

Country Summary
Report: MALAWI,
FEBRUARY 2022

AFRICAN
NATURE  **BASED**
TOURISM PLATFORM

MALAWI





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SURVEY OVERVIEW: The African Nature-Based Tourism platform has developed a survey (<https://www.research.net/r/nbtcs>) to assess the degree to which local communities and small and medium enterprises (SMEs) in the nature-based tourism sector are being impacted by COVID-19. The target audience are community members and SMEs who support the tourism value chain, as suppliers of tourism goods and services, and their associated enterprises, such as lodges, vehicle hire, guiding services, shops, etc. The questions seek to better understand their involvement in conservation and tourism, how the COVID-19 pandemic has affected them, and what their resulting needs are.

These reports present a summary for each country, including an analysis of qualitative data collected through the surveys, and certain quantitative data. The surveys are however more comprehensive than the data presented in these summary reports, so please be sure to visit <https://naturebasedtourism.africa/data> to explore more of the data, and register to access the database for full survey results.

All photographs by Nikhil Advani





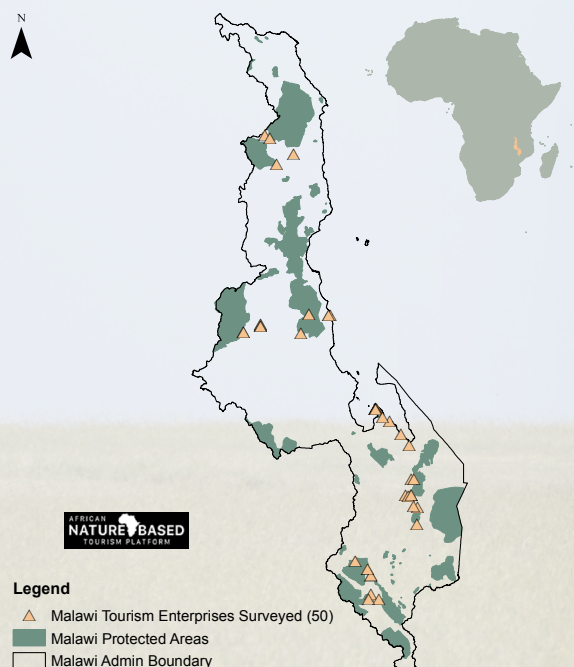
INTRODUCTION

MALAWI'S TOURISM ATTRACTIVENESS lies in its diversity (World Bank, 2010). The country is endowed with a variety of natural features, which include Lake Malawi and its islands, several national parks, wildlife and forest reserves, and cultural and historical attractions (Novelli and Scarth, 2007). In 2019, the total contribution of the travel and tourism sector to the country's GDP was 6.7%, and the sector provided close to 516,200 jobs (WTTC, 2021). As a result of the COVID-19 pandemic and restrictions, the total contribution to the GDP decreased to 3.2% in 2020 and also caused a loss of 167,000 jobs in the travel and tourism sector (WTTC, 2021).

The African Nature Based Tourism Platform worked with the Kasungu Wildlife Conservation for Community Development Association (KAWICCDA) to collect the following data. KAWICCDA is a local community organization that effectively contributes to biodiversity conservation inside and around Kasungu National Park while enabling communities to construct viable livelihoods through benefits sharing and ecotourism enterprises. KAWICCDA worked with associations and communities around other national parks to gather the data presented in this report.

SURVEY LOCATIONS

SURVEYED TOURISM ENTERPRISES IN MALAWI



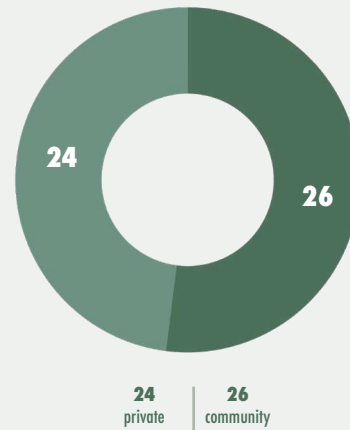


SURVEY RESULTS

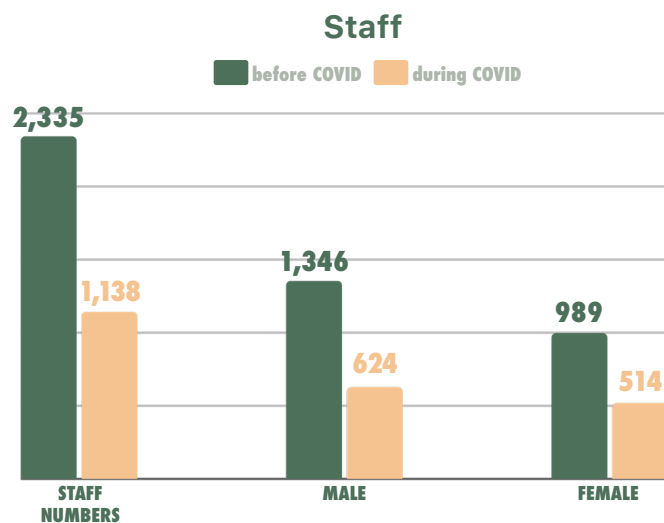
PRIMARY INVOLVEMENT OF THE ENTERPRISE IN NATURE-BASED TOURISM



ENTERPRISE OWNERSHIP



STAFFING BEFORE THE COVID-19 PANDEMIC VS. CURRENT STAFFING

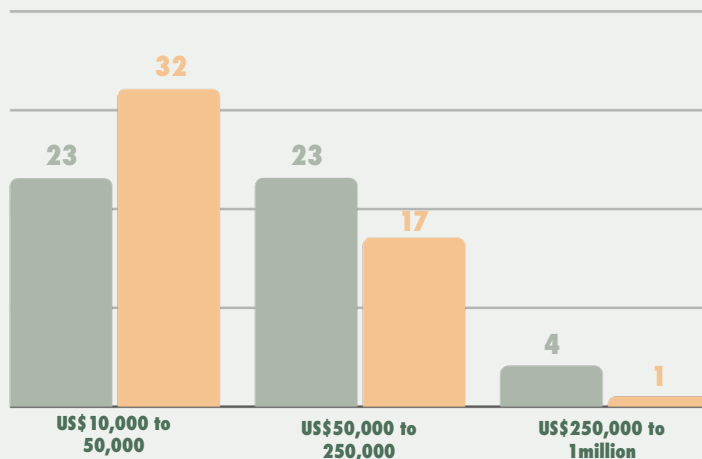




TOTAL ANNUAL GROSS REVENUE (income from selling goods and services before any deductions) THAT SURVEYED ENTERPRISES GENERATE FROM TOURISM

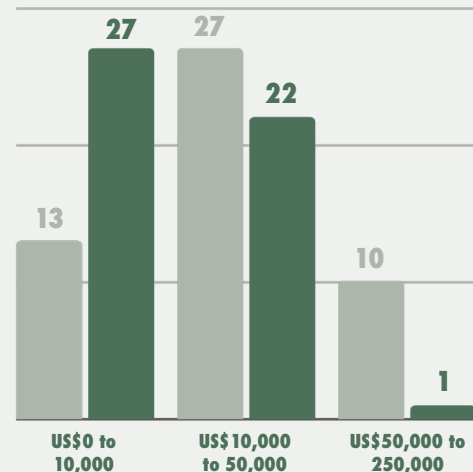
ANNUAL GROSS REVENUE 2019 VS 2020

■ 2019 ■ 2020



ANNUAL SALARY COST 2019 VS 2020

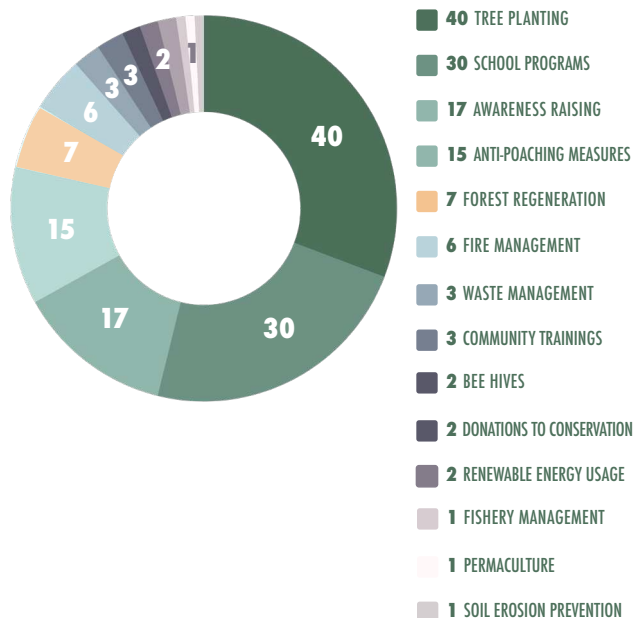
■ 2019 ■ 2020



QUALITATIVE SURVEY QUESTIONS

CONTRIBUTIONS TO CONSERVATION (the role of the community/enterprise in the management and custodianship of the land and its wildlife, including any distinguishing features about the area, its wildlife, its people and the role of tourism in its local economy)

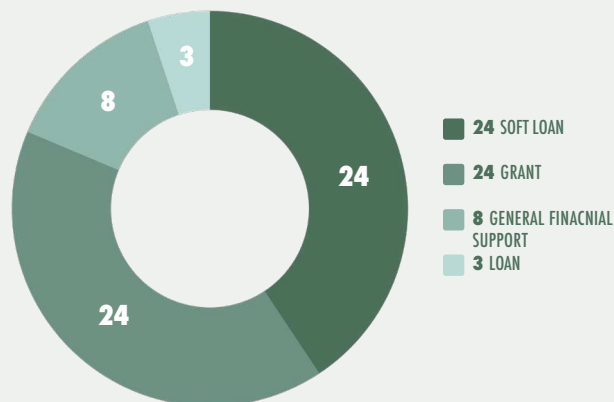
CONTRIBUTIONS TO CONSERVATION



THE MOST FREQUENTLY CITED contribution to conservation by tourism enterprises in Malawi was tree planting programs, through partnerships with local schools. While a few enterprises reported that they contributed to tree planting efforts solely through monetary donations, most contributed via the direct donation of seedlings and/or collaborative learning. Another common contribution to conservation was the implementation of anti-poaching measures. This ranges from patrolling protected areas to encouraging community members and tourists to report suspicious activities to authorities. Other contributions included fire and waste management, as well as forest and habitat regeneration and maintenance.



SUPPORT THAT THE INSTITUTIONS NEED



ALL OF THE TOURISM ENTERPRISES in Malawi that were interviewed cited an urgent need for funds. Most stated that they would prefer these funds in the form of soft loans or grants, but the preference for the form of financial support was secondary to the urgency with which it was required. Many enterprises said that without this crucial financial support, for nearly every area of operation, they would be unable to continue. Though the World Bank had provided US\$86 million toward financial support for small and medium enterprises in Malawi in September 2020, those funds only served to alleviate immediate strains caused by the pandemic, and further support is now required (World Bank, 2020).

ALTERNATIVE NATURE-FRIENDLY SOURCES OF REVENUE, BEYOND TOURISM, THAT THE ENTERPRISES WOULD BE INTERESTED IN EXPLORING



NEARLY EVERY SINGLE ENTERPRISE indicated an interest in one or more methods of food production as an alternative source of revenue. The majority of enterprises indicated a strong interest in a combination of beekeeping, fruit juice production (Malambe, Bwemba, and Masau juices were mentioned most frequently), and raising guinea fowl, and a number also mentioned mushroom production and the sale of tree seedlings. Given that nearly 50% of Malawi's territory is utilized as agricultural land, this is an unsurprising expansion of that interest (USAID, 2010).



ALTERNATIVE SOURCES OF REVENUE ENTERPRISES WOULD BE INTERESTED IN EXPLORING

21 BEEKEEPING	16 MUSHROOM PRODUCTION	6 IRRIGATION FARMING
18 FRUIT JUICE PRODUCTION	16 TREE SEEDLING SALES	1 LIVESTOCK FARMING
17 GUINEA FOWL	11 FISH FARMING	1 PROCESSING HERBALS

OTHER COMMENTS

ALL OF THE ENTERPRISES THAT WERE INTERVIEWED in Malawi emphasized their need for additional funds to keep them afloat, and expressed that without such funding, their businesses would collapse. With these funds, they would be able to continue current operations, hire more staff, and also improve on and expand their current projects. One enterprise expressed an interest in exploring alternative markets for their honey production, so that they wouldn't have to rely on the Lengwe National Park entrance gate market. Others wanted to market their cultural lodge and there was interest in European partnerships to encourage visits from European clients. There was a great deal of interest from many enterprises in expanding their revenue streams to include sources of income beyond tourism.