

policies and actions at a grassroots level. The influential role of government in engagement and collaboration with other destination stakeholders is acknowledged (Liu, 2003; Weaver, 2006; Laws et al., 2011) and can influence conditions necessary for ensuring sustainable tourism with a pro-poor impact.

Similarly, destinations' governance and the recognition of stakeholder participation in destination success is articulated as important though complex, and is essential in the pro-poor tourism initiatives as a measure to allow communities to contribute and benefit from tourism (Ashley & Roe 2002). According to Bakker (2019), one of the enablers for attainment of inclusive growth pertaining to government is its role in prioritising tourism including budget, developing clear strategic direction, making decisions and plans informed by evidence and coordinating intergovernmental cooperation (2019:578). The importance of coordination and co-operation between government ministries and agencies has long been spotlighted by Tosun (2000:620) yet coordination challenges between different regulatory agencies and levels of government continue to negatively affect tourism enterprises (WTTC, 2017; Charles, 2019). It is therefore imperative that the Zambian government adopts a leading role as facilitator and enabler in developing and implementing tourism regulatory frameworks that are conducive for operating tourism business and making the destination more competitive within the region.

Furthermore, the state should commit substantial budget for the tourism sector to develop and maintain tourism products as these are key to attracting tourists, extending their length of stay and tourist expenditure (Auditor General Report, Republic of Zambia, 2020). Because tourism as a sector depends on other economic sectors such as agriculture, it is necessary to ensure that there are co-ordinated efforts across the tourism and agriculture sectors and policies are coherent in positioning tourism as a catalyst for local economic development, so that tourism businesses are supported. This is important as argued by Khan, et al., (2020) that for tourism to be competitive and sustainable, policies must be integrated, coherent and consistent. The state should take responsibility in institutionalising mechanisms to minimise challenges specifically relating to production (supply) and demand, adopting measures to strengthen cooperative movements and creating a policy environment that is progressive, consistent and coherent for developing Zambia as a competitive tourism destination. It is imperative for government to implement its policy objectives on tourism linkages as stipulated in the National Tourism and Arts Policy (2015) to avoid a breach in connection between the rhetoric of

inclusive growth and practice as found by Jeyacheya and Hampton (2020:9) in their study in South East Asia.

8.5. SUGGESTIONS FOR FURTHER RESEARCH

This study focused on a narrow examination of market linkages between the accommodation sub-sector and smallholders as producers and as suppliers to the tourism market. The scale of participation in the tourism market and the benefits and challenges experienced by smallholder farmers were identified. It is recommended that further research on linkages is undertaken that focuses on how environmental change may challenge local producers' role in future compared to large non-local suppliers. In addition, it is recommended that research be conducted on the factual impacts of linkages on communities and households in order to gain in-depth understanding on the actual contribution of tourism at grass-roots level.

It is recommended that a far more extensive investigation that includes voices from wider tourism businesses, including the restaurant sub-sector, producers and suppliers in the complex tourism supply chain be undertaken. Such an investigation would provide greater insights into understanding the extent of the linkage, opportunities and threats of the linkage to local producers and suppliers and the associated socio-economic outcomes.

The study further recommends investigation into institutional environments and institutional arrangements that affect the performance and behaviour of cooperatives. Similarly, as government delivers tourism support through a number of national, sectoral and sub-sectoral agents, future studies on the principal-agent relationship, coordination and implementation of tourism regulatory agencies are recommended for sustainable tourism development.

8.6. CONCLUDING REMARKS

This research was aimed at establishing the extent to which market linkages between the accommodation sub-sector and smallholder farmers in the tourism supply chain in Livingstone contribute to inclusive growth, and how the market linkage can be strengthened in order to foster inclusive growth in Livingstone, Zambia. Research study analyses of qualitative and quantitative data demonstrate that although tourism- agriculture linkages exists and have a pro-poor nature, the inclusiveness of smallholders in terms of access, participation and socio-

economic outcomes are marginal relative to the scale of tourism development in the destination. From a smallholder producer's perspective, the tourism-agriculture market linkage is weak and fragmented and the scale of the impact on the lives and livelihood of participating smallholders is minimal given the low experience scores of inclusive growth indicators tested in this study. With the understanding that pro-poor tourism develops and promotes linkages between tourism businesses and poor people in a specific destination (Fang, 2020:153), this research has demonstrated that the quality of tourism-agriculture linkage in Livingstone results in minimal pro-poor impact as it does not unlock opportunities for economic accomplishment, other livelihoods' benefits and opportunities for smallholders to engage in economically meaningful market linkage within the tourism sector.

While opportunities for smallholder farmers to access, participate and benefit from the tourism economy are evident, findings highlight the centrality of multiple and interrelated barriers categorised as production, demand and marketing challenges that constrain smallholder producers from optimally participating and benefiting from the tourism economy in ways that significantly contribute to their well-being and poverty reduction. This study has demonstrated that as a result of these limitations, tourism-led inclusive growth both as a process and as an outcome is marginal for smallholder producers in the market linkage. This finding collaborates with theoretical literature that characterizes smallholder producers (Narrod et al., 2009; Ma & Abdulai, 2016; Mojo et al., 2017; Kamara et al. 2019) and is consistent with empirical findings on constraining factors found in other SSA countries (Rogerson, 2013; Pillay & Rogerson, 2013; Hunt et al., 2012; Welteji & Zerihun, 2018; Anderson, 2018). The study advances the call for consideration and sensitivity to internal and external supporting environment factors that enable or constrain the attainment of PPG as pointed out by Spenceley (2003) and the necessary enabling environment for the attainment of inclusive growth as provided by George et al., (2012) and Bakker (2019). The researcher recognises that identifying enablers and constraining environment from a dual perspective of accommodation enterprises juxtaposed with voices of smallholder producers, has the benefit of a rich and clearer representation of converging or conflicting experiences in the market linkage than relying solely on a single perspective.

Empirical evidence from this study confirms what other studies in SSA have found in common, the need for multiple and coordinated approaches and policies that foster sustainable backward linkages (Rogerson, 2012; Pillay & Rogerson, 2013; Hunt et al., 2012; Welteji & Zerihun,

2018). In this case tourism-agriculture linkage as a pro-poor tourism strategy requires that the government plays a role in creating favorable policies and to partner with stakeholders in paying particular attention to the practices, dynamics and challenges that form and shape the quality of market linkages between smallholder farmers and the accommodation sub-sector in Livingstone. If efforts to improve the quality of participation among small-scale producers in the tourism market are not considered, tourism-led inclusive growth will remain a pipedream for smallholder producers. For the tourism industry, embracing the findings of scientific research not only takes the profession forward (Jafari, 2001) but creates opportunities for evidence-informed planning to influence the sustainability of the sector and *'how its benefits and impacts are distributed'* (McLoughlin & Hanrahan, 2021:1). In conclusion, the researcher is of the opinion that Zambia's tourism growth and development agenda should prioritise, strategically position and enhance the cooperative movement to take up the role of intermediary in the market linkage and serve the interests of small-scale producers. The state ought to strengthen localised strategic partnerships, engagement and collaboration between existing tourism organisations and farmer cooperatives in implementing and monitoring policy and practical strategies for optimal tourism-led inclusive growth impact.

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Annexures

ANNEXURE A:

Questionnaire

QUESTIONNAIRE FOR LOCAL FARMERS

INTRODUCTION

This questionnaire will be used for the PhD study and the information given will be treated confidential. To participate, please tick in the box provided to indicate that you give your consent to participate in the study on a voluntary basis.

Date _____

This questionnaire has five sections with open ended and closed questions.

SECTION A - PROFILE OF ENTERPRISE

1. Number of years as a farmer and farming practices (e.g., type of farming, farm size, production, association membership)

.....

2. Number of years providing food products to the accommodation sector.

.....

SECTION B – POSITIVE INCLUSIVE GROWTH OUTCOMES

EXPECTED SOCIO-ECONOMIC OUTCOMES

3. Before you started supplying farm produce to the accommodation enterprises, what was your expectation of the following inclusive growth outcomes listed from 3.1 to 3.9?

For question 3.1 to 3.9, you are required to tick the number that best represents your **expectation level** for each of the following inclusive growth outcomes. The meaning of each number on the scale is explained below.

1 = **Very low expectation**

2 = **low expectation**

3 = **Neutral expectation**

4 = **High expectation**

5 = **Very high expectation**

Expected socio-economic Outcomes	Very low expectation	Low expectation	Neutral expectation	High expectation	Very high expectation
3.1 Employment generation	1	2	3	4	5
3.2 Income generation	1	2	3	4	5
3.3 Skills development	1	2	3	4	5
3.4 Access to financial loans	1	2	3	4	5

3.5	Improved access to markets	1	2	3	4	5
3.6	Support on advice to improve product quality	1	2	3	4	5
3.7	Support on training to improve product quality	1	2	3	4	5
3.8	Linkage to networks in the tourism sector	1	2	3	4	5
3.9	Improved wellbeing	1	2	3	4	5

SECTION C – EXPERIENCES AS A STAKEHOLDER IN THE TOURISM SUPPLY CHAIN.

4. Please list the products that you supply to accommodation establishments?

4.1. Main products

.....

4.2. Other products

.....

5. Do you supply the accommodation establishments on personal business terms or through an association? Explain

.....

6. Which local accommodation establishments do you supply your farm produce? Please name them.

.....

7. Do you supply your products as raw materials or with value-added benefits? Explain your response.

.....

8. How frequently do you supply farm products? Please **tick** relevant box.

Daily	Weekly	Monthly	Few times per year

9. As a producer supplying the accommodation sector, do you work with local brokers or middlemen?
Explain your response

.....

10. As a supplier of farm produce to the accommodation enterprises, what kind of support do you receive from:

10.1 The local government?

.....

10.2 Non-Governmental Organisations (NGOs)?

.....

10.3 The Tourism industry?

.....

11. What kind of support do you need?

.....

SECTION D- EXPECTED AND EXPERIENCED CHALLENGES

12. Before you started supplying farm produce to the accommodation enterprises what was your expectation of the challenges listed from 12.1 to 12.16.

For questions 12.1 to 12.16, you are required to tick the number that best represents your **expectation level** for each of the following challenges. The meaning of each number on the scale is explained below.

1= Very low expectation

2= low expectation

3= Neutral expectation

4= High expectation

5= Very high expectation

Challenges Expected		Very low expectation	Low expectation	Neutral expectation	High expectation	Very high expectation
12.1	Inadequate transportation	1	2	3	4	5
12.2	Uncompetitive pricing	1	2	3	4	5
12.3	Seasonality	1	2	3	4	5
12.4	Lack of capital investment and credit	1	2	3	4	5
12.5	Inability to meet health, sanitation and safety standards	1	2	3	4	5
12.6	Language barrier	1	2	3	4	5
12.7	Late payment by accommodation enterprise	1	2	3	4	5
12.8	Inability to meet quality standards	1	2	3	4	5
12.9	Poor growing conditions	1	2	3	4	5
12.10	Inability to meet quantity of demand	1	2	3	4	5
12.11	Inadequate farming	1	2	3	4	5

	implements					
12.12	Farm Labour deficit	1	2	3	4	5
12.13	Poor economies of scale	1	2	3	4	5
12.14	Marketing challenges	1	2	3	4	5
12.15	Lack of or inadequate post-harvest handling facilities	1	2	3	4	5
12.16	Lack of communication and exchange of information	1	2	3	4	5

13. What knowledge/skills have you gained as a supplier of farm products to the accommodation sector?

.....

14. On what do you spend the income received from supplying farm products to the accommodation enterprises?

.....

15. As a supplier of farm products, do you understand the food needs of the accommodation enterprises? Explain your response

.....

16. As a supplier to the accommodation enterprises, what has been your actual experience with the challenges listed from 16.1 to 16.16 below?

.....

17. For question 17.1 to 17.16, you are required to tick the number that best represents your **experience level** for each of the following challenges. Note that the meaning of each number on the scale is explained below.

1= **strongly agree**

2= **Agree**

3= **Not agree or disagree**

4= Disagree

5= strongly disagree

Challenges Experienced		Strongly Agree	Agree	Not agree or disagree	Disagree	Strongly disagree
17.1	Inadequate transport system	1	2	3	4	5
17.2	Uncompetitive pricing	1	2	3	4	5
17.3	Seasonality	1	2	3	4	5
17.4	Lack of capital investment and credit	1	2	3	4	5
17.5	Inability to meet health and safety standards	1	2	3	4	5
17.6	Language barrier	1	2	3	4	5
17.7	Late payment by accommodation enterprise	1	2	3	4	5
17.8	Inability to meet quality standards	1	2	3	4	5
17.9	Poor growing conditions	1	2	3	4	5
17.10	Inability to meet quantity of demand	1	2	3	4	5
17.11	Inadequate farming implements	1	2	3	4	5
17.12	Farm Labour deficit	1	2	3	4	5
17.13	Poor economies of scale	1	2	3	4	5
17.14	Marketing challenges	1	2	3	4	5
17.15	Lack of or inadequate post-harvest handling facilities	1	2	3	4	5
17.16	Lack of communication and exchange of information	1	2	3	4	5

18. What other challenges do you experience as a supplier of farm produce to the accommodation sector in Livingstone?

.....

.....

.....

19. Are there formal agricultural programmes that assist you in meeting the needs of the tourism industry?

.....

20. What do you suggest should be done to strengthen the supply-demand relationship between farmers and the accommodation sector?

.....

SECTION E - INCLUSIVE GROWTH OUTCOMES

EXPERIENCED SOCIO-ECONOMIC OUTCOMES

21. As a supplier of farm produce to the accommodation enterprises, what has been your actual experience with the following inclusive growth outcomes listed from 21.1 to 21.9 below?

For question 21.1 to 21.9, you are required to tick the number that best represents your experience level for each of the following inclusive growth outcomes. Note that the meaning of each number on the scale is explained below

1= strongly agree

2= Agree

3= Not agree or disagree

4= Disagree

5= strongly disagree

Experienced socio-economic outcomes		Strongly agree	Agree	Not agree or disagree	Disagree	Strongly disagree
21.1	Employment generation	1	2	3	4	5
21.2	Income generation	1	2	3	4	5
21.3	Skills development	1	2	3	4	5
21.4	Access to finance	1	2	3	4	5
21.5	Improved access to markets	1	2	3	4	5
21.6	Support on advice to improve product Quantity	1	2	3	4	5

21.7	Support on training to improve product quality	1	2	3	4	5
21.8	Linkage to networks	1	2	3	4	5
21.9	Improved wellbeing	1	2	3	4	5

22. What other benefits have you experienced as a supplier to the tourism sector?

.....

SECTION F - BIOGRAPHICAL INFORMATION OF PARTICIPANT

Mark with an **X** in the appropriate box or complete your responses in the spaces provided

23. What Year were you born?

.....

24. How long have you lived in the region?

.....

25. Gender (Mark with an X in the appropriate box)

Male	
Female	

26. Your nationality

.....

27. You are involved in the business of supplying farm products to the accommodation enterprises as:

Farm Owner	
Farm Manager	
Other	

28. What is your highest educational level? Mark with an X in appropriate box

1.No schooling		2.Primary schooling		3.Secondary schooling		4.Tertiary education	
----------------	--	---------------------	--	-----------------------	--	----------------------	--

Thank you for your participation.

ANNEXURE B:

Interview schedule

INTERVIEW SCHEDULE FOR ACCOMMODATION ENTERPRISES

This interview schedule was designed according to the research objective that seeks to find out how accommodation enterprises can contribute to creating strong agriculture-tourism linkages that foster inclusive growth.

Introduction:

- A brief introduction of the study will be given an explanation of why the questions will be asked
- The researcher will declare that the interview will be used for the PhD study and that the information given will be treated confidential
- Permission will be sorted to record the interview

Business profile

- Business status
- Number of years in Operation
- Which tourism market does the establishment cater for?
- Position of the interviewee in the business (Owner, manager, Chef, Procurement manager)
- Nationality and training

Procurement of food products

- What farm products do you procure? (e.g. Fruits, vegetables, poultry, meat, fish)
 - Which ones are the main farm products?
 - What are the other products?
 - Do you import some of these products and if so, where do you import from and why?
 - Which ones do you source from local farmers?
- Who are the local farmers that supply you with food products?
 - What percentage of your total food supplies is sourced from local farmers___ %?
- What percentage of your operational budget is spent on procurement of food products?

- How frequently do you require supply of food from local small-scale farmers?
- Are there intermediaries that you engage in the supply of products from local small-scale farmers and if so, please provide more details on this engagement?
- Based on your experience, what are the benefits and challenges of procuring food products locally from small-scale farmers?
- What do you recommend should be done to maximise the benefits and address the challenges in order to strengthen and sustain the supply system?
- Do you have a formal business agreement with the local small-scale farmers (i.e., terms of agreement), if so, describe the agreement and if not, explain why?
- What is your food procurement strategy based on (e.g. price, quality and variety)
- Overall, what are your procurement policies and regulations?

Views on support provided for local farmers as suppliers of food.

- Do you provide support and if so what kind of support do you provide (training opportunities, mentorship, technical advice, financial support) to create capacity, ensure quality food products and timely delivery?
- What kind of opportunities do you provide to create awareness for small-scale farmers to meet your procurement needs?
- How do you communicate your procurement needs to local small-scale farmers on a daily basis?

Challenges experienced in sourcing food locally from small-scale farmers

- What has been your experience with your local suppliers on meeting your current and future needs in the following aspects: quantity, quality, product consistency, reliability, health and safety, local prices, tourist needs, lack of skills, transportation and packaging?

Views on investment opportunities, tourism policy and procurement values.

- Do you consider expanding the business?
- In terms of tourism policy, what do you think can be done to strengthen the tourism-agriculture linkage and to ensure sustainable tourism development in Livingstone?
- What are the business values that inform your procurement activities (e.g., involvement of emerging businesses, unemployed people, women and youth)?

Views on collaboration, networks and partnerships

- Does your business collaborate with other accommodation enterprises to source food from local farmers?
- What challenges do you experience as a stakeholder in the tourism supply chain?
- From your experience, what are the benefits of partnerships with the local networks and co-operatives in the agriculture sector?
- What do you think can be done to improve the current partnerships with these local players?

Final thoughts

- Is there anything you would like to add?

END OF INTERVIEW, THANK YOU

Annexure

ANNEXURE C:

Letter of Informed Consent

ANNEXURE C



UNIVERSITEIT VAN PRETORIA
UNIVERSITY OF PRETORIA
YUNIBESITHI YA PRETORIA

Faculty of Economic and
Management Sciences

Department of Tourism Management

Title of the study:

Evaluating Tourism-agriculture linkages for inclusive growth in Zambia

Research conducted by:

Ms. B.M.K. Nsanzya (04596839)

Cell number: 0786421284

Dear Participant,

You are invited to participate in an academic research study conducted by Brenda Nsanzya, Doctoral student from the Department of Tourism Management at the University of Pretoria.

The purpose of the study is

- Evaluate how tourism linkages contribute to inclusive growth for small-scale farmers in the tourism supply chain in Livingstone
- Develop specific strategies that can enhance the quality of tourism-agriculture linkages that foster inclusive growth and sustainability of the tourism industry.

Please note the following:

- This is an anonymous study survey as your name will not appear on the questionnaire. The answers you give will be treated as strictly confidential as you cannot be identified in person based on the answers you give.
- Your participation in this study is very important to us. You may, however, choose not to participate and you may also stop participating at any time without any negative consequences.
- Please answer the questions in the attached questionnaire as completely and honestly as possible. This should not take more than 30 minutes of your time.
- The results of the study will be used for academic purposes only and may be published in an academic journal. I will provide you with a summary of my findings on request.
- Please contact my study leader, Prof. J. Saarinen on jarkko.saarinen@oulu.fi if you have any questions or comments regarding the study.

In research of this nature the study leader may wish to contact respondents to verify the authenticity of data gathered by the researcher. It is understood that any personal contact details that you may provide will be used only for this purpose, and will not compromise your anonymity or the confidentiality of your participation.

Please sign the form to indicate that:

- You have read and understand the information provided above.
- You give your consent to participate in the study on a voluntary basis.

Participant's signature

Date