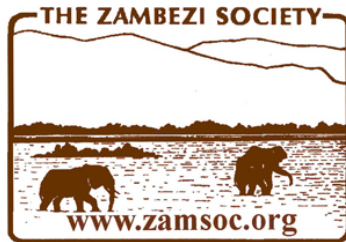


THE ZAMBEZI RIVER: WILDERNESS AND TOURISM

published by
THE ZAMBEZI SOCIETY
March 2001



INTRODUCTION:

PART ONE of this document provides a very brief summary of the contents of *The Zambezi River: Wilderness and Tourism* by Sally Wynn, published by The Zambezi Society in October 2000.

Copies of the full report may be obtained from The Zambezi Society offices at Mukuvisi Environment Centre, off Glenara Ave South. There will be a charge to cover printing costs.

This summary document confines itself to addressing the issue of the Zambezi's wilderness and its value. The full document contains considerably more statistical and feedback information regarding Zambezi River tourism in general than this summary can provide.

PART TWO of this document provides an outline of discussions that took place at a Zambezi Society seminar on the subject of *The Zambezi River: Wilderness and Tourism* in Harare on 1 March 2001. Delegates were drawn from government and private sector institutions with a stakeholding in Zambezi Valley tourism marketing, policy-making and planning.

PART ONE:**THE ZAMBEZI RIVER: WILDERNESS AND TOURISM****SUMMARY: MAIN RESEARCH FINDINGS AND RECOMMENDATIONS**

1. The Zambezi Society decided to undertake research into wilderness and its values in 1998 as a result of numerous complaints and concerns received by the Society, from various sources, implying that tourism was having a negative impact on the river's wilderness values.
2. No current definition of "wilderness" or its so-called "values" in the Zambezi context existed, so the research was partly aimed at finding this out, and assessing how important wilderness was to visitors
3. Research was conducted by questionnaire interview in 4 main Zambezi valley tourism destinations on the Zimbabwean side of the river: Victoria Falls, Kariba/Matusadona, Mana Pools and Kanyemba/Mavuradona. Members of the Zambezi Society were also asked to complete a postal questionnaire.
4. A total of 1369 people were interviewed via 633 questionnaires. A wide variety of visitor types was chosen, encompassing hotels, safari lodges/ safari camps self-catering/national parks lodges, canoeing, houseboats and camping.
5. Of visitors interviewed, 44% were of local/regional origin, and 56% were international. Zambezi Society members interviewed were mainly local.
6. The main finding was that **Visitors value wilderness highly**.
 - 98% of those interviewed felt it to be important that wilderness exists;
 - 84% said they value wilderness personally and
 - 77% said they came to the Zambezi valley for a wilderness experience.
7. **What makes a place wild?** Responses to this question are summarised below, and provided a fairly comprehensive definition for the term "wilderness" in the Zambezi context. (NB: For a detailed outline of the responses given by interviewees to this question in each interview area, see Table 23 attached with this summary). The definition had 2 basic components: Physical Values and Non-Physical Values
8. **Physical values** of wilderness (especially valued by international visitors) include:
 - *natural/unspoilt landscapes* - includes wide open spaces, and a feeling that little has changed. (This is a fallacy, as nature is always in a state of flux, but nonetheless, the illusion is a powerful draw for wilderness appreciators)
 - *wild species* - animals roaming free, indigenous plants
 - *lack of people* - including the signs of their existence e.g. pollution, litter, vehicles, noise etc
 - *lack of development* - wilderness is seen as an escape from/in direct contrast to urban civilisation

- *lack of commercialisation* - commercial tourism development/activities etc seem to be considered inappropriate to wilderness areas, whereas low-impact structures/activities in harmony with nature are considered appropriate
9. **Non physical values** of wilderness (often neglected in tourism planning, but particularly important to local/regional visitors for whom wildlife is less of a novelty, and for Zambezi Society members) include:
- *peace*
 - *solitude*
 - *isolation*
 - *a feeling of harmony with nature*
 - *spiritual feelings*
 - *challenge*
 - *adventure*
10. **Where are wilderness areas found?** Responses to this question indicate that the most important wilderness areas on the river in Zimbabwe are:-
- Mana Pools/Chewore, includes Sapi and Middle Zambezi (very high wilderness satisfaction level)
 - Kariba/Matusadona - especially away from Kariba town (high wilderness satisfaction)
 - Chizarira/Mavuradona - Zambezi escarpment mountainous terrain, different from the Valley as such. Especially popular with local visitors (good wilderness satisfaction)
 - Vic Falls/Chirundu/Kanyemba - relatively settled/urbanised, but with pockets of important wilderness nearby. (Wilderness satisfaction lower than other areas possibly due to impacts of settlement)
11. **Tourism experiences with high wilderness value** include:
- canoeing
 - boating on Kariba
 - safari lodges/camps (which offer guided walks and “close encounter” bush experiences etc)
12. **Tourism activities and their impacts on wilderness:**
- The survey asked people to indicate what activities they had undertaken in their visit to the Zambezi. These were categorised into three groups (low/medium/high) depending on their perceived impact on wilderness. Among the 10 most popular activities undertaken by visitors interviewed, seven fall within the low impact category. They include:-
- *birdwatching*
 - *walking*
 - *photography*
 - *fishing (from land)*
 - *swimming/sunbathing*
 - *picnicking*

The remaining three: *sightseeing*, *gameviewing* and *camping* are categorised as medium impact. High impact activities are mainly undertaken by visitors to Vic Falls, Kariba and Kanyemba. None of the most popular visitor activities, nor those which are special to Mana Pools, fall within the intrusive category. This may partly explain the reason for Mana receiving high ratings for wilderness experience.

13. What are the factors which detract from a wilderness experience?

These factors were compiled from visitors' specific comments in the questionnaire. (NB: for a detailed outline of these responses broken down by areas of interview, see Table 24 attached to this summary). It is important to define these factors in order to be able to plan for protection of wilderness and enhancement of its values. They are:-

- *Too many people* - pollution/litter, unruly/insensitive behaviour (such as harassing wildlife with too many tour vehicles; drunken/noisy behaviour on river cruises, harassment by vendors/dealers
- *Noise* - human-generated (e.g. loud radios/music in campsites), unnatural, mechanical noise (e.g. generators near lodges/camps, motorboats/ motorbikes/ trucks/aeroplanes etc) NB: natural sounds appear to be quite acceptable
- *Overdevelopment* - too much infrastructure, too many roads, lights, too many regulations. People appear to seek wilderness to get away from the hustle and bustle of urban civilisation/development. Civilisation detracts from wilderness.
- *Commercial tourism* - There is a strong feeling from visitors that low-key/low-impact infrastructure/activities designed to be nature-sensitive are acceptable in wilderness areas. It is felt that commercial tourism is not e.g. big/luxury/high-rise hotels, insensitive architecture; advertising billboards on the edge of a World Heritage Site; inappropriate activities e.g. commercial sales outlets at the entrance to the "rainforest" at the Falls; "tame" wildlife etc. Exploitation/extortion and harassment by vendors and dealers is seen as detracting from wilderness quality. These problems were of particular concern to visitors interviewed in Victoria Falls.
- *Impacts on nature* - damage to ecosystems; tree-cutting/poaching, presence of exotic species.

14. Some high impact activities may be eroding wilderness values in sensitive areas:

People in hotels or with tour operators are often offered choices of activities that have high impacts on wilderness as part of package tours. Such activities include: *scenic flights*, *river cruises*, *motorboating*, *golf*, *casinos* and *tourist "traps"* (e.g. inappropriate money-making activities insensitive to wilderness). Are these hotels and operators therefore contributing to the erosion of wilderness quality in highly commercialised tourism areas such as Vic Falls and Kariba town? Motorboating on the Zambian side of the river opposite Mana Pools, for example, is mentioned as a considerable detraction to the wilderness experience of visitors at Mana. The presence of houseboats and the noise of their engines and generators is mentioned as detracting from the wilderness quality of the Matusadona National Park, especially in the Kariba Eastern Basin.

15. Wilderness satisfaction is lower in Victoria Falls

Victoria Falls has wilderness areas - the rainforest itself, the riverine forest upstream of the Falls, the Batoka Gorge - but wilderness satisfaction is relatively lower than other places. 69% of visitors interviewed in Victoria Falls were satisfied with the quality of their wilderness experience (as opposed to 92% in Mana Pools). This leads

one to conclude that the quality of the wilderness experience in the Falls is being eroded, possibly by commercialisation, people and overdevelopment.

16. Victoria Falls 58% of people interviewed in Victoria Falls were visiting no other destination in the Zambezi Valley. By experiencing a much-impacted wilderness, are they not missing out on the true wilderness value of the Zambezi?

This has implications for marketing.

18. Provision of information Visitors interviewed generally feel that not enough tourism information and/or interpretative material is available to them, especially in Mana Pools and Kariba/Matusadona National Park.

19. Visitors can contribute towards wilderness conservation While less than half the visitors interviewed in Victoria Falls and 55% of those interviewed in Kariba were prepared in principle to contribute financially to maintaining wilderness areas, some 70% of those interviewed in Mana Pools and in communal lands expressed themselves willing to do so.

20. Tour operators and independent visitors Only 27% of visitors interviewed in all areas were accompanied on their holiday by a tour operator or guide. Most people interviewed (73%) were visiting the Zambezi independently. Although there are tour operator and professional guiding associations through which the interests of some Zambezi users might be represented, there is currently no association or organisation representing the views of the independent visitor to the Zambezi.

21. Zambezi wilderness is a unique attraction. Not only is the Zambezi valley Zimbabwe's most valuable tourism asset, it is unique in the region because of its wilderness qualities. South Africa has a coastline, the Kruger National Park and the Orange and Vaal Rivers, but it is not wild and unspoilt in the sense the Zambezi is wild - with its tropical diversity, forests and birds and large mammals. Furthermore, the Zambezi is relatively accessible, and a safe place to visit. The Congo river, is a wild, tropical river. But it is neither easily accessible, nor a safe place for tourists.

22. How does tourism maximise its benefits from the Zambezi's wilderness without destroying its unique qualities?

23. The current downturn in tourism affords us a window of opportunity

- to consider new wilderness-focused marketing options
- to incorporate wilderness-sensitivity into the planning, management and practice of existing and future Zambezi Valley tourism

24. Wilderness Tourism, being the most suitable, low-impact, sustainable option for the Zambezi area should be considered as an important adjunct to Zimbabwe's traditional tourism markets. It is undoubtedly a niche market, and needs creative marketing to reach the right people.

25. Recommendations resulting from the research have two messages:

- **Market wilderness** and promote Zambezi Valley wilderness tourism

- **Safeguard wilderness** by incorporating wilderness-sensitivity into all tourism planning, management and practice for the Zambezi Valley

NB: the two are inter-related. Marketing should not be carried out before the planning mechanisms for safeguarding wilderness are in place, and before guidelines for wilderness-sensitive practice are established.

26. **Recommendations for marketing** include:

- **Recognise the importance of wilderness and promote it**
- **Market a “Zambezi wilderness experience” and specific, low-impact wilderness activities**
- **Target markets which appreciate wilderness** These will NOT be found at tourism fairs, they will need to be sourced carefully through the Internet, through specialised agents, via specialist publications or individually. Possible markets include: wilderness societies, clubs & organisations (particularly in USA/Canada, Australia, South Africa); special interest groups e.g. bird societies, tree groups, conservation societies, 4 x 4 clubs, camping/outdoor groups; research.university institutions with special interests e.g. zoological/botanical/archaeological etc; school, college, university adventure/exploration groups; school/corporate team-building, leadership, survival courses (e.g. similar to Outward Bound).
- **Provide more information/interpretation for visitors on the Zambezi and its wilderness** (preferably available free of charge)

27. **Recommendations for planning, management and practice** include:

- **Incorporate “the wilderness experience” into tourism planning**
- **Safeguard wilderness quality by developing wilderness-sensitive guidelines for conservation and tourism**
- **Ensure that tourism activities and facilities in priority wilderness areas are appropriate and wilderness-sensitive**
- **Monitor effectiveness of and compliance with guidelines and visitor satisfaction with the wilderness experience**
- **Improve the quality of the wilderness experience at Victoria Falls**
- **Encourage wilderness visitors to contribute to maintaining wilderness areas**
- **Establish an association/organisation to represent the interests of independent visitors to the Zambezi**

28. The potential for wilderness tourism all along the Zambezi Valley is great. But to ensure sustainability, it is essential that wilderness-sensitivity underpins all tourism planning, management and practice in the area. Now is a good time to address these issues.

TABLE 1 : VISITOR RESPONSES TO QUESTION - What makes a place truly wild?**“TRULY WILD” VALUES****PERCENTAGE OF VISITORS INTERVIEWED IN EACH LOCATION WHO
CITED EACH VALUE****(n=435)****(n=160)**

	Vic Falls	Kariba	Mana Pools	Com. Lands	OVERALL	ZS Members
NATURAL VALUES	85%	96%	95%	100%	93%	97%
Presence of/proximity to wild fauna and flora	40%	41%	44%	57%	42%	32%
Animals roaming free/in natural state	11%)	18%	18%	0%	15%	12%
Unspoilt, natural eco-systems/ in “original state”	24%	30%	27%	23%	27%	43%
Scenic/landscape beauty	11%	4%	3%	14%	6%	4%
Large scale/size landscapes/ open spaces	0%	4%	3%	5%	3%	6%
UNDEVELOPED VALUES	46%	44%	60%	43%	48%	66%
Lack of development/infrastructure/settlement	20%	19%	28%	19%	21%	38%
Undeveloped areas deliberately set aside	2%	2%	2%	0%	2%	0%
Nature-sensitive/simple/uncommercial development only	16%	16%	19%	19%	17%	14%
Lack of fences/roads/electricity etc	7%	7%	11%	5%	8%	14%
UNCROWDED VALUES	38%	40%	73%	52%	49%	96%
Few/no people/tourists	15%	17%	35%	19%	20%	46%
Limited access (e.g.vehicle restrictions/by foot only)	2%	3%	7%	0%	3%	3%
Lack of human activity (vehicles/pollution/litter)	3%	12%	19%	19%	12%	34%
Lack of human interference (controls/rules/signs)	15%	9%	12%	14%	12%	12%
Animals and people separated (guided tours only)	3%	0%	0%	0%	1%	0%
Small groups of visitors only	1%	0%	0%	0%	.5%	1%
EMOTIONAL/SPIRITUAL VALUES	17%	23%	25%	29%	21%	60%
Silence (natural sounds only)	7%	7%	9%	19%	8%	25%
Feeling of being “at one with/in harmony with nature”	2%	1%	2%	0%	1%	3%
Peace/serenity	2%	3%	1%	5%	2%	5%
Solitude/seclusion	3%	6%)	6%	5%	5%	13%
Remoteness/isolation	3%	6%)	5%	0%	5%	8%
Feeling of mankind’s insignificance	0%	0%	0%	0%	0%	6%
CHALLENGE/ADVENTURE VALUES	3%	4%	6%	10%	5%	6%
Presence of danger/feelings of fear	2%	1%	3%	0%	2%	1%
Rugged experience/sleeping rough/fending for oneself	1%	1%	1%	5%	1%	3%
Unpredictability/encountering the unexpected		2%	2%	5%	2%	2%
CULTURAL ENCOUNTER VALUES	4%	1%	0%	0%	2%	2%
Opportunity to interact with local peoples/traditions	4%	1%	0%	0%	2%	2%
MANAGEMENT VALUES	3%	2%	3%	0%	4%	3%
Efficient, but unobtrusive management	2%	1%	3%	0%	2%	3%
High standards of guiding	1%	0%	0%	0%	1%	0%

Good standards of comfort/safety	1%	1%	0%	0%	1%	0%
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TABLE 2 : VISITOR RESPONSES TO QUESTION - What detracts from a place feeling truly wild?

DETRACTIONS FROM “TRULY WILD” FEELING	PERCENTAGE OF VISITORS INTERVIEWED IN EACH LOCATION WHO CITED EACH FACTOR DETRACTING FROM THE “TRULY WILD” FEELING					
	Vic Falls	Kariba	Mana Pools	Com. Lands	OVERALL (n=420)	ZS Members (n=160)
PEOPLE/HUMAN ACTIVITIES	61%	66%	88%	43%	70%	98%
Too many people/mass tourism	38%	34%	46%	43%	38%	40%
Too many vehicles	8%	10%	13%	0%	10%	17%
Pollution/litter	7%	13%	13%	0%	11%	21%
Harassment by curio sellers/vendors/currency dealers	3%	1%	0%	0%	1%	1%
Unruly/insensitive visitors	3%	4%	9%	0%	5%	11%
Unruly/too many operators	2%	4%	7%	0%	4%	8%
Presence of security guards	1%	0%	0%	0%	1%	0%
NOISE	31%	29%	57%	43%	37%	69%
General noise (unspecified)	4%	10%	14%	5%	9%	29%
Aircraft (including helicopters & microlights)	13%	5%	7%	0%	7%	6%
Motorboats/boats/kapenta rigs	3%	8%	15%	0%	7%	10%
Cars/buses	7%	3%	7%	14%	6%	11%
Trains	2%	0%	0%	0%	1%	0%
Music/radios	1%	3%	7%	24%	5%	9%
Generators	0%	0%	6%	0%	1%	5%
Construction companies	3%	1%	0%	0%	1%	0%
DEVELOPMENT (GENERAL)	38%	46%	62%	57%	48%	72%
Too much development/infrastructure/settlement	23%	30%	33%	43%	29%	39%
Roads (especially tarred)	8%	7%	14%	10%	9%	17%
Fences	3%	2%	4%	0%	3%	4%
Lights/electricity pylons	2%	3%	6%	5%	4%	7%
Signs	2%	2%	1%	0%	1%	1%
Rules and regulations/restrictions/lack of spontaneity	1%	3%	4%	0%	2%	4%
COMMERCIAL TOURISM	38%	37%	34%	10%	36%	58%
Commercialisation/big hotels/luxury lodges/tourist traps	26%	27%	26%	10%	26%	36%
Inappropriate/insensitive development/architecture	5%	5%	3%	0%	5%	10%
Inappropriate activities (e.g.discos/casinos/video games)	4%	2%	1%	0%	2%	8%
Presence of “tame wildlife”/feeding of animals	2%	2%	3%	0%	2%	3%
Exploitation/extortion	1%	1%	0%	0%	1%	1%
<i>(continued overleaf)</i>						

TABLE 2 continued : VISITOR RESPONSES TO QUESTION - What detracts from a place feeling truly wild?

DETRACTIONS FROM “TRULY WILD” FEELING	PERCENTAGE OF VISITORS INTERVIEWED IN EACH LOCATION WHO CITED EACH FACTOR DETRACTING FROM THE “TRULY WILD” FEELING					
	Vic Falls	Kariba	Mana Pools	Com. Lands	(n=420) OVERALL	(n=160) ZS Members
IMPACTS ON NATURE	9%	7%	13%	14%	13%	27%
Eco-system damage/tree cutting /off-road driving etc	4%	1%	6%	10%	3%	15%
Presence of exotic species	1%	0%	1%	0%	1%	1%
Lack of wild fauna and flora	3%	3%	3%	0%	3%	4%
Harassment of wild animals (e.g. spotlights/radio collars)	3%	0%	1%	0%	1%	2%
Lack of environmental protection/management	0%	1%	0%	0%	1%	4%
Poaching	0%	1%	0%	5%	1%	1%
Animals suffering (starvation etc)	0%	1%	0%	0%	1%	0%
Burning	0%	1%	0%	0%	1%	0%
People walking about unrestricted	0%	0%	1%	0%	1%	0%
OTHER DETRACTIONS	2%	4%	0%	0%	2%	6%
Poor management of tourism facilities	2%	2%	0%	0%	1%	1%
Presence of domestic animals	0%	1%	0%	0%	1%	4%
Lack of knowledgeable guides	0%	0%	0%	0%	0%	1%

**PART TWO:
THE ZAMBEZI RIVER: WILDERNESS AND TOURISM
SEMINAR : held on 1 March 2001, Bronte Hotel, Harare.**

For Zimbabwe government and private sector institutions with a stakeholding in Zambezi Valley tourism marketing, policy-making and planning.

LIST OF ATTENDEES

NAME	ORGANISATION
Bailey Heather	Environment Africa (NGO)
Chimberengwa Portia	Tourism Student – University of Zimbabwe
Chimhanda Diana	Zimbabwe Department of Physical Planning
Chindhori-Chininga The Hon. Edward	Deputy Minister of Environment and Tourism
Dhlodhlo Rabson	IUCN – ROSA (NGO)
Dube Tonganai	Tourism Student – University of Zimbabwe
Hodzi Edward	Zambezi Society
Hungwe Alois	Soils Incorporated Pvt..Ltd.
Mabvise Lawrence	Tourism Student – University of Zimbabwe
Mabvudza Luke	PlanAfric Environmental Consultants
Magaya Honesty	Zimbabwe Department of Physical Planning
Mahaja Thando	Soils Incorporated Pvt. Ltd.
Mandinyenya Simba	Zimbabwe Tourism Authority
Maphosa Michael	Tourism Student – University of Zimbabwe
Mararike Ngoni	Environmental Representative Scott Wilson
Marunda Edmond	Fettmer Tourism Consulting
Monks Norman	Ecologist, Mana Pools National Park
Mugadza Fanuel	Zambezi Society
Mukwenha Hillary	Tourism Student, University of Zimbabwe
Munemo Orphen	Tourism Student – University of Zimbabwe
Musonza Tariro	Zimbabwe Tourism Authority
Ndlovu Eleckson	Warden Mana Pools National Park
Nyamudahondo Elizabeth	Ministry of Environment and Tourism
Shonhiwa Fortune	WWF – SARPO (NGO)
Sithole Evyline	Zambezi Society
Tapela Keith	Tourism Officer, Dept of National Parks
Whyte Jan	Stewpot, Editor of Skyhost (Air Zimbabwe Magazine)
Whyte Robert	Mana Trading
Williams Anthony	Magset Publications

SEMINAR PROCEEDINGS

The Zambezi Society held a seminar in Harare on 1 March 2001 for Zimbabwe government and private-sector tourism marketers, policy-makers and planners, at which Sally Wynn presented a summary outline of the report *The Zambezi River: Wilderness and Tourism*.

This seminar was generously sponsored by The Bronte Hotel; Rooneys Hire Services; The Landela Foundation and Wilderness Safaris.

After the presentation, the seminar delegates were divided into two working groups to discuss the recommendations resulting from the Zambezi Society research.

Group 1 discussed marketing recommendations

Group 2 discussed planning, management and practice recommendations

Groups were asked to discuss the recommendations and focus on four issues:-

- **The way forward**
- **Key players**
- **Possible composition of a working group**
- **Potential sources of funding**

The following is a DRAFT summary of the discussions that took place.

GROUP 1: MARKETING

This group considered each of the four recommendations separately. The key players, composition of a working group and possible sources of funding differed little for each recommendation, so these are summarised together.

1. *Recognise the importance of wilderness and promote it.*

Way forward: The group felt it was important to:-

- * promote wilderness at different levels
 - * involve communities (where relevant) and undertake research into community perceptions about wilderness tourism
 - * provide free information about wilderness for potential visitors
 - * promote the concept to tour operators and agents
- * use existing media channels e.g. newspapers, TV, websites, displays, Zambezi Society presentations etc
- * create specific media to promote wilderness tourism e.g. a website, brochures/leaflets a promotional video etc. (This has funding implications)

2. *Market a "Zambezi wilderness experience" and specific, low-impact wilderness activities.*

Way forward:

- Encourage operators, agents, publicity outlets and the tourism media to include information about Zambezi wilderness tourism and wilderness activities in existing material - brochures, videos, magazines, websites
- Create new "wilderness experience" material in the form of specialised brochures, videos and a website. (This has funding implications.)

3. *Target markets which appreciate wilderness*

Way forward:

- Establish wilderness tourism representatives on ZTA & ZCT committees
- Identify wilderness-interested markets via the Internet, via specialised agents, and through direct contact (not necessarily via tourism fairs)
- Advertise in specific, specialised publications
- Invite wilderness-interested agents to experience “Zambezi Wilderness”

4. *Provide more information/interpretation for visitors on the Zambezi and its wilderness*

Way forward:

There was very little time for discussion of this item. However previous discussion on the way forward for recommendation 2 (above) is relevant and suggests that the tourism industry:

- make use of existing information distribution channels (brochures, leaflets, videos, websites) to provide more information
- gradually create new channels as funding becomes available
- use knowledge sources (e.g. UZ Departments - geology, archaeology, palaeontology, botany, zoology, cultural studies - IUCN, WWF, Zambezi Society, Biodiversity Foundation for Africa, CAMPFIRE etc) to provide input on specific focal points of interest for wilderness-appreciating visitors

Key Players - Marketing:

Zimbabwe Tourism Authority (ZTA)

Zimbabwe Council for Tourism (ZCT)

Zimbabwe Association of Tour & Safari Operators (ZATSO/ZPHGA) tour operators

National Parks

Relevant local authorities RDCs/urban councils (through tourism/CAMPFIRE reps)

Publicity Associations

Tourism media representatives

UZ - Depts. as sources of info. UZ tourism students to help with community research

Zambezi Society - through presentations on wilderness research and as source of info

Other NGOs e.g. WWF, IUCN, CAMPFIRE (as sources of info)

A Working Group - Marketing:

Should ideally comprise representatives from all the identified key players (above)

Sources of potential funding -Marketing:

ZTA donor contacts

NGO donor contacts

International Wilderness Societies/Organisations - USA, Australia, South Africa

Industry

GROUP 2: PLANNING, MANAGEMENT AND PRACTICE

This group considered all 6 recommendations together and summarised their responses as follows:-

Way forward:

- Demarcate specific wilderness areas
- Understand what is in place already
- Build awareness about wilderness value through information dissemination/education
- Create dialogue
- Bring on board all the key stakeholders (including local communities where relevant)
- Prepare development plans (which take wilderness values into account) for areas without
- Cross-border cooperation is essential in the Zambezi Valley

Key Players - Planning, Management & Practice:*Planning process:*

- Dept of National Parks and Wildlife Management (DNPWM), Forestry Commission, Dept of Natural Resources (DNR), Museums and Monuments
- Zambezi River Authority (ZRA)
- Ministry of Environment and Tourism
- Zimbabwe Tourism Authority (ZTA)
- Dept of Physical Planning
- Catchment Councils
- Local authorities (RDCs, urban councils)
- Local communities

NGOs

- Zambezi Society, EAfrica, WWF, IUCN-ROSA, Wildlife Society

Donors

- GTZ (technical support), USAID, WWF, IUCN, African Wildlife Foundation

Business community

- Zimbabwe Council for Tourism (ZCT)/ZATSO - tour operators
- Publicity Associations

Working Group - Planning, Management & Practice:

- Driver/facilitator - Ministry of Environment & Tourism/Dept of Local Govt, Public Works & National Housing (LGPWNH)
- Steering Committee
- Working groups
- Representation to include existing cross-border tourism initiatives

Funding - Planning, Management & Practice:

WWF, IUCN and Zambezi Society to assist in sourcing funding.