

Versatility in Hospitality Industry around the Globe A Case Study on Sustainable Tourism of Zambia

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Abstract: *Over the last few decades, development policy has been dominated by mainstream economic theories that focus on economic growth to achieve sustainable development. The pace and scale of tourism growth in the Livingstone area in Zambia have seen over reliance on natural resource utilization by mass tourism developments. Compounded by insufficient planning and limited coordination and collaboration among the institutions involved in the tourism sector, tourism can have a negative impact and can create conflicts. Tourism growth in Livingstone has predominantly focused on the economic incentives in tourism and ignored the social perspective and impact on the local population. In general, the government agency administration structures affect the successful implementation of tourism policy and planning for sustainable tourism development. Given the fact that the limited government support, funds and appropriate knowledge in tourism limit Livingstone to develop as a sustainable “green” destination and remain an enormously difficult task to achieve. Over the last few decades, development policy has been dominated by mainstream economic theories that focus on economic growth to achieve sustainable development. The pace and scale of tourism growth in Livingstone (Mosi-oa-Tunya) area in Zambia have seen over reliance on natural resource utilization by mass tourism developments. Compounded by insufficient planning and limited coordination and collaboration among the institutions involved in the tourism sector, tourism can have a negative impact and can create conflicts. Given the fact that the limited government support, funds and appropriate knowledge in tourism limit Livingstone (Mosi-oa-Tunya) to develop as a sustainable “green” destination and remain an enormously difficult task to achieve.[2]*

Keywords: Zambia

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