

1.0 INTRODUCTION

The Republic of Malawi is a land locked country in Africa, situated South of the equator sharing borders with Tanzania to the North, Zambia to the West and Mozambique surrounding its Southern region. Malawi, with a population of 12 million has a total surface area of 118,428 sq. km, one fifth of which is covered by rivers and lakes. Lake Malawi stands out with its 570 km of length and width varying between 16 and 80 km. Out of the total area, 25% is arable, 20% suitable for meadows and pastures and 50% covered by forest and woodland. The climate is subtropical, with a dry season between May and October and most of the rainfall occurring between December and March. Average maximum temperatures in the Southern lakeshore vary between 21 degrees Celsius during June/July to 27 degrees Celsius in October/March. In plateaux and mountain areas, these averages can be significantly lower.

Government over the years has realized that tourism has the potential to contribute towards efforts in reduction of poverty. However, this realization has not been matched by the required resources to develop and promote tourism. On a comparative basis, the tourism resource in Malawi has remained underdeveloped and of low quality due in part to inadequate regulatory mechanisms and limited resources. Efforts to develop the sector have clearly been articulated in the Malawi Growth and Development Strategy, the Poverty Reduction Strategy and the amendment of the tourism law. The guiding document for the development of the sector is the Strategic Tourism Development Plan which emphasises the development of eco-tourism.

1.1 Role of Tourism in the Economy

The tourism industry is still in its infancy in Malawi but it offers a great potential for the development of the country both as a foreign exchange earner and for provision of employment. Tourism offers an alternative source of income and as one avenue towards diversifying economic activities from agriculture. Development of tourism also assists in the development of the rural areas by distributing wealth from the major urban centres to rural areas. In cognisance of these factors, Government has made a decision to develop and promote tourism as one of the major economic activities.

The Department of Tourism as the line functionary responsible for policy formulation and co-ordination aims to develop and promote the tourism sector in Malawi. The Department intends to develop the industry as a national priority in a sustainable and acceptable manner so that it will significantly contribute to the quality of life of every Malawian. Community tourism and involvement of local communities will be promoted to ensure direct benefits to rural communities. The Ministry aims for a globally competitive tourism industry, which will be a major force in the development efforts of Government.

1.2 Tourism Performance

The last five years has seen a growth in numbers of tourist arrivals as well as growth in capacity and utilization of tourism accommodation units. From 227,600 international tourists in the year 2000, arrivals continued to show an upward trend rising to 437,718 international visitors in 2005 as recorded at the country's ports of exit. The average expenditure per tourist in 2005 was MK23,848.00.

New tourism developments have also taken place from up-market eco-lodges in protected areas to four-star city hotels. At the same time, the period between 2001-2004 has seen a significant increase in entry into the tourism sector in form of car hire companies, Tour Operators and Travel agents, Small and Medium Scale Enterprises in the accommodation and service sector among others.

Product diversification, establishment of a database and updating of data collection instruments for the industry will assist to realise the potential of tourism in the country and facilitate availability of information that gives the true reflection of the industry in future. The future development of the industry will depend on a number of factors. These include a continued good image of political stability and friendly atmosphere, positive developments in accommodation and related infrastructure, good governance and political will to develop the sector. More importantly, it is expected that government will offer appropriate financial and non-financial incentives for the sector's growth.

The implementation of this policy shall be done through the Strategic Tourism Development Plan and yearly plans. The required funds are expected to be sourced from the public and private sector as well as donor funds. The policy is designed to ensure that all stakeholders share a common vision and agree on strategies to achieve a sustainable tourism industry in Malawi.

2.0 SITUATION ANALYSIS

2.1 Major Tourist Attractions

The country's tourism attractiveness lies in its diversity. Malawi is endowed with a variety of natural features, which provide a great potential for development of tourism. Some of the features, which make Malawi attractive, include:

2.1.1 Lake Malawi and its Islands

Lake Malawi and its Islands and Biodiversity take up 23,000 square kilometers of the total 118,000 square kilometers of Malawi. The Lake is about 570 kilometers long and between 16 and 80 kilometers wide. It is a very large inland sea with magnificent mountain surroundings harbouring over 800 species

of fish. It is a fresh water lake. Its crystal clear waters and fine sandy beaches are a major attraction to tourists.

2.1.2 National Parks, Wildlife and Forest Reserves

Malawi has five national parks and four wildlife reserves, which offer a variety of fauna and flora. The national parks and wildlife reserves include Nyika, Kasungu, Lake Malawi, Liwonde, and Lengwe national parks, Vwaza, Nkhotakota, Majete and Mwabvi Wildlife reserves. The forest reserves include Chongoni, Mulanje, Ntchisi, Chikala, Dzalanyama, Chikangawa, Zomba, and Dedza.

2.1.3 Cultural and Historical attractions

Malawians are a very friendly people who stem from a number of ethnic groups and whose culture is marked by a wide range of dance forms, music, handicrafts and carvings. There are also several monuments, historical sites and archaeological sites throughout the country.

2.1.4 Natural Features

Malawi is endowed with a diversity of natural features and offer potential for the development of tourism. Tourism sporting activities that take place in these natural features include mountaineering, horse riding, angling and aquatic sports such as scuba diving, skiing and yachting.

2.1.5 Urban Attractions

Surrounded by impressive mountain terrain, Blantyre city is the country's main commercial, industrial and communications centre. Business travellers usually visit the city. Lilongwe is the capital of Malawi. It is well planned and beautifully laid out with a fine new style of architecture and potential for growth. Other urban centres include Mzuzu, the commercial city of the Northern region and Zomba, the former capital of Malawi. Urban centers are centers for business and conference tourism, entertainment and leisure.

2.2 Weaknesses and Constraints to Tourism Development

A number of factors limit the growth and promotion of the tourism. Some of the key constraints to the sector are:

2.2.1 Inadequate Infrastructure

The unavailability of adequate infrastructure is directly hampering the development of the tourism industry in Malawi. Most of the attractions are accessible only during the dry season. Development of infrastructure such as roads,

telecommunications, airports, power, has been slow and inadequate thereby inhibiting the growth of the tourism sector.

2.2.2 Inadequate Investment in Tourism Services

Inadequate investment in the hotel sector has resulted in fewer international standard accommodation along the shores of Lake Malawi, urban centers and in major tourist areas. Demand for such accommodation is high and this leads to high hotel charges in Malawi.

2.2.3 Lack of Sector Specific Investment Incentives

Lack of sector specific investment incentives is negatively affecting the development of the tourism industry. Incentives offered can provide a good opportunity for tourism development in the country.

2.2.4 Lack of Awareness

Lack of civic education targeted at local communities to improve community perceptions of the tourist and the industry is negatively impacting on the industry in Malawi. There is inadequate awareness, due to inadequate financing towards marketing.

2.2.5 Inadequate marketing.

There is inadequate financing of marketing activities.

2.2.6 Limited Trained manpower

The tourism industry in Malawi falls short of adequately trained manpower that can efficiently and effectively serve the tourism industry in the country.

2.2.7 Limited Access

Malawi has limited direct flights especially to long haul markets such as Europe and America.

2.2.8 Lack of Political will

Tourism is grossly misunderstood by those in influential positions

2.2.9 Inadequate regulation of the sector

The sector is inadequately regulated due to inadequate capacity, legal instruments, and lack of proper coordination with other government ministries and other regulating bodies

2.2.10 Removal of Marketing levy

The removal of the Marketing levy, which was being used for promotional purposes, has negatively affected the promotion of the country as a tourism destination.

2.3 Opportunities for Tourism Development

The successful development and promotion of tourism will depend on a number of factors. These include:

2.3.1 The Strategic Tourism Development Plan

The Strategic Tourism Development Plan, which has outlined plans on Standards and Safety, Marketing, Human Resources Development, if supported and successfully implemented will provide great opportunity for development and promotion of the industry.

2.3.2 Inclusion of the sector in the Malawi Growth and Development Strategy (MGDS)

Tourism is one of the few sectors in the country that have shown steady growth. The opportunity for the sector to grow is still high due to its relative underdevelopment and the availability of a strong tourism resource base.

2.3.3 Involvement in spatial Initiatives

Spatial initiative programmes such as Trans-frontier Conservation area, the Nacala and Mtwara Corridors provide an opportunity for the development of the Tourism Sector

2.3.4 Decentralisation

The Decentralisation Policy offers an opportunity to improve coordination, regulation and planning of tourism at the district level

2.3.5 Amendment and review of the Tourism Law

The implementation of the new Tourism regulations provides an opportunity to regulate the industry and set standards for operations in the sector. This in turn will help improve quality.

2.4 Challenges to Tourism development

Some of the major challenges to tourism development in Malawi include:

2.4.1 Reduction in animal population due to cross-border poaching

2.4.2 Growing concerns over lack of security, health and safety among tourists

2.4.3 Reduction of Wildlife populations and Environmental degradation. The reduction of wildlife populations has resulted in a rapid decline in game viewing quality in some National Parks and Wildlife reserves. These problems require specific wildlife and environmental management measures.

2.4.4 Unplanned lakeshore development has taken place over the past years in the form of cottages for individuals and companies. This has had a very negative impact on the overall amenity value of Lake Malawi beaches.

2.4.5 HIV AIDS epidemic

The pandemic like in other sectors continues to rob the tourism Sector of its Human Resource as well as customers. Since this is not only a Health issue but also a socio-economic problem, all efforts must be made to prevent its spread as well as managing it within the sector.

2.4.6 Bilharzia risk in Lake Malawi

In recent times, there have been few cases of bilharzia reported. The government's role is to manage the health risk through continued provision of curative and preventive measures.

3.0 GUIDING PRINCIPLES

Tourism is important to Malawi and to all the individuals connected with this industry. It is essential to recognize that this is a global industry, influenced by both local and international trends. The strategies and actions outlined in this policy can only be achieved through the establishment of partnerships between key parties. In establishing such partnerships, the following principles shall apply:

3.1 Government should actively promote policies that would stimulate tourism growth. The government at all levels must demonstrate the priority it places on tourism as a growth sector by effecting efficient policies and allocating appropriate funding to the sector in order to create an environment conducive to investment.

3.2 Tourism should be private sector driven. Tourism growth and development should be primarily directed by the principles of demand and supply, which make the private sector a major partner in the development of the industry.

- 3.3 Tourism should be supportive to community involvement. Without the support and participation in tourism by the widest spectrum of citizens, the foundations of hospitality, service and facility standards will remain weak and this could be counter-productive to sustainable development of tourism. With respect to poverty reduction issues, cultural tourism as well as capacity building of SMES in the sector should be recognized and encouraged.
- 3.4 Tourism sector should be conscious of the important role it plays in employment, and there is need for labour in tourism to be organised into associations to ensure a culture of excellence. The importance of a motivated, skilled and productive labour force should be acknowledged and supported by all stakeholders.
- 3.5 Tourism should be environmentally responsible and sustainable. Sustainable tourism development should be promoted and encouraged to demonstrate in tangible ways the benefits that ecologically sensitive tourism schemes can have.
- 3.6. Tourism should be Gender responsive in recognition of the important roles that both men and women play in the tourism industry

4.0. MISSION

To ensure the development and promotion of the sector, that it is sustainable, brings meaningful economic benefits to the areas visited, contributes effectively to the reduction of poverty and is enjoyable to the both present and future hosts and visitors.

5.0 OBJECTIVES

5.1 Overall Objective

The main objective of the National Tourism Policy is to optimize the contribution of the tourism sector to national income, employment and foreign exchange earnings. The policy encourages the creation of an enabling environment for private sector involvement in the industry, community participation and enhancing the role of the public sector in facilitating sustainable tourism development.

5.2 Specific Objectives

5.2.1 Product Development

- 5.2.1.1 Ensure systematic and planned development of the product.

- 5.2.1.2 Establish tourism management information systems to facilitate tourism product development, marketing, standards and business development for stakeholders.
- 5.2.1.3 Facilitate tourism development and lobby for public sector investment programmes towards addressing these needs.
- 5.2.1.4 Promote and facilitate both local and foreign investment in tourism facilities of international standards
- 5.2.1.5 Support conservation of natural resources including Wildlife to promote more nature based tourism
- 5.2.1.6 Support other forms of contemporary tourism like sports tourism, entertainment and recreation as one way of diversifying the product base.
- 5.2.1.7 Support the conservation and preservation of historical, archaeological and cultural sites for the promotion of tourism.

5.2.2 Marketing and Promotion

- 5.2.2.1 Highlight the quality and variety of Malawi's unique natural, historic, cultural and environmental attractions in order to attract more tourists.
- 5.2.2.2 Increase awareness among local communities on the value of tourism as a socio-economic resource.
- 5.2.2.3 Ensure production of promotional materials and other aids.
- 5.2.2.4 Promote domestic tourism.
- 5.2.2.5 Explore new markets and maintain existing markets.

- 5.2.2.6 Increase the length of stay and repeat visits of tourists in order to maximize the economic benefits from existing tourists.
 - 5.2.2.7 Intensify promotional activities in foreign missions.
 - 5.2.2.8 Encourage the use of technology i.e. Internet, maximize the use of electronic e commerce/ e-business.
 - 5.2.2.9 To promote adherence to Code of Ethics in promotion of tourism and marketing as advocated internationally.
- 5.2.3 Product Quality and Security**
- 5.2.3.1 Establish appropriate systems and guidelines to achieve excellent standards and quality of services, facilities and information, in order to enhance visitor satisfaction.
 - 5.2.3.2 Initiate a co-operative effort with relevant stakeholders to address and contain crime and promote the safety and poor perceptions of safety among tourists.
 - 5.2.3.3 Recognize and encourage excellence in standards of tourism enterprises and provision of service.
 - 5.2.3.4 Devise a system for handling crisis management
 - 5.2.3.5 Establish appropriate guidelines for safety of tourists in recreation facilities including natural water bodies and swimming pools.
- 5.2.4 Human Resource Development**
- 5.2.4.1 Encourage and facilitate the availability of skilled labour in the industry.
 - 5.2.4.2 Facilitate the development of a professional workforce.
 - 5.2.4.3 Strengthen the Department of Tourism
 - 5.2.4.4 Set standards for institutions providing training in Tourism

- 5.2.5 Stakeholder Liaison and Relations**
 - 5.2.5.1** Facilitate access to finance and investment processing.
 - 5.2.5.2** Facilitate the development of community-based tourism.
 - 5.2.5.3** Encourage public private sector partnership in tourism development.
- 5.2.6 International Co-operation**
 - 5.2.6.1** Co-operate with other countries and institutions at regional and international levels in jointly developing and promoting tourism in the region.
 - 5.2.6.2** Ratify all regional and international Conventions beneficial to Malawi's development of the tourism sector.
- 5.2.7 Financing**
 - 5.2.7.1** Ensure availability of finance to develop and promote the tourism industry for the industry's further growth and development.
- 5.2.8 Monitoring**
 - 5.2.8.1** Establish monitoring and evaluation mechanisms to ensure systematic implementation of the national tourism policy.
- 5.2.9 Physical Disability Issues**
 - 5.2.9.1** Ensure the development of tourism facilities that cater for the needs of physically challenged persons
 - 5.2.9.2** Ensure fair treatment for persons with physical challenges in all places of tourist interest
- 5.2.10 Gender Issues**
 - 5.2.10.1** Promote mainstreaming of gender issues in the sector
 - 5.2.10.2** Facilitate establishment of work environment that is free of sexual discrimination and harassment

- 5.2.11 Child Sex and Sex Tourism**
 - 5.2.11.1** Ensure that tourism facilities and establishments are not used for prostitution
 - 5.2.11.2** Ensure that there is no sexual and commercial exploitation of children in the sector.
- 5.2.12 HIV/AIDS**
 - 5.2.13.1** Ensure mainstreaming of HIV/AIDS prevention and management in the sector
- 5.2.13 Labour Issues**
 - 5.2.13.1** Ensure fair labour practices in the sector
 - 5.2.13.2** Promote prevention of employment of under aged persons in the sector.

6.0 STRATEGIES

The strategies aim at developing and implementing a comprehensive national tourism programme of action, which provides for community involvement, international co-operation and stakeholder participation.

6.1 Product Development Strategies

- 6.1.1** Establish clear procedures, guidelines and regulations to ensure planned and sustainable tourism expansion
- 6.1.2** Establish a Management Information System within the Department of Tourism.
- 6.1.3** Zone and streamline allocation of land in areas of tourism potential.
- 6.1.4** Integrate tourism development with national and community development programmes.
- 6.1.5** Facilitate investment, infrastructure development and visitor management programmes on undeveloped areas with proven tourism potential
- 6.1.6** Encourage participation of the private sector in tourism development and promotion.

- 6.1.7 Lobby for tourism investment incentive to encourage both local and foreign investment incentive.
- 6.1.8 Promote community participation in development of the tourist product and ensure fair sharing of benefits.
- 6.1.9 Ensure provision and maintenance of tourism related infrastructure in order to improve access to all tourist areas.
- 6.1.10 Develop new tourism products such as community-based tourism, agri-tourism eco-tourism, conference tourism, and cultural tourism.
- 6.1.11 Facilitate visitor management programmes in areas that are experiencing visitor pressures and those that are ecologically sensitive.
- 6.1.12 Develop and integrate environmental management principles for all tourism development projects.
- 6.1.13 Ensure that development is harmonious with the environment and protects the country's attractions.
- 6.1.14 Collaborate with organizations and departments involved in the conservation of natural resources for sustainable tourism development.

6.2 Marketing and Promotion Strategies

- 6.2.1 Develop and adopt a new, strategic and professional approach to promotion and marketing.
- 6.2.2 Increase awareness of the range of tourist products available in the country
- 6.2.3 Develop awareness programmes for local communities to enable them to appreciate the importance of tourism as an economic resource.
- 6.2.4 Encourage production of quality brochures, fliers, posters, documentaries, cards, souvenirs and other promotional material.
- 6.2.5 Intensify the promotion of high yield and low volume tourism.
- 6.2.6 Explore new markets based on arrival trends at national and regional level

6.2.7 Intensify promotional activities in growing high yield international markets.

6.2.8 Encourage providers of tourism services to focus on the domestic market

6.2.9 Strengthen and expand foreign representation in major source markets.

6.2.10. Encourage adherence to code of ethics in the delivery of tourism services as advocated internationally.

6.3 Product Quality and Security Strategies

6.3.1 Establish appropriate guidelines to achieve internationally accepted standards and quality of facilities and services

6.3.2 Establish appropriate guidelines and systems for dissemination of information.

6.3.3 Initiate and co-ordinate stockholder's efforts to address criminality against tourists

6.3.4 Devise systems for crisis preparedness and management

6.3.5 Ensure compliance with regulations on standards and quality of tourism facilities and services.

6.4 Human Resources Development Strategies

6.4.1 coordinate the development and implementation of a national tourism human resources development plan

6.4.2 Facilitate the provision of professional development and training opportunities within the industry

6.4.3 Restructure and transform the Department of Tourism services

6.4.4 Establish guidelines to regulate training institutions providing courses in Tourism.

6.5 Stakeholder Liaison and Relations Strategies

6.5.1 Encourage lending institutions to extend financing opportunities for private sector investment.

6.5.2 Promote community entrepreneurship and share holding in tourism establishments.

6.5.3 Involve and create awareness among stakeholders in the private sector, public sector, NGOs and local communities in development of the tourism industry.

6.5.4 Promote dissemination of tourism related information to communities.

6.6 International Co-operation Strategies

6.6.1 Promote the sharing of tourism information, knowledge, skills and experience through regional workshops, meetings, study tours and staff exchange programmes

6.6.2 Co-operate with other countries and institutions at regional and international levels to jointly develop and promote tourism.

6.6.3 Develop organized and coordinated tourism research projects

6.6.4 Co-operate with neighbouring countries on protocols that minimize cross border encroachment on tourist attractions and facilities especially national parks and wildlife reserves.

6.6.5 Collect international conventions and protocols to ensure effective participation of Malawi in the world tourism industry.

6.7 Financing

6.7.1 Lobby Government to allocate more resources to tourism as a potential economic growth sector.

6.7.2 Encourage private sector to re-invest their proceeds in the sector.

6.7.3 Encourage financial institutions to support private investment in tourism projects

6.8 Physical Disability Issues

6.8.1 Promote equity in employment and provision of services in the sector

6.9 Gender Issues

6.9.1 Promote equal opportunity in tourism public and private sector

6.9.2 Promote gender equity at the work place in the sector

6.10 Child Sex and Sex Tourism

6.10.1 Collaborate stakeholders efforts in curbing sexual and commercial exploitation of children in the sector

6.10.2 Sensitise the general public and stakeholders on issues of sexual and commercial exploitation of children.

6.11 HIV/AIDS

6.11.1 Collaborate with other stakeholders in the management and prevention of the pandemic in the sector

6.11.2 Encourage the sector to mainstream HIV/AIDS issues in the workplace.

6.12 Labour Issues

6.12.1 Ensure the sector's compliance with national and international labour regulations

6.12.2 Prevent employment of under aged persons as stipulated by law.

6.13 Monitoring

6.13.1 Develop monitoring systems among all stakeholders

7.0 INSTITUTIONAL IMPLICATIONS

The success of tourism development and promotion is dependant on making the department of tourism a core institution in the development of the sector. It must be noted that when restructuring government departments only those that have similar goals with the Department of Tourism should be considered. At the same time success of regulation of the sector also depends on continuity of top managers, which has witnessed high turn over the last ten years.

The Malawi national tourism policy and strategies will achieve its objectives if it is effectively institutionalized. The Department of Tourism will oversee the implementation of this policy in co-ordination with the private sector and other stakeholders.

It is important to ensure that all role players share a common mission and agree on the outlined strategies to achieve the mission of the tourism industry. This partnership with the private sector and other role players should be nurtured to grow.

The Ministry of Tourism, Parks and Wildlife should continue to concentrate on creating an overall environment that is conducive to tourism development and integrate tourism development with other Government and societal development programmes.

The Ministry will further be responsible for formulating an agreed upon framework of roles, functions and responsibilities for tourism development and promotion among key role players and various tiers of Government.

8.0 ROLE OF KEY PLAYERS

8.1 Role of Government

8.1.1 Facilitation and implementation

- 8.1.1.1 Promote tourism as a national priority
- 8.1.1.2 Facilitate and provide appropriate incentives for private sector and community investment in tourism
- 8.1.1.3 Allocate adequate financial resources for tourism development
- 8.1.1.4 Encourage and facilitate foreign and domestic investment
- 8.1.1.5 Maintain an enabling environment through sound microeconomic policies for proliferation of tourism investment.
- 8.1.1.6 Establish and facilitate enabling and appropriate legal and fiscal frameworks for the industry
- 8.1.1.7 Ensure safety and security and health of visitors
- 8.1.1.8 Facilitate and conduct effective marketing and promotion of the country
- 8.1.1.9 Raise consciousness of communities to tourism development and promotion
- 8.1.1.10 Conserve Wildlife and other natural and aesthetic resources to secure the basis for tourism development

8.1.2 Co-ordination

- 8.1.2.1 Foster international and regional co-operation
- 8.1.2.2 Co-ordinate tourism activities and related efforts in all Government Departments and related government institutions

- 8.1.2.3 Co-ordinate and liaise with the private sector, NGOs, community organizations, training institutions, universities and other bodies related to the development of the tourism sector.

8.1.3 Planning and policy making

- 8.1.3.1 Monitor, review and update a national tourism policy and strategy in collaboration with relevant stakeholders.
- 8.1.3.2 Develop integrated national tourism plans in collaboration with all local assemblies and other relevant stakeholders
- 8.1.3.3 All tourism development plans should complement national development plans

8.1.4 Regulation and monitoring

- 8.1.4.1 Facilitate the sustainable and responsible development of tourism by formulating appropriate development guidelines and regulatory measures.
- 8.1.4.2 Ensure the development of an environmentally responsible tourism industry.
- 8.1.4.3 Establish and maintain standards of facilities and services
- 8.1.4.4 Ensure compliance with regulations and laws by all players in the development of tourism related facilities and businesses

8.1.5 Development promotion

- 8.1.5.1 Promote the development of major tourism projects
- 8.1.5.2 Promote the development of all destinations with tourism potential
- 8.1.5.3 Promote active participation of local communities in tourism development by promoting joint venture partnerships and community tourism.

8.1.6 Provision of Infrastructure and supporting services

- 8.1.6.1 Provide appropriate infrastructure such as roads, airports, telecommunication, electricity etc.

8.1.7 Tourism Boards and Trusts

There is need to ensure that operations and policies of all boards and Trusts set up under the Ministry responsible for tourism should effectively contribute towards growth and promotion of tourism in the country.

8.1.7.1 MIT Trust

Ensure that it works towards guiding the institution in provision of relevant and affordable training befitting the human resource requirements of the sector.

8.1.7.2 Gaming Board

Assist in the development and promotion of tourism through control, regulation and monitoring of the gaming sector.

8.1.7.3 Tourism and Hotels Board

Assist in monitoring and enforcing standards of all tourism enterprises.

8.1.8 Role of the Department of Tourism in Tourism Related Boards

To ensure sustainable tourism development in the country, the Department of Tourism will have to play a leading role in its advisory capacity to Boards on issues to do with tourism. This will involve the Department's representation at technical level in all such Boards i.e. Air Malawi, National Lotteries Board and others.

8.2 Role of the Private Sector

The private sector as the engine for tourism growth will continue to play a critically important role in the development and promotion of tourism. The sector bears the major risks of tourism investment as well as a large part of the responsibility for satisfying the visitor. Specific private sector functions include:

- 8.2.1** Investment in the tourism industry
- 8.2.2** Advertise and promote individual tourism services as well as the country both locally and internationally
- 8.2.3** Operate and manage the tourism establishments efficiently and profitably

- 8.2.4 Continuously upgrade the skills of workforce by providing training and refresher courses.
- 8.2.5 Provide quality products and services to satisfy customer needs
- 8.2.6 Develop and promote environmentally and socially responsible tourism
- 8.2.7 Ensure the safety, security and health of visitors in collaboration with Government
- 8.2.8 Collaborate with Government in planning, promoting and marketing tourism
- 8.2.9 Involve local communities in tourism development and product diversification through establishing partnership ventures using land as equity for communities and purchase of goods and services from communities.
- 8.2.10 Enable communities to benefit from tourism development through the provision of social amenities like village electrification programmes, piped water supply to communities, new reticulation systems, supply of ablution blocks, etc
- 8.2.11 Operate according to standards stipulated by Government.
- 8.2.12 Efficient organization of the private sector to speak with one voice

8.3 Role of Labour

Labour has a major role to play in the tourism industry to improve the quality, productivity and competitiveness of the industry in Malawi. Labour force not only in the physical features of the tourism product but the quality of the experience delivers the key to quality tourism. Labour is more than just a production cost in the tourism industry; it is the key to quality. Its ultimate role is to ensure customer excellence in the sector through:

- 8.3.1 Provision of quality services to the sector
- 8.3.2 Continuously upgrading skills by taking advantage of available training opportunities provided by the industry

- 8.3.3 Ensuring flexibility in responding to the changing needs of the customer
- 8.3.4 Negotiating for reasonable wage, working hours, working conditions, job security and remuneration based on qualifications, experience and merits
- 8.3.5 Organization of labour into unions and associations in order to speak with one voice

8.4 Role of Communities

The role of communities in the tourism industry include:

- 8.4.1 Identify potential tourism resources and attractions within their communities
- 8.4.2 Utilize training opportunities for tourism, awareness, finance and incentives for tourism development
- 8.4.3 Establish tourism community committees, clubs co-operatives and associations so that they can play a more effective role in the tourism industry and interact with Government and other role players at all levels
- 8.4.4 Actively participating in conservation of natural resources and other tourist attractions in their area for development of tourism.
- 8.4.5 Seek partnership opportunities with the established tourism private sector
- 8.4.6 Participate in decision making with respect to major tourism developments planed or proposed for their areas
- 8.4.7 Enhance the positive impacts of tourism and minimise the negative impacts
- 8.4.8 Work closely with NGOs to educate communities about tourism and to seek financial assistance for tourism development.
- 8.4.9 Organize themselves into tourism community committees, clubs, co-operatives and associations to maximise sharing of information and experiences and

create better opportunities for financing of their tourism projects.

8.4.10 Promote the safety and security of visitors

8.5 Role of NGOs

Environmental and community based NGOs in particular can play vital roles in the establishment and development of responsible tourism practices. Some of the major roles of NGOs include:

- 8.5.1** Contribute to the development of policies and plans for the tourism industry
- 8.5.2** Attract funding from donor agencies to develop specific community based tourism projects
- 8.5.3** Assist communities and community groups in organizing themselves for tourism and implementing tourism projects
- 8.5.4** Assist the Government in conducting tourism and environmental awareness programmes among communities.
- 8.5.5.** Liaise with the private sector and communities to generate more community involvement in the tourism sector and stronger private sector commitment.
- 8.5.6.** Comply with regulations and laws in development and promotion of tourism in the country.

8.6 Role of the Media

The local media has a major responsibility towards development of the tourism industry and some of their major roles include:

- 8.6.1** Tourism awareness programmes to the population at large
- 8.6.2** Promotion of domestic tourism through familiarization trips and press reports on different places of tourist attraction

- 8.6.3 Co-operate with communities to promote community tourism
- 8.6.4 Provide an important link to the national public relations efforts in overseas markets
- 8.6.5 Portray a positive image of Malawi as a tourism destination

8.7 Role of Conservation Agencies

- 8.7.1 Contribute to the development of policies and plans for the tourism industry
- 8.7.2 Ensure the protection of biological diversity in Malawi in all national parks, wildlife reserves forests and other areas, which contribute to nature conservation and tourism
- 8.7.3 Facilitate in the provision of tourist facilities and experiences in conservation areas where appropriate
- 8.7.4 Promotion of community tourism adjacent to protected areas. Such promotion will ensure diversification of the product.
- 8.7.5 Proactively integrate protected areas into the tourism resource base by providing access to and use of the protected areas to the public and commercial tourism operators
- 8.7.6 Ensure reasonable accessibility of nature based tourism to local Malawians by making strategic alliances with service providers
- 8.7.7 Facilitate and support the formation of partnership tourism ventures between communities, private business and conservation agencies inside or adjacent to protected areas in line with relevant policies.
- 8.7.8 Promote and provide opportunities for local entrepreneurs to integrate their operations with tourism activities inside protected areas in line with relevant policies

- 8.7.9** Assist the tourism sector in conducting environmentally sustainable tourism awareness programmes.

9.0 RESOURCE REQUIREMENTS

The resources required for the implementation of the programmes of action of the policy will be borne by Government. It is therefore necessary that priority be given to the sector in terms of financing of programmes and activities in line with the Malawi Growth and Development Strategy (MGDS).

However, there is need for commitment by other players including the private sector through allocation of adequate resources into the sector if sound growth and implementation of the envisaged policy objectives are to be attained.

Besides, efforts should be made to solicit funding from bilateral and multilateral institutions. This as well depends on the government's move to prioritise the sector in order to make it attractive to funding institutions.

10.0 MONITORING AND EVALUATION

It is proposed that annual work plans for different sections of the Department of Tourism Services should be reviewed and updated in line with this policy and strategy document. There must be specific, measurable goals. The activities of the private sector and other stakeholders should be synchronized with the national growth strategy. The policy should be subjected to an annual performance audit and should be accordingly adapted. To achieve this:

- 10.1 Performance indicators must be devised for monitoring of the policy on a yearly basis
- 10.2 Evaluation and review of the policy be done after its life span
- 10.3 Government and private sector and other stakeholders play a crucial role in the monitoring and evaluation of the policy's implementation.

GLOSSARY

Agri-Tourism	The activities of persons travelling to and staying in agricultural related places for not more than one consecutive year for leisure, business or other purposes.
Community Based Tourism	The activities of persons travelling to and staying in local communities offering a unique experience to the persons for the economic benefit of the communities
Conference Tourism	Tourism for the business related travellers who make use of holiday tourist attractions and facilities and generate substantial economic benefits to that area
Conservation Agencies	Public, Private and other organisations involved in the conservation of natural resources
Cultural Tourism	The activities of persons travelling to and staying in places of cultural attraction including customs and traditions of people, their heritage, history and way of life.
Eco-Tourism	A form of specialised nature tourism that emphasises small-scale operations of tours to natural areas and may include visits to places of traditional or cultural interest. Interest is placed on environmentally sensitive development and visitor use.
Environmental Impact Assessment	Study, which precedes or accompanies projects or works, the realisation of which could affect the environment and the aim of which, is to show the repercussions that they may have on the environment
Infrastructure	Permanent installations that facilitate the activities of the tourism industry e.g. road networks, airports
Role Players	Departments and organisations in the public and private sector that play important roles in carrying out tourism related activities

Sustainable Tourism	Type of tourism that meets the needs of the present without compromising the ability of future generations to meet their own needs
Stakeholder	Individuals or organisations whose interest or activities could impact on the development and promotion of the tourism industry
Tourism	The activities of persons travelling to and staying in places outside their usual environment for not more than one consecutive year for leisure, business or other purposes
Tourism Amenities	facilities used by a tourist
Tourism Attractions	A product that is of interest to a tourist
Tourism Industry	The various business firms and establishments that wholly or in part provide goods and services to visitors, either directly or indirectly
Tourism Product	Any good or service purchased by or consumed by any person defined as a visitor
Tourist	A temporary visitor staying at least 24 hours in the country/place visited and the purpose of whose journey can be leisure or business
Upmarket visitors	Visitors characterised by high expenditure
Visitor	Any person travelling to a place other than that of his/her usual environment for less than twelve months and whose main purpose of the trip is other than the exercise of an activity remunerated from within the place visited
Visitor expenditure	Total consumption expenditure incurred by a visitor
Zoning	Division of an area into sections for a particular purpose