



# AFRICANEWS

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## From the Director

Dear esteemed readers,

The tourism and travel sector has been brought to an abrupt halt by the Coronavirus COVID 19 pandemic. As we have seen with past crises, our sector is resilient and will bounce back to be stronger. But one thing is clear; we will need to re-adjust our business models to adapt to the current reality and new environment. We need to continue to work together and look for innovative and sustainable solutions to adapt to these changes and to remain relevant.

The Agenda for Africa – Tourism for Inclusive Growth, approved by the 23rd session of the UNWTO General Assembly, will now guide our programme of work more than ever. It will be especially relevant as we tackle the implementation of the priority areas, including those linked to the SDGs. Its implementation will focus on critical areas such as capacity building and the promotion of sustainable solutions that will help drive our industry through the crisis recovery phase and beyond.

To help drive the recovery, we have launched in collaboration with the World Health Organisation (WHO), the Healing Solutions Global Tourism Challenge. This is aimed at addressing the impact of the pandemic. This Global Challenge has been discussed and endorsed by the Global Tourism Crisis Committee, the global platform of the tourism sector that the Secretary-General has convened and is leading. This group has also produced the new “UNWTO Recommendations for Recovery: Mitigating the Socio-Economic Impact of COVID19 and Accelerating Recovery”.

The Secretary-General is joined on this committee by the Chair of the UNWTO Executive Council and the Chairs of the six Regional Commissions as well as leading travel and tourism private sector stakeholders - the Chair of the UNWTO Affiliate Members, the Airport Council International (ACI), the Cruise Lines International Association (CLIA), the International Travel and Transport Association (IATA) and the World Travel and Tourism Council (WTTC) and several UN Agencies – WHO, IMO, ICAO are also members of the Crisis Committee.

I encourage you to make use of these Recommendations for Recovery, which are divided into three groups: Managing the crisis & mitigating the impact; Providing stimulus & accelerating recovery and Preparing for tomorrow.

In addition, UNWTO is monitoring the situation of its member and non-member States on the measures being taken by governments to support the tourism sector in mitigating the impact of COVID-19. The measures are divided into the following categories: Fiscal policy; Monetary policy; Jobs & Skills; Market Intelligence; Public and Private Partnerships.

During this period and also as part of the recovery I urge you to look at promoting skills development and invite you to visit our UNWTO Online Academy where we are offering free online courses for our members.

UNWTO's key message, emphasizing our shared responsibility to put people first, to be patient and to prepare for the time when tourism can lead recovery efforts through the #Stay home today means travelling tomorrow.

I invite you to continue to follow us on all our social media platforms as well as our website for the latest updates on the COVID-19; <https://www.unwto.org/tourism-covid-19-coronavirus>

In the meantime, stay home and stay safe.



**Elcia Grandcourt**  
Director  
Regional Department for Africa

## Activities in the Region

### UNWTO Hosts First High-Level Forum on Tourism Investment in Africa

Tourism Ministers from across Africa came together for the first UNWTO Global Investment Forum in Africa, a landmark event aimed at unlocking the potential of investment for driving sustainable growth and development. This forum was a contribution to a key priority; Unlocking Growth through Investment Promotion by Public Private Partnerships of the UNWTO Agenda for Africa - Tourism for inclusive growth.

With investment a key part of the UNWTO Agenda for Africa, Secretary-General Zurab Pololikashvili, was joined by H.E. Daniel Kablan Duncan, Vice President of Côte d'Ivoire to open the forum, held for the first time in Abidjan, Côte d'Ivoire. The high-level meeting, held from 20-22 February, saw the participation of representatives of more than 40 countries. The presence of the Vice-President both at the inauguration and the closing ceremony, not only raised the profile of the event but sent a strong message and further denotes the high importance that the government attaches to investment opportunities and the development of its tourism sector in the continent. Joining them were high-level representatives, notably from the African Development Bank, International Finance Corporation (IFC) World Bank Group and from across the private sector, including from Marriott International, Accor hotel group, Hyatt Hotels Corporation, Uber and more.

[Read more](#)



### The First Regional Congress on Women Empowerment in the Tourism Sector – Focus on Africa, Accra (Ghana), 25-27 November 2019

The Ministry of Tourism, Arts & Culture of the Republic of Ghana and UNWTO jointly hosted the First Regional Congress on Women Empowerment in the Tourism Sector: Focus on Africa, in Accra, Ghana, 25-27 November 2019.

The event attracted a high number of key regional and global tourism stakeholders who underscored critical issues and exchanged ideas relating to the contribution of tourism to the 2030 Agenda and the Sustainable Development Goals, in particular Goal 5 – achieving gender equality and empowering all women and girls.

The Republic of Ghana attaches a lot of importance to the national development of its tourism industry. The event saw the presence of H.E. Dr. Mahamudu Bawumia, Vice-President of the Republic of Ghana, Mr. Zurab Pololikashvili, UNWTO Secretary General, H.E. Mrs. Auxillia Mngagwa, First lady of Zimbabwe, Mrs. Begoña Gomez, Director, IE Business School, Africa Center, Spain, African Tourism Ministers, Regional Director, West and Central Africa for UN Women, alongside international organizations such as Amadeus, World Bank, the German Society for International Cooperation (GIZ). The presence of high-level government representatives of the Republic of Ghana also contributed towards raising the profile of the event. It also highlighted the importance and level of commitment that the government of Ghana as well as the international community attaches to the topic of women empowerment, a topic that has major socio-economic impacts on both women and youth globally. During his opening remarks, H.E. Dr. Mahamudu Bawumia, Vice-President of the Republic of Ghana, commented: *“The past years have been extraordinary ones for the country as we witness remarkable growth on international, regional and domestic tourism, marked by positive milestones chronicling the sector’s expansion. Our country is hailed as one of the Africa’s economic powerhouses, blessed with rich natural resources, a diverse culture and an inspiring history that champions democracy and peace across the continent”.*

The UNWTO Secretary General reiterated that this event is a translation of one of the key priorities identified in the UNWTO Agenda for Africa – Tourism for Inclusive Growth. Empowering Women Through Tourism - a topic for which Hon. Mrs. Barbara Oteng-Gyasi, Minister of Tourism, Arts & Culture of the Republic of Ghana and Chairperson of the UNWTO Leadership Taskforce group on women empowerment was commended for the leadership role in advancing and strengthening the discussions related to empowering women within the tourism sector.

[Read more](#)

## Activities in the Region

### UNWTO Technical assistance missions and projects in Africa 2020

Technical cooperation activities undertaken in Africa represent an essential part of the UNWTO Programme of Work in the region and are in line with member states requests. Most of the activities that are currently being steered or planned touch upon the following areas:

- Tourism Marketing and Promotion Strategy;
- Crisis Communication Strategy;
- Tourism Policy and Master Plan;
- Tourism Value Chain Analysis;
- Human Resource Development Strategy;
- Economic Diversification;
- Development of Tourism Statistics and Tourism Satellite Account;
- New System of Tourism Hotel Classification;
- Capacity-building for local government;
- Tourism Development, Wildlife Conservation and Sustainable Livelihoods;
- Tourism Law;

Furthermore, due to the COVID-19 pandemic, the scheduling of all on-going and upcoming projects has been postponed and a new schedule is being prepared to restart the activities once travel restrictions are being lifted. During 2020, technical missions are planned to be undertaken in the following countries:

- Algeria; Formulation of a Tourism Marketing and Promotion Strategy
- Angola; Needs Assessment Mission regarding Tourism Policy and a Master Plan for Tourism Statistics, and Value Chain Analysis
- Botswana; Formulation of National Tourism Strategy and Master Plan
- Botswana; Formulation of a Sustainable Tourism Master Plan for Kasane/Kazungula
- Côte d'Ivoire; Formulation of a Human Resource Development Strategy in the Tourism Sector
- Democratic Republic of Congo; Formulation of the National Tourism Policy for the Democratic Republic of Congo
- Lesotho; Economic Diversification Support Project.
- Malawi; Development of Tourism Statistics and Tourism Satellite Account

## In Focus

### 11th edition of INVESTOUR (Tourism Investment and Business Forum for Africa)

The role of tourism and investment in African development took centre stage at the FITUR trade fair in Madrid as sector leaders joined the World Tourism Organization (UNWTO) for the 11th edition of INVESTOUR (Tourism Investment and Business Forum for Africa) which saw the participation of over 20 African Ministers and Heads of delegations.

Supported by Casa Africa (Representing the Spanish Government), the International Tourism Fair of Madrid (FITUR) as UNWTO's official partners and in collaboration with Côte D'Ivoire, this latest meeting of Investour focused on the continent's potential within the creative industries as well as on the potential benefits of diversifying the tourism sector, in particular as a means of driving rural development. Against the backdrop of FITUR, the round table discussion explored the untapped potential of gastronomy tourism and the growing African fashion industry, particularly with regards to attracting international tourists. In addition, a session was also dedicated to the presentation of 10 projects aimed at the development of tourism in various countries in Africa, such as South Africa, Zambia, Comoros, the Democratic Republic of Congo and Côte d'Ivoire of masks from each region to the sound of drums showcases the traditional and contemporary masks made by different ethnic groups. Most of these masks were for the occasion out of colored papier-mâché. The warriors wear crocodile-skin suits and parade waving arrows in the distance. This opening parade continues for hours in the streets of Bissau, in a deafening din. The lively atmosphere, the general excitement and the local music make this event the most popular festival in the country.

[Read more](#)



### Meetings and working visits of African delegations at the UNWTO headquarters in Madrid in the context of the 40th edition of FITUR, 22 to 26 January 2020

In the context of the 40th edition of FITUR, the International Tourism Fair of Madrid and one of the main annual tourism events in Spain, a number of African delegations assembled in the Spanish capital between the dates of 20 to 24 of January. Several delegations made use of the opportunity to visit the UNWTO Headquarters.

On 21 January, UNWTO officials welcomed the recently appointed Minister of Tourism and Transport of **Cabo Verde**, H.E. Dr. Carlos Jorge Duarte Santos, and his delegation for a working visit. The main purpose was to inform the new Minister on the subject of UNWTO Agenda for Africa, as well as other UNWTO products and services. In addition, both parties discussed potential areas for Technical Cooperation. The Cabo Verdean delegation indicated the need for technical training from UNWTO on different levels, such as diversification of their tourism offer, tourism statistics, ecotourism and cultural tourism; among others, to which UNWTO responded positively.

Another visit was from the delegation of the **Namibia** Tourism Board and the main objective was to discuss the preparation of the 1st UNWTO Regional Conference on Brand Africa. This will be held in Namibia later this year. In this regard, Ms. Elcia Grandcourt, Director of the Regional Department for Africa, shared insights and provided guidance regarding UNWTO events and procedures. On the same note, technical aspects of the conference were discussed, such as the targeted audience, suggested program and dates, as well as the theme of the conference (Brand Africa, entrepreneurship, etc.).

On a similar note, H.E. Mr. Didier Dogley, Minister of Tourism, Civil Aviation, Ports and Marine of the Republic of **Seychelles** was welcomed to the headquarters on 22 January to discuss the preparation of the 63rd UNWTO CAF Meeting and forum on African Youth for sustainable solutions, to be held in Seychelles. The meeting was attended by Ms. Elcia Grandcourt, Director of the Regional Department for Africa, and other UNWTO officials. The most pressing issue was the establishment of the program and content of the conference.

Also on 22 January, the UNWTO headquarters was honored by the first official visit of H.E. Mr. Mahmoud Sid Ahmed, Minister of Trade and Tourism, **Mauritania**, with a delegation from the Mauritanian Ministry of Trade and Tourism. The delegation was received by UNWTO officials from the Regional Department for Africa, presided by Ms. Elcia Grandcourt, for a meeting concerning UNWTO's main working areas, including the

Agenda for Africa, and to explore further areas of collaboration between UNWTO and the Mauritanian Ministry of Trade and Tourism. For their part, the delegation shared some of the priority areas for tourism development in Mauritania, such as security enhancement and development of tourism infrastructure, as well as the implementation of efficient systems for hotel classification and tourism statistics. To conclude the meeting, the ministerial delegation was extended official invitations to take part in three upcoming UNWTO events.

Mrs. Aminata Lo Paye, Director of Culture and Tourism, Human Development Department, **WAEMU** (West African Economic Monetary Union) Commission, visited the UNWTO headquarters for the first time for an introductory meeting with the director of the Regional Department for Africa accompanied by other UNWTO officials. The motive of the visit was to discuss preparations for the upcoming UNWTO/UEMOA Ministerial Conference on Security and Resilience Perspectives for the Tourism Sector, to be held in Dakar, Senegal.

H.E. Mr. Alioune Sarr, Minister of Tourism and Air Transport of **Senegal**, paid a courtesy visit to the Secretary General and reiterated his commitment to re-engage more strongly with UNWTO. Discussions were focused on the technical support that Senegal would like UNWTO to provide as well as different possibilities regarding technical training within the Ministry. Preparations for the hosting of the upcoming event on Tourism & Security in Dakar, Senegal were also discussed and finally the two leaders agreed to sign a memorandum of understanding to encapsulate the key priority areas that UNWTO will work closely with Senegal on throughout the year.

The Cabinet Minister of Tourism and Arts of **Zambia**, H.E. Ronald K. Chitotela, Chairperson of UNWTO Africa Commission visited the headquarters for the first time and was hosted by Mr. Shanzhong Zhu, Executive Director. The Minister and his team had the opportunity to discuss and also hear from colleagues from support departments such as Technical Cooperation and Silk Road, Statistics, Innovation and Digital Transformation, Sustainable Development of Tourism, Member relations, Tourism Market Intelligence and the UNWTO Academy, on the different types of technical support that may be extended to his Ministry based on their priority needs. The main objective was to inform the new Minister on UNWTO's Programme of Work, the Agenda for Africa and UNWTO's products and services. Journalists visited touristic sites and met with professionals from the sector. This tour allowed everyone to get better insights into the strategy, to experience the circuits first-hand and experience the rich beach and eco-tourism potential of this region.

## From our Members

### **UNWTO participation in the donors round table organized by Côte d'Ivoire in Dubai, UAE, 20 October 2019**

UNWTO Secretary-General, Mr. Zurab Pololikashvili, participated in a resource mobilization round table at the invitation of H.E.Mr. Siandou Fofana, Minister of Tourism and Leisure of Côte d'Ivoire, in Dubai, UAE on October 20th 2019.

This innovative initiative was part of a series of donor round tables organized by the Ministry of Tourism and Leisure of Côte d'Ivoire for the Financing of the 2018-2025 tourism development strategy "Sublime Côte d'Ivoire". The campaign is the result of the Government's commitment to make the tourism sector viable and profitable, aiming at making Côte d'Ivoire the 5th largest tourism hub in Africa by attracting over 4 million international tourists by 2025 ([insert read more link](#)).

The high level of participation as seen by the presence of an important delegation from Côte d'Ivoire led by H.E.Mr. Patrick Achi, Secretary General to The Presidency of The Republic of Côte d'Ivoire, testifies to the dedication and commitment of Côte d'Ivoire to diversify its economy and develop the tourism sector.

Supported by UNWTO, the round table gathered numerous tourism stakeholders from Côte d'Ivoire and other African countries, as well as international investors wishing to invest in the tourism sector in Africa.

Among the stakeholders supporting the initiative was Ivorian and international football legend Didier Drogba, who the UNWTO Secretary-General appointed as the newest Ambassador for Responsible Tourism.

A vast range of tourism projects were presented by the Ministry of Tourism and Leisure of Côte d'Ivoire, which culminated with the signing of pledges worth just over US\$5 billion.



UNWTO proudly encourages Côte d'Ivoire to continue in its efforts to attract investment to support the growth of the tourism sector. As such, H.E.Mr. Siandou Fofano, Minister of Tourism and Leisure of Côte d'Ivoire, announced that the country will host, in collaboration with UNWTO, a tourism investment forum in February 2020 to provide a platform for investment opportunities in the tourism sector in Côte d'Ivoire and in Africa in general.

### **Kano Durbar Cultural festival (Nigeria)**

Durbar is one of Nigeria's most spectacular cultural festivals. Historically, it was introduced to the emirates in the 1400s. It is a colorful celebration of royalty and pageantry that involves a procession of thousands of horsemen, hunters, traditional gunmen, drummers and musicians all dressed in their traditional attires, and riding on decorated horses or camels to pay homage to the Emir. The event is a royal parade illustrating the prestige and grandeur of the royal ruling class of the Kano Emirate.

During the parade, regiments would showcase their horsemanship to the delight of both domestic and international tourists. The Kano Durbar is said to have the largest procession of colorful horses in the world and remains a foremost tourism attraction in Nigeria



## From our Members

### Seychelles President Assents to Tourism Development Act

The primary tourism activities in Seychelles are now governed by a legal instrument and have the required force of law for its implementation following the assent of the Tourism Development Act, 2019 by the country's President.

The Tourism Development Act, 2019 is an essential part of a three tool package. These are the existing set of policies, the tourism master plan 2018 and the Tourism Strategy and action plan. Together these documents will provide clarity to professionals in both the public and private sectors and to attract and encourage more foreign investors to the Seychelles.

The main objective of the act is to develop and implement policies, to guide the sustainable development and growth of the industry, to develop and establish minimum standards for the different tourism operations and to raise and improve quality standards and services within the accommodation sector through a hotel grading program.



## In Focus

### UNWTO launches a Call for Action for Tourism's COVID-19 Mitigation and Recovery

UNWTO released a set of recommendations calling for urgent and strong support to help the global tourism sector not only recover from the unprecedented challenge of COVID-19 but to 'grow back better'. The Recommendations are the first output of the Global Tourism Crisis Committee, established by UNWTO with high-level representatives from across the tourism sector and from within the wider United Nations system.

Recognizing that tourism and transport has been among the hardest hit of all sectors, the Recommendations are designed to support governments, the private sector and the international community in navigating the unparalleled social and economic emergency that is COVID-19.

*"These specific recommendations give countries a checklist of possible measures to help our sector sustain the jobs and support the companies at risk at this very moment. Mitigating the impact on employment and liquidity, protecting the most vulnerable and preparing for recovery, must be our key priorities,"* said UNWTO Secretary-General Zurab Pololikashvili.

Given the differing needs and circumstances of individual countries, as well as the evolving nature of this crisis, the document will continue to be updated.

#### RELEVANT LINKS

- [Download PDF](#)
- [Recommendations for Action](#)
- [UNWTO convenes the Global Tourism Crisis Committee](#)
- [Impact of COVID-19 on tourism](#)
- [UN Tourism News special COVID-19 Edition](#)
- [#TravelTomorrow Campaign](#)



## Upcoming events

### Healing Solutions : tourism innovation challenge launched by UNWTO and WHO

The Covid-19 outbreak has shaken the global economy and had an unprecedented impact on societies. Against this backdrop, it is critical that the tourism sector explores and adopts all necessary measures to address the current crisis. Putting people first and promoting a sense of responsibility and collaboration among nations must be a priority.

For this reason, a Healing Solutions for Tourism – Innovation Challenge was launched by UNWTO with the support of the World Health Organization (WHO). It is a global call to reach the most disruptive startups, entrepreneurs and innovators with ready-to-implement solutions to help mitigate the Covid-19 impact on tourism and provide support to travelers, businesses and authorities. The results of the challenge will be presented by 7 May 2020.



### #TravelTomorrow on Trello

Our key message “Stay home today to travel tomorrow” has resonated around the world. We have effectively shown our sector’s commitment to ‘staying home’ and putting people and their health first, while we map recommendations for the sector.

All Members and partners are encouraged to get involved. To aid this, UNWTO has a range of communications materials, including social media messages, available for them to use, including the #TravelTomorrow campaign.

These can be downloaded – quickly and easily – from this [Trello board](#).

### How will you #TravelTomorrow?

The global lockdown provides us with an opportunity to rethink tourism. We want to reach out to our followers and hear their voices and ideas so we can from this crisis emerge stronger and better.

Being a first specific leg of the #TravelTomorrow campaign, we would like to reach the widest possible range of contributions, and hope you can share this with your contacts, including friends & family!

- Information and ToRs on this initiative: [EN](#), [FR](#) and [SP](#)
- Promotion on [Twitter](#), [Facebook](#), [LinkedIn](#) and [Instagram](#)

### Positive Stories from the region

In the midst of uncertainty caused by COVID-19, positive stories are emerging to provide hope, encouragement and innovative ideas to accelerate the recovery of tourism and promote solidarity. You can share examples of solidarity by getting in touch directly through: [rdaf@unwto.org](mailto:rdaf@unwto.org)

Just some of these inspiring stories from across Africa include:

In Cameroon, a tech-entrepreneur placed innovative equipment to combat COVID 19 in public places. [Read More](#)

Three start-ups in Senegal (Paps, Firefly Media, Eyeone), have reconverted and adapted their business activities to help the Government and the civil society to fight COVID-19. [Read More](#)

Somalia has sent 20 volunteer doctors to help Italy contain COVID-19. [Read More](#)

A business in Kenya is encouraging people to plant trees in their own gardens during quarantine

[www.serenedestination.com](http://www.serenedestination.com)

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