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## Putting Malawi on the World Tourism Map Human Capital To Support Tourism Development



# Living Stone Dialoog vzw










A Belgian non-profit development organization,  
founded 2001 by organizations from  
Joker-Living Stone Network



# Joker /Living Stone Network



INTERCULTURAL ENTREPRENEURSHIP					
TOURISM & DEVELOPMENT					
TRAVELER CAFE				Leuven, Yogyakarta, Dakar, Antwerpen, Copán, Arusha, Zanzibar, Leòn, Kathmandu, Buenos Aires, Mopti, Ayacucho	
TOUROPERATING					
TOURLEADING					
	1971	1981	1995	2001	2005

# Living Stone Dialog vzw



- Objective: to leverage tourism for sustainable development and more solidarity

## South

- Vocational Education & Training
- Capacity Strengthening
- *Peru, Indonesia, Malawi, South Africa*

## North

- Awareness Building
- Collaborative Research
- *Higher Education, Learning Network Tourism Flanders*

# Malawi, Unspoiled Holiday Destination (Travel media 2010)



**9 Natural Parks, Wildlife, Lake Malawi  
To compete within the international  
travel and tourism marketplace**

# Malawi Tourism Development



- Malawi Poverty Reduction Strategy Plan: Prioritize tourism next to agriculture (PRSP 2007)
- Malawi Growth & Development Strategy: Tourism contribution to GDP from 1.8% in 2000 to 8% in 2011
- World Travel & Tourism Council Forecast: Annually 7.1% job growth to benefit the poor

# Fastest growing countries Travel & Tourism GDP 2010-2020



1. China 9.0%/year
2. Zimbabwe 8.7%
3. Malawi 8.7%
4. India 8.5%
5. Mongolia 8.1%
6. United Arab Emirates 8.1
7. Cap Verde 7.9%
8. Thailand 7.9%
9. Qatar 7.7%
10. Sao Tome and Principe 7.6%

*World Travel & Tourism  
Council, 2010*

# Human capital to support tourism growth in Malawi



LS Dialog Project Plan 2009-2011 supported by the Flemish Government

- Track 1: Vocational Education & Training
- Track 2: Improve Your Business
- Track 3: Certification



# Human capital to support tourism growth in Malawi



## LS Dialog Project Plan 2009-2011 Partners

- **Flanders:**

- Living Stone Dialog v.z.w.

- Living Stone Centre Intercultural Entrepreneurship

- University College Leuven



- **Malawi:**

- Ministry of Tourism, Wildlife and Culture

- Malawi Institute of Tourism (M.I.T.)

- Mzuzu University



## Set-up Stakeholder Platform

*Authorities*

*Civil society*

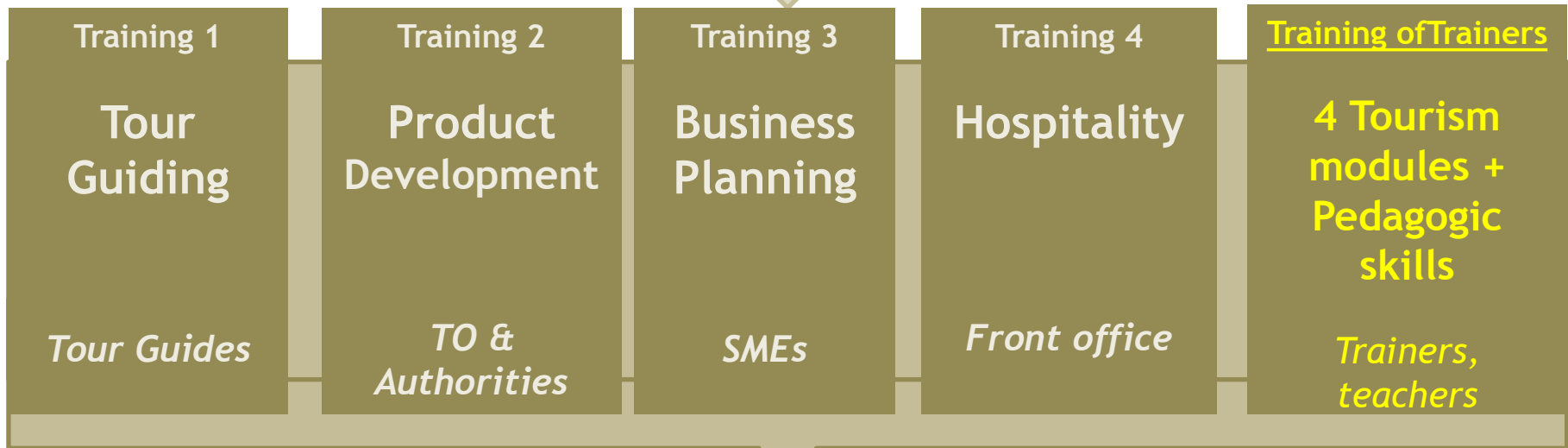
*Local community*

*Private sector*

*Education institutions*

Alignment with tourism development strategy and planning

Need Assessment Vocational Education & Training



'Improve Your Business'

**Certification**

Improved competence to support tourism development

# - Track 1: Training 2009



**TOUR GUIDE  
TRAINING:  
35 participants**

# Tour guides urged to build trust

**BY SAM BANDA JNR**

ABOUT 35 tour guides who participated in the two week training of trainers course in tour guiding have been challenged to build trust among tourists and utilise various techniques in order to satisfy tourists.

The call was made on Friday in Blantyre by Project Coordinator of Living Stone Dialogue Manuel Minne, during the closing ceremony of the course and presentation of certificates which was presided over by Minister of Tourism, Wildlife and Culture Anna Kachikho.

Minne said some of the incidents happening citing the recent disappearance of Brazilian tourist Gabriel Bushman who was later found dead could have been avoided.

He said the course has tackled several areas adding that it reflected highly the Mulanje incident adding that tour guides should strive to build trust first to tourists.

"The course will play a very greater role to uplift tourism in the country. The first point I will have to say is that Malawians are already warm and friendly people and the course has just added some techniques," said Minne.

Asked as to what he could have done if he was Bushman's guide,



**BE TRUSTWORTHY**—Kachikho (left) tells one of the participants during the certificate award ceremony.—Picture by

Sam Banda Jnr.

Minne said tourists were human beings and that it depends on the situation one is in.

"Tour guides should add value to tourists and of course some tourists are adamant which is the case everywhere and this is where training comes in. You have to take time to warn the tourists and use all the necessary techniques," he said.

The Ministry of Tourism

and Wildlife through bilateral partners with the Flemish government of Belgium is said to have provided technical and financial assistance towards this programme and to boost the country's tourism industry.

Under the current partnership, Living Stone Dialogue is expected to train more Malawians in entrepreneurship and develop the

tourism sector.

Kachikho said she felt happy to present certificates to the first ever Training of Trainer course in Tour Guiding adding that this was an important step in the development of tourism in Malawi.

"Tourism is a complex and vast industry that includes many players and sectors among them hospitality, transport, tour operation and travel agents. Tour guides add value to the experiences of tourists," she said.

She said this training had come at the right time as the country continues to build a good image of its tourism sector.

"Our guides need training to be professional and avoid unnecessary problems and conflicts in our major attraction spots. In fact we could have avoided the Mulanje incident if we had trained guides," said Kachikho.

She said this course would be recognised by her ministry and called on those interested in tour guiding to get formal guiding training from institutions like Malawi Institute of Tourism and Mzuzu University among others.

Representative of the guides Francis Chilunga said the training drew participants from both the public and private sector adding that they have been reshaped.

# - Track 1: Training 2010



**TOUR GUIDE:  
26 participants**

**SME start up:  
31 participants**

**PRODUCT  
DEVELOPMENT:  
8 participants**

# - Track 1: Training 2011



**TOUR GUIDE:  
26 participants**

**SME start up:  
21 participants**

**PRODUCT  
DEVELOPMENT:  
20 participants**

# -Track 2: 'Improve Your Business'



Individual follow-up selected trainees:

- Coaching
- Hands-on Workshops

2010-2011

# - Track 3: Certification



‘National Occupational Standards’ to be considered:

- licensing  
Tour Guides
- curriculum accreditation

# *We can make the difference*



## Structural Partnership Malawi - Flanders works:



- Prioritizing tourism in development strategies:  
Malawi quoted newest destination in travel media!
- Tourism approached in a sustainable manner:  
Embedding vocational education & training in existing structures (National Occupational Standards)
- Market access for an inclusive tourism industry:  
Starters to be fostered

*Now that we can do anything,  
what do we want to do more for Malawi?*



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