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Implementation **UNWTO Agenda for Africa 2030: Tourism for inclusive growth**

Note by the Secretary-General

In this document, the Secretary-General presents to the Members of the UNWTO Commission for Africa his report on the implementation of the UNWTO Agenda for Africa 2030: Tourism for inclusive growth, undertaken and championed by the Member States since the 61st Regional Commission Meeting.

Implementation of the UNWTO Agenda for Africa 2030: Tourism for inclusive growth



UNWTO AGENDA FOR AFRICA 2030 | *Tourism for inclusive growth*

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| 1 NO POVERTY | 2 ZERO HUNGER | 3 GOOD HEALTH AND WELL-BEING |
| 4 QUALITY EDUCATION | 5 GENDER EQUALITY | 6 CLEAN WATER AND SANITATION |
| 7 AFFORDABLE AND CLEAN ENERGY | 8 DECENT WORK AND ECONOMIC GROWTH | 9 INDUSTRY, INNOVATION AND INFRASTRUCTURE |
| 10 REDUCED INEQUALITIES | 11 SUSTAINABLE CITIES AND COMMUNITIES | 12 RESPONSIBLE CONSUMPTION AND PRODUCTION |
| 13 CLIMATE ACTION | 14 LIFE BELOW WATER | 15 LIFE ON LAND |
| 16 PEACE, JUSTICE AND STRONG INSTITUTIONS | 17 PARTNERSHIPS FOR THE GOALS | SUSTAINABLE DEVELOPMENT GOALS |

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

Tourism in Africa is a flourishing sector that supports more than 21 million jobs, or 1 in 14 jobs, on the continent. Over the last two decades, Africa has recorded robust growth, with international tourist arrivals and tourism revenues growing 6 per cent per year between 1995 and 2017. In the next decade, tourism's continued growth is expected to generate an additional 11.7 million jobs in Africa.

As the world sets a new universal agenda for sustainable development, UNWTO and its Members in Africa need to undertake collaborative efforts in developing a strategic vision and agenda for the continent. The *UNWTO Agenda for Africa 2030 - Tourism for inclusive growth* aims to build a more resilient, sustainable and innovative tourism sector that generate jobs, promote inclusive and low carbon growth in line with all three dimensions of sustainable development, by placing people, the planet and prosperity at its core.

The Agenda, which was recently endorsed by the Executive Council during its 110th session in Baku (Azerbaijan), in May 2019 aims to foster resilience and support destinations in creating a safe and secure environment for people and visitors. The growth and resilience of tourism to external shocks places the sector at the forefront of any country's export strategy and economic diversification, thus playing a decisive role in the achievement of the 2030 Agenda and the Sustainable Development Goals.

Investing in people, boosting infrastructure development, shaping better policies and institutions, building resilience, stimulating entrepreneurship, fostering innovation and digitalization, and

making sustainable use of rich biodiversity and culture, should be at the core of our efforts to unlock and realize the potential of tourism for the continent's economic growth, while mitigating migration and preserving its rich natural and cultural assets.

In addition, one of the key purposes of this Agenda aims at creating an impulse among Member States to champion one of these ten priorities and to undertake a leadership role in pursuing its implementation and objectives. Many of our African Members have already undertaken this role and have been preparing, in close cooperation with UNWTO, a series of activities to further engage the international tourism community in addressing these areas to achieve growth in the sector in the most inclusive way possible.

Furthermore, from the Regional Department for Africa, various activities have been developed based on the needs expressed by the Members or identified by them. A list of those activities is listed in this document in chronological order following a short brief on each of the 10 priority areas, as well as the planned upcoming activities and events.

1. ADVOCATING THE BRAND AFRICA

Tourism being one of the most promising and growing sectors in Africa, often gets challenged by the negative perception of Africa and the generalization of crises situations in specific locations to the whole of a country or the region. It is essential to manage the "Brand Africa" in order to specifically address those challenges and to spread and disseminate a more accurate vision of the continent, with all the opportunities and beauty that it carries within.

2. PROMOTING TRAVEL FACILITATION (CONNECTIVITY/VISA)

It is without doubt that Africa has experienced an increase in the air transportation sector in the past decade, making it the second continent with fastest growth. Furthermore, aviation has the potential to strongly contribute to the economic development of the region. Engaging in a more connected, easier way to travel throughout the continent is essential to help with tourism growth and to profit of all its advantages.

3. STRENGTHENING TOURISM STATISTICS SYSTEMS

Having a reliable and accurate STI (System of Tourism Information) is needed in order to achieve a thorough understanding of the trends, growth and development of the tourism sector, and for it to be both sustainable and competitive. There is a growing number of data around tourism that helps explain and take advantage of the trends in the sector, and it is of importance for the countries to be able to fully make use of these increasing data.

4. EXPANDING OF CAPACITY BUILDING INCLUDING TRAINING FACILITIES

In the tourism field, as well as in many others, a lot of knowledge has been accumulated and continues in the process of being developed. Members regularly express their desire and strongly request for capacity building workshops where knowledge is shared and also increases

their ability to better deliver towards their stakeholders. A series of technical cooperation projects and tailor-made trainings are therefore organized whilst taking into account the ongoing projects and new requests from the Member States.

5. PROMOTING INNOVATION AND TECHNOLOGY

African countries have appointed the significance of innovation in managing and promoting cultural tourism. The disruption of the sector allows new opportunities for growth and improved competitiveness in the tourism field, and both innovation and technology are instrumental in enhancing cultural tourism development.

Nowadays, the tourism sector is gearing more towards new technologies. Not only by how tourists search and receive the information that guides them to the final choice of destination, but also because of how the tourism experience is chosen to be lived. Members acknowledge these facts and highlight the importance of adapting to these new tools and ways.

6. FOSTERING RESILIENCE (SAFETY AND SECURITY, CRISIS COMMUNICATION)

Any crisis, be it national or international, natural or man-made, may have a strong negative effect and adverse economic impact on the destinations. As a result, it has become one of the most important factors in influencing the choice for one destination instead of another. Predictability and prevention of potential crisis before, during and post period in conjunction with an effective crisis communication are vital in building a resilient tourism industry.

For Africa to build a resilient tourism sector, the destinations in the region should be able to reduce the likelihoods of the occurrence of risk, mitigate it when and where it occurs and ultimately a recovery of its essential infrastructure and a quick rebound in continuity of the tourism sector is vital.

7. UNLOCKING GROWTH THROUGH INVESTMENT PROMOTION BY PUBLIC PRIVATE PARTNERSHIPS

Investment promotion in the tourism sector should highly be encouraged with the purpose of creating more jobs and developing the sector in a sustainable way. Public-private partnerships are key in this endeavor as they bring together government and private sector stakeholders to work closer together and raise more funding for tourism and stronger developmental impacts.

8. EMPOWERING YOUTH AND WOMEN THROUGH TOURISM

The importance of gender equality and the empowerment of women and girls has been underscored in the United Nations' Sustainable Development Goal five- Achieve gender equality and empower all women and girls by 2030. African governments have made important efforts and demonstrated commitment to women empowerment following the drive of the 2015 Millennium Development Goal three which recommended countries to "promote the total and equitable participation of both men and women" in all areas of the society. Countries such as Ethiopia,

Rwanda and South Africa have fully integrated the gender balance in ministerial positions. In tourism, women are more likely to have a leadership voice than in other sectors. Through advocacy, awareness raising and activities programmed through various initiatives such as the WITEP pilot project (Women in tourism empowerment), members aim to drive SDG 5 across the continent.

9. ADVANCING THE SUSTAINABILITY AGENDA (ESP. BIODIVERSITY)

For tourism to flourish and to fully benefit local communities and the destinations in the region, sustainability of the sector is a prerequisite in all areas of its value chain to ensure inclusive development for the continent. With the objective to minimize the negative impacts of the sector, sustainable tourism is defined as “Tourism that takes full account of its current and future economic, social and environmental impacts, addressing the needs of visitors, the industry, the environment and host communities” and has the potential to be a key driver of wildlife protection and conservation in Africa.

Furthermore, the main draw for outbound market to the region remains its rich natural scenery, cultural and biodiversity and unique flora and fauna. Therefore, it is essential to apply sound sustainable practices. Besides, travelers are becoming more and more aware of the fragility of the environment such as climate change, pollution, poaching, carbon foot prints and its impacts on the ecosystem, thus demanding authentic travel experience that decouples the economic benefits from the environment.

10. PROMOTING CULTURAL HERITAGE

In Africa, culture heritage constitutes one of the main lifeblood of the tourism sector. With immeasurable value for communities, it is likely to figure strongly in the tourism product and promotion of most regions, even those which have traditionally relied on their natural assets for their attractiveness.

African culture, based on the culture and the warm hospitality of its people, needs to be showcased. Destinations are tapping into opportunities offered by cultural and heritage tourism to harness and enhance their unique cultural assets and to increase their attractiveness as a destination. . Furthermore, tourism brings an opportunity to preserve buildings and open spaces, promote the gastronomy, music, cultural dances and more which all help to sustain traditional and contemporary cultural values.

The following activities undertaken or envisaged has been linked to the corresponding priority area of the Agenda for Africa: Roadmap towards inclusive growth as well as the SDGs. The following information shared is to give an update on the activities that have been conducted by UNWTO in Africa since the 61st Regional Commission Meeting:

I. Activities undertaken in Africa from June 2018 to September 2019

Since the 61st Meeting of the UNWTO Commission for Africa, held in Abuja, Federal Republic of Nigeria on 4 June 2018, the Secretariat through its Regional Department for Africa has undertaken the following activities in the region:

Capacity-building Programme on Tourism Statistics and TSA in Algiers, People's Democratic Republic Algeria, 27-29 September 2018

Agenda priority: Strengthening tourism statistics systems

1. The Government of the People's Democratic Republic of Algeria together with the World Tourism Organization (UNWTO) jointly organized the second Workshop of "the Regional Capacity-Building Programme for Tourism Statistics" at the Regional Level. The main purpose of the regional Workshop was to help encourage states to improve and develop their statistics systems in the area of tourism as to better measure, analyze and manage their tourism sector.

First meeting of the African Union Ministerial Sub-Committee on Tourism, Nairobi, the Republic of Kenya, 1st-3rd October 2018

Agenda priority: Unlocking growth through investment promotion by public private partnerships

2. The principal aim of this encounter was to discuss about the implementation of the *Lomé Plan of Action for Tourism* in order to determine key progresses and challenges as well as to define the future path to follow to improve the realization of established objectives. The delegation addressed the major challenges with a view to aligning tourism strategies to the AU Agenda 2063 of continental integration, prosperity and peace.

3. The Ministers affirmed their engagement in the development of sustainable tourism through the enactment of a sound continental Tourism Strategy framework with the ambition to improve the competitiveness of the tourism sector as well as the implementation of an African Brand.

6th Training Session: Capacity Building on Destination Marketing and Tourism Development, Institute for Tourism Studies (IFT), Macao, People's Republic of China, 21-28 November 2018

Agenda priority: Expanding capacity building

4. The Global Center for Tourism Education established by the Institute for Tourism Studies (IFT) and UNWTO offered the 6th training session entitled: "Capacity Building on Destination Marketing and Tourism Product Development" for lusophone countries and saw the participation of African lusophone countries such as Angola, Cabo Verde, Guinea-Bissau, Mozambique, Sao Tomé and Príncipe along with Asian countries represented by Timor Leste, and Cambodia.

5. The training course took place within the facilities of IFT. The main objective of the training session was to equip officials and professionals of the selected countries with capacity, knowledge and skills on current trends in Tourism Marketing, and especially on Tourism Product Development. To generally enhance the quality of human capital and increase the competitiveness of tourism destinations in the Asia/Pacific Region and Portuguese-speaking countries aiming to achieve sustainable tourism development in the long run.

Training workshops on tourism planning, marketing of tourism destinations and statistics for Comoros, The Comoros, Moroni, 26-30 November 2018

Agenda priority: Strengthening tourism statistics systems

6. Upon request from the Government of Comoros, the World Tourism Organization (UNWTO), in collaboration with the Ministry of Transport, Tourism, Posts and Telecommunications and Information and Communication Technologies of Comoros, delivered a first series of training workshops on Tourism Statistics and on Planning and Marketing of Tourism Destinations to related Government officials. The principal objective of this workshop was to enhance the skills of professionals in the field of tourism planning, marketing and statistics in order to improve the performance of Comoros' tourism development.

The first UNWTO/UEMOA Regional Workshop on Tourism and Security, Dakar, Senegal, 12-14 December 2018

Agenda priority: Fostering resilience (safety and security, crisis communication)

7. UNWTO jointly organized, alongside the West African Economic and Monetary Union (WAEMU) and the Government of Senegal, the first Regional Workshop on Tourism and Security. The event saw the participation of 40 representatives coming from eight West African countries. The sessions were led by key experts from several national and international organizations focusing their talks around the central theme of how WAEMU countries can reinforce their national security policies for the purpose of enhancing the protection of tourists.

8. The final recommendations of the event were aimed at permitting greater cooperation between the participating countries for tourism and security and were supported by high officials and key actors throughout the region.

X Edition of the Tourism Investment and Business Forum for Africa (INVESTOUR), Madrid, Spain, 24 January 2019

Agenda priority: Unlocking growth through investment promotion by public private partnerships

9. UNWTO, Casa África and IFEMA celebrated the 10th anniversary of their flagship event, the Tourism Investment and Business forum for Africa (INVESTOUR) during the 39th edition of the Tourism and Trade Fair of Madrid (FITUR). The event welcomed over 350 participants from more than 59 countries, including 43 African countries, and participants from Brazil, China, France, Portugal, Spain, United Kingdom and USA, among other countries.

10. The tenth edition of INVESTOUR consisted of two round tables and a session of business-to-business meetings. This strategic platform is held every year within the framework of the FITUR tourism fair in Madrid, and puts African entities with tourism projects in direct contact with potential international partners.

11. This year's 10th Anniversary opening ceremony of INVESTOUR was attended by 18 African Tourism Ministers as well as by H.E. Mrs. Reyes Maroto, Minister of Industry, Trade and Tourism of Spain who joined Mr. López-Puertas, Director General of IFEMA, Mr. Padrón López, Director General of Casa África, Mr. Valenzuela Marzo, Secretary of State of Foreign Affairs Spain and Mr. Pololikashvili, UNWTO Secretary-General.

12. During the opening ceremony, the UNWTO, IFEMA and Casa Africa presented a recognition award to Mr. Greg Bakunzi for his commitment to sustainable tourism growth in

Africa. Mr. Bakunzi has been participating in INVESTOUR since the first edition of INVESTOUR in 2009. Through the B2B sessions he has been able to take his companies Amahoro Tours and Red Rocks Rwanda from a national level to an international level.

13. The sessions covered topics such as safety and security challenges and their impact on the development of the tourism sector, as well as the issues of crime, health hazards, natural disasters, violence and political instability, which affect the image of a destination. Participants also discussed the promotion of tourism through innovation and digital transformation and diversification through niche tourism products.

14. Five African tourism start-ups were also given the opportunity to share and pitch their business ideas through the joint UNWTO-NEPAD Tourism Tech Adventures Initiative. The five; Phenomenon Technologies, Zimbabwe - Run Africa, Ethiopia - Khwela Youth Tourism, SouthAfrica – Lives, Senegal and Roundbob, Uganda made the final shortlist out of over 500 applications that were received.

15. The UNWTO/NEPAD Tourism Tech Adventure Initiative aims to provide a platform to African youth entrepreneurs to nurture their innovative ideas and utilize technology in further developing the tourism sector in Africa.

The First meeting of the Women’s Leadership Taskforce, UNWTO Headquarters, Madrid, Spain, 25 January 2019

Agenda priority: Empowering youth and women through tourism

16. Within the framework of FITUR 2019, UNWTO organized the First meeting of the Women’s Leadership Taskforce. The event saw the participation of about ten attendees including Ministers, Officers, Directors and Focal Points. The main purpose of the taskforce was to debate on the proposals and activities geared towards promoting women empowerment and leadership in tourism in the Africa region. It was agreed that the lack of skills in the women’s workforce is due to an absence of suitable programmes that could calculate the value of women in tourism. Following this event, it was decided to use South Africa as a case of best practice and a pilot country to start implementing the WITEP pilot project - Executive Development Programme.

The First Edition of the Caravan of the African Charter on Sustainable and Responsible Tourism, Brazzaville, Republic of the Congo, 14-15 February 2019

Agenda priority: Advancing the sustainability agenda

17. The African Charter on Sustainable and Responsible tourism was initiated in 2016 by the Kingdom of Morocco within the framework of the UN Climate Change Conference (COP 22) and has been signed by 26 African countries. Following this, the Government of the Republic of Congo through its Ministry of Tourism and Environment decided to organize the first Edition of the Caravan of the African Charter on Sustainable and Responsible Tourism.

18. This initiative includes the celebration of a series of activities based on the core objective of the Charter where all members that are signatory to the Charter are encouraged to organize with the support of UNWTO.

19. The main objectives of the First Edition of the Caravan of the African Charter on Sustainable and Responsible Tourism are the following: a) Pursuing the awareness on the principles of the African Charter b) Promoting better African sustainable tourism initiatives and projects c) Encouraging the integration of consumption models and sustainable production within the tourism value chain d) Fostering the share of knowledge as well as of good practices in regards to sustainable tourism e) Strengthening the South-South cooperation in terms of sustainable tourism development f) Reinforcing the international visibility of the African continent as a sustainable destination.

The 61st ACI Africa Conference & Exhibition, Luxor, Egypt, 4-10 March 2019

Agenda priority: Promoting travel facilitation

20. The principal objectives of this meeting was to boost airport growth with non-aeronautical revenues, to discuss about the major challenges being faced by African airports as well as to engage in conversations about public private partnership and investment, the Aerotropolis concept and the impact of state regulation and policies on air traffic and airport business development.

Official visit of the Secretary-General to Tunisia, Tunis, 20-22 March 2019

Agenda priority: Expanding capacity building

21. At the invitation of the part of Tunisia, the Secretary General went on an official visit to Tunisia which coincided with the 63rd independence of the country and the inauguration of the 36th Craft creation Fair. The Secretary General held several high level meetings with the head of state, H.E. Mr. Beji Caid Essebsi discussing the role of tourism in Tunisia's economy. Furthermore, the meeting with H.E. Mr. Youssef Chahed, head of Government, reviewed the measures undertook by Tunisia to increase its security levels to ensure the country was safe and secure to welcome tourism. Discussions with the Minister of Tourism and Handicraft focused on the potential of the destination to diversify both its demand and products. Topics of visa openness and air connectivity were also addressed during the meeting with the Minister of Foreign affairs, emphasizing the need to focus on new markets.

During the inauguration of the 36th Craft creation Fair, the Minister of Tourism and handicraft highlighted the need to valorize cultural handicraft and recognized the need for regional cooperation as seen with the presence of Algeria and Morocco. The Secretary General reiterated UNWTO's commitment to support Tunisia in terms of technical support as identified in the MoU signed with Tunisia, UNWTO will continue supporting Tunisia on the revival of its tourism industry through proposed capacity building workshop for statistics, hotel certification and tourism education programmes.

FIRST ICAO/UNWTO MINISTERIAL CONFERENCE on Air Transport and Tourism in Africa Santa Maria, Sal Island, Cabo Verde, 27 to 29 March 2019

Agenda priority: Promoting travel facilitation

22. The event attracted a great number of tourism stakeholders (300) from both the public and private sector, including 21 Ministers of Tourism, Transport and Aviation from 34 Member States and 29 International organizations.

23. The main purpose of the Ministerial Conference was to bring together high-level government officials and technical experts in order to build on progress and advancements achieved so far in the two sectors, and propose concrete solutions as well as credible means that would enable African States to maximize and balance the benefits from the future development of tourism and air transport services in the Continent.

24. The Secretary General recalled that this event was a translation of one of the key priorities identified in the UNWTO Agenda for Africa 2030 and commanded the leadership of H.E. Dr. José da Silva Gonçalves, Minister of Tourism and Transport and Minister of Maritime Economy, Cabo Verde for taking an active role in advancing and strengthening the discussions related to promoting Travel Facilitation.

25. The conference concluded with the approval and adoption of the Santa Maria, Sal Island Ministerial Declaration and Action Plan on Air Transport and Tourism Development in Africa. Furthermore, the initial results of the UNWTO Visa Openness Report 2019 for Africa were launched at the event. The report includes the analysis of visa policies and progress made in visa facilitation over the past 10 years, supporting destinations with evidence-based policy making and helping prioritize activities within their facilitation policies.

Tailor-made training on *Tourism Market Intelligence and Marketing Planning* for the Ministry of Tourism and Culture of The Gambia. UNWTO Headquarters, Madrid, Spain, 15-17 April 2019

Agenda priority: Expanding capacity building

26. The Regional Department for Africa (RDAF), in collaboration with the Tourism Market Intelligence and Competitiveness department (TMIC), welcomed a delegation of The Ministry of Tourism and Culture of Gambia and the Gambia Tourism board for a three day working visit for Destination Managers based in the source markets of The Gambia. The core objective of the training was to give the delegation insights into the following: tourism strategy planning, tourism trends, tourism statistics and market intelligence, major source markets and products, market segments, the use of data in decision making and tourism development, destination management, digital marketing and communicating tourism. Share of know-how and good practices between the private and public entities were also explored. UNWTO partners such as Amadeus and Turespaña also supported the training with presentations.

UNCT Team Mauritius and Seychelles Retreat, Mahe Island, Seychelles 17 - 19 April 2019

Agenda priority: Unlocking growth through investment promotion by public private partnerships

27. For the first time UNWTO has been invited to participate in the country team retreat that is held annually with the aim to build on the lessons learnt in the previous years and engage in discussions on regional approach, synergies between UN agencies, the UN reform agenda, understand the regional/country contexts/ framework of action and

coordination/implementation/resource mobilization for the strategic partnership frameworks with both Governments - Seychelles and Mauritius and agree on the UNCT's collective strategic engagement within the context of regional framework, UN reform and support both countries to achieve SDGs

The 9th edition of the Abidjan International Tourism Fair, Abidjan, Côte d'Ivoire 27 April -1 May 2019

Agenda priority: Unlocking growth through investment promotion by public private partnerships

21. 28. The 9th edition of the International Tourism Fair of Abidjan (SITA) hosted more than 200 exhibitors and welcomed international tourism stakeholders from 24 countries. During this edition, Burkina Faso destination was featured. Through this forum, organized annually by Côte d'Ivoire Tourisme, professionals of the tourism sector from African countries are able to meet and promote the different tourism products of their countries, and provides a platform for the promotion of domestic and intra-regional tourism.

Indian Ocean Tourism Connectivity Forum with the World Bank, Mauritius. 30 May- June 1st 2019.

Agenda priority: Promoting travel facilitation

22. 29. The objective of this Forum was to explore concrete opportunities for enhancing collaboration in air connectivity across the Indian Ocean sub-region. During this Forum, many stakeholders had the opportunity to share expertise and to exchange good practices on Tourism Connectivity.

Social Innovators Retreat 2019 with IE Africa Center, Madrid, Spain 7-15 July 2019 – Participation of two African start-ups from the UNWTO/NEPAD Tourism Tech Initiative

30. In the framework of the successful competition of the first UNWTO/NEPAD Tourism Tech Adventure: Promoting African Tourism Innovation during the 10th Anniversary of the Tourism Investment and Business Forum for Africa (INVESTOUR) held on January 24, 2019 in Madrid two African tourism startups scholarship were selected for a training programme with IE University's Africa Center in Madrid. As such, Mr. David Gonahasa, representing the start-up Roundbob from Uganda and Mrs. Rekik Bekele representing RunAfrica from Ethiopia were sponsored to participate and undertake the immersion training in a 1-week Social Innovators Retreat, organized by IE Africa Center from July 7-15, 2019.

II. Technical Assistance Missions/Projects undertaken in the Africa region from June 2018 to September 2019

Country: Algeria

Project Title: Formulation of a Tourism Marketing and Promotion Strategy

Duration: June 2018 – Ongoing

Objectives: At the request of the Ministry of Tourism and Handicrafts and, in collaboration with UNDP Algeria, UNWTO extended its technical assistance in the Formulation of a Strategy for Marketing of the Tourism Sector and Promotion of the Image of Algeria. The objective of the project was to not only produce a tourism marketing and branding strategy but also prepare a project document for the implementation of 3-4 priority actions of the marketing strategy.

Results achieved: Two missions were conducted in July and November 2018 to undertake an initial review and assessment of the country's tourism sector, existing and potential markets, existing and potential products, as well as assess the image of Algeria as a tourism destination. During the second mission, a draft assessment report has been presented to the Government and stakeholders which would serve as the basis of the Marketing Strategy. The Strategy is currently being prepared and there are still two pending missions to be conducted by UNWTO expert to prepare the branding component – dates to be confirmed jointly with Ministry and UNDP.

Country: Botswana

Project Title: Formulation Mission for the Preparation of a Tourism Strategy

Duration: July 2018

Objectives: The Government of Botswana was in the process of finalizing its Tourism Policy which elevated the status of tourism as a priority growth sector in Botswana. In anticipation of the approval of the Policy by the Parliament, the Government requested UNWTO's technical assistance in the formulation of a National Tourism Development Strategy and Master Plan to operationalize the Tourism Policy.

Results achieved: In order to prepare the Strategy and Master Plan, a project formulation mission was undertaken in July 2018 to undertake a situation analysis of the current status of the tourism sector in Botswana in terms of institutional organization, governance issues, product development and diversification, marketing and promotion, investment in tourism, and, human resources and skills development, amongst other issues. UNWTO prepared the project document which clearly define the Strategy and Master Plan framework and its major elements including objectives, outputs, and activities, the respective roles and responsibilities of key partners/stakeholders, timelines for the implementation of various activities, a criteria for measuring the success (both qualitative and quantitative) of each activity, job descriptions of experts and a detailed budget. The project document also detailed the organization of stakeholder workshops/seminars and review and monitoring modalities. The project document for launching a full-scale project for the preparation of a Tourism Development Strategy and Master Plan was submitted and approved by the Government.

Country: Botswana

Project Title: Preparation of the Botswana Tourism Organization (BTO) Strategy

Duration: July 2018- 2019

Objectives: The Botswana Tourism Organization (BTO) is mandated to market and position Botswana as a premier tourist destination; promote investment and product diversification in the tourism industry; and, ensure all tourism facilities are graded, classified and certified. The current Corporate Strategy of the BTO runs from 2013-2018. With a view to reviewing the roles and responsibilities of the BTO, in line with its mandate, and to align BTO's programme of work with national development policies and plans, and to enable BTO to develop and promote Botswana as a premium quality tourism destination, the BTO approached the UNWTO to provide technical assistance in updating the BTO Corporate Strategy 2018-2020.

Results achieved: Two assessment missions were conducted in August and October 2018 during which a detailed review was undertaken of the BTO both in terms of its mission and programme of work as well as of its operations. Reports were then shared with the BTO with observations on challenges and opportunities for the Way Forward and recommendations were made on what aspects could be covered in the new operational strategy. A third mission was conducted in December 2018 to discuss the way forward on how to formulate the new strategy, and as a result it was agreed that, rather than embarking upon a three-year operational strategy, to prepare a 12-month strategy as an interim measure for the Organization in the short/medium-term.

Country: Cabo Verde

Project Title: The Assessment and support of the Implementation of the Tourism Satellite Account in Cabo Verde

Duration: June 2019

Objectives: Cabo Verde has made tremendous progress in the development of its national tourism statistical system and has even prepared its first draft Tourism Satellite Account (TSA). However, before formally presenting the TSA, the Government would like UNWTO the data and statistical processes to verify the TSA, and, identify and correct any inconsistencies before its official presentation.

Results expected: UNWTO endorsement of the first TSA produced by Cabo Verde. In addition, UNWTO one-day training on TSA to representatives from the National Statistics Institute

Country: Comoros

Project Title: UNWTO training on Tourism Planning, Marketing of Tourism Destinations and Statistics for the Union of Comoros

Duration: November 2018

Objectives: Upon a request from the Government of Comoros, UNWTO in collaboration with the Ministry of Transport, Tourism, Posts and Telecommunications and Information and Communication Technologies of Comoros, delivered a first series of training workshops on Tourism Statistics and on Planning and Marketing of Tourism Destinations to related Government

officials. The principal objective of this training was to enhance the skills of professionals in the field of tourism planning, marketing and statistics in order to improve the performance of Comoros' tourism development.

Results achieved: more than 30 participants from various Government agencies attended the training which took place in Moroni, from 26 to 30 November 2018.

Country: Côte d'Ivoire

Project Title: Training needs assessment and formulation of a training strategy in the tourism sector for Côte d'Ivoire

Duration: July – August 2019

Objectives: At the request of the Ministry of Tourism and Leisure, UNWTO will conduct a training needs assessment mission on the existing policies and strategies on Human Resources development in the Tourism sector including the hotel industry and provide guidelines and recommendations for partnerships to be developed with international institutions and universities.

Results expected: a new Tourism Human Resource Strategy which will provide a road map for the development of capacities in the tourism sector including improvements in the national education system, both at school and university levels. This Strategy will also raise awareness about career opportunities in the tourism sector and provide recommendations on links / partnerships to be developed with international institutions / universities.

Country: Democratic Republic of Congo

Project Title: UNWTO/Chimelong Initiative on Sustainable Tourism and Conservation of Great Apes

Duration: January 2018 – December 2018

Objectives: In collaboration with the Ministry of Tourism and the African Wildlife Foundation, UNWTO implemented a project for the development of sustainable tourism and the conservation of bonobos – an endangered species of Great Ape. The overall objective of the project was to enhance and create synergies between the conservation of the bonobos and the development of sustainable forms of tourism in protected areas in the Democratic Republic of Congo. The project activities aimed at investing in capacity-building and equipment provision for the conservation of great apes and working with communities to raise awareness on the importance of biodiversity conservation and explore opportunities to develop sustainable forms of tourism in and around habitats of the Bonobos. The project has been implemented under the framework of the collaboration between UNWTO and the Guangzhou Chimelong Group Co.Ltd for the implementation of a portfolio of projects focused on sustainable tourism development and the protection of wildlife.

Results achieved: Rapid conservation assessment carried out with issues and opportunities identified regarding the conservation of bonobos and the development of sustainable forms of tourism; Capacity building activities for local rangers in bonobos habitats in Lomako/Iyema; Equipment provided to rangers to enable them to better carry out their conservation tasks;

Awareness raising seminars delivered to local people on observation of great apes by tourists/scientists and sustainable tourism development; Small matching grants provided to local people for investments to develop facilities and services for tourism focused on great ape observation; Training programmes delivered to local tourism and conservation employees on best practices on biodiversity conservation and environmental protection; Ecotourism Development and Management Plan for the Lomako Yokokala Faunal Reserve.

Country: Republic of Congo

Project Title: Establishment of a New System of Tourism Hotel Classification

Duration: July 2017– ongoing

Objectives: One of the recommendations of the Tourism Strategy (also prepared by UNWTO/UNDP for the Republic of Congo), was to improve quality services in the tourism sector of the Republic of Congo with the design and implementation of a new hotel classification system for the country. Therefore, UNWTO, in collaboration with UNDP is providing its technical assistance to the Ministry of Tourism and Environment to conduct an in-depth analysis for the design and implementation of a new hotel classification system for the country. Given the Government's current endeavour to have a systematic approach to tourism development, commencing with the formulation of a tourism policy and master plan, another priority activity is the systematic approach to quality assurance with regard to tourism accommodation establishments with a view, on one hand, to stimulate competitiveness amongst the accommodation providers and, on the other hand, to assist the Government in marketing and promoting quality-based tourism services.

Results achieved: New hotel classification criteria and the Manual for its interpretation. Implement the extension of the project including two new elements: 1) preparation of a Tourism Law which will provide the legal framework for the implementation of the hotel classification scheme; and, governance issues to build the necessary capacities within the Ministry to manage a long-term extensive programme such as the implementation of hotel classification; 2) Training to government officials on the governance needed to manage a national hotel classification system.

Country: Ethiopia

Project Title: Gap Assessment for the Tourism Sector and Formulation of a Project Document.

Duration: March 2019 until the end of the Project's activities (ongoing)

Objectives: UNDP Ethiopia contacted UNWTO at the end of 2018 to request technical support to do a gap assessment of the tourism sector in Ethiopia and prepare a document for a multi-year inclusive tourism project. This project proposal will be part of the Sustainable Tourism Development Programme that the Ministry of Culture and Tourism (MoCT), UNDP and UNESCO are willing to implement in Ethiopia with UNWTO's support.

Results achieved: UNWTO's team of experts conducted the first mission, out of three, last week of April 2019 and have prepared an initial gap assessment report focused on three main areas: structural gaps, underlying gaps and immediate gaps. The next phases include a national

workshop to present the gap assessment and, based on stakeholder endorsement, preparation of a multi-year project document for the development of inclusive tourism to be implemented by UNDP and UNESCO with the participation of UNWTO.

Country: *The Republic of the Gambia*

Project Title: Design and implementation of tourism statistical surveys in the Gambia

Duration: December 2018

Objectives: Designing and implementing a Visitor Survey and Tourism Establishment Survey. The mission is in direct continuation with the exhaustive analysis of the national tourism statistical system of the Gambia made by UNWTO in 2015.

Results expected: In 2015, UNWTO, in collaboration with UNDP, conducted an in-depth analysis of the national tourism statistical system. The Government of The Gambia is keen to prepare its first TSA in 2020. As a result, UNWTO, in collaboration once again with UNDP, assisted the Government in the design and implementation of two key surveys – Visitor Survey and Tourism Establishment Survey – so as to assist the Government in obtaining essential data which will feed into the preparation of the TSA

Country: *Republic of Guinea*

Project Title: National Strategy for Sustainable Tourism Development in the Republic of Guinea

Duration: November 2018 – March 2019

Objectives: In collaboration with UNDP Guinea, UNWTO provided its technical assistance to the Government of the Republic of Guinea in the formulation of the National Strategy for sustainable tourism development. Tourism is identified as a priority sector in the National Social and Economic Development Plan 2016-2020 of Guinea and, the objective of the Tourism Strategy is to provide a road map for the competitive yet sustainable development of tourism.

Results achieved: The Strategy was approved through a national Seminar held in February 2019 in Conakry with a total of 90 participants representing all the major stakeholders of the Guinean Government, the private sector, regional/provincial tourism authorities and international organizations, specialized in ecotourism such as the Jane Goodall Foundation, Wild Chimpanzee Foundation, etc. The major recommendations of the Strategy focus on the development of ecotourism based on the Chimpanzee as the iconic tourism attraction of Guinea. Being home to one of the largest populations of chimpanzees in Africa, Guinea plays a key role in preserving the species.

Country: *Lesotho*

Project Title: Economic Diversification Support Project.

Duration: March 2019 (ongoing)

Objectives: African Development Bank (AfDB) is funding a project in Lesotho titled “Economic Diversification Support Project” which covers various economic sectors including tourism. For the

tourism component of the project, UNWTO signed an Agreement with the Ministry of Tourism, Environment and Culture in Lesotho to provide technical assistance to the Ministry in the implementation of activities within the framework of the African Development Bank funded project which covers three components:

Component 1: The Development of the Lesotho Tourism Marketing Strategy and Implementation Plan.

Component 2: Facilitation of the Re-establishment of the Lesotho Council for Tourism.

Component 3: Feasibility Studies of Potential Projects in the Tourism Sector to Attract Investment.

Results achieved: UNWTO launched Calls for Expression of Interest to select the Team of Experts for each component. Project activities commenced in June 2019.

Country: Madagascar

Project Title: Crisis Communications Strategy

Duration: February 2018 - ongoing

Objectives: In partnership with the World Bank, UNWTO implemented a project in Madagascar to formulate a Crisis Communications Strategy. The project focused on reviewing the institutional set-up for communications and existing mechanisms and capacities within the Ministry and other stakeholders with a view to formulate a Strategy on Crisis Communications. The project also provided training for the implementation of the Strategy and Media training for key players.

Results achieved: An initial mission was conducted in February 2018 to assess the current communication channel systems and protocols in place. Detailed consultations were held with key stakeholders and main challenges and opportunities for crisis communication in tourism were identified. An assessment was also undertaken of training needs in communication. A second mission was undertaken in June to provide training to Government stakeholders on communication skills. A draft Crisis Communications Strategy was presented to all stakeholders in June and comments and feedback have since been received. Third and last field mission to officially present the Strategy is to be conducted by the end of this year.

Country: Malawi

Project Title: The Development of Tourism Statistics System and the Tourism Satellite Account

Duration: June 2019 (on going)

Objectives: UNWTO and the Ministry of Industry, Trade and Tourism of Malawi signed an Agreement for UNWTO to implement a project, funded by the African Development Bank, to review and improve the system of tourism statistics, strengthen the institutional capacity in Malawi to develop tourism statistics and develop a pilot Tourism Satellite System in its first phase.

Results achieved: The Team of Experts was selected and includes: Tourism Surveys Expert; Tourism Statistics Expert, and TSA Expert. Project activities commenced in June 2019.

Country: Morocco

Project Title: Establishment of a New System of Tourism Hotel Classification

Duration: June 2013 – December 2021 (ongoing)

Objectives: To improve the quality of tourist accommodation establishments. To facilitate the classification of tourist accommodation in terms of quality, safety, health and sustainable development. Adapt the classification system to the evolution and diversification of the tourist demand. To develop a Guarantee involving regulatory standards and quality frameworks. Implement a quality strategy in Morocco as a destination offering a sustainable competitive advantage. The general objective is to contribute to the economic and social development of Morocco.

Results achieved:

A review of the existing hotel classification system and first draft of revised criteria was prepared. 90 Inspectors of the Ministry of Tourism were trained on the proposed revisions to the criteria and the impact that these will have on the inspection process. Based on feedback from the training, a second revision of the revised criteria was prepared. 90 Inspectors of the Ministry of Tourism were trained on the application of these criteria. This practical training served also as an awareness-raising exercise amongst the hoteliers to share with them the main revisions to the criteria and their application. A national Seminar on Hotel Classification was held in Morocco at the beginning of the project. From 2013 to 2019, a pilot testing of 900 mystery guest visits have been conducted in the country. A Manual for interpreting new hotel classification criteria, as well as a Manual for Hotel classification process have been elaborated. In 2019, additional training will be conducted to government officials in 12 different regions. Once the decrees are officially approved by the Government, UNWTO will conduct official Mystery guest in 1600 establishments.

Country: Seychelles

Project Title: Developing the Current System of Tourism Statistics and the Tourism Satellite Account

Duration: 2019-2021

Objectives: UNWTO launched a project with the Ministry for Tourism, Civil Aviation, Port and Marine to develop and strengthen the Tourism Statistical System and the Tourism Satellite Account (TSA) in Seychelles. The project, which will be implemented over a three-year period (2019-2021), started in January 2019 and will include various activities which focus primarily on documenting tourism statistics, measurement of basic tourism data, establishment/strengthening of the Inter-Institutional platform and capacity building development.

Results achieved: During this first mission, a pilot Cruise Tourism Survey was launched and a Workshop on Tourism Statistics and the Tourism Satellite Account was organized with stakeholders to familiarise them with concepts and methodologies related to further strengthening Seychelles' tourism statistical system.

Country: Zambia

Project Title: Livingstone Community Sustainable Tourism Resource Centre

Duration: April 2016 and ongoing

Objectives: To provide the community with a self-sustaining facility that will contribute to improving the livelihood of the Livingstone local community; and to provide skills acquisition and income generation at the Resource Centre and household levels.

Results achieved: The Ministry has allocated land on a central location in Livingstone for the construction of the resource centre, and has also reserved funds to co-finance the project. The drawings for the resource centre have been prepared and a local contractor is selected through a tender procedure. Synergies have been created between this project and the Cultural Centres project in Zambia in so far as to use the Livingstone Tourism Resource Centre as a facility for training of locals on the promotion of community-based tourism. Foundation and super structure for the resource centre was completed in October 2017 providing the basis for the construction of the reception area, library, and offices of the centre. The remaining construction of the resource centre will be completed with Tourism Development Funds from the Ministry of Tourism and Arts of Zambia.

Country: Zimbabwe

Project Title: Tourism Development, Wildlife Conservation and Sustainable Livelihoods in Zimbabwe

Duration: January 2018 and ongoing

Objectives: To invest in wildlife conservation and game viewing facilities to avoid human-wildlife conflicts and improve visitor experiences; to work with communities to explore opportunities to gain additional income from nature tourism; and to raise awareness on the importance of biodiversity conservation in tourist destinations.

Results achieved: In March 2018, UNWTO met with the Ministry of Tourism and Hospitality Industry, Ministry of Environment, Zimbabwe National Parks, local government and associations to plan building and marketing of a game viewing platform, community campsite and ranger accommodation. The meeting also exchanged ideas on building the capacity of community members to develop and manage the campsite, and awareness-raising activities for tourism and biodiversity conservation. The game viewing platform will be built within the Hwange National Park, and the community campsite and activities will be created just outside of it in the Tsholotsho district.