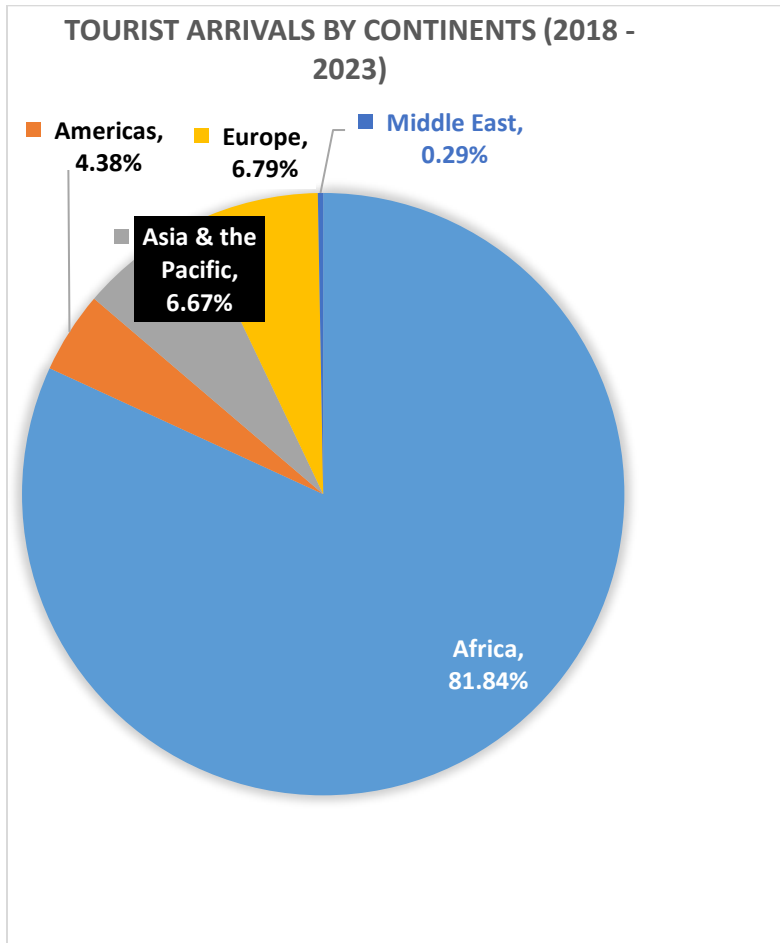


Figure 8: Tourist Arrivals by Continents (2018 - 2023)

Africa has remained dominant in terms of international tourist arrivals to Zambia accounting for 81.8 percent over the period 2018 to 2023, followed by Europe (6.8 percent), Asia and the Pacific (6.7 percent), Americas (4.4 percent) and the least being Middle East (0.3 percent) as shown in figure 8.

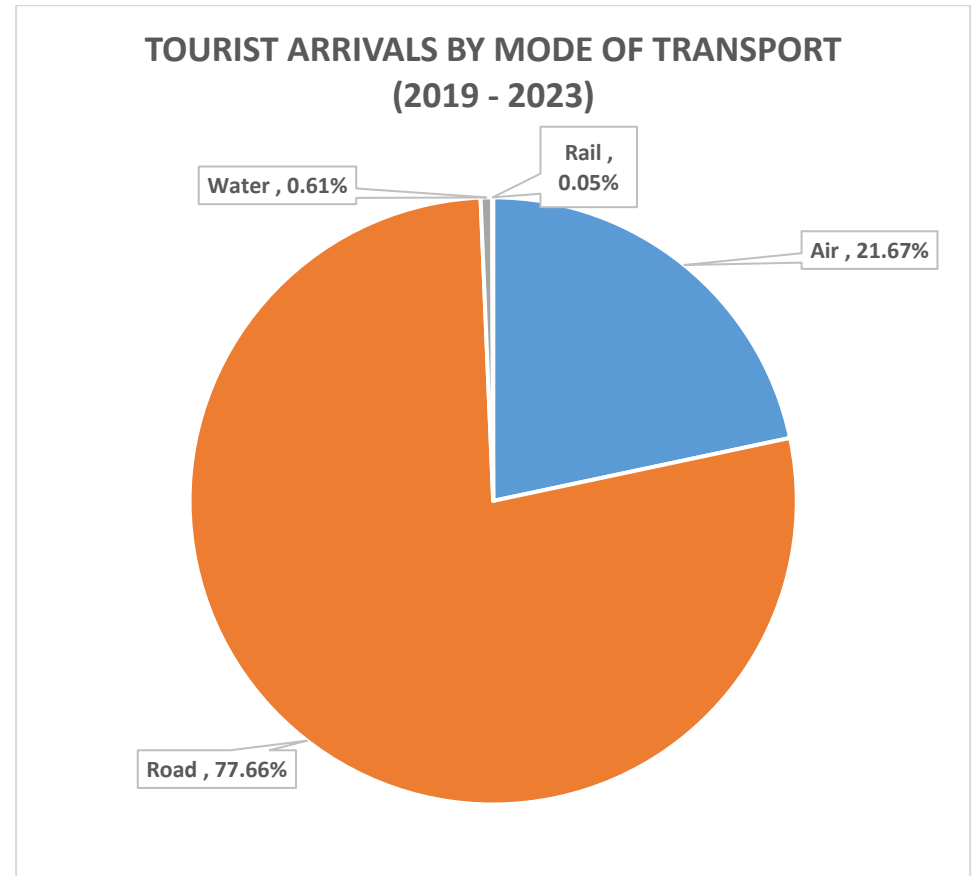
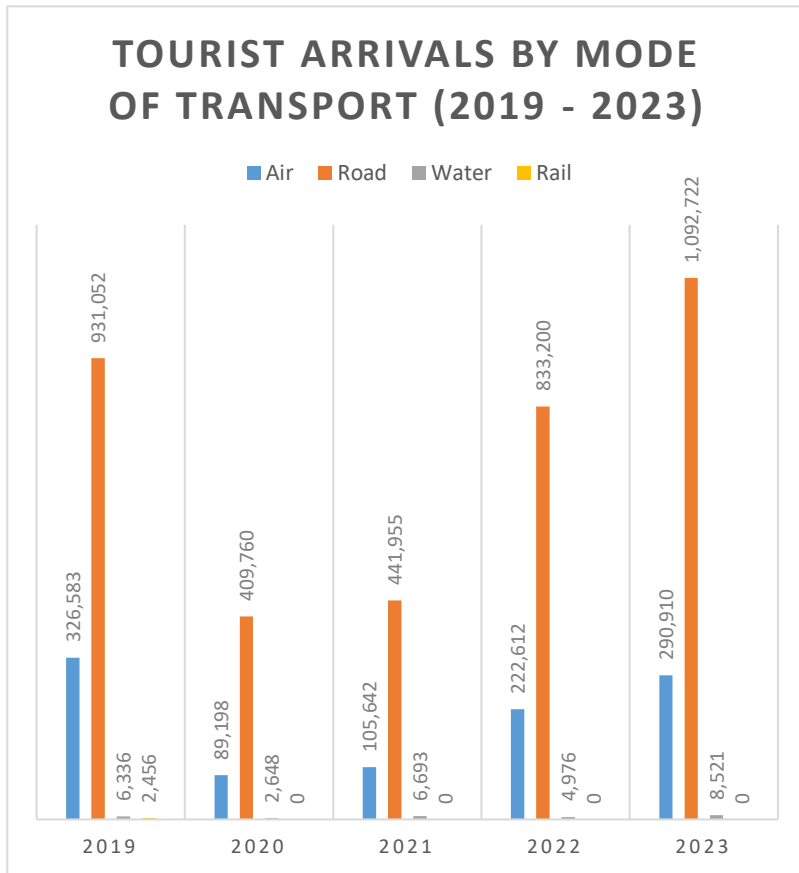


Figure 9: Tourist Arrivals by Mode of Transport (2019 - 2023)

The road transport has remained the main mode of transport used by the tourists visiting tourist sites in Zambia. Figure 9 indicate that 78 Percent of all the international tourist arrivals that entered the country in between 2019 and 2023 travelled by road followed by 21.6 Percent who came by air. Water as a mode of transport recorded 0.6 Percent. Data for rail as a mode of transport has not been available at the time.