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The development of tourism and the accommodation sector in Malawi since independence

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ABSTRACT

This study examines the development of tourism and the accommodation sector in Malawi since attaining independence in 1964. It analyses the factors that have influenced the evolution process of Malawi's tourism and accommodation sector and discusses the development patterns in context with the Butler's Theory of Destination Development Area Cycle. The study shows that Malawi tourism and accommodation sector development stages diverged from Butler's proposed phases of destination development. The tourism and accommodation sector development process from the period Malawi obtained independence went through three stages: the Post-Colonial Development Stage, Fragmented Development and Attempted Recovery. Its divergence is primarily attributed to political changes, which in turn influenced the change in tourism policy ideologies. The other main reason for the divergence is attributed to external factors, most importantly the World Bank's Structural Adjustment Programme which impacted upon Malawi as a poor indebted country.