

CASE STUDY

International development of the Malawi Institute of Tourism

DEVELOPMENT OF A SUSTAINABLE EDUCATION AND TRAINING FACILITY

Development of tourism and hospitality training and education centre Tourism is recognised by the Government of Malawi as one of the key sectors for growth. It was also recognised as a priority area for development in the Scotland-Malawi Co-operation Agreement signed in November 2005. Malawi has only one major hotel and tourism training institution. From its sites in Blantyre, Lilongwe and Mzuzu it produced 242 students at certificate and diploma level (ie operational qualifications) in 2006. Employment prospects for trained students are good and there is capacity in the industry to absorb more trained labour. However the lack of finance was likely to limit the institute's expansion in the medium term. The training facility comprised a 15-bedroom training hotel with food and beverage facilities, but it operated at very low levels of occupancy and custom. Provision was dated and educational resources, such as the library and technology were poor. Fundamentally, training was compromised by low levels of vocational education, inexperienced instructors and the poor quality of facilities. There was a clear need for the upgrade of staff qualifications, syllabus and vocational orientation.

The Malawi Institute of Tourism and the Moffat Centre at Glasgow Caledonian University joined up as key partners to develop a sustainable and state-of-the-art education and training facility in order to supply Malawi's emergent tourism industry with quality trained and educated staff. Funding of £249,500 was provided by the Scottish Government, which acted as the catalyst for moving the project on from conception to execution.

The project is simultaneously upgrading learning resources in Blantyre, at the same time as developing the knowledge of the institute's teaching staff. Up to eight full time members of staff will be qualified to Masters level and will then have the knowledge and confidence to develop the institute's syllabus and course portfolio. Internet technology means that staff can study by distance learning, supported by intensive teaching from Glasgow Caledonian staff on site in Malawi. This type of teaching allows for the relatively rapid upgrade of staff skills. The simultaneous improvement of learning resources will incorporate an upgrade and increase in computer facilities and internet access, the quality and quantity of books, journals and DVD stock alongside the development of buildings.

The quality of both education and technology resources at the institute's Blantyre location has been improved.

The quality of all teaching and training has been improved substantially.

Malawi Institute of Tourism staff are able to upgrade and develop its syllabus and course portfolio in the future.

FURTHER INFORMATION:

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THE MOFFAT CENTRE FOR TRAVEL AND TOURISM BUSINESS DEVELOPMENT

The Moffat Centre is the UK's largest university-based consultancy and research centre. It is part of the Caledonian Business School at Glasgow Caledonian University and was initially endowed by the Moffat family, which owned AT Mays Travel Agency. The Moffat Centre is responsible for the production of national and international consumer and market research and business development consultancy. With its profits it funds scholarships for students wishing to study Travel and Tourism. It has an increasing reputation for practical and measurable work in the field of tourism development both within the UK and in projects undertaken across the world. It provides practical, vocational guidance for business development and research, helping to build capacity and drive change. Over 300 projects have been undertaken making the centre the most experienced and largest tourism consultancy centre in the UK. Clients include agencies such as VisitScotland and EventScotland, local authorities, visitor attraction operators and B&B owners.

Professor John Lennon, the Moffat Chair in Travel and Tourism Business Development, has undertaken over 500 tourism and travel projects on behalf of the centre in 30 nations. He is the author of seven books and over 100 articles and numerous reports on the travel and tourism industry. Lennon is a specialist policy advisor to VisitScotland, and is a board member of the Canadian Tourism Commission European Group, the Scottish Tourism Forum, Springboard Scotland and was appointed by the Scottish First Minister to the statutory Monitoring Committee of Strathclyde European Partnership.

CALEDONIAN BUSINESS SCHOOL

Scotland's largest business school has expertise in diverse subject areas - from energy accounting and risk management to people management and fashion marketing. We have strong industry, public sector and international development experience and we work to help businesses and organisations reach their full potential. Even at the early stages of a project - the germ of an idea or the scoping of a problem - we can augment your expertise and work with you to develop a solution.

