



Empowerment of Youth in Tourism-Malawi

Presentation out line

- Brief about Malawi
- Interventions for youth empowerment

BRIEF ABOUT MALAWI

- ▶ The Malawi Tourism Resource base comprises Nature and Culture
- ▶ Malawi, popularly known as the warm heart of Africa, is endowed with rich natural and cultural resources that potentially make it one of the most attractive tourist destinations in the SADC region and globally.



THE BRAND ESSENCE

RICH IN CONTRAST – Diverse lake experience, variety of landscapes, habitats, climates and cultural assets

COMPACT IN SIZE - Short distances between attractions , comparatively not crowded

BIG IN HOSPITALITY – Peaceful environment, neighbourly social interaction, tolerant and authentic relationship with visitors & other cultures



MALAWI'S PRODUCT LINES

- ▶ Experience the Lake
- ▶ Experience Nature
- ▶ Experience Wildlife
- ▶ Experience Culture & People
- ▶ Experience MICE



Interventions to empower the youth

Establishment of Malawi Youth in Tourism

- Youth in Tourism in Malawi was established in 2015
- MYIT has a constitution
- It is a non-profit making association that was founded as an organization for the youth aimed at creating opportunities for young people of Malawi in the tourism sector as well as to actively participate in matters of sustainable development, creative arts and environmental conservation.
- MYIT is a youth-led association that engages, fosters and supports local talents, creativity and ideas in creating collective environmental, social and economic impact, through tourism activities thus developing them as assets for national development.
- Due to some challenges, the association is not yet registered but its in operation

Main Objectives

- To provide opportunities for young people to meet and share their creative ideas which will promote the tourism industry in the country
- To empower the youth in the tourism sector both technically and financially

MEMBERSHIP MYIT

- Membership is open to young Malawians between the age of 16 and 35 and are attending a secondary or tertiary education or in business and all those who have an interest in tourism
- At the same time membership shall elapse when a person turns 35 years
- Malawi Tourism Council, an official umbrella body that represents and acts for the Tourism Private Sector in Malawi is the secretariat to MYIT
- Source of funding is through well wishers and fund raising activities

Capacity building and Training

- Through MYIT officers in the ministry and the private sector have benefited to upscale their skills through international workshops in Namibia and Zimbabwe and also virtual workshops
- Through the Promoting Investment and Competitiveness in the tourism sector (PICTS) project over 150 Small and medium enterprises targeting the youth and women in tourism were trained in entrepreneurial skills through incubation centers
- In addition, a total of 18 people were given money in form of grants to start new businesses or scale up the existing ones in tourism sector. Out of 18 beneficiaries, 9 were young men and women (25-35) in different fields (Tour operation, Restaurants, Car hire etc.)

THANK YOU

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