UNWTO Agenda for Africa 2030
Tourism for Inclusive Growth
Tourism for inclusive growth

A blueprint for Africa

• Responding to request to develop a dedicated programme for the region, seizing tourism as a key socio-economic driver in the continent

• Aligning to the high level priority given to Africa’s development by donor community and International organisations

(Recalling Decision of CE/DEC/12(LXIII-LXIV – Madrid 28-30 Nov 2000) which included a specific agenda for Africa and adopted at the 14th General Assembly 2001)
Joint effort

- A **consultative process** initiated in 2018: in FITUR, discussed at ITB and consolidated during the 61st Regional Commission Meeting for Africa

- A **collaborative effort** between UNWTO and African Members to develop a strategic vision and agenda for the continent

- To achieve a **more resilient, sustainable and innovative tourism sector** delivering on UN 2030 Agenda and the African Union Agenda 2063
Joint effort

- **Enhancing efforts** to position tourism as a tool for socio-economic transformation in Africa;
- **Creating ownership** of priorities among African Member states (process already started);
- **Mobilizing resources** by aligning with donors priorities and in addressing global and regional challenges;
- **Increasing and leveraging resources** through key strategic partnerships with a diverse range of institutions and OECD countries;
- **Strengthening institutional delivery capacity** and action of Member States at the country level.
Agenda for Africa
Roadmap to inclusive growth

1. Advocating the **Brand Africa** SDGs 8, 10, 11, 14, 15
2. Promoting **Travel Facilitation** (Connectivity / Visa) SDGs 8, 9
3. Strengthening **Tourism Statistics Systems** SDGs 8, 15, 17
4. Expanding of **Capacity Building** incl. Training Facilities SDGs 4, 8, 10, 17
5. Promoting **Innovation and Technology** SDGs 8, 9, 17
6. **Fostering Resilience** (Safety + Security, Crisis Communication) SDGs 8, 12, 13, 16
7. Unlocking Growth through **Investment Promotion** by Public Private Partnerships SDGs 8, 9, 11, 12, 14, 15, 17
8. Empowering **Youth and Women** through Tourism SDGs 5, 8, 10
9. Advancing the **Sustainability Agenda** (esp. Biodiversity) SDGs 13, 12, 14, 15
10. Promoting **Cultural Heritage** SDGs 8, 16