REPORT ON TECHNICAL ACTIVITIES IN THE REGION

Report on Technical Cooperation activities in the region
I. Introduction

In this document, the Secretary-General presents to the Members of the 63rd meeting of the UNWTO Commission for Africa his report on ongoing technical cooperation activities including those initiated in 2020. However, following the COVID 19 pandemic the scheduling of all ongoing and upcoming projects are affected and UNWTO will revise each workplan separately and communicate the new workplan to the member states and partners concerned as and when we resume normal duty.

Most of the activities that are being conducted or planned are based on the CAF Member States’ request and represent an essential part of the implementation of the programme of work of UNWTO. Technical assistance mentioned on Part II are on the following areas:

- Tourism Marketing and Promotion 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;

II. UNWTO Technical Cooperation Missions and Projects in Africa 2020

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 was presented to the Government and stakeholders who would serve as the basis of the Marketing Strategy.
- Two more missions were conducted in January and February 2020 to prepare the branding component. The Marketing Strategy is currently being finalized.

Angola
Project Title: Needs Assessment Mission regarding Tourism Policy and Master Plan for Angola, Tourism Statistics, and Value Chain Analysis

Duration: 2020

Objectives: UNWTO has received a request from the Government of Angola who would like UNWTO to conduct a needs assessment mission to prepare a comprehensive project proposal for the preparation of a Tourism Policy and Master Plan for Angola, review and improvement of tourism statistics and value chain analysis

Results achieved:
- Agreement signed.
- Mission to be conducted in April 2020

Botswana

Project Title: Formulation of National Tourism Strategy and Master Plan for Botswana

Duration: 2020-2021

Objectives: In August 2018 and, at the request of the Government of Botswana, UNWTO undertook a needs assessment mission to review the current challenges and opportunities facing Botswana’s tourism sector and prepared a project document for the formulation of a National Tourism Strategy. This formulation mission was funded entirely by the Government of Botswana. One year later, on 2 August 2019, the Government informed UNWTO that the project document had been approved.

The project will be funded by the Government of Botswana and, and the Ministry obtained a waiver for Direct Appointment of UNWTO. UNWTO submitted the technical and financial proposals which have been approved by the Government.

Results achieved:
- Draft Agreement shared with the Government of Botswana for their final approval.
- UNWTO shared a list of the proposed Experts to conduct this project which was also approved by the Government.

Botswana

Project Title: Formulation of a Sustainable Tourism Master Plan for Kasane/Kazungula

Duration: 2020-2021

Objectives: In its efforts to continue diversifying Botswana’s tourism sector and use tourism as a vector for socio-economic growth, the Ministry of Environment, Natural Resources Conservation and Tourism (MENT) has also requested UNWTO’s technical assistance in preparing a Master Plan for Kasane/Kazungula area. The technical and financial proposals were approved by the Government and the project, worth USD 584,760- was awarded to UNWTO.
Results achieved:
- Agreement signed, and UNWTO shared a list of the proposed Experts to conduct this project which was approved by the Government.
- Project activities expected to be launched in March 2020.

Côte d’Ivoire

Project Title: Formulation of a Human Resource Development Strategy in the Tourism Sector for Côte d’Ivoire  

Duration: September – March 2020

Objectives: At the request of the Ministry of Tourism and Leisure, UNWTO will conduct an assessment on the existing policies and strategies on Human Resources Development in the Tourism sector including the hotel industry and provide guidelines and recommendations for the formulation of an integrated approach towards the sustainable long-term planning and development of human resources in the tourism sector.

Results achieved:
- Presentation of the Strategy by the Secretary-General to the Vice President during the opening ceremony of the first UNWTO investment forum in Abidjan.
- The Tourism Strategy recommended 12 priority actions for the strengthening of human resources in the tourism sector in line with the national education system, both at school and university levels. This Strategy provides also recommendations on links / partnerships to be developed with international institutions / universities.

Democratic Republic of Congo

Project Title: Formulation of the National Tourism Policy for the Democratic Republic of Congo  

Duration: March 2020 – August 2020

Objectives: At the request of the Ministry of Tourism, UNWTO will extend its technical assistance in the formulation of the National Tourism Policy for the Democratic Republic of Congo.

Results achieved:
- In-depth review and analysis of the tourism sector conducted between March-April.
- Next steps include organization of a national and regional workshop to obtain consensus of the main issues to be addressed by the Tourism Policy.
Lesotho

**Project Title:** Economic Diversification Support Project.

**Duration:** March 2019 – on-going

**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 is providing technical assistance to the Ministry of Tourism, Environment and Culture in 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:**
- It was agreed to start with Component 3. Project activities were launched in August 2019 and it included the preparation of detailed feasibility studies for 6 potential tourism resorts covering different areas in Lesotho. The study includes the standards to be offered to investors in terms of the type of tourism development the Government would like to see in Lesotho. The final Feasibility Studies were shared with Lesotho Tourism Development Corporation (LTDC) and AfDB for their approval.
- Component 2 activities are scheduled to commence in March 2020.

Malawi

**Project Title:** Development of Tourism Statistics and Tourism Satellite Account

**Duration:** March 2019 - 2021

**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 expected:**
- Project activities commenced in July 2019 with an initial mission to assess the current status of tourism statistical processes and prepare proposals for survey design and implementation.
- Further two missions were undertaken in 2019 and an Action Plan was submitted to the Ministry including all the tasks to be undertaken by all related parties with expected timeline.
- Three more missions planned for 2020-2021, to follow up and provide training in the following tasks:
  - Compile the domestic tourism statistics, together with arrivals and departure information.
- Analysis of the Census of Economic Activities at a say five-digit level if possible and test whether the data are useable for benchmarking supply-side factors of tourism.
- Explore exit survey and design systems of where best this should take place, and
- Compile results of tourism accommodation. These datasets should be sources of basic data for the compilation of the Satellite Account.

Morocco

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

Duration: June 2013 – on-going (December 2021)

Objectives: In March 2013, UNWTO and UNDP Morocco signed an agreement to support the Moroccan Ministry of Tourism in the establishment of a new system of tourism hotel classification. The project aims to consolidate a standing level of competitiveness for the Moroccan hotels which will enable them operating on an international competition level and to develop a real culture of quality within tourism hotels. The review of the classification system is to:

- Improve the quality of tourist accommodation establishments.
- 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.
- Develop a Guarantee involving regulatory standards and quality frameworks.
- Implement a quality strategy in Morocco as a destination offering a sustainable competitive advantage.

Results achieved:
- Review of the existing hotel classification system and first draft of revised criteria prepared.
- Training of 90 Inspectors of the Ministry of Tourism 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. In 2019, additional training has been conducted to government officials in 12 different regions.
- National Seminar on Hotel Classification in Morocco.
- Pilot testing of 900 mystery guest visits.
- Manual for interpreting new hotel classification criteria.
- Manual for Hotel classification process.
- In 2020, once the decrees are officially approved by the Government, UNWTO will conduct official Mystery guest assessments in 1600 establishments.

Republic of Congo

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

Duration: July 2017 – on-going
Objectives: Following the formulation and approval of the National Sustainable Tourism Development Strategy, UNWTO and UNDP decided to continue their collaboration to implement one of the recommendations of the Tourism Strategy in terms of designing and implementing a new hotel classification system for the country 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:
- Review of the existing hotel classification system and first draft of revised criteria prepared.
- Manual for interpreting new hotel classification criteria.

Results expected:
- To finalize the Interim Phase In March 2020: Upon the request of the Ministry of Tourism, UNWTO prepared a proposal for the extension of the project to include two new elements as Interim Phase: i) preparation of a Tourism Law which will provide the legal framework for the implementation of the hotel classification scheme; and, ii) governance issues to build the necessary capacities within the Ministry to manage a long-term extensive programme such as the implementation of hotel classification.
- Training of 30 inspectors from the Ministry of Tourism;
- Mystery Guest visits.

Seychelles

Project Title: Developing the Current System of Tourism Statistics and TSA

Duration: 2019 – 2021 (3 years’ Project)

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:
- Year I Agreement signed, and during this first mission, a pilot Cruise Tourism Survey was launched and a Workshop on Tourism Statistics and TSA was organized with stakeholders to familiarise them with concepts and methodologies related to further strengthening Seychelles’ tourism statistical system.
- During June 2019 and upon the request of the Ministry, UNWTO submitted a document for the justification of additional budget to complete visitor surveys at the airport and port.
- The second and final mission for Year I was undertaken in November 2019 and the report is being revised internally for submission to the Ministry.
- First Amendment of the Agreement to cover the activities of Year II signed and activities will commence end-March 2020.
South Africa

Project Title: Capacity Building for Local Government on Tourism

Duration: May 2020

Objectives: In view of the growing importance of tourism in the South African economy and the need to increasingly involve the local government in the sustainable and competitive planning, development, management and marketing of the sector, the Ministry of Tourism requested UNWTO technical assistance to conduct a training workshop to build the capacities of local government in tourism.

Results achieved:
- Cooperation Agreement was signed by UNWTO and currently, with the Ministry for their signature to provide the requested training.
- The workshop is scheduled to take place during May 2020

Zambia

Project Title: Livingstone Community Sustainable Tourism Resource Centre

Duration: April 2016 and on-going

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 Southern Province Minister visited the project site in early November 2017 and expressed satisfaction on the completed super structure.
- The remaining construction of the resource centre will be completed with Tourism Development Funds from the Ministry of Tourism and Arts of Zambia.

Zimbabwe

Project Title: Tourism Development, Wildlife Conservation and Sustainable Livelihoods in Zimbabwe
Duration: January 2018 and on-going

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:
- The cooperation agreement for project implementation was signed in January 2018 and a detailed work plan has already been drawn up.
- 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.
- Construction of the rangers unit and community campsite was in full progress during a UNWTO project review mission in June 2019.