
**Identification of Tourism Developmental Success Factors:
Benchmarking the Malawi Tourism Industry**

	Page
Table of Contents	
Preface	
Acknowledgements	
Table of Contents.....	1
List of Figures.....	5
List of Tables.....	6
List of Appendices.....	7
List of Abbreviations.....	8
Abstract.....	9
Chapter1 Introduction.....	10
1.1 Aims of the Proposed Investigation.....	16
1.2 Objectives of the Proposed Investigation.....	16
Chapter 2. Literature Review.....	17
2.1 Butler (1980) Tourist Destination Development Life-Cycle.....	19
2.2 Politics and Tourism.....	23
2.3 Sustainable Tourism.....	26
2.4 Eco-Tourism.....	32
Chapter 3. Lake Malawi-The Case Study.....	36
3.1 Malawi Tourism Development (1859-2017).....	36
Chapter 4. Malawi’s Failed Strategies.....	44
Table 1. List of Tourism Development Strategies for Malawi.....	44
Table 2. Tourism Receipts for East and Southern Africa: 2005 – 2014.....	48
4.1 Reasons for Failure.....	50
4.1.1 Failure of Malawian Private Sector Tourism Investments.....	50
Table 3. Private Sector Tourism Contribution.....	52

4.1.2 Lack of Foreign Direct Investment (FDI) in Tourism Industry.....	53
4.1.3 Lack of an Accommodation Base.....	56
Table 4. Hotel Room and Bed occupancy data: Malawi Cities and Lake Malawi.....	56
4.1.4 Lack of Transport Infrastructure.....	57
4.1.5 Lack of Branding – Nation Branding.....	59
Table 5. Nation Brand Slogans.....	61
4.1.6 Lake Malawi Branding Wheel.....	62
Figure 1. The Proposed Malawi (Lake Malawi) Nation Brand Wheel...	63
Chapter 5. Development Potential/threats.....	68
5.1 Environmental Threats to Lake Malawi.....	68
5.2 Historic, Cultural and Environmental Tourism in Malawi: Benchmarking Malawi / Lake Malawi against regional competitors.....	69
5.3 Community / Domestic Tourism –Threats / Opportunities for Lake Malawi?	70
5.4 Man – Made Attractions – Opportunities / Threats for Lake Malawi.....	71
5.5 Culture.....	72
Figure 2. Conceptual framework 1. Literature Review/Case Study – Lake Malawi.....	73
Chapter 6. A Critique on Current and Historic Developmental Models in Africa.....	74
6.1 Cape Town.....	74
6.2 Kenya.....	75
6.3 Mauritius.....	76
6.4 Tunisia.....	76
6.5 Tanzania.....	77
6.6 Egypt.....	77
6.7 Mozambique.....	78
6.8 Namibia.....	79
Table 6. Summary of Competitor Analysis.....	80
Chapter 7. Research Methodology.....	85
7.1 Introduction.....	85

7.2 Research Paradigm.....	86
7.2.1 Ontological Perspective.....	87
7.2.2 Epistemological Stance.....	88
7.2.3 Axiology.....	89
7.3 Research Approach.....	89
Table 7. Basic Differences between Positivism and Interpretivism.....	89
7.3.1 Research Design.....	91
7.3.2 Sampling.....	93
7.4 Research Methods.....	94
7.4.1 Qualitative Data Interpretation and Analysis.....	94
Table 8. Groups of Interview Participants.....	97
7.4.2 Research Ethics.....	99
Chapter 8. Data Analysis and Findings.....	100
8.1 Introduction.....	100
Table 9. Questions and Summary.....	101
Table 10 Theme and Subthemes.....	107
8.2 Data Analysis.....	108
8.3 Destination Specific Factors.....	110
8.4 Development and Local Community.....	111
8.5 Sustainability.....	115
8.6 Culture.....	116
8.7 Product, Nation Branding.....	118
8.8 Threats to Development.....	119
Chapter 9. Proposal for an alternative Tourism Developmental Model for Lake Malawi:	
The Case of British Victorian Seaside Resorts.....	122
9.1 The Basis of Success.....	123
9.2 Summary.....	136
9.3 New Proposed Tourism Development Model for Lake Malawi.....	140
9.3.1 Public – Private Partnership.....	142
Figure 3. Public – Private Partnership Model.....	142
Figure 4. The British Victorian Seaside Resort Development Model.....	144
Figure 5. Lake Malawi Development Model.....	146
9.3.2 Land Available for Development.....	147
9.3.3 Private Development / Entrepreneurs.....	148

9.3.4 Transport.....	148
9.3.5 Investors.....	149
9.3.6 Local Community.....	150
9.3.7 The Tourist.....	151
9.3.8 Education.....	151
Chapter 10. Limitations to the Research Study.....	152
Chapter 11. Conclusion.....	153
Chapter 12. Contribution to Knowledge.....	156
The Bibliography	157
Appendices Section.....	169

List of figures	Page
Figure 1. Malawi and Lake Malawi Nation Brand Wheel.....	63
Figure 2. Conceptual framework 1. Literature Review/Case Study - Lake Malawi.....	73
Figure 3. Public – Private Partnership Model.....	142
Figure 4. The British Victorian Seaside Resorts Model.....	144
Figure 5. Lake Malawi Development Model.....	146

List of tables	Page
Table 1. List of Tourism Development Strategies for Malawi.....	44
Table 2. Tourism Receipts for East and Southern Africa.....	48
Table 3. Private Sector Tourism Contribution: Malawi, Mozambique, Tanzania, Kenya.....	52
Table 4. Hotel Room and Bed Occupancy Data: Malawi Cities and Lake Malawi.....	56
Table 5. Nation Brand Slogans.....	61
Table 6. Summary of Competitor Analysis.....	80
Table 7. Basic Difference between Positivism and Interpretivism.....	89
Table 8. Group of Interview Participants.....	97
Table 9. Questions and Summary.....	102
Table 10. Theme and Subthemes.....	107

Appendices Sections	Page
Table of Data Collection.....	169
List of Citation References.....	215
Table 11 Data Analysis-Assessment of Tourism Industry for Lake Malawi.....	216

Abbreviations

ADB	Africa Development Bank Group
CBD	Convention of Biological Diversity
CBT	Community Based Tourism
DARMA	Defragmenting Resource Management
FDI	Foreign Direct Investment
GDP	Gross Domestic Product
IBP	International Business Publications
IMF	International Monetary Fund
IBP	International Business Publications
MITC	Malawi Investment and Trade Centre
MIPA	Malawi Investment Promotion Agency
MEPC	Malawi Export Promotion Council
MNTP	Malawi National Tourism Policy
MNES	Malawi National Export Strategy
MTSP	Malawi Tourism Strategic Plan
MDNPW	Malawi Department of National Parks and Wildlife
MERP	Malawi Economic Recovery Plan
MGDS	Malawi Growth Development Strategy
MIP	Malawi Investment Portfolio
MTA	Malawi Tourism Association
MMIB	Malawi Ministry of Information and Broadcasting
MMTWC	Malawi Ministry of Tourism Wildlife and Culture
MMT	Malawi Ministry of Tourism
MMT	Malawi Ministry of Trade
MSME	Micro Small and Medium Enterprises
NRM	National Resource Management
NRD	National Resource Development
OECD	Organisation of Economic Co-operation and Development
OBG	Oxford Business Group
PLC	Product Life Cycle
PPP	Public-Private Partnership
UNCTAD	United Nations Conference on Trade and Development
UMCA	Universities Mission to Central Africa
RSC	Responsible Safari Company
SADC	Southern African Development Community
TSDP	Tourism Strategic Development Plan
TALC	Tourism Area Life Cycle
TDDL	Tourist Destination Development Life-Cycle
WTO	World Trade Organisation
WTTC	World Travel and Tourism Council
WDI	World Development Indicators

Abstract

This thesis explores the potential development of, and model for, tourism on Lake Malawi. It builds upon the historic associations attached to colonisation and how this led to the acceptance, for 30 years, of Western based models in formulating strategic plans for tourism development in Malawi.

The study confirms that Lake Malawi has development potential to compete with existing successful destinations; both in the African region and the global tourism market. The thesis concentrates upon the power relationships between the current stakeholders involved in the development process and the potential mechanisms available to involve local people more in the heritage tourism dynamic. The study explores the concepts of historic tourism development within Malawi and assess the success or failure of those strategies within the context of sustainability. The primary research involved the local population within two areas on Lake Malawi, and the government employees responsible for the planning process. The literature pointed to there being a gap between theory and practice within Malawi. The study confirms the potential in the region by analysis of similar locations and their stages within the development process. The primary research confirmed the need to identify a successful model that could be adapted for the Lake Malawi. These are then adapted to country branding suggested for Malawi, as a basis for development models influenced by the branding imperative, which then concludes the circular argument built from the destination analysis.

Chapter 1. Introduction to Malawi and Lake Malawi 2019

Malawi's tourism sector is the second largest contributor to the country's economic growth and today provides 24% to the country's GDP (ADBG, 2013 -2017). This includes an increase in arrivals from 383,000 in 2002 to 770,000 in 2012 (WDI, 2015). The sector has grown twice as fast as its overall economy since 1996, contributing US\$184.8 million equivalent to about 5.8 percent of Malawi's gross domestic product (GDP) in 2008 (World Bank, 2010). This confirms the sector's capacity of contributing towards national development, by distributing wealth from the major urban centres to rural areas. The suggestion is that it could play a major role in poverty reduction under the right circumstances (www.trade.gov.mw, 2011; Holden, 2013; Pauw *et al.*, 2013). Following this record of success (if from a low base and from low expectations), the Malawi government recognised the tourism industry to have the potential to contribute towards its development goals in generating revenue, create employment, improve infrastructure; promote Micro Small and Medium Enterprises (MSMEs) as well as conserving wildlife and culture (MERP, 2012). The problem is that the rhetoric failed to match the actual growth, the potential is still apparent, but the strategies to achieve growth seem to be lacking.

Nsiku & Kiratu (2009) outlined the current challenges to tourism development in Malawi in the report 'Sustainable Development Impacts of Investment'. They observed that the Malawi government defined parameters for sustainable tourism investment within the country. The report suggested that investment incentives are predicated upon the principles of economic, social and environmental impacts. These three pillars of sustainability were to be the basis for any future tourism (Nsiku & Kiratu, 2009).

The report highlighted that the tourism industry could pose a threat in terms of managing inflows and outflows of its foreign currency. The key factor was to manage leakages that could affect the economic efficiency, as foreign exchange transactions were undertaken by commercial banks, when previously this was the responsibility of Malawi Reserve Bank. The government was unable to monitor the economic contributions that originated from tourism and other business sectors.

Other regional countries experience similar challenges, for example, Kenya's lack of government's revenue and quantitative data on direct earnings from tourism, led to major financial leakages in favour of the international operators due to the structure of tourism industry (Sindiga & Rijksuniversiteit te Leiden, 1999). Financial leakages were experienced in

South Africa where a number of hotels were financed by international investors, and as a result export leakages arise when they transfer profits and interests earned in South Africa to their countries (Ivanovic, *et al.*, 2009). Financial leakages that affected other third world countries ranged from 40% in India to 80% in the Caribbean (Sustainable Living, quoted in UNEP, 2002, cited by Becken and Hay, 2007).

From the beginning of this thesis, it is recognised that in Malawi the state has a legitimate role in policymaking. It also needs to find acceptance by those in favour of shifting authority from state and government to the local population. There are several aspects in Malawi that would have to be government controlled despite the idea of devolution and these include the following;

- Establishing the policy, legal and social frameworks and conditions needed for local management to succeed
- Providing legal recourse
- Protecting wider public goods (watersheds, biodiversity, carbon sinks and other ecological services)
- Providing technical assistance
- Facilitating and regulating private activity
- Mediating conflict
- Supporting local capacity building
- Helping local organisations enforce locally designed and monitored regulations and sanctions
- Addressing local inequality and ensuring representation of marginal groups so that downward accountability of organisations receiving devolved authority is assured

- Helping communities to defend their rights, including protection against powerful external groups such as mining and timber companies and organised traders

In Malawi the balance between local and ‘wider’ interests and objectives to date has not been achieved. Too often the notion of conservation as a ‘public interest’ area, or the need to achieve national economic development goals have been manipulated to serve the interests of natural resource departments (NRD) and to legitimise their actions. This has been to the detriment of local livelihood systems and the real choices available to people. This thesis argues that ‘scientific management’ could be used for continued central control over resources, to manage opportunities, and allow officials to design and approve management plans; involving historic tourism development theories and models that have created destinations which have lasted for decades.

The above is one of the major challenges affecting any tourism development in Malawi, and the study explores development theory as a modelling process, to suggest ways of retaining the revenue generated by tourism and the tourists within Malawi, but importantly in the Lake Malawian regional economy. Tourism development has also been faced with inadequate purpose-built infrastructure, poor service delivery, uncoordinated and insufficient marketing of tourism products (MNTP, 2013). Tourism failed to become a national priority (World Bank (2010) as previous initiatives had recorded (or not recorded) any major successes from over 30 years of national strategic plans. Development theory would suggest that the socio-economic factors would stimulate growth and the concept of sustainability to help progress and define that development (Rapley, 2013; Blewitt, 2017).

The focus of this thesis is therefore tourism development at Lake Malawi, recognised by the government as the key destination for tourism growth (MGDS, 11-2011-2016). It will introduce the concept of sustainability as a method to enhance the development of the industry for the lakeshore that can benefit all stakeholders; this concept includes the government, private sector and the community.

Lake Malawi is the third-largest lake in Africa, comprising about 20% of the country of Malawi, and geologically known to have existed in the rift for over two million years (IBP,

2012; Murphy, et, al; 2010). The lake is the fourth deepest inland water body in the world with a maximum depth of 700 m extending below sea level, and the ninth largest by area and the fourth largest body of freshwater on the globe (Roberts, and Bally, 2012; Stock, 2012). Lake Malawi is recorded as 'unique and relatively young feature of the continent' (Liken, 2010 p23). The development plans for the region included the implementation of the SADC/GEF Lake Malawi/Nyasa Biodiversity Conservation Project. This inferred that the requirement is for a delicate balance between development and sustainability to safeguard the lake from soil erosion within the catchment basin of the lake's watershed, and to restrain the flow of unwanted materials in the lake. This followed with continuous eco-branding initiatives that were established from year 2000, to ensure that there is no negative impact on the lake's ecology (Wilson et al., 2002).

This is the essence of the tourism development debate, as the lake justifies its branding as an eco-destination with the potential for high spending tourists to visit the country. This in turn could influence further development of ecotourism projects around natural reserves, waterfalls and small lakes originating from Lake Malawi. The problem for the Malawian economy, and the regional Lake Malawi economy is that eco-destination branding means that revenues from tourism will plateau at low levels; employment from tourism and any social development from tourism will not happen. The next stages of development will need radical thinking and a balance of sustainability and growth.

While we suggest that Lake Malawi offers potential and real benefits to tourists and local communities, there is no data that provides level of success for the tourism industry in terms of visitations; such as number of visitors per specific period and revenue generated in visitor spend and investment terms. This gap in knowledge has helped to focus this research study, to investigate from various stakeholder standpoints in order to establish a broad consensus on the actual and potential development process and future; the end being the success of a sustainable lakeshore's tourism industry.

The study will analyse the academic literature in terms of development theory, locate it within the tourism industry and within the sub Saharan African context. As in any critique of tourism development, it will provide a historic context, stage of development and socio-political analysis of the case study area. Individual development strategies from other 'similar'

destinations at different stages of the development cycle will help to provide secondary data (Pieterse, 2010; Munck and O’Hearn, 1999; Lehmann, 2010). The thesis will analyse the past initiatives for development of tourism industry at Lake Malawi in terms of outcomes (or lack of outcomes), and the key lessons that could provide valuable data for future developments; they also help to validate the potential development model.

The last two decades have witnessed a paradigm shift in conservation and Natural Resource Management (NRM), from costly state-centred control towards approaches in which local people play a much more active role (Shackleton, *et al.*, 2002). The suggestion for Lake Malawi is that this should form part of the rubric for future development. This is because these reforms aim to increase resource user participation in NRM decisions, and benefits by restructuring the power relations between central state and communities, through the transfer of management authority to local-level organisations.

The purpose of devolution was to transfer control over NRM decision-making to local people, thereby creating the space to accommodate local interests and livelihood needs, and empower resource users to benefit from, and influence the outcomes of these new policies; nonetheless it can be questioned whether these devolution policies have been favourable for local people. The Malawians involvement in the development of tourism was, for a variety of reasons, viewed with suspicion, often in connection with political and social notions, and polarisation of political opinion between political parties. This study, therefore, questions the suitability of simply applying the ‘bottom up’ approaches within the Lake Malawian context, where the local cultural imperative outweighs the theoretical modelling identified by Richards and Hall (2003), Scott, *et al.*, (2008). The first stages of development will have to prove to the local population how the trickledown effect of increased tourism revenues, result in socio-economic benefits to the community. The implication is that the first stage would have to be top down, but alongside a programme of education.

The “bottom up” approach focusses on holding meetings with local districts or communities to determine what type of development they would like to have, these local objectives and ideas being used within the development of a national or regional plan. Most regional development plans, upgraded in recent years were in accordance with the guidelines that govern national

development, the making of these plans can thus be considered to have followed a bottom-up approach (Donaldson, 2016).

The theory is that this approach achieves greater local public involvement in the planning process; but is considered as more time consuming which could lead to conflicting objectives, policies and development recommendations among local areas (Sofield, 2003); the initial inclusive process of the theory conflicts with the Malawian cultural nuances. This means that the debate is often long and the action still awaited, therefore the 'bottom up' approach needs to accept the difficulties faced by those first adopters. It needs support in their attempts to overcome them and notes the very positive contribution that they can make to better delivery of service (Jordan, 1995 *cited in* Hall, 2008). The theory is laudable, but the efficacy is questionable within the political and cultural sphere of Malawi, where failures to achieve meaningful tourism development could be affected by poor coordination within the hierarchy.

This study seeks to move away from the traditional management/conservation focus and follows recommendations made by Deacon (2006), who points out that tourism has to be economically viable first to be sustainable. In the study on 'Rock Art' sites in South Africa, Deacon highlighted that tourism revenue was required to generate sufficient income for conservation, either directly through entrance fees or associated activities, or indirectly through boosting the economy of the neighbouring region. Deacon further argues that the social benefits of tourism can only accrue if sufficient income is generated to remunerate indigenous people, and local communities for their services as custodians and guides (Du Cros and McKercher, 2014).

The suggestion is that most stakeholders agree there is an onus on eco-tourism to be environmentally and socio-culturally sustainable (Baromey, 2008), and that stakeholders have different perspectives on what this means and how it should be affected. For example, certain stakeholders argue that eco-tourism should be able to contribute actively towards the enhancement of the resource base, while other stakeholders contend that it is sufficient for eco-tourism to make things no worse than the status quo; and that it is not just a question of adopting one perspective or another (Weaver, 2001)

This is confirms that further research is required into the economic, cultural and social factors of tourism, as fundamental to the development of tourism anywhere must be the achievement of viable visitor numbers, to sustain the tourism infrastructure and the dispersal of visitors between sites thus distributing their impacts. The focus is on the paradox between the cultural value of tourism development, and the current state of tourism's neglect. The study therefore explores the existing sustainable and eco-tourism models as well as the more historic and traditional models (Walton, 2000; Holpin, 2014).

The reasoning behind this approach is in the extent of disparity between "nature tourism" and "cultural tourism" that might be due to the way tourism is promoted, and the extent to which this disparity relates to Malawi's past and to the legacies of cultural history. It is therefore of great importance to scrutinise the historic models from a Malawian perspective, that provides in-depth analysis of local context and background whether the theories and models are feasible. This is in itself is a contribution to knowledge as if the end-point branding/marketing of a destination is Eurocentric/neo-colonial then by definition, it is often misunderstood by the local Population, and so the product suffers in terms of expectations of both host and guest.

1.1 Aim of the proposed investigation

This study aims to explore the potential and historic development of tourism of Lake Malawi, and further assess the impact of strategic plans that benchmarked development goals and identify levels of success (or not), originating from the established goals, that were objectively meant to improve the growth of tourism for Lake Malawi. This will result in identifying and building a new development model, based around the current level of underutilisation of tourism at Malawi's lakeshore, to ensure that the tourism industry for Lake Malawi becomes a leading tourism destination.

1.2 Objectives of the proposed investigation

The objectives of this investigation:

1. To explore and identify developmental success factors that bench mark the tourism industry in Malawi against competing destinations within the African region.
2. To provide a critique of current developmental theory following the principles of sustainable tourism and acculturalisation/customisation of the tourism product.

3. To undertake research for a situational analysis of the status of Lake Malawian Tourism provision and attitudes to potential tourism development.
4. To propose a sustainable development model that will provide the process and stages of future tourism development for Lake Malawi.

Chapter 2. Literature Review

Development theory can be divided into development ideology (the ends) and development strategy (the means). Development strategy is the means of implementing the development process guided by specific ideology (Sharpley & Telfer, 2014). However, Sharpley & Telfer, (2014) further argued that much of the development thinking remains uninformed ‘politically’ and as a result more attention is required to clarify the ideological underpinnings of the development theory. Similarly, Goldsworthy suggested that all development theories, strategies, plans and policies express a preferred notion of what development is, and these preferences in turn reflect values (Sharpley & Telfer, 2014). The development linkages to the local community, influence the achievement of sustainability (Sharma, 2004; Beeton, 2006); this confirms that there is a direct link between the tourism development theory and the benefit of achieving sustainability in the process.

Development theory does place an amount of credence upon stakeholders as the workhorses to both develop and manage the process. Development theory is also about justifying process and the importance of investing into, for example, infrastructure. Often the industry is seen as private sector driven, with the inclusion of the community participation in its future developments to meet demands for the tourism industry in the area. In Malawi, Johnston (1994) explored the outcomes of breakdowns in relationships between the owners of Grand Beach Hotel in Salima (Malawi) and the villagers.

They were removed to create space for a hotel extension, this resulted in the deterioration of relations between villagers and the hotel. The hotel became ineffective as the local population boycotted it and led protests at the hotel. The development strategy demanded more hotel space and the private sector investors suggested the most viable option was the extension to the

existing hotel, but without consultation with the villagers. This was perceived as a form of neo-colonialism.

However, the literature highlights factors of the potential and processes for success if the tourism industry can receive full support from the private sector and local communities. It would appear that the normal expectations in Malawi, the development of the lakeshore, fully depends on government funding and as such the success of the industry is directly affected by lack of government investments in infrastructure required at destinations such as Lake Malawi. Little is known whether the government is aware of these perceptions, so that joint strategies can be established to attend to any obstacles affecting the development of the tourism industry.. At this stage it is doubtful if the government is aware of any challenges faced by the private sector in its efforts to contribute to the development of the industry. This might include several factors such as investment incentives or policies relating to direct foreign investments (FDI) in tourism businesses.

The dilemmas surrounding development theory are many and varied and do, of course, change over the development cycle. In Malawi's case they probably need to decide on what the product will look like, how that could be branded (in theory), but alongside the development of the stakeholder partnership model. This is important for Lake Malawi, as Sharma (2004) cited Goldsworthy (1998), who suggested that all development theories, policies, plans and strategies consciously or unconsciously express a preferred notion of what development is; these preferences in turn reflect values. Other researchers observed that as one considers 'development theory' distinctive approaches to development have emerged, displaying a shift from top-down economic growth-based models which were traditional, to more broad based approaches that focus on bottom-up approaches that are people-centred model (Sharpley, 2009).

In South Africa, the government's tourism policy has focused on using a more inclusive tourism image to spread the economic benefits of tourism, by using a development theory approach which is centred on the active encouragement of 'culture' considered to be the key attraction, recognised as its own market segment. Cultural tourism is a vehicle for large-scale for the creation of employment, and a means to attain greater equity in tourism ownership (Cornelissen, 2017).

Other researchers observed that the growth of tourism in Sub-Saharan continent is inevitable, and as a result, global hotel organisations respond to growing demand of the industry in the accommodation sector created by the middle-class. One good example is Mozambique, which achieved a seemingly impossible transformation of its tourism industry. This was achieved through legislative reform, where a strategic development theory centred on attracting Southern African Development Community countries, by eliminating visa policy; thereby providing open-border visits to tourists within the region (Christie, et al., 2014).

Malawi is therefore, challenged to reconsider how the country's theory for developing tourism industry should be segmented. One option would be to shift the focus on Lake Malawi as a key market segment, this segmentation process will be possible by taking into account of the historic level of development at Lake Malawi, which can easily be understood by using the model of 'Tourist Destination Development Life-Cycle, established in 1980 by Butler, as discussed below.

2.1 Butler (1980) 'Tourist Destination Development Life-Cycle'

The life cycle model is used here to explain the historic context to tourism development within Malawi. The model is linear and so is useful in providing the political dimensions that have influenced that change over time, and concludes with suggestions as to the opportunities for future progress. This then opens the debate into the review of the current models that could facilitate that development. Richard Butler introduced the model of 'Tourist Destination Development Life-Cycle' in 1980. The theory describes the development of a resort or destination area as an evolutionary cycle that is referred to in series of stages. According to this theory, the development of the tourist destination area or resort follows a common pattern, where development process occurs through stages from exploration stage through involvement, development, consolidation, and stagnation stages, then this follows a decline or rejuvenation stages if any intervention has occurred (Butler, 1980).

This theory mirrors the business concept of the life cycle of a product as analysed by Kotler and Armstrong (2016). The Product life Cycle (Malawian tourism) is categorised in five distinct stages, beginning with Product development. This is the stage when the company

finds and develops a product idea, followed by Introduction, through Growth, and Maturity stages. (Kotler and Armstrong, 2016).

The suggestion for this thesis is that the tourism product within Malawi is yet to be developed, branded, and packaged in order to access the first stage of its life cycle. The concept of new product development (Karniel and Reich, 2011; Barclay, et al., 2010; Rajeshwari, 2017), needs to be applied to the blank canvas that is Malawian tourism. Butler has the suggestions of outcomes and stages that would need to be considered in any development process, as they include consequences and outcomes of moving through the stages, but in Malawi's case the biggest consideration is where to start. The whole concept of life cycle is also analysed in Jobber and Ellis-Chadwick, (2013), they refer to the development of products through growth and maturity stages ending with the Decline stage where sales and profits of the product fall (Jobber and Ellis-Chadwick, 2013).

Butler (1980) premise therefore focusses on the application of the business concept for the life cycle. This enables those responsible for managing the tourist industry at destination to monitor its success and failures along development levels. At each life cycle stage there are changes in the morphology, incorporating types of tourist visitation, and attitudes of residents towards tourism (Andriotis, 2011), the model in essence depicts the development process which is vital for monitoring the success of any tourist destination (Page and Connell, 2006).

In the initial stage visitors arrive in small numbers and are supported by limited facilities. There is poor access and restricted local knowledge of their needs; similarly, visitors are very adventurous at this stage and look for places that are not spoiled by the tourism industry. The visitors bring change with them that could be instrumental in creating the type of destination they despise; this is the paradox of tourism as identified by (Beeton, 2006).

The model does enable us understand how little Lake Malawi as a tourist destination has developed, but not past the first two stages.

The Butler's model is in this case hypothetical in terms of evolution of a tourist area, and it is only by application that the true picture can be achieved, including numbers of tourists or the income generated from tourism replaces number of products sold (Howie, 2003). The theory outlines that, the process is dynamic and constant change or alterations are necessary to attract more tourists at each stage (Butler, 1980, 6-9, *cited in* Keller and Bieger, 2010). This does suggest that sustainable tourism is a contradiction in terms and that the destination needs to be unsustainable to achieve economic sustainability. The destination life cycle model, builds on earlier work by Defert (1954 *cited in* Oppermann and Chon, 1997; Christaller, 1963; Stansfield, 1978). They all suggest that there might be a cycle of development occurring in tourism destinations. while Butler's (1980:6) notes that in the product life cycle, sales of a product proceed slowly at first, experience a rapid rate of growth, stabilise, and subsequently decline, in other words, a large basic asymptotic curve is followed (Prideaux, 2009).

This study suggests that the tourism industry at Lake Malawi remains at the 'Exploration' stage. This is linked to several factors, such as lack of infrastructures for hotels, shopping buildings and recreation facilities. The only current developments along the lakeshore are confined to a number of private cottages built in separate sections. Lake Malawi would require the infrastructure to develop the tourism industry from the current stage of 'exploration'. This would call for the designing and building of the lakeshore front, including the provision of service roads connecting between the lakeshore and tourism structured buildings incorporating hotels, restaurants, shops, which could be similar to Victorian seaside resorts outlined in Morgan and Pritchard (1999), Johnson and Jefferis (2015), Walton, (2000), Richards, (1991), Lawson-Reay (2016); Mathieson (2015).

The current lack of success in Malawi appears to be through a dearth of product development, the packaging of the country's tourism product within the country and the building of a brand that can attract investment. Building a tourism brand involves managed product development strategies, which must ensure that tourism related facilities and services at a destination should match international market expectations and competition. Attracting investment requires governments as well as private sector stakeholders to be aware of specific demands at a destination and the investment procedures and conditions of the global market (Cooper and Hall, 2005). These tourism products can be broadly divided into attractions and facilities, these

attractions incorporate natural and man-made features including events that stimulate people to visit a destination, for example a historical place may act as the key attraction enticing historians to a destination (Dasgupta, 2011).

This is similar to Jamaica, a country that has a dominant product beach resorts that needed diversification of the destination product. The Jamaican government established a 'tourism product development strategy' to secure niche-market product development opportunities (Morrison, 2013). Another example is Gambia, the country which offers a number of tourism products including a reliable winter sun holidays brand, unspoilt destination, excellent sandy beaches, a reasonable range and quality of hotels and friendly smiles, all these justifying its service offer as 'good value for money'. However, while these are the main attributes which attract the vast majority of their tourists, Gambia's tourism product as a 'winter destination' needs rejuvenation; the present products could be developed further to include 'Bird watching' 'Fishing' 'Up-river cruising and yachting, inland exploration incorporating conference centres and cultural tourism (IMF, 2007).

This therefore highlights the processes required by Malawi in order to build a tourism brand, with the objective of attracting specific target markets other than promoting its tourism brand to the mass market, this further leads to attracting investment opportunities from both local and foreign businesses. It appears that this might have not been the case in Malawi, where it would have been necessary to build a tourism brand for Lake Malawi, incorporating all major lakeshore resorts such as Mangochi, Monkey-Bay, Nkhatabay-bay and Karonga. Malawi as a country and the lakeshore resorts have different market segments, for example Mangochi is recognised as the major tourist destination connecting with Blantyre (the commercial city) therefore a 'multi branding strategy' of the 'tourism products' would be developed to also target high spending tourists. This may have influenced the investment in the infrastructure of Nkopola Lodge and Club Makokola, similar to the construction of Livingstonia Beach Hotel in Salima. Both are exclusive lakeshore destinations that attract high spending tourists and including new facilities.

Most of the other destinations on Lake Malawi cater for one market segments such as high spending tourists and back-parker services. Each of these market segments requires a strategic product branding processes that could objectively identify and satisfy demands of a particular

tourist group, the success of such branding process could result in attracting new investments. The problem with this 'pause' in development is that the numbers do not provide for an alternative economic contribution to what is mainly a rural, agricultural based economy. This is addressed in Nation Branding chapter on page 66, where brief analysis have been outlined by identifying potential tourism products that exists in Malawi and the lakeshore.

2.2 Politics and Tourism

The political power of Malawi is based upon Christian historic notions of respect for elders and those in power. The authority is devolved to community leaders, (often on a geo-tribal basis). Malawi is divided into three regions and these regions represent key tribes namely Tumbukas in the North, Chewas in the central, Lomwe and Yao tribes in the South. There are also other tribes within the above tribes, however the government work with leaders in the regions represented by these tribes to govern the nation. This culture specific political dimension must obviously affect development process and direction (Hall, 2007). The system does not necessarily pay regards to the traditional right left context of other countries and especially European, but is more a legacy of the colonial power structures of imposition and control.

A good example relates to the current climate of security, which has become a prime concern to many as one considers safety to be of great importance both in their own country and abroad (Mandelartz, 2012; Hall et al, 2012; Mansfeld & Pizam, 2006). The early developments of the Costas in Spain were predicated upon the notion of safety within a fascist regime, the visual presence of armed police were a 'comfort' to those visitors. This has inevitably brought about some changes in how tourists view present day destinations and influence the choice of destinations. Recent impacts can be major as in the case of Egypt and Tunisia in 2015/16, for example Egypt experienced a drop of tourist arrivals from 909,000 arrivals in October 2015 to 559,000 in January, which further dropped to 347,000 in February 2016 (www.tradingeconomics.com). Similarly Tunisia's tourist numbers dropped from 340,100 in 2015 to 279,909 in April 2016 (www.tourisme.gov.tn/en); with inevitable impacts on the success and growth of tourism as an industry. The tourists were not bothered by the rather dictatorial nature of the government, but that the government was perceived to have 'lost control'. Malawi's political stability is currently highly ranked as a peaceful nation (Yikona, et al 2011; Mandryk, 2010), this could effectively create a competitive platform as a tourist destination that could be trusted as secure.

The concept of politics can affect choice of destination, but as far as tourism is concerned in terms of doctrine and stability of a nation (Goodall and Ashworth, 2013). The tourist has to trust the destination's safety by trusting the governments' ability to provide that safety. Malawi continues to enjoy very peaceful and stable democratic political climate (IBP, 2009), where the government, business sector and local communities jointly work towards achieving a friendly and peaceful nation. There are few cultural tensions and less religious tensions as Dieke (2000) observed that tourism is usually affected by political instability within the host country.

Malawi as a safe tourist destination gives it an advantage in comparison with other African destinations that have political tensions such as Syria, Tunisia, Egypt, Kenya, South Africa (where tourism zoning is essential on safety grounds) and increasingly the West African region with borders in the Sahel region. The perception becomes the reality in many of these destinations, as observed by Richter (1989) who suggests that war, politics, public opinion, and civil unrest can be the greatest enemy of tourism. Although most of developing countries enjoy successful tourism business, their success is effected by poor security for tourists influenced by political conflicts. The basis for sustainable tourism is economic credibility, which includes the credibility of the government and the strength of the fiscal control and robustness of the economy.

Researchers in tourism have observed that sustainable tourism is gaining importance in the field of economic development, employment promotion, education, and institutional development, suggesting that, the establishment of appropriate political frameworks and the support of enterprises are of growing importance (Rauschelbatch, 2002). This is important as the economic argument is that tourism has an influence in the economic contribution of the country. Currently Malawi's key foreign exchange earnings include Mining, Manufacturing, Commercial farming and Agro-processing. Tourism has always been recognised to have the potential to become a major contributor in generating revenue, create employment, improve infrastructure, and promote Micro Small and Medium Enterprises (MSMEs) as well as conserve wildlife and culture (MERP, 2013).

Economic development is characterised by a shift from a mono economic model based upon agriculture through the introduction of manufacturing industry and then the expansion of the

service sector especially in terms of employment and output (Amin, 2008). This was the case in India where some parts of the country established an economic liberalisation which opened a new window with foreign investments, providing the option of shifting from traditional agricultural economy to industrialisation and a boost to other sectors such as Natural gas, IT, Telecom and Oil (Lambe, 2013). It is similarly recognised that greener economic growth could prompt a shift in financial and labour resources from agriculture to other sectors particularly services (OECD, 2011). This therefore recognises the role of the tourism sector as an alternative source of income towards diversifying economic activities from traditional agriculture earnings that contributes to almost one-third of national GDP (World Bank, 2010). Malawi's tourism sector would contribute towards the development of the rural areas by distributing wealth from the major urban centres to rural areas (Pauw et al., 2013; www.trade.gov.mw, 2011). Tourism claims its platform within the world economy as an industry with the capacity to play a major role in poverty reduction and alleviation under the right circumstances (Holden, 2013).

Malawi's commitment to develop its tourism industry is evidenced in the African region recognition of the 2012 Safari Awards, where the tourism industry of Malawi was crowned "Best Africa Tourist Board" category, and it was expected that the eco-systems initiatives established in support of the sector will enable the country attract high-spending tourists as an eco-destination. (World Bank report, 2010; ADBG, 2013-2017; Developing Markets Associates, 2013). Malawi's tourism sector has the ability to develop through joint development initiatives between the government and private sector, however the industry requires investment in the provision of purpose-built infrastructure, improvement in the current service delivery and uncoordinated and insufficient marketing of tourism products (MERP, 2012; MNTP, 2013).

The official statements by government confirms its commitment to invest and promote the tourism industry to various bodies including the private sector. It continuously identifies the goal of influencing all stakeholders to support development goals established by Ministry of Tourism. The industry receives support to become a sustainable industry that could create employment for local citizens and protect the environment in a responsible manner (National Tourism Policy for Malawi, 2006; MGDS11, 2011-2016; MERP, 2012).

The reality is less clear as to what has been achieved and when it is likely to be achieved. This lack of growth in the service sector does suggest economic illiteracy on the part of the government and is a disincentive to outside investors, and to Malawian diaspora wanting to put something back into the country. The evidence in other similar countries such as Ghana and Nigeria is that this diaspora is an important source of revenue for growth in the sector.

2.3 Sustainable Tourism

Sustainability theory introduces the link between development theory and is used as a rubric to assess (refute or confirm) the potential and real impacts attached to stages of development. The theory can be used retrospectively or, more importantly, as a condition of any development, which is the case for Lake Malawi. The problem with the consideration of sustainable tourism development is that it has to understand economic sustainability. That economic stability can be national, regional or destination specific (Hall, 2016). Butler's development theory suggests that the local economy changes over time, but the control on that economy is lost to outside investors and developers, as is the control of marketing, product and tourist; Lake Malawi will need a model that combines both.

The concept of 'sustainability' is widely recognised in the tourism industry as a central theme, Amiryan and Silva (2013), Dodds and Graci (2012), Dabphet and others (2012). They all recognise 'Sustainability' in tourism development as a key of ensuring that the industry serves all stakeholders. This requires that the concept is understood by all stakeholders to become successful. For example, the WTO (2004 cited in Castellani and Sala, 2009), suggested that sustainable tourism should make optimal use of environmental development, be able to maintain ecological processes and further help to conserve natural heritage and biodiversity, this also needed to respect the sociocultural authenticity of host community. This in turn conserves the built and living cultural heritage and traditional values that contributes to the intercultural understanding and tolerance (WTO cited in Castellani and Sala, 2009). This requires clear explanation to Malawi's local stakeholders, since this concept might be considered to have Western influence, therefore accepted as effective, without understanding its implications.

The Oxford Business Group (2009) confirms this need for tourism to develop in a sustainable and environmentally friendly manner. They observed that in Philippines the private sector and

community could play a role in ensuring that the environment is protected with the commitment of promoting the development of Filipino people, by ensuring that the country is energy-efficient and environmentally friendly; whilst further ensuring that the economy is stimulated in a logical and sustainable manner. Sustainable tourism is used to manage the complex interactions between the tourism industry, the host communities, tourists, and the environment (Jamal and Robinson, 2009).

The concept must be process driven which implies a driver that in most cases is government both local and national. This led to many countries introducing regulations that require environmental impact surveys to be carried out prior to tourism development. The Rio summit in 1992 supported sustainable tourism at an international level as it allows for the rational use of biological diversity and can contribute to the preservation of that diversity (Narasaiah, 2004).

This seems at odds with the concept of sustainability being locally driven and controlled. It provides a green light for international investors with an excuse to go ahead with developments per se. 'Sustainable Tourism' should link the planning functions with the social goals of tourism into a concrete set of guidelines to give direction. The implication is that without such guidance we might find tourism's future considerably less beneficial than we hope. Edgell, (2013) and McKercher (1993b:14 *cited in* Harris, *et al.*, 2012), further argued that in order for sustainable tourism to occur, the tourism industry must be closely integrated with all other activities that occur in the host region.

According to Sharpley (2009), the tourism industry is classified as a complex system, multi-dimensional phenomenon that is difficult, if not impossible to define, but recognised to be a social phenomenon, manifested in the increasing mobility of people locally, nationally and internationally for a variety of purposes that are frequently, although not always, leisure-driven.

Sharpley further argued that it may seem somewhat artificial to distinguish between alternative development and sustainable development, however fundamental to both is a focus on human development and well-being, whilst the environment is also a factor that both take into account. Therefore, sustainable development as generally conceived, differs in a number of ways from the alternative development paradigm, particularly in terms of its spatial and temporal parameters. The alternative development focus upon specific societal contexts at specific times,

observes that sustainable development adopts a much broader focus, which highlights three key principles that underpin sustainable development that requires a holistic perspective on both development and environmental sustainability recognised to be global challenges. Since the challenge is to achieve both intra- and inter-generational equity, such development should be fair and equitable for all people both within and between generations; therefore this requires that the emphasis should be on a long term future and that although the focus of development should be people-centred (Sharpley, 2009).

The efforts to promote tourism development initiatives in Armenia focused on “Sustainability” since this was viewed as a new direction to assess tourism values for public policy, and as a guide in managing all resources incorporating economic, social, maintain cultural integrity, essential ecology process, biological diversity and support systems (Amiryan and Silva, 2013). This was similar to the case of Kwa-Zulu-Natal in South Africa, where the goal of achieving rural sustainable tourism development influenced local government authorities to institute initiatives for promoting tourism as a sustainable economic driver in their municipalities. This meant that the concept of “Sustainable Tourism Development” was widely supported because it did not threaten the integrity of the ecological and social systems upon which communities and societies dependent on (Nzama, 2010). It would therefore appear that there might be various definitions of “sustainable tourism” but according to Swarbrooke (1999) ‘Sustainable Tourism’ could incorporate;

“Forms of tourism which meet the needs of tourists, the tourism industry and host communities, without compromising the ability of future generations to meet their own needs” (1999:13)

This refers to the tourism industry, which is economically viable but does not destroy the resources on which the future of tourism will depend (Swarbrooke, 1999). Similarly Weaver (2007), observed that since the pioneering work of the 1980’s and early 1990s, the research and amount of literature related to sustainable tourism has increased exponentially in volume and sophistication. The World Tourism Organisation (WTO) plays a lead role in the formulation and diffusion of ‘Sustainable Tourism’ policies and practices. It promotes the importance of green issues in tourism and the idea of sustainable tourism. This has further influenced the hospitality industry to be at the forefront of the development for environmentally friendly operations management. Sustainable tourism encourages an understanding of the

impacts of tourism on the natural, cultural and human environments, and ensures a fair distribution of benefits and costs thereby generating local employment in both direct and indirect tourism sector. This in turn stimulates profitable domestic industries, including hotels and other lodging facilities, restaurants and food services, in addition to visitor guide services, and transportation (Swarbrooke, 2000; Weaver, 2007). Any models of development for Lake Malawi would need to ensure that a Malawian view of sustainability should agree with this 'perfect view'.

These observations are that while there might be potential natural, cultural and heritage tourism at a destination due to the existence of a variety of related resources, it does require that there is participation by the local people to raise their awareness of the available resources that might be sustainable for the tourism development in the area. Some of the challenges affecting local participation are lack of clear understanding of the concept, among destination stakeholders and lack of effective communication structures, and channels that could have been utilised in disseminating information regarding the development of sustainable tourism (Berry & Ladkin, 1997; Godfrey, 1998; Hardy & Beeton, 2001; Ruhanen, 2006b, 2008, *cited in* Dabphet, *et al.*, 2012).

Local residents however, appear as 'laggards' in the diffusion of sustainable tourism development thinking in comparison with local government and local leaders. This justified the importance of sharing information about sustainable tourism development strategies at destinations between stakeholders. Local residents were not intentionally 'laggards' they simply did not understand the outcomes and processes. It is, therefore, necessary to identify key actors in the community in order to enhance both interpersonal and media communication, to diffuse sustainable tourism ideas among destination stakeholders. This confirmed that sustainable tourism is an enterprise that can achieve effective balance between the environmental, economic and socio-cultural aspects of tourism development in order to guarantee long-term benefits to recipient communities; but that the manifestation of this is entirely different and maybe impossible in many instances (WTO, 2005 *cited in* Herremans, 2006).

The concept of sustainable tourism was analysed by Velikova (2001), who suggested that sustainable development involves both environmental and economic aspects and transfer of both built and natural capital, and that sustainability implies the need for modification 'of the

standard welfare economics' which leads to the idea of strong sustainability as opposed to weak sustainability. The tourist is faced with an increasing number of labels and classification systems addressing concerns that go beyond the sole focus on hotel quality associated with the star system and besides the differentiation and marketing aspects, the certification systems are further used as a tool to enhance the sustainable development of hotels and tourism enterprises (Pineda and Brebbia, 2012).

Sustainable tourism development requires the informed participation of all relevant stakeholders, as well as strong political leadership to ensure wide participation and consensus building (Dodds and Graci, 2012). The study observed that Dabphet and others (2012) further suggested that while the sustainable tourism development concept is widely considered integral to the success of the tourism sector, there are ranges of problems that mitigate against positive sustainable tourism development outcomes. This complexity demands a planning approach that is multidimensional and is purposely integrative (Liburd and Edwards, 2010). Arguably, 'Sustainable Tourism' means achieving a particular combination of numbers and types of visitors, the cumulative effect of whose activities at a given destination, together with the actions of the servicing businesses, can continue into the future without damaging the quality of the environment on which the activities are based (Middleton, and Hawkins, 1998).

"Sustainable Tourism Development" also requires a process of planning and management, that brings together the interests and concerns of a diverse group of stakeholders in a sustainable and strategic way. This problem affects the sustainability of tourism at Lake Malawi, where local stakeholders are not aware of what policies and strategies are in place to establish the sustainability (or even what sustainability actually is) of the industry at the destination. The local community also does not have a notion of the relationship between 'leisure time' and 'holiday time'. There are few examples of 'taking a holiday' for those residents around Lake Malawi, as the only manifestation is high end overseas or domestic tourism at large privately owned lodges. The success of tourism at Lake Malawi would depend on the 'sustainable' development strategies that would influence stakeholder participation, in ensuring that such sustainable ambitions are realised.

The above arguments are often directly associated with environmental protection, which calls for the responsibility, that whatever development activity the contemporary generation undertakes it should leave the same natural capital for the coming generations. It implies that

return on investment is not considered as a compensation for environmental deterioration, which highlights the ethical demands of eco-tourism where the environment is protected to maintain its full value. The question that is posed by this thesis 'is this set of laudable words possible to transfer to Lake Malawi'. Is it simply a set of words; taking into practical consideration that failures to follow this policy of 'sustainable tourism' at Lake Malawi might be influenced by poverty. Today local communities fully depend on fishing in Lake Malawi, which could be considered overfishing by authorities wishing to implement sustainable or eco-tourism policies at the lakeshore.

It would appear this is the reality where such 'practical' challenges cannot be easily resolved, since fish compliments the main diet in Malawi, and forms part of a potential tourist attractions for many visiting the country. The fishing industry currently employs 230,000 people directly or indirectly employed in the industry. It would be difficult to replace those numbers employed within the tourism industry. The harvest was affected between 1988 and 1992 where commercial fish catching fell by over 20 percent (Nyambose, 1997; Mweninguwe, 2012), This did not only affect local communities where poverty alleviation could be directly related with local fish harvest, but also business and the nation.

Sustainable tourism development policies would create change within both local and national communities, but residents of the areas around Lake Malawi maybe resistant to any change of their traditional lifestyles because this could be perceived as dangerous to their future, since they are used to a different social structure and governance. The tribal nature of these communities adds to the complexity as the three tribes that inhabit the coastline of Lake Malawi such as the Chewa, Yao, and Ngoni tribes have their specific cultural strengths within their areas, but they live together in a peaceful environment, respecting each other's traditional values as Malawians.

The development of tourism for Lake Malawi is perceived vital by the government, as outlined in various development goals (Nsiku & Kiratu, 2009). This therefore suggests that investment in both infrastructure and product is necessary, justifying decisions made by Malawi government to recognise the country's lakeshore as a major part of the country's investment considerations (Malawi Investment and Trade Centre, 2013; Malawi National Tourism Policy,

2006; World Bank 2010). Development seems inevitable, but planning and control of that development to attain sustainability is not mentioned in those policies.

2.4 Eco-tourism

It is recognised that Eco-tourism is fundamentally about achieving change in the way people conceive of, contextualise and behave in natural environment, so that more sustainable relationships between humans and their environments may merge (Garrod and Wilson, 2003).

Ecotourism is an enlightening, interactive, participatory travel experience to environments, both natural and cultural, that ensures the sustainable use at an appropriate level of environmental resources, while producing viable economic opportunities for the ecotourism industry and local communities (Hall and Boyd, 2005:208)

Eco-tourism policies are considered globally important in the industry because they set standards for sustainable development strategy that demands a proactive, adaptive and multidisciplinary approach plus good on going monitoring (Barrow, 2006). The Eco-tourism and Sustainability Conference in 2008, addressed greening the tourism industry in both the United States and Canada, since many governments in areas populated by indigenous people, seek economic development through eco-tourism. Eco-tourism is often associated with sustainable rural development especially in the developing world. This is the case in both academic literature and in the practice of rural development (Saarinen *et al*, 2013). It needs to have the capacity to contribute to the sustainable development of rural communities (WTO, 1999). On the plus side, if a nation can market its key tourism destinations as an eco-destination, tourists with high spending would be attracted to visit the country.

The tourism goal for Malawi as a nation was to become a principal and leading eco-tourism destination in the African region, with the ambition of increasing the up market domestic tourism demand. This is at odds, however, with other strategies to be pursued including increasing capacity to service additional tourists in international competitive accommodations, improving transportation links to tourism destinations, increasing attractiveness of national parks to become eco-tourism sites; in addition to the improvement of tourism marketing both within the region and to the international tourism markets (IMF, 2007). Many countries in the African region have made notable progress in implementing conventions and international

agreements, despite many shortcomings or challenges. For example, the Convention on Biological Diversity (CBD) is credited with the development of best practices and dissemination of lessons for dealing with the global problem of alien species that threaten biological diversity in Kenya, Malawi and South Africa. Important projects in the region were implemented under the umbrella of CBD, including the Lake Malawi /Nyasa Biodiversity Conservation and the SADC Regional Biodiversity Programme (Palo, *et al.*, 2012).

Observations indicates that contradictions are in presenting a growth strategy that is domestic in intent, but marketed internationally and that relies upon individual lodge type accommodation in large grounds. The benefits to the local community are few if the development is for the elite. The outcome of many tourism developments around the world point to small scale becoming large scale, which later creates demand to domestic and international investors to take advantage of virgin territory.

In order for Eco-tourism systems to have a chance of working, it must be placed within the country's overall development strategy as well as within the context of a global economy, that is systematically eliminating trade barriers and facilitating the penetration of foreign capital. Similarly, eco-tourism assumes that local communities living with nature can and should benefit from tourism and will save nature in the process. For example in Kenya, the government agreed to put several reserves including Masai Mara Game Reserve and Amboseli National Park, under the control of local county councils, which began receiving revenue from both park entrance fees and hotels including other tourism facilities. This confirms the 'Stakeholder' theory that people will protect what they receive value from, has dovetailed with economic development theories holding that the road to poverty must begin (Honey, 2008). The long term success, or otherwise, of this Kenyan approach is further explored in the destinations review section.

The government of Malawi established eco-tourism initiatives in a project titled 'Ecosystem Management Project' (LaMEMP), with the objective of addressing the issue of soil erosion within the priority catchment basins of the lake's watershed, and to restrain the flow of unwanted materials into the lake, where it could have negative impact on the lake's ecology (Wilson *et al* 2002). The cynic may point to this also protecting the isolation and inherent real estate value, by those who make the decisions and have most to gain by the status quo. The Southeast arm of Lake Malawi case study is one of seven under Defragmenting Resource

Management in Southern Africa (DARMA), where the project leads to build networks and research frameworks that can increase resource management. The ecosystem approach is based on a growing appreciation of the interrelatedness of both the ecological and economic dynamics in management of natural resources. The southeast arm of Africa's Lake Malawi and its catchment provide interdependent benefits and livelihood to its users (Donda *et al.*, 2014). Further ecotourism projects are planned around natural reserves, waterfalls and small lakes originating from Lake Malawi, with the objective of offering opportunities to potential investors, which in turn would benefit the country to gain economic development (<http://gloobserver.cn/en/malawi/tourism>).

The current major advantage for Malawi is that its failure to achieve historic success, has meant it has no mass tourism and as such it is small scale and intimate; it has actually achieved a form of eco-tourism almost by default. Most of the lodges both on the lakeshore, in the forest reserves or in the game parks are modest in size by regional standards. A great deal of care has been taken to avoid visual intrusion since the Malawi government and the private sector appear on the surface, to be committed to the principles of eco-tourism whose goal is to ensure that tourism developments should be sustainable.

The rhetoric follows the academic mantra of an avoidance of problems, which tourism might impose on the environment or on socio-cultural aspects of the country. This 'commitment' is to ensure that tourism resources are preserved so that they satisfy the current demands but are also maintained for the future.

The reality is there but there has been little interest in investment capital being made available to developers in Malawi, observing that very few developers propose new areas. The difficulty is to square the intent of developing the service sector in Malawi as per the tourism strategies, and the continuation of eco-tourism by default. The answer may be in zoning development, but this may then place severe strains on the environment of the lake and lakeshore littoral alongside the migration of population necessary to service the rising tourism population.

Outside the cities of Lilongwe, Blantyre and Mzuzu it is rare to see tourist buildings that rise above a single storey and none is more than two storeys. This includes areas that may have a concentration of lodges and hotels for example along the southern shore of Lake Malawi. It is

virtually impossible to see one lodge from its nearest neighbour that might be no more than 1km away; it is hoped that some plans currently being mooted for substantial hotel construction at Cape Maclear will be in favour of small-scale developments (Briggs, 2013). The key word here is ‘hope’, but as the political elite own many of these lodges the permission necessary for growth may not be realised.

Proponents of pro-poor tourism highlight the advantages tourism offers to developing nations with few competitive exports, tourism is believed to offer a variable development option (Hall, 2007). Pro-poor tourism aims at reducing poverty through tourism responsible for job-creation, involving in decision making or any act leading to a beneficial outcome for the poor people in the tourist destination (Gascón, 2017).

It is suggested that a central concept to pro-poor tourism does not relate to a particular type of tourism, it is based on the approach that can be applied to all forms of tourism, by identifying strategies that make not only small-scale projects more pro-poor, but also large-scale tourism development projects or mass tourism more pro-poor (Sharpley and Telfer, 2014)

There is however, a gap between the success of ecotourism development on the ‘micro-environmental’ scale, in comparison to establishing a full-scale destination that relies on the development of a functioning infrastructure. The literature chapter introduced the concept of development theory as the basis of a model to provide a direction for tourism at Lake Malawi.

The classic model introduced by Butler (1980), introduced stages to that potential growth that is then allied to the product life cycle (Kotler (2016). The step stage model identified the notion of political will, and ability, being necessary for that development process to be successful. These concepts all come together in sustainable tourism, including stakeholder involvement.

This is explored further in the notion of Eco-tourism and pro-poor tourism, and suggest that a key component of any development is local involvement within the process. This then justifies that Malawian specific research into attitudes to, and knowledge of, potential tourism development on Lake Malawi; especially as most of the local residents have little perception and concept of what tourism actually consists of as they have never been tourists.

Chapter 3 Lake Malawi – The case study

Lake Malawi as a case study will incorporate four stages:-

- 1 .The history of the development of tourism industry in Malawi and at Lake Malawi.
2. The current level of tourism development in Malawi including Lake Malawi.
3. The future consideration for Lake Malawi’s tourism development under Nation Branding.
4. Lake Malawi 2019

The process creates a situation analysis upon which recommendations for the research methodologies are defined and the development models will sit. The historical context confirms the current socio-political outlook of the government, those directly involved in tourism development (investors) and the local population of Lake Malawi. It confirms a hierarchical elitist system based on a colonial and neo-colonial model, but underpinned by the local tribal cultural imperative. The historical analysis is also necessary to locate Lake Malawian tourism alongside, and within the country’s development stages.

3.1 Malawi Tourism Development (1859-2017)

Dr David Livingstone discovered the lake in 1859 and named it “Lake Nyasa” (Lake Malawi), this set the direct colonial stamp that existed in the country until independence in 1964. In 1840 he joined Robert Moffatt’s mission station at Kuruman in South Africa and as part of his expedition he discovered Lake Nyasa (Lake Malawi) (McCracken, 2012; Briggs, 2013).

Dr Livingstone appealed to other missionaries to come and join the fight against the slave trade a practice that was still active in Central and East Africa including Nyasaland (Malawi). The first missionary expedition of the Universities Mission to Central Africa (UMCA) arrived in Malawi in 1861 and by 1875, the first permanent mission station was established at Cape Maclear on Lake Malawi by the Free Church of Scotland. (McCracken, 2012).

This is important in 2019, as the culture of the Malawians is underpinned by the Christian ethos and teachings and may account for the conservative nature of most Malawians. The colonial government of Nyasaland (Malawi) identified ‘tourism’ as an industry that could promote the benefits of the country, so to attract white settlers to live in the country. Being landlocked geographically, people travelled from other neighbouring countries to Nyasaland (Malawi)

initially for trade, but also for tourism. The industry registered its first arrival of tourists from South Africa such as Pretoria, Cape Town and Johannesburg including Southern Rhodesia (Zimbabwe). These pioneers were probably influenced by Dr David Livingstone (Nyasaland Times, 1930, *cited in* Magombo, 2011); they were however early adopters or Plog allocentrics (Nilanjan, 2016).

The religious aspect of tourism in Malawi is something that is ignored in current academic literature. It is an example of the African Grand Tour the benefits to the ‘tourist’ associated with the spread of Christianity. This is validated by the numbers of people that were attracted to missionary sites in the country. In today’s parlance this is an example of ‘voluntourism’ which is popular in many sub Saharan countries with the expressed outcome of benefits to local communities.

It is integrated, voluntary, destination specific and based upon an historic perspective of tourism relating to art, culture, history and recreation. The historic cultural links in this case are with white middle class Europeans; a legacy of colonialism. They may be a 21 century iteration of Plog’s explorers as they stay for a longer period, but are not high spenders which is the opposite of Plog’s explorers though they do often come from high and middle class educated backgrounds.

Religious communities from Europe were encouraged to visit in groups as part of ‘spreading the word’, but also by establishing new missions they encouraged more ‘religious tourists’. These ‘mission tourists’ stayed for extended periods, but ultimately returned home. They visited the iconic attractions that later defined the 20th century tourist agendas. These included the equitable mild climate, landscapes of rolling hills and fresh water rivers and, of course, Lake Nyasa (Lake Malawi).

The promotion of hunting as another tourist attraction was, perhaps, evidence of the first domestic tourism (as social groups of settlers used this as a reason for social gatherings) as well as attracting ‘the great white hunter’ so loved by the authors of the day including H. Rider Haggard (Haggard, 2013; Haggard, 2016).

This development increased demand within the accommodation sector in the country that very early in the development process required attention by the colonial government. The

government responded to the demand by constructing government rest-houses in districts, similarly private owned hotel structure was founded by Louisa Ryall in 1914 in Limbe. As the demand for accommodation continued to increase, other private hotels were constructed in Blantyre by Louisa Ryall as a response to the advertisement; “Will some enterprising person start a hotel: there is nowhere for us to stay” (The Nyasaland Times, 1919).

This followed with the opening of Ryall’s hotel in Blantyre in 1922 (Garland, 1996 *cited* in Magombo). These strategies aimed at positioning the country as a tourist destination, in its own right and not as an adjunct to South Africa and Rhodesia. Braggs and Barnett (1996) identified that tourism had now become an industry identified to contribute on a limited scale to the development of the country (Braggs and Barnett, 1996).

The tourists at this stage were subject to hospitality that reflected the visitor’s status within the country; that of being white and associated with the ruling elite. This follows the development theory in terms of Butler’s model where the government becomes involved when revenue potential becomes real income. It also confirms that the host guest relationship at this time was one of subservience.

Demand was halted by the Second World War and this only returned during the 1950s as (Garland, 1996 *cited* in Magombo, 2011), small pockets of tourism development did exist, but with no connectivity and therefore emerging packages or brand identity for Malawi. The catalyst for change had to be the government.

The dual approach was to develop a tourism infrastructure around Lake Malawi and around the commercial towns such as Limbe and Blantyre. This further influenced the shift to focus on positioning Nyasaland (Malawi) as a tourist destination to the British tourism market by introducing direct flights from Britain to Malawi landing at Lake Malawi.

The introduction of direct flights using the ‘Solent’ flying-boat service from Southampton in Britain to Malawi, landing at Cape Maclear on Lake Malawi was both inventive and saleable. These direct flights operated from November 1949 to 1950, and an estimated 2000 visitors stopped at Cape Maclear.

This concept confirms development theory in that the idea was ‘encouraged’ by the government, but not underwritten by the government. Perhaps this was a reflection of the colonial mentality within Malawi, whereby the government waited for initiatives from the U.K., funded and run by those in the U.K.

This new market opportunity enabled the country to gain an identity as a tourist destination to the British market. The service however only lasted for one year because it was un-economical and not underwritten by the government.

This experiment with positive strategies was perhaps to lead to later suspicions of the potential of tourism within the Malawians. The emergence of jet planes meant that many people around Cape Maclear in 1951, lost considerable money and the negative economic multiplier meant that this affected many others in the area. (Colby, 1988; Garland, 1996); thus making it difficult to influence trust in tourism related businesses along Malawi’s lakeshore.

The revenue and knowledge of how to develop new airports and runways was not available at the time to the Malawian government and Malawian people. Any investment would obviously include revenue leakages as identified within tourism development theory. As a converse, the lack of available airports may have saved the Lake Malawi area from the excesses of historic tourism development of the last half of the 20th century, which was based upon an almost neo-colonial model for the African continent.

The cause and effect of this failure are still being felt in Malawi today, as the countries that were able to provide the new facilities for the new aircraft were South Africa, Rhodesia, Kenya etc, these evidently proved to have developed their tourism brands ahead of Malawi.

The obverse of this is, however that these countries were faced with a different set of problems, for example in the game reserves of the Masai Mara, the park is a classic example of exploitation of culture and environmental leisure space. Kenya’s game reserves use alongside the indigenous Masai Mara communities, meant that as the game reserves became popular with wildlife tourism, the sites became heavily exploited due to excessive tour visitations catering for mass tourism market. Mass tourism (the mid centrics and psychocentrics of Plog and the exploitation stage of Butler) put undue pressure on wild places as well as on sites of historic importance.

The 19th and early 20th century travellers to Kenya mirrored those of Malawi, but post Second World War the numbers grew exponentially and were concentrated on specific destinations on the Indian Ocean coast and in the National Game reserves. This appears as a warning for the potential development opportunities for Lake Malawi and perhaps a model to learn from not copy. Although mass tourism has become a huge business, it also comes with an enormous environmental impact (Gifford, 2005).

The case of Malawi has been different in terms of mass tourism, since the literature indicates that effort of developing the industry by colonial and post-colonial government failed, so it is important to analyse what went wrong or in retrospect perhaps what went right.

The Federation of Nyasaland, Northern Rhodesia and Southern Rhodesia (Malawi, Zambia, Zimbabwe, 1953-1963), existed from 1953 to the end of 1963, incorporating three countries, Nyasaland (Malawi), Northern Rhodesia (Zambia), and Southern Rhodesia (Zimbabwe). The federation was based on colonial governing ambitions with, tourism being recognised as an industry, which could be an avenue for development in the whole of Southern Africa. It was another period where tourism passed Malawi by.

The Federal government established the Tourism Board, based upon the western model, which became responsible for development and promotion of the tourism industry for the three countries (Zimbabwe, Zambia, Malawi). The Board was in Salisbury as the default Federal Capital of Southern Rhodesia (Zimbabwe), where the tourism industry was managed by incorporating; planning, development, marketing and promotion of the tourism industry (Nyasaland, 1958 *cited* in Magombo, 2011).

This early example of stakeholder involvement included those at the top and none of the people that would be affected by any potential development. The geographical connections between Nyasaland (Malawi), Northern Rhodesia (Zambia) and Southern Rhodesia (Zimbabwe), confirmed that Northern Rhodesia (Zambia) and Southern Rhodesia (Zimbabwe) shared borders with the benefit of the Zambezi river and its tourists attraction being the ‘The Victoria Falls’, while Nyasaland (Malawi) did not have direct connection with Southern Rhodesia

which now known as Zimbabwe, although the country shared its borders with Northern Rhodesia, now known as Zambia.

The joint venture had the aim of developing and promoting the tourism industry as a joint venture and with joint benefits accruing.

The difficulty from the beginning was to develop a joint brand alongside independent brands for the three countries. The map shows that there are synergies with other countries with similar tourism destination propositions and so the Tourist Board had the added problem of differentiating their product from those other countries. The finance, and support was through operational offices in London, Durban, Cape Town, Johannesburg, Nairobi, and Lourenco Marques in Mozambique, with these offices representing their countries or regions. The problem was that promotion materials, developed to promote Malawi's tourism industry, incorporated firms and magazines with titles such as "Nyasa Holiday". Excellent publicity for Lake Nyasa (Lake Malawi) including "Four Roads to Fun" "Africa calls from Rhodesia and Nyasaland, "Fairest Africa" (Southern Rhodesia, 1962 *cited* in Magombo 2011).

The creation of tourist routes unfortunately started from South Africa in Johannesburg/Pretoria, with the aim to connect Malawi with a more active and successful tourism market in South Africa. This benefitted South Africa, but not the three countries (Zimbabwe, Zambia and Malawi) as many of the tourists simply stayed in South Africa with its highly developed tourism infrastructure. Malawi failed to achieve a meaningful tourism development from the joint venture, simply because regional politics across the three countries were entirely different (Kavalski and Zolkos, 2016).

The problem for Malawi was exacerbated by the geographical space between Southern Rhodesia (Zimbabwe) and Nyasaland (Malawi) during the development stage of the 'Joint Tourism Promotion' as stated above, and without the initial success it was difficult to justify future investment. This study suggests that such strategic joint tourism promotion would have been successful if the geographical and cultural ambitions were established between countries that had border connections with Malawi such as Zambia, Tanzania, and Mozambique (<http://africamap.facts.co/africamap.png>)

The border connections between the four countries that had well-established transport networks between them, enabling both tourists and local communities to travel by public transport or private vehicles from one country to another.

This had provided an economic benefit to both countries, so it was a natural progression to effectively develop and promote joint tourism industry initiatives. The colonial governments were seeing a map drawn by Victorians and not the actual cultural ties between the countries that did not appear on maps. It is supposition but this may have enabled Malawi to have achieved a well-developed tourism industry by now.

Malawi failed to achieve its objectives to develop the tourism industry at Lake Malawi, but the country's ambitions to develop a tourism industry still existed. It became a political imperative that the country considered exploring other strategic plans and development models that could be more effective. The opportunity for greater political and fiscal control over the development process, came with the shift of political status of Malawi, following gaining independence from British rule in 1964. The realisation of republic status in the following year 1966 meant that Malawi was no longer part of the federation of Rhodesia where Zambia and Zimbabwe had an influence in the promotion of the country's tourism industry. Malawi became independent from colonial rule on 6th July 1964 (IBP, 2007), and declared itself a republic status in 1966 (Murphy, et al., 2010).

However, after Malawi gained its independence and republic status between 1964 and 1966, there is no record of new tourism development initiatives until 1999, when the tourism association was established. These lost years may be explained by the country, as a new democracy struggling to establish government, identity and direction.

There was a perceived shift of development for tourism in Malawi, from the 'Exploration' stage to 'Involvement' stage following the establishment of Malawi Tourism Association in 1999. The Malawi Tourism Association, registered in 1999 as a non-profit organisation, with the prime objective to provide a platform for all tourism operators in the country. The commitment of the association was to take responsibility of representing the sector's interests both on domestic and international markets in a 'unified and professional manner'. Similarly tasked with taking the responsibility of providing the government with professional input, to policy

development and amendments in addition to regulations affecting the tourism sector (www.malawi-tourism-association.org.mw).

This was a step forward for the country, where private organisations became involved in the tourism industry, to support the development goals of the industry; the set-up of the association incorporated tour operators, air transport operators, hotels, lodges and car hire organisations among many private businesses that could benefit from tourists visiting the country ([www.visitmalawi.mw/tourism policy](http://www.visitmalawi.mw/tourism%20policy)).

The association was meant to change the focus of developing the country's tourism industry, by promoting joint local participation with the private sector, which is a key component of Sustainable tourism. This therefore was meant to assist the country to shift from the previous failed colonial tourism development model based upon a federation. The establishment of Malawi Tourism Association could have been a vehicle for sustainable/eco-tourism in action.

The reality was that there was no action carried out to develop and promote the tourism industry at a competitive level. There was no subsequent increase in its market share on both regional and global tourism markets, as these individual stakeholders had not worked together and were trying to implement a western theoretical model of which they had no working knowledge. The Malawian investors needed the international investors and researchers to guide them through the initial process, in order to understand how strategic tourism development plans would have enabled the sector, to achieve its intended objectives.

Development goals established by Malawi Tourism Development Strategies (2000 – 2013), all followed a similar rubric. The much-needed investment in the infrastructure should have incorporated hotels, shops, entertainment and sporting facilities, supported by promotions to both domestic and international markets. These factors provided success in the development of tourism markets such as South Africa, Kenya, Tanzania and Mozambique and Zambia, where local private business ventures contributed to the growth supported by foreign investments. The model of their success was based upon the realisation that tourism was an industry, which demanded partnerships with all stakeholders in order to achieve its success.

The establishment of Malawi Tourism Association did not involve other stakeholders, such as the community at destination, who should have been main beneficiaries of developments taking place in their areas. Malawi’s way of promoting joint participation in development projects, works if key stakeholders are involved such as Local Councillors, District Commissioners are included.

Their interests and responsibilities are to monitor and support development projects in the areas they manage, with the support of local businesses and the political influence. Malawi is a country, which is well managed within the political framework, which incorporates three regions (South, Central, North).

Chapter 4. Malawi’s Failed Strategies.

Table 2. Below provides list of development strategies, established by government in its effort to develop and promote the growth of tourism in Malawi.

Table 1. List of Tourism Development Strategies for Malawi

Date/period	Development plan	Results
2000	The Malawi Tourism Strategic Plan (2000-2006)	Outcome not recorded
2001	The Tourism Strategic Development Plan (TSDP - 2002- 2006)	Outcome not recorded
2006	National Tourism Policy (NTP- 2006)	Outcome not recorded
2006	Malawi Growth Development Strategy (MGDS - 2006-2011)	Outcome not recorded
2008	Malawi Marketing Plan (MMP)2008	Outcome not recorded
2012	Malawi Economic Recovery Plan (MERP - 2012)	Outcome not recorded
2013	Malawi Investment Portfolio(2013)	Outcome not recorded
2013	Malawi National Export Strategy (MNES-2013-2018)	Outcome not recorded

The above strategies all identified areas that needed development attention including the improvement of infrastructure, such as repair of roads leading to tourist destination, the provision of uninterrupted electricity supply, and improvement of telecommunication services to ensure that tourists feel secure and comfortable (Malawi Tourism Report, 2006; MGDS, 2012). The results column confirms that there are no records of any of the outcomes being realised.

Each plan had identified outcomes for example the 2000-2006 strategic plan sought to diversify Malawi's tourism products by identifying niche opportunities such as orchid tours, rock climbing, bird watching, mountain biking, horse riding and angling. Opportunities were identified in the process, but it would appear that because of the lack of resources, the development plan that was meant to facilitate the introduction of these new tourism products was not followed through.

It appears that the easiest solution was to simply add those opportunities to the next plan such as 2006-2011 Malawi Growth Strategy Plan. This pattern was repeated by adding same opportunities to 2008-2013 Tourism Strategic Plan. This plan was revised instead of the creation of a new plan for the 2008-13 Tourism Strategic Plan, as it also needed to include gaps identified from the previous two plans. The revised plan also included the requirement for government to provide an enabling environment for generating economic benefits, investment incentives, reinforcement of regulatory framework and infrastructure development. The 2008-2013 plan did outline a revised list of manageable projects for implementation during the period 2008-2013; there is no evidence that any of these projects were implemented or completed (MMP, 2008; MERP, 2012; MIP, 2013).

These plans further identified that the success of this tourism industry was predicated upon the involvement of the private sector and community to support government development goals, as it was observed that there was a development gap, which lacked domestic market involvement. This was the case in Namibia where a variety of institutions were involved in the promotion and management of company-community tourism partnerships, these included government bodies in various departments and directorates of the Ministry of Environment and Tourism, the Ministry of Lands and Resettlement including non-governmental organisations and foundations, community-based organisations and traditional structures (Roe, *et al.*, 2001).

This development strategy provides benefits to all stakeholders, the community benefits potential source of monetary and non-monetary benefits and the private sector benefit, revenues accruing through multiplier effects to private sector; while national economic benefits incorporate government earnings from taxes, visas and other income associated with tourism (Macfie, Williamson, 2010). Such stakeholder joint involvement creates expectations, for example, the private sector and local communities would expect government support,

particularly in helping to start new businesses in the tourism industry (Duncan, 2008). This could further include other community support needs at destination, which would require government funding such as clean water, access roads, security, communication and electricity supply.

The commitment of the private sector allied to the community was meant to ensure that promotion was enhanced to the domestic market, with the benefit to jointly diversify tourism products and identify niche market opportunities. These were ideas that followed the classic sustainability models and the arrival of the eco-tourism models added to the dream of a bottom up top down model that met in the middle. For example, ecotourism has been hailed as a panacea; a way to protect fragile and pristine ecosystems, enhance ecological and cultural sensitivity, while instilling environmental awareness and a social conscience in the travel industry (Honey, 2008).

It helps improve the welfare of local people, although it has attracted criticism, not least with regard to the environmental cost of air travel to popular destination such as Costa Rica and Kenya. The true motivations of Eco tourists appear to have as much to do with sustaining the ego as the environment and the potential unwittingly disturbing ecosystems through co-presence (Hill and Gale, 2009). The industry and developers sell Eco-tourism, as a way to integrate tourism into the scheme of sustainability (Baromey, 2008).

‘Sustainability’ has three pillars; ecological sustainability, social sustainability, and economic sustainability, while some argue that there should be four pillars, which incorporate cultural sustainability (Hawkes, 2001). The dream was that this would position Malawi in a global tourism market as a principal and leading eco-tourism destination in Africa (MTP, 2006; MGDS, 2006; MGDS, 2011-2016; MER, 2013).

We therefore have a scenario where obfuscation existed in the form of development ambitions including new recommendations and requirements used as an excuse for lack of actual outputs from the various plans. The original orchid tours, rock climbing etc still being present in the plans, but hidden away alongside a longer list of objectives. The problem was that the models said differently.

This therefore brings back the importance of government policies, which could influence investments, as argued by Nsiku and Kiratu (2009). They highlighted the importance of the Malawi government's role to attend to the investment policy, which would have influenced foreign direct investments (FDI). As each initiative failed, as exemplified by the slow growth of the sector, the ad hoc nature of that growth and the 'unfulfilled dreams' that would lead to accelerated economic and social development were never realised.

That slow growth was an example of eco-tourism in action, although it did not reflect the intentions of the government to grow exponentially. Contradictions exist between the intentions within the sustainability models (theory), and the ability of the country to supply the knowledge necessary, to realise that growth in theory should result from the models/concepts. The rhetoric of decentralisation, devolution, participation and community-based natural resources management perhaps only masks the realities of dispossession of the rural poor (Blaikie, 2006; Menzies, 2004 *cited in* Homewood et al., 2009; 22). The tourism industry did grow slowly over the period of above strategies Nsiku and Kiratu (2009), Magombo (2011). The official position confirmed that Malawi's tourism industry recorded a significant growth twice as fast as its overall economy from 1996. This contributed US\$184.8 million equivalent to about 5.8 percent of Malawi's gross domestic product (GDP) in 2008 (World Bank, 2010). This included a further record of an increase of arrivals from 383,000 in 2002 to 770,000 in 2012 (WDI, 2015); enabling the tourism sector to contribute 24% to the country's GDP (ADBG, 2013 -2017).

These statistics were also inflated by the low starting point where such achievements of success were based on the direct assessment, of how the country's tourism industry developed over a certain period within its own comparison, and not against other competing markets; hence the remarkable success story. However, if Malawi as a nation has to develop a competitive platform for the tourism industry, it is important to explore how other tourism markets have been developing, in terms of competitiveness in tourism product development and promotion, including record of number of arrivals and receipts from the industry.

The table below provide tourism receipts for a period of ten years, highlighting a brief comparison of market share between Malawi and some African markets such as neighbouring Mozambique, Zambia, Tanzania, including Kenya and South Africa.

Table 2. Tourism receipts for East and Southern Africa: 2005-2014

Year	Malawi	Mozambique	Zambia	Tanzania	Kenya	South Africa
2014	36,000,000	225,000,000	642,000,000	2043,000,000	1833,000,000	10,484,000,000
2013	33,000,000	228,000,000	552,000,000	1912,000,000	1829,000,000	10,468,000,000
2012	35,000,000	224,000,000	518,000,000	1754,000,000	2004,000,000	11,202,000,000
2011	36,000,000	171,000,000	555,000,000	1383,000,000	1844,000,000	10,706,000,000
2010	45,000,000	135,000,000	492,000,000	1279,000,000	1620,000,000	10,309,000,000
2009	46,000,000	217,000,000	474,000,000	1192,000,000	1124,000,000	8,684,000,000
2008	43,000,000	213,000,000	542,000,000	1293,000,000	1398,000,000	9,178,000,000
2007	43,000,000	182,000,000	599,000,000	1215,000,000	1514,000,000	10,226,000,000
2006	45,000,000	145,000,000	506,000,000	986,000,000	1181,000,000	9,211,000,000
2005	48,000,000	138,000,000	447,000,000	835,000,000	960,000,000	8,629,000,000

Data in United States Dollar /Source: <http://knoema.com/atlas/tourism-receipts>

The above data is in United States of America's dollar currency, which provide analysis of international tourism receipts. This is the expenditures by international inbound visitors, including payments to national carriers for international transport; these receipts include any prepayments made for tourism related goods and services received in the host countries, including receipts from same-day visitors.

Although Malawi's tourism receipts recorded 36, million as an increase of 9.09% from 33 million U.S dollars in the previous year (2013), the country's tourism receipts appear to have not recorded an increased market share within the regional tourism market, in essence a recession.

The highest record of receipts was in 2005 which recorded 48, million. This followed with a drop to 45 million receipts in the following year, and maintained the figures within the bracket of 40, million U.S. dollars receipts for another four years (2007- 2010); there followed another decline in receipts in 2011 to 36, million which continued within the trend of 30 million U.S. dollars bracket for another four years (2011-2014). Basically the industry was stagnant when you take into account inflation and correspondent world increases in tourism travel for the same period.

What is striking is that for every measure in the table Malawi lags behind its direct competitors. Markets in East and Southern Africa performed well within the same period. In 2014 Mozambique tourism receipts totalled 225 million US dollars down from 228 million US dollars in the previous year, recording a decline 1.32 %, while Zambia recorded receipts totalling to 642 million U.S dollars from 552 million. Tanzania recorded 2,043 from 1912 million receipts, similarly Kenya achieved 1,833 million, being a slight increase from 1,829 million receipts in the previous year (2013) and South Africa scored 10,484 being an increase from 10,468 million U.S. dollars in the previous year (2013) (<http://knoema.com/atlas/Tourism-receipts>).

The above analysis of tourism receipts confirms the parlous state of the Malawi's tourism industry. It has not been able to gain a competitive market share for ten years within East and Southern African regions. This is perhaps explained by the lack of outcomes resulting from the development plans as outlined in table number 1.

This disconnect between intent and outcome is something that needs exploration within the research. The conclusion must be that the existing development models, that are being used to enhance the development of the tourism industry in the country, have failed.

Records show that all countries sharing borders with Malawi have been more successful than Malawi from 2005 to 2014, this again suggests that tourism growth is possible and being achieved in the area.

It does confirm the government's position of recognising tourism as an industry that has the potential of contributing towards national development by distributing wealth from major

urban centres to rural areas, giving the hope that the industry could play a major role in poverty reduction (www.trade.gov.mw, 2011; Pauw et al., 2013; Holden, 2013).

4.1 Reasons for Failure:

4.1.1 Failure of Malawian Private Sector Tourism Investments.

The Malawi's Economic Recovery Plan (2012) recorded that the government recognised the potential of tourism industry to contribute towards its development goals. This would result in the improvement of infrastructure, support to promote Micro Small and Medium Enterprises (MSMEs) resulting in the creation of employment; this perpetuation of a myth can be seen to have been through the spin that was put on any sign of development.

Therefore, although the Malawi Tourism Association was responsible for some small-scale investments into various tourism supporting services, there was, however, no record to directly confirm the success and contribution of the private sector in the tourism industry by investing in much needed tourism related infrastructure at Lake Malawi.

The recognition of small-scale businesses in the tourism industry was considered to fulfil the objectives of promoting and aiding the tourism industry, and providing a platform for all tourism operators in Malawi. They were shown as representing the sector's interests both at home and abroad in a unified and professional manner.

Many tourism-based businesses were encouraged to join the association; these included Tour and Safari operators, Accommodation providers, Surface and Air Transport operators, Catering, Sports and Entertainment; these tourism service providers incorporate international travel operators in the United Kingdom, Europe, and North America (www.malawi-tourism-association.org,2015).

All these organisations were motivated to work with the joint objective of marketing Malawi as tourist destination. The problem was that they could not align with a non-existent Malawian brand. No record of successful contribution to the development of the tourism industry was established, to justify private sector commitment to tourism development objectives for the nation. However, the contribution of the private sector in the development of tourism in Malawi

did show some growth in Malawi's main cities such as Blantyre, Lilongwe and Mzuzu. Hotels and restaurant structures were constructed, and at the capital level the country was able to portray a change of image as a successful developing country.

What is not clear is how and why the lakeshore did not show any real evidence of development when the government has continuously promoted, (and spent revenue on) private sector's involvement in its development ambitions for the country's lakeshore.

The lakeshore remains with three major hotels such as Club Makokola, Nkopola Lodge and Livingstonia Beach hotel, supported by several cottages, the development is piecemeal and the antithesis of classic coastal tourism development, which has the emphasis on the resort as the centre of tourism activity.

This type of development does make it difficult for the government to concentrate its investment in the infrastructure, as it can hardly provide the transport networks and roads for each individual development. (McColl, 2005; Tumbare, 2010).

Some additional contribution comes from Malawi's main chain of hotels (Sunbird) which invested into good quality hotel accommodation in key cities such as Mzuzu, Lilongwe, Zomba and Blantyre, providing transit hotels for their additional destinations on Lake Malawi, and Zomba Plateau (Lemarchand and Schneegans, 2014).

The above developments do provide a potential platform for further investment in an international tourists' destination. The evidence for limited growth is apparent when comparing the size of the private sector in the tourism industry in Malawi with neighbouring countries where the industry appear to be successful.

Table (1) below provides list of private organisations transacting tourism businesses within the region incorporating Malawi, Mozambique, Tanzania and Kenya, this table highlights the size of the private sector in the tourism industry in Malawi and possibly justifies the success of individual nations with regards to tourism market share within East and Southern Africa.

Table 3. Private Sector Tourism Contributions: Malawi, Mozambique, Tanzania, Kenya

Type of Business	Malawi	Mozambique	Tanzania	Kenya
Accommodation	57	483	859	751
Tours and Safari Operators	14	9	81	1010
Transport: Taxi and Car Hire companies	12	33	171	193
Restaurants	66	94	231	420
Foreign Tour Operators	259: Europe, North America, Worldwide	No information	No information	No information

Source:www.malawitourism.com; www.hometogo.co.uk/hotel; [https://tzhc.uk; info@kenyahighcom.org.uk](https://tzhc.uk;info@kenyahighcom.org.uk)

While Malawi recorded a total number of 57 hotels, the competing countries recorded twice or three times more hotels; for example, Tanzania has 859 while Kenya recorded 751 and Mozambique 483 accommodation properties, this extends to most businesses. The suggestion is that this lack of accommodation has historically been one of the major setbacks for the development of tourism at Lake Malawi. Malawi simply failed to secure a competitive market share within Eastern and Southern region because there were only two acceptable small hotels at Lake Malawi with only 70 rooms. Malawi simply could not effectively compete on an international or regional scale with well-established tourism markets like South Africa, Kenya or Tanzania although the country continued to invest in the construction of Bed and breakfast (Rest houses) facilities in the districts (Sunbird Tourism, 2011 cited in Magombo, 2011). The study further observed that while Malawi had a record of 14 Safari tours, Kenya recorded 1010, Tanzania 81 and Mozambique recorded 9. Kenya recorded that about 50% of tourists to Kenya

are attracted by safari tour services to view the 'Big Five' animals (elephants, rhino, lion, buffalo and leopard (Robinson, et al., 2013). Similarly, safari tourism forms a major segment of Tanzania's tourism offer (The Diagram Group, 2013). Despite Malawi recording 259 as foreign tour operators covering Europe, North America including worldwide, there are no indications that their association in Malawi tourism had a significant contribution to the country's struggling industry. The growth of taxi and car hire companies including number of restaurants in the region, highlights the competitiveness of neighbouring countries sharing the tourism market with Malawi, for example, the transport sector indicates Kenya accounted for 193, Tanzania 171 and Mozambique 38 while Malawi registered only 12 taxi and car hire companies in its tourism association. This again provides clear evidence on the level of development for Malawi tourism in direct comparison with the regional market.

4.1.2 Lack of Foreign Direct Investment (FDI) in Tourism Industry

Development theory suggests foreign direct investment initiates a 'cycle of development' (Hall 2008). This is in itself an anathema in terms of the sustainability agenda outlined in the literature review as this 'cycle' leads to external control and power over that development process. Even though the government identified a national priority for development, it was not backed up by private sector investment in the industry. This included lack of Foreign Direct Investment (FDI) initiatives targeted specifically at development on Lake Malawi in infrastructure, for hotels and shopping structures to influence high spending tourists visit the lakeshore. Foreign Direct Investment (FDI) initiatives are recognised as the safe avenue, to speed up the development of both private and national projects; governments in both developed and developing countries use a wide range of economic incentives to attract and retain investment (Kenneth, 2010). The government of South Africa used foreign investment as a means to drive economic growth (IBP, 2015). The benefit of private sector investment in the local tourism industry is evidenced in the case of the South African private business trading as 'Conservation Corporation Africa' (CC Africa), founded in 1991 by families, merged with 'Afro Ventures, and later with Taj of India.

The private family tourism business started off with one lodge in 1991, and today the organisation has more than 40 camps and lodges at 17 destinations in Africa's wilderness destinations in South Africa, Botswana, Namibia, Tanzania, Kenya and Zimbabwe; offering Safari services. The success of this private business has influenced the plan to consider expanding its services to India, where the business partnership with Taj will open lodges in

various Tiger reserves (Tassiopoulos, 2008). Investment policies influence foreign investors to become involved in local businesses through 'Joint Ventures', for example, Turkey shifted its policies towards the private sector by passing 'The Foreign Investment Law' in 1980, which allowed up to 100% foreign investment in projects or joint ventures with Turkish development banks and companies (Sharpley and Telfer, 2014). It was further recorded that out of 48 Spanish joint ventures across the economic sectors in Cuba in 1995, approximately 54 percent of this investment was in the tourism sector (Miller, and Henthorne, 1997). If these are so successful it is important to understand why they were not so for lakeside development on Lake Malawi. The question has been, since Malawi government recognised tourism to have the potential to contribute to the economy, and continuously promoted the industry to the private sector as a national priority for development, what has been the response of the private sector?

Research for this thesis did not manage to secure any data regarding foreign investment or 'Joint Venture' projects for the development of tourism at Lake Malawi. The 'Foreign Investment Policy' of Malawi outlines government conditions on how both domestic and foreign investments are managed by government). This provides further evidence that Malawi government is committed to ensure that investments are promoted to support the development of various projects in the country. There is evidence of commitment but no evidence of development; it appears that Malawi followed all the models of development process in theory, but not in practice. This is another reason this thesis focusses on looking at alternatives to those theories.

Malawi is open to foreign direct investment and as such provides adequate legal instruments to protect investors, ensuring that foreign investors are accorded national treatment. The constitution of Malawi protects investment irrespective of ownership, this enables the government to influence both domestic and foreign investments in most sectors of the economy without major restrictions on ownership, size of investment, source of funds, or the destination of the final product and foreign investors are granted national treatment.

Similarly, both domestic and foreign investors are assured access to the country's legal system, which functions fairly and unbiased; ensuring that all investors have the right to establish, acquire, and dispose of interests in business enterprises. The government continues to undertake various reforms to ensure that no tax, labour, environment, health and safety or other

laws distort or impede investment. Although this investment policy provides opportunities for investing in the country, it appears there is very little investment with regards to hotels along the lake shore; this study needs to understand why investors have not been influenced to establish businesses along Lake Malawi.

The commitment of Malawi government in supporting the development of non-tourism private sector businesses is exemplified by long-standing successful inward investments in locally based SMEs and large international companies. These include Press Corporation, Illovo Sugar, Universal Industries Ltd, Globe, Standard Bank including Candlex, while further record of this success include Malawi Mangoes and Limphasa Sugar.

Malawi stands out as a tourist destination which could have been successful by now, taking into consideration the peaceful relationships that exists between tribes and neighbouring countries; registering a unique destination with no internal or border conflicts neither are there any problems with Islamic extremism that is prevalent in the Sahel facing countries. The above analysis regarding potential foreign direct investments inflows in Malawi, confirms that while the investment policy in Malawi is open to both domestic and foreign investors, there is a need to manage its contributions to the demands of the country. The FDI strategic reports outlined above, did not indicate any specific project to support the development of the lakeshore for the construction of infrastructure such as hotels, shops structures, sports and recreation facilities including construction of service roads. There is a need to establish how the private sector and the international investors could be motivated to invest at Lake Malawi infrastructure. Many directors managing private businesses in Malawi are individuals with well-informed status, who have travelled and witnessed how other destinations have developed to become water-based tourist attractive destinations such as Cape Town in South Africa, Mauritius, or Dar es Salaam in Tanzania including the newly developed tourism industry in Mozambique. They appear, therefore to be conversant with Malawi's rivals for tourism revenues, but not for those within Malawi.

The research for this thesis, therefore, needs to establish why there is a reticence to invest by both internal and external developers. It may be that the industry needs to be stimulated by a successful development model, backed by the government, to show both feasibility and potential profitability.

4.1.3 Lack of an Accommodation Base.

This is linked to the lack of investment and does, in some way, explain the dearth of accommodation providers. Any initiatives were very small-scale in Malawi in its efforts to compete with the wider tourism offer, produced by the other countries within the region. This lack of local political power in terms of tourism development meant that the investment by the private sector was more likely to go to competing countries within the African region rather than to Malawi.

Therefore, lack of return on investment, and the small scale of the investment meant that Malawi fell farther behind in the race for the tourist business. The country did invest into accommodation structures as displayed on the map below, but only at a small scale. At the same time, the country was reputedly trying to create a brand identity to include a new liberalised climate for accommodation development in the country.

The concentration of small and medium accommodation structures highlights the scattered geographical locations across the country, but with no obvious links to key potential, and real tourism destinations. This lack of strategy suggest that there was little, or no input from government.

This development of accommodation structures only confirmed the commitment of government to one company, Sunbird Hotels as a key Malawian provider. Some limited evidence of investments in the accommodation sector is showcased in table 4 below, which provides information on both room and bed occupancy per annum in key areas.

Table 4. Hotel Room and Bed occupancy data: Malawi Cities and Lake Malawi

Zone	2009	2009	2008	2008
Town/destination	Room Occupancy	Bed Occupancy	Room Occupancy	Bed Occupancy
Blantyre city	74.9	64.46	75.6	66.5
Lilongwe city	72.9	63.16	73.4	64.8
Mzuzu city	64.8	58.59	66.2	61.7
Northern Lakeshore	63.5	49.88	65.8	53.2

Central Lakeshore	66.1	59.94	67.7	54.1
Southern Lakeshore	67.1	55.19	68.5	59.8
Protected areas	46.4	37.13	46.8	39.2
Zomba Lilongwe Balaka	60.1	53.37	63.9	57.9
Kasungu Mchinji	47.6	46.17	52.9	48.3
Thyolo Phalombe Mulanje	49.9	41.96	52.4	47.9
Other areas	48.6	41.04	51.5	46.6

Source: Malawi National Statistic Office /Department of Tourism (www.nsomalawi.mw)

The table indicates that the cities and lakeshore areas posted room occupancies, which only increased from 57.6% in 2008 to 59.8% in 2009. This is another example of an industry that is showing very little growth. The figures are interesting as the occupancy rates are skewed to the capital, and even though the rates are around 50% at the tourist destinations this is with a small number of hotels.

You would expect that if there were few high-class hotels at these pristine locations then they would be higher occupancy rates. The logical conclusion is that there is therefore no incentive for investor to build new hotels that only carry 50% bed occupancy figures.

4.1.4 Lack of Transport Infrastructure.

While accommodation stands out as key segment of the development for Lake Malawi's tourism industry, it is important that Malawi incorporate the improvement of road networks leading to tourist destination as expressed in government development strategies, such as Malawi Economic Recovery Plan (2012) Malawi Growth Development Strategy¹¹ (2011-2016). The roads are still not built, this directly affects the development of tourism in key destinations, since transportation is recognised essential to tourism development because there is no tourism without travel (Mensah, & Mensah, 2013). Transport is frequently neglected in the analysis of tourism, often being relegated to a passive element of the tourist experience; yet transport remains an essential service element of tourism (Page and Connell, 2006). The economic development of any region depends largely on efficiency of transport system, since transport and development are inherently interwoven and interdependent due to the complementary of economic sectors (Vaidya, 2003).

There seems to be evidence of historic neglect of the transport infrastructure necessary to develop a vibrant tourism industry. The rhetoric has rarely been matched with reality. Efforts by both the colonial rulers and Malawi government (after independence) identified transport as major component for developing its tourism industry, but it stopped with identification.

The construction of an international airport in Lilongwe (1974) was partially to increase its market share of the international tourism market. The problem was to attract long haul direct flights to a non-existent or small tourism industry. Only short haul used the airport and they served the southern and central African region including South Africa. This meant that tourists for Malawi needed to connect with international flights to Europe in Johannesburg, South Africa; this meant, and still means that the tourist stays in South Africa.

A travel agent in Germany, who lived and managed a Germany business in Malawi for some years and now operate a Safari business in Germany for tourists wishing to visit East and Southern Africa expressed his concerns. He highlighted that tourism in Malawi could only be successful if the transport element was attended to. Currently “someone could fly from Europe to South Africa and many African destinations, while it would cost the same price to fly from Johannesburg in South Africa to Lilongwe in Malawi. This means that air transport costs are extremely high for European tourists to fly to Malawi. The question must be, ‘why would they if there is no development’?

The German travel agent further observed that Malawi has a major problem with direct flight-connections from Europe; the least time-consuming connection from Europe to Lilongwe in Malawi is 13 hours travel time via Addis Ababa-Ethiopia, while American passengers could fly on South African Airways (SAA) via Johannesburg-South Africa for the same period. Current developments highlight that Malawi’s main airline service operator (Air Malawi) changed management and now operate under new identity as (Malawian Airlines), the company has recently been awarded the 2015 Service Excellence Award (www.malawian-airlines.com).

No information is currently available to highlight any achievements as an improvement to the tourism business for Malawi being contributed by these changes. It is however clear from the arguments above that transport is a necessity for the tourism development of Malawi, which

demands well-coordinated investments to improve services within the African region and to the global market, while ensuring that it is competitively affordable.

One of the key drivers of international tourism has been the transformation and development of transport technology since the late 1950's (Baldacchino, 2016). For example in *Portugal*, *transport infrastructure* is fundamental to enable the country achieve higher competitiveness; the government launched a number of ambitious strategies to enhance *Portugal's transport infrastructure* (OECD, 2010); this is similar to Northern Ireland where transport plays an important role in the development initiatives of the country (Varley,2016).

Transport services are, therefore a development tool for tourism growth and sustainability, it is not clear if stakeholders such as members of Malawi Tourism Association identified the demand for transport services to the lakeshore; or whether the association expected government to incorporate the introduction of well-coordinated transport services to the lakeshore in their development strategies.

Lake Malawi is still at the early development stage so the lack of transport is not a problem at this stage. It is probably an advantage as any networks could be development specific and not dictated to by existing networks. Using tourism as a factor for change could also benefit the traditional fishing industry in their access to new markets. Sustainable tourism and sustainable fishing as parallel development outcomes to a mixed economy.

4.1.5 Lack of Branding - Nation Branding

This section attempts to provide a 'new nation branding model' that is pertinent to Malawi. This is important at this stage of the thesis for the conceptual framework necessary for developing a research strategy. The concept will need to be explored within the context of the case study of Lake Malawi as the nation branding must fit the destination brand.

'Nation Branding' emerged as a global ambition to promote unique identity for nations within the globalized tourism market. This was to create a 'favourable reputation' for a country, seen as essential for improving its competitive position. This results in attracting overseas economic

resources, such as capital investment and human resources including international trade. Branding provides a narrative including a positive image, of how a nation can be perceived in its delivery for the quality of its products and services, business opportunities and culture of its people (Dinnie, 2010; Scott, et al., 2008; Lee & Lim, 2014; Moilanen & Rainisto, 2008).

The literature and review of Malawi within the context of other developing tourism economies belies the definition of a Malawian Brand. The attempt to position Malawi as a tourist destination was to claim an identity in the competitive global tourism market through the branding concept; called the 'Warm Heart of Africa'. This title is based upon specific unique factors incorporated in the cultural dimension of Malawi including the friendliness of its people towards visitors (Johnston, and Ferrar, 2006). This is similar to the original branding of Lake Malawi as 'Lake of Stars' (Walsh, 2013), which describes the unique sparkling stars in the sunlight and bright stars at night on the waters of Malawi's lake.

These identities demand a reflection of real meaning to the tourism world, since they declare special characteristics of Malawi, assumed to have competitive advantage that can offer best products and services in comparison with other countries. The outcome being to motivate visitors and tourists to visit Malawi as the preferred choice destination. 'Competitive Identity' is a basic theory suggesting that government has a good, clear, believable and positive idea of what their country really is, what it stands for and where it is going. It should be able to manage and coordinate its actions towards all aspects of development for the nation; this includes the investment policies, governance of the nation, culture and heritage among many factors as outlined in the 'Nation Brand Hexagon' (Anholt, 2006)

This 'Nation Brand Hexagon' outlines the unique values of a nation's identity. These brands are marketed to an external audience, but can also foster an internal feeling of belonging to the brand. This is essential when identifying and targeting the domestic market. It contributes to advancing and naturalizing market fundamentalism, the illusions of community and solidarity with and within the nation. It is carried out by crafting images of a shared history and common cultural icons, thereby positioning nation branding as a pro-social force. The content of branding both says a great deal about the state's vision of the nation- who it is for or hopes to be, and also speaks to its own citizenry (Clancy, 2012; Kaneva, 2011). This influence countries today to showcase developing infrastructure, attracting investments and improving the quality of life. The justification is that if a country is widely known as a modern, secure, clean and

efficient state, then the chance of attracting more tourists will be higher. This is exemplified in the successful brand concepts such as Malaysia -Truly Asia, Incredible India, 100% Pure New Zealand, Happiness on Earth -Thailand, Ultimate in Diversity-Indonesia, Uniquely Singapore, Miami-Magic City. These include some of the successful countries which have created unique brand identities such as Switzerland, Singapore, Dubai, and France among many others (Ahmad, 2010, Davidsbeenhere, 2014); the table below provide a list of nations and their brand slogans;

Table 5. Nation Brand Slogans

Nation	Branding message
Malawi	Warm Heart of Africa
Malaysia	Truly Asia
Philippines	It's More Fun in the Philippines
Thailand	Amazing Thailand
Cambodia	The King of Wonder
Hong Kong	Asia's World City
Singapore	New Asia
Indonesia	Endless Beauty of Diversity
South Africa	South Africa' Inspiring new ways'
Vietnam	Timeless Charm
Ghana	The Gateway to West Africa
Gambia	The Smiling Coast of Africa
Canada	Canada' Keep Exploring
China	Beautiful China
Egypt	Where it all Begins
Ireland	The wild Atlantic way
Mexico	The Place you thought you knew
Spain	I need Spain
Wales	Have you parked for Wales?

Source: (Dinnie, 2015; Niesing, 2013; Ahmad, 2010; Davidsbeenhere, 2014)

‘Nation Branding’ is also a concept that recognises international networks and linkages, which enable nations to engage with potential business partners. For example, “Brand Singapore” helped to attract the investments, business, trade, tourism and talented human resources that are the lifeblood of a successful nation. The Singapore flag and the meanings ascribed to it, illustrates the power of internal nation branding (Koh Buck Song, 2011). Politically it is important to create awareness of national achievements reflected in the brand image with an understanding of how their country is perceived by publics around the world (Anholt, 2006).

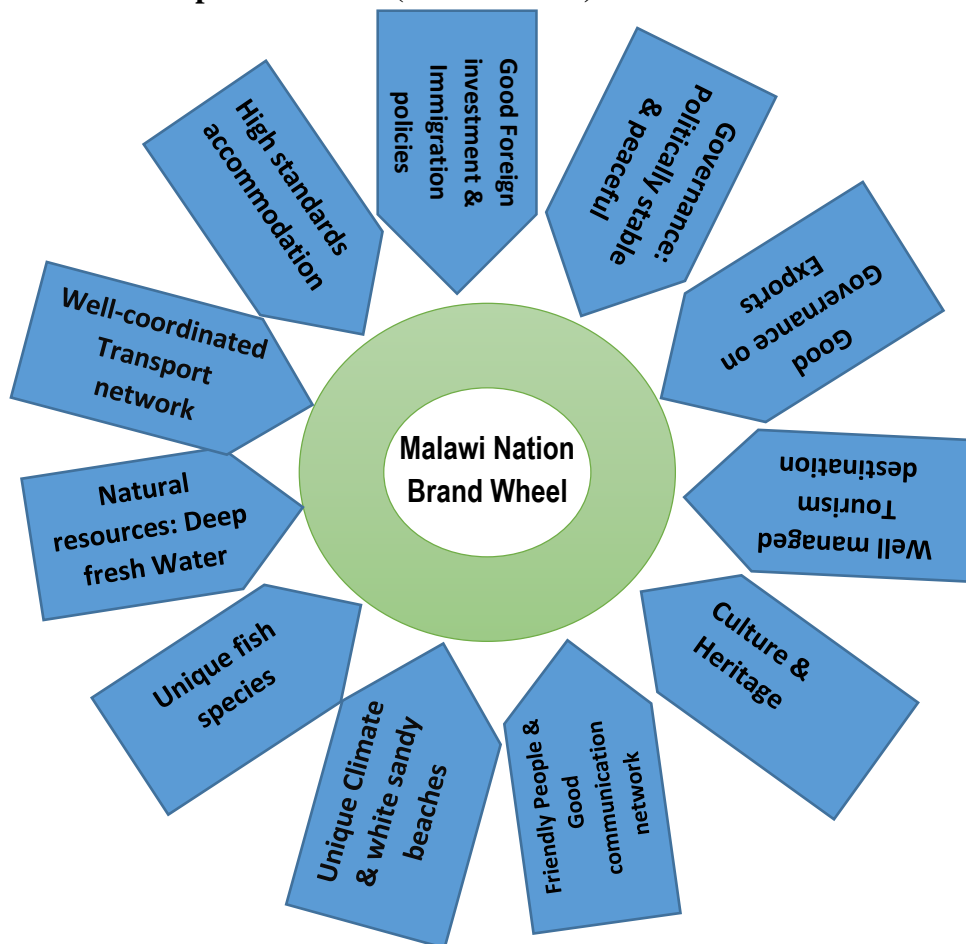
‘Nation Branding’ is doubly importance for Malawi as the current stage of development of tourism needs to attract investment as a precursor of the attraction of the visitor. If applied to Butler’s model, it would probably fit within the early stage of tourism development for both Lake Malawi and Malawi as a nation. Although this concept of ‘Nation Branding’ by Anholt (2006) is recognised as an international mirror for promoting individual country’s values, it only serves as a guideline on the recognition of values for countries. It does not currently represent the values of Malawi with regards to the country’s potential competitive tourism advantage capable of offering unique tourist experience. There are essential parts that are missing in this current concept, such as Malawi’s ‘Natural Resources’, excellent tropical ‘Climate’ and the unique ‘Fish Species’ which are recorded to exist only in Lake Malawi within the world of tourism; all these position Malawi at a competitive platform as a unique tourist destination. As part of the branding process the country must emphasise the positivity at the exclusion of the negativity. Malawi, for example is a destination that is unspoilt and still largely undiscovered, rich in arts and culture, pottery and carvings, internationally known as the “Warm Heart of Africa” (Levitov, 2007; Lustenberger, 2013; SATG, 2009; Randall, 2009). The country is rich in natural resources (Planet, 2010; Walsh, 2013; Davidsbeenhere, 2014; Williams, 2005; Lemarchand & Schneegans, 2014).

4.1.6 Lake Malawi Branding Wheel

The potential of developing the area for tourism is both apparent and possible and the marketing rhetoric follows with superlatives, and not unreal claims for the destination. Lake Malawi is the third-largest lake in Africa, with a ‘vast stretch of crystal water lying beneath its mountainous eastern borders with Tanzania and Mozambique’ (DMA, 2013). The lake comprises about 20% of Malawi and historically known to have existed in the rift for over two million years (International Business Publication, 2012; Murphy, *et., al*; 2010). The strap line

of “Lake of Stars” (Walsh, 2013) ‘with white sandy beaches complimented by beautiful and diverse landscapes, ranging from peaks to rolling grasslands, from hills and waterfalls to a tropical shoreline’ (Planet, 2010; Kasuka, 2013); this may appear as publicity hype, but it does suggest marketing would be easy with its unique features. This somewhat travel brochure description of the lake is presented on purpose since the uniqueness is fundamental in providing a way forward for branding and creating product that reflects that uniqueness. This justifies the importance of selecting the correct model for the development, as the uniqueness is based upon the fact that the benefits of development the lakeshore have largely passed by. All the above unique features justify the country’s tourism market platform as one of the attractive tourist destination in Southern Africa (Dawood, 2012; De Capua, 2009; Briggs, 2010). They are the basis for the ‘Malawi Nation Brand Wheel’.

Figure 1. The New Proposed Malawi (Lake Malawi) Nation Brand Wheel



Proposed Malawi Nation Brand Wheel (Hastings Kandaya, 2019)

The above proposed 'Nation Branding wheel' is embedded in the values that are unique to Malawi, incorporated in the people of Malawi and local communities that would have direct contact with tourists as they visit sites of interests. This is where culture and heritage forms the major part of the country's unique identity. This is then complemented by governance of the country, showcasing the 'Warm Heart of Africa' as internationally recognised to be a politically stable nation that has been free of political violence, since gaining independence in 1964. The country's trade policies incorporate an open opportunity to foreign investment, while the constitution protects investments irrespective of ownership and encourages both domestic and foreign investment without major restrictions on ownership, size of investment or source of funds (<http://www.state.gov/documents/organization>).

This confirms Malawi to have a unique national brand identity, which genuinely reflects its values and mirrors a competitive image for the tourism business of the nation. It does appear that such unique values do not currently seem to be realised as essential to the global tourism market. This thesis suggest that Malawi's National Branding cannot be complete without the inclusion of Lake Malawi, this is again justified by the geographical space it occupies which cannot be used for any development such as traditional farming, forest reserves, wildlife and game reserve or any infrastructure investment. As such the lake is essential in the new national brand wheel for Malawi to ensure that suitable investments are identified to develop tourism that will benefit all stakeholders.

The proposed 'Nation Brand Wheel' for Malawi includes the culture of the country, which forms the identity of the nation in the tourism industry. This is vital to the nation since research suggest that culture is an integral element of how and what we eat and drink, therefore guides how tourism is used and operates (Boniface, 2003). 'Cultural Commodification' has stimulated the preservation, community consciousness and an appreciation of local tradition (Smith and Robinson, 2009). 'Cultural Tourism' is also noted as the most prevalent type of tourism in the world. It involves interrelationships between people, places and cultural heritage, and further includes both tangible and intangible elements, buildings, rural landscapes and villages, cities, art collections, artifices on museums, historic gardens, handcrafts and antiques (Ivanovic & Saayman, 2013; Timothy, 2011; Zeppel and Hall 1991 *cited in* Mckercher and du Cros, 2012). 'Cultural Heritage' within the tourism industry represents 40 percent of the cultural component in all international leisure tourism (Ebbe, 2008 *cited in* Christie et al, 2014). Cultural Tourism is perceived as being related to quality tourism that cares for the culture and has been embraced

globally by local, national, and international bodies. For example, UNESCO promotes 'Cultural Tourism' as a means of preserving world heritage. The European Commission supports cultural tourism as a major industry, while the newly emerging nation states of Africa and Central Europe, and see it as a support for national identity (Richards, 2007). Malawi's new proposed 'National Brand Wheel' incorporate this cultural identity.

According to Morris (2009), people of Malawi have a common cultural heritage although there are cultural variations between different ethnic communities. The cultural influences for Malawi within the tourism industry incorporate rituals, as well as arts and crafts, pottery, carvings made by local communities, and are identifying factors for ethnic groups of the country (Lustenberger, 2013; SATG, 2009). Malawi's cultural identities are further expressed through national museums, historical monuments and ancient rock paintings including cultural artefacts that have been in existence from 8000BC, used as medium for communication amongst early settlers of the land (Lwanda, 2005; Donda et al., 2014).

Other cultural values of Malawi are similarly identified in the traditional music and dances of various tribes in the country, complemented by a mosaic of unique cultural practices and norms displayed in cultural festivals, which assist local communities in showcasing rich cultural values and attributes; these strengthen a sense of identity. For example, Chopa is one cultural dance associated with the Lomwe tribe, a traditional dance performed in Thyolo, the dance is further performed in Mulanje and other parts in the southern Malawi. This dance is among many dances that claim historical significance as tourist's attractions for Malawi which is similar to other cultural dances such as Gulewankulu and Mganda.

As part of the tourist attraction, this cultural appreciation is promoted by local hotels such as Nkopola lodge or Club Makokola situated along the lakeshore, who arrange traditional dances to be performed at their premises in the evenings, to showcase the country's cultural values through traditional music and dance to tourists. This is important in face of foreign tourists who are looking for the identity of the destination they are visiting, such unique setting combines well with Lake Malawi where the lakeshore beach forms part of the attractive package to tourist. Similarly, the museum of Malawi conducts a series of cultural activities in schools and public places, as a way of achieving the goal of retaining the country's traditional values, ensuring that those who have no contact with village life can gain knowledge of cultural values of the country. This indigenous knowledge has gained specific recognition for its heritage

values through UNESCO's 2003 Convention for the Safeguarding of intangible Cultural Heritage (Lemarchand and Schneegans, 2014; IBP, USA, 2012; Gilman, 2011).

Malawi is, therefore, a country of colourful 'strange cultures', picturesque people, thatched huts in Savannah surroundings, where one can encounter a truly 'other' culture. This is romantic-cum-(neo) colonial mix dominates African tourism and as such people become influenced to visit. The brand identity is reflected in the country's natural beauty and cultural diversity from its beautiful and diverse landscapes, ranging from peaks to rolling grasslands, from hills and waterfalls to a tropical shoreline, complimented by white sandy beaches (Planet, 2010; Kasuka, 2013). These unique cultural and natural resources provide a marketable advantage to Malawi to compete favourably on both regional and global tourism market.

In recognition of the importance of culture in the tourism industry, many countries in the African region including Botswana, Namibia, and Swaziland have developed cultural tourism products. These include villages in the peripheries to activate tourism and local development connections (Saarinen, 2007).

This is influenced by realisation that culture and traditions contributes to the uniqueness of a tourist destination that is complemented by other factors such as wildlife and natural landscapes; it would perhaps be easier to build a more equal and mutually beneficial partnerships between the industry and local communities (Saarinen & Becker, 2009).

Research by Southern Africa Travel Guide (2009), observed that international tourists rated cultural tourism in South Africa, as the key component of meaningful "South Africa" tourism experience. South Africa's unique selling points have been scenic beauty, wildlife and climate. This is a similar context with Malawi, but extended with a mix of cultures, with African, European and Asian influences intermingled to create a unique Malawi's multi-cultural society. These mixed cultural influences create one nation which claims an outstanding identity of 'Warm Heart of Africa', showcasing a pillar of a united Malawi as observed by Briggs and Connolly (IX: 2013) who stated the following;

There is much truth in the phrase 'The Warm heart of Africa' not only do the climate and lush vegetation of the lakeshore conform effortlessly to every stereotypical image of tropical Africa, but the people of Malawi exude a warmth and friendliness that make most visitors

feel instantly at home. Malawi may well be the most laid-back nation on earth (Briggs & Connolly, IX: 2013).

Malawi's climate forms part of the new 'Nation Branding Wheel' because the country has a unique tropical climate, with a number of regional variations (Murphy et al, 2010; Taylor & Francis, 2004). Malawi's climate is cool and stimulating (Reich and Clough, 1984), giving the tourist choice. The climate is equitable because the height of the country above sea level modifies the temperature (Dinnie, 2015). The diagram of nations branding wheel is therefore confirmed as being unique, but must be seen within the geographical context and location of the country, in this case within the central and southern African littoral.

One problem with nation branding is that effect of regional branding could overshadow, or take precedence over the national brand. This was highlighted when Malawi relied on the 'Regional Branding' initiatives following the introduction of 'Joint Tourism Promotion' established by the federation of Zimbabwe, Zambia and Malawi between 1953 to 1963 (Magombo, 2011). This ten-year period did not provide any development benefits to Malawi. Zimbabwe and Zambia benefited because of their geographical connections, sharing borders at Victoria Falls.

This study suggests that Malawi could have achieved a more competitive market share if it relied upon the promotion of the country's tourism industry through its own nation branding. The inclusion of Lake Malawi as defining that brand is similar to that used by Cumbria in the U.K. where the identity is 'Cumbria (The Lake District)'. Comparisons with both Tanzania and Mozambique can be made since both nations have access to Lake Malawi. They are managed by democratic political leadership, similar warm climate, and have stronger family ties between them, however Tanzania's tourism industry depend on wildlife and game reserves (World Bank, 2004; WTO, 2013; Spenceley, 2012); while Mozambique relies on the Indian Ocean to develop its tourism industry (High Commission of the Republic of Mozambique; 2016).

Therefore Malawi's goal should be based at learning from these successful nations, in order to create its own tourism development model that will be suitable for the creation of a unique identity which will highlight 'Lake of Stars' for Lake Malawi, and 'Warm Heart of Africa'. This then positions the Malawi nation as a 'new' tourist destination within the African region. This could only be a successful objective if threats to Lake Malawi, are identified to ensure that they would be eradicated or minimised. Potential threats

Chapter 5. Development Potential/Threats

Lake Malawi has the potential to develop into a successful tourism destination, if well-established development strategies were put into place with the involvement of all stakeholders incorporating the government, private sector and local communities. Although some parts of the lakeshore have private cottages, they are limited by price. This creates barriers to the further development of the tourism industry for Lake Malawi. Nsiku and Kiratu (2009) suggested that a pricing strategy would have to be introduced to ensure that services are charged in local currency (Malawi kwacha) and international currencies such as British pounds and American dollars. This would only be effective if the lakeshore had various types of accommodation facilities that could give customers the choice of their affordability, this would influence Malawians to visit the lakeshore where they could comfortably pay in their local currency.

5.1 Environmental threats to Lake Malawi

The dilemma is how to protect and develop and to sustain the environment and add to the economy of the region. This not a new dilemma, but it is one that is necessary to understand as Malawi aims for a more balanced economy. The answer may be in the lessons of the failures of other similar destinations as a basis for the development of a Malawian centred response. It is simply not enough to think that transferring identical concepts and models from other destinations in their entirety will bring change to the development window, as these have to fit with the political, environmental and cultural basis of the country.

Lake Malawi faces various threats which may affect its future tourist attractions, this include environmental issues influenced by the change of climate which provides unpredictable rainfall conditions, that directly affect water quality and levels. More than 200 rivers flow into Lake Malawi and most of these rivers are identified to be small with limited water contribution since they flow only in the rainy season (Bootsma & Hecky 1993; Ribbink 2001). In potential hazard terms, these flashy rivers produce a very steep flood hydrograph, this could be considered as dangerous to the lake since the natural reality could result with the deposit of both nutrients and pollutants into the lake in large quantities. The lake is less likely to absorb these concentrated deposits so any new additions created by tourism within the catchment are added potential hazards. The geographical spread of these the rivers include Linthipe Lufira, Songwe, Rukuru, Dwangwa and Bua therefore the tourism strategy must be geographical in nature. While water contribution from these rivers depend on the level of rainfall, pollution is also

identified to pose threat to the lake which may directly affect the future of the lake as a tourist attraction, again this calls back the importance of promoting the eco-system discipline to the communities within the lakeshore.

Lake Malawi has unique fish species, but overfishing poses a threat to the lake affecting commercial fish catching which fell by over 20 percent between 1988 and 1992. Recent observations only identify pollution to be a major threat to the lake; however, the demand for fish is likely to increase with a growth in the tourism offer and tourist visitation. A new project was established in the northern part of the lake to explore the availability of oil and gas in the lake. The license to drill and the distinct possibility of success would mean the investment would be available for tourism development; this would ease the pressures on the Malawi economy (Nyambose, 1997; Mweninguwe, 2012), but potentially destroy the delicate ecological balance of the lake. Another challenge could be how the tourism industry is developed within region by region. The lake falls between Mangochi in the Southern region, Salima in the Central region and Karonga in the Northern region, representing three major regions of the country (South, Central, North). Three different tribal units administer these regions. Therefore, decisions of where development would start is fraught with political and cultural challenges. Any strategy would need to affect change in the way local and foreign financial institutions perceive, the importance of Malawi's lakeshore as a destination worth their financial investments. So that it is possible to transform Lake Malawi into an attractive holiday resort that can successfully compete with regional tourism markets.

5.2 Historic, Cultural and Environmental Tourism in Malawi: Benchmarking Malawi/Lake Malawi against regional competitors

This section outlines analysis of some of the similar tourism destinations in Africa to help provide an initial conceptual framework for tourism within Malawi, and specifically Lake Malawi. The attractions of Malawi, are a diversity of beautiful landscapes, complemented with highest peaks being 10 000ft (3000m) while the lowest point is barely above sea level, with a variety of scenery ranging from highland areas, mountains, plateaux, plains, escarpments, forest reserves, to green vegetation and dramatic river valleys (www.malawitourism.com).

However, for this research the focus is upon those tourists who decide to visit a destination with the idea of 'relaxation' based upon a vision of images of water and sandy beaches complemented by warm weather. (Hudman and Jackson, 2003; Orams, 2002; Powell, 1981;

Luck, 2008). Destinations with ‘water-based’ attractions recognised in the tourism industry to have their own market segment, which influence many tourists to travel long distances to simply relax in the sun and white sandy beaches. For example the attractions in Maldives are mostly sun, sand, and sea, these influence decisions on tourists to visit the destination (Harsell *et al.*; 2014). These images have tremendous power, which has successfully influenced people’s decisions, with regards to their use of space and time including the choice of a holiday destination (Orams, 2002). ‘Relaxation’ paint a mental picture of specific beach, water warmth of the sun, the feel of the sand, soft breeze and waves lapping gently on the sand on the seashore (Powell, 1981). The availability and easy access to seaside and beach resorts have contributed to the increased visitations and developed a certain taste and passion for the sea and the relaxed coastlines’ way of life; hence beaches have become the number one attraction within the tourism industry for recreational and relaxation purposes (Luck, 2008). Sun-Sea-Sand tourism has been segmented as a primary destination characteristic, particularly in locations of an exotic nature because it is a strong attraction for long-haul travel, influencing some tourists to take at least two weeks’ holiday, which would generally include one week on safari and one week for sun-seas-sand experience (Hudman and Jackson, 2003).

5.3 Community/domestic Tourism- Threats /Opportunities for Lake Malawi?

Alongside the development agenda for international tourism is the notion of domestic tourism. The danger is that Lake Malawi becomes segregated socially as a tourism resource without a balanced approach to target marketing. Local residents must become key target customers for the tourism industry. This may mean ensuring that the lakeshore is promoted as the key destination for local holidays before attempting to compete on regional and foreign tourism markets. For example in Costa Rica, 60% of the visitors to the Community Based Tourism (CBT) were families, students and other local groups interested in the educational dimension of rural tourism; and it was further recorded that more than 70% of the visitors to Community Based Tourism (CBT) in Nicaragua, were Nicaraguans (Saarinen *et al.*, 2013). This success is attributed to Community Based Tourism (CBT).

This leads to local businesses successfully developing product for both local and foreign customers., The literature confirms that most of local Malawians do not appreciate Lake Malawi as a unique tourist destination worth taking a holiday to spend time with a family, and as a result, currently those who can afford a holiday, prefer to spend holidays away from home. This supports earlier argument of this study that unless local investors visit local tourist

destinations like Lake Malawi, it will impossible to develop a successful tourism market. The whole notion of ‘taking a holiday’ for most Malawians relates to visitors to the country as they have no identity with the ‘sun, sea, sand, sangria’ product enjoyed by those tourists. This whole area of leisure time is something that would require a cultural shift within the population for there to be a larger domestic tourism product and economy. With no ‘experience’ of holidays comes no work ‘experience’ within the service economy; the government will have to provide training programmes at all levels of education.

The development of tourism at Lake Malawi will require institutional capacity development similar to the development of Cape Town in South Africa. Although direct comparisons between the two destinations are difficult, the development process of the South African tourist destination is considered as a good example. The vision of transforming a small fishing village in Mangochi, Monkey-bay, Nkhata-Bay or Karonga in Malawi, into an internationally recognised tourism destination at present would appear challenging. The development of Mauritius, is an example of a successful destination in Africa, which gained a competitive platform as an exclusive water based tourism destination along the Indian Ocean in Africa. Although Mauritius is located in the Indian Ocean, and the success of its tourism industry is not based on historical structures, wildlife, scenery or mountains, the island’s main tourist attractions is water-based. The warm weather; offers a unique tourism experience of three S’s (Sun Sea Sand) and this is complemented by hotel structures, which were built to meet demand of its tourists, where the customer base were tourists from Europe. The tourism industry started in 1950s, this resulted with the industry showing exponential growth towards the end of the 1970s; this was achieved by the establishment of well-managed development goals resulting in tourism becoming a major sector of the economy by early 1980s. This enabled the country to record 487,000 arrivals in 1996 (Spalding *et al* 2011); hence, tourism claimed its success by becoming the third largest employer and supplier of foreign exchange in Mauritius.

5.4 Man-made Attractions- Opportunities/threats for Lake Malawi

There are a few private cottages along Malawi’s lakeshore, but these are sufficient to satisfy the demand, for the accommodation by tourists at Lake Malawi. The unique natural resources considered as the only attractive features existing along the lakeshore. These incorporate; good warm climate, fresh water, white sand beaches, while friendly communities and security complement to the attractions of the lakeshore; therefore there are no man made attractions

recorded to influence the growth of tourism industry at the lakeshore and this failure highlights the following shortfalls;

- There are no hotel structures at the lakeshore
- No water-front structures to give a face-lift of the lake as an attractive destination
- No road service between the lake and accommodation complex to give tourists the benefit of easy access to facilities, this means tourists can only access other cottages by car since they are all isolated between single structures
- No shopping infrastructures
- No close fuel pump stations unless one drives to town centres such as Mangochi, Salima, Nkhata-Bay, Karonga
- No reliable well established transport services serving between the lakeshore and the country's main cities (Blantyre, Lilongwe and Mzuzu), although direct flights were established by Air Malawi to cater for tourists wishing to visit the lakeshore
- No wildlife reserves directly associated with the lakeshore to enhance its tourism significance although there has been translocations of wildlife from other national game reserves such as Liwonde game reserves Nkhotakota, it is not yet known if this restocking of wildlife will create an impact in the tourism industry for the lakeshore.
- Not sports facilities such as Golf, Hockey, Cycling or Tennis

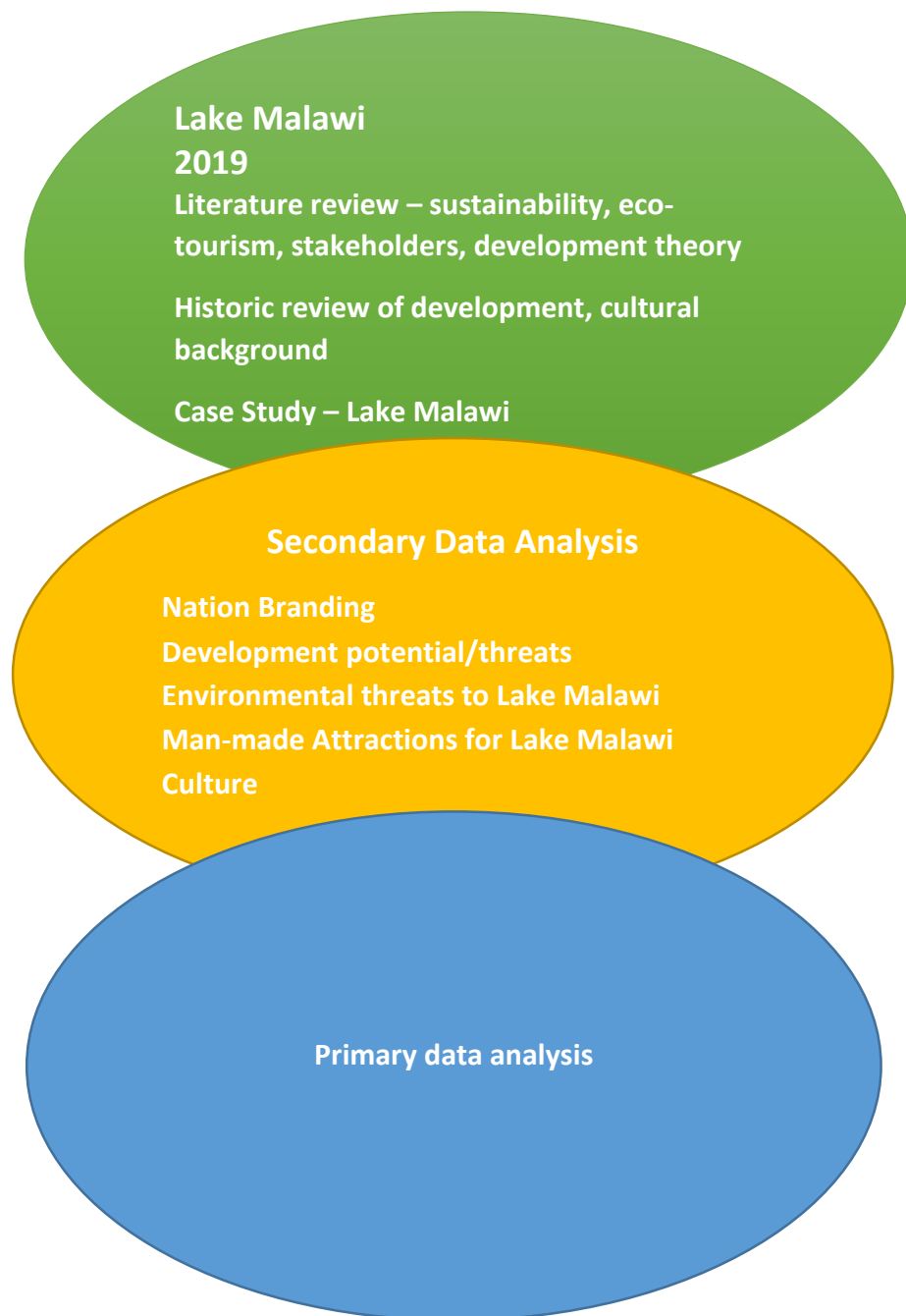
5.5 Culture

The culture of Malawi is clearly recognised both in the African region and global tourism market as a country with rich cultural practices are complimented by its people whose hospitality to tourists justifies the nation branding of country as the 'Warm heart of Africa', a slogan which creates a friendly expectation of those visiting the country (Ferrari, 2006).

The country prides itself with a mosaic of unique cultural practices and norms, the traditional dances and rituals as well as arts and crafts, including traditional pottery and carvings; all these

confirm Malawi's unique identity as a set of united ethnic groups (Lustenberger, 2013; SATG, 2009). Similarly, the tourist attractions of Malawi incorporate historical cultural heritage sites (Dieke, 2000; Goodall and Ashworth, 2013).

Figure 2. Conceptual framework 1. Literature Review/Case Study - Lake Malawi.



Chapter 6. A Critique on Current and Historic Developmental Models in Africa

The summary of the tourism destinations (see table 9; pp 85) highlights that early tourism development strategy for African destinations, appear to have had same pattern; where western settlers influenced the development of tourism industry. This meant the starting point of establishing a tourism industry was the realisation of an area or destination, to be attractive for visitation. Justifying that the destination has the potential of developing as tourist destination. It is important to situate Malawi within this wider regional and continental context as, by definition, the existing African brand is diverse, with its diversity based upon the history of development. These destinations gradually developed to become internationally recognised; within the African perspective where clear strategies established growth; it is therefore evident that as colonial settlers shifted from Europe to settle in Africa, they identified places of interest and influenced others to visit.

6.1 Cape Town

Cape Town was developed by the Indian Dutch Company; as a supply station for Dutch ships. These were sailing to East Africa including the Far East; followed by the establishment of first permanent European settlement in South Africa in 1652 by Jan van Riebeeck. This resulted in the development of a destination with an economic and cultural hub namely Cape Colony (Williams, 2014; Anderson, and Rathbone, 2000; Leonard, 2006). This historical context means that Cape Town is a multicultural city, which attracts both local communities and foreign tourists (Lubbe, 2003). The development model for the tourism industry of Cape Town, enabled international investors to transform Cape Town into a successful tourist destination, but did not include the participation of local communities.

The private sector responded to the demand for services as the destination developed, which influenced the investment in restaurants, curio shops, clothes and food outlets etc, but this was not part of the development strategy for the tourism industry at destination. The period of major development was during the Apartheid period and was 'White' South African driven and its success was based upon the exploitation of the non-white communities. Low wages and poor working conditions ensured high returns on the investments made by investors that ignored that exploitation.

Control by the government over the value of the Rand (devaluing the value of the Rand against the dollar) meant that the cost of development was cheap for those external investors and the prices for the Tourists were competitive. The current hiatus in the industry in South Africa has been because of the demonstration effect from mainly white ‘rich’ international tourists consuming the product, whilst still being served by the ‘poor’ non-white population. This situation has led to those tourists often being housed in ‘enclaves’ for safety reasons, and experiencing less and less of the true African experience.

6.2 Kenya

Kenya’s tourism development model has a similar pattern as outlined in Mahoney (2017), who observed that Kenya’s tourism industry initially derived their symbolism from images of “tribal” Masai pastoralists and wildlife. These were largely recognised as the stereotypical images of Africa desired by white westerners and tourists and these successfully marketed Kenya as a tourist destination through 1970s to 1980s (Akama, 2002:8 *cited in* Mahoney, 2017). These early developments were firmly rooted in the Western colonial psyche. (Mahoney, 2017). However, Kenya’s tourism development model incorporates the legislation, established to manage game reserves and protect wildlife.

This model disadvantaged indigenous communities, by restricting them from sharing natural resources with wildlife, which was a tradition within the wildlife reserves. This resulted in local communities being peripheral to development, which focuses on wildlife and coastal products.

The model has further been considered anachronistic, colonial and narrowly based on safari and coastal products; creating part of obstacles to economic development and poverty reduction (Scheyvens, 2012). The control of tourism resources is still in the hands of a few western investors whose main interests are profit-driven and not the community (Jones & Haven, 2005). This confirms that sustainable tourism policies are not part of the development of Kenya’s tourism strategy, which would require a fair involvement of local communities to influence participation in its tourism development activities whilst not threatening their cultural lifestyles.

The current debates in Kenya are about the socio-cultural and environmental impacts of those developments. The Muslim population of the coast being exposed to the alcohol, drugs and lifestyles of the tourists that do not sit with their religious beliefs.

6.3 Mauritius

The development model of Mauritius tourism highlights the influence of mixed cultures such as the Arab and Indian Ocean sailors followed by the Dutch in 1598, and Portuguese sailors who reached the island in 16th century and later by the French in 1715; then finally taken over by the British in 1810. This brief analysis confirm the influence of mixed cultures of the island as it passed through several colonial hands (Juang, and Morrissette, 2008). Mauritius was recognised as a peacefully multi-ethnic destination composed of people of South and East Asian, European descent in addition to Arabs and Africans.

Twelve major international hotel groups (Phoolchund, 2012) manage the tourism industry for the island. The development model for the tourism industry of Mauritius, confirms the influence of mixed cultures and with a major contribution from Europe. In later stages of the development involvement of local communities is small scale through tourism related sports activities including big game fishing, para-sailing; windsurfing, walking under sea, yachting, including scuba diving (Maurel, 2007; Cheong-Lum, 2009).

6.4 Tunisia

Tunisia developed as a package tourist destination in the tourism market, the destination has been offering a wide range of tourist attractions ranging from spa facilities and golf courses among many tourist related attractions (Oxford Business Group, 2016). The Tunisian's approach to tourism was a classic illustration, of the package tour concept; where approximately 80 percent of arrivals came in groups. This approach necessitated the establishment of an elaborate infrastructure, constructed in a relatively short period of time to accommodate the demand along the 800-mile coastline (Apostolopoulo, et al., 2014).

There are indications that the development model was simply demand led following, or responding to, the demand for accommodation facilities. This was geographic and influenced by unique natural resources such as warm climate, white sandy beaches. The current security

problems are a response by members of the community to these enclaves of white, western tourists whose culture ‘clashes’ with those Tunisians not involved in the industry. There was simply no local involvement within the building of the product and the marketing of the product and the economic benefits did not spread to them.

6.5 Tanzania

The development of tourism industry in Tanzania has similar western influences. Although the government was involved from the beginning of the industry, the western influence was the main contributor to its success, for example the construction of hotels. This included the supply of trained staff to manage the country’s hospitality business. For example the World Bank and Arthur D. Little, a (Boston-based) consulting firm, carried out the initial research of the tourism industry, while the development plans for the hotel infrastructure was carried out by a British company, operating as Hallmark Hotels, and the architectural and construction work was further carried out by other foreign companies (Honey, 2008).

The observations for Tanzania’s tourism industry highlights several problems. One of them being lack of private sector participation, since government heavily supports the tourism industry. The government established the Tanzania Tourism Board to try and market the country’s wildlife attractions. The tourism companies escort their visitors around the northern circuit of national parks, although this does not rule out investments by the private sector into the industry it does restrict it.

There is lack of community involvement, although there are campfire and hunting projects that include some local participation. Lake Malawi could follow this colonial and neo-colonial model, but it does not involve all the stakeholders and does suggest the power is still with the overseas developers. They control the market therefore where the tourist go and what they do

6.6 Egypt

Egypt was the birthplace of the package tour holidays during the second half of 19th century when Thomas Cook(the English entrepreneur), who established ‘Grand Tours’ for the wealthy Victorians who took holidays to visit the Nile Valley and Cairo and by 1900. Egypt’s tourism

industry was already developed supported by grand hotels such as ‘Shepherd’s’ in Cairo and ‘The Winter Palace’ Luxor including ‘The Cataract (Pallister, 2004).

Observations on Egypt’s model of tourism development indicates that the country’s tourism industry developed when the western market identified the country’s attractive natural resources. These included warm climate complemented by clean sandy beaches; and further incorporated pyramids and Ancient archaeological sites, in addition to landmarks and historical monuments; covering several millennia of civilization. Other attractions incorporated the temples and statues in addition to richer collection of antiquities than any other nation.

Although it would appear the construction of accommodation facilities was successfully influenced by market demand, where private investments may have been involved, there are no indications of local communities being involved in the development of the tourism industry in this country or along the beaches of the Mediterranean Sea. The tourism industry might be successful but participation of local communities in its development strategy would have been vital to become sustainable for future generation.

6.7 Mozambique

Mozambique became an overseas province of Portugal in 1951. As a result of this development, the government of Portuguese arranged to bring approximately 200,000 Portuguese settlers into Mozambique as workers by 1970. A civil war led to the creation of Modern Mozambique (Newitt, 2017; Green, 2005).

Mozambique slowly developed its tourism offer and by 1994 most of its tourists came from South Africa. Most of the tourists stay close to the border with South Africa, to be able to take advantage of the better facilities within the country whilst taking advantage of the cheap holiday prices in Mozambique. (King, 2007; Dawn and Niekerk, 2013). Other developments followed incorporated the 2020 vision of establishing a vibrant tourism industry for the country. This was followed by new tourism investment venture financed by South African private business. They encouraged the government to move local communities along the Limpopo to develop the land for tourism.

This could possibly have been acceptable if proper compensation was established, to ensure that new settlement arrangements were carried out with involvement of local communities, by ensuring that they become part of the development model for the tourism industry in the area. The problem of the Mozambican model is that while the tourism industry is improving, local communities are not part of the development model. This is a potential concern for Mozambique's future tourism development because this is a country well known for civil unrest. Lack of local community involvement means less security for its tourists and then less tourists.

6.8 Namibia

Roe (2001) explained that Namibia had a similar development pattern for its tourism, which was developed with the influence of western settlers. As a result large tourism companies were predominantly owned by foreign enterprises. The promotion and packaging of Namibia as a tourist destination incorporates the unique 'German' flavour, with the marketing leading to success in the German market. There are examples of joint developments across small and medium size companies, including tour operators with one or two vehicles operating in safari businesses in addition to the involvement of small scale guest farms and lodges with five to eight rooms (Roe, 2001).

What is clear in this model is the participation of local private sector complemented by German influence and German models. It would appear that although the success of the tourism industry in the country is a major benefit to local communities with regards to employment, the industry might not be sustainable where local communities and future generations become part of the industry.

Table 6. Summary of competitor analysis.

Country	Location	Transport	Tourist Typologies	Product	Investment	Development Model
South Africa Cape Town	Effective transport Services	Sea, Land, Air Domestic & international flights	Domestic and International UK- 25.7% USA-18.7% Germany 16.2% France 8.1% https://m.traveller24.com	Warm climate Wild life Game reserves Sea, Sand, Sun	Government, international, national and regional	Western development theory , international companies, funding ,power, colonial roots, including tourism typologies and countries of origins
Kenya	Effective transport Services	Sea, Land, Air Domestic & international flights	Domestic and International USA-11% UK 9% China 4% Domestic market 8.8% WTTC	Warm climate Wild life Game reserves	International international and national	Western development theory , international companies, funding ,power From colonial roots, including tourism typologies and countries of origins
Mauritius	Effective transport Services	Sea, Land, Air Domestic & international Flights	Domestic and International France 21.3% Reunion Island 11.5% UK 11.1% Tourism markets insight-Mauritius	Warm climate Sea, Sand, Sun	international and national	Western development theory , international companies, funding ,power From neo-colonial roots, including tourism typologies and countries of origins
Tunisia	Effective transport Services	Sea, Land, Air Domestic & international flights	Domestic and International France 45 % Germany 42, 4 %)	Warm climate Sea, Sand, Sun	international and national	Western development theory , international companies, funding ,power From neo colonial roots, including tourism typologies and countries of origins

			Algerians 17, 4 % https://www.tourism-review.com			
Tanzania	Effective transport Services	Sea, Land, Air Domestic & international flights	Domestic and International USA-11.9% UK 9.1% Germany 8.0%	Warm climate Wild life Game reserves	Government, international	Western development theory , international companies, funding ,power From colonial roots, including tourism typologies and countries of origins
Egypt	Effective transport Services	Sea, Land, Air Domestic & international flights	Domestic and International Germany 13% Russia 12% UK 7% Domestic 11.9% wttc	Warm climate Sea, Sand, Sun Historic pyramids	international and national	Western development theory , international companies, funding ,power From colonial roots, including tourism typologies and countries of origins Now power within country
Mozambique	Effective transport Services	Sea, Land, Air Domestic & international flights	Domestic and International South Africa 52% Portugal 22% Europe26% www.mozambiquehighcom.uk/	Warm climate Sea, Sand, Sun Wildlife and game reserves	international and national	Western development theory , international companies, funding ,power From colonial roots, including tourism typologies and countries of origins

Namibia	Effective transport Services	Sea, Land, Air Domestic & international flights	Domestic and International Angola-447,038 South Africa-351,864 Zambia147,754 Germany 90, 720 Meaning; Africa 70.2% Europe 21.4% North America 2.94% Other 5,.4% www.namibiaturism.com	Warm climate Wild life Game reserves	international and national	From colonial roots, including tourism typologies and countries of origin Western development theory , international companies, funding ,power sharing between government and private sector
Seychelles	Effective transport Services	Sea, Land, Air Domestic & international flights	Domestic and International Germany17% France 12% Great Britain 7% South Africa 3% www.nbs.gov.sc	Warm climate Sea, Sand, Sun	international and national	From colonial roots, including tourism typologies and countries of origins –power now shared between international and government
Malawi	Very poor services	Land, Air Domestic & international flights –minimum connections,	Small number of international and regional 849,000 -2018 https://tradingeconomics.com No country statistics	Warm climate Fresh-water lake, Sand, Sun Wildlife and game reserves	None of all	The colonial roots failed to establish suitable model for tourism development

The analysis in table 6 confirms that many of the development models for African destinations are all influenced by one development pattern in which western settlers identified a destination considered attractive for visitation, and these destinations gradually developed to internationally recognised tourist destination, for example, Cape Town in South Africa, Kenya, Tanzania, or Egypt. The development model was one that involved power distance relationships where a neo-colonial model replaced the colonial power (British, Dutch etc.); western dominated international companies working with the resident white population. This was replaced by the power being directed by government, but influenced by multi-national companies and using western academic strategic planning processes.

The purpose of analysing six destinations in comparison with Lake Malawi was to attempt to identify a well-defined tourism development model. This must involve all stakeholders with the concept of sustainability. The data suggests that all destinations appear to have developed with the same pattern. Western settlers (colonial, post-colonial and neo-colonial) influenced the development of the destination as tourist attractions. This was followed by with promotion (branded by the country) to the wider tourism market. The model also suggests that local communities only benefited from low-paying jobs such as cleaners, waiters or clerks. Communities that are demanding more of the tourist dollar and more of the other economic benefits are now fracturing the models.

Further analysis indicated that although such destinations have gained success at international level, their development models did not include local private businesses as well as the local communities, therefore do not fit the rubric for sustainability. In the case of Lake Malawi the current tourism industry was established in 1949 by introducing direct flights from Britain landing at Cape Maclear on Lake Malawi.

This had the aim of developing a tourism model specifically for Lake Malawi. This development plan failed and the next plan followed by establishing joint tourism promotion for three neighbouring countries (Zimbabwe, Zambia and Malawi), this again failed. What is common in these models is the fact that these countries were all under colonial governments, and that the failure to involve local private sector and communities in tourism development model may have contributed to that failure.

Western money and know how influenced the development plans and therefore the control of the process of development and the benefits of outcomes from the process. This would indicate that growth was not related to stakeholder influences and sustainable principles. This is in contradiction with the basis of 'Sustainable Tourism Development' requiring the informed participation of all relevant stakeholders, as well as strong political leadership to ensure wide participation and consensus building (Dodds and Graci, 2012). Dabphet and others (2012). This may be a key contributory factor for both the steep development curve over a limited period and the inherent problems now faced by many of these destinations.

The case study analysis does indicate that Lake Malawi has the potential to develop from the current stage of 'exploration' since the government has continued to establish economic and development strategies for the nation. Tourism could be developed beyond its current stage if the strategic guidelines were in place.

The government requires support from the private sector to invest at Lake Malawi; ensuring that there are infrastructures that can enhance tourism while local communities require civic education, to understand the benefit of tourism in their area, and how they can contribute to enhance its growth and success. The small pockets of lakeshore development mainly consist of private cottages, owned by either wealthy individuals or private companies for the use of their senior staff.

The clear lessons learnt from the above analysis confirms the importance of contributions in the development of tourism industry by western settlers and investors in African destinations. Without the influence of these investors, the development of the tourism industry in the African markets failed to develop. This is exemplified by many locations in Africa where local communities do not understand the impact of tourism in their lives; all they know is work on handicrafts that are sold to foreign tourists.

However, Lake Malawi appears to have missed much of this development process and has been challenged by failures, however well-meaning the development plans had been. The tourism industry at the shores of Lake Malawi should, have been successful by now, considering the early western influence. This study suggests that above failures would have been visible if research was carried out by applying the Butler's (1980) Model of Tourism Destination

Development Life-Cycle to understand the difference in the level of tourism development between key tourism markets in Southern Africa such as Mozambique, Kenya, Tanzania and South Africa with the comparison of Lake Malawi.

The adaptation of the butler model would have graphically illustrates how far Malawi was behind other African countries in terms of development; hence their development processes are useful in developing a model for Lake Malawi for both their successes and/or failures.

Chapter 7 Research Methodology

7.1 Introduction

The chapter outlines how ‘the research unifies, enlarges and deepen ideas, which had, before, been more or less intuitive and disconnected’ (Engelen and Zwaan, 1994, p11).

The development has three basic steps:

1. Exploration
2. Explanation
3. Testing

This study relates to the tourism industry within a Malawian socio-cultural context. The initial research for this thesis did not provide any models or theories for successful tourism development at Lake Malawi. The goal for this research is, therefore, to provide key insights into the complexity of tourism development at Lake Malawi, in order to build a framework for a potential model to provide for sustainable development. The first step within the suggested model is to explore the phenomenon and provide initial explanations. This could lead to the research having differing paradigms leading to differing philosophies and methods.

During the first part of Exploration phase (Engelen and Zwaan, 1994), the phenomenon was reviewed in-depth from a theoretical point of view within the literature review. The second part of this stage was a secondary data analysis of the African context for the study, and the regional tourism development models within the tourism sector. These were included within the model at the conclusion of the two sections. The results help to develop the methodological

standpoints and the research methods necessary for the primary research. . This leads to designing a theory describing all the important aspects connected to the suggested tourism model in a coherent and consistent way. The chapter is therefore concerned with the creation of a methodology that acknowledges the author's preconceptions (Axiology) and the applicability of methods to undertake primary research at Lake Malawi's with both local and regional stakeholders.

The research philosophy of this study is inherently linked to possible research strategies, and hence research methods, which are suitable in answering to the set aims of this study, to explore the potential for the development of tourism at Lake Malawi. This will further assess the impact of strategic plans that benchmarked development goals and identify levels of success (or not) originating from the established goals. At the end of this process, the study aims to suggest a development model that is based around the current underutilisation of tourism as a sustainable socio-economic tool. The model will be, by definition, a regionally culturally sensitive model and in turn destination specific.

7.2 Research Paradigm

'Philosophical' assumptions support different paradigms of science, and a 'Paradigm' reflects the understanding of the researcher about the nature of existence that is beyond "logical" debate because each paradigm is "rational" within its own constructed logic (Lincoln and Guba, 1985). There is no "objective" ground for choosing a paradigm. All that one can do is work within a paradigm that is consistent with a researcher's own presumptions, presumptions that cannot be tested on any empirical or logical grounds (Sobh, Perry; 2005). In order to make a decision on the appropriate research philosophy, it would be beneficial to establish a foundation of the research environment and how to best create knowledge within this environment. Philosophy, within the scope of a research can be based upon an ontology, an epistemology and a research philosophy. The ontology is hereby defined as a "formal specification of a shared conceptualization" (Borst, 1997, *cited* in Mohammad, 2012:109). The definition requires a conceptualization of shared views between several parties, a consensus between them rather than an individual viewpoint. So what are these shared perceptions that exist within the cultural context of Malawi and perhaps adopted western viewpoints.

In research terms the ‘researcher’ need to plan that research whilst being cognisant with their own philosophical “worldview” (or in this case ‘Malawian world view’), this then determines the research design and methods (Creswell, 2014, Veal, 2018). Saunders *et al.*(2016) and Veal (2018) both agree that the philosophical context informs the authors own personally driven research paradigm or philosophy. The Malawian view would include, therefore, the knowledge that most Malawians will avoid all discussion about government with a third party. This knowledge is important when deciding the research vehicle and the sample population. This means that the researcher makes assumptions within the research process that are epistemological assumptions. The nature of reality (their ontological assumptions) and the role of their values and ethics within the research process (axiological assumptions) (Saunders *et al.*, 2016).

7.2.1 Ontological Perspective

‘Ontology’ is focused on judging the understanding, usability, usefulness, quality and portability of the definitions from the user’s point of view (Staab and Studer, 2013). This therefore highlights how the researcher as a Malawian, understand the development and challenges of tourism as an industry at Lake Malawi, which reflects the cultural identity and perception with regards to the research at hand. This would suggest an ontological perspective that is embedded within social constructivism and does form the basis for this research. Creswell (2014) suggested that the researcher, and in this case, the stakeholder would have a shared meaning of a phenomena and reality that is socially constructed. These realities are embedded culturally and socially (Guba and Lincoln, 1994).

Malawian culture contains a ‘reality of tradition’. It is a hierarchical social construct where the traditional ‘elders’ are responsible for making important decisions. These decisions and respected without being challenged in any way.

This further relates to how Malawians deal with gender and age hierarchy. It is normal not to question authority, such as government or senior members of organizations. Issues that may need clarification or correction are ignored. However, the problem with this cultural practice is reflected current realities where failures of developing Lake Malawi resorts is simply blamed on government. Even though there are no indications that either the private sector or communities suggested what was considered vital for the development at the lakeshore.

It may have been possible for government to attend to views and recommendations from private sector and communities if such contributions were available for consideration.

These cultural notions imply that it is important to interpret the data through the lens of a culturalist viewpoint as a member of this culture, as meanings and interpretations could be difficult to grasp and interpret when not embedded within the cultural context. It is also important to ‘translate’ these understandings into a western context in order to clarify them for the readers based outside of this cultural circle.

7.2.2 Epistemological Stance

Epistemology is the science of knowledge studied from the philosophical point of view, or the science of knowledge in its ultimate causes and first principles, studied using the light of natural reason (Horrigan, 2007: Vii). The level of knowledge gained through this research has created the understanding of how the collection of data can expose reality to the subject in question.

This gives validity to data at hand. Epistemology in summary is the claim on what knowledge is valid in research on organizing knowledge, and therefore what constitutes acceptable sources of evidence is meant to be acceptable results of knowledge. In the case of this research, this leads to interpreting Malawian cultural understandings as well as taking on inspirations from western tourism theory and possibly making suggestions to the Malawian context without being dogmatic.

The study, hence combines a cultural logic which favors the relativism and diversity of both the western and African notions, thus providing dynamic structures of meaning to the world. This approach assumes that reality is multiple, subjective and constructed by individuals. Research should produce findings with a focus on meaning and understanding the situation under examination by building approaches that involve the researcher with those being researched and focus on in-depth study of a small sample (Crossan, 2003). Individuals of a certain group can understand members of that group (Fay, 1996).

This research is based within an inductive, interpretivist and social constructivist paradigm for “we do not know anything for certain; what we do have is fallible, partial, corrigible knowledge of how things in the real world are, together with an apparatus of formal constructs which enables us to imagine how things might be” (Ogborn, 1995, p.12).

7.2.3 Axiology

The justification for, and validity of taking a social constructivist position, is outlined above in the ontology section where the identification and interpretation of knowledge is defined by Malawian cultural. The researcher is embedded within that Malawian culture so by definition their background must inform their interpretation. This social constructivist position is therefore part of a circular argument as confirmed by Creswell (2014). This means that the axiological position is based within a Malawian ethical framework as to what is acceptable within both the law and society. The researcher acknowledges that this position will differ from the western traditions, but it is necessary in order to collect meaningful data for the thesis. The realities are different.

7.3 Research Approach

The philosophy consists of ontology, epistemology and methodology, and this hierarchy makes it simple to understand the research process (Cater-Steel, 2008). This study observes that there are differences between positivism and Interpretivism; Positivist research concentrates on description and explanation, where thought is governed by explicitly stated theories and hypothesis; a research topic is identified through the discovery of an external object of research rather than by creating the actual object of study. Interpretivism uses a more personal process in order to understand reality (Carson, 2001; 5). The table below analyses the difference between positivism and Interpretivism as follows;

Table 7. Basic Differences between Positivism and Interpretivism

Assumptions	Positivism	Interpretivism
Nature of reality	Objective, tangible, single	Socially constructed, multiple
Goal of research	Explanation, strong prediction	Understanding, weak prediction
Focus of interest	What is general, average and representative	What is specific, unique and deviant

Knowledge generated	Laws: absolute (time context and value-free)	Meanings: relative (time context, culture, value-bound)
Subject- researcher relationship	Rigid separation	Interactive, cooperative participative
Desired information	How many people think and do a specific thing, or have a specific problem?	What do some people think and do, what kind of problems are they confronted with and how do they deal with it?
Research methodology	Hypothetical-deductive approach (experimental design)	Holistic – inductive approach (naturalistic inquiry)

Source: Decrop, A (2006) Vacation Decision Making

The above table validates the ‘Interpretivist’ position for this research, but not solely because it is on the opposite side of continuum from positivism. The interpretivism approach allows the forms of the research to be on understanding what is happening in a given context and it includes consideration of multiple realities, different actors and perspectives (Carson, 2001). This reflects multiple realities that would be encountered by the researcher, during this research study in Malawi.

The position confirms the challenges faced by the researcher into there being inadequate existing academic data to discuss the problems and processes of tourism development in the country. Available data could have tested through a positivist approach based upon hypotheses, including the position of tourism development to date. The research however needs to explore ‘why development has not taken place’ as the literature review confirmed it has not done so.

The second challenge is influenced by cultural realities and the fear the interviewees would have as to what will happen to the information they provide, ‘who wants it’, ‘who does the

researcher represent and why'? The participants would not understand the idea of a simple likert scale set of questions. The concept of the interpretivist approach is that meaning is relative not absolute, participative, and is not suggesting answers for the interviewee. For example, the researcher could not tell them what the problems may be, as Malawians will simply agree with your statement. Rather the researcher would ask 'what are the kind of problems are you confronted with' and allow them to explain.

This enables the study to understand the predictions, within the interpretivism realities as they relate to the development of tourism at Lake Malawi; and the relative meaning of the time context and culture of Malawi. This again confirms the 'Interpretivism' approach as it is socially constructed. This study is unique as it considers that the meanings are relative to the time, context, culture, and value-bound; enabling the collection of data to be interactive; influencing, the cooperation and participation of stakeholders (for Lake Malawi) involved in the sampling process. This method further provides the opportunity to participants to express their views freely. 'what they think and the kind of problems they are confronted with' and 'how they deal with them'; this therefore provides naturalistic inquiry, which is a holistic – inductive approach (Decrop, 2006).

The thesis is about developing theory (a model) within the research paradigm of social constructivism philosophy, by collecting data inductively to cover different realities of development potential from a purely Malawian cultural position.

7.3.1 Research Design

There is the quantitative – qualitative debate sometimes referred to as paradigm war between the adherents of quantitative and qualitative research because of the antagonism between proponents of qualitative and quantitative methods, which started in 1960s. While the paradigm debates are driven by differing assumptions about ontology, epistemology and methodology and the qualitative interpretive paradigm is based on the view that people socially and symbolically construct and sustain their own realities, the quantitative, positivist paradigm aims at an objective, and verifiable account of the world to produce formal theory which can be tested (Klenke, 2008).

The 'Qualitative' researchers argue that our perceptions of reality are always coloured by "our specific historic, cultural, ideological, gender-based and linguistic understanding of reality"

and unlike quantitative researchers who assume that language is a mirror of reality, qualitative researcher claim that language is not a representational system that can be used to describe reality (Sandberg, 2005 cited in Day, 2014). As this study is based within a local Malawian context, consisting of complex cultural understandings, a qualitative approach seems sensible to provide insider information. The logical progression from undertaking a socially constructed interpretivist position in philosophical terms (Ontology, Epistemology and Axiology) is that the research naturally turns to a research framework based on qualitative approaches and methods. This then dictates the analytical tools to ‘interpret’ that data (Saunders *et al.*, 2016).

The design is validated by its ability to provide valued data to meet the objectives of the research. The research design then dictates procedures for evaluating the data, ensuring data saturation is confirmed and that the researcher can be confident on the validity of the data. This starts with the identification of the data source, the vehicle for collection, which in turn dictates the method of analysing the data. The design element within case studies research means that there is a social context to that research, and is real data from real people in a very real environment for those people.

This research is destination specific so the logic would be to use the destination as a case study for that research. For this method to work it requires the research to include a variety of sample populations (stakeholders) from commercial, residential and governmental sources close to that area. The aim is to create a model for a specific destination, which again confirms the case study approach. This real world context, is confirmed by Bryman (2016) as being necessary to create, or test a phenomena. In this case the potential for sustainable tourism development on Lake Malawi. The destination provides the context that is culturally driven by Malawian societal influences. The model will therefore, be socially constructed and spatially and temporary located within the destination. The relevance for the case is to create a sustainable tourism development model based around the current underutilisation of tourism as a socio-economic tool. It is imperative therefore, that the research includes those most involved within that potential development process.

The justification on for the case is confirmed by the failure of previous attempts to develop tourism in the area. This study views that failures of creating Lake Malawi as a key tourist destination were identified by various researchers such as World Bank (2010) ‘Malawi travel

& Tourism, *Realizing the Potential*; Nsiku and Kiratu (2009). ‘Sustainable Development Impacts of Investment Incentives- a case study of Malawi’s Tourism sector, in addition to Nsiku (2012) *Assessing Investment incentives in Malawi*. All of which were supposedly supported by government development goals such as Malawi Economic Recovery Plan (2012), Malawi National Tourism Policy (2006); Malawi Growth and Development Strategy11(2011). The reason are suggested by the author such as the identified lack of private sector’s involvement in the development strategy, the lakeshore does not have tourism related infrastructures to this day, and the local population is not aware of the potential for tourism development. These form three areas from which to elicit sample populations that are part of the case study.

7.3.2 Sampling

In order to collect data that represents the views of stakeholders for Lake Malawi, the selection of participants is based on the individual’s social status. Therefore social status of participants incorporated middle class working individuals in private sector, government employees especially those working for Ministry of tourism including local museum staff in addition to some members of Malawi Tourism Association.

These further included senior entrepreneurs in tourism related businesses, such as hotels, cottages, restaurants, car hire and taxi services, travel agents and safari tours. The third group was made of individuals involved in small-scale businesses selling handcrafts such as curios, paintings, various cultural souvenirs, which are sold along the streets. The forth group was made of individuals of the local community who live along the lakeshore, while the last group was made of international travel agents, who sell holidays to Malawi. This study considered the above selection of participants as a fair representation of those whose contributions were vital to the study. The analysis of data is summarised by individual contribution, the names of participants are not disclosed based on ethical requirements demanded by participants, their identities are therefore recorded as initials.

Cultural sensitivity therefore, decided the sampling technique which was ‘purposive sampling, and used the ‘snowball’ technique to identify other potential participants. Bryman (2016) suggests this non-random, non-probability selection and sampling process, as acceptable strategically, if confirmed by the case study area. In this case it was the only culturally

acceptable method of identifying and collecting data that had relevance. It also confirmed that the nationality of the researcher was important in the process. The process when applied led to 107 individuals being identified for the research.

7.4 Research Methods

Bryman (2016) explains that collecting data is associated with a plethora of techniques, but that the acceptance of qualitative techniques narrows this to specific methods. This includes, among others, interviews, observations, questionnaires, focus groups and observations. This research is based upon a case study so it was felt the most appropriate method would be semi-structured face-to-face interviews based upon open questions. It was felt this would achieve more personal and open views from the Malawian cultural perspective.

The concept of unstructured interviews was seen as possible for the government sample, but not for the residents sample so to provide continuity semi-structured was selected. The research needed to achieve depth of data, different viewpoints and the possibility of triangulating that data.

The interviews would be conducted between the researcher and individual interviewees to ensure there was no leading by individuals that may have had more respect than others. This is to respect the Malawian cultural norm. The interviews included key questions (see section) that followed themes that were developed from both the literature review and destination analysis. It was possible to alter the order of the questions and to supplement the questions for specific interviewees. Participants will often focus more on questions that they are more conversant with, and when more confident in their knowledge.

7.4.1 Qualitative data Interpretation and analysis

Bryman (2016) confirms that the problems with, and challenges of, undertaking qualitative research is the amount of data this potentially produces. He confirms that this is necessary to ensure the richness of that data, but then explains that structural analysis is essential to make sense and meaning to that data. Quantitative data analysis has inbuilt structures provided by statistical analytical tools, but Yin (2018) explains that the broader analytical tools available for qualitative data are equally valid assuming due process is carried out.

This research sets out to provide deeper insight into the reasoning behind failures to develop tourism at Lake Malawi , which in this case is, therefore, the phenomena. The theoretical assumptions are within Hermeneutic theory of the social subjectivist paradigm, as opposed to the scientific realism of empiricism.

The theory is based upon interpretivism within a shared cultural context to ensure relative meaning to the data, and to avoid ambiguity. In the case of this research the data is collected by a Malawian and interpreted within a Malawian cultural lens. Klein et al (1999) suggest 6 ‘rules’ to ensure rigour:

- 1.) Understanding the subject according to its social and historical context – in this research provided by the analysis of the current situation within the section.
- 2.) Assessing the historical social construction between the researcher and the subject – in this case the researcher and subject being Malawian.
- 3.) Relating ideographic details to general theoretical concepts through abstraction and generalization – From the literature and secondary data analysis chapters
- 4.) Being sensitive to potential pre-conceptual theoretical contradictions between research design and actual findings – In this case the potential lack of knowledge of the phenomena (tourism) by some of the subjects. Their views are equally valid.
- 5.) Being aware of possible multiple interpretations among participants for a given sequence of events. In this case the multiple interpretations are expected, due to the hierarchical nature of Malawian society.
- 6.) Being conscious of potential biases or systematic distortions in the subject’s narratives. The research has to accept bias as a fundamental part of the research process.
(Adapted from Klein et al. 1999).

The method for interpreting the data is dependent upon the number of interviews obtained and the amount of data contained within those interviews. The two choices are manual or the use

of computer. The rubric for the interpretation is thematic analysis, which is confirmed by Veal, (2017) as providing structure and meaning to the results.

This inductive method is flexible and not constrained by the open-ended nature of the questions in the structured. This also fits with the social constructivist nature of this research. Thematic analysis is about identifying patterns within the data and used to help build towards theory construction, in this case modelling potential development theory for Lake Malawi.

The researcher is close to the problem as well as the current theory so the interpretation is bounded in realities. In this case the cultural and societal constraints that have historically held back tourism development at Lake Malawi.

The individual construction of reality become multiple realities and form the basis of fact. In this case, the 4 different sample populations combine help to provide meaning for the theory construction. In the case of this research, there may be hierarchical clashes, but not cultural clashes in terms of meaning.

The political dimension behind the hierarchy may affect the answers from the different groups, but the researcher's cultural empathy with the interviewees allows for them

Table 8. Groups of Interview Participants

<i>Interview Code</i>	<i>Group 1-4</i>	<i>Gender</i>	<i>Position In Government Or Industry</i>	<i>Position In Local Community Hierarchy</i>
AOK	2	Female	Lawyer in Government	
AK	1	Male		General Manager for Private hotel
MDB	2	Male		Safari Manager
KFC	2	Male		Managing Architecture
AKM	2	Male		College Lecturer
MM	2	Female	Nurse- Government hospital	Lilongwe, Central Region of Malawi
TC	3	Female		Entrepreneur Bed and Breakfast business along lakeshore
SP	2	Male		Bank Staff , Northern region
WD	1	Male		Director-Tour Germany Operator for Central and Southern Africa – lived in Malawi for a long period as GM
CC	2	Male		Chief Information Officer, International Bank in Malawi
GM	1	Male		Director, Private hotel in Mzuzu, Northern Malawi
RD	3	Female		Entrepreneur, Bed and Breakfast ,Northern Malawi
RMC	4	Male		Fisherman operating business in Karonga- Northern Malawi
SK	1	Male		Manager for Tour Operator in Lilongwe
EKB	4	Make		Local private Businessman selling paintings to tourists in Sengabay

CM	2	Female	University Student – Government university	
JB	1	Female		Manager for Travel Agent in Blantyre , Southern Region
NB	1	Female		Manager for Safari Business in Lilongwe –Central Region of Malawi
TAC	2	Female		Bank staff for International Banking services in Blantyre
EM	1	Female		Hotel senior staff along Lake Malawi, recently graduated
EC	1	Male		Private Car hire and Taxi Operator Lilongwe
ND	3	Male		Entrepreneur-Bed and Breakfast- Kasungu Central Region
CM	1	Male		Tourism Manager-Tour Company Lilongwe and Blantyre
AM	1	Female		Car Hire Manager, Capital City, Lilongwe
JN	1	Male		Tour Operator , Lilongwe
PF	1	Male		Manager for Private cottage, Mangochi, Southern Malawi
GN	2	Female		Operations Manager, Retail Chain
MK	3	Male		Entrepreneur, Bed and Breakfast, Monkeybay, Central Malawi
EMO	2	Female		Finance Director, Food Producing Industry, Blantyre, Southern Malawi
JBW	2	Female		Bank Operations Manager, Blantyre & Lilongwe
WS	1	Male		Transport Manager for Coach Service, Blantyre

The type of analysis chosen for this data is template analysis as it builds in a structure necessary to validate the data as with Klein et al (1999) 6 steps outlined above. Template analysis uses themes that are coded, which in this case come from the summary of the literature and the country competitor analysis. The process then factors those codes and often dismisses some as having no validity. The process begins with the reading of the transcripts, then the coding, then clustering around themes, the production of a template (see table 8) and the justification of that template. Throughout the analysis themes may be discarded and other brought in to help make meaning of the data. In all research, verification and validation are essential if the data is to be believable. In this case authenticity and cultural reflexivity (Saunders et al., 2016) are important criteria as the data evaluation is culturally bound by the researcher and the interviewees. The literature validated the themes the process validated the relevance.

This methodology is embedded within a social-constructivist research philosophy, which provides for an inductive research approach, and uses qualitative analytical tools to interpret the data. The case study being the coast of Lake Malawi meant that the choice of sample population had to be purposive and the clustered around stakeholders within any potential tourism development on Lake Malawi. The use of the ‘snowball’ technique was essential within the Malawian hierarchical system. Semi-structured interviews were chosen as cultural imperative, as closed questions would have led to the interviewees simply stating what they thought you wanted for the answer to a direct question. Template analyses was the preferred for building themes and theory. It is necessary to highlight that the participants involved in the data collection considered themselves to have taken a brave stand by participating as they had no knowledge regarding its final outcomes and how the information they provided will be used.

Within the societal and political context, this, by some Malawians could be seen as a dangerous endeavour, possibly even leading to political persecution.

7.4.2 Research Ethics

The above concerns with the research process required the researcher to follow clear ethical guidelines on collecting data. The conduct of this study followed the *University of Derby Policy and Code of Practice on Research Ethics* (2013). An ethical proposal form was submitted to, and approved by, the Ethics Committee.

Every interviewee was given a consent form with information about the research title, withdrawal conditions, the researcher's and University of Derby's dissertation supervisor's contact details and further details of the research. Before an interview, the interviewee was given the consent form to read and sign. The interviewee was given the initial transcript to ensure they were happy what the interviewer had written. The researcher read this to them to confirm they fully understood. They were all given a transcript for their information and had the opportunity to withdraw information if necessary. The interviews were all coded and there were no names on the forms. The choice of interviewees was, as outlined in the methodology, purposive sampling based upon the snowball technique. This meant that very quickly the participants realised they were not being singled out by the interviewer and so their fears of being singled out were allayed. There was no form of cohesion or reward given for participation in the process. Although Malawi is a peaceful country, there are cultures that influence how communities conduct themselves and perceive their right to participate in interviews and surveys that involve higher authority.

This affected the data collection process, as a result, out of 105 selected participants, only 31 accepted to take part in the survey.

Chapter 8. Data Findings and Analysis

8.1 Introduction

The collection of data was from 31 participants, who volunteered to take part in the survey on condition that their identities were protected. These participants were in 4 groups:

1. 13 Private tourism business representatives.
2. 12 Young well educated professionals
3. 4 Local business entrepreneurs
4. 2 Local community

All were interested in, or had experience of, the case study location. The justification for these groups relates back to Hall (2007) who suggests that in the first stages of research into development potential the researcher needs to elicit responses separately to exclude contamination of the data. This was especially so in Malawi as, for example, the community participants would not have said anything if they were in the presence of government or business managers in deference to cultural hierarchy. This also precluded the use of grounded

theory for this research and the use of the Delhi technique for bringing back the questions in a different format, and forum. The interviewees would have been very suspicious as to why the researcher was asking them again. The cultural dimension also contributed to the identification of data saturation where no new information was forthcoming. It became very apparent that the lack of knowledge of tourism per se from group 4 (Local Community) meant that their responses were very similar. The lack of available tourism businesses precluded further interviews for group 1. This was because most of these companies work outside the official economy and the suspicion was that the researcher may have been working for the government. This is major problem for anyone undertaking research in Malawi. The lack of responses was in itself a data set as the relationship between why those questions were not answered and the sample group was very strong and so useful within the data analysis.

Table 9 below summarises the general responses received for each question and highlighted how cultural constraints make undertaking any research in a local Malawian context difficult. Responses were generally polarised which validated the choice of the four groups as key stakeholders in realising the potential of tourism development on the Lake. The analysis and summary of the data was based on twelve questions. Nine questions targeted participants on their understanding and knowledge of the tourism industry, and how the industry impacts their lives. They were asked to explain if they understood the role of tourism and sustainability of the industry in their local economy. They were also asked whether they had knowledge of the status and competitiveness of the tourism industry as benchmarked against other countries within Eastern and Southern Africa. The last three questions aimed at understanding the perception and experience of businesses within the tourism industry, including international tourism agents. The participants were asked to share their views on the contribution of tourism to the growth of their organisations, and whether there were any suggestions that could be considered to improve the development of tourism for Lake Malawi, as a key tourist destination.

Table 9. Questions and Summary

1. Question one

1. What are the major factors that influence tourists to visit Malawi?

The majority of the participants believe that *'wildlife, game reserves, scenery, Lake Malawi, and* followed by the people of Malawi. The suggestion is that the people of Malawi contribute to the attractiveness of the country because of their hospitable character as displayed in their culture. This is complimented by climate *'including peaceful environment, no political violence'* including the country's political governance where peace has prevailed since independence in 1964.

2. Question two

How competitive is Malawi in the tourism industry in comparison with the African Tourism market?

On this question, 20 participants out of 31 expressed concerns that the country was not competitive either in the region or globally, these assessments were made by AOK, MDB, KFC, AKM, MM all in group 2 including TC in group 3 and WD in group 1. They had qualified this by saying that Malawi's market share was very small in comparison. This did show an amount of understanding as to Malawi's positioning in a very dynamic market. As a complete contrast other participants were not aware of the competition, this was expressed by EKB, in group 4, AM, group 1 and MK group 3 all expressed not to have knowledge of how competitive Malawi was in tourism industry against other countries in Africa.

3. Question three

What are your opinions on sustainable tourism?

Out of 31 participants, only 4 felt that sustainable tourism was based on establishing long term development plans of the tourism industry for the country including the lakeshore, this was expressed by NB in group 1, TAC in group 2, and JN in group1. The next four did not know anything about sustainable tourism, this was expressed by SK in group1, EKB in group 4 and RMC in group 4. The rest perceived that sustainable tourism incorporated priority for promotion, investing into infrastructure and *'sustainable means future development, we are not there yet as a country,* (JB) in group 1, in addition to the creation of future employment prospects, and promotion of eco-tourism initiatives. It is not surprising that the participants had differing views on Sustainable tourism, as a concept the definitions vary across the academic literature. The majority, perhaps by default, did give some factors that reflect the concept.

4. Question four

Can and/or should Malawi depend on tourism as a major contributor to the economy?

12 participants considered that Malawi as a nation should invest in tourism, but that the investment should be targeted at private and international investors, this was expressed by PF, and WD both in group 1, AOK, MDB, KFC, CC all in group 3 and RD in group 3.

Conversely SP answered 'Yes' if we priorities tourism, while RMC,SK,EKB,JB,ND,MK, simply said 'Yes' without further explanation, which suggested that the country could still develop tourism now without any extra investment, for example TAC in group 2, suggested that '*it depends on how the country collect from tourism through taxes etc*'.

They were also ambivalent about the need to invest in further promotion. The mixed responses did imply a lack of understanding within the participants as to the processes of tourism development and cost benefit analysis. This does not come as a surprise as there is so little evidence of tourism in the country.

5. Question five

What are recent factors that have contributed to tourism development for Lake Malawi?

Only 2 mentioned that they 'had an idea' that there were new hotel developments in the pipeline, this was expressed by EMO and CC both in group 2. Some of the participants such as RD SK, EKB. CM ,AM stated that either they did not understand the question or that they had no idea, while JBW in group 2 said '*I don't have a better answer*' and others such as MK, and ND both in group 3 and EM in 1, all expressed that they had no knowledge

This probably outlines how little understanding of, and interest there is in the development of tourism in the area. This relates back to the first question where they were not aware of the impacts and potential benefits

6. Question Six

What do you think could be done to further encourage the development of tourism for Lake Malawi?

In specific terms of 'what should be done' the first group such as, AOK, MDB, KFC, CC all in group and WD in group 1, all expressed that infrastructure at the lake was needed and should be undertaken by the Malawi government.

The second group such as RMC in group 4, JB and WD in group 1, and CC in group 2, considered that there was a need for hotels at Lake Malawi, but with no mention of whose investment and responsibility it should be. The rest simply said there was need for investment at the lakeshore, but with no indication as to what that should be, some of the participants included GN and AKM in group 2, and PF, JN, EC, all in group 1 and RD in group 3.

Similarly, TC in group 3 felt that civil education was the key for developing a successful tourism business for the nation. . They also felt that there was a need for promotion of tourism for Lake Malawi, improvement of roads leading to the lakeshore, identification of funding for the lakeshore and the need to look at the cost of flights, which are high in comparison with the regional tourism market.

The two sets of responses seem to contradict each other in that in previous questions they were not aware of what was required such as AM and CM in group,1 and JBW in group 2, and similarly they articulate ideas for what was required such as WS and PF in group 1 and EMO and GN in group 2.

7. Question Seven

Is Malawi currently among the preferred tourism destinations in Africa?

Six participants simply said yes in very positive terms to the preference for Malawi such as AK and NB in group 1, MM, CC, SK, CM, JBW and GN in group 2; whilst the others all said no and only 2 mentioned specifics. One said there was no publicity for tourism and the other that high cost of flights meant tourists would go to other destinations.

8. Question Eight

Are there any development plans that you consider are not included to make tourism a successful business for Lake Malawi?

2 participants identified the requirement for more hotels and road repairs, but there seemed to be little understanding of the nature and scale of any development plans, this is expressed by AK and WD in group 1, KFC,MM,CM,JWB, GN, all in group 2 and RD in group 3.

. Their concepts were all inward looking and they were not aware of the bigger picture. This is not surprising within Malawian culture as Malawians tend not to discuss matters of government, evidenced in the response by MK in group 3 who simply replied '*No Comment*' and AM in group 1, '*Not Applicable*'

9. Question nine:

Has tourism contributed to the growth of your business in Malawi?

The response highlighted that out of thirty-one participants, sixteen (16) considered that the question was not applicable to them, such as AOK, KFC, GM all in group 2 and RD in group 3, including RMC in group 4, SK and GM in group 1. The second group responded with 'Yes' such as AK, AKM, PF, WS, MM TC, NB, JN, CC, and TAC in group 2, said she was not sure about the question, while WD in group 1 simply said no. These answers confirm why tourism on the Lake is not progressing to involvement stage, there is a need to promote the industry to people within the country.

10 Question Ten

What influences the flow of visitors to use your establishment?

More than half of the group of participants considered the question as 'not applicable' to them as expressed by CC and CM in group 2, GM and SK in group 1, RMC and EKB in group 4.

Participants MDB, MM, SP, group 2 and JN group 1, all believe it is because of good customer service. ND in group 3 believed that it was because of good tourism management, while TAC in group 2, RD in group 3, and WS in group 1, all believed that it was because of good hospitality. WD in group 1, believed that it was because their knowledge of Malawi which enable them promote the country's tourism products to the markets.

11. Question Eleven

What are your recommendations to improve tourism business environment in Malawi and Lake Malawi?

7 participants out of 31 expressed the need to invest into hotels at lake Malawi as suggested by TC group 3, NB, JN, PF, WS group 1, (there is a theme here). The second group suggested there was a need to promote lake Malawi as a tourist destination as suggested by SK, EC, and AM all group 1. The last group felt that it was important to relax visa processing conditions for tourists

and taxes on tourism investments in the country, and investments into tourism related infrastructures at the lakeshore such as EMO, SP, TAC in group 2, TC and RD in group 3, RMC in group 4, including GM,AM, JB,JN, all in group 1. By question 11 they were beginning to open up a lot more as in the first few questions they were not able to identify any recommendations.

12. Question Twelve

Do you have any other comments that you would like to make related to the future of tourism development in Malawi and especially Lake Malawi?

The answer from 13 participants said no, these included MDB,SP,CC, CM,EMO,JBW in group 2; RD,ND, MK, EKB in group 4 including GAM, EM, GN in group 1. Another suggestion by AOK was that tourism must be taught in schools, while AKM in group 2, WD, SK and NB in group 1 suggested the need to improve or invest in infrastructure at the lakeshore. The response from JB, AK, EC, WS in group 1 and AKM in group 2 suggested that that Malawi should be promoted to both domestic and foreign tourism market

The analysis of the data follows key themes from the tourism literature:-

1. What are development success factors? (Sharpley and Telford, 2014)
2. What development is destination specific? (Goldsworthy, 1988)
3. Development linked to local community. (Beeton, 2006)
4. Community involvement linked to sustainability. (Sharma, 2004)
5. Success is dependent upon support from private sector, government and communities. (Sharpley, 2009)
6. The cultural dimension is paramount for success. (Cornelissen, 2017)
7. Development of infrastructure and education essential for business buy in to development. (Johnsen and Jeffries, 2015)
8. Threats to local environment and livelihoods important for local communities. (Mweninguwe, 2012)These general themes were reviewed against a series of sub themes that related to the potential for developing the model and providing a Lake Malawian perception of what development looks like.

Table 10: Theme and Subthemes

Theme	Subtheme
Development success factors.	<ul style="list-style-type: none"> • Stakeholder involvement • Political leadership • Economic investment • Private sector involvement • Partnership • Established infrastructure •
Destination specific factors.	<ul style="list-style-type: none"> • Environmental concerns • Traditional economy - fishing • Established Malawian cultural hierarchy • Lack of infrastructure • Tribalism
Development and local community.	<ul style="list-style-type: none"> • Education • Little experience of tourism or tourists • No experience of being a tourist. • Traditionally based economy • Culturally conservative culture • Concerns for the future • Resistance to change • No understanding of financial benefits
Sustainability	<ul style="list-style-type: none"> • Understanding of the concept • Strategy • Lack of knowledge of competitors
Culture	<ul style="list-style-type: none"> • Culturally conservative • Mistrust of politicians • Hierarchies including gender and age
Product nation branding	<ul style="list-style-type: none"> • No established product • Established brand, but no product • Competitor analysis • No effective marketing
Threats to development	<ul style="list-style-type: none"> • Lack of political will • Lack of strategic thinking • No long term planning • Government position

8.2 Data Analysis

Development factors.	success	<ul style="list-style-type: none">• Stakeholder involvement• Political leadership• Economic investment• Private sector involvement• Partnership• Established infrastructure
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It has become clear that many participants did not understand their individual or group roles within developing tourism in the area of Lake Malawi; neither do they understand the importance of partnerships between private businesses and local communities. All assumed that development is led by government, including financial investment, and that their involvement would 'emerge from that process, if at all. The assumptions are based on government investments into the tourism industry without input from other stakeholders. All assumed that infrastructure was the sole remit of government. The conclusion is that any development needs to be government led and supported throughout the development process as a cultural imperative.

Above contributions from participants, confirm the importance of earlier suggestions by the researcher regarding the benefit of considering 'Foreign Direct Investments (FDI) and Public-Private Partnership (PPP) or joint investment agreements by individual Malawian businesses, as an option for the enhancement of the tourism industry at Lake Malawi. Again these would need to be under the auspices of either local or national government as highlighted in Malawi Growth and Development Strategy (2011), Malawi Economic Recovery Plan (2012), the government recognised Lake Malawi as a key destination for the country's tourism industry, as such expressed its ambitions to develop tourism along the lakeshore.

This was an important question to Malawians because the current situation in Malawi indicates that individuals appear to recognise the importance of a strong economy that translate to benefits such as job security, alleviation of poverty including employment for future generations. They may not be able to articulate the links between tourism development and economic and social benefits, but they are keen to see economic development in any guise.

The research confirms this within the local groups who had little knowledge on the impact of a healthy economy, but the local person does not have the knowledge and understanding of this

in terms of tourism. The research also confirms that this lack of knowledge has affected the confidence of local tourism related businesses and commercial banks to invest fully in tourism related products as highlighted in 'Table 11'. Participants MK, and ND both in group 3 and EM in 1, expressed that they had no knowledge of factors that contributed to the development of tourism in Malawi. The suggestion is that even small scale 'Joint product development' could generate an improvement of the regional tourism product. If linkages with other local sectors are created, this could lead to synergies and in the process link tourism development to local qualities. While external linkages may then be most important for innovation, if such linkages are the available (Caalders, 2003). This therefore calls for a consideration to establish and promote joint participation in the development of Lake Malawi's tourism industry, which could be private-sector driven with the involvement of local communities as suggested by Nsiku and Kiratu (2009), ensuring all stakeholders become part of the development strategy.

The research also identified, that this question of knowledge did not exist in many local communities not exposed to other tourist destinations, or tourism per se. This is evidenced within the contradictory answers from the participants. They were confused as to whether Malawi could be the preferred tourism destination in Africa since there are no developments at Lake Malawi. They also indicated that Malawi does not make any effort to promote its tourism sites to the market, as indicated in Table 11 above by participants such as JB, EC, AKM and WS, and were not fully aware of what those markets consisted of. They believed that the country has the potential to attract tourism within the African region even though they had no knowledge of that tourism product or offer.

The government's vision of the tourism industry is that the country cannot depend simply on the existing attractions such as safety for its visitors, unspoilt natural resources, of Lake Malawi, superb scenery and a warm climate. There is a need to identify a cultural differentiation that includes the naivety of the local population alongside a tourism infrastructure that is workable. Promotion by images of empty sandy beaches and sunshine are simply not enough to confirm the 'Warm Heart of Africa Brand' (MGDS, 2006-2011; MNTP, 2006).

The research also confirmed that the local economy/communities do not have the financial resources available to them to develop a locally based industry. The local economy does not

have pressures from wage inflation and land development costs, which does suggest competitive pricing may be a possible attraction for the product (Carayannis, 2013; Newsome et al., 2005).

The above findings highlighted challenges related to the development process for tourism at Lake Malawi. It has become clear that while the government has continuously concentrated on establishing development strategies with the goal of enhancing the tourism industry in the country and the lakeshore, there is lack of involvement by the private sector in the development of the tourism industry. This may simply be because of lack of knowledge displayed by local communities, but the research does confirm a willingness to learn about the tourism business.

The study considers mitigating those challenges by identifying a development model that enabled African nations (Malawi) to develop their own culturally sensitive tourism products and industry.

8.3 Destination specific factors

Destination specific factors.	<ul style="list-style-type: none"> • Environmental concerns • Traditional economy - fishing • Established Malawian cultural hierarchy • Lack of infrastructure • Tribalism • Education
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The research confirmed that the local destination factors were based around preserving the traditional economy, cultural heritage (including hierarchy) and tribalism whilst preserving the environment that relies upon those traditions (for example fish stocks and clean water). There were little concerns regarding the wider environment as they were not aware of what those impacts could be. This could be associated with lack of knowledge on eco-tourism policies, for example Garrod and Wilson (2003) observed that eco-tourism influence the change in the way people conceive of, contextualise and behave in natural environment, which provides sustainable relationships between humans and their environments (Garrod and Wilson, 2003); similarly Saarinen and others (2013) suggests that eco-tourism is often associated with sustainable rural development in the developing world (Saarinen et al, 2013).

This is linked to the question of education as you are asking people to make their minds up about development without any knowledge of cause and effect. This is one area where many of the current development models, and have failed in the African sub-continent as the local communities are still based within a post-colonial mind set of being ‘told what to do’. This has meant that it is easy for international developers to exploit this naivety. This is could be associated with failure of establishing ‘Sustainable Policies’ in the local tourism industry; as it was suggested the concept of ‘sustainability’ is widely recognised in the tourism industry as a central theme, as such the concept of ‘Sustainability’ in the development of tourism industry is considered the key that enable all stakeholders understand the benefits of industry to both the community and local residents (Dodds and Graci, 2012; Amiryman and Silva (2013).

The destination specific section should combine with the development of the local community as the development process can only happen if the above factors are combined as a Malawian concept of sustainable tourism.

8.4 Development and local community

<p>Development and local community.</p>	<ul style="list-style-type: none"> • Education • Little experience of tourism or tourists • No experience of being a tourist. • Traditionally based economy • Culturally conservative culture • Concerns for the future • Resistance to change • No understanding of financial benefits
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This is linked to the above section and appears one of the fundamental problems for sustainable development on the Lake. The research confirmed that most of the participants were not aware of the factors that have contributed to the development of the tourism industry at Lake Malawi as expressed by EMO and CC both in group 2 in Table 11; however CC in group 2 highlighted that there was a new hotel being built. The problem is circular in that if the communities are not exposed to tourism development, by visiting other destinations, they will never be aware of those benefits. If the communities have never experienced tourism they will never be able to understand the tourists.

This opens up the potential for exploitation of those communities as per many of the developments in other parts of Africa. The communities only being aware of that exploitation after it has happened. This therefore confirms that the focus of initial promotion for Lake Malawi should be to local residents as key target customers for the tourism industry, in order for them to appreciate what their own lake is able to offer as a tourist destination. Saarinen and others (2013) observed that the success of tourism in Costa Rica was based on Community Based Tourism (CBT), where 60% of the visitors were local students and families; this was similar to the development of tourism in Nicaragua where about 70% of those who visited the community tourism destinations were local people (Saarinen et al, .2013); Lake Malawi tourism could therefore be developed through this strategy.

The research suggests that while the government has been promoting development of tourism along the lakeshore, the local communities such as RMC, TC and EKB in Table 11, were not convinced that there can be any future benefits for their families other than the miracle of more fish harvest from the lake. Tourism to them is a more complex subject because cottages that are evident along the lake provide very little hope for employment without future expectations for growth, therefore in their minds the question still stands un-answered, what exactly is tourism and what is their benefit as communities living by the lakeshore?

Local participation could, however stimulate local investments. By monitoring how new businesses develop from the contribution of the industry along the lakeshore could provide a rubric for further development. This would further influence government to ensure that this tourism dividend remained in the local economy. This would support the efforts of Malawi government in its tourism development goals; as it becomes evident that if tourism were private sector-driven, the business investors would have to be able, to identify product development that contributed to the growth of tourism at the lakeshore. It would also highlight the reasons behind the failures of specific tourism business.

The research showed that the community participants were relying upon others to suggest a way forward for any potential development, for example, when participants were asked '*What do you think could be done to further encourage the development of tourism for Lake Malawi?*' Participants such as RMC in group 4, JB and WD in group 1, and CC in group 2, considered that there was a need for hotels at Lake Malawi, but with no mention of whose investment and responsibility it should be. This is reflective of the conservative nature of the Malawian culture

and is a problem, but also an opportunity for providing a development strategy for the Lake It confirms that the government and local tribal leaders will be able to control the development, but that those involved will need time to provide the entrepreneurial impetus to that development. Existing developments within the case study countries suggests that this is a major reason why the development was taken out of the hands of the local communities, it was exploitation, but by necessity as otherwise no development would have happened. This is the example of Kenya, where the country's tourism industry derived from images of "tribal" Masai pastoralists and wildlife, recognised as stereotypical images of Africa by white westerners and tourists, who successfully promoted the country through 1970s to 1980s as a tourist destination (Akama, 2002:8 cited in Mahoney, 2017). The private opinions were very guarded, but they did express a wish to learn about tourism and that it should be introduced into the schools as suggested by AOK of group 2 in table 11.

It is vital to the development of tourism that, the industry will benefit all stakeholders, including the private sector, the community and government. Jamal et al (2015) suggested that one of the approaches adopted by many countries in the world to help develop the economic well-being of rural communities is Community –Based tourism (CBT). Malaysia is one example where the country established a 'Homestay program, the program comprised a synergistic effort from host community by having the visitor stay at the host community's home and conducting traditional community events and activities for the visitor (Jamal, et al., 2015).

This programme enabled the host community understand what influence tourists to visit a destination. This was successful in Costa Rica, where community based tourism influenced 60% of local communities to the country's community based tourism sites; this was similar to Nicaragua where community base tourism influenced more than 70% local visitors to visit the country's Community Based Tourism (CBT) sites (Saarinen *et al.*, 2013). It was suggested by Moufakkir and Bunns, (2012) that Community-based Tourism (CBT) incorporates the facilitation of sharing ownership and control of tourism and associated resources; this therefore confirm the importance of local communities to have the knowledge of what development are taking place with regards to tourism in the destination.

Newsome et al (2005), observed that involvement of the local community is based on the objective that local communities should benefit from wildlife tourism occurring in their

locality; this would provide benefits that could include financial, employment, and increased provision of services and facilities. Effective planning that incorporates the involvement of management and operations of wildlife tourism involvement could include stakeholders such as operators, employees including guides, suppliers of goods, in addition to trainers, in the process all these become connected in the involvement and interaction with the community and recipients of income for example 'the CAMPFIRE' programme in Zimbabwe (Newsome, et al.,2005).

This is not necessarily an issue of wildlife management at Lake Malawi, but it is to provide information to local communities (on an individual basis) regarding tourism development in the area. The nature of community tribalism on Lake Malawi means that each tribe/community will need to have their own specific model for success.

It cannot be the same as the next-door tribe, but needs to show the same amount of benefit to each community. For example in Malawi, Johnston (1994) explored the outcomes of breakdown in relationship between the owners of Grand Beach Hotel in Salima (Malawi), where the hotel director removed local community along the hotel fence, to create space for hotel extension; this resulted in the deterioration of relation between villagers and the hotel. As a result, the hotel became ineffective since local community boycotted and led protests at the hotel.

This therefore confirms that if the new development of hotel extension was communicated effectively to the community, they would welcome the development with an appreciation that they will benefit from employment for themselves and their children. Therefore clear communication and inclusion of the community in tourism development within their areas, gives each local community the hope for success and the sense of individual ownership of the product.

In summary the research indicated that most of the participants could not, or did not, suggest any ways that could be considered to improve the growth of tourism in Malawi. But unless the community position can be changed it will be impossible to motivate them into the development of tourism in their area. The model for development needs to include government intervention, community involvement and be embedded in the local culture.

8.5 Sustainability

Sustainability	<ul style="list-style-type: none">• Understanding of the concept• Strategy• Lack of knowledge of competitors• Locally defined sustainability
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The sections above confirmed that participants did not understand how tourism affects their daily lives and its potential to contribute to the economy. For example, AK in group 1 said Priority and promotion, KFC in group 2 said eco-tourism, WD in group 1 said No comment, while RMC and EKB in group 4 said I don't know and SK, EMO and JBW in group 2, EC in group 1, NB and MK in group 3 all said no idea or I don't know. It is of no surprise therefore that those same participants were not aware of the concept of sustainability. It was, therefore important to explore the possibilities of providing a local definition as a working hypothesis for the development model.

The participants were also not aware of how tourism as an industry helped to sustain the economy of other countries, such as Kenya, Tanzania and South Africa. Velikova (2001), suggested that the concept of sustainable tourism development involved environmental and economic aspects, and the transfer of both built natural capital. He also suggested that sustainability within developing areas would need the local population to understand the notion in order for it to succeed. He also added that the concept relates to modification of the standard welfare economics, leading to the idea of strong sustainability as opposed to weak sustainability. Both concepts were an anathema to the participants of the research, which re-enforces the need for central and local government in Malawi in the first instance to direct the development strategy.

The concept also links with protection of the environmental, which demands the responsibility of all stakeholders, to ensure that whatever development activity the contemporary generation undertakes; it should leave the same natural capital for the coming generations. In this case the community and business participants were all able to define what they felt was acceptable protection for the environment on a local basis. This narrow culturally driven definition

confirms the need for the model to follow that conservative assessment by the communities. This is confirmed by Swarbrooke (1999, p24) who suggested that ‘Sustainable Tourism’, may include “Forms of tourism which meet the needs of tourists, the tourism industry and host communities, without compromising the ability of future generations to meet their own needs. This further suggested that ‘sustainable tourism’ relates to the tourism industry that is economically viable without destroying the resources on which the future of tourism will depend (Swarbrooke, 1999).

Pineda and Brebbia (2012), suggested that while ‘Sustainable Tourism’ has been highly recognised in the marketplace, tourists are confronted with the increasing number of labels and classification systems, addressing concerns that go beyond the focus on the quality of hotels. This is further associated with the star system, and besides the differentiation and marketing aspects, thus including the certification systems are also used as a tool to enhance the sustainable development of hotels and tourism enterprises (Pineda and Brebbia, 2012). In the case of tourism for Lake Malawi the model needs to adapt Pineda and Brebbia’s star system into an environmental ‘star system’.

The government of Malawi has continuously established policies and strategies to insure that local communities are sensitive in the way they relate to forest reserves. Deforestation is not permitted, similarly poaching restrictions have been established to protect wildlife and game reserves, to ensure that poaching practices are considered illegal. This would suggest that any development model for the Lake could including overfishing along the lakeshore, a pre-requisite identified by the local communities, this was highlighted in page 71 in a subheading titled ‘Environment Threats to Lake Malawi (Nyambose, 1997 and Mweninguwe, 2012).

8.6 Culture

Culture	<ul style="list-style-type: none"> • Culturally conservative • Mistrust of politicians • Hierarchies including gender and age
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The recognition of the tourism sector to the Malawi economy extends to its ability of contributing towards national development by distributing wealth from the major urban centres

to rural areas, justifying that under the right circumstances, the sector could play a major role in poverty reduction (Holden, 2013; Pauw *et al.*, 2013; www.trade.gov.mw, 2011).

Few of the participants had any knowledge, of whether the tourism sector was a contributor to the economy. However, it is important to enhance public knowledge to ensure that Malawians contribute to the development of tourism, just as one appreciates the importance of agriculture in Malawi. It was difficult to elicit responses in terms of the culture apart from the reluctance to answer questions that in any way would be critical of government or elders in the community. The business sector did identify that lack of knowledge of tourism, or the service sector, within local communities meant there was very little labour available for a developing tourism business.

Another threat to development attached to tradition and culture is the size and nature of the existing tourism businesses. It is common to find a lot of traditional hand-made curios and painting including pottery products in local markets, and along the country's streets. Although these provide an opportunity for visitors to buy souvenirs before they return to their countries, it is doubtful if the economy of the country receives much direct revenue from this tourism business. This hidden economy explains why some of the respondents were unwilling to provide information in detail, this was highlighted in the report by Nsiku and Kiratu, (2012) who outlined challenges of the tourism industry in Malawi, one of them being unrecorded revenue from the industry by private businesses including foreign transactions that did not involve the Reserve Bank.

They were simply concerned that the government would get to know about them. This whole debate around the hidden economy needs to be addressed by government. The government of Malawi has always emphasized the importance of investing into agriculture, to ensure that there is a good harvest for each household. This model needs to be applied to the tourism industry as the investment would include involvement in the real economy. (www.fao.org).

Culture and ecotourism – sustainability bottom up models are ok when westerners are involved in the tourism industry, but not when they leave the country, because in most cases the local communities would not have information of how the industry functions, and what could be done to improve its growth to increase market share, to both domestic and global markets.

8.7 Product Nation Branding.

Product nation branding	<ul style="list-style-type: none">• No established product• Established brand, but no product• Competitor analysis• No effective marketing
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The research shows that only the business and government participants had any knowledge of Malawi as a tourism destination. Responses from RMC and EKB both in group 4, as small-scale community business people along the lakeshore, they both answered ‘I don’t know’ on question 1, which stated; *‘What are the major factors that influence tourists to visit Malawi?’*

The community and small business representatives were able to suggest that Malawian people were friendly and open to visitors. They also mentioned they were interested in wildlife, but their lack of conception as to what the tourists would be attracted by follows on from the earlier sections about ‘what is tourism’? They had no real ‘tourism’ experiences as culturally they spent any ‘holidays’ with families often in the situ, situation with no travel involved. For example, AOK, a female lawyer in group2, answered question 1, by suggesting that major factors that influence tourists to visit Malawi was scenery, natural resources and people. Similarly, KFC, Managing Architecture in group 2, answered question 6 which stated *‘What do you think could be done to further encourage the development of tourism for Lake Malawi?’*, his answer was ‘Infrastructure and development’; while EC, Private Car hire operator answered the same question by suggesting ‘Better investment at the lakeshore.

The research also shows that they felt it was the duty of government to promote tourism to a global market. They never thought about this as being relevant, and were often not able, or willing to give a response. This again confirms that for any Malawian model to be effective it would need to be central government led. For example in Kenya, the government agreed to put several reserves including Masai Mara Game Reserve and Amboseli National Park under the control of local county councils which began receiving revenue from both park entrance fees and hotels including other tourism facilities. This confirms the ‘Stakeholder’ theory that people will protect what they receive value from has dovetailed with economic development theories holding that the road to poverty must begin (Honey, 2008).

This is contrary to the western perceptions of eco-tourism sustainability, pro-poor tourism. This may be why previous initiatives by government and throughout other areas of Africa have not succeeded in developing these models of tourism. The lack of knowledge of other markets could actually be an advantage for the development of tourism.

The uniqueness of the potential product centred upon Lake Malawi and its people could create a unique product (Brand) and so build competitive advantage over the other African destinations. This unique sense of cultural naivety and traditional hospitality without the imperative of a globalisation strategy confirms the need for a Malawian model and not a South African model.

The research also suggests that the government needs to provide an alternative development strategy, as their current strategy identified investments within promotion and infrastructure. The problem is how you actually promote tourism when there is no provision and where do you invest in infrastructure to provide that provision. They have money to invest, but nowhere to invest it (MGDS, 2006-2011; MNTP, 2006).

8.8 Threats to Development.

Threats to development	<ul style="list-style-type: none"> • Lack of political will • Lack of strategic thinking • No long term planning • Government positioning • Lack of data
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Malawi has some businesses associated with the tourism industry in the country, such as restaurants, taxi and car hire, including cottages along the lakeshore. The problem for developers is that there is no financial data as to the sustainability of those companies, profitability and trend analysis. The government has no real time data as to the contribution to the economy from the industry and the typologies of those companies. For example, no one

wanting to set up a new restaurant on Lake Malawi could provide sufficient evidence of growth potential, seasonality etc. in order to satisfy potential investors of the viability of the project. The research suggests that to overcome this problem would require the government seed funding. In other African countries, this is coming from diaspora. For example, the number of migrants contribute to the economic development of their country of origin through transferring resources other than remittances. This is observed that most of the diaspora contributions focuses on skilled migrants through technology and capital formation, while other researchers believe that economic contributions of migrants to their country of origin include low-skilled diasporas (The World Bank, 2011)

It is also necessary that local business should be the first to recognise potential attractions of the destinations, which they promote as their core business. Robinson et al (2011) suggest that business in tourism stimulates future inward investment as business see the attractions of a destination. It is therefore vital that local businesses are encouraged to become involved in the development of tourism at Lake Malawi and are important for the development of the model for development.

The research indicates that many businesses are not prepared to reveal their success in business; as highlighted by UNESCO (2003), though they were prepared to share benefits with other businesses when they share experiences. The study by UNESCO confirmed that cooperation among businesses and tourism-related operators is essential, given that one business can be directly affected by the success or failure of another (UNESCO, 2003). If there were such business agreements in Malawi, it would have been possible to collect data regarding individual business performance. The model in the U.K. is through the chambers of commerce that exist in most towns and cities. This gives the businesses an input into potential development of tourism as a lobbying group to government.

The catalyst for change may be the challenges that affect climate change, as the dependence on tradition agriculture might not effectively sustain some of the households. This suggests it will be necessary to provide a more mixed economy both locally and nationally.

Researchers in the tourism industry recognises the industry to have the potential of making a substantial economic contribution to many countries and regional destinations, especially in

developing countries. It is therefore important that an understanding of the economic contribution of tourism is essential for managing tourism and its impacts (Woodside, and Martin, 2008). The economic contribution of tourism has two elements, direct and indirect. The direct contribution relates to the immediate effect of expenditure made by visitors, while indirect contribution could relate to revenue generated by some service providers. These include taxi drivers whose economic benefit from tourism would directly provide financial benefits to others such as petrol stations where they buy fuel for their vehicles including the food supply chain (Tribe, 2011), (Brebbia, and Pineda, 2006).

The above findings highlights challenges related to the development of tourism in Malawi, including the lakeshore. It has become clear that while the government has continuously concentrated on establishing development strategies with the goal of enhancing the tourism industry in the country and the lakeshore, there is lack of involvement by the private sector in the development of the tourism industry and this comes from lack of knowledge displayed by working class citizens and local communities.

The study considers that above challenges could be eliminated, by identifying a development model that enabled an African nation to develop culturally, location based plans for its tourism industry.

The research and literature combine to provide a clear set of criteria that are necessary for building that model.

1. The development plan must have government (national and local) involvement throughout the whole development cycle.
2. The government investment needs to be financial and advisory, but will require mechanism to assure local communities that there is no threat to their independence.
3. The government needs to protect investment as per the constitution for both local and foreign investments.
4. Local businesses needs a vehicle in which to bring their knowledge and expertise together (chamber of commerce?) to encourage new local and national investors to develop tourism product.

5. Development needs to take full appraisal of the conservative, traditional nature of Malawian society. If this is ignored it would be unlikely that development would be successful.
6. Investment is necessary from Malawian diaspora.
7. The development needs to follow a Lake Malawian model of eco-tourism and sustainable tourism.
8. Development needs to be phased to allow local communities to gain knowledge of ‘being a tourist’ and the implications of tourism development on their economy and culture.

Chapter 9. Proposal for an alternative Tourism Developmental Model for Lake Malawi: The Case of British Victorian Seaside Resorts.

The analysis from the literature, secondary and primary research all point to there being untapped potential to tourism development at Lake Malawi. They also suggested that development would require a Malawian culturally constructed model to ensure participation by all stakeholders. The basis for the model comes from an historic development process from the tourism industry in United Kingdom and appears to be sustainable. The model that shows longevity is that of British seaside resorts (over 130 years). They are attractive to both local and global market, although the structures are still historical Victorian buildings, built over 100 years ago. These structures still exist in many resorts including Blackpool, Scarborough, Torquay, and Llandudno. This led to an analysis of how the British Victorian seaside resorts developed into attractive sustainable destinations.

This study seeks to analyse the development model that provided the tourism structure, attractions and destinations. The key is to understand how the seaside resorts were developed, and assess whether such a development model could be adapted for the Malawian context.

The success of the British Victorian Seaside development model based upon joint participation involving all stakeholders. For example, the development of Paignton as a seaside resort supported by local communities such as the local landowner who gave away the land for the development of seafront (Holpin, 2014). The early development of the tourism industry in Britain directly supported by well-managed public transport system developed with the joint involvement of local government, enterprise of entrepreneurs and the railways. They were

responding to opportunities that emerged at the time (railway access and holidays for some workers in industry), as opposed to providing a strategic plan for development.

This is a classic tenet of sustainable tourism Dabphet et al s (2012), Amiryan and Silva (2013) and Dodds and Graci (2012). They recognise ‘Sustainability’ in tourism development as a key to ensuring that it serves all stakeholders. Similarly, Walton (2000) highlights that ‘Sustainable Tourism’ occurs where the private, public partnership embraced the development leading to the promotion of unique seaside leisure, destinations. This was the beginnings of a tourism industry, which was developing in a mixed economy building on agriculture and manufacturing (Walton, 2000).

The development of seaside resorts in England became a new model for tourism development during the Victorian and Edwardian period. For example, Blackpool became one of the Britain’s most popular seaside resorts, as a major day-excursion market to cater for the working-class and developed later as a holiday resort. This development continued to grow through to the 1950’s even though the industry faced the impact of the first and second world wars between 1914 -18 and 1939-1945 respectively (Page and Connell, 2006). Post second world war the challenges faced by competition from the Mediterranean reverse some of the previous growth, but the response was to rebrand and reline the product against changing consumer needs. The development scale and complexity for the British seaside resort system was competitive and unmatched anywhere else in the world in its early stages and sustained by the expanding of middle and upper working class with more disposable income than its counterparts elsewhere (Dobraszczyk, 2014).

9.1 The Basis for Success.

The simple notion of the sea air being perceived as healthy, and benefiting the whole family, was enough of a draw; especially those living in the industrial towns and areas of cities that had grown up from the industrial revolution. (Harrison & Hewitt, 1997). This notion of ‘healthiness’ was attached to visits to resorts (Richards, 1991; Dobraszczyk, 2014), with the key element to the success of the Devon seaside resorts, which developed a reputation as specialised health resorts. This was a recommendation by members of the medical fraternity, who perhaps cynically were looking for alternatives to the current ‘cures’ on offer. During this era, most English seaside resorts claimed the ‘healthiness’ of their coast location as major promotion, but this was often proven to be untrue (Travis, 1993). Similarly, Bhatia, (2006)

recorded that seawater was recognised as healthy where it was used for medical purposes, either by drinking the water or by immersing in it. Richards (1991) and Dobraszczyk (2014) further suggested that, the quality of the waters was perceived as therapeutic and health giving at seaside resorts such as Scarborough were categorised as specialised resorts.

The natural progression was that the British seaside became a popular destination for the working class citizens of Britain (Franks-Buckley, 2012). There is no reason why such a progression would not work in Malawi. They would not be escaping ‘muggy cities to visit newly built seaside resorts up and down the East Coast, as identified by Gillon (1986), but would be motivated by the concept of organised family groups that were the basis of the early seaside developments in the U.K. The ‘Travel and Tourism’ industry filtered down the social scale attracting the followers of sea bathing, Brighton and Blackpool being classic examples of a natural progression. (Shackley, 2007). The potential for the demonstration effect (often cited as a negative impact of tourism by western academics who can afford those holidays) to work on Malawians can only come from the development of tourism being at a larger scale. The small scales implied by Eco and sustainable tourism projects can only ever remain exclusive and not open to the rest of the society. The examples of ‘exclusive’ enclaves continue to grow throughout the world.

As tourism increased its growth along the seaside, it reinforced division in Britain, since within tourism, the seaside was an arena where middle-class manipulations of access to resorts and the policing of working-class tourism behaviour could be identified. Distance decay was the main force at work filtering out the lower classes. Although by then some of the wealthy visitors had become residents and had formed a social elite which in turn helped to defend the select character of the resorts (Morgan and Pritchard, 1999) In Malawi today there are similar significant and identifiable differences in the composition of middle-class between distinct economic regions (Bush, 2014). Although tourism as an industry was in its infancy, there is evidence that people of different social classes became motivated to visit the seaside for holidays; Seaside holidays were initially largely the preserve of the rich and short breaks became popular. At this level, the restaurants did not benefit from the tourism industry since tourists brought their own food and most of the resorts were only busy for a short period of time (Harrison and Hewitt, 1997). This is the case for Lake Malawi’s small-scale tourism industry today, still in its infancy; those visiting the lakeshore bring their own food to cook in

their cottages while those who prefer staying in rented cottages and hotels have their meals served within the premises.

This was the beginning of sustainable tourism in the 1870s, which proved a success and as a result, more stakeholders became influenced to be part of a development model. For example, the development of Paignton was supported by the local landowner. He donated the land for the development of seafront (Holpin, 2014). This was similar to the development of Llandudno seaside resort in North Wales, which was influenced by the local landowner, and entrepreneur, Lord Edward Mostyn who proposed the idea of developing a seaside front and his idea was supported by a group of local businessmen (Lawson-Reay, 2016; Johnson and Jefferis, 2015). The inclusion of local communities and private sector in UK's tourism industry during this Victorian era enabled the country to have successful seaside resorts that are still attractive today and appeal to both local visitors and international tourists. The promenades and the piers were essentials for developing the 'healthy resorts' and the hotels and restaurants necessary to provide the returns on investment. In Malawi's case the government initially would have to support the developments along the lakeshore; if only to control the development process. This is different from the British seaside resorts where the investors were often rich landowners with perhaps a sense of Victorian benevolence, but whilst still focussing on the bottom line. However, the growth in the number of the African diaspora returning to invest in the subcontinent has led to increasing funds being available for development projects; some of the countries that benefit from African diaspora include Nigeria, Ethiopia, Egypt, Ghana, Somalia and Kenya including South Africa (World Bank, 2011).

In this case, the Malawian government must ensure that they provide the seed funding and, therefore, impetus to begin the process. The government would also have to guarantee that the development does not have negative impacts upon the environment to ensure cultural sustainability of the local communities. This highlights that quality of water in Lake Malawi is a key element in any attempt to produce marketing strategies. For example, 'fresh water' could be marketed to health tourists (as per U.K. seaside resorts) and eco-tourists. Research suggests that most people were influenced in their choice of destination, if it offered quality natural resources. The spas and seaside resorts, which developed in the U.K. are testimony of early travel being associated with health; similarly today's 'Health tourism' focus on the younger target group including active people and families (Bhatia, 2006; Papathanassis, 2011).

Malawi's tourism sites, including the lakeshore, have not experienced social conflicts and the isolation between classes does not exist.

It is however, visiting the lakeshore that is currently for a social group of people that appear successful. These incorporate societies between the working middle-class and senior managers, some have privileges of using cottages belonging to the organisation they work for, while others use hired private cottage or hotel, or chalets for holidays and others use their own private cottages built by the lakeshore. This again mirrors the development process in the U.K. resort development. Although this social division appears to exist with regards to visiting the lakeshore for relaxation or short holidays, it is influenced by knowledge that people have about the product as opposed to any social engineering. There might be people within the bracket of 'middle-class' or management level who have never been to the lakeshore because they find no pleasure in spending time at the lake, while others would still visit the lakeshore with low income. This might justify the promotion of tourism to local residents rather than depending of the beauty of the lake with the hope that tourists will visit. This was the desire of Councillor Bennetto of Ilfracombe District Council in 1948, who called for financial support to advertise the tourism facilities at the seaside other than relying on the beauty of their hills (Morgan & Pritchard, 1999).

The success of the tourism industry during the Victorian and Edwardian eras were indelibly linked to transport services in the development process. It responded to the demand influenced by tourism development, and this facilitated an increase in intra-national mobility throughout the early years of nineteenth century (Mathieson, 2015). Therefore, while bus services were in operation, the railway transport services were further developed; introduced to cater for the working-class.. This continued to grow throughout 19th and 20th centuries and the transport system enabled visitors to access the seaside resorts (Dobraszczyk, 2014; Page and Connell, 2006). The development of seaside resorts continued to be successful with the introduction of transport networks in specific areas; for example, the introduction of the railway transport from the seaside to London in 1841 influenced a new class of visitors who began to descend on the once-aristocratic watering places (Williams, 2005). Similarly, the development of railways in Devon benefited the seaside resorts of Teignmouth and Dawlish. When the railway had extended further to the west, the train services began to carry passengers straight through the above resorts to Paignton and Torquay. It became clear that these four resorts profited at the expense of other Devon destinations that did not have railway transport services (Travis, 1993).

Perhaps the extension of the bus (small-scale development costs) network in Malawi is the 'railway' of the country, suffice to say that it is possible to use as a development tool in the country.

This vital link between type of access allowing development to progress or purposely-restricting development is key to the future of the development on Lake Malawi. The early spas and health resorts developed throughout the U.K. were restricted by the transport networks provided by the stagecoach, which offered fixed itineraries along certain routes within the UK; For example, Brighton holidaymakers were linked by stagecoach to London. The stagecoach from the Victorian era in the UK is manifest in the four-wheel drive in Malawi in the 21st century, the seaside was invented by this small scale access, but developed with the aid of cheap and fast transport services (Dodgshon and Butlin 2013; Jamal and Robinson, 2009).

The Stagecoach Bus Company has established transport networks in Malawi, and the company became a national bus transport operator serving the whole country including Malawi's major cities- Blantyre and Lilongwe (Bank and Vinnicombe, 2003). There is no evidence available as to whether this has influenced or contributed to the development of tourism industry for Malawi. The transport bus services are dependable in the country; hence, future success may lie in a further expansion of this to mirror the charabanc of the Edwardian times in the UK and the mass coaches of the 1950's. This has continued in Blackpool where in the 1960's the coach has overtook rail transport as a means of easy access to the resort. The private car superseded this in the 1970's, though coach transport is still a major player. Tourism accommodation in the coastal areas was largely concentrated in those resorts that were reached by the railways during the Victorian and Edwardian period. The accommodation developments followed construction of the railways route, as such influencing new resorts along the coastal sites, while the existing resorts continued to expand. This would mean in Malawi's case the tourism development could be concentrated and focussed on key development areas or destinations such as Mangochi, Salima, Nkhata-Bay including Karonga as in the British Victorian seaside model. The contention is therefore that the defining cause and effect can be controlled in Malawi's case by transport as in the Victorian seaside resort models. In the UK whilst the railways nurtured developments in the south, the lack of rail links constrained developments in the northern resorts. The pavilions at Torquay and Ilfracome are examples of some of the most prestigious municipal seaside entertainment facilities built, but the growth of spas and seaside

resorts were largely determined by the structure of local property ownership and landlord responses to demand (Freeman, and Aldcroft, 1991; Morgan and Pritchard, 1999).

The transport contribution, combined with accommodation, evidenced in the success of the tourism industry in North Wales. Pryor (2010) observed that the introduction of steamer transport at Llandudno's seaside resort in 1921 by the St George Steam Packet Company contributed to the development of tourism industry at the resort. This early mini-cruise model meant that passengers began to demand accommodation and services/attractions. The seaside resort reflecting the demand of the tourists for fine hotels, boarding houses, promenades and shops in addition to service roads making the Llandudno seaside an attractive seaside resorts. It has remained and is still one of the best preserved Victorian resorts (Gladwell, 2013). The size of Lake Malawi ensures the continued potential of mirroring Llandudno seaside resort is possible. Malawi's railway network continues to provide services registered as Central East African Railway. Its services extended to the northern corridor, which opened in 1987, to transport cargo from Dar-es-Salaam to Mbeya (Tanzania border). Then via lake transport to Salima and finally by rail again to Lilongwe or Limbe. The train service has been providing transport between the two major cities in Malawi (Blantyre and Lilongwe), extending its services to Nsanje near the southern border with Mozambican ports of Beira including Nacala and Mchinji near the border with Zambia. The services further extended to Nkaya and Nayuchi on the eastern border with Mozambique, including Salima (Kasuka, 2013).

The failures of not developing tourism industry along the routes where the transport network existed probably highlights the reality of uncoordinated development plans. There has been no partnerships between the government, private sector and local people within the destinations. The developments that took place included the construction of small scale restaurants, tea rooms, and rest houses, known as Bed and Breakfast (B&B), but these did not influence the development of tourism in these areas because, tourism had not been promoted. It would surprise local communities if a Malawian would travel to a place to simply see the beauty or spend time to relax, while the same would be considered normal if the person was of a western origin.

This suggests is that cultural influences are the key missing factor when considering why tourism has not successfully developed in Malawi. This is not only a problem for Malawi, as

other African nations face similar challenges, where foreign visitors mostly visit tourist sites. Malawi did not set out to fail in the development of tourism, but it was inevitable when they failed to include more stakeholders in the development strategies. By not ensuring that local stakeholders had clear knowledge of the development plans in their area, which meant they were not able to influence change. This is especially galling as the reality is that Malawians are known to be hardworking and committed people where development is concerned.

It is also evident that the average middle-class Malawian would not have chosen, or currently chose, to travel to any tourist destination including the lakeshore using public transport for the purpose of relaxation or as a tourism adventure. This might be due to two factors; lack of knowledge of what the lakeshore is able to offer, and lack of entertainment activities that could attract local visitors to spend time at the lakeshore. In the UK example, the introduction of casinos in Blackpool Pleasure Beach was used to rejuvenate interest in the resort, partly as a PR exercise and partly as a natural response when its tourism industry began to decline in the 1970's (Page and Connell, 2006). Similarly, during Victorian times, there were attractions that contributed to tourism development and awareness such as botanical gardens and zoos where people could see plants and animals. In addition, the cultural aspect was, added to by the introduction of art galleries and museums (Flux, 2001). The fact that Lake Malawi has a plethora of attractions both naturally and cultural means that any development strategy could drip feed these into the brand when and where necessary. This again is the example of the Victorian seaside model fitting with the potential development of Lake Malawi.

From the 1860s onwards, seaside entertainment was an essential feature of a holiday (McCormick & Phillips, 2004), at the same time, some members of the middleclass were discovering the pleasure of golf and lawn tennis at seaside resorts like Southport. (Winter, 1991). The seaside architecture helped create, structure and define holidays incorporating the consumption and very meaning of the seaside pleasure (Gray, 2006). It could therefore be argued that local Malawians could be motivated to visit the lakeshore if such entertainment facilities were available, otherwise the obvious scenario is that some of those who appreciate a holiday would prefer buying a holiday in other countries where tourism is well developed such as South Africa.

The development of seaside resorts has therefore seen constant change and required the introduction of a new development model. This needed to include the re-allocation of land, planning, designing and building of new purpose built infrastructure to meet the standards of the new tourism model. For example, the development of Paignton's seafront incorporated the designing and building of a sea wall and promenade when the local landowner who gave an area of seafront sand dunes to the town for such development. He transformed an area of salt marsh behind the promenade into Victorian terraces during 1908; Paignton became a new destination, which finally developed into an attractive Victorian seaside resort (Holpin, 2014). For development to succeed there had to be an impact on the natural environment and only by doing so would the destination be sustainable. This appears completely at odds with current sustainable thinking, but it is difficult to know how any development can be achieved in Malawi without accepting this premise. It seems that colonialism today may be manifest in Western models of tourism development, whereby they were ok for the UK to do this in their development phases, but not for sub Saharan Africa.

This was similar with the development of Llandudno seaside resort in North Wales, influenced by the local landowner and entrepreneur, Lord Edward Mostyn. He acquired the majority of Llandudno's allotments and proposed the development for the seashore to turn it into a major harbour for crossings to Ireland. A group of local businessmen supported the scheme and parliament sanctioned the eviction of villagers from seafront sites essential to the new development plans (Lawson-Reay, 2016; Johnson and Jefferis, 2015). Those villagers who evicted from the sea front were allocated to another piece of land (provided with new up to date housing) within the area so that their livelihood was not disturbed and that they continued to benefit from the new tourism development through employment, this may have been recognised as sustainable development. This has not been the case at Lake Malawi, some of the land along the lakeshore previously owned by local communities, was sold to wealthy individuals, who may decide to build private cottages for their own use, or private businesses to build cottages that could be used by 'eligible' senior management staff. Similarly, some private commercial land developers buy the lakeshore land to build cottages for rent to visitors who prefer to spend a night in the area. All of these are built independently according to their own plans, deciding the kind of structure to build on the beach since there has not been any planning and designing of 'Lake Front' as part of the development for tourism at Lake Malawi.

Currently this model of tourism development is not effective for Lake Malawi because of two factors, firstly the accommodation facilities are private cottages built at distant locations along the beach where building structures differ in size and design. Further observation being the failure of constructing service roads that would have complemented purpose-built structures for tourism facilities such as restaurants, shops, museums, or entertainment establishments, all these make the Malawi lakeshore not attractive compared to international tourist destination standards; as highlighted above in Flux (2001). The fact that these were established early in the Victorian seaside development model meant that the organic growth of the destination was built around a hub of attractions. The suggestion here is that the Malawian government needs to provide the strategic direction for growth to stimulate the organic process.

The second problem being the failure to create any unity between these private sector landlords and local communities. The fact that there is nothing in the development for the local communities' means they resent the developments, as suggested by AOK in group 2 and AK in group 1, on table 11, suggested that good infrastructure was required to be invested by government in order to improve tourism at Lake Malawi. This joint commitment does not appear to exist in Malawi since some private businesses highlighted in the questionnaires that the government lacked a strategy to develop Lake Malawi resorts. t EMO in group 2, MK in group 3, all believed that government has full responsibility to develop tourism in the country, though there has not been any participant representing of a private business who clearly expressed interest to invest in the tourism industry at the lakeshore.

It could however be argued that the government of Malawi require those private organisations, that are committed to bring change, to develop the lakeshore. This justifies the need to encourage them to support government development goals for the benefit of tourism. The key is to ensure they see the benefits of investing in both the infrastructure and the development of the tourism products as the Victorian entrepreneurs were able to do, the fact that the investment could come from international companies again should not be seen as negative highlighted in Gray (2006) below;

'Then most influential seaside architecture makes the most of being 'on the front' and beside the sea. Its front and function and how it is used, help expose the fascinating relationships between society and nature found in places literally on the edge. Western seaside resorts are multi-layered places, redolent with meaning for the present and memory of the past. Whether

the most fashionable and exotic sunny southern coastal playground of the rich or a run-down of forgotten colder northern coastal pleasure town, resort architecture has become bound up with the seaside's intense sense of place and being (Gray, 2006:7).

The Victorian seaside resorts tended to reproduce similar amenities like spas that were inland towns, with an architectural focus on baths and pump rooms, assembly chambers, concert halls, pavilions and winter gardens. The seaside was centred on the creation of an artificial “front” one that delineated the transition from a resort centre with a very distinct environment of seafront gardens and promenades flanked by a first line of buildings (usually hotels) on one side while the other side was uncultivated nature, being the beauty of the natural sea and the beach. This notion of artificial ‘front’ is at odds with most Western models of sustainable development, but is necessary otherwise, the development will not happen in Malawi.

The seaside resort had become a significant type of urban settlement across Western Europe and the United States with some even appearing in Eastern Europe before the First World War, they were successful by using a simple model that was pragmatic and sustainable. The seaside industry was also dominated by small-scale investment in the tourism infrastructure, and defined by the activities and motivations of small-to medium-sized operators and possibly most significantly in terms of its perceived importance (Morgan and Pritchard, 1999). These opportunities would be available for Malawian entrepreneurs in the case of Lake Malawi where such structures could benefit all stakeholders at the destination.

The Victorian and Edwardian seaside resorts grew and proliferated in response to middle-class demands and so consolidating their possession of the holiday habits pioneered by the aristocracy and fashionable society (Thompson, 1988). Lake Malawi, has yet to suggest that there is a ‘demand’ to encourage development, as it appears that there has not been any effort to create the demand; hence less or no local customer base. Most of the organisations believe that the development of tourism for the lake and the nation are in the hands of government as highlighted in some of the questionnaires. This is confirmed by the ‘Travel Agencies Tour and Safari operators as suggested by JB, CM and JN in group 1. They assume that the tourism industry can only be successful if the government can take responsibility in providing purpose built infrastructures.

These assumptions would have to change in order to construct successful destinations since the key to the success of the U.K. seaside resorts was through local private sector investment. The railways were privately owned, the development of hotels and guesthouses were individually developed and owned, and local families owned the products for consumption (Blackpool rock) and the pleasure zones (Blackpool Pleasure beach). This is different from the tourism industry in the neighbouring countries such as Kenya, Tanzania, and Mozambique. The involvement of the private sector, largely in hotel establishments, involves private sector investments from internationally owned hotel chains. This creates the classic ‘financial leakages’ from the local and national economies.

The U.K. private sector considered the seaside resorts as important for investment, consumer spending and social emulation, but also as a crucible of conflict between classes and lifestyles, as wealthy and status conscious visitors and residents competed with plebeian locals and roistering excursions for access and enjoyment of amenities (Page, and Connell, 2006). This clash of cultures and lifestyles would be inevitable in Malawi; but that inevitability should not stand in the way of development, otherwise it will not happen. The larger seaside resorts were capable of attracting various visiting publics, and the cultural conflicts, which existed during the 1870s and 1880s, was gradually minimised by ensuring that social classes were segregated informally by time and space.

This regulating of interactions led eventually to these resorts breaking those social barriers in order to minimise tension by bringing both classes together. Similarly, the former set of attributes began to prevail and as such the seaside eventually became a microcosm of British society brought together with a central purpose of pleasing their visitors. This engendered a sense of security and comfort while spending their beach holiday at their preferred seaside resorts, even though specific towns were distinctive for their social structure, demography, gender, age and economic profiles (Walton, 2000).

This has not been the same for Lake Malawi, even though there is no record of conflicts between social classes, Malawians are traditionally friendly people to each other regardless of religion, or tribal differences this includes the relationship to foreign travellers, hence the justification of ‘Warm Heart of Africa’.

When the tourism industry in British Victorian seaside resorts started to decline in the 1970's, affected by new developments in the industry where overseas holidays became more fashionable, the UK government responded by approving plans to relax the gambling laws in 2005. This paved the way for the development of resort-style casinos in Blackpool similar to those in Las Vegas in United States of America. The local government authorities in Blackpool at the same time relaxed planning laws so that the character of the seafront reflected current customer trends and products. This confirmed that 'Tourism', like any other business could not be static, it could continue to exist in the locality but it may be in a constant state of flux, evolution, development and change. The above economic transformation enabled Blackpool Pleasure Beach to reposition itself once again as a major tourism destination with a large day-trip market totalling to approximately 6.2 million visitors (Page and Connell, 2006).

This highlights the role of government in the development at all stages of the process and success of the tourism industry, which may include the involvement of local councils and the community. For example, Councillor Bennetto, of Ilfracombe Urban District Council made an appeal in 1948 suggesting the need to think bigger by advertising its seaside resorts as expressed by Councillor Bennetto below;

“I do not suggest we should make Ilfracombe like Blackpool, but I do suggest to the Joint Advertising Committee that they will have to think in a much bigger way. It seems we are content to go on year after year in the same old way.... Let us go forward and do bigger things. We want money for advertising and we must get it. We could do a lot more if our funds were bigger. We cannot exist on the beauty of our hills...”(Morgan & Pritchard, 1999:100).

Councillor Bennetto, Ilfracombe Urban District Council, 1948, *cited in* Morgan & Pritchard, (1999).

In the case of Malawi, where most of the representatives for the private sector believe that the failure of the tourism industry is caused by government not responding or investing into the industry, they can learn from Ilfracombe District Council that all stakeholders are responsible to ensure that the development of tourism is promoted at their destination.

The need to focus on promotions and advertising tourism for both Lake Malawi and the nation was identified in the research as suggested by EC and SK both in group 1, AKM, and SP in group 2, including EKB in group 4, all had similar suggestions about promotion and advertisement of the industry to both domestic and foreign markets. The first marketing should be a development group that 'sells' both the concept and locations that are specifically designated by government for development. A 'Joint Advertising Committee' could further be established to take responsibility of ensuring that such the promotion of tourism products and services for Lake Malawi could be effectively carried out, but this needs to focus on marketing the potential of industry investment. A similar strategy in Mozambique led to millions of dollars investment into the tourism industry whether from diaspora or international developers. If such promotion initiatives are not adopted Malawi cannot succeed in developing its tourism industry.

The industry will also need to use social and economic segregation and segmentation to use the plethora of Lake Malawi's attractions.. These in turn aligns with investments for the development of a specific destination, but ensuring that local district commissioners and counsellors including the private businesses and local communities at destination are included. This mirrors the U.K. model. Segregation eventually led to social cohesion, as the boundaries begin to blur over time. However, the current social structures in Malawi are based upon hierarchies, respect for elders and government, for example, in the past, those cycling bicycles had to give appropriate respect to elders (Mafumu), by getting off the when passing by places where the elders were seated (Mlenga,2016). This is normal in Malawi; therefore the research confirmed how the local residents deferred to wealth and/or government officials and tribal leaders.

This is vital in the development and promotion of a tourist destination. Morgan and Pritchard (1999) state that the local government's commitment for resort promotion was central to UK resort development in the twentieth century. This was part of the evolution of an advertising philosophy within the tourism industry itself. As advertising also assumed an important and vital role in the tourism activities of British seaside municipalities over the twentieth century, and that the evolution of their resort publicity services went hand in hand with the development of their holiday industries. This further confirms that if the coastal zone is central to the life of the nation in which it is located, it is likely to receive significant attention from government.

9.2 Summary

This chapter provided recommendations from this research study based on the literature review, supported by data analysis.

The thesis has confirmed that the Malawi government attempted to use development strategies to establish tourism provision within the country. The thesis confirms that these attempts largely failed to achieve those goals. The development strategies were to ensure local industries, including tourism, were supported to increase their contributions to the economy, and that tourism as an industry can develop successfully. It also confirms that one of the major setbacks affecting the development of tourism in Malawi was the lack of joint commitment between all stakeholders. This has resulted with the expressions from some private sector representatives suggesting that the government is not doing enough to invest in the tourism industry.

Local working class and the community citizens believe that tourism, as an industry has not been supported, and that not much has been done to promote tourism to local people. There has however, not been any recommendations from the private sector to suggest what best could be done in future to ensure that the tourism industry was promoted to benefit both the private sector, the government and local communities at destinations such as Lake Malawi. The conclusion is that there has been no current constructive or obvious ways forward being suggested by the major stakeholders.

The latest position in Malawi about tourism development, are that the government established a new development strategy in 2017, this was with the objective of enhancing the tourism industry in its 2020 vision. These tourism development strategies originated from two local workshops, which concentrated on destination development goals, while the expected outcomes were based on a shared view of incorporating all stakeholders in the new development

“This excluded indirect effects that could be generated through other tourism-related investment, in addition to the supply chain, export-related tourism goods including collective public spending; with the hope that the growth of the tourism sector in Malawi will remain high for the next ten years (WTTC, 2014, cited in Malawi Tourism, 2017).”

Strategy. The new plans include a 4.4% forecast for growth per annum, from 2017 to 2024. As none of the previous forecasts were realised it is probably safe to assume that the current strategy will mirror those outcomes. The strategy is based upon other failed strategies, upon hope:-

The strategy aims are-

- To strengthen Malawi's tourism offer,
- To build a network of regional tourism committees
- To address gaps in tourism services and products.
- To enhance growth of demand for the Malawi tourism industry to the international tourism market through destination marketing companies.
- To be engaged in best practices of promoting tourism services and products to attract high spending visitors.
- To establish public-private partnerships
- To provide new tourism development strategies to engage close collaboration with local partners by involving local communities, private organisations and government with the objective of achieving multiplication effect as part of the long term plan.
- To make the country a world-class sustainable tourism destination that professionally manages and actively takes responsibility of the conservation of its natural and cultural heritage through vibrant collaboration with communities, businesses and government.
- To ensure tourism is one of the country's leading vehicles for economic growth through a highly competitive environment of exemplary education, entrepreneurships, infrastructure and investment.

Objectives.

- a. To double total aggregate number of visitors coming from key markets in Europe, North America, South Africa and the Middle East
- b. To increase contribution of tourism to GDP by 15%
- c. To add 10,000 tourism-benefited jobs
- d. To increase average length of stay by 1 day

- e. To increase average annual occupancy rates of licensed accommodations by 10%
- f. To increase tourism traffic throughout the country, with 20% more visitation to national parks in the Northern and Southern Region.
- g. To increase the percentage of national territory under conservation by 15%
- h. To attract \$100 million in new private tourism-related investment
- i. To improve Malawi's "ease of doing business" ranking by 20 points
- j. To open one new airline route to a major international hub
- k. To ensure that 60% of licensed tourism business are committed to sustainable tourism principles and best practices (Malawi Ministry of Tourism)

Government expects the above development strategies to bring the outcomes that will build a solid foundation for smart tourism growth, where the government of Malawi will continue to take responsibility of creating a political, social, economic and physical environment, capable of hosting a thriving tourism economy. This will strengthen destination management aimed at utilising progressive policies and inclusive planning with the view of generating more opportunities for growth of the tourism industry in Malawi. This while conserving valuable natural and cultural resources, it is further hoped that if the above strategies will strengthen public-private dialogue, it will be possible to address cross- sectorial challenges within the tourism industry at destination level.

These strategies were established with the hope that barriers to the growth of tourism industry in Malawi will be reduced, while building partnership with the private sector to identify the demands of the industry at national and destination levels; thereby developing a taskforce that will encourage participation of all stakeholders between the community, private sector and government. The 2020 Tourism Development Strategy for Malawi further recognises the

importance of investment in infrastructure being the potential determinant of the attractiveness of a tourist destination. This includes the importance of improving visa application processes to ensure that tourists have less frustrations in securing visas to visit Malawi (Malawi, 2020 Tourism Development Strategy, 2017).

This clear commitment displayed by Malawi government is fine as a set of words, but it is commitment not backed by development strategy or plan. Development theory is development ideology (the ends) and development strategy (the means). Development strategy is the means of implementing the development process guided by specific ideology (Sharpley & Telfer, 2014). The government is providing the ideology, but not the means to realise that ideology. There is enough evidence that the government recognises tourism as an industry worth promoting to the private sector, which include the banks and local communities. This should enable all stakeholders to scrutinise failures that affected the growth of the industry in the country and further create the opportunity to establish a unified approach to the any development strategy. The suggestion of this thesis is that a modified ‘seaside resort strategy’ could form the basis of the development.

The assessment made on the tourism development of nine African destinations against the current Malawian model proved that no African destination models are sustainable. The primary research in Malawi suggests that most of the participants in the survey were not able to understand how the tourism industry impacts on their lives as local citizens of Malawi. For example, EM group 1, said ‘I don’t know’ to question 4. MK in group 3 and AKM, in group 2 said they did not know to question 7. Similarly ND, in group 3 said he had no idea to question 5.; This was the same response regarding whether tourism would contribute to the growth of local businesses in the country, JN, AM, EC, PF all in group 1, had similar answer of ‘I don’t know’ when they were asked ‘*Has tourism contributed to the growth of their businesses in Malawi?*’. This proved that these stakeholders would not be included in the 2020 strategy.

This provides clear challenges on how tourism as an industry has developed in Africa. It raises fundamental questions on how sustainable is tourism in Africa. Do local stakeholders have the knowledge to make the industry sustainable for future generations? These questions are based on the development models of the tourism industry in nine destinations that appear to have been influenced and managed by western planning and development models. This again validates the need to provide a new model for Lake Malawi.

The combination of literature, secondary and primary data analysis is analysed in the context of the British Victorian seaside development model. It suggests a way forward for both development theory and development per se on Lake Malawi. These provide two contributions to knowledge as part of this thesis. The British Victorian model can be used as a guideline, to motivate unified participation by all stakeholders in order to jointly work with one objective in mind, this will further influence the so called 'stakeholders' to directly engage into a well-coordinated strategy between them to freely communicate without the fear of hierarchy.

9.3 New Proposed Tourism Development Model for Lake Malawi

The model has three stages that relate to the research process for the thesis. It is underpinned by the academic literature, developed for a specific destination (Lake Malawi), incorporates the Malawian government's tourism strategy and reflects the primary data that provides inputs at each stage of the process. It is embedded within a Malawian cultural and societal philosophy so is not a generic model, but a model that can be adapted to other destinations.

In Malawi, for example, the other tribal areas may want to provide a different emphasis, structure or time line. The reasoning for this is based around the research in the thesis from other African countries. In Kenya, for example the model for development was similar for the two major geographical regions, namely the coast and national parks/game reserves. This meant that development agencies and stakeholders created an inclusive brand that included both destinations. The two centre holiday is still marketed as the Kenya brand (Ndivo, et al 2013).

The indigenous people of the Masai Mara and those of the coastal region come from entirely different socio-cultural positions, but the model was the same. A western neo-colonial model.

Stage one.

The first key point that comes from the research is the need to develop partnerships so the Lake Malawi model needs to incorporate a Public-Private Partnership (PPP).

This involves collaborative arrangements involving public, sector organisations and private companies for the development or improvement of ICT-enabled tourism services towards the

smart transformation of destinations. Public-private partnerships have been considered essential for carrying out smart destination initiatives because they foster efficiency, in addition to supporting activity and induce innovation to flourish (Van Niekerk, 2017).

For example, Public-Private Partnership (PPP) in Poland's tourism industry had the potential to provide social and economic benefits, such as the improvement of quality of service for tourists, development of new tourist products, based on attractiveness of the country and further be able to integrate tourism promotion abroad. This also included the potential of providing improvements to the education systems in the tourism sector and managerial skills of employees (Hall, et al., 2006).

This research study therefore recommends that Malawi should consider adapting a funding strategy in form of Public-Private Partnership (PPP) in addition to Foreign Direct Investment (FDI) as forms of financial investments for Lake Malawi. Since the deregulation of financial markets and the adoption of laissez-faire approach in many countries in the early 1980's, urban redevelopment projects undertaken by public sector often adopted a market-led strategy with the involvement of private sectors.

The strategy of forming Public-Private Partnership (PPP) is not limited to real estate projects. For example a wide range of public and social infrastructure have been built and public services delivered through this approach, which include management of the Government PRIME Estate in the United Kingdom. Similar to the construction and maintenance of the County Court Complex in Melbourne of Australia and the redevelopment of Melbourne Docklands (HKSAR,2001).

The advantages of Public-Private Partnership (PPP) are recognised as a bridge to bring together the complementary skills of both the private sector and public, to ensure successful completion of a project, with varying levels of involvement and responsibility (Leung and Hui, 2005). This was the case in Dublin where most of the town centre dwelling buildings were developed by the private sector through the public-private partnership (PPP) which influenced the redevelopment strategy. A developer demolished the existing social housing and reconstructed replacement social rented dwellings coupled with units for sale to homeowners and private landlords (Norris and Redmond, 2007).

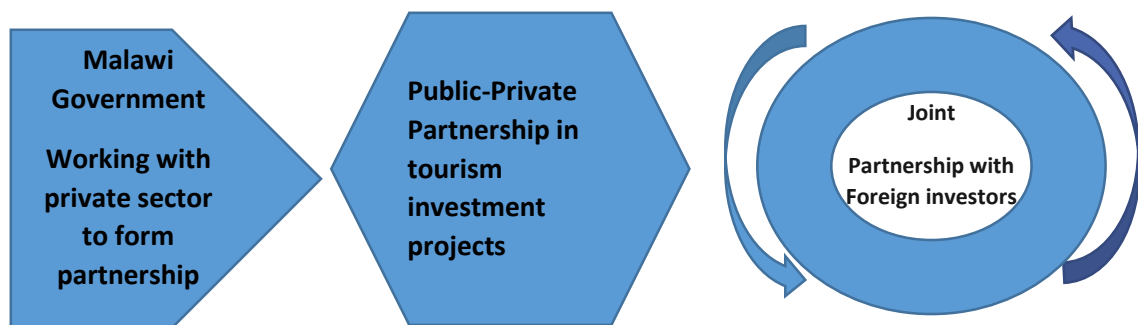
Public-private partnership (PPP) are one of many methods identified in meeting a country's infrastructural requirements. This validation of Public Private Partnerships (PPP) as a form of financial investment could be adopted in Malawi as a method of funding the redevelopment of tourism industry for a destination such as Lake Malawi. For example, infrastructure for hotels and tourism related buildings would be required to enhance the tourism industry.

This study therefore recommends that the private sector should be sensitised to appreciate that there is a need to invest at Lake Malawi by identifying potential foreign investors, who might be interested in joint venture partnerships

The new model for Public-Private Partnership becomes vital for Malawi, as per proposed in figure 10 below;

9.3.1 Public-Private Partnership Model

Figure 3. Public-Private Partnership Model



Proposed Public-Private Partnership Model (Hastings Kandaya, 2019)

The above model provides a shift of partnership where the Malawi government in conjunction with the private sector will identify the needs of a destination with regards tourism development and will further influence the identification of foreign investors, to explore investments in a particular tourism project that will benefit both the government, private sector and foreign investor.

This is important for the development of a destination such as Lake Malawi to transform it into a well-developed attractive tourism destination other than relying on local funding which may not be available in the early development stages.

The PPP model ensures that any development at the destination can only be successful if the district commissioner is involved in the management strategies since the commissioner (in Malawi) is responsible for the success of the district in all aspects of developments. Tourism studies suggest that the economy of a developing country is composed of two separate sectors that co-exist side by side with the tourism.

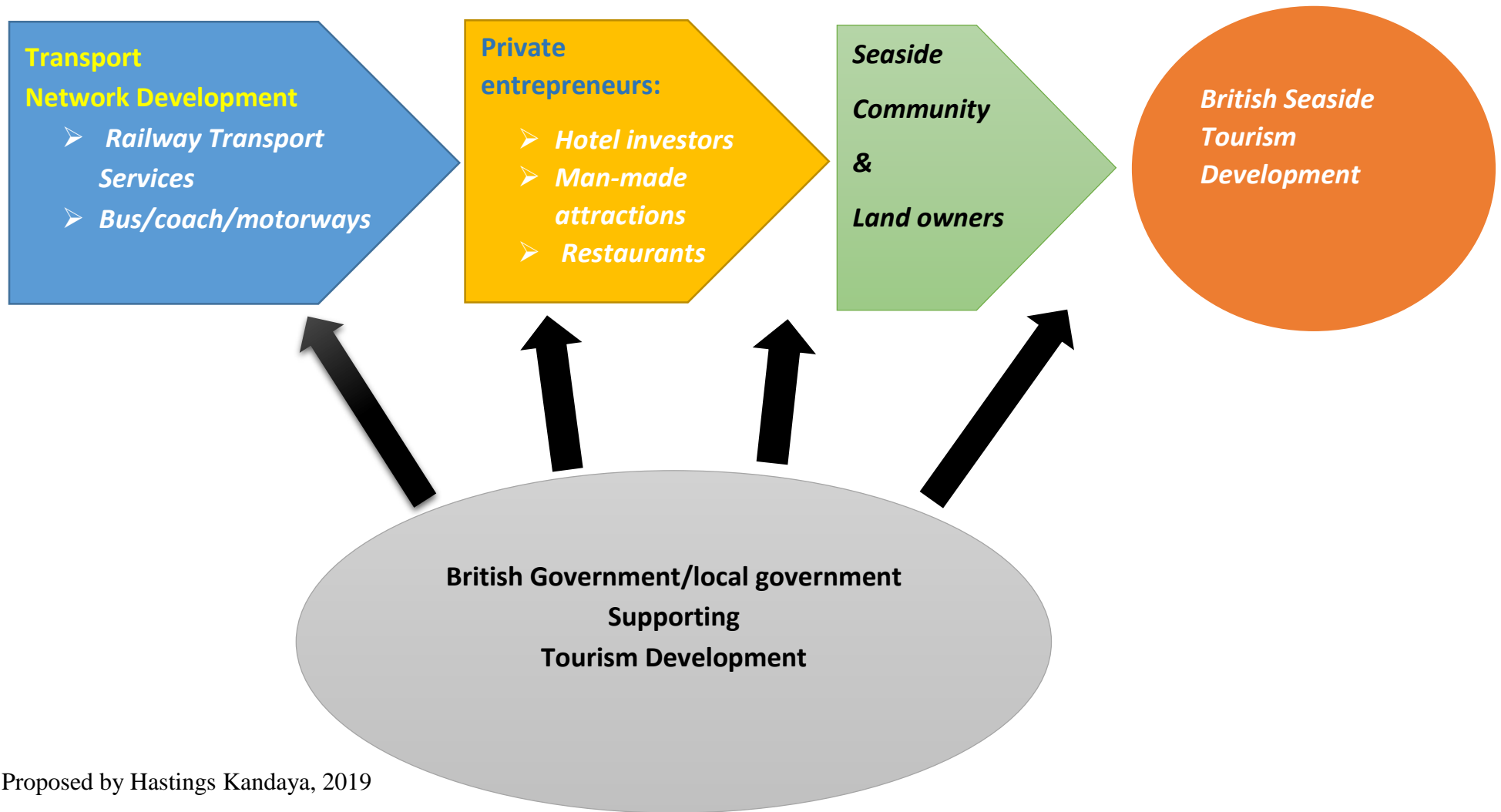
This development model has inter-linkages associated with two different types of tourists and different types of tourism supplies. This includes the ‘formal’ tourism sector, which is characterised by international standard hotels with high capital investment costs. While the ‘informal’ sector consist of small businesses connected with tourism such as street vendors, hawkers, or mini-bus operators including small locally owned accommodation facilities such as B&Bs, this sector is known to be labour intensive with limited capital (Oppermann, 1993, *cited in Sharpley, 2002*).

It is suggested that the current level of tourism development for Lake Malawi is based on the ‘informal’ sector since there are no hotels at international standard level, apart from three small hotels and few private owned cottages and small-scale accommodation facilities along the lakeshore.

These are complemented by street vendors who sell locally hand-made arts and crafts, while mini-buses contribute to the local transport needs considered to be most reliable transport service serving the lakeshore and country at large.

Stage 2

Figure 4. The British Victorian Seaside Resort Development Model



Proposed by Hastings Kandaya, 2019

The context and building of this model is in section and is a contribution to knowledge. The inputs to development do vary over the 150 years of sustainable development. The model does provide the factors that have been sustainable over those years and are used as the basis for the Lake Malawi model.

The argument is that if the factors are sustainable and adaptable then sustainability can occur. This brings us back to notion that for sustainability we need sustainable destination specific factors whilst academic theory to date has concentrated upon generic factors.

The model for British Victorian seaside resorts have proved to be sustainable into the twenty first century from their development in the 19th centuries with the contribution of private entrepreneurs and local communities.

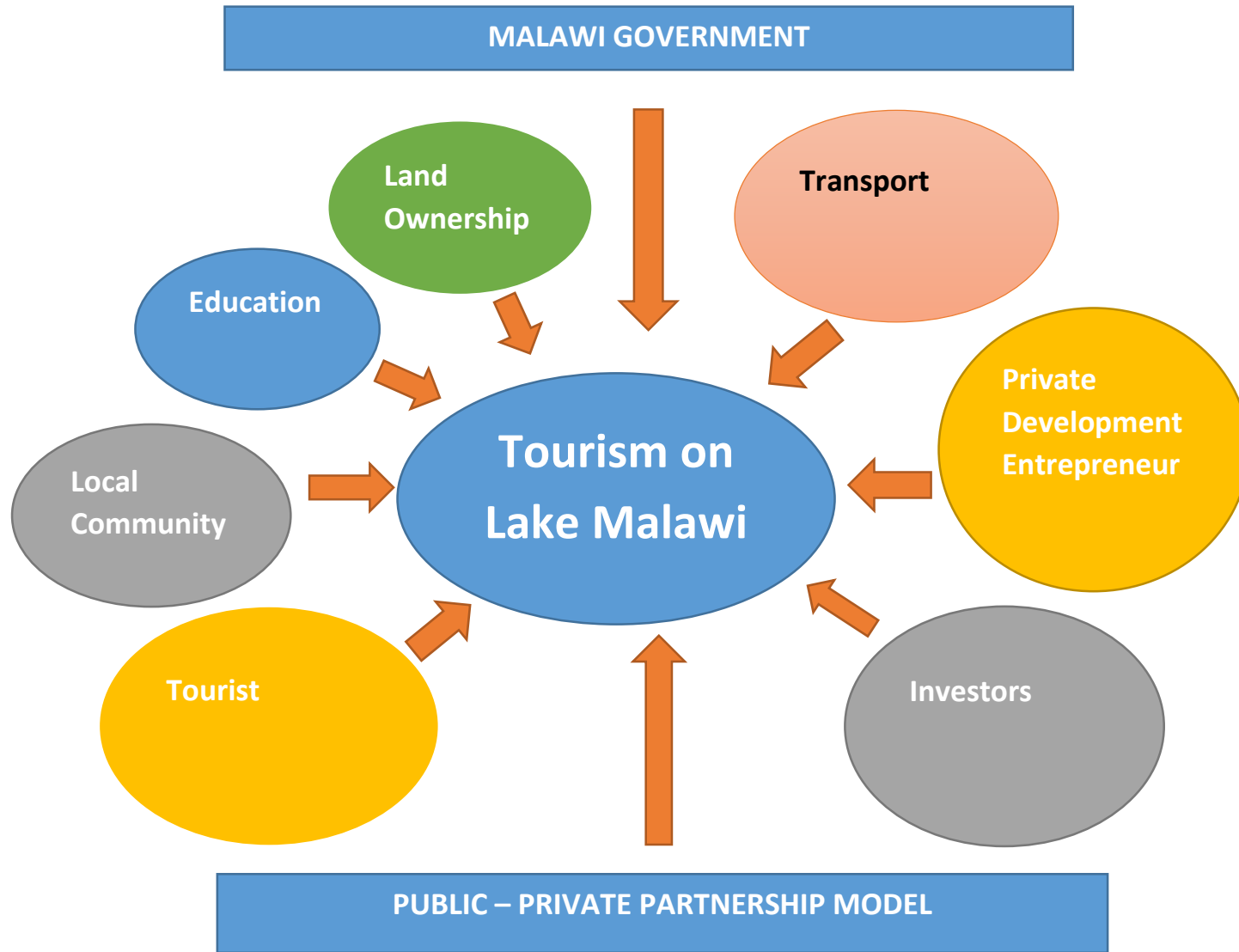
Many of these British seaside resorts are still successful today and still appeal to both domestic and foreign tourism markets (Walton, 2000). The above record of a successful model for the development of British Victorian seaside resorts is sustainable as current local private businesses and communities still benefit from these resorts.

In the U.K. model, the building of Blackpool tower was supported in the planning process by the local council and then built by local businessmen (one of them was also the mayor of Blackpool at the time).

The District Commissioner at the destination is vital in the development of Lake Malawi tourism industry where all stakeholders have a common interest in the development of the area they represent.

This notion of being politician and developer does suggest a conflict of loyalty (corruption), but in Victorian times, it was encouraged in the U.K. and today it is encouraged in Malawi. Without this, close relationship between government and industry there will be no development.

Stage 3. Figure 5. Lake Malawi Development Model



Proposed by Hastings Kandaya, 2019

The model has government input and the PPP model as key drivers of development throughout the process of tourism growth at Lake Malawi. The seven key points that feed and manage the growth come from the original British Seaside Model and are validated by both the primary research and literature.

The model highlight the importance of joint participation by all stakeholders in the planning stages of development strategies, to ensure that successful tourism business is achieved at destination. While providing a critique of the flow of information between stakeholders.

9.3.2 Land available for development.

The PPP model for Lake Malawi is an essential as the British seaside model. Based upon this important premise this research shows that it is even more important for the Malawian context. Nothing will happen without both central and local government approval and guidance as the private sector, the landowners, and local communities will not buy into development without their input. For example, the sale of lakeshore land for development will not happen unless the central and local government guarantee the current landowner access to fresh water. Compensation by government with more land for growing food for their community. Without land no development.

The constitution ensures that the government protects investment in land, irrespective of ownership, whether local or foreign. This would suggest that throughout any development cycle the government is the key stakeholder in releasing that land for development. By default this ensures involvement of the local population through the local councils. This confirms Dabolets (2012) suggestion that sustainable tourism requires wide participation and consensus when building the planning process.

The existing 'model' or common practice in Malawi is that those wishing the acquire land along the lakeshore would buy it from local landowner. They would then develop it as a private cottage, which can no longer support local people in the villages along the lakeshore. This practice is not sustainable. The surrounding land is lost in terms of further development potential, with no other improvement established around the area such as road construction, provision of electricity, piped water and or communication system. If any of these services are provided at such a lakeshore destination, they will be specifically for the cottage facility and

not for the community, therefore this cannot be considered sustainable neither could this be considered a community development. Sharpley (2009) considers local control as essential for sustainability within process as well as outcome for tourism.

9.3.3 Private Development/Entrepreneurs.

The PPP is essential for involving the private sector/entrepreneurs as capital investment in Malawi comes from the government investment bank, and underwritten by the government. Velikova (2001) suggests that the modification of the standard welfare economics is necessary in development, but also confirms that this may take time to adjust during the first phases of tourism development. In the model, the local developers at Lake Malawi are guaranteed both local finance (through central government, via local councillors) and will benefit through the development of a more broad based local economic structure. The private sector should be encouraged to invest at Lake Malawi by identifying potential foreign investors and Malawian diaspora who might be interested in joint venture partnerships. The private sector has a major responsibility of ensuring that while the tourism industry is under their control, fair consideration will be necessary to provision of employment. Wages and salaries need to be fair following government recommendations while ensuring that employment conditions are gender balanced.

9.3.4 Transport.

The PPP is essential for the transport of the tourists as the private companies run the bus services, but central government needs to provide the infrastructure. The privately operated rail service needs central government to provide the links to Zambia as they have done for Mozambique. The international air networks necessary for development requires government investment in the airports and the links through to the privately owned bus companies. Mensah and Mensah (2013) explain that it is the manner in which transport networks are developed that leads to effective use of those systems by the tourist. For Lake Malawi this is straightforward as the only options for travel to the destination require government to initiate and private sector to supply. The financial benefits of tourism therefore fit Burrow's (2016) essentials for eco-tourism and pro-poor tourism.

The British seaside resorts were developed with the aid of cheap and fast transport services which benefited local businesses. The converse was that did not have direct transport services did not develop as those that had direct public transport (Mathieson, 2015; Dodgshon and

Butlin, 2013; Jamal and Robinson, 2009; Dobraszczyk, 2014; Page and Connell, 2006; Pryor, 2010).

9.3.5 Investors.

These links to the land purchase part of the model have a major part to play in the local community involvement in the development process. It is envisaged that government money will be required throughout the process, but that this will be replaced, over time by local and Malawian diaspora investors.

Development theory suggests that foreign direct investment initiates a ‘cycle of development’ (Hall 2008). This was seen as a threat to sustainability as in other countries this investment became embedded into the process, and the ‘go to’ for government and local investors. This lack of Foreign Direct Investment (FDI) in infrastructure was a natural outcome of there being no specific government plans to build infrastructure. The primary research outlines how the local industry and communities felt that the government lacked initiative in this respect.

FDI initiatives would appear to be essential to instigate change to speed up the development process. Kenneth (2010) says that private and national governments in developing countries use a wide range of economic incentives to attract and retain investment (South African ‘Conservation Corporation Africa’). The key is the control of that investment and the methodology to provide Malawian investments alongside those initial investments and to ensure the period is set at the onset.

The case study explained how foreign direct investment have legal instruments to protect their investments. Both domestic and foreign investors have access to the country’s legal system, which functions fairly and is unbiased. The government ensures that no tax, labour, environment, health and safety or other laws distort or impede investment.

The commitment of the Malawi government to support non-tourism private sector businesses is exemplified by successful inward investments in locally based SMEs and large international companies. These include Press Corporation, Illovo Sugar, Universal Industries Ltd, Globe, Standard Bank including Candlex.

The research for this thesis, established that it is the government that needs, to show both feasibility and potential profitability to potential investors.

9.3.6 Local Community.

Eco-tourism and sustainable tourism all suggest the key features of success are aligned to it being people centred, provide wellbeing, locally controlled, alleviate poverty, create jobs and bring economic benefit; confirmed by Hall and Boyd (2005) who suggested that eco-tourism is an enlightening, interactive, participatory travel experience to environments, both natural and cultural, that ensures the sustainable use at an appropriate level of environmental resources, while producing viable economic opportunities for the eco-tourism industry and local communities (Hall and Boyd, 2005:208). Similarly observed were made by Jamal and Robinson (2009) who suggested that ‘Sustainable Tourism’ hold a considerable promise to manage the complex interactions between the tourism industry, including the tourists, host communities, and the environment (Jamal and Robinson, 2009); while Swarbrooke (1999) suggested that ‘Sustainable Tourism’ could incorporate, meeting the needs of tourists, the tourism industry and host communities, ensuring that their needs are met (Swarbrooke, 1999:13)

This suggests that cultural factors are key missing factor when considering development at Lake Malawi. This approach is essential for Lake Malawi as the research shows us that there is little or no understanding of the host /guest model. The learning curve is steep for local communities to be able to understand tourism and to work in the industry. The learning curve in the British seaside resort model was very steep, and early in the development process local entrepreneurs emerged from those local communities. It is perhaps a positive outcome of the demonstration effect.

Local communities should be assured that the development of tourism in their area will not create problems for them such as happened in Mozambique where villagers were removed to create space for development of the tourism industry. This was similar to the treatment of villagers at Livingstonia beach where the hotel removed villagers to create space for hotel extension including space for camping facilities. The erection of a fence and local villagers were stopped from using piped water previously provided by the hotel. They were also stopped from selling fish to the hotel.

As in other countries, this means that it is necessary to use multinational companies to provide initial product and service, but that as the product becomes more Malawian the input will come from the local community. It is essential for the government to adopt a short-term policy, but long-term partnership with those international companies. Where permission for development is granted, it is with the caveats that there are local training programmes for Malawians, and that the managerial roles (not just the lower service staff) go to Malawians. The benefits for those companies as they will have Malawians serving customers in Malawi, they will have a ready source of trained staff and they will be more likely to stay with the company or in the location (staff retention).

In Tanzania the president has begun to revoke work permits for those managers working in the hospitality and tourism industry in the country. This in response to the industry dragging its heels in developing Tanzanian managers from the staff base. This is a draconian measure, but it is beginning to have some affect in the country.

9.3.7 The Tourist.

The model aims for a more balanced tourism development, as it assumes growth will lead to sector specific locally based tourism combined with the development of special interest and alternative forms of tourism. This shift towards ‘locality’ is incorporated in the planning and management of developing an industry where ‘unsustainability’ is assumed in order to develop sustainability. It is planning for change of soft tourism development. This includes the promotion of the local environmental and cultural resources of the region (Bramwell, 2004). .

The model highlight the importance of joint participation by all stakeholders in the planning stages of development strategies, to ensure that successful tourism business is achieved at destination. While providing a critique of the flow of information between stakeholders. The development of a domestic tourism product is essential for the continued growth in tourism at Lake Malawi, as is the development of the concept of ‘taking a holiday’.

9.3.8 Education.

The development of an education programme at both local and national level is important to provide a Malawian understanding of tourism as a product, as an economic and social benefit

to communities. The government must set up a series of tourism/hospitality programmes for colleges and university at craft to masters level to ensure that there is a continued supply of Malawian trained service sector employees.

The model will include all of these factors over the development process as a mirror of the British seaside model. This is to ensure sustainability for the process and defines that sustainability agenda for Lake Malawi. There may be additions to the model over time, but it is important to maintain the main structure. This is essential within the Malawian cultural context as the conservative nature of that culture is resistant to change. The primary research confirms this alongside the evidence that there was little or no development over the period of the past 30/40 years (On Lake Malawi) despite a series of tourism strategies.

The suggestion of this thesis is that the model now includes the stakeholders and the factors that those stakeholders need to focus on to provide that tourism development.

Chapter 10. Limitations to the Research Study

Limitations that affected this study

1. There were few Malawian specific academic publications to support the literature in terms of development theory and Case studies from Malawi. The study highlighted that only two published academic journal articles regarding tourism development in Malawi from 2000 to 2017. (Rogerson and Rogerson, 2011, *cited* in Magombo (2011)). Outside academic journals the situation was equally limited concerning Malawi tourism development with limited availability of only five publications, as observed by Nsiku and Kiratu (2009) and World Travel & Tourism Council (2011).
2. There was no official data available for the outcomes of the Malawian tourism strategies from year 2000 to 2013
3. The study had limited collection of data since many of selected participants did not want take part in the survey. This is a cultural problem in Malawi, where people do not feel safe to comment or discuss any matters that are related to organisations or government without the approval of authorities. This resulted with only 31 participants taking part out of 105

proposed participants. The concern was mitigated by the author being Malawian and by indicating that the data would only be used for academic research.

However those who volunteered to participate in the survey requested that their contributions to the study should be treated with strict confidence and to remain anonymous. This lack of potential interviewees did not affect the depth of the study as saturation point for new data was quickly reached as it was dictated by cultural norms in Malawi.

4. This shows the dilemma of gathering research data within an African cultural perspective. If you are Malawian they will be suspicious of your motives, and if you are non-Malawian they will give you the answers that they think you want out of courtesy.
5. This study suggest that future research studies should also include the tourist or potential tourist to the destination.
6. Local communities will slowly shift to an understanding of recognising tourism as an industry that could benefit them at destinations (through education and communication) This will motivate them to engage and participate in the development plans, which will in the end influence joint involvement as long as they will be able to trust the system. This may make future research easier.

Chapter 11. Conclusion

This study aimed to explore the potential and historic development of tourism of Lake Malawi, and further assess the impact of strategic plans that benchmarked development goals and identify levels of success (or not), originating from the established goals, that were objectively meant to improve the growth of tourism for Lake Malawi. The aim was to identify and build a culturally specific development model based around the concept of sustainability to ensure that Lake Malawi becomes a leading tourism destination.

To do this the thesis had four objectives:

1. To explore and identify developmental success factors that bench mark the tourism industry in Malawi against competing destinations within the African region.

2. To provide a critique of current developmental theory following the principles of sustainable tourism and acculturation/customisation of the tourism product.
3. To undertake research for a situational analysis of the status of Lake Malawian Tourism provision and attitudes to potential tourism development.
4. To propose a sustainable development model that will provide the process and stages of future tourism development for Lake Malawi.

The study is embedded in a theory of sustainable tourism development that has been adapted from the existing academic theories in relation to sustainability, eco initiatives and pro-poor theoretical concepts. The literature suggested, but did not example, how the theory could be put into practice for a specific destination. The Lake Malawi model shows how this could be possible and is therefore a contribution to knowledge.

The validation of the model is in the sustainable development model for British seaside resorts in their continued success over 150 years is evidence of sustainability. The model brings together the practical and the theoretical in that the key tenets of sustainability of 'people centred', 'leads to wellbeing', 'locally controlled', 'economic benefit', 'sustains future generations' and 'identification of key stakeholders'.

Where it differs is that for Lake Malawi it needs to take these ideas to the local communities through education, but also by using the examples of new developments as a source to encourage domestic tourism. Previous iterations of sustainable theory have ignored the fact that there is no history, no culture of 'taking a holiday' in these populations. This has meant that the developments have often continued to cater for middle class international tourists, and that employment was only at the lower service provision and not management. It also meant that that the product was 'globalised' and not 'localised'. The model must include the 'Malawianisation' of the product down to the destination. This enabled the United Kingdom to develop the British Victorian seaside resorts. Local people became part of the development at the seaside destination, where others provided their land along the seaside front for the development of seaside resort.

An example of this is in Blackpool where its success was the result the national government, local businessmen and the community. Business people had to group together to influence local

government and negotiate with railways, lobby parliament with their views in regards to the needs of their seaside resort. A mixture of local people and organisations had a great deal to offer and provided both the breadth and depth to develop a fresh cultural aspect of the English and Welsh seaside resorts with reference to the towns of Blackpool and Margate (Business Archives Council, 1998).

The investments by private businesses in the development of Blackpool seaside resort influenced the construction of structures with local property ownership in response to demand (Freeman, 1991). This investment in services, which supported the tourism industry, such as the investment in restaurant business by J.J. Heap among many private entrepreneurs. His commitment included various projects at Blackpool's seaside resorts, such as the support of the bill with regards to Blackpool's Fvlde Chemists' Association as part of the development process of sea-front town (Churchill, 1900). J.J. Heap was one of the group that were involved in the building of the Blackpool tower and he was originally a butchers apprentice in Bury Lancashire. This is balanced over a hundred years later where the government provided a four million grant towards the 'Sea Change Programme' for the creation of a 20,000 capacity outdoor space to showcase cultural events on the promenade in front of the tower (Pendlebury, 2012). The balance of investment and entrepreneurial flair continues to ensure Blackpool is sustainable and available as a tourism brand.

At the conception stage of this study the theory mainly suggested the development of ecotourism projects is regarded as a tool for sustainable tourism development and that ecotourism can help promote natural, social, cultural and economic improvement for sustainable conservation efforts. The future of ecotourism is considered bright especially in developing countries (Stolton and Dudley, 2010). However after having conducted the primary research there was a consensus amongst the participants of this study that these developments often failed and were not capable of establishing desired outcomes so not worth considering. The suggestion is for sustainable tourism with a realistic dose of eco-tourism.

In summary, the general findings of this study are grounded in the theory of bottom-up approaches which include residents' support for further tourism development. It is indirectly influenced by evaluations of the perceived value of tourism development and the lack of infrastructure which has so far failed to enhance tourism developments. The concept of bottom-up theory, taking British seaside resorts as a benchmark postulates that effects within a specific

domain accumulate and vertically spills over to other sectors. The bottom up approach however cannot work at Lake Malawi unless there is stimulation and support from government. This should not be government control, but as an overseeing mandate.

The study finally creates the link that further support for tourism activities and development may be established by assessing the degree to which residents and different stakeholders may value tourism as a function of influencing different industry developments.

Chapter 12. Contribution to Knowledge

1. The provision of a British Victorian Seaside Resort development model that identifies the stakeholders in relation to that development.
2. The identification of the cultural imperative in developing tourism product in a country such as Malawi where the understanding of tourism product and provision is not understood by the local and wider population.
3. The creation of a definition of sustainable tourism for Lake Malawi that includes many of those from the literature, but rejects others including the realisation that environmental and social impacts have to include negative aspects if tourism is to grow.
4. The Lake Malawian development model.

In conclusion, the author's perspective (being Malawian) has been important in this thesis and is perhaps a reflection of the current increase in African confidence in defining their own development strategies that are country and regionally based. This knowledge is not only beneficial to Malawi but to the discipline of tourism in less developed countries, where tourism is not yet accepted as an avenue for future economic development.

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APPENDICES

1. Participant: AOK

List of Questions

1. What are the major factors that influence tourists to visit Malawi?

Tourists are attracted by the beautiful scenery and natural beauty. The warmth of the people is another admirable factor.

2. How competitive is Malawi in the tourism industry in comparison with the African Tourism market?

Although Malawi has all the positive attributes, comparison to other African destinations is not remarkable due to factors like poverty and lack of meaningful development in tourism.

3. What are your opinions on sustainable tourism?

Sustainable tourism in Malawi is hard to be achieved because tourism is not a priority in people's lives individually, and in government budgeting policies.

4. Can and/or should Malawi depend on tourism as a major contributor to the economy

A lot of work has to be done before tourism becomes a major contributor to the Malawi economy. The government has to invest in good road infrastructure and security just to mention a few.

5. What are recent factors that have contributed to tourism development for Lake Malawi?

The only thing that stands out as a major contributor in recent years is in the entertainment sector which has seen Malawian artists invite fellow artists from other countries to annual events.

6. What do you think could be done to further encourage the development of tourism for Lake Malawi?

Government should invest in the infrastructure ensuring that roads, also promote tourism and motivate foreign investors to build top class hotels at the lake

7. Is Malawi currently among the preferred tourism destinations in Africa?

If yes why? _____

If no why? Malawi does not appear to be among the preferred tourism destinations in Africa because very little is known about Malawi and rarely people choose it as a tourism destination unless they already have ties to it.

8. Are there any development plans that you consider are not included to make tourism a successful business for Lake Malawi?

We need real tangible attractions along the lake and we also need to educate the world about the benefits of making Malawi a tourist destination and make it affordable at the same time.

9. Has tourism contributed to the growth of your business in Malawi?

Local tourism has contributed to the growth of my business but so far there have been no international contributions because the establishment is visited mainly by locals.

10. What influences the flow of visitors to use your establishment?

The cost and position of the facility influences the flow of business. Thus, its closeness to the lake as tourists can easily spend time between the beach and lodge without difficulty and they spend relatively less than they would in other places.

11. What are your recommendations to improve tourism business environment in Malawi and Lake Malawi?

Tourism has to be taken to the local people in their own local areas and once they appreciate the beauty of their local environment, they will aim higher and have more desire for new excitements. They have to learn the spirit of letting money loose.

12. Do you have any other comments that you would like to make related to the future of tourism development in Malawi and especially Lake Malawi?

Tourism should be a subject in the schools so that Malawians grow up appreciating the beauty of their own country and it should be an exchange service where people can visit other regions and districts to learn from each other. Regarding Lake Malawi, it's time for government to put a lot of resources in its people by giving something into their lives as a luxury. The problem is that Malawi, as a poor country, has to prioritize how it spends its finances and it appears tourism is at the bottom of the list. But they have to give in order to get back as tourism can be a very big tool in fighting ignorance and in enhancing people's lives. Invest in tourism and it will sustain the government and the people

2. Participant: AK

List of Questions

1. What are the major factors that influence tourists to visit Malawi?

Prices, feasibility, and possibly the properties

2. How competitive is Malawi in the tourism industry in comparison with the African Tourism market?

We are competitive but lack support from government in terms of prioritizing tourism as a major source of income

3. What are your opinions on sustainable tourism?

Priority, support and marketing. We need to market it more

4. Can and/or should Malawi depend on tourism as a major contributor to the economy?

Yes it can aside from agriculture

5. What are recent factors that have contributed to tourism development for Lake Malawi?

Nothing recent, there may be new small lodges but nothing of significance

6. What do you think could be done to further encourage the development of tourism for Lake Malawi?

The government needs to prioritize the tourism sector. Usually there's always proposal and budgets but nothing is initiated

7. Is Malawi currently among the preferred tourism destinations in Africa?

If yes why? _Yes it is but few things let us down, economy, government

If no why?

8. Are there any development plans that you consider are not included to make tourism a successful business for Lake Malawi?

If the oil company starts that could be disastrous but no one what the plans are

9. Has tourism contributed to the growth of your business in Malawi?

It usually helps the travel agents such as us and small scale business who sell stuff as souvenirs

10. What influences the flow of visitors to use your establishment?

If we market right and prices

11 What are your recommendations to improve tourism business environment in Malawi and Lake Malawi?

Support from government, more marketing efforts by the ministry, and possibly more people engaging in the industry

12. Do you have any other comments that you would like to make related to the future of tourism development in Malawi and especially Lake Malawi?

We need our fellow Malawians out there to take initiative and market Malawi while they are still out there

3. Participant: MDB

List of Questions

1. What are the major factors that influence tourists to visit Malawi?

Politics (Local and regional), infrastructure, price

We are not competitive at all, Malawi is always at the bottom of the check list to visit, most of

2. How competitive is Malawi in the tourism industry in comparison with the African Tourism market?

our tourism stems from visiting business people and relatives of expatriates/volunteers living in Malawi

who would not have otherwise come if that were not the case. Furthermore Malawi is also on the tourism

A tourism culture needs to be formed where the entire nation embraces it and realises its true potential.

3. What are your opinions on sustainable tourism?

All Government departments have to pool their resources for the greater good of tourism, at the moment

It has all been lumped onto the Min. of Tourism and they cannot achieve this on their own

Most definitely, but in my opinion Malawi has 3 to 5 years before our natural resources are completely

4. Can and/or should Malawi depend on tourism as a major contributor to the economy?

Destroyed to a point of no return, the lake, national parks and forest reserves, mountains, rivers/wetlands.

What tourism development? If anything it is declining! The lake is becoming sterile and polluted,

5. What are recent factors that have contributed to tourism development for Lake Malawi?

99% of clients we send to the Lake all ask for a swimming pool as they are afraid to swim in the lake, Bilharzia(<http://www.independent.co.uk/life-style/health-and-families/health-news/backpackers-beware-bilharzia-lurks-in-the-lake->)

6. What do you think could be done to further encourage the development of tourism for Lake Malawi?

Start enforcing all the great Laws Malawi has regarding the Lake, create a infrastructure platform from which potential investors can spring off and support training for tourism professionals

It is very expensive to offer world class tourism facilities in Malawi and that is passed on to tourists

7. Is Malawi currently among the preferred tourism destinations in Africa?

If yes why?

Not even close! You can fly from Europe to South Africa and many other African destinations for

the same price it costs you to fly from Johannesburg to Blantyre/Lilongwe

If no why? _____

Nothing is been done politically and socially to curb the Lakes degradation and all other natural resources for that

8. Are there any development plans that you consider are not included to make tourism a successful business for Lake Malawi?

matter, it is all being left to NGO's to try which will never succeed if the people of Malawi don't try themselves.

It has been very difficult to run a tourism business in Malawi, had the same business been elsewhere with the

9. Has tourism contributed to the growth of your business in Malawi?

right conditions we would be way ahead of where we are now. I am patriotic to the country of my birth and will

not stop trying to make a difference but I must admit that the level of effort is faltering.

Jambo Africa is a well established company (14 years) and our commitment to providing excellent service in

10. What influences the flow of visitors to use your establishment?

these adverse conditions speaks volumes, hence our repeat clients and a vote of confidence to new ones.

11. What are your recommendations to improve tourism business environment in Malawi and Lake Malawi?

There is too much to say about this but I think I have already summed it up. Malawi is not geared up through

the whole spectrum to compete internationally and we will continue to battle on as we are and have been in the hope that someday, probably not in my lifetime that there will be a political will to affect change.

12. Do you have any other comments that you would like to make related to the future of tourism development in Malawi and especially Lake Malawi? *I'm afraid not* □

4. Participant: KFC

List of Questions

1. What are the major factors that influence tourists to visit Malawi?

Not sure

2. How competitive is Malawi in the tourism industry in comparison with the African Tourism market?

The Tourism Industry in Malawi is not very competitive. We do not advertise to the outside world neither internally.

3. What are your opinions on sustainable tourism?

Sustainable Tourism = Eco Tourism?

This is the way to go especially for a developing country like ours.

4. Can and/or should Malawi depend on tourism as a major contributor to the economy?

Malawi should depend on tourism only when the industry has been developed. This industry has the capacity to generate forex for the country.

5. What are recent factors that have contributed to tourism development for Lake Malawi?

I do not believe that our tourism sector has developed.

6. What do you think could be done to further encourage the development of tourism for Lake Malawi?

1. Government should regulate the ownership of land along the lake.

2. Government should regulate the type of development along the lake.

3. Government should develop the lakeshore districts of Mangochi, Salima, Nkhatabay and Karonga in order to attract more investments in terms of hotels, shops (shopping malls), entertainment centres etc

4. Encourage and seek out investors to develop in these districts by introducing incentives like tax breaks

7. Is Malawi currently among the preferred tourism destinations in Africa?

If yes why? *No*

If no why? *1. Lack of publicity – nobody knows where we are and what we have*

2. Lack of infrastructure

8. Are there any development plans that you consider are not included to make tourism a successful business for Lake Malawi?

Not sure

9. Has tourism contributed to the growth of your business in Malawi?

No.

10. What are your recommendations to improve tourism business environment in Malawi and Lake Malawi? *Check 6 above*

11. What influences the flow of visitors to use your establishment?

N/A

12. Do you have any other comments that you would like to make related to the future of tourism development in Malawi and especially Lake Malawi?

The tourism industry in Malawi is not properly managed and publicized. If we can manage it properly we will see great returns.

5. Participant: AKM

List of Questions

1. What are the major factors that influence tourists to visit Malawi?

Her fresh water, different kinds of wild animals and also the hospitality spirit that the Malawians have.

2. How competitive is Malawi in the tourism industry in comparison with the African Tourism market?

The maintenance of the already existing infrastructure, for example the hotels, game reserves, national parks and the preservation of the various species of fish in Lake Malawi.

3. What are your opinions on sustainable tourism?

A lot need to be desired because tourists should appreciate what they see when they visit. Malawi should make sure to improve on what they already have or maintain her tourism sites so as to attract more tourist to visit even to do business because they are impressed with how sustainable tourism is.

4. Can and/or should Malawi depend on tourism as a major contributor to the economy?

Tourism alone cannot be depended as a major contributor, however; it can be treated as a boost to the economy among other contributors to the economy.

5. What are recent factors that have contributed to tourism development for Lake Malawi?

Festivals like Lake of Stars and Sun Festival has been some of the factors that have contributed to the development of Lake Malawi. An increase in construction of lodges, hotels and resorts along the lake has also contributed to tourism development for the lake.

6. What do you think could be done to further encourage the development of tourism for Lake Malawi?

Malawi should allow investors, internationals or locals, to do their businesses along the lake to boost tourism industry and Malawi government should make sure that policies regarding the running of such investments are followed without violating them.

7. Is Malawi currently among the preferred tourism destinations in Africa?

If yes why? *Yes*

Because of her fresh water and Chambo

If no why? _____

8. Are there any development plans that you consider are not included to make tourism a successful business for Lake Malawi?

Poor road network and standard infrastructure along the lake are the development plans that are not included to make tourism a success.

9. Has tourism contributed to the growth of your business in Malawi?

Yes it has.

10. What influences the flow of visitors to use your establishment?

The craftsmanship that is invested into my business.

11. What are your recommendations to improve tourism business environment in Malawi and Lake Malawi?

Good governance which will lead to policy implementation.

12. Do you have any other comments that you would like to make related to the future of tourism development in Malawi and especially Lake Malawi?

Malawi must preserve her fish species so that whenever tourist come to visit they must experience what is being advertised about Malawi. In addition, there must be improved infrastructure like standard hotels, resorts, lodges etc. so that tourists should not feel uncomfortable when they come to visit.

6. Participant: MM

List of Questions

1. What are the major factors that influence tourists to visit Malawi?

The weather and friendly people.

2. How competitive is Malawi in the tourism industry in comparison with the African Tourism market?

Not very good at the moment.

3. What are your opinions on sustainable tourism?

Tourism that could be maintained at a certain level

4. Can and/or should Malawi depend on tourism as a major contributor to the economy?

No, I don't think so

5. What are recent factors that have contributed to tourism development for Lake Malawi?

More people around the world know about Malawi now than did long ago

6. What do you think could be done to further encourage the development of tourism for Lake Malawi?

Fund the projects and developments that will attract people

7. Is Malawi currently among the preferred tourism destinations in Africa?

If yes why? *__yes, it has good reviews*

If no why? _____

8. Are there any development plans that you consider are not included to make tourism a successful business for Lake Malawi?

No idea

9. Has tourism contributed to the growth of your business in Malawi?

Yes I would like to think so.

10. What influences the flow of visitors to use your establishment?

Weather, people and services.

11. What are your recommendations to improve tourism business environment in Malawi and Lake Malawi?

I feel money is what is needed to fund the tourism sector.

12. Do you have any other comments that you would like to make related to the future of tourism development in Malawi and especially Lake Malawi?

Maybe reduce prices of services they offer so local people can afford to come in.

7. Participant: TC

List of Questions

1. What are the major factors that influence tourists to visit Malawi?

-Scenery (physical features i.e lakes ,plateaus, game reserves)

-Local Authorities and deliveries

-Hospitality

2. How competitive is Malawi in the tourism industry in comparison with the African Tourism market?

-Malawi is under developed with Malawi underutilizing or under capitalizing on its potential

3. What are your opinions on sustainable tourism?

Investment-Rehabilitation of tourism structures and location 's-Infrastructure.

5. Can and/or should Malawi depend on tourism as a major contributor to the

economy?

Malawi tourism could contribute to foreign exchange and development, so yes

5. What are recent factors that have contributed to tourism development for Lake Malawi?

Advertisement

Social Events like lake of stars and sand festival

6. What do you think could be done to further encourage the development of tourism for Lake Malawi?

Civic education to the local masses on the benefit of tourism in Malawi.

7. Is Malawi currently among the preferred tourism destinations in Africa?

If yes why?

If no why?

Malawi hasn't gained recognition as a prime tourism destination because of lack of investment

8. Are there any development plans that you consider are not included to make tourism a successful business for Lake Malawi? *Yes*

9. Has tourism contributed to the growth of your business in Malawi?

Being an International Company (Marsh Malawi Limited) tourism has helped to reduce the exchange rate

10. What influences the flow of visitors to use your establishment?

Clients who use Marsh & McLennan Companies outside look for us here

11. What are your recommendations to improve tourism business environment in Malawi and Lake Malawi?

Investment-Rehabilitation of tourism structures and location's-Infrastructure.

12. Do you have any other comments that you would like to make related to the future of tourism development in Malawi and especially Lake Malawi?

No thanks

8. Participant: SP

List of Questions

1. What are the major factors that influence tourists to visit Malawi?

Scenery etc

2. How competitive is Malawi in the tourism industry in comparison with the African Tourism market?

Poor - lack of destination awareness

3. What are your opinions on sustainable tourism?

Poor

4. Can and/or should Malawi depend on tourism as a major contributor to the economy?

Yes if we put our priorities right

5. What are recent factors that have contributed to tourism development for Lake Malawi?

Peaceful country

6. What do you think could be done to further encourage the development of tourism for Lake Malawi?

Promotion

7. Is Malawi currently among the preferred tourism destinations in Africa?

If yes why? _____

_NO - Other SADC countries

If no why?

8. Are there any development plans that you consider are not included to make tourism a successful business for Lake Malawi?

Increase awareness

9. Has tourism contributed to the growth of your business in Malawi?

Very little

10. What influences the flow of visitors to use your establishment?

Good Service

11. What are your recommendations to improve tourism business environment in Malawi and Lake Malawi?

Promotion & infrastructure

12. Do you have any other comments that you would like to make related to the future of tourism development in Malawi and especially Lake Malawi? *No*

9. Participant: WD

List of Questions

1. What are the major factors that influence tourists to visit Malawi?

-It being a small country (positively referred to as "Switzerland of Africa" or "The Warm Heart of Africa") that really has a lot to offer to foreign tourists that look for individualistic holidays away from the usual tourist crowds. Malawi must once again live up to the standard of those positive names awarded to it during the 1970's and 1980's as a safe, peaceful, beautiful country, with gentle people and a unique scenery. Further reasons to visit Malawi I have quoted above.

2. How competitive is Malawi in the tourism industry in comparison with the African Tourism market?

Malawi is presently not competitive when compared with other average tourism destinations in eastern/southern Africa. Hotel-prices are far too high for what they offer. Look at Mount Soche Hotel in Blantyre (four stars): Euro 220-354 for one night is too much even for high-end tourists and even a businessman would object to that price-level.

Malawi has a major problem with direct flight-connections from Europe. There are none ! The least time-consuming connection from Europe to LLW with 13 hrs travel time is via Addis Ababa. Americans would fly SAA via Joburg.

3. What are your opinions on sustainable tourism?

Not my dept.

4. Can and/or should Malawi depend on tourism as a major contributor to the economy?

YES and YES because: "Malawi has no industry, no mineral riches", Kamuzu's words, and he saw salvation in a flourishing agriculture. Good then, but not enough now. Malawi is no financial center for the region. It could have been, but its too late for that now, BUT is has a superb tourist potential and therefore SHOULD build it up ! That means investments ! Who with ? Germany once was a keenly interested party. Find out what became of that. Should that be an essential point you need to know about, I would try to get it answered by the new Malawi Consul in Hamburg. Once that build-up is properly carried out, tourism would be a major contributor to the economy. However, the government must come to terms with security and protection of

nature. See my comments to that above).

Looking at it in an almost sarcastic way: Malawi really has no other choice, but to turn to tourism ! However, this will only come to fruit if the Malawi's government is 100% behind such plans and who is going to sort that out with the State President and the Minister of Tourism ? If they are not with that idea, forget all else.

5. What are recent factors that have contributed to tourism development for Lake Malawi?

I would not know of any factors that ever have contributed to tourism development. To the contrary: Political turmoil, HIV-AIDS, and security shortcomings/lawlessness and corruption have given Malawi a bad press which is negatively affecting tourism (from Europe and the U.S.). Tourism from RSA may have grown (check the statistics on that) because of the growing economic and safety issues in RSA on all levels of daily life.

6. What do you think could be done to further encourage the development of tourism for Lake Malawi?

Find out how many beds in the upper end category there are now and then you can do a calculation of how many more small beach resorts should be introduced to make it a viable proposition for the country. The Lakeshore beaches and bays are virtually endless - the potential seems endless !

7. Is Malawi currently among the preferred tourism destinations in Africa?

If yes why? -----

If no why?

To my opinion Malawi (not only at the Lakeshore) lacks sufficient high class accommodation to have a positive and noticeable impact on the economy.

As indicated above: The locations are there, but investors to carry it out are needed to realize what should be laid out in a Government Master plan. Does such plan exist ? I read about a lot of talk and good intentions, but have seen very little action or results - and thats for the past 35 years.

7. Are there any development plans that you consider are not included to make tourism a successful business for Lake Malawi?

I cannot say.

9. Has tourism contributed to the growth of your business in Malawi?

Not really, even though my business with Malawi was based on tourism from Germany to Malawi only. Mine was the first private company that in 1979 started offering organized safaris from Germany. A German colleague, resident in Malawi, was the incoming rep and carried out the 3-week-safaris with his own staff and vehicles. I gave up in 1988 when my partner left Malawi as I did not find anyone suitable to carry on.

10. What influences the flow of visitors to use your establishment?

Even though no longer applicable, it was my detailed knowledge of Malawi, where I had lived for 6 years from 1973-1979, that helped me considerably in realizing my idealistic ideas for tourism to my host country. As I was directly connected with the Consulate General of Malawi in Hamburg, I had the Consuls support and all enquiries from travellers wanting to visit Malawi ended up on my desk. I visited Malawi frequently in the following years and so kept in close touch with developments there. In 1999 I was invited by a tourist company from Lilongwe to all of the lodges in Malawi's National Parks as well as stays in the leading Blantyre and Lilongwe hotels, to see if reviving tourism business would be a viable proposition. On account of the deteriorating situation in the country I decided against it.

11. What are your recommendations to improve tourism business environment in Malawi and Lake Malawi?

Please refer to my comments above.

12. Do you have any other comments that you would like to make related to the future of tourism development in Malawi and especially Lake Malawi?

Please refer to my comments above.

10. Participant: CC

List of Questions

1. What are the major factors that influence tourists to visit Malawi?

The lake, the mountains and the game reserves have influenced the tourism sector in Malawi to a greater deal in the past 50 years.

2. How competitive is Malawi in the tourism industry in comparison with the African Tourism market?

The Malawi industry generally is not as competitive when you compare to the neighboring countries, even some which have lesser tourist attractions than Malawi.

3. What are your opinions on sustainable tourism?

Sustainable tourism relies more on long term plans which are supported by proper national (government) support by creating the right environment for tourism in so many aspects i.e. conducive laws, tax laws for tourism companies, good transport infrastructure, hotels etc.

4. Can and/or should Malawi depend on tourism as a major contributor to the economy?

Yes, Malawi is barely utilizing the tourism potential which it has. So there is a lot of income which the nation can realize from the tourism industry.

5. What are recent factors that have contributed to tourism development for Lake Malawi?

There has been a considerable developments of some hotels and some plans for new hotels are in the pipeline.

6. What do you think could be done to further encourage the development of tourism for Lake Malawi?

The major issues which need to be improved on in order to encourage tourism in Malawi are:

Develop the road infrastructure

Develop the hotel industry

Improve on the overall national infrastructure.

Encourage external investors to invest in Malawi in order to improve on the visibility of the country to outsiders.

Implement conducive tax laws for investors especially in the tourism industry.

7. Is Malawi currently among the preferred tourism destinations in Africa?

If yes why?

To some extent yes, because of its lake and the natural side of it like game reserves.

If no why? _____

8. Are there any development plans that you consider are not included to make tourism a successful business for Lake Malawi?

More hotels, golf club/course and a good road network.

9. Has tourism contributed to the growth of your business in Malawi?

To a smaller scale and mostly indirectly, especially through the small business owners and the hotels. And the industry employs a considerable number of Malawians.

10. What influences the flow of visitors to use your establishment?

N/A

11. What are your recommendations to improve tourism business environment in Malawi and Lake Malawi?

Suggested points under number 7.

12. Do you have any other comments that you would like to make related to the future of tourism development in Malawi and especially Lake Malawi? *No*

11. Participant: GM

List of Questions

1. What are the major factors that influence tourists to visit Malawi?

The lake, the variety of landscapes in relatively short distances (mountains, lake, cities), friendly people, wildlife

2. How competitive is Malawi in the tourism industry in comparison with the African Tourism market?

Not very at the moment: I don't feel that Malawi is well known as a country or what it offers tourists understood

3. What are your opinions on sustainable tourism?

It is a valuable approach to making a tourist industry that supports local communities and that in the long term has the good of local people, local landscapes and local wildlife at heart

4. Can and/or should Malawi depend on tourism as a major contributor to the economy?

I think tourism could make a valuable contribution to Malawi's economy but is probably not reliable enough to depend upon - tourism preferences can change very quickly and are very susceptible to weather or illness for example

5. What are recent factors that have contributed to tourism development for Lake Malawi?

Pleasant climate, variety of facilities from big hotels to small hut/rondavel developments to camping sites, chance to sail/take a boat on the Lake

6. What do you think could be done to further encourage the development of tourism for Lake Malawi?

a) support development of small accommodation units offering an experience of "the real Malawi" rather than big generic tourist resorts

b) look at possibilities of specialist holidays - wildlife (bird watching, hippo watching, other animal trips), music - e.g. drumming, singing, dancing, Malawi Mouse Boys - none of these would be very big but overall a range of experiences could capture the niche market (music and bird watching successful elsewhere)

c) maybe think about setting up a central African music festival - look at success of similar events in Mali - lots of interest in World Music

7. Is Malawi currently among the preferred tourism destinations in Africa?

No

If yes why?

If no why?

Malawi is not well known - a quiet, beautiful country that doesn't make news headlines very often. Exception is Scotland where historic links between the countries means that lots of people have connections with Malawi. Might be worth using Scottish market to test new ideas on?

8. Are there any development plans that you consider are not included to make tourism a successful business for Lake Malawi?

Sorry, don't understand this question?

9. Has tourism contributed to the growth of your business in Malawi?

Not appropriate for me

10. What influences the flow of visitors to use your establishment?

Not appropriate for me

11. What are your recommendations to improve tourism business environment in Malawi and Lake Malawi?

a) Look at infrastructure - ease of access to lakeshore_ - but to more than the big resort areas around Cape Maclear, Nkhopola Lodge, Salima.

b) International flights to Lilongwe - not sure if there are direct flights in from USA/European centres any more

c) Look at local markets and local art and craft workers: make sure these are interesting for visitors

d) Support ideas that would help visitors experience something uniquely Malawian

12. Do you have any other comments that you would like to make related to the future of tourism development in Malawi and especially Lake Malawi?

I think Malawi offers wonderful landscapes and people for visitors and that within a relatively small country, visitors can explore a variety of cultures and landscapes - from Nyika and Livingstonia and the northern lakeshore, down through the Viphya and the central plains to Zomba (Zomba Mountain and the town below the mountain are some of my favourite places in all the world), Dzalanyama, Blantyre, Mulanje and the southern lakeshore. There is so much to reach and see. Wildlife isn't spectacular but there is a lot to see - "up close and personal". Culture is varied and rich - music, song, dance, Ngoni dance. Nyah masks, community celebrations. I would say that Malawi offers people a very personal experience of Africa in a safe and friendly country and that that is what you could sell...sorry, I've wandered away from the Lake!

12. Participant: RD

List of Questions

1. What are the major factors that influence tourists to visit Malawi?

___I think scenery, Wildlife and wonderful friendly people

2. How competitive is Malawi in the tourism industry in comparison with the African Tourism market?

Very weak

3. What are your opinions on sustainable tourism?

Good investment on tourism infrastructure-to make it survive for future generation

4. Can and/or should Malawi depend on tourism as a major contributor to the economy?
YES its possible depending on how tourism is developed in Malawi to compete with neighbouring countries like South Africa

5. What are recent factors that have contributed to tourism development for Lake Malawi?
No idea-I have not been in Malawi for a long time

6. What do you think could be done to further encourage the development of tourism for Lake Malawi?
_ Good investment on tourism infrastructure-to make it survive for future generation

7. Is Malawi currently among the preferred tourism destinations in Africa?
If yes why?
I don't think so –although many people enjoy a pleasant holiday-the competition is very high !!

If no why?

8. Are there any development plans that you consider are not included to make tourism a successful business for Lake Malawi?
I don't know-sorry

9. Has tourism contributed to the growth of your business in Malawi?
N/A

10. What influences the flow of visitors to use your establishment?
Hospitality

11. What are your recommendations to improve tourism business environment in Malawi and Lake Malawi?
Refer to 6.

12. Do you have any other comments that you would like to make related to the future of tourism development in Malawi and especially Lake Malawi? I'm afraid NO !

13. Participant: RMC

List of Questions

1. What are the major factors that influence tourists to visit Malawi?

Peace & Culture

2. How competitive is Malawi in the tourism industry in comparison with the African Tourism market?

I don't know

3. What are your opinions on sustainable tourism?

I don't know

4. Can and/or should Malawi depend on tourism as a major contributor to the economy?

Yes

5. What are recent factors that have contributed to tourism development for Lake Malawi?

Nothing

6. What do you think could be done to further encourage the development of tourism for Lake Malawi?

More hotels

7. Is Malawi currently among the preferred tourism destinations in Africa?

If yes why? *I don't know*

If no why? _____

8. Are there any development plans that you consider are not included to make tourism a successful business for Lake Malawi?

I don't know

9. Has tourism contributed to the growth of your business in Malawi?

N/A

10. What influences the flow of visitors to use your establishment?

N/A

11. What are your recommendations to improve tourism business environment in Malawi and Lake Malawi?

See above 6

12. Do you have any other comments that you would like to make related to the future of tourism development in Malawi and especially Lake Malawi? *Not now*

14. Participant: SK

List of Questions

1. What are the major factors that influence tourists to visit Malawi?

Wildlife and game reserves

2. How competitive is Malawi in the tourism industry in comparison with the African Tourism market?

Not Competitive

3. What are your opinions on sustainable tourism?

No Idea

4. Can and/or should Malawi depend on tourism as a major contributor to the economy?

YES

5. What are recent factors that have contributed to tourism development for Lake Malawi?

No idea

6. What do you think could be done to further encourage the development of tourism for Lake Malawi?

Private companies supporting the industry

7. Is Malawi currently among the preferred tourism destinations in Africa?

If yes why?

Yes some still visit those that know Malawi-through family or employment like foreign visitors

If no why? _____

8. Are there any development plans that you consider are not included to make tourism a successful business for Lake Malawi?

Promoting Malawi to outside market

9. Has tourism contributed to the growth of your business in Malawi?

N/A

10. What influences the flow of visitors to use your establishment?

N/A

11. What are your recommendations to improve tourism business environment in Malawi and Lake Malawi?

Promoting Malawi to the world

12. Do you have any other comments that you would like to make related to the future of tourism development in Malawi and especially Lake Malawi? *New hotels*

15. Participant: EKB

List of Questions

1. What are the major factors that influence tourists to visit Malawi?

Maybe peaceful environment and climate

2. How competitive is Malawi in the tourism industry in comparison with the African Tourism market?

I don't know

3. What are your opinions on sustainable tourism?

i don't know

4. Can and/or should Malawi depend on tourism as a major contributor to the economy?

Yes

5. What are recent factors that have contributed to tourism development for Lake Malawi?

I don't know

6. What do you think could be done to further encourage the development of tourism for Lake Malawi?

Attend tourism conferences

7. Is Malawi currently among the preferred tourism destinations in Africa?

If yes why?

No

If no why? *N/A* _____

8. Are there any development plans that you consider are not included to make tourism a successful business for Lake Malawi?

People don't our country

9. Has tourism contributed to the growth of your business in Malawi?

No

10. What influences the flow of visitors to use your establishment?

N/A

11. What are your recommendations to improve tourism business environment in Malawi and Lake Malawi?

Advertising Malawi

12. Do you have any other comments that you would like to make related to the future of tourism development in Malawi and especially Lake Malawi? *No*

16. Participant: CM

List of Questions

1. What are the major factors that influence tourists to visit Malawi?

Good politics

2. How competitive is Malawi in the tourism industry in comparison with the African Tourism market?

Maybe not much

3. What are your opinions on sustainable tourism?

No comment

4. Can and/or should Malawi depend on tourism as a major contributor to the economy?

Maybe yes but not forgetting agriculture

5. What are recent factors that have contributed to tourism development for Lake Malawi?

I have no knowledge

6. What do you think could be done to further encourage the development of tourism for Lake Malawi?

N/A

7. Is Malawi currently among the preferred tourism destinations in Africa?

If yes why? *YES*

If no why?

8. Are there any development plans that you consider are not included to make tourism a successful business for Lake Malawi?

No idea

9. Has tourism contributed to the growth of your business in Malawi?

N/A

10. What influences the flow of visitors to use your establishment?

N/A

11. What are your recommendations to improve tourism business environment in Malawi and Lake Malawi?

I can't say

12. Do you have any other comments that you would like to make related to the future of tourism development in Malawi and especially Lake Malawi? *No*

17. Participant: JB

List of Questions

1. What are the major factors that influence tourists to visit Malawi?

Good people and the good country

2. How competitive is Malawi in the tourism industry in comparison with the African Tourism market?

I think -Not competitive _____

3. What are your opinions on sustainable tourism?

tourism for future jobs for our children. No jobs in Malawi

4. Can and/or should Malawi depend on tourism as a major contributor to the economy?

Yes if banks can lend us money to build cottages at Lake Malawi

5. What are recent factors that have contributed to tourism development for Lake Malawi?

Nothing that I know

6. What do you think could be done to further encourage the development of tourism for Lake Malawi?

more cheaper accommodation for visitors

7. Is Malawi currently among the preferred tourism destinations in Africa?

If yes why? _____

No idea _____

If no why? _____

8. Are there any development plans that you consider are not included to make tourism a successful business for Lake Malawi?

N/A

9. Has tourism contributed to the growth of your business in Malawi?

N/A _____

10. What influences the flow of visitors to use your establishment?

11. What are your recommendations to improve tourism business environment in Malawi and Lake Malawi?

Many cottages for tourists

12. Do you have any other comments that you would like to make related to the future of tourism development in Malawi and especially Lake Malawi? *No*

18. Participant: NB

List of Questions

1. What are the major factors that influence tourists to visit Malawi?

Scenery, friendly people and wildlife

2. How competitive is Malawi in the tourism industry in comparison with the African Tourism market?

Very little for now

3. What are your opinions on sustainable tourism?

sustainable means future development, we are not there yet as a country

4. Can and/or should Malawi depend on tourism as a major contributor to the economy?

YES

5. What are recent factors that have contributed to tourism development for Lake Malawi?

Not known

6. What do you think could be done to further encourage the development of tourism for Lake Malawi?

Good infrastructure such hotels, sports facilities like tennis, golf, swimming competitions and swimming lessons, many Malawians don't know how to swim, people just die in the lake when little storm come to the boat, and good transport service

7. Is Malawi currently among the preferred tourism destinations in Africa?

If yes why?

Yes Malawi is a very peaceful country, people say we are poor, but we are rich with culture and respect to our visitors.

If no why? _____

8. Are there any development plans that you consider are not included to make tourism a successful business for Lake Malawi?

___As mentioned on question six

9. Has tourism contributed to the growth of your business in Malawi?

N/A

10. What influences the flow of visitors to use your establishment?

N/A

11. What are your recommendations to improve tourism business environment in Malawi and Lake Malawi?

Companies should support our government to build tourism industry like our neighbors such as Tanzania, and South Africa

12. Do you have any other comments that you would like to make related to the future of tourism development in Malawi and especially Lake Malawi?

YES Promote Lake Malawi to both local people and foreign visitors; I know people who can't go to the lake because they say what's there for them, just water !

19. Participant: TAC

List of Questions

1. What are the major factors that influence tourists to visit Malawi?

___The climate, peaceful political environment, Mountains, wildlife, game reserves and the beautiful Lake Malawi

2. How competitive is Malawi in the tourism industry in comparison with the African Tourism market?

___Not too competitive but has a fair market share of tourism business –could be better if properly managed' I work for a Safari company and we have our regular tourists visiting every year from some parts of the world, because they once lived here, sometimes they bring friends and family.(I choose to be anonymous please)

3. What are your opinions on sustainable tourism?

Sustainability is about planning for the future, the competition is getting stronger even from Zambia and Mozambique, in addition to Kenya, Tanzania and South Africa.

Most of our Malawian companies think that the government is not supporting tourism, but this is not true. We are not innovative, for example borrowing funds from the bank to build a hotel or getting into a joint venture with a reputable foreign investors does not required the support from government. We already have roads taking us to Lake Malawi including all game reserves, these have been constructed by the government.

4. Can and/or should Malawi depend on tourism as a major contributor to the economy?

Yes upon right investments

5. What are recent factors that have contributed to tourism development for Lake Malawi?

6. What do you think could be done to further encourage the development of tourism for Lake Malawi?

Investing into the industry as detailed above

7. Is Malawi currently among the preferred tourism destinations in Africa?

If yes why?

YES some only come to Malawi only every year-see Question 2

If no why? _____

8. Are there any development plans that you consider are not included to make tourism a successful business for Lake Malawi?

Yes, please see Question 3.

9. Has tourism contributed to the growth of your business in Malawi?

Yes, but I can't give details

10. What influences the flow of visitors to use your establishment?

Good tourism management on our packages and customer service

11. What are your recommendations to improve tourism business environment in Malawi and Lake Malawi?

Please see comments on Question 3.

_____ 12. Do you have any other comments that you would like to make related to the future of tourism development in Malawi and especially Lake Malawi? *Yes better investment, see Question 3.*

20. Participant: EM

List of Questions

1. What are the major factors that influence tourists to visit Malawi?

No political violence and good climate

2. How competitive is Malawi in the tourism industry in comparison with the African Tourism market?

I'm not sure

3. What are your opinions on sustainable tourism?

I'm not sure- it could be planning for future tourism

4. Can and/or should Malawi depend on tourism as a major contributor to the economy?

Definitely but depends on how much the country collect from tourism through taxes-etc

5. What are recent factors that have contributed to tourism development for Lake Malawi?

I have no knowledge of any development so far

6. What do you think could be done to further encourage the development of tourism for Lake Malawi?

create more business

7. Is Malawi currently among the preferred tourism destinations in Africa?

If yes why?

I'm not sure but I see foreign tourists in our hotel, going to many parts of the country including Lake Malawi

If no why? _____

8. Are there any development plans that you consider are not included to make tourism a successful business for Lake Malawi?

_____ Good hotel facilities _____

9. Has tourism contributed to the growth of your business in Malawi?

_____ I should think so, I have no details _____

10. What influences the flow of visitors to use your establishment?

_____ Good hospitality and good food variety _____

11. What are your recommendations to improve tourism business environment in Malawi and Lake Malawi?

_____ See Question 8 _____

12. Do you have any other comments that you would like to make related to the future of tourism development in Malawi and especially Lake Malawi?

No (I would like to remain anonymous)

21. Participant: EC

List of Questions

1. What are the major factors that influence tourists to visit Malawi?

I think Lake Malawi and people of Malawi

2. How competitive is Malawi in the tourism industry in comparison with the African Tourism market?

Maybe not too competitive because of other countries close to Malawi such as Kenya, and Tanzania, and maybe Zambia

What are your opinions on sustainable tourism?

_____ our tourism should be sustainable to make good profits and attractive many visitors _____

4. Can and/or should Malawi depend on tourism as a major contributor to the economy?

I don't know how much current contribution of tourism against our traditional agriculture which is already struggling

5. What are recent factors that have contributed to tourism development for Lake Malawi?

No idea

6. What do you think could be done to further encourage the development of tourism for Lake Malawi?

_bring more business to our Lake Malawi by introducing entertainment on week-ends and public holidays

7. Is Malawi currently among the preferred tourism destinations in Africa?

If yes why? *I'm not sure*

If no why? _____

8. Are there any development plans that you consider are not included to make tourism a successful business for Lake Malawi?

Many cheap accommodation facilities

9. Has tourism contributed to the growth of your business in Malawi?

N/A

10. What influences the flow of visitors to use your establishment? *N/A*

11. What are your recommendations to improve tourism business environment in Malawi and Lake Malawi?

See Question 8

12. Do you have any other comments that you would like to make related to the future of tourism development in Malawi and especially Lake Malawi? *No*

22. Participant: ND

List of Questions

1. What are the major factors that influence tourists to visit Malawi?

I'm not very sure, but one of them is the spirit of being 'Warm heart of Africa', because we are warm hearted people to our visitors and between ourselves as Malawians

2. How competitive is Malawi in the tourism industry in comparison with the African Tourism market?

Malawi is supposed to be a good place to visit due to the points I raised in Question 1.

3. What are your opinions on sustainable tourism?

I'm not sure-maybe it means many tourists?

4. Can and/or should Malawi depend on tourism as a major contributor to the economy?

Yes if we can have many tourists visiting all year round, because our country does not have bad weather – even when we call it winter it's not cold to most of our foreign visitors

5. What are recent factors that have contributed to tourism development for Lake Malawi?

I don't know

6. What do you think could be done to further encourage the development of tourism for Lake Malawi?

Better transport to be able to visit the lake on public transport that is reliable, many don't go because they don't want to be stranded in Mangochi on Sunday when they have to return to Blantyre to go to work on Monday.

7. Is Malawi currently among the preferred tourism destinations in Africa?

If yes why? *I'm not sure*

If no why?

8. Are there any development plans that you consider are not included to make tourism a successful business for Lake Malawi?

No comment

9. Has tourism contributed to the growth of your business in Malawi?

N/A

10. What influences the flow of visitors to use your establishment?

N/A

11. What are your recommendations to improve tourism business environment in Malawi and Lake Malawi?

Promotion for tourism

12. Do you have any other comments that you would like to make related to the future of tourism development in Malawi and especially Lake Malawi? *See question 11*

23. Participant: CM

List of Questions

1. What are the major factors that influence tourists to visit Malawi?

_Safer environment and the lake_____

2. How competitive is Malawi in the tourism industry in comparison with the African Tourism market?

Not competitive but still receiving visitors in small numbers- could have been better

3. What are your opinions on sustainable tourism?

Im not sure-I can't comment_____

4. Can and/or should Malawi depend on tourism as a major contributor to the economy?

_YES-if we have many visiting Malawi_____

5. What are recent factors that have contributed to tourism development for Lake Malawi?

_No idea_____

6. What do you think could be done to further encourage the development of tourism for Lake Malawi?

_Customer awareness_____

7. Is Malawi currently among the preferred tourism destinations in Africa?

If yes why? _____

Im not sure – but I know some visitors who frequently visit Malawi because of friends and family

If no why? _____

8. Are there any development plans that you consider are not included to make tourism a successful business for Lake Malawi?

_I don't know_____

9. Has tourism contributed to the growth of your business in Malawi?

*N/A*_____

10. What influences the flow of visitors to use your establishment?

*N/A*_____

11. What are your recommendations to improve tourism business environment in Malawi and Lake Malawi?

*I'm not sure*_____

12. Do you have any other comments that you would like to make related to the future of tourism development in Malawi and especially Lake Malawi? *No*

24. Participant: AM

List of Questions

1. What are the major factors that influence tourists to visit Malawi?

*I believe its Wildlife and Game reserves*_____

2. How competitive is Malawi in the tourism industry in comparison with the African Tourism market?

*I don't have any details*_____

3. What are your opinions on sustainable tourism?

*I'm not sure, I can't comment*_____

4. Can and/or should Malawi depend on tourism as a major contributor to the economy?

*Maybe but it means many visitor to Malawi*_____

5. What are recent factors that have contributed to tourism development for Lake Malawi?

*I don't know*_____

6. What do you think could be done to further encourage the development of tourism for Lake Malawi?

*I'm not sure*_____

7. Is Malawi currently among the preferred tourism destinations in Africa?

If yes why? _____
I don't know _____

If no why? _____

8. Are there any development plans that you consider are not included to make tourism a successful business for Lake Malawi?

_____ *No* _____

9. Has tourism contributed to the growth of your business in Malawi?

_____ *N/A* _____

10. What influences the flow of visitors to use your establishment?

_____ *N/A* _____

11. What are your recommendations to improve tourism business environment in Malawi and Lake Malawi?

_____ *Maybe advertising Malawi on TV –BBC and CNN* _____

12. Do you have any other comments that you would like to make related to the future of tourism development in Malawi and especially Lake Malawi? *See question 11*

25. Participant: JN

List of Questions

1. What are the major factors that influence tourists to visit Malawi?

_____ *Lake Malawi is our lake of 'Stars' and many types of fish* _____

2. How competitive is Malawi in the tourism industry in comparison with the African Tourism market?

_____ *Lake Malawi is meant to bring good competition for Malawi because this is the only lake within our region, Kenya, Tanzania and Mozambique depend on the sea* _____

3. What are your opinions on sustainable tourism?

_____ *it means future tourism business that can create employment* _____

4. Can and/or should Malawi depend on tourism as a major contributor to the economy?

_____ *Yes with long term investment plans especially at Lake Malawi* _____

5. What are recent factors that have contributed to tourism development for Lake Malawi?

*I have no information*_____

6. What do you think could be done to further encourage the development of tourism for Lake Malawi?

*See my comment on Question 4-investment in hotels etc*_____

7. Is Malawi currently among the preferred tourism destinations in Africa?

If yes why? _____

*I'm not sure, certain tourists visit the country every year at Christmas from Germany and USA, some worked here for a long time so they know Lake Malawi and our scenery*_____

If no why? _____

8. Are there any development plans that you consider are not included to make tourism a successful business for Lake Malawi?

*See comments on question 6*_____

9. Has tourism contributed to the growth of your business in Malawi?

*YES*_____

10. What influences the flow of visitors to use your establishment?

*Good customer service*_____

11. What are your recommendations to improve tourism business environment in Malawi and Lake Malawi?

*Investment in hotels and many tourism facilities for example shops, restaurants, museums, entertainment, sports such as golf, tennis, regional foot football tournaments involving our neighboring countries, or water sports*_____

12. Do you have any other comments that you would like to make related to the future of tourism development in Malawi and especially Lake Malawi?-see comments on question 11

26. Participant: PF

List of Questions

1. What are the major factors that influence tourists to visit Malawi?

Scenery, Lake Malawi, People of Malawi are very friendly to our tourists

2. How competitive is Malawi in the tourism industry in comparison with the African Tourism market?

Not necessarily competitive, but a small market share due to heavy competition in the region

3. What are your opinions on sustainable tourism?

To be sustainable we must promote our country to the tourism industry , then we can have sustainable tourism business

4. Can and/or should Malawi depend on tourism as a major contributor to the economy?

Yes if we must invest properly in tourism , we need joint effort between the industry, some are already supporting local programmes to promote tourism, the government is already supporting the industry, but less participation from local companies, we could have good three to five star hotels at Lake Malawi by now.

5. What are recent factors that have contributed to tourism development for Lake Malawi?

Not to my knowledge

6. What do you think could be done to further encourage the development of tourism for Lake Malawi?

See comments on question 4.

7. Is Malawi currently among the preferred tourism destinations in Africa?

If yes why? _____

Not as much, but Malawi could do better if private companies invested well into the industry

If no why? _____

8. Are there any development plans that you consider are not included to make tourism a successful business for Lake Malawi?

See comments on question 4.

9. Has tourism contributed to the growth of your business in Malawi?

Yes

10. What influences the flow of visitors to use your establishment?

Better focus on the tourism business, but we could do more under joint efforts

11. What are your recommendations to improve tourism business environment in Malawi and Lake Malawi?

See comments question 4.

12. Do you have any other comments that you would like to make related to the future of tourism development in Malawi and especially Lake Malawi? - *Already stated above, I prefer to remain anonymous*

27. Participant: GN

List of Questions

1. What are the major factors that influence tourists to visit Malawi?

*I think people these days visit a place where they feel safe. I believe offers that benefit (security)
The second is our lake, wildlife and scenery*

2. How competitive is Malawi in the tourism industry in comparison with the African Tourism market?

Not very competitive

3. What are your opinions on sustainable tourism?

sustainable tourism is the one that can sustain the country-

4. Can and/or should Malawi depend on tourism as a major contributor to the economy?

Not now- maybe in future

5. What are recent factors that have contributed to tourism development for Lake Malawi?

not to my knowledge, maybe the same peace environment

6. What do you think could be done to further encourage the development of tourism for Lake Malawi?

More investment into tourism

7. Is Malawi currently among the preferred tourism destinations in Africa?

If yes why? _____

Yes depending what someone is looking for

If no why? _____

8. Are there any development plans that you consider are not included to make tourism a successful business for Lake Malawi?

*No idea*_____

9. Has tourism contributed to the growth of your business in Malawi?

N/A –I work for the bank, I don't know much about tourism__ (I choose to protect my identity because I'm not supposed to be engaged in this; its not safe

10. What influences the flow of visitors to use your establishment?

*N/A*_____

11. What are your recommendations to improve tourism business environment in Malawi and Lake Malawi?

*No comment*_____

12. Do you have any other comments that you would like to make related to the future of tourism development in Malawi and especially Lake Malawi? *NO*

28. Participant: MK

List of Questions

1. What are the major factors that influence tourists to visit Malawi?

Lake Malawi and various fish, Birds many types of animals

2. How competitive is Malawi in the tourism industry in comparison with the African Tourism market?

*I don't know, I don't travel to other countries*_____

3. What are your opinions on sustainable tourism?

*I don't know*_____

4. Can and/or should Malawi depend on tourism as a major contributor to the economy?

Yes, MG, I can't comment, protect my identity please

5. What are recent factors that have contributed to tourism development for Lake Malawi?

I don't know

6. What do you think could be done to further encourage the development of tourism for Lake Malawi?

maybe funding from government

7. Is Malawi currently among the preferred tourism destinations in Africa?

If yes why? _____

I don't know _____

If no why?

8. Are there any development plans that you consider are not included to make tourism a successful business for Lake Malawi?

No comment

9. Has tourism contributed to the growth of your business in Malawi?

N/A

10. What influences the flow of visitors to use your establishment?

N/A

11. What are your recommendations to improve tourism business environment in Malawi and Lake Malawi?

No comment

12. Do you have any other comments that you would like to make related to the future of tourism development in Malawi and especially Lake Malawi? *No*

29.Participant: EMO

List of Questions

1. What are the major factors that influence tourists to visit Malawi?

Friendly Malawians and good climate-Warm heart of Africa _____

2. How competitive is Malawi in the tourism industry in comparison with the African Tourism market?

Not competitive, I visited Tanzania where my husband comes from, I saw many tourists in December last year _____

3. What are your opinions on sustainable tourism?

I don't know _____

4. Can and/or should Malawi depend on tourism as a major contributor to the economy?

Not much tourism is here, my answer is no _____

5. What are recent factors that have contributed to tourism development for Lake Malawi?

I don't know, I heard they want to build a hotel- but it might not true _____

6. What do you think could be done to further encourage the development of tourism for Lake Malawi?

Malawi government should do something about tourism- somebody said about taxes or visa to Malawi for visitors, (I'm not supposed to comment on this- I need to be anonymous) _____

7. Is Malawi currently among the preferred tourism destinations in Africa?

If yes why? _____

No, other countries like Tanzania has better tourism _____

If no why? _____

8. Are there any development plans that you consider are not included to make tourism a successful business for Lake Malawi?

I don't know _____

9. Has tourism contributed to the growth of your business in Malawi?

N/A _____

10. What influences the flow of visitors to use your establishment?

N/A _____

11. What are your recommendations to improve tourism business environment in Malawi and Lake Malawi?

See my comment on Question No. 6 _____

12. Do you have any other comments that you would like to make related to the future of tourism development in Malawi and especially Lake Malawi? *NO*

30. Participant: JBW

List of Questions

1. What are the major factors that influence tourists to visit Malawi?

*_Climate, Lake Malawi, Mountains_*_____

2. How competitive is Malawi in the tourism industry in comparison with the African Tourism market?

*_I don't know but I think not many foreign tourists know our country_*_____

3. What are your opinions on sustainable tourism?

*_I'm not sure, maybe the tourism which can sustain the country financially_*_____

4. Can and/or should Malawi depend on tourism as a major contributor to the economy?

*NOT NOW*_____

5. What are recent factors that have contributed to tourism development for Lake Malawi?

*I don't have a better answer*_____

6. What do you think could be done to further encourage the development of tourism for Lake Malawi?

*No idea*_____

7. Is Malawi currently among the preferred tourism destinations in Africa?

If yes why? _____

*No, competition is high*_____

If no why? _____

8. Are there any development plans that you consider are not included to make tourism a successful business for Lake Malawi?

*I don't know*_____

9. Has tourism contributed to the growth of your business in Malawi?

N/A

10. What influences the flow of visitors to use your establishment?

N/A

11. What are your recommendations to improve tourism business environment in Malawi and Lake Malawi?

I don't know maybe hotels and shops, _____

12. Do you have any other comments that you would like to make related to the future of tourism development in Malawi and especially Lake Malawi? *No*

31. Participant: WS

List of Questions

1. What are the major factors that influence tourists to visit Malawi?

Scenery, Peace, the lake _____

2. How competitive is Malawi in the tourism industry in comparison with the African Tourism market?

Malawi has little market share, it is not competitive now, I know because I work for a tourism company but I'm not allowed to comment on tourism as our policy _____

4. What are your opinions on sustainable tourism?

I'm not sure, maybe tourism that can sustain Malawi people _____

4. Can and/or should Malawi depend on tourism as a major contributor to the economy?

tourism is still a small business here, not many tourists visit us as compared to other countries like Kenya, even Zambia is better than Malawi today _____

5. What are recent factors that have contributed to tourism development for Lake Malawi?

Not to my knowledge, apart from peace, with people being killed at seaside, maybe some might have come here, but I'm not sure

6. What do you think could be done to further encourage the development of tourism for Lake Malawi?

The government must attend to tourism, two tourists mentioned that our flights are more expensive and takes long to process travel visa to Malawi.

7. Is Malawi currently among the preferred tourism destinations in Africa?

If yes why? _____

YES, some tourists choose to visit Malawi every year for family holiday, some from Switzerland and Germany, also UK.

If no why? _____

9. Are there any development plans that you consider are not included to make tourism a successful business for Lake Malawi?

The government must invest in the tourism on many needs at the lake, like hotels, maybe find investors, I'm not sure

9. Has tourism contributed to the growth of your business in Malawi?

Yes, in small way- we still have our share- but we could do more if tourism was priority to the government

10. What influences the flow of visitors to use your establishment?

We have good knowledge of what Malawi can offer, good hospitality and customer service _____

11. What are your recommendations to improve tourism business environment in Malawi and Lake Malawi? _____

Good investment at Lake Malawi like affordable accommodation and top class hotels to compete with other countries close to us _____

12. Do you have any other comments that you would like to make related to the future of tourism development in Malawi and especially Lake Malawi? *Maybe publicity for tourism on TV in other countries*

CITATIONS

Ecotourism is an enlightening, interactive, participatory travel experience to environments, both natural and cultural, that ensures the sustainable use at an appropriate level of environmental resources, while producing viable economic opportunities for the ecotourism industry and local communities (Hall and Boyd, 2005:208) page 32

There is much truth in the phrase ‘The Warm heart of Africa’ not only do the climate and lush vegetation of the lakeshore conform effortlessly to every stereotypical image of tropical Africa, but the people of Malawi exude a warmth and friendliness that make most visitors feel instantly at home. Malawi may well be the most laid-back nation on earth (Briggs & Connolly, IX: 2013) page 67

‘Then most influential seaside architecture makes the most of being ‘on the front’ and beside the sea. Its front and function and how it is used, help expose the fascinating relationships between society and nature found in places literally on the edge. Western seaside resorts are multi-layered places, redolent with meaning for the present and memory of the past. Whether the most fashionable and exotic sunny southern coastal playground of the rich or a run-down of forgotten colder northern coastal pleasure town, resort architecture has become bound up with the seaside’s intense sense of place and being (Gray, 2006:7)page 134

“I do not suggest we should make Ilfracombe like Blackpool, but I do suggest to the Joint Advertising Committee that they will have to think in a much bigger way. It seems we are content to go on year after year in the same old way.... Let us go forward and do bigger things. We want money for advertising and we must get it. We could do a lot more if our funds were bigger. We cannot exist on the beauty of our hills...”(Morgan & Pritchard, (1999:100) page 137

“This excluded indirect effects that could be generated through other tourism-related investment, in addition to the supply chain, export-related tourism goods including collective public spending; with the hope that the growth of the tourism sector in Malawi will remain high for the next ten years (WTTC, 2014, cited in Malawi Tourism, 2017).” Page 139.

Table 11. Data Analysis- Assessment of Tourism Industry for Lake Malawi

Participant	Question 1	Question 2	Question 3	Question 4	Question 5	Question 6	Question 7	Question 8	Question 9	Question 10	Question 11	Question 12
AOK	Scenery Natural resources People	Not competitive	Hard to achieve	Yes with investment	Entertainment sector	infrastructure investment by GVT	No Publicity	Tangible attractions & Promotion	N/A	N/A	Community involvement	Tourism to be taught in schools from early age
AK	Prices & Properties	Yes but no GVT Support	Priority & promotion	Yes	Nothing	GVT Investment	Yes	Not known	Yes	Right prices	GVT support Promotion	Promote Malawi to foreign Market
MD B	Politics, Infrastructure, Price	Not competitive	GVT Support	Yes with investment	No development	Infrastructure & lake Protection	No, flights expensive	No	Not Enough	Good service	Compete on a global market	No
KFC	Not sure	Not competitive	Eco-tourism	Yes with investment	No development	Infrastructure & development	No, lack of publicity	Not sure	No	Infrastructure & development	N/A	Not managed correctly
AK M	Fresh water, wildlife, people	Not competitive	Improvements to tourism sites	No, unless improved	Music festivals, new lodges	Foreign & local Investments	Fresh water & unique fish species	New infrastructure & road repairs	Yes	Craftsmanship	Good governance, policy implementation	Improve infrastructure, preserve fish species
MM	Climate & Friendly people	Not competitive	Consistence on good standards	No, I don't think so	Foreign market knows Malawi now	Funding tourism development projects	Yes	No idea	I think so, Yes	Weather people & Good services	More funding for tourism development	Reduce prices to local visitors

JB	Wildlife, People, Scenery	Very little for now	Future development	Yes	Not known	Good infrastructure, Sports facility	Yes, Malawi is peaceful	Good transport service to the lake	N/A	N/A	Companies to support GVT, invest in tourism	Yes, promote Malawi to local & foreign market
NB	Climate, Peaceful Politics, Wildlife	Not too competitive	Planning for the future	Yes upon right investment	N/A	Invest into tourism industry	Yes to a few tourists	Yes	Yes	Good tourism management	Companies to support GVT invest in tourism	Yes better investment
TAC	No political violence, climate	I'm not sure	I'm not sure, maybe future planning	Definitely depends on tourism collections	No knowledge of development	Create more businesses	Not sure, but many foreign tourists come here	Good hotel facilities	I should think so, I'm not sure	Good hospitality Good food variety	Good hotels	No, I would like to remain anonymous
EM	Lake Malawi, & People	Not too competitive	Attract many tourists	I don't know	No idea	Bring more entertainment at lake Malawi	I'm not sure	Cheap accommodation	N/A	N/A	Cheap accommodation	No
EC	Warm Heart of Africa spirit	Warmhearted people	I'm not sure	Yes if have tourist all year round	I don't know	Better investment to the lakeshore	I'm not sure	No Comment	N/A	N/A	Promotion for tourism	Good promotion for tourism
ND	Safer Environment	Not competitive	I'm not sure	Yes	No idea	Customer awareness	Some visit families	I don't know	N/A	N/A	I'm not sure	No
CM	Wildlife & Game Reserves	I don't have any details	Im not sure, I can't	Maybe many visitors to	I don't know	I'm not sure	I don't know	No	N/A	N/A	Advertising on TV, BBC, CNN	TV Promotion

			comment	Malawi									
GAM	People, & Good Country	Not competitive	Tourism for future jobs	Yes if we invest in it	Nothing that I know	More cheaper accommodation	No idea	N/A	N/A	N/A	Many cottages	No	

TC	Scenery Game reserves, People	Not competitive	Investment, good structure	Yes	Advertisements of social invents	Civil education, & promotion	No lack of investment	Yes	Yes	Foreign clients use our services	Investment into infrastructure	No, thanks
SP	Scenery	Poor, lack of publicity	Poor	No if we prioritise tourism	Peaceful nation	Promotion	No, other SADC countries	Increase awareness	Very little	Good service	Promotion & infrastructure	No
WD	People, Scenery Peaceful	Not competitive	No comment	Yes, but invest in tourism	Not to my knowledge	Hotel good structures	Poor infrastructure	No idea	No	My knowledge of Malawi	None	Invest into tourism
CC	Lake, Mountains Wildlife	Not competitive	Long term development plans	Yes, with good investment	New hotel plans in the pipeline	New hotels, improve road-network, taxes	Yes because of the lake, wildlife	More hotels, golf clubs, roads	Yes on small scale	N/A	Malawi lacks high class accommodation	No
GM	Lake, Landscape People, wildlife	Not now	Good approach to tourism development	Not dependable now	Pleasant climate, Good tourism facilities	Invest into cheaper hotels, specialist holidays	No	Sorry I don't understand	N/A	N/A	Infrastructure at lakeshore,	Culture, scenery, Wildlife, music,

													dance
R D	People Scenery & wildlife	Very weak	Good investment	Yes with good development	No idea	Good tourism investment	I don't think so for now	I don't know	N/ A	Hos pitality	More hotels	No	
R M C	Peace & Cult ure	I don't know	I don't know	Yes	Nothing	More hotels	I don't know	I don't know	N/ A	N/A	More Hotels	Not now	
S K	Wildlif & Game Reser ves	Not compe titive	No idea	Yes	No idea	Private compa nies suppor t	Yes some still visit	Foreig n market promo tion	N/ A	N/A	Global touris m promo tion	New hotel s	
E K B	Peace ful Climat e	I don't know	I don't know	Yes	I don't know	Attend touris m confer ences	No	Malawi not known	No	N/A	Advert ise Malaw i	No	
C M	Good Politic s	Maybe not much	No comme nt	Yes & Agricul ture	No knowled ge	N/A	Yes	No idea	N/ A	N/A	I can't say	No	

JN	Lake Mala wi, Fish speci es	Good, becau se of lake Malawi	Future touris m, & employ ment	Yes long term invest ment plans for the lake	No inform ation	Long term invest ment plans for lake Mala wi	Some visit every year from Germa ny & U.S.A.	Hotel Invest ment	Ye s	Good custo mer servi ce	Investme nt in tourism facilities	Invest ment in touris m faciliti es
PF	Peopl e, Lake Mala wi,	Not compe titive	Promot e our countr y to global Market	Yes if we invest in touris m	Not to my knowl edge	Joint invest ment in touris m	Private compa nies to invest in	Invest in hotels	Ye s	Bette r focus on touris m	Invest in tourism	No more comm ents

	Scenery						tourism			business		
GN	Safety, Lake Malawi, Wildlife	Not very competitive	Tourism that can sustain	Not now	Not to my knowledge	More investment into tourism	Yes depends of what one needs	No idea	N/A	N/A	No comment	No
MK	Birds, Fish, Wildlife	I don't know	I don't know	Yes MG, I'm protecting my identity	I don't know	Maybe funding from GVT	I don't know	No comment	N/A	N/A	No comment	No
EMO	Climate Warm heart of Africa	Not competitive	I don't know	No	I don't know, I heard they want to build a hotel	GVT should do something about tourism	No other countries like Tanzania	I don't know	N/A	N/A	Relax visa and taxes	No
JBW	Mountain, Climate, Lake Malawi	I don't know	I'm not sure	Not now	I don't have a better answer	No idea	No competition is high	I don't know	N/A	N/A	Maybe hotels & shops	No
WS	Scenery, Peace, Lake Malawi	Very little market share	Tourism that can sustain Malawi	Tourism still small business in Malawi	Not to my knowledge	Flights very expensive	Yes, some visit every year	GVT should invest in tourism, find investors	Yes in small way	Good hospitality Customer service	Good investment in accommodation at Lake Malawi	Publicity on TV in other countries

