



A HISTORICAL STUDY AND IMPACT OF TOURISM TO THE SOCIAL ECONOMIC DEVELOPMENT OF LIVINGSTONE TOWN IN SOUTHERN PROVINCE OF NORTHERN RHODESIA 1905-1964

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ABSTRACT

The paper attempted to establish a historical study and the impact of tourism on the social and economic development of Livingstone town in Northern Rhodesia from 1905-1964. The study used a qualitative type of research based primarily on materials collected by researchers from various literatures and the oral interviews were used to elicit data. This study revealed that tourism in Livingstone which was boasted by the discovery of the falls by the Scottish explorer's journey and first sight of the falls in 1855, opened up Central Africa to other missionaries, hunters and traders. This was how development started in Livingstone and became one of the first white settlements in Northern Rhodesia (Zambia) and for quite a while it was the only urban centre in the territory and the gateway to the north. The study also reveals that the town has preserved much of its colonial character, but is a typical African town with a busy fascination.

Key words: Livingstone, tourism, whites, impact and Development.

Introduction

The town of Livingstone was founded in 1905, at a safe distance from the then swampy banks of the Zambezi. Originally known as the Old Drift, Livingstone owes its existence primarily to the Victoria Falls and was established as a staging point across the Zambezi River.¹ Livingstone town is found in the southernmost part of Southern Province of Zambia, and was called Northern Rhodesia during the colonial period. It was named after the Scottish missionary explorers, David Livingstone who was the first European to see the fall's in November 1855. In the early days of European settlement, the area was called Victoria Falls Region when three main Africans groups under traditional chieftaincies inhabiting it. These were the Leya under the Mukuni chieftaincy to the east of the falls. The Mukuni's people were the first Bantu group to arrive in the area displaying the Bushmen who were the earliest traditional recorded inhabitants.² The second group was the Leya under Sekute chieftaincy to the north west of the falls. These acquired the Leya hood after settling in the area. The third group was the Toka under Musokotwane chieftaincy north-east in the region.³

These were the Siakasipa chieftaincy which belonged to the Toka main group and Katapazi chieftaincy which belonged to the Masubia and were the same as those of Sekute.⁴ In the north corner of Livingstone was Momba chieftaincy of Mankoya people who originated from Barotseland.⁵ The Katapazi and Siakasipa chieftaincy were reduced or demoted to sub chiefs by the colonial administration in the 1930s. There were also a number of small chiefs who claimed sovereignty status before the onset of colonial rule. They became subordinates to one or the other of the above main chiefs and a good example is Linda, who ruled the area where the central business town of Livingstone is situated today, fell under chief Mukuni in the north east of Livingstone fell under Mmusokotwane and Katombora in the south west fell under Sekute.⁶ Though there were also people from other regions of the territory, it was on the above that African traded depended when the area came under effective European colonial rule.

¹ G.V. Muvwanga, 'Housing in Livingstone; Government Policy and Practice 1946-1976', MA, Dissertation, University of Zambia, 1986.

² Kalonga Moonga, 'The Development of Tourism in Livingstone District 1945-1991', MA, Thesis, University of Zambia, 1999.

³ M Muntamba, 'The Political and Ritual Sovereignty among the Mukuni Leya of Zambia', *In Zambia Museums Journal*, 2. (1971), p.28.

⁴ N.A.Z, B5/82-88, Administration, Livingstone High Commission Cape Town, 11th March, Livingstone Mail (August, 1911)

⁵ L.H. Gann, A History of Northern Rhodesia: Early Days to 1953 (London: Chatto and Windus, 1964). P. 138.

⁶ V.M, Tembo, 'African Adaption to the Colonial law Enforcement System in Livingstone and Kalomo District of Northern Rhodesia 1890-1939. MA. Thesis, University of Zambia, 1984. P. 5.

The existence and development of Livingstone is closely connected with the British colonial history in general and the scramble for Africa in particular. From the close of the 19th century until 1924, when it became under the sovereignty of the British South African Company (BSACo) a commercial enterprise founded by John Cecil Rhodes, one of the wealthiest men in Southern Africa at that time.⁷ The BSACo was granted a charter by Queen Victoria in 1889, for administration of what became Northern and Southern Rhodesia. Cecil Rhodes financed British expansion into the area in the beliefs that there were gold and other minerals deposits both north and south of the Zambezi River. Livingstone had its origin at the Old Drift settlement established in 1898, on the north bank of the Zambezi River 8 miles (14 Kilometers) above the falls. A ferry crossing started business at the settlement. All stores for Tanganyika concession, the North copper company, the BSACo administration and the trader bond for Barotseland were unloaded here.⁸ Frederick. J Clark was the first Whiteman to settle in the area in 1898, and ran a transport service across the river. He also opened a General Dealers Shop with a Liquor license and a Hotel. By 1902, there were three general Dealers stores at old Drift. By 1903, the European population had grown to seventy.⁹

In 1911, Livingstone became the capital of Northern Rhodesia (as Zambia was called then), since it was the most modern town at that time. It was still under the British South African Company. In 1928, Livingstone was given municipal status after it came under British rule. However, the town lost its status when Lusaka was named the capital in 1935, in order to move the country's administration closer to the copper mines and farming districts.¹⁰ The accounts of David Livingstone's travels in the interior of Southern Africa (until his death in 1873) stimulated renewed interest in the area that was eventually to become Zambia. Today all Zambian ethnic groups are represented in the district which has become cosmopolitan. The common languages spoken in the area are Tonga and Lozi. Many people have found Livingstone as a live district as it shares borders with Zimbabwe through Victoria Falls town, Botswana, Kasani town and Namibia through Katima Muliro town. Many buildings from the first decade of the century are still in use. It was one of the first white settlements in Northern Rhodesia (Zambia) and for quite a while it was the only urban centre in the territory and the gateway to the north. The town has

⁷ E. Thole, *Strategies Assessment of Development around Victoria Falls* (Lusaka: Zambia National Tourist Boards April 1996), p.12.

⁸ Clark, *The Autobiography*, 1911, pp. 72-80

⁹ Pim and Milligan, *Report of the Commission*, P. 6.

¹⁰ G.V. Corinall, A Tourist Resort: Livingstone, S. Williams (ed) *A Guide Book to the Study of Sample Area in Zambia* (Lusaka: 1966). P.10.

preserved much of its colonial character, but is a typical African town with a busy charm. The rich in scenery and heritage, Livingstone today has become the tourist heart of Zambia.

Research Objectives

- Discuss the origin of Livingstone town a period 1905-1964.
- Explain the political and economic development of Livingstone district.
- Investigate the factors which led to the development of tourism in Livingstone.
- State the impact of tourism to the social and economic growth of Livingstone town from 1905-1964.

Methodology

The study was case study design, which employed a qualitative research method. Data for the study was collected from primary sources through interviews and secondary sources were reviewed from the University of Zambia Repository. This included colonial annual reports, books, unpublished dissertations, Newspaper and Magazines. These sources provided a broad view on the subjected under investigation. The study also consulted primary sources at the National of Zambia (NAZ) in Lusaka. The sources mainly comprised district note books, tour reports and original correspondence. Additionally, the study also consulted a contemporary document from the Livingstone Museum such as the Livingstone mail, which contained vital information on several tourism developments in the district. The data collection method was complimented by information from written materials, which includes published and unpublished sources such as articles in journals, books, thesis and dissertations from University of Zambia Repository. Information about tourism was more vital and beneficial from researchers such as Kalonga Moonga (1999) and Friday Mufuzi (2002) collected from University of Zambia repository.

Political and Economic Development of Livingstone District

The climate of Livingstone is not very different from that of the rest parts of the country (Zambia), except that the area receives lower rainfall than the rest of the country as it lies in the low rainfall zone. The climate of Livingstone is typically subtropical.¹¹ Three distinct seasons can be identified in the area. The rain season is characterized by warm and wet weather and starts

¹¹ M. Mc'Culloh, *A Social Survey of the African of Livingstone* (Manchester: Manchester University Press, 1956).

from November to April. When the rain season is good the Zambezi River floods between March and April. It is these months that the most spectacular view of the falls can be seen. The cold season is experienced in May to July and characterized by cold weather. The hot season begins from August to November. Livingstone is one of the hottest places in Zambia with temperatures ranging between 27 and 32 degrees Celsius.¹² The district lies in a valley which borders the Batoka Plateau on the North and with an average height of 1000-4000 meters above sea level.¹³ The attitude drops considerably as one nears the falls. The land is watered by the Zambezi River and its two tributaries in Livingstone, namely, the Maramba and Nansanzu River. There are numerous small streams flowing southwards into Zambezi. Many village clusters along these streams for easy sources of water. The dominant vegetation is Mopane, savanna woodland, which include *Brachystegia*, *Isobertia* and *Julbernardia* locally known as Miombo woodland. *Baikinea* *Blurijuga* teak woodland occur in western part of the district where Kalahari soil are dominant.¹⁴

The town of Livingstone is located on the southern end of Southern Province of Zambia. The town is 485km from Lusaka city and covering the area of about 685 km squared. The town borders with Zimbabwe Victoria town, Botswana and Namibia on the western part of Zambia. According to (CSO) 2010, the town had a population of 103, 288 people.¹⁵ Below is a map of Zambia showing the location of Livingstone.

¹² GRZ, *Census of Population, Housing and Agriculture: Descriptive Table Volume 8 Southern Province* (Lusaka: CSO, Demography Division, August 1994). P.8.

¹³ E. De Kadt, *Introduction Guide to Livingstone town* (Harare: CBC Publishers, 1996), p. 32.

¹⁴ Mufuzi, 'A History of the Asian Trading in Livingstone, 1905-1964', P.23.

¹⁵ GRZ, *Census of Population and Housing* (Lusaka: CSO, 2010).

Map of Zambia Showing Position of Livingstone Town



Source: *American international health alliance*

Many species of wild life were found in the area surrounding the Victoria Falls before the colonial rule. Owing to rich wildlife in the area, the colonial government in 1906 established a national park the forerunner of the Musi-oa-tunya National Park, the Victoria Falls conservancy park situated between the old Drift on the south and the main Musi-oa-tunya road to the Victoria Falls. Within the park, there was a Zoological section in which a variety of animals were free to roam. The Musi-oa-tunya National Park became a sanctuary of various animals such as elephants, hippopotamuses, Buffaloes, Waterbucks, Impala, Bush bucks, Giraffes, Zebra, Warthogs, Dickers', Baboons, Monkey and the white Rhinoceroses imported from south Africa in 1964.¹⁶ The park provides one of the major tourist attractions in Livingstone.

¹⁶ Interviews with Mr. Bornface Mundenda, Zambia Wild life Conservation, 4th May 2021. Also see GRZ, 'The Geography of Livingstone and its Economy', Survey Mapping Paper, 2015.

The major village's communities included chief Mukuni's village to the south east of Livingstone town and chief Musokotwane and Sekute's village to the west of Livingstone. The village communities were substance farmers. The Leya grew crops such as millet, sorghum and maize and also kept goats, cattle, pigs and chickens to supplement their proteins. However, the area experienced low rainfall which inhibited mass production of agriculture crops. With the advent of colonialization of the 19th century the Leya people were integrated into the capitalist economy. This necessitated the production of surplus for sell to earn money in order to buy items such as clothes, blankets, pots and other necessities. The coming of the railway in 1904 from the South (Bulawayo) stimulated the growth of curio industry among the Leya and their neighboring Lozi. In the pre-colonial era, curio making was done as a pass time given as gifts. However, the establishment of railways which brought many tourists to the falls commercialized the curio industry.

Factors which influenced Tourism in Livingstone

It can be argued that the presence of Victoria Falls was cordial to the development of tourism in Livingstone. The local people, the Leya perceived the falls prior to advent of Europeans. It was the early Europeans who popularized the falls as a tourist resort. The white settlers identified the potential of tourism in the area and engaged themselves in the tourism industry. However, there was a clash of interest between the private entrepreneurs and the government. The falls was originally known as Shungunamutitima (the smoke that thunders) by the earliest inhabitants of the area, the Leya.¹⁷ Around the 1830s, the Kololo, one of the Sotho group who fled South Africa due to Mfecane (war of Shaka) called the falls Musi-oa-tunya (the smoke that thunders). Incidentally, the two African names have the meaning the smoke that thunders. This is because of the smoke –like vapors which is formed by the falling water and of supplication become a marked feature of the Leya society. The ritual were centered on the falls which was regarded as rain shrines.¹⁸

The Leya people regarded the falls as a sacred place. The falls were highly revered as a rain shrine and were only accessed during prayers for the rains.¹⁹ Offerings were taken to the shrine at the falls in form of goats in a high priestess Bedyango. The Bedyango was a significant

¹⁷ Kalonga Moonga, 'The development of Tourism in Livingstone District 1945-1991, p. 13.

¹⁸ Kafungulwa Mubitana, 'The Traditional History and Ethnography', in Philipson, D.W (ed) *Musi-oa-tunya: A Handbook to the Victoria falls Region* (London: Longman 1975) p. 64.

¹⁹ Interviews with Mr. Kafuko, Mukuni Village, 6th May 2021.

political and religious figure among the Leya in prayers ritual in the event natural calamities such as drought and mysterious.²⁰ The second shrine was upstream and was called Chisamucilikumbete (self-embracing tree). At chisamucilikumbete shrine, people who were afflicted with various incurable diseases were taken for cleansing. Prior to the construction of the railway bridge in 1904, the sick were made to jump and wash in the river with their clothes on. Therefore the clothes were left in the water and it is claimed that the sick were cured. The falls were a very important and integral part of Leya religious activity.²¹

The inception of tourism industry in Livingstone District can be traced from the second half of the 19th century when a Scottish missionary and explorer, Dr. David Livingstone on his second journey into South Africa 1854-1856 became the first white man to be shown the falls on 16th November 1855. It was Livingstone who named the Musi-oa-tunya falls as Victoria Falls in honor of the British queen Her Majesty Queen Victoria. At the turn of 20th century the British South African Company (BSACo) named Buley as Livingstone.²² This was in honor of Scottish missionary David Livingstone who opened up Central Africa for the British imperialism. Through his public speeches and lectures in Britain, Livingstone opened the falls to the outside world. The novelty of the falls made a strong impression on him. Livingstone's comment on the falls was so striking that almost every scholar on the falls has acknowledged them. In the words of Livingstone 'No one can imagine the beauty of the view from any witness in England. It had never been before by Europeans eyes but scenes so lovely must be gazed upon by angels in their flight'.²³

Following Livingstone epoch making discovery, many Europeans travelled including those who came to South Central Africa made the falls their objective. The early travelers to the falls, such as William Baldwin, an English hunter, Thomas Baines and many others found it appealing to the human sight and attempted to describe it.²⁴ Since the discovery of the falls by Livingstone, it has presented to its visitor a sight that defies ordinary description. It is claimed that the best way to appreciate the falls beauty and magnificence is by visiting it. The successful visitors to the

²⁰ Friday Mufuzi, 'A History of the Asian Trading in Livingstone, 1905-1964', MA, Thesis, University of Zambia, 2002.

²¹ M. Muntembe, 'The Political Ritual Sovereignty among the Mukuni Leya of Zambia', p. 23.

²² Kalonga Moonga, 'The development of Tourism in Livingstone District 1945-1991', p. 13.

²³ N.A.Z, KSC/1, Livingstone Note book, 1906-24, p.32.

²⁴ Shem Chaibva et al, 'Tourism and Environment in the Victoria Falls Area', An Assessment of the Environmental Impact of Tourism Development, Phase 1, Study Report (Harare; Department of Natural Resource, April, 1994) pp. 4-5.

falls were equally impressive. Among them included James Chapman who visited the falls in 1862. Like Livingstone, Chapman was greatly impressed by the falls and recommended that the falls was the best scenery and suggested that the falls mystic could have been a factor which made the Leya to associate them with a super natural power God.²⁵ It was from this basis that the falls were perceived as a place not to be frequented for sight or use as a place not to be used as a playground. The falls were not just grand and striking but they evolved a quality of fearsomeness. Livingstone when approaching the falls was forewarned of great serpent which was not to be disturbed.²⁶

The early travelers enhanced tourism to the falls through their speeches and writings. One such travelers was Fredrick Selous, a famous hunter who saw the falls in 1875 and remarked that the falls were the most glamorous waterfalls in the world and one, if not the most transcendently beautiful natural phenomenon on this side paradise. Such comments played a significant role in promoting tourism base on the falls. The falls were aesthetically pleasing and their grandeur inspired an increasing number of travelers to the area. Tourism development at the falls during the second half of nineteenth century was what Lewis called the discovery phase. According to Lewis during this period, newly discovered tourism features were chiefly visited by explorers. The Victoria Falls, however, attracted not just explores but also hunters, sportsmen, missionaries and traders. The number of Europeans who reached increased steadily. By 1875 it recorded that twenty five had gone to see the falls. It can be ascertained that this period of discovery laid down a foundation for tourism in Livingstone.

Incidentally, the development of tourism at the falls coincided with the emerging interest in natural history and big game hunting. This played a leading role in tourism by encouraging travels. The upper class in Britain used its financial power encouraging hunters to open up South Central Africa. A tropical example of the relationship between the hunters and Britain subsequent ascending in Southern Africa was evidenced by the British South African Company's penetration of Zambezi region, through the influence and assistance of such hunters as Fredrick

²⁵ M. McCulloch, *A Social Survey of the African of Livingstone* (Manchester: Manchester University Press, 1956), p.3.

²⁶ N.A.Z, KSC/1, Livingstone Note Book, 1906-23, p.32.

selous and George Westbeeck. The duo played a significant role in the initial development of both tourism and colonization of central Africa, Southern and Northern Rhodesia.²⁷

In 1880s, Harry Ware and George Westbeeck in an effort to exploit tourism potential of the falls engaged themselves in safari tours for Europeans travelers to the falls. The two were the first tour agents to be established in the region and facilitated travels for tourism who travelled from South Africa and Europe to come and view the falls.²⁸ In addition Ware initiated a deliberate promotion campaign of the falls by advertising his safari tours in the field magazine in England. These advertisements brought the tourist profile of the falls to wider readership in England and Europe as a whole. Consequently, the falls attracted tourist who appreciated the services provided by Ware and Westbeeck which included accommodation food and canoes. Ware and Westbeeck's tour safari were sometimes beset with some difficulties such as illness. For example an English visitor, writing about his trip to the falls in the mid-1880s stated that his journey was unsuccessful due to illness of Westbeeck. Those travelers who were conducted to the falls were taken off by Westbeeck who obtained hunting rights for his visitor. The safari tours organized by the two entrepreneurs did not only benefit them but were also a source of employment to Africans. Africans were employed as canoe paddlers and porters.²⁹

The early Europeans travelers to the Victoria Falls were no doubt attracted by its beauty. The falls thus became a viable region gained momentum at the turn of the twentieth century with the imposition of colonial rule by the BSACo in the region. The BSACo government made Livingstone its administrative capital in 1907. F.W Sykes became the first native officer. Unlike Chililabombwe, Livingstone grew mainly as a result of tourism. The town owed its establishment to two major factors; its place as the main port of entry into Northern Rhodesia and its proximity to the Victoria falls which later earned it the title tourist capital.³⁰

The Social and Economic Development of Livingstone District

²⁷ Northern Rhodesia Government (NRG), *The Northern Rhodesia Hand Book* (Lusaka: Government Printers, 1953), pp, 70-75, see Chaibva, 'Tourism and Environment in Victoria Falls, app. 713.

²⁸ G. Clay, 'The Discovery and Historical Associate', in B.M. Fagan (ed), *The Victoria Falls A Handbook to the Falls: The Batoka Gorge and part of the Upper the Zambezi* (Glasgow: Robert Machehoso Company Limited, 1964), p. 12.

²⁹ Kalonga Moonga, 'The Development of Tourism in Livingstone District 1945-1991', p, 18.

³⁰ NRG, *The Northern Rhodesia Handbook*, p.74.

The first European to take up a settlement at the Old Drift was Fredrick Clark who arrived in 1898 upon his settlement, Clark established himself as a businessman. He started operating as a clearing agent of goods from South Africa and Africans were employed to paddle his canoes and ferry people and their good into North-western Rhodesia. In 1901, the old Drift received one of the notable settlers to the area and this was Fred Mills who came with his wife. Having realized the potential of tourism in the area, Mills opened up a restaurant to carter for the locals and tourist. By 1903 the Europeans population had increased to sixty eight. The European contributed to the growth of Livingstone because they built houses, opened business and also employed indigenous Africans. These indigenous Africans also through income they raised from their earning made them support their families and were also able to build better houses.

The old Drift settlers took advantage of tourism potentials of the area by undertaking business in tourist potential of the area by undertaking business in tourist related ventures such as hotel building and canoe-hiring to tourist who went for picnics on the Zambezi. Percy Clark who also arrived at the old Drift in 1903 equally exploited the situation by ganging himself in photographic enterprise. Clark took photographs of the falls and sold them as souvenirs to the tourist in 1903 a visitor to old Drift renamed the settlement as Livingstone in honour of the late explorer and missionary.³¹ Perhaps, one of the notable settlers there at the Old Drift was Leopold Moore, who settled there in 1904. Moore was later to play a major political and economic role in the development of Northern Rhodesia. He had developed a newspaper called the Livingstone Mail. Through his newspaper Moore championed the European settler's aspiration business concerns and grievances to the government. Tourism also led to the development of new town across the Zambezi, Victoria Falls town in Southern Rhodesia. The settlers feared tourism competition with their counterparts. In 1904, the line of rail though intended for transportation on minerals and other goods was to play vital role in the development of tourism in Livingstone. The increase in the number of tourist at the falls led to the development of hotel in Livingstone. In June 1906 Fred Mills opened the Livingstone hotel. In October, another businessman 'Mopane' Clark opened the North-western hotel. The opening up of hotels led to introduction of telephones and electricity for easy communications and comfort of tourism. The two hotel played a significant role in the development of Livingstone. As a result of hotel development of hotels,

³¹ J. D Clark and B. Fagan, 'The Iron Age and Native Tribes', in Fagan M. B (ed), *The Victoria Falls* (Glasgow: Glasgow University Press, 1963) P. 67.

Livingstone received many tourist for instances in 1906 alone, two hundred visitors are said to have spent their holidays in Livingstone.³²

The move of the British South African Company's headquarters to Livingstone, the town began to grow hotels were built, and by 1910 Livingstone had a post office, a court house, two hotels, a government house, a civil service building, an Anglican church, residences for civil servants of high rank, and a hospital under construction.³³ A water pumping machine was installed in 1910 to provide water to the residents of Livingstone. Electricity was supplied by a generator to hotels, stores and the cold storage, later the Hydro Electric Power Station provided power from the Zambezi River.³⁴

In 1935, the colonial government made a greatest impact by creating a museum as a way of boating tourism attraction in Livingstone District. The idea of the museum was conceived by Moffat Thompson who from 1929 to 1934 was secretary of Native Affairs. Thompson envisaged a museum to preserve African materials culture of various ethnic groups. However, Hubert Young who was the governor wanted the collections to be extended so that they could be memorial to David Livingstone.³⁵ In 1934, the Rhodes Livingstone museum was establish with a Brew as its first curator. Like the Victoria Falls, the Rhodes Livingstone museum became an important tourist attraction center. The museum contained an ethnographical collection of art from different tribes. Many tourist who went to the falls also visited the museum to view African crafts as well as Cecil Rhodes and David Livingstone personal belongings which were kept there.³⁶

Tourism had great impact on the economy of the colonial government in the late 1940s saw the construction of a big international airport which was opened in the 1950s in the town of Livingstone. Prior to the establishment of the airport, big planes ended in Salisbury and most tourist remained in Southern Rhodesia. The opening up of the airport was a greatest impact on the growth of growth of Livingstone town because this attracted international airline such the

³² N.A.Z, KSC 4/1. Colonial Administrative Report, 1911.

³³ Friday Mufuzi, 'A History of Asian Trading Community in Livingstone, 1905-1964', p. 11.

³⁴ Jeffery. C, Stone, 'A guide to the Administration of Northern Rhodesia', O' Dell Memorial Monography No. 7. Department of Geography (Aberdeen: University of Aberdeen, 1979). P. 41.

³⁵ Interviews, Mr. Zulu, (Retired) Livingstone Museum, 8th June 2021.

³⁶ Philipson, 'History of the town of Livingstone in Philipson D.W (ed) Musi-oa-tunya: A hand Book to Victoria Falls (London: Longman, 1975), p.91.

'EL AL' of Israel, the first to make use of the facility. Other international operators which used the Livingstone airport included the British overseas Air Corporation (BOAC) and Air France which flew planes from Livingstone airport to Brazzaville (Congo).³⁷ South African Airways also used the Livingstone Airport and local chartered airline such as the Zambezi Airway began operations within the country. The Zambezi airways was based in Livingstone and mostly specialised in game flights in vicinity of the falls. The serious government involvement in the tourism industry which was characterized the 1950s greatly improved the district of Livingstone in Northern Rhodesia. The establishment of hostels Board and opening of an international Airport helped to increase revenue collected from tourist. Revenue collected from tourism rose from £212, 00 in 1950 to £273, 00 during the first half of 1951.³⁸ This figure might be an underestimate because tourist statics are erratic and the tourist inflow to Livingstone was not well documented. It is only proper to assume that more revenue was generated as many tourist came to Livingstone which had made a great impact to its growth.

In 1954, the Northern Rhodesia government established the Maramba village which was a great impact in the growth of Livingstone District. The objective of the formation of the cultural village was to entertain local residents and tourist who visited Livingstone.³⁹ The cultural village was preserve the African culture through dances. However, the colonial mentality was to show Africans their kith and kin (whites) as primitive people who needed a Whiteman's guidance. The Maramba cultural dances performed various traditional dance every week end. The cultural village has been a major tourist attraction in Livingstone. The importance of tourism as a source of government revenue. Encouraged the Federal government in 1958, to be directly involved in the management and administration of tourism. In 1958, the Federal government formed the Rhodesia and Nyasaland Tourist Board (RNTB). This development was a positive aspect as regards to the expansion of tourism industry in Livingstone district.

Tourism also had a great impact in the development of Livingstone district because at the new town which was away from Old Drift, two types of business the white trade (which was called Kaffir Trade or Native trade) developed. White trade centered for the needs of white people and was conducted on main ways which was called the first class trading area while the African trade

³⁷ Friday Mufuzi, A History of Asian Trading Community in Livingstone, 1905-1964, p. 24.

³⁸ N.A.Z, KOB 6/4/3/4, Livingstone town, 1937-4, Tour Report No. 4, 1937, also see Sekewasa, 'History of Livingstone District, p.12.

³⁹ Interviews with Mr. Milimo Mutinta, (Retired) Maramba cultural Village, 20th June 2021.

centered for the need of Africans people and was conducted on queen's way which was called the second class area. Trading in both places was conducted by white traders during the initial settlements of the area. This had a positive impact on the livelihood of the local people because many of the indigenous Africans were employed by the whites and earned a living.

The development of tourism further brought in hotels such as Freddi Mills and his wife opened the first hotel in the territory in 1906 called Livingstone Hotel which did a roaring business with railway construction worker.⁴⁰ Mr. L.F Moore later also became a settler politician and first leader of the unofficial member of legislative council open chemist. L.F Moore chemist and founded a newspaper the Livingstone mail in 1906. Queensway, George Smith and James James opened butchery on Mainway.⁴¹ Taking advantage of the growing business enterprise in the town as a result of the transfer of the administrative capital of North-western Rhodesia from Kalomo to Livingstone in 1907, the Standard Bank of South Africa opened a branch in September of the same year. This was a great impact in the development of the district.⁴²

Conclusion

It can be concluded that the colonial government administration economic policy in developing Northern Rhodesia, Zambia was good despite been retrogressive in expanding copper mine in Katanga and Southern Rhodesia farms of Southern Rhodesia through reserves. The recognition of tourism by the colonial government in the town of Livingstone was the modest start of development many industries in the area and this was a blessing to the indigenous African. The economy started to be transforming various development at Old Drift and further to the new settlement. The other reason for growth and development of Livingstone was as a result of tourism which attracted more European settlements and business and these were of different nationalities, such as Jews from Russia, especially Lithuania were the main traders in African trade. As early as 1901-1906, there were many Jewish traders in Livingstone such as Isadore Aberman who was described as a general Merchant by the Livingstone Mail. Berger and Cohen, retail merchants, R.T Bernstein, builder, the Peimer Brothers, Jacobson and Kiel, general

⁴⁰ N.A.Z, KSC/1, Livingstone District Note book, 1906-24, pp 21-33

⁴¹ Chaibva, 'Tourism and Environment in Victoria Falls, pp, 7-8, See also A. W P.M and Milligan, Report of the Commission, p.16.

⁴² N.A.Z, KOB 6/4/3/4, Livingstone Town, 1937, pp, 40, Tour Report No. 4, 1937.

merchants.⁴³ Two thirds of the general dealers licenses issued in the town were held by a small number of the Jewish community which outnumbered persons in 1909. The Susman Brothers, Elie and Haries, who made their fortune in the Barotseland cattle trade and arrived in Livingstone in 1904 were the largest trader and played a key role in the development of the area as a distributing center bringing in many people as relatives friends and employees who themselves became eminent traders.

Transportation was by mule-cart, and later, a trolley line was built from the government house to the Railway Station and the Boat Club. The trolleys ceased in 1927 because they were involved in too many accidents, and roads had improved by then. Despite the setback, Livingstone town managed to expand with a new airport, a secondary school, a public hall, a new civic center, and in the early 1960's a new railway station, a new hospital, a bigger post office, and a big new hotel came to being. African welfare, housing and education centres were developed, and Livingstone had 10 African schools and a teacher training college. The town had developed in a big way, and had beautiful green gardens, clean and neat shops, and a buzzing social life. The tourism and hospitality industry have grown due to the increasing number of tourists into the town. Indeed Livingstone is the tourist capital of the Republic of Zambia, formally called Northern Rhodesia by the colonial masters.

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