



REPUBLIC OF ZAMBIA

MINISTRY OF TOURISM AND ARTS

MINISTERIAL STATEMENT ON THE CO-HOSTING OF THE 20TH SESSION OF THE UNITED NATIONS WORLD TOURISM ORGANISATION GENERAL ASSEMBLY FROM 24TH TO 29TH AUGUST, 2013 IN LIVINGSTONE

DECEMBER 2013

1. INTRODUCTION

MR. SPEAKER,

I THANK YOU FOR GIVING ME THIS OPPORTUNITY TO MAKE A STATEMENT ON THE CO-HOSTING OF THE 20TH SESSION OF THE UNITED NATIONS WORLD TOURISM ORGANIZATION (UNWTO) GENERAL ASSEMBLY BY ZAMBIA AND ZIMBABWE FROM 24TH TO 29TH AUGUST, 2013 IN THE TOWNS OF LIVINGSTONE AND VICTORIA FALLS RESPECTIVELY.

THE YEAR 2013 WILL ALWAYS BE REMEMBERED IN HISTORY, AS A YEAR WHEN ZAMBIA AND ZIMBABWE SUCCESSFULLY HOSTED A WORLD TOURISM ORGANIZATION GENERAL ASSEMBLY, THE FIRST EVER IN SOUTHERN AFRICA. ACCORDING TO THE UNWTO, THIS GENERAL ASSEMBLY WAS THE MOST ATTENDED SINCE ITS INCEPTION WITH A RECORD NUMBER OF 147 MEMBER STATES PARTICIPATING. ALL ZAMBIANS SHOULD FEEL PROUD OF THIS ACHIEVEMENT. THIS DISTINCT SUCCESS COULD NOT HAVE EMERGED WITHOUT THE SUPPORT OF HIS EXCELLENCY THE PRESIDENT OF THE REPUBLIC OF ZAMBIA, MR. MICHAEL CHILUFYA SATA, THE GOVERNMENT AND THE PEOPLE OF ZAMBIA AS WELL AS RESIDENTS OF LIVINGSTONE.

MR. SPEAKER,

MY STATEMENT HAS THE FOLLOWING SECTIONS:

- PREPARATIONS FOR THE UNWTO GENERAL ASSEMBLY;
- FUNDING OF UNWTO GENERAL ASSEMBLY ACTIVITIES;
- OPENING CEREMONY OF THE UNWTO GENERAL ASSEMBLY;

- DELIBERATIONS AND OUTCOMES;
- SIDE EVENTS, EXHIBITIONS AND ENTERTAINMENT;
- CLOSING CEREMONY OF THE UNWTO GENERAL ASSEMBLY;
- KEY CHALLENGES ENCOUNTERED;
- BENEFITS ACCRUED TO ZAMBIA FOR CO-HOSTING THE UNWTO GENERAL ASSEMBLY;
- BUILDING ON THE SUCCESS OF THE UNWTO GENERAL ASSEMBLY; AND
- CONCLUSION.

MR. SPEAKER,

2. PREPARATION FOR THE UNWTO GENERAL ASSEMBLY

IN THE MINISTERIAL STATEMENT WHICH I PRESENTED ON 9TH NOVEMBER 2012, WHEN I BRIEFED THE AUGUST HOUSE ON THE PREPARATIONS FOR THE CO-HOSTING OF THE 20TH SESSION OF THE UNITED NATIONS WORLD TOURISM ORGANIZATION GENERAL ASSEMBLY, I HIGHLIGHTED ON THE VARIOUS PROJECTS AND ACTIVITIES WHICH GOVERNMENT WAS UNDERTAKING IN ORDER TO PREPARE EFFECTIVELY FOR THE CO-HOSTING OF THE EVENT. I AM PLEASED MR. SPEAKER TO INFORM THE HOUSE THAT, GOVERNMENT WAS ABLE TO UNDERTAKE AND COMPLETE THE FOLLOWING INFRASTRUCTURE DEVELOPMENT PROJECTS IN READINESS FOR THE HOSTING OF THE GENERAL ASSEMBLY;

- UPGRADING OF FACILITIES AT HARRY MWAANGA NKUMBULA AND KENNETH KAUNDA INTERNATIONAL AIRPORTS, INCLUDING THE CONSTRUCTION OF A NEW ARRIVAL AND DEPARTURE TERMINALS AT HARRY MWAANGA NKUMBULA INTERNATIONAL AIRPORT;

- IMPROVEMENT OF FACILITIES AT THE VICTORIA FALLS WORLD HERITAGE SITE, INCLUDING CONSTRUCTION OF AN ABLUTION BLOCK, ERECTION OF THE STEEL FENCE, ENHANCEMENT OF THE VIEWING BARRIERS AND WALKWAYS WITHIN THE HERITAGE SITE, UPGRADING OF THE SIGNAGE AS WELL AS CONSTRUCTION OF THE CAR PARK AND CURIO MARKET;
- IMPROVEMENT OF INFRASTRUCTURE AT THE MOSI-AO-TUNYA NATIONAL PARK WHICH RESULTED IN AMONG OTHERS; THE CONSTRUCTION OF A NEW ENTRY GATE FACILITY AND INFORMATION CENTRE, REHABILITATION OF THE ROADS WITHIN THE PARK, AND CONSTRUCTION OF AN ABLUTION BLOCK AT DRY MANZI PICNIC SITE;
- IMPROVEMENT OF FACILITIES AT VICTORIA FALLS BORDER POST INVOLVING THE CONSTRUCTION OF A LOADING BAY SHELTER, ABLUTION BLOCK, TAXI RANK, AS WELL AS REFURBISHMENT OF THE OFFICE BLOCK;
- IMPROVEMENT OF FACILITIES AT KAZUNGULA BORDER POST INVOLVING THE CONSTRUCTION OF A LOADING BAY SHELTER, AND ABLUTION BLOCK, COMPLETION OF THE FENCING, AND CONCRETE PAVING OF THE TRUCK PARKING BAY. THE CONSTRUCTION OF A CONCRETE PAVED DRIVEWAY WAS CONVERTED TO A LEGACY PROJECT STATUS;
- COMPUTERIZATION OF THE LAND BORDER POSTS OF VICTORIA FALLS, KAZUNGULA AND KATIMA MULILO WHICH MEANS THAT ALL THE

BORDER POSTS ARE NOW CONNECTED ELECTRONICALLY AND THIS HAS FACILITATED EFFICIENCY;

- CONSTRUCTION OF TWO ABLUTION BLOCKS LOCATED AT THE CITY COUNCIL PREMISES AND MUKUNI PARK IN THE CITY OF LIVINGSTONE;
- COMPLETION OF THE AMPHITHEATRE AND CONSTRUCTION OF ADDITIONAL BUILDINGS SUCH AS THE RESTAURANT, OPEN AIR STAGE AT MARAMBA CULTURAL VILLAGE;
- CONSTRUCTION OF AN INTERCITY BUS TERMINUS AT VILLA GROUNDS AND A THREE STORY ULTRA-MODERN MARKET IN THE CITY OF LIVINGSTONE, WHICH ARE ALSO LEGACY PROJECTS
- REHABILITATION OF TOWNSHIP ROADS;
- FACE LIFT OF THE CITY OF LIVINGSTONE INVOLVING REPAIR AND PAINTING OF BUILDINGS; AND
- REMOVAL OF STREET VENDORS FROM MOSI-AO-TUNYA ROAD.

MR. SPEAKER,

APART FROM INFRASTRUCTURE IMPROVEMENTS, GOVERNMENT ALSO FOCUSED ON SOFT ISSUES SUCH AS CAPACITY AND SKILLS DEVELOPMENT. ABOUT 2,000 OFFICERS AND COMMUNITY MEMBERS WERE TRAINED IN DIFFERENT DISCIPLINES. THE TRAINING THAT WAS CONDUCTED SUCH AS COOKING, COMMUNITY POLICING, PROTOCOL, ENTERTAINMENT AND EXHIBITIONS, HOSPITALITY AND TRANSPORT PROVIDERS, TOUR GUIDES, AMONG OTHERS, AIMED AT ADDRESSING THE SKILLS GAPS IDENTIFIED OR REQUIRED FOR THE

PREPARATION OF HUMAN RESOURCE IN HANDLING DIFFERENT TASKS DURING THE HISTORIC EVENT.

MR. SPEAKER,

LATER IN MY STATEMENT I WILL HIGHLIGHT THE NUMBERS OF PEOPLE TRAINED IN VARIOUS DISCIPLINES, COMMUNITY OUTREACH, SOCIAL AND HEALTH ACTIVITIES UNDERTAKEN DURING THE PREPARATION PERIOD OF THE UNWTO.

MR. SPEAKER

TO FURTHER ENHANCE THE CAPACITY TO MANAGE THE GENERAL ASSEMBLY, VARIOUS MOVEABLE AND NON-MOVEABLE ASSETS SUCH AS VEHICLES, IT EQUIPMENT, OFFICE FURNITURE, AUDIO VISUAL CONFERENCE EQUIPMENT, MEDICAL EQUIPMENT, BOATS WERE PROCURED BY DIFFERENT IMPLEMENTING AGENCIES WHICH WERE USED DURING THE GENERAL ASSEMBLY. THESE ASSETS HAVE BEEN RETAINED BY RESPONSIBLE INSTITUTIONS AND WILL BE USED TO IMPROVE OPERATIONS IN VARIOUS MINISTRIES AND GOVERNMENT INSTITUTIONS.

3. FUNDING OF UNWTO GENERAL ASSEMBLY ACTIVITIES

MR. SPEAKER,

I WOULD LIKE TO INFORM THE HOUSE THAT GOVERNMENT RELEASED FUNDS FOR THE PREPARATION AND CO-HOSTING OF THE 20TH SESSION OF UNWTO GENERAL ASSEMBLY AMOUNTING TO K70,574,019.24 COVERING THE YEARS 2012 AND 2013. IN ADDITION, THE TREASURY APPROVED A SUPPLEMENTARY BUDGET

OF K197,384,770.00 WHICH WAS RELEASED FOR CAPITAL PROJECTS WHICH WERE UNDERTAKEN BY VARIOUS GOVERNMENT MINISTRIES AND INSTITUTIONS TO ENHANCE TOURISM ATTRACTIONS, AND TOURISM RELATED INFRASTRUCTURE.

MR SPEAKER,

FOR THE BENEFIT OF THIS AUGUST HOUSE, LET ME PRESENT THE SUMMARIES OF THE FUNDS RELEASED FOR UNWTO ACTIVITIES, SUB-DIVIDED INTO TWO CATEGORIES: OPERATIONAL AND CAPITAL PROJECT BUDGETS;

OPERATIONAL BUDGETS

THE OPERATIONAL BUDGETS WERE SHORT-TERM DETAILED PROJECTIONS OF ALL UNWTO GA PREPARATION EXPENSES CONSISTING OF SEVERAL SUB-COMMITTEES EXPENSES. THERE WERE TEN (10) SUB-COMMITTEES. A TOTAL AMOUNT OF K70, 574,019.24 WAS APPROVED AS OPERATIONAL BUDGET FOR ALL THE COMMITTEES OUT OF WHICH K65, 627,158.57 WAS RELEASED LEAVING A BALANCE OF K4, 964,860.67.

SOME OF THE NOTABLE OPERATIONAL FUNDING THAT WERE DONE INCLUDED THE FOLLOWING:

- CAPACITY BUILDING, SKILLS DEVELOPMENT AND INFORMATION DISSEMINATION EXERCISES K900,000.00;
- HIRE OF THE SERVICES OF PROFESSIONAL CONFERENCE ORGANISER K1,073,179.00
- PURCHASE OF CONFERENCE EQUIPMENT-K5,000,000.00;
- UPGRADING OF EQUIPMENT IN THE OUTSIDE BROADCASTING VAN K11,000,000.00;

- HIRE OF VEHICLES FOR DELEGATES-K1, 369,750.00;
- ALLOWANCES-K7,348,794.60; AND
- PURCHASE OF PATROL SPEED BOATS (K12, 389,925)

MR. SPEAKER,

INSTITUTIONS THAT RECEIVED FUNDS UNDER OPERATIONS BUDGETS INCLUDED THE FOLLOWING:

Institution	Subcommittee	Total Budget	Amount Released
Ministry of Tourism	Tourism and Hospitality	5,090,200	5,090,200
	National Steering	379,110	379,110
	National Secretariat	2,031,300	2,031,300
Ministry of Commerce Trade and Industry	Investment Opportunities	1,498,567	1,498,567
Ministry of Chiefs and Traditional Affairs	Exhibitions and Entertainment	3,237,430	3,237,430
Ministry of Foreign Affairs	Protocol Accommodation and Conference	2,886,094	2,886,094
Ministry of Transport, Works, Supply and Communications	Transport, Logistics and Infrastructure	3,037,700	3,037,700
Ministry of Information and Broadcasting Services	Information, Communication and Publicity	22,310,546	19,552,497
Ministry of Health	Health and Green Issues	3,456,370	3,456,370
Zambia Police	Security and Immigration	14,872,620	14,872,620
Immigration	Security and Immigration	4,141,439	1,952,627
GRAND TOTAL OPERATIONS		70,574,019	65,627,158

CAPITAL PROJECT BUDGETS

THE CAPITAL PROJECT BUDGETS WERE MEANT TO MAINTAIN, REPAIR AND UPGRADE SOME OF THE TOURISM CAPITAL ASSETS. THE APPROVED EXPENDITURE ESTIMATE FOR CAPITAL PROJECTS AMOUNTED TO K157,112,189.00 OUT OF WHICH K102,598,283.00 WAS RELEASED LEAVING A BALANCE OF K54,513,806.

SOME OF THE NOTABLE CAPITAL PROJECTS FUNDINGS THAT WERE DONE INCLUDED THE FOLLOWING:

- REHABILITATION OF VIP LOUNGES AT KK INTERNATIONAL AIRPORT K2,000,000.00 BY CABINET OFFICE;
- CONSTRUCTION OF MARAMBA CULTURAL VILLAGE K4,000,000.00 BY MINISTRY OF TOURISM AND ARTS;
- CONSTRUCTION OF TEMPORAL DOME K10,000,000.00 BY MINISTRY OF TOURISM AND ARTS;
- CONSTRUCTION OF ULTRA-MODERN MARKET K26,400,000 BY MINISTRY OF LOCAL GOVERNMENT AND HOUSING;
- CONSTRUCTION OF INTERCITY BUS TERMINUS K19,260,000.00 BY MINISTRY OF LOCAL GOVERNMENT AND HOUSING, AND;
- REHABILITATION OF ROADS AND BUILDING INFRASTRUCTURE K46,110,000.00 BY LIVINGSTONE CITY COUNCIL/ MINISTRY OF TRANSPORT, WORKS, SUPPLY AND COMMUNICATION.

MR. SPEAKER,

THE CAPITAL BUDGETS FUNDS WERE RELEASED TO THE FOLLOWING IMPLEMENTING INSTITUTIONS:

Institution	Total Budget	Amount Released
National Heritage Conservation Commission (NHCC)	5,239,918.00	5,239,818.00
Zambia Wildlife Authority (ZAWA)	14,733,177.00	7,629,627.00
Immigration	580,000.00	480,000.00
Livingstone Museum	718,950.00	616,000.00
Zambia Revenue Authority	18,546,974.00	9,596,974.00
Cabinet Office(Rehabilitation of KK international Airport)	2,000,000.00	2,000,000.00
National Arts Council (NAC)	2,250,000.00	2,250,000.00
Department of Culture - MTA	2,872,000.00	1,627,000.00
Meteorology Department	2,110,000.00	2,110,000.00
Livingstone City Council	65,370,000.00	46,110,000.00
Department of Tourism - MTA	31,240,328.00	16,940,000.00
Department of Human Resource MTA	3,000,000.00	1,150,000.00
Zambia Tourism Board	7,105,388.00	5,503,410.00
Drug Enforcement Commission	1,345,454.00	1,345,454.00
GRAND TOTAL	157,112,189.00	102,598,283.00

A DETAILED BUDGET FOR BOTH OPERATIONS AND CAPITAL PROJECTS IS LAID ON THE TABLE.

MR. SPEAKER

BY THE END OF THE GENERAL ASSEMBLY THERE WERE INFRASTRUCTURE PROJECTS THAT WERE INCOMPLETE AND STILL AT DIFFERENT STAGES OF COMPLETION SUCH AS; INTERCITY BUS TERMINUS AND THE NEW CITY MARKET. THESE PROJECTS WILL CONTINUE USING THE FUNDS ALREADY RELEASED AND ANY ADDITIONAL FUNDS WILL BE BUDGETED FOR IN A NORMAL BUDGETING PROCESS BY RESPECTIVE SPENDING INSTITUTIONS.

MR SPEAKER,

LET ME ALSO BRING TO LIGHT TWO UNIQUE ASPECTS OF THE UNWTO GENERAL ASSEMBLY THAT WAS PART OF THE TRILATERAL AGREEMENT BETWEEN ZAMBIA, ZIMBABWE AND UNWTO SECRETARIAT. ZAMBIA ENGAGED A PROFESSIONAL CONFERENCE ORGANIZER (PCO) CALLED, 'THE CONFERENCE MANAGEMENT COMPANY', A SOUTH AFRICAN FIRM. THE CONTRACTS FOR THE CONFERENCE COMPANY AND GEAR HOUSED ARE LAID ON THE TABLE FOR REFERENCE.

MR SPEAKER,

WITH REGARD TO PROVISION OF CONFERENCE FACILITIES THE GOVERNMENT ENTERED INTO A SERVICE CONTRACT WITH GEAR HOUSE, A SOUTH AFRICAN COMPANY TO ERECT A TEMPORARY STRUCTURE (DOME), ON THE LAWNS OF ROYAL LIVINGSTONE HOTEL'S RIVER FRONT. I AM GLAD TO REPORT THAT THE DOME WAS MOUNTED ACCORDING TO INTERNATIONAL STANDARDS AND WAS WELL RECEIVED BY THE UNWTO AND THE DELEGATES.

MR. SPEAKER

AS CAN BE EXPECTED FROM A CONFERENCE OF SUCH MAGNITUDE, A NUMBER OF IRREGULARITIES WERE OBSERVED BUT THE MINISTRY TOOK TIMELY AND APPROPRIATE ACTION. THE ACTIONS TAKEN BY MY MINISTRY IN THIS REGARD INCLUDED REQUESTING THE AUDITOR GENERAL'S OFFICE TO AUDIT OUR WORKS MIDSTREAM AS OPPOSED TO WAITING UNTIL THE END OF THE EVENT. WE ALSO CALLED IN THE ANTI CORRUPTION COMMISSION (ACC) TO INVESTIGATE ANY POSSIBLE MALPRACTICES THAT COULD HAVE CAUSED ANY LAPSES IN THE PROCUREMENT PROCESS. ADMINISTRATIVE ACTIONS WERE ALSO TAKEN AGAINST OFFICERS FOUND WANTING.

4. OPENING CEREMONY

MR. SPEAKER,

THE 20TH SESSION OF THE UNWTO GENERAL ASSEMBLY WAS OFFICIALLY OPENED ON SUNDAY, 25TH OF AUGUST 2013 IN VICTORIA FALLS, ZIMBABWE. HIS EXCELLENCY THE PRESIDENT OF ZIMBABWE, MR. ROBERT MUGABE HOSTED THE OPENING CEREMONY WHICH WAS AT VICTORIA HOTEL. THE PRESIDENT OF THE REPUBLIC OF ZAMBIA, HIS EXCELLENCY MR. MICHAEL CHILUFYA SATA ATTENDED THE EVENT AS CO-HOST.

5. DELIBERATIONS AND OUTCOMES

MR. SPEAKER,

I WISH TO REPORT TO THE HOUSE THE FOLLOWING KEY POLICY ISSUES DELIBERATED ON:

- **POLICY ISSUES:** THE OBSERVATION WAS THAT TOURISM POLICIES IN MEMBER STATES ARE NOT HARMONIZED AT GLOBAL, REGIONAL AND COUNTRY LEVELS. IN THIS REGARD, IT WAS PROPOSED THAT MEMBER STATES START WORKING TOGETHER TO ENSURE THAT REGIONAL AND NATIONAL POLICIES SUPPORT THE GROWTH OF THE SECTOR AND MAKE IT USER FRIENDLY TO ALL SECTIONS OF OUR SOCIETY, INCLUDING THE PHYSICALLY CHALLENGED.

- **AIR CONNECTIVITY:** THE GENERAL CONCERN WAS THAT THE SECTOR WAS NOT DOING VERY WELL PARTICULARLY IN AFRICA DUE TO POOR AIR CONNECTIVITY. IT WAS THEREFORE, SUGGESTED THAT MEMBER STATES IN THEIR RESPECTIVE REGIONAL GROUPINGS REVIEW PIECES OF LEGISLATION THAT CAN PROMOTE GOOD AIRLINE CONNECTIVITY. IN THE SAME VEIN, IT WAS IDENTIFIED THAT LACK OF GOOD INFRASTRUCTURE SUCH AS ROADS, AIRPORTS INCLUDING NETWORK CONNECTIVITY WAS A MAJOR CHALLENGE INHIBITING THE GROWTH OF THE TOURISM SECTOR.

- **VISA FACILITATION:** THE ISSUE OF VISA FACILITATION WAS EXTENSIVELY DEBATED ON AND THE CONCERNS WERE THAT THERE HAS BEEN A CHALLENGE IN OBTAINING VISAS TO MOVE FROM ONE COUNTRY TO ANOTHER. AS A CONSEQUENCE, THE GROWTH OF THE TOURISM

SECTOR HAS BEEN STIFLED. IT WAS RECOMMENDED THAT MEMBER STATES SHOULD PROMOTE EFFECTIVE VISA FACILITATION IN ORDER TO PROMOTE INCREASED TOURIST ARRIVALS.

- SADC CHAIRPERSON AND MALAWI PRESIDENT DR. JOYCE BANDA ATTENDED THE MINISTERIAL ROUND-TABLE HELD ON 25TH AUGUST, 2013 IN VICTORIA FALLS TOWN. SHE DESCRIBED THE CO-HOSTING OF THE UNWTO GENERAL ASSEMBLY AS A REGIONAL ACHIEVEMENT. SHE FURTHER SAID THAT THE HOSTING OF THE UNWTO GENERAL ASSEMBLY WAS OF PARTICULAR IMPORTANCE BECAUSE THE SADC REGION HAD IDENTIFIED TOURISM AS A PILLAR FOR ECONOMIC DEVELOPMENT AND EMPOWERMENT OF THE COMMUNITIES.

MR SPEAKER,

- **LAUNCH OF THE 2013 WORLD BANK REPORT ON TOURISM IN AFRICA - ENTITLED HARNESSING TOURISM FOR GROWTH AND IMPROVED LIVELIHOODS:** DURING THE 20TH SESSION OF THE UNWTO GENERAL ASSEMBLY, THE WORLD BANK LAUNCHED ITS LATEST REPORT ON TOURISM IN AFRICA. THE DOCUMENT HAS POLICY RECOMMENDATIONS AIMED AT MAINSTREAMING TOURISM IN NATIONAL DEVELOPMENT POLICIES AND STRATEGIES. IT WAS RECOMMENDED THAT AFRICAN MEMBER STATES OF THE UNWTO LAUNCH THE REPORTS AT NATIONAL LEVEL AND ZAMBIA LAUNCHED THE REPORT ON 13TH NOVEMBER 2013. DURING THE LAUNCH A PANEL

DISCUSSION WAS HELD ON HOW BEST TO MOVE THE TOURISM INDUSTRY BEYOND UNWTO GENERAL ASSEMBLY.

- **HOST OF THE NEXT UNWTO GENERAL ASSEMBLY:** THE 20TH SESSION OF THE UNWTO GENERAL ASSEMBLY IN LIVINGSTONE ELECTED COLOMBIA TO HOST THE 21ST SESSION OF THE UNWTO GENERAL ASSEMBLY IN 2015. THIS WAS AFTER COLOMBIA BEAT COMBODIA IN THE ELECTION WHICH WAS HELD ON THE 28TH OF AUGUST, 2013.

6. SIDE EVENTS, EXHIBITIONS AND ENTERTAINMENT

MR. SPEAKER,

ALLOW ME ALSO TO HIGHLIGHT ON SOME OF THE SIDE EVENTS WHICH TOOK PLACE ALONGSIDE THE GENERAL ASSEMBLY. NOTABLE AMONG WHICH WERE ORGANIZED BY ZAMBIA AS FOLLOWS:

- THE VICE PRESIDENT'S WELCOMING SUNSET BOAT CRUISE FOR HEADS OF DELEGATIONS;
- THE FIRST LADIES' GALA DINNER WHICH THEME WAS ON "A HEALTHY NATION IS A WEALTHY NATION";
- A WELCOMING LUNCHEON BY THE HONOURABLE MINISTER FOR ALL DELEGATES; AND
- ZAMBIA TOURISM BOARD DESTINATION ZAMBIA PROMOTIONAL LUNCHEON.

IN ADDITION ZAMBIA WAS HOST TO OTHER FUNCTIONS SUCH AS:

- LIBYAN NIGHT ORGANISED BY THE LIBYAN GOVERNMENT;

- COLOMBIAN NIGHT ORGANISED BY THE COLOMBIAN GOVERNMENT;
- KAVANGO ZAMBEZI TRANSFRONTIER CONSERVATION AREA (KAZA TFCA) LUNCHEON AND BOAT CRUISE ORGANISED BY THE KAZA SECRETARIAT; AND
- LUSAKA TASK FORCE AGREEMENT LUNCHEON (LTFA) ORGANISED BY LTFA SECRETARIAT AND MINISTRY OF TOURISM AND ARTS.

FURTHER, DELEGATES PARTICIPATED IN ORGANIZED TECHNICAL AND SOCIAL TOURS INCLUDING:

- THE TOURS OF THE VICTORIA FALLS WORLD HERITAGE SITE AND THE VICTORIA FALLS BRIDGE;
- HISTORICAL TOUR OF LIVINGSTONE TOWN;
- TOUR OF LIVINGSTONE NATIONAL MUSEUM;
- KAZA TOUR OF MACHENJE FISHING LODGE IN KAZUNGULA AND MOPANI COMMUNITY SCHOOL; AND

DELEGATES WERE ALSO PROVIDED AN OPPORTUNITY TO ENJOY THE TOURISM ACTIVITIES IN THE FORM OF OPTIONAL TOURS SUCH:

- ELEPHANT BACK RIDING;
- WALKING WITH THE LION;
- WATER RAFTING;
- GAME DRIVES;
- HELICOPTER FLIGHTS FOR AERIAL VIEWING OF THE VICTORIA FALLS AND THE MOSI-AO-TUNYA NATIONAL PARK;
- TOUR OF REPTILE FARM;

- TOUR OF DAVID LIVINGSTONE ISLAND/ SWIM AT DEVIL'S POOL;
- RIDE/ DINNER ON THE ROYAL TRAIN; AND
- TOUR OF MUKUNI VILLAGE.

THE SECRETARY GENERAL OF THE UNWTO WAS ALSO ACCORDED AN OPPORTUNITY TO SEE AND OFFICIALLY OPEN MWANDI CULTURAL VILLAGE, A PROJECT JOINTLY FUNDED BY GOVERNMENT AND THE UNWTO SUSTAINABLE TOURISM ELIMINATING PROGRAMME (ST-EP). FURTHER, THE FIRST LADY OFFICIATED AT THE HANDOVER CEREMONY AND LAUNCH OF ST-EP FOUNDATION, THANK YOU SMALL LIBRARY AT DAMBWA BASIC SCHOOL.

MR. SPEAKER,

REGARDING ENTERTAINMENT AND EXHIBITIONS, ABOUT 500 ARTISTS PARTICIPATED AT THE GENERAL ASSEMBLY THROUGH THE PROVISION OF ENTERTAINMENT. THE HOUSE WOULD BE GLAD TO KNOW THAT THE ARTISTS WERE SELECTED FROM ACROSS THE COUNTRY AND ALL THE PROVINCES WERE REPRESENTED. THIS WAS IN AN EFFORT TO SHOWCASE ZAMBIA'S NATIONAL CULTURAL HERITAGE. THESE ARTISTS WERE DRAWN FROM VARIOUS TYPES OF ART WHICH INCLUDED:

- TRADITIONAL AND CONTEMPORARY MUSIC AND DANCE;
- TRADITIONAL CUISINES,
- FILM, AND
- VISUAL AND LITERARY ARTS.

VARIOUS FORMS OF ENTERTAINMENT WERE CONDUCTED DURING THE GENERAL ASSEMBLY AROUND THE CITY OF LIVINGSTONE WITH THE MAIN ENTERTAINMENT VENUE BEING MARAMBA CULTURAL VILLAGE. THERE WERE ALSO PERFORMERS FROM ANGOLA, BOTSWANA AND ZIMBABWE. DIFFERENT SPORTING ACTIVITIES WERE ALSO LINED UP IN AN EFFORT TO INCLUDE THE GENERAL PUBLIC'S PARTICIPATION IN THE EVENT.

SEVERAL EXHIBITIONS WERE SET UP AT MARAMBA CULTURAL VILLAGE, LIVINGSTONE NATIONAL MUSEUM, FALLS PARK AND PROTEA HOTEL CAR PARK. THIS WAS ADDITIONAL TO THE EXISTING CRAFTS MARKETS AT MUKUNI PARK, MUKUNI VILLAGE AND VICTORIA FALLS HERITAGE SITE. THE EXHIBITIONS PROVIDED AN OPPORTUNITY FOR THE ART AND CRAFT EXHIBITORS TO SHOWCASE THEIR PRODUCTS AND THE DELEGATES TO BUY ZAMBIAN PRODUCED CURIOS AND ART WORKS.

MR. SPEAKER,

WHILE THE CREATIVE INDUSTRIES DID A GOOD JOB IN MOBILIZING THEMSELVES TO SELL ARTS AND CRAFTS, THE SUB-SECTOR DID NOT PERFORM TO EXPECTATIONS, AS THE MANY TRADERS THAT FLOCKED TO LIVINGSTONE IN THE HOPE OF SELLING THEIR PRODUCTS WERE UNABLE TO FINISH THEIR STOCKS. THIS WAS DUE IN PART TO THE FACT THAT THE GENERAL ASSEMBLY STRUCTURE AND PROGRAMME WAS TOO FULL, PROVIDING LITTLE CHANCE FOR THE DELEGATES TO FIND TIME TO FREQUENT THE EXHIBITIONS OUTSIDE THE MEETINGS. THE MINISTRY IS ALIVE TO THE FACT THAT THERE HAVE BEEN COMPLAINTS FROM

SOME TRADERS WHO DID NOT OBTAIN A GOOD RETURN ON THEIR INVESTMENT; HOWEVER, THIS WAS A RESULT OF CIRCUMSTANCES BEYOND THE ORGANIZING COMMITTEE'S CONTROL. AND TO THIS EFFECT THE SECRETARY GENERAL OF THE UNWTO COMMENTED ON THIS MATTER AND PROMISED TO IN FUTURE ENSURE THAT THE PROGRAMME TOOK THAT INTO ACCOUNT BY ALLOCATING FREE TIME FOR DELEGATES TO SHOP AROUND.

IT WAS ALSO NOTED THAT MANY CURIO MAKERS AND SELLERS WILL REQUIRE SOME BASIC TRAINING IN QUALITY CONTROL, MARKETING AND PRICING IN ORDER FOR THEM TO BE ABLE TO EFFECTIVELY ATTRACT CUSTOMERS.

7. CLOSING CEREMONY

MR. SPEAKER,

THE CLOSING CEREMONY FOR THE 20TH SESSION OF THE UNWTO GENERAL ASSEMBLY WAS HOSTED BY HIS EXCELLENCY THE PRESIDENT OF THE REPUBLIC OF ZAMBIA, MR. MICHAEL CHILUFYA SATA AT ROYAL LIVINGSTONE HOTEL, IN LIVINGSTONE. HIS EXCELLENCY THE PRESIDENT OF THE REPUBLIC OF ZIMBABWE, MR. ROBERT MUGABE ATTENDED THE CEREMONY AS CO-HOST. THE CLOSING SPEECH BY HIS EXCELLENCY MR. MICHAEL CHILUFYA SATA IS LAID ON THE TABLE FOR REFERENCE.

8. KEY CHALLENGES ENCOUNTERED

MR. SPEAKER,

ALTHOUGH HOSTING OF THE 20TH SESSION OF THE UNWTO GENERAL ASSEMBLY WAS A SUCCESS, IT WAS NOT WITHOUT CHALLENGES, SOME OF WHICH WILL NEED DIRECT INTERVENTION FROM THE GOVERNMENT TO RESOLVE BEFORE UNDERTAKING FUTURE EVENTS. ONE SUCH CHALLENGE IS THE INADEQUATE CAPACITY OF INFRASTRUCTURE REQUIRED TO HOST MEETINGS OF SUCH MAGNITUDE IN THE COUNTRY. AS HAS BEEN ALLUDED TO BEFORE IN THIS AUGUST HOUSE, THE CURRENT CAPACITY FOR CONFERENCE VENUES IN LIVINGSTONE CAN ONLY TAKE UP TO 400 DELEGATES IF ITS IN ONE PLACE, POSING A CHALLENGE IN ATTRACTING BIG EVENTS SUCH AS THIS ONE, HENCE MY MINISTRY'S HIRING OF THE TEMPORARY STRUCTURE TO USE FOR THE PLENARY SESSIONS OF THE GENERAL ASSEMBLY.

TO MITIGATE THIS INADEQUACY, MY MINISTRY IS CURRENTLY WOOING INVESTORS TO PUT UP CONVENTION CENTRES IN LIVINGSTONE AND INDEED OTHER CITIES IN THE COUNTRY. THIS WILL CONSOLIDATE THE STATUS OF ZAMBIA AS AN IDEAL DESTINATION FOR HOLDING INTERNATIONAL MEETINGS AND EVENTS.

THE OTHER CHALLENGE IS THE LACK OF A NATIONAL AIRLINE. THE DIRECT FLIGHTS BY KENYAN AIRWAYS AND SOUTH AFRICAN AIRWAYS ALLEVIATED THIS CHALLENGE BUT A LASTING SOLUTION IS TO HAVE A NATIONAL FLAG CARRIER. AND AM HAPPY TO NOTE THAT GOVERNMENT WILL NEXT YEAR 2014 FLY THE NATIONAL CARRIER.

HUMAN CAPACITY

MR. SPEAKER, THE ISSUE OF CAPACITY BY THE MINISTRY TO ORGANIZE SUCH A GLOBAL EVENT CANNOT ALSO BE BRUSHED ASIDE ESPECIALLY WHEN IT CAME TO NEGOTIATING FOR THE SUPPLY OF GOODS AND SERVICES, MONITORING AND EVALUATION. IN SOME CASES GOVERNMENT HAD A RAW DEAL DUE TO LACK OF TECHNICAL CAPACITY, INCOMPETENCY, AND SHEER DISHONESTY BY SOME OF OUR STAFF.

MR. SPEAKER,

AM PLEASED TO INFORM THIS AUGUST HOUSE THAT IN MANY CASES VARIOUS AGENCIES OF GOVERNMENT WERE ABLE TO TIMELY PREVENT LOSSES ON PART OF GOVERNMENT IN THE WHOLE PREPARATIONS OF THE UNWTO GENERAL ASSEMBLY. I MUST STATE THAT, GOOD LESSONS IN THIS REGARD HAVE BEEN ACHIEVED AND WILL IN FUTURE EVENTS BE AVOIDED AND APPROPRIATE ADMINISTRATION ACTIONS TAKEN.

9. BENEFITS ACCRUED TO ZAMBIA FOR CO-HOSTING THE UNWTO GENERAL ASSEMBLY

MR. SPEAKER,

ALLOW ME ALSO TO HIGHLIGHT SOME BENEFITS THAT ACCRUED TO ZAMBIA FROM THIS IMPORTANT EVENT. THE HOUSE MAY WISH TO KNOW THAT THESE BENEFITS ACCRUED TO THE NATION IN THE IMMEDIATE, MEDIUM AND LONG

TERM PERIOD THROUGH ENHANCED ECONOMIC ACTIVITIES IN THE TOURISM SECTOR AND ITS CONTRIBUTION TO THE NATIONAL GDP.

a) INCREASED VISIBILITY, SPOTLIGHT AND MEDIA FOCUS ON ZAMBIA

MR. SPEAKER,

THE CONFERENCE BROUGHT SEVERAL INTERNATIONAL AND DOMESTIC MEDIA HOUSES THAT COVERED THE EVENT, THUS COMPLEMENTING THE NATION'S PROMOTION AND MARKETING EFFORTS. TO THIS END, ZAMBIA HAS SUCCEEDED IN ESTABLISHING HERSELF ON THE WORLD MAP AS A TOURIST DESTINATION OF CHOICE. THE UNWTO GENERAL ASSEMBLY GAVE AN OPPORTUNITY TO ZAMBIA TO SHOWCASE THE COUNTRY'S TOURISM ENDOWMENT TO A WORLDWIDE AUDIENCE, AND PARTICULARLY OUR TOURISM ICON, THE VICTORIA FALLS, A WORLD HERITAGE SITE AND, ONE OF THE SEVEN NATURAL WONDERS OF THE WORLD.

DURING THE RUN-UP TO THE EVENT, ZAMBIA TOURISM BOARD MANAGED TO CREATE SIGNIFICANT EXPOSURE OF OUR TOURISM PRODUCT THROUGH THE PRINT AND ELECTRONIC MEDIA BOTH LOCALLY AND INTERNATIONALLY ON CHANNELS SUCH AS CNN, BBC AND SUPER SPORT AND SOCIAL MEDIA. COLLABORATION WITH THE AIRLINES BROUGHT IN TOUR OPERATORS AND JOURNALISTS FROM TOURISM GENERATING COUNTRIES ON FAMILIARIZATION TOURS, TO VISIT THE DESTINATION AND WRITE STORIES ABOUT THEIR EXPERIENCES.

b) INCREASE IN TOURIST ARRIVALS IN LIVINGSTONE AND THE COUNTRY AT LARGE

THE GENERAL ASSEMBLY BROUGHT IN SEVERAL DELEGATES FROM 147 COUNTRIES TO THE VICTORIA FALLS AREA AND ZAMBIA ATTRACTED A SIGNIFICANT PORTION OF THIS TRAFFIC TO LIVINGSTONE. SOME OF THE DELEGATES ENGAGED IN PRE- AND POST-TOUR PACKAGES, WHICH TOOK THEM TO OTHER PARTS OF THE COUNTRY'S TOURIST ATTRACTIONS. THESE DELEGATES WILL NOW ACT AS THE "AMBASSADORS' AND ADVOCATES" THROUGH WORD OF MOUTH RECOMMENDATIONS TO THEIR FRIENDS AND FAMILIES ON THE DESTINATION WHICH IS ONE OF THE MOST RELIABLE SELLING TOOL AND THEREBY ATTRACTING REPEAT VISITORS.

c) INCOME GENERATION

THE CO-HOSTING OF THE UNWTO GENERAL ASSEMBLY BROUGHT INCREASED HOTEL REVENUE, ARTS AND CRAFTS SALES, AND ECONOMIC ACTIVITY. THE INCREASED NUMBER OF TOURIST ARRIVALS DURING AND AFTER THE UNWTO GENERAL ASSEMBLY BOOSTED EARNINGS FOR THE TOURISM SECTOR AND WILL INCREASE THE TOURISM SECTOR CONTRIBUTION TO GDP.

IN ADDITION, THE SUCCESSFUL CO-HOSTING OF UNWTO GENERAL ASSEMBLY CREATED A PLATFORM FOR HOSTING OTHER FUTURE MAJOR LOCAL AND INTERNATIONAL EVENTS AS WELL AS EXPANDING OUR MEETINGS, INCENTIVES, CONFERENCE AND EXHIBITIONS (MICE) MARKETS IN BOTH THE REGIONAL AND INTERNATIONAL MARKETS. THIS WILL LEAD TO AN INCREASE IN RECEIPTS AS

WELL AS BENEFITS TO LOCAL COMMUNITIES TO GET INVOLVED OR PARTICIPATE IN SATELLITE BUSINESS ACTIVITIES, E.G. HANDICRAFTS, GEMSTONE AND AGRO-BUSINESS TO MENTION BUT A FEW.

d) EMPLOYMENT CREATION

MR. SPEAKER,

THE UNWTO GENERAL ASSEMBLY GAVE AN OPPORTUNITY FOR CREATION OF TEMPORAL AND PERMANENT EMPLOYMENT FOR THE RESIDENTS OF LIVINGSTONE. EXISTING JOBS WERE SUPPORTED, ESPECIALLY IN THE HOSPITALITY SUB-SECTOR WHERE EXTRA STAFF WAS REQUIRED. JOBS WERE ALSO CREATED THROUGH CONSTRUCTION AND UP-GRADING OF THE VARIOUS ROADS AND BUILDINGS. SOME OF THE INFRASTRUCTURAL WORKS HAVE RESULTED IN THE CREATION OF PERMANENT JOBS NOT ONLY TO PEOPLE OF LIVINGSTONE, BUT THE COUNTRY AT LARGE.

FOR INSTANCE, THE NEWLY CONSTRUCTED INTERNATIONAL AIRPORT AND BUS TERMINUS WILL DEFINITELY BE A PROSPECTIVE VENUE FOR DISPLAY AND PURCHASE OF INDIGENOUS ZAMBIAN ARTWORKS TO BOTH LOCAL AND INTERNATIONAL VISITORS IN THE INTERIOR AND EXTERIOR PREMISES. IN ADDITION, OTHER BUSINESSES WILL BE ESTABLISHED WITHIN THE AIRPORT/BUS TERMINUS AS A WAY OF SERVICE PROVISION TO TRAVELERS.

e) PROMOTION OF HUMAN RESOURCES, SKILLS DEVELOPMENT, COMMUNITY OUTREACH, SOCIAL AND HEALTH ACTIVITIES

MR. SPEAKER,

THE CO-HOSTING OF THE CONFERENCE REQUIRED THE PROVISION OF HIGH QUALITY SERVICES, WHICH CALLED FOR UP-SKILLED AND IMPROVED SERVICE DELIVERY THROUGH ENHANCED HUMAN RESOURCES AND SKILLS TRAINING AND INCLUDED PEOPLE IN THE TRANSPORT SECTOR (TAXI DRIVERS), INDUSTRY STAFF, SMALL SCALE ENTREPRENEURS, PUBLIC OFFICERS SUCH AS POLICE, IMMIGRATION. THIS WAS DONE THROUGH TAILOR-MADE SHORT AND PURPOSE ORIENTED COURSES.

THERE WAS NEED TO CREATE AWARENESS TO COMMUNITIES IN LIVINGSTONE ON CO-HOSTING OF THE UNWTO GA. THE COMMUNITIES ALSO BENEFITED FROM ACTIVITIES SUCH AS HEALTH MATTERS AND SOCIAL EVENTS. THE COMMUNITIES BENEFITED IN THE FOLLOWING AREAS:

NO.	ACTIVITY
1.	149 TOUR GUIDES WERE TRAINED AT LIBES UNDER THE HOSPICE OF THE LIVINGSTONE MUSEUM, NATIONAL HERITAGE CONSERVATION COMMISSION, AND THE ZAMBIA WILDLIFE AUTHORITY. THE TRAINED TOUR GUIDES WERE DEPLOYED TO DIFFERENT INSTITUTIONS TO PROVIDE TOUR GUIDES SERVICES DURING THE UNWTO GENERAL ASSEMBLY 2013.
2.	236 COUNCIL POLICE AND SELECTED MEMBERS OF THE COMMUNITY WERE TRAINED IN COMMUNITY POLICING/NEIGHBOURHOOD SECURITY AND WERE ISSUED WITH CERTIFICATES ON COMPLETION OF THE TRAINING

	PROGRAMME INCLUDING CELLPHONES AND BICYCLES FOR USE IN TOURISM POLICING
3.	250 PROTOCOL OFFICERS AND USHERS WERE TRAINED BY MINISTRY OF FOREIGN AFFAIRS FROM BOTH THE PUBLIC AND PRIVATE SECTOR INCLUDING CHURCHES
4.	110 WOMEN WERE TRAINED BY GLENWOOD FOOD SOLUTIONS AND SILVER CATERING IN PREPARATION OF VARIOUS AFRICAN CUISINES AND ENTREPRENEURSHIP SKILLS
5.	60 PARTICIPANTS WERE TRAINED FROM VARIOUS GOVERNMENT INSTITUTIONS SUCH AS ZAMBIA REVENUE AUTHORITY, IMMIGRATION, ZAMBIA POLICE, NATIONAL HERITAGE CONSERVATION COMMISSION AND NATIONAL AIRPORT CORPORATION IN BASIC CUSTOMER CARE.
6.	FRONT LINE GOVERNMENT OFFICERS FROM ZRA, IMMIGRATION, ZAMBIA POLICE, AND NATIONAL AIRPORT CORPORATION WERE TRAINED IN BASIC SKILLS IN FOREIGN LANGUAGES NAMELY FRENCH, ARABIC, CHINESE AND SPANISH. TWENTY (20) WERE TRAINED IN FRENCH, TWENTY (20) IN ARABIC, TWENTY SIX (26) IN SPANISH AND SIGN LANGUAGE, RESPECTIVELY. TAXI DRIVERS ALSO RECEIVED TRAINING IN UNITED NATIONS OFFICIAL LANGUAGES.
7.	254 HOSPITALITY STAFF FROM HOTELS, LODGES AND GUEST ACCREDITED TO ACCOMMODATE THE UNWTO DELEGATION AND SOME COMMUNITY MEMBERS WERE TRAINED BY THE HOTEL AND TOURISM TRAINING INSTITUTE (HTTI).
8.	250 LOCAL TAXI DRIVERS WERE TRAINED IN CUSTOMER CARE
9.	PRESS CLUB EVENING SHOWS IN DIFFERENT LOCATIONS OF LIVINGSTONE TOWN WERE UNDERTAKEN TO DISSEMINATE INFORMATION ABOUT UNWTO BY THE LOCAL INFRASTRUCTURE AND PUBLICITY SUB-COMMITTEE

10.	WORKSHOPS WERE HELD FOR LODGE OWNERS, MANAGERS AND OTHER STAFF RESPECTIVELY FOR THE PURPOSE OF HARMONIZING THE WORK CULTURE TO ENHANCE EFFICIENCY IN THEIR INSTITUTIONS
11.	PRIOR TO THE GENERAL ASSEMBLY, THE COMMUNITY HAD A CHANCE TO UNDERGO FREE CERVICAL CANCER SCREENING AT DAMBWA BASIC AND SAINT RAPHAELS SCHOOLS USING THE MOBILE HOSPITAL CHAMPIONED BY THE FIRST LADY. THIS PROGRAMME ATTRACTED THOUSANDS OF PEOPLE WHO WERE ATTENDED TO
12.	<p>INCOME GENERATION TO A NUMBER OF TRADITIONAL AND CONTEMPORARY ARTISTS</p> <ul style="list-style-type: none"> • 24TH JUNE 2013 LIVINGSTONE INTERNATIONAL ARTS AND CULTURAL FESTIVAL • 10TH AUGUST 2013 COUNTDOWN UNWTO • 23RD AUGUST 2013 MARAMBA CULTURAL CENTRE, OFFICIAL OPENING
13.	CHORAL COMPETITION, YOUTH TALENT SHOW, FASHION SHOW, BEAUTY PEAGENTS, PERFORMING ARTS AND FILM FESTIVAL
14.	<p>A NUMBER OF SPORTING ACTIVITIES INCLUDED:</p> <ul style="list-style-type: none"> • LIVINGSTONE FOOTBALL FOR UNDER 13 SCHOOL FOOTBALL TOURNAMENT GIRLS AND BOYS -48 TEAMS • LIVINGSTONE COMMUNITY FOOTBALL TOURNAMENT FOR BOYS ACTIVE AMATEUR CLUBS-34 TEAMS • NATIONAL TABLE TENNIS OPEN TOURNAMENT- • NATIONAL TENNIS OPEN TOURNAMENT • LIVINGSTONE COMMUNITY CHESS TOURNAMENT-57 PLAYERS • LIVINGSTONE COMMUNITY DARTS TOURNAMENT 11 TEAMS OF 10 PARTICIPANTS • NATIONAL NETBALL OPEN TOURNAMENT • DEFENSE SECURITY, SOCIAL FOOTBALL

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| | <ul style="list-style-type: none"> • DEFENSE, SECURITY TUG OF WAR • KARATE OPEN TOURNAMENT • NATIONAL/ INTERNATIONAL FRIENDLY AMATEUR BOXING TOURNAMENT • REGATTA • NATIONAL SCRABBLE • GOLF OPEN TOURNAMENT • CITY TO CITY HALF MARATHON • MR. TOURISM • LIVINGSTONE COMMUNITY SQUASH • WHEELCHAIR BASKETBALL 4 TEAMS OF 10 PARTICIPANTS |
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10. BUILDING ON THE SUCCESS OF THE UNWTO GENERAL ASSEMBLY

MR. SPEAKER,

THERE IS LITTLE DOUBT THAT ZAMBIA IS NOW BETTER KNOWN AS A TOURISM DESTINATION AND MORE SPECIFICALLY A MICE DESTINATION. THE MINISTRY OF TOURISM AND ARTS WILL RIDE ON THE SUCCESSFUL HOSTING TO TARGET PLATFORMS THAT PROMOTES MEETINGS AND INCENTIVES WITH A VIEW TO ATTRACTING OTHER CONFERENCE ORGANIZERS TO BRING LARGE CONFERENCES TO ZAMBIA. THE MINISTRY WILL ALSO ENHANCE ITS COLLABORATION WITH AIRLINES TO ENCOURAGE MORE SERVICES INTO ZAMBIA.

THE CONSISTENT MESSAGES ABOUT ZAMBIA'S TOURISM ATTRIBUTES THAT HAVE BEEN USED THROUGH VARIOUS CHANNELS SUCH AS RADIO, TELEVISION, PRINT

AND BILLBOARD LOCALLY PRIOR, DURING AND AFTER THE GENERAL ASSEMBLY WILL CONTINUE TO BE USED TO PROMOTE DOMESTIC TOURISM.

MR. SPEAKER,

THE LESSONS OF LIVINGSTONE AND THE HOSTING OF THE UNWTO GO BEYOND THE TOURISM SECTOR. WE WITNESSED AN UNPRECEDENTED LEVEL OF COLLABORATIVE EFFORTS BETWEEN VARIOUS MINISTRIES AND SECTORS WHICH DELIVERED ACHIEVEMENTS SUCH AS ROAD REHABILITATION, STREET LIGHTING AND WATER RETICULATION IN RECORD TIME. WE ALSO WITNESSED A LEVEL OF MOBILIZATION OF STAKEHOLDERS SUCH AS STREET VENDORS, CROSS BORDER TRADERS AND THE GENERAL CITIZENRY WHO TOOK OWNERSHIP AND IDENTIFIED THEMSELVES FULLY WITH THE PROGRAMME TO HOST THE GENERAL ASSEMBLY AND MADE SACRIFICES AND CONTRIBUTIONS WHICH ARE STILL REAPING BENEFITS TO DATE.

11. CONCLUSION

MR. SPEAKER,

IN CONCLUSION, LET ME REITERATE THAT THE COUNTRY SUCCESSFULLY CO-HOSTED THE 20TH SESSION OF THE UNWTO GENERAL ASSEMBLY. HOWEVER, THE EVENT BROUGHT TO THE FORE THE CRITICAL ISSUES NEEDED TO BE ADDRESSED TO IMPROVE THE PERFORMANCE OF THE TOURISM SECTOR ON THE NATIONAL, REGIONAL AND GLOBAL MARKETS. NOTABLE AMONG THEM WERE:

- i) THE NEED TO HARMONIZE THE POLICIES AT EVERY LEVEL;
- ii) HARMONIZATION OF VISA FACILITATION;
- iii) IMPROVEMENT OF CONNECTIVITY - WHICH IN OUR CASE MEANS PROMOTION OF A NATIONAL FLAG CARRIER;
- iv) INFRASTRUCTURE DEVELOPMENT;
- v) IMPROVED MARKETING STRATEGIES; AND
- vi) DEVELOPED AND DIVERSIFIED TOURISM PRODUCT.

I WISH TO EMPHASISE THAT, THE GREATEST LESSON LEARNT FROM THE CO-HOSTING OF THE 20TH SESSION OF THE UNWTO GENERAL ASSEMBLY IS THE SIMPLE FACT THAT IF WE BELIEVE IN OURSELVES AS A PEOPLE AND AS A NATION, AND IF WE ALSO CHOOSE TO WORK IN COLLABORATION WITH ONE ANOTHER, WE CAN ACHIEVE ANY GOAL THAT WE SET OUT TO ACHIEVE.

IN BUILDING ON THIS FOUNDATION, LET US WORK TOGETHER AS A NATION TO MAINSTREAM TOURISM IN NATIONAL DEVELOPMENT. KEY TO THIS WILL BE THE ESTABLISHMENT OF CULTURE INDUSTRIES WHICH WILL GIVE A UNIQUE IDENTITY TO ZAMBIAN TOURISM AND MAKE IT COMPETITIVE GLOBALLY.

I WOULD LIKE TO END BY THANKING HIS EXCELLENCY THE PRESIDENT MICHAEL CHILUFYA SATA AND ALL GOVERNMENT DEPARTMENTS, THE PRIVATE SECTOR, CO-OPERATING PARTNERS AND THE PEOPLE OF ZAMBIA IN PARTICULAR LIVINGSTONE FOR THE UNWAVERING SUPPORT MY MINISTRY RECEIVED. THIS

SUPPORT IS WHAT MADE THE 20TH SESSION OF THE UNWTO GENERAL ASSEMBLY THE MOST SUCCESSFUL ONE TO BE HOSTED SINCE ITS INCEPTION.

MR. SPEAKER IN ADDITION TO THE DOCUMENTS ALREADY LAID ON THE TABLE, I WISH TO SUBMIT MORE DOCUMENTS AND INFORMATION SOURCES FOR THE MEMBERS OF THIS AUGUST HOUSE TO ACQUAINT THEMSELVES WITH:

1. THE UNWTO PROGRAMME BROCHURE
2. THE UNWTO GA GUEST LIST
3. WEBSITES: WWW.MOTA:GOV.ZM, WWW.ZAMBIATOURISM.COM,
 WWW.UNWTO.ORG

MR SPEAKER SIR,

I BEG TO MOVE.