

**UNWTO COMMISSION FOR AFRICA**

**Sixty-third meeting**

**VIRTUAL MEETING**

**8 JUNE 2020**

**REPORT**

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## **Introduction**

1. The 63rd meeting of the UNWTO Commission for Africa (CAF) was held virtually on 8 June 2020, due to the extraordinary circumstances that the tourism sector has been operating in since COVID-19 has abruptly brought the world economic activities to a slow down and in some cases a stand still. Albeit the need to connect virtually, CAF was very well attended by over one hundred and forty delegates, from 40 countries including 24 ministers, namely: Algeria, Angola, Burkina Faso, Cabo Verde, Cameroon, Congo, Côte d'Ivoire, Democratic Republic of the Congo, The Gambia, Ghana, Kenya, Liberia, Mauritania, Morocco, Niger, Nigeria, Senegal, Seychelles, South Africa, Sudan, Tunisia, United Republic of Tanzania, Zambia and Zimbabwe.

2. Representatives of the following international organizations, UNWTO Affiliate members and private sector representatives also took part in the event: International Civil Aviation Organization (ICAO), African Union Commission (AUC), Africa Tourism Partners (ATP), Facility Concepts, Instituto de Empresa University (IE), West African Economic and Monetary Union (UEMOA), World Travel & Tourism Council (WTTC), Fundación Metropoli, African Union Development Agency (AUDA-NEPAD), Casa Africa and International Feria de Madrid (IFEMA).

3. Addressing the participants in his introductory remarks, Mr. Zurab Pololikashvili, UNWTO Secretary General, took the floor and was honored to open the 63rd CAF which should have taken place in Seychelles and is being held virtually to cope with the current transformed context due to the Covid-19 pandemic. He highlighted the fact that tourism is one of the most affected sectors by the crisis and that UNWTO continues to monitor the situation and gather information on measures being taken by member states which are then uploaded on the UNWTO dashboard; <https://www.unwto.org/unwto-tourism-dashboard>. Through the active and valuable contribution of the Global Crisis Committee which comprises of member states, key private sector stakeholders, international organisations and other specialised UN agencies, several has issued guidelines that have been shared with all the Member States with the purpose of assisting them in their recovery process.

4. In addition, he mentioned that strong leadership, proactivity, collaboration and resilience have been shown by African countries individually and collectively. Cross-country cooperation has allowed to contain the effects of the pandemic and contributed to keep the number of reported cases low in Africa.

5. The Secretary General stressed the fact that this is a unique momentum to show solidarity which will be vital to mitigate the consequences of the crisis and grow back better and stronger. Several countries are now able to gradually restart tourism easing travel restrictions first internally within the nations and then externally across international borders.

6. He ended his intervention by highlighting that Africa is home of an undeniable potential for the tourism sector which is capable to drive inclusive development across the continent and that domestic and intra-regional tourism are major sources of wealth for African countries and important leverages to revamp the sector and make it more resilient than before.



## CAF/REC/1 (LXIII)

**ADOPTION OF THE AGENDA**Agenda item 1  
(CAF/63/1)

The agenda for the 63<sup>rd</sup> meeting of the UNWTO Commission for Africa was presented to the delegates by the Chairman H.E. Ronald Chitotela, Minister of Tourism and Arts of Zambia, and the Members adopted the agenda unanimously as follows:

**10:00 –10:05 Adoption of the Agenda**

**10:05-10:15 Communication of Seychelles (host country of the 63rd CAF),**  
*H.E. Didier Dogley, Minister of Tourism, Civil Aviation, Ports and Marine*

**10:15–10:25 Communication of the CAF Chairman**  
*H.E. Ronald Chitotela, Minister of Tourism and Arts, Zambia*

**10:25–10:35 Communication of the African Union**  
*H.E. Dr. Amani Abou-Zeid, Commissioner for Infrastructure and Energy at the African Union Commission (AUC)*

**10:35 –11:00 Introductory Remarks, presentation on UNWTO COVID-19 Initiatives and Results of the continental survey on realignment of Africa Agenda -Tourism for inclusive growth priorities**  
*H.E. Zurab Pololikashvili, UNWTO Secretary-General*  
*Ms. Elcia Grandcourt, Regional Director for Africa*

**11:00–12:10 Interventions by CAF Ministers**

**12:10 –12:20 Africa Centre**  
*Mrs. Begoña Gomez, Director, IE Business School, Africa Center*

**12:20 –12:30 The World Travel & Tourism Council**  
*Gloria Guevara Manzo, CEO & President, WTTC*

**12:30–12:40 Innovation for investment in Africa: during and post COVID-19**  
*Alfonso Vegara, Founder and Honorary President, Fundación Metropoli*

**12:40–12:50 Venue and date of the sixty-fourth meeting of the Commission**

**12:50 –13:00 Closing Remarks**  
*H.E. Ronald Chitotela, Minister of Tourism and Arts, Zambia*  
*H.E. Zurab Pololikashvili, UNWTO Secretary-General*



## CAF/REC/2 (LXIII)

**COMMUNICATION OF SEYCHELLES**Agenda item 2  
(CAF/63/2)

7. H.E. Mr. Didier Dogley, Minister for Tourism, Civil Aviation, Ports and Marine of Seychelles took the floor as the initial host country of the 63<sup>rd</sup> CAF which unfortunately could not take place because of the COVID-19 pandemic.

8. He started his speech by stating that tourism is a key leverage for global economic growth and development as well as an engine of wealth creation. The tourism industry has been representing a relevant and leading economic sector for most countries of the African continent in the last two decades, with increased investments in product development and enhancement, marketing and promotion, as well as the implementation of appropriate socio-political reforms.

9. According to UNWTO statistics, such trend for the tourism sector was set to continue through 2020 with an increase of 3-4% in tourist arrivals and a growth of 3-5% in Africa. However, the outbreak of the Covid-19 pandemic put the world at a standstill with the tourism and travel industry as one of the most affected economic sectors in the world. No country of the African continent was spared.

10. The global tourism industry thus calls for the design and the implementation of effective strategies with the purpose of bouncing back, preparing the recovery of the sector and fostering rapid economic development. With more than 169.000 confirmed cases throughout the continent, Africa has reacted to the current crisis situation by introducing measures for prevention, containment and mitigation of the impact and the effects of the pandemic.

11. Tourism is demonstrating resilience as it has already done during past crises. It is paramount that the continent concerts all its efforts and that the African countries take decisions individually and regionally in order to work together, share the burden and ensure future growth of tourism for the whole continent

12. Seychelles heavily relies on tourism as one of the main pillars of its economy. The island has registered the lowest number of confirmed cases in the Indian Ocean and is now proceeding to the gradual ease of restrictions and the adoption of measures putting first tourists' safety. Seychelles has put in place and implemented sanitary protocols following three main pillars: vigilance, physical distancing and hygiene.

13. The Government has also provided guidelines for tourism accommodation establishments and other tourism products to develop standard operating procedures aiming at protecting staff's and visitors' health and safety.

14. It is important to take advantage of the 'new normal' in order to grasp new opportunities that the crisis is offering, reformulate African tourism and create new experiences for future tourists. The crisis has pointed out the vulnerability of the tourism sector, especially for Africa which mainly relies on international visitors and overseas markets. Domestic and regional tourism will be therefore crucial to boost economy in the post-recovery phase and strengthen mutual support while rebuilding international tourists' confidence.



15. The crisis of the Covid-19 will bring the emergence of a new world where tourists will be more focused on the value of the travel experiences' offer (quality-oriented tourism, resilience, creativity, innovation, strength, sustainability, new business models, ethics, responsibility).
16. Africa needs a proactive leadership from all the countries of the continent in order to improve crisis management strategies, enhance regional coordination mechanisms and encourage mutual learning across regions. Concerted actions and commitment of all the Member States will be key to curb current and future impacts of the pandemic, strengthen cooperation and emerge stronger.
17. H:E. Minister Dogley, ended his speech by indicating that Covid-19 is a unique opportunity for the African continent to question regional tourism sector, rethink a new start and review unsustainable practices.



## CAF/REC/3 (LXIII)

**COMMUNICATION OF THE CAF CHAIRMAN**Agenda item 3  
(CAF/63/3)

18. The CAF Chairman, H.E. Ronald Chitotela, Minister of Tourism and Arts, Zambia welcomed to the 63rd CAF (Regional Commission for Africa), the first-ever African regional virtual meeting. He reminded the audience that this edition of the CAF was scheduled to take place in Seychelles (Victoria, Mahé Island), in one of the most important cities for the African continent, home of vibrant, hospitable people and rich cultural heritage but unfortunately the Covid-19 pandemic imposed new conditions which forced the Members to hold the meeting virtually.

19. He highlighted the fact that the world is facing an unprecedented global health situation which has never been witnessed in the 21st century. Such invisible enemy' has negatively impacted on health sector with major consequences at economical, geopolitical and social levels. The travel and tourism industry has been one of the hardest-hit. World tourism is a key driver for socio-economic progress: in Africa, it represents the leading sector which drives the attainment of the aspirations and the ambitions of the Agenda 2063 inspired by the spirit of pan Africanism, development, political steadiness, social and economic independence.

20. He recalled that African tourism is heavily dependent on intra-continental markets and this is one of the biggest challenges to face for the continent. Africa's tourism industry needs a change and a shift towards Africa intra-travel through adapting marketing and promotional strategies to the renewed and transformed context so as to develop a more sustainable and stronger tourism sector

21. He pointed out the fact that the slowdown of contagions and deaths has led African countries to relax and ease restrictions according to a three-phase approach: domestic, regional, international. He felt that it is necessary to encourage people to travel within their country or region as it is the most prudent and effective approach towards the path of recovery and normality.

22. As the pandemic will be over, Africa will need to prepare the reconstruction of the tourism sector according to him. African tourism destinations will need over one year to fully recover: in 2020, decline in international tourist arrivals is estimated at 1-3% with a loss of 50 million dollars and 2 million of jobs. Safety and security will be key factors to restore international travel confidence. In this sense, only a coordinated response with the stakeholders of the tourism and travel industry from the public and private sector will be able to manage the crisis and relaunch tourism.

23. The Agenda for Africa 2030 is a roadmap for Africa region, a blueprint and a strategic framework aiming at unlocking Africa's tourism potential towards inclusive and sustainable development. Our Regional policy agenda is aligned with the 2030 Agenda for Sustainable Development and its 17 SDGs as well as with the Agenda 2063 of the African Union. The Agenda for Africa needs now to be revisited and adapted in the light of the Covid-19 crisis.

24. The CAF Chairman insisted on the fact that tourism will play a significant role in the socio-economic emancipation of the continent, but a radical change in approach to tourism policy transformations, strategies implementation and development is needed. Priorities of the recovery will be: protection and creation of jobs for people, building liquidity for tourism businesses, restoring confidence and trust, guaranteeing security to visitors. He also congratulated the strong and effective leadership shown by UNWTO in the monitoring of the current situation, providing information and support to the Member States also through the constitution of the Global Crisis Committee.

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## CAF/REC/4 (LXIII)

**COMMUNICATION OF THE AFRICAN UNION**Agenda item 4  
(CAF/63/4)

25. The African Union was represented by H.E. Dr. Amani Abou-Zeid, Commissioner for Infrastructure and Energy at the African Union Commission (AUC), and she started by highlighting the fact that Tourism and Air Transport constitute top priorities to economic development and cohesion of Africa. All African countries shall all be committed to pooling their efforts to mitigate the devastating impacts of the global outbreak and facilitate the development of the tourism industry in Africa for the benefit of the continent and its people.

26. The Commissioner rightly indicated that tourism permeates the socio-economic life of the majority of Africans and employing over 20 million people and accounting for 8% of the continent's GDP. Mme Abou-Zeid sadly recognized that Tourism is one of the worst-hit sectors in Africa along with aviation where the pandemic is challenging the viability of the continental air transport system as never before in history.

27. Most countries have taken precautionary measures to tackle the challenges posed by the pandemic, such as the closure of important transport infrastructure and services, the closure of major international airports for passenger flights, the closure of important transport corridors and the interruption of maritime and land transport corridors with significant implications on intra-African trade and tourism.

28. The Commissioner told the audience that the African Union Commission had been taken measures to support recovery of the African Tourism and Air transport industries in close coordination with the Africa Centre for Diseases Control (CDC), aiming at developing and implementing a comprehensive Post-COVID-19 Continental Recovery Strategy to support Tourism sector in Africa, through the establishment of two High Level Task Forces to collect and share policy and regulatory experiences and best practices that can improve COVID-19 responses and economic recovery.

29. The African Tourism Strategic Framework 2019-2028 (Atsf 2019-2028) will serve as a guiding framework for the ongoing recovery strategy formulated, taking into account the UNWTO ten priorities of the Agenda for Africa.

30. According to Mme Abou-Zeid, it is of major importance to act quickly and effectively to develop and implement coordinated and comprehensive PostCOVID-19 tourism Recovery Plans at national, regional and continental levels. Strategies will have to guide Member States, competent authorities, industry bodies, economic operators and citizens towards de-confinement process to progressively resume tourism services and implement appropriate health and safety protocols

31. Support innovative digital solutions to combat the pandemic and cope with the new realities by prioritizing the investment in digital skills, including cybersecurity and fostering digital innovation

32. Finally, she pointed out to the importance of the growth of regional tourism in Africa which is likely to cushion the negative impacts of the coronavirus outbreak. It is important to think about the African tourism of tomorrow and jointly start building a roadmap towards a sustainable, innovative and resilient African tourism ecosystem.

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**REPORT OF THE SECRETARY GENERAL**

Agenda item 5  
(CAF/63/5)

***UNWTO regional activities in response to the COVID-19 Outbreak***

For the presentation of this Agenda item, the UNWTO Secretary General decided to present the key activities taken by UNWTO in Africa in the framework of the COVID-19 pandemic.

**33. Introduction**

The world is facing an unprecedented global health, social and economic emergency due to the COVID-19 pandemic. Travel and tourism is without any doubt among the most affected sectors. In an unprecedented shock, the COVID-19 pandemic has brought international tourist arrivals in the first quarter of 2020 down sharply.

Available data points to a double-digit decrease of 22% in Q1 2020, with arrivals in March down by 57%. This translates into a loss of 67 million international arrivals and about USD 80 billion in export revenues from international tourism in just three months. Arrivals to Africa in the first quarter are estimated to be down 12%.

Current scenarios for the year point to declines of 58% to 78% in international tourist arrivals in 2020, depending on the speed of the containment, the duration of travel restrictions and the re-opening of national borders, although the outlook remains highly uncertain.

This would translate into:

- a drop of 850 million to 1.1 billion international arrivals
- a loss of US\$ 910 billion to US\$ 1.2 trillion in export revenues
- 100 to 120 million direct tourism jobs at risk.

The impact is expected to be even more significant in many of the Small Island Developing States where tourism accounts for over 50% of the GDP and where the domestic market, the first to be expected to rebound, is marginal.

**34. Regional Focus**

The strategic roadmap UNWTO Agenda for Africa - Tourism for inclusive growth, is the blueprint that has been guiding the programme of work for the region. Several initiatives and key activities had been programmed for implementation this year in order to respond to the needs of the Member States including key technical cooperation projects in different areas. With the sudden arrival of the pandemic we had to revise our workplan for the year and at the same time continue to deliver on some services to our Members where possible. This included keeping our Members informed of the situation through various themed webinars and a survey was launched in order to understand better what members expected from us in these challenging times whose details are given herewith:





## Webinars organized by the Department for Africa and delivered to African Members

The impact of the COVID-19 health crisis has disrupted every industry in the global economy and the livelihoods of nations and communities that depend on travel and tourism have been affected in an unprecedented way as a result of travel restrictions and lockdown measures adopted by nations. During these unprecedented times UNWTO has endeavoured to remain engaged and connected with its partners and members and this has been possible with the use of various social media platforms whereby several informative webinars have been conducted on different current issues. The following webinars have been conducted targeted to the African Members' audience and private sector partners:

- Africa Region Member States Online Meeting - UNWTO initiatives to mitigate COVID-19 impact on tourism, Friday, 3 April 2020
- Managing effective crisis communication: COVID-19 Perspective, Thursday, 23 April
- The impact of COVID-19 on Tourism – Trying to make sense of so much or so little data - African Insights, Thursday, 30 April
- “Séminaire en ligne: Réaligner nos priorités en période de COVID-19: quelles mesures pour un relance du secteur du tourisme en Afrique?” (in French), Thursday, 14 May
- At the invitation of our partners, we have also contributed the initiatives of UNWTO and joined the discussions in the following webinars:
- The UTB Tourism Konnect live chat on Uganda's tourism in the wake of COVID, Friday, 8 May 2020
- In view of fostering collaboration with Marriott International, the following online event was conducted on the occasion of the Africa Day: Marriott Virtual Africa Day Connections Event with UNWTO “Celebrating Diversity and Common Heritage through Tourism in challenging times” », Friday, 29 May 2020

## Results of the continental survey

The COVID-19 pandemic is having an unparalleled impact on the global economy and a disruption of supply chains across all industries with travel and tourism being one of the most affected sectors.

The strategic roadmap UNWTO Agenda for Africa - Tourism for inclusive growth, aimed at fostering resilience and supporting destinations in creating a safe and secure environment for people and visitors, needs at this time to be reviewed to better respond to the situation caused by the pandemic.

Against this backdrop and to help us better respond to the new realities of the tourism sector, 25 Member States have shared with us their comments through an online survey so as to ensure an appropriate response to their priority needs in the Covid-19 recovery plan.

Amongst the results received from the aforementioned online survey are the following:

- **TOP 5 key areas of the Agenda for Africa that should be prioritized to support the swift recovery response are the following:**

1. *Unlocking Growth through Investment Promotion and Public Private Partnerships,*
2. *Promoting Innovation and Technology,*

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3. *Promoting Travel Facilitation (Connectivity / Visa),*
  4. *Fostering Resilience (Safety + Security, Crisis Communication)*
  5. *Advocating the Brand Africa*
- **Main key area of the Agenda that should to be realigned to ensure a swift recovery response to COVID-19:**
    1. *Fostering Resilience (Safety + Security, Crisis Communication) - realignment is the action of changing or restoring something to a different or former position or state*
  - **Ranking of proposed key topics of capacity building/training sessions that could be organized and conducted online or through virtual workshops by UNWTO includes:**
    1. *Crisis management and communication*
    2. *Marketing and promotion post-crisis*
    3. *Health protocols*
    4. *Developing domestic travel*
    5. *Innovation & entrepreneurship*
    6. *Environmental protection & biodiversity conservation*
  - **One key new focus that emerged: “Promoting intra-regional and domestic travel”**
  - Suggestions actions to be undertaken at the political level in times of pandemic crisis:
    - Reinforce the political will in regard to the support of the tourism sector
    - Strengthen the collaboration between UNWTO African Member States and encourage political leaders to unite forces in the combat against COVID-19
    - Mainstream the tourism industry in national agendas
    - Rebuild trust, advocate Brand Africa and restore awareness of destinations
    - Foster travel facilitation
    - Create public-private partnerships to support reconstruction and debt stress
    - Facilitate the creation of investment funds to support regional tourism stakeholders
  - Suggestions actions to be undertaken at the technical level in times of pandemic crisis:
    - Offer capacity-building opportunities and promote skills development (especially in crisis management, communication and digital skills)
    - Give assistance in developing health protocols adapted to the reality on the ground
    - Provide technical guidance in reframing existing marketing strategies to the COVID-19 era
    - Support small and medium-sized enterprises
    - Partake in the formulation of COVID-19 socio-economic recovery plans

### **New programme of activities – RDAF**

- ***Innovation and Marketing***
  - Brand Africa Challenge – seeking the most disruptive ways to promote Africa
  - Digital skills training programme for public sector (Google Centre)
  - Promoting African Gastronomy (based on the Gastronomy Brochure designed for Seychelles) – UNWTO will create these very interesting guides regarding different countries

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to position African gastronomy worldwide, a key sector to promote African tourism sector as well.

- Through UNWTO Online Academy and the support of IE University, UNWTO will be offering Member States free scholarships to students and entrepreneur to attend a course introduction to the tourism industry management

- **Technical assistance package COVID-19**

- Technical support – discussions has been engaged with the following countries; Cabo Verde, Mauritius, Zimbabwe, Tunisia and Tanzania
- Partnership already established with EBRD to support Morocco and Tunisia
- Joint action plan with the African Development Bank in the framework of the upcoming MoU – preparing partnership similar to the one with EBRD to identify 10 African countries that may benefit from the possible support under the areas of intervention of the technical package

- **Knowledge work**

- White Paper on Security in Tourism with AUDA-NEPAD and UEMOA (December 2020)
- Agreed joint publication with the African Development Bank on State of Tourism in post-COVID19: Innovation for Investment as a key recovery tool for tourism development

- **Capacity Building**

- Virtual workshops on key topics with partners (Affiliate Members, institutional partners, pool of UNWTO experts):
  - Crisis management and communication
  - Marketing and promotion post-crisis
  - 
  - Developing domestic travel
  - Tourism Investments Attraction & Promotion Program (TIAPP)
- Implementation of the Partnership with AUDA-NEPAD 100,000 MSMEs support program in COVID19
- International Conference on Domestic and Intra-regional Tourism (2021)



<b>RECOMMENDATIONS TAKEN BY THE COMMISSION</b>
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CAF/REC/6 (LXIII)

**INTERVENTIONS BY THE MINISTERS**

Agenda item 6  
(CAF/63/6)

35. The Commission,

Having heard with great interest the Report of the Secretary-General, especially in regards to the results of the continental survey and the realignment process of the UNWTO Agenda for Africa - Tourism for Inclusive Growth:

- Commends the UNWTO Secretariat for the assistance and support provided during these challenging times and for being actively present on all the meetings. It expresses solidarity and sympathy to all the countries which have been hardly hit by the pandemic.
- Congratulates the Secretary General for the major awareness efforts delivered at the global level to alert global leaders on the heavy repercussions of the COVID-19 pandemic on the tourism sector and the necessity to create and support measures to mitigate the consequences of the pandemic.
- Realizes that the full economic recovery of African economies will not happen without the tourism sector and there is a need for Members to share best practices and strategies in order to increase the resilience capacity of the sector.
- Reiterates the fact that the COVID-19 pandemic has shown that it is paramount for Africa to develop its domestic and regional tourism. The integration is of major importance and the region must make sure that it works together along with the regional bodies, such as ECOWAS and many different African forums, to sort out all the communication and connectivity issues that currently still characterize the African continent. There is a need to develop a strong and solid network and also a reliable and affordable service system.
- Welcomes the harmonization and coordination of UNWTO with other international organizations and stakeholders of the tourism sector (namely: WTTC, IATA, ICAO, ACI, WHO, ILO, IMO, CLEA, African Union) and especially the work that has been done within the Global Crisis Committee.
- Endorses the UNWTO Secretary General's position on the issues of (i) managing the crisis and mitigating the impact, (ii) providing stimulus and accelerate recovery, and (iii) preparing for tomorrow. The Commission expresses its congratulations for the 10 points Agenda for Africa which will be crucial to guide and orient the priorities of the African continent, especially within the new global context that the Covid-19 pandemic has reshaped.
- Encourages a shift of mind set when it comes to domestic tourism, since tourists normally come to African destinations from overseas. It is important to understand that Africa has people that can travel within the continent from different countries of the region. It is important that Africans starts to discover and realize the importance of their continent, their values and their unique culture.

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- Welcomes Members that are in the process of developing strong marketing and promotion campaigns to attract tourists from neighbouring countries in order to support the intra-regional tourism efforts.
- Commends Members that are putting at the forefront of their strategies the safety of tourists and have set up standard operating procedures for their tourism accommodations and facilities during this pandemic. Training initiatives aiming at a better observance of safety operating protocols so that it becomes a priority for tourism stakeholders such as tour guides, service providers, and people working in conservation sector are highly encouraged.
- Encourages the need to create an African Hotel Brand through the African Union. It is essential that new fiscal and financial policies are put in place at the national level to incentivize the tourism sector and make it a priority sector for African economies.
- Commends the countries that have already prepared health and safety protocols to the attention of their tourism sector as well as sound recovery plans in order to limit the impact of the pandemic.
- Recalls the importance of union and solidarity among African Member States and to count on the support of UNWTO in order to face the consequences of the COVID-19 crisis together. It will be essential to ensure a smooth recovery of the tourism sector, whilst limiting to the maximum the negative impact of the crisis on the sector at the regional level.
- Highlights the fact that the current crisis affecting all regions at the global level gives Members an opportunity to transform the tourism sector, in adapting to the new realities of the market, in anticipating the changes in the consumption and production of tourism consumers and moving concretely towards a real sustainable tourism.
- Highlights the fact that beyond the negative impact on tourism MSMEs and employment, the crisis has put into light the vulnerability of a large part of workers, women and men, employed in the informal sector of tourism and it is our job to work in favor of the improving of their conditions, especially by putting them in formal economic circuits.
- Welcomes the key efforts and leadership displayed by UNWTO in the support of the Member States to buffer the shocks of this crisis through the different recommendations enacted and the assistance packages which are helping restore the confidence among tourists
- Congratulates the UNWTO Secretariat for the consultative process and survey initiated among Members in the framework of the realignment of the *UNWTO Agenda for Africa – Tourism for Inclusive Growth* and reiterates its firm willingness to actively contribute in the implementation of the said Agenda.
- Pushes for the creation of a regional tourism fund to support tourism MSMEs, especially startups in order to accelerate the digital transformation and marketing innovation of the sector.
- Congratulates the UNWTO Secretariat for its resource mobilization initiatives such as the one implemented with the European Bank for Reconstruction and Development (EBRD) in the framework of the COVID-19 Technical Assistance Package.



- Urges the Secretariat to prepare and implement similar resource mobilization initiatives at the regional level with other key international financing institutions, especially the African Development Bank.
- Calls Member States to adopt key collective recovery measures for the sake of coherence and regional integration in order to better face the current challenges. The areas of visa facilitation and connectivity should be looked at carefully to enhance the return of tourists.
- Acknowledges the different initiatives taken by the Member States especially in the setting up of relief funds and credit lines for MSMEs in the tourism and the informal sector, fiscal incentives and relief of social security charges.
- Welcomes the proposal to readapt the touristic planning and design a better alignment between offer and demand to support and consolidate local markets.
- Welcomes the necessity to re-create a trusting environment with visitors coming to African destinations. It is in this perspective that it is suggested to create a destinations label that could be tagged to specific sub-regions and touristic sites that needs additional support.
- Welcomes Members that had a consultative process with their tourism stakeholders, in order to support them morally and reassure them in regards to the backing of public authorities, but mostly by being able to prepare the adequate measures for the recovery of the tourism sector.
- Recognizes the successful impact on social media networks of the stayhometoday#traveltomorrow campaign which UNWTO launched and which encapsulates the message of solidarity and hope and calls for shared responsibility among travelers and the tourism sector around the world. This has allowed many countries who have embraced the campaign to remain at the top of minds of their travelers during the lockdown.
- Salutes the implication of public and private tourism stakeholders for the development of promotion and communication campaigns in regards to the health and safety protocols put in place for the progressive restarting of tourism
- Urges that at sectoral and governmental level, it is important to develop and implement plans and protocols that are country specific to effectively manage as well as mitigate the impact of the Covid-19 pandemic by taking into account past crises the tourism sector has gone through (Tsunamis, SARS, Ebola, etc.).
- Reiterates the fact as soon as travel restrictions are lifted, it will be considered safe to travel. The tourism sector will give proof of resilience and will be at the forefront of global economic recovery.
- Ensures a support to the tourism cooperation policies led by regional economic communities such as ECOWAS or UEMOA;
- Encourages African Members to set up harmonized health protocols for the tourism and air transport sector ;
- Highlights the fact that in the aftermath of the pandemic, African focus should be on rural tourism which will help to speed up the recovery process of the travel and tourism sector. It will be imperative for UNWTO to support Africa with a Marshall Plan in terms of technical assistance, capacity building and grants.

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### INITIATIVES FROM THE PRIVATE SECTOR

Agenda item 7  
(Document CAF/63/7)

36. The Commission,

Having listened carefully the different presentations made by IE Africa Center, World Travel and Tourism Council (WTTC) and Fundación Metropoli:

- Welcomes IE Africa Center:
  - Partnering with high impact African entrepreneurs who are scaling their innovative businesses, an approach that is key to lead to a more prosperous and just world;
  - Belief that success is possible only if public and private sectors ally through promoting education and investments;
  - Focus on innovation and entrepreneurship in every sector but above all in tourism which is essential for global economic development.
  - Creation of two new fully digital initiatives for African entrepreneurs:
    - *IE Africa Lab*, a digital programme focused on identifying high impact African entrepreneurs supporting their growth through storytelling, market research, data analytics and through the opening of new pathways in the European market and
    - *Notes on the continent*, a series of podcasts episodes, videos, webinars with the purpose of raising African voice into topics with global impact.
  - *The Social Innovators Retreat*, an initiative which focus on new generations of young entrepreneurs and innovators.
- Congratulates WTTC, who represents the global private sector in tourism:
  - For their long standing dedication on market research and quantifying the global economic impact of tourism;
  - For measuring that the effects of the Covid-19 crisis have impacted more than 100 million jobs in the tourism sector which corresponds to 2.7 trillion dollars;
  - For establishing three important lessons the tourism sector has learnt from past crises:
    - 9/11 terrorist attacks: tourism needed 4-5 years to recover, because countries implemented different standards and protocols around the world in terms of safety and screening at the airports. The lack of a global and coordinated approach made it harder for tourism to recover trust from the travellers. Therefore, it is important that protocols are standardized and harmonized globally;
    - 2008 financial crisis: a more coordinated approach was adopted by countries worldwide and recovery was quicker (it took 18 months);
    - SARS, MERS, Ebola: the world was able to travel during these pandemics because countries managed to isolate infected people.

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- For highlighting four principles for the recovery:
  - 1) creating a coordinated approach is crucial
  - 2) looking at the experience before and after the vaccine. We cannot wait until a vaccine is discovered, we should be able to travel before the introduction of the vaccine through implementing testing contact tracing instead of quarantine
  - 3) setting up standard protocols
  - 4) continuing to support travel and tourism industry during the recovery phase through financing and promotion
- For outlining global protocols for hotels worldwide and designed a Safe Travel stamp which is a way to identify all those destinations that are implementing the protocols in order to restore confidence in the travellers.
- For considering that recovery will pass through 3 levels: domestic, regional and international.
- Welcomes the initiative led by Metropoli Foundation (Fundación Metropoli) in Maio Island, Cabo Verde:
  - To set up an eco-island in a very strategic location with a population of about 7.000 inhabitants to value the coastal line, the natural areas and sea view points
  - To implement an ecological corridor promoting organic farming in order to foster local jobs;
  - To spur a reforestation process with local species that will improve the landscape and protection of the characteristics of villages which are home of the rural communities;
  - To put together the key elements of creativity, innovation, and cooperation to face the future challenges of the tourism sector after the crisis and to highlight importance of public private partnership in the framework of this project;
  - The need to create, in addition to the key partners that are the Government of Cabo Verde and the private sector (Little Africa Maio), a strategic alliance between Metropoli Foundation, UNWTO and UN Habitat for the practical implementation of SDGs;
  - To create a global and permanent exhibition that would be a window for Africa to the world called Little Africa. In the heart of Little Africa, there will be Africa World Pavilions, an area where we will invite nations from Africa to show their culture, their gastronomy, their habits and traditions.



**VENUE AND DATE OF THE 64<sup>TH</sup> MEETING OF THE COMMISSION FOR AFRICA**

Agenda item 8  
(Document CAF/63/8)

## 37. The Commission

- Welcomes with great pleasure and accepts the invitation by the authorities of the Republic of Cabo Verde to hold its sixty-fourth meeting in Cabo Verde in 2021, on a date to be fixed by mutual agreement by the UNWTO Secretariat and the authorities of the country.



## **ANNEX I**

### **Speech of H.E. Didier Dogley, Minister of Tourism, Civil Aviation, Ports and Marine of Seychelles**

#### **63<sup>rd</sup> CAF Meeting**

- Secretary General of the UNWTO, Mr. Zurab Pololikashvili
- Chair of CAF
- Colleague Ministers
- Delegates from the CAF member states
- Representatives of international organizations, experts, stakeholders

Ladies and gentlemen, good morning.

I wish to express my profound gratitude and appreciation to the UNWTO-CAF for the opportunity accorded to me to address you this morning. It is our sincere regret that the meeting could not be held in Seychelles in light of the current situation, but we remain hopeful that the opportunity will avail itself again.

Over the past five years, tourism has continued to enjoy uninterrupted growth as one of the world's fastest growing economic sectors and engine of wealth creation. The trend was set to continue in 2020 with the World Tourism Organization forecasting that the number of international arrivals will increase by 3 to 4% and growth in Africa expected to average 3 to 5% over the same period. Tourism had become an important economic sector for most African countries in the last two decades with increased investments in product development and enhancement, aggressive marketing coupled with appropriate business-friendly socio-political reforms.

However, the worldwide outbreak of COVID-19 brought the world to a standstill, with tourism now being the worst affected of all major economic sectors. The devastated impact of the pandemic resulted in no African country being spared and Seychelles as an example recorded a total of 11 positive cases of which thankfully all have fully recovered and zero deaths recorded. In fact, with community transmission mitigated, the Seychelles continue to report some of the lowest confirmed cases in the Indian Ocean region.

The global tourism industry is facing challenging and uncharted waters at the moment which calls for strategies to cope including preparedness and rapid development. With over more than 169,000 confirmed corona cases across the African continent, many are imposing a wide range of prevention and containment measures against the spread of the pandemic. With travel from the rest of world at a halt, the African market will decimate thereby calling for us to find ways around it. Whilst we have shared many benefits in the past, we now need to work together to share the burden and find a solution.



Having faced public health crises before such as SARS and Ebola, it is important to emphasize on tourism's proven resilience and stand ready to support the recovery. This will necessitate measures to be adopted not only as an individual nation but also regionally in order to reassure the future growth of tourism on the entire continent.

Seychelles, as a small island state greatly relies on tourism as a pillar of our economy, and it is imperative that any future decisions regarding tourism is rightly implemented and take into consideration the threats of this pandemic. For this reason, we are continuing with preparations and plans for a second wave as well as the worst case scenario. Seychelles' preparedness measures led to its ability of controlling the spread of the virus. This began with closing of our borders and the implementation of restriction of movement regulations.

As the country gradually eases restrictions especially in regards to travelling, and we start focusing on resuming operations with robust planning, we strive to ensure that adequate measures are in place and that the safety of the Seychellois people and visitors are maintained.

The Seychelles, as a tourism destination has implemented guidelines and protocols which will aid in our efforts to recommence tourism activities in the country. The gradual ease of restrictions is being implemented under the three pillars: Vigilance, Physical distancing and Hygiene. All visitors coming into Seychelles will be required to have a certified PCR test report before travelling and may be subjected to a rapid antigen test upon arrival. Strict adherence to such measures will be required as it otherwise will result in deportation.

Guidelines are also geared towards Tourism Accommodation establishments and other tourism products such as tour operators, tour guides and maritime based activities. Under these guidelines, operators of tourism related activities will be required to develop Standard Operating Procedures in order to prove their ability to safeguard the health and safety of clients and staff. Upon fulfillment of these requirements, such operators will receive the safe criteria certification and only then, may commence operations.

Dear colleague Ministers, in these difficult and unprecedented times, it is important not to dwell on the opportunities lost but to grasp the ones on offer by using these unforeseen events to reinvigorate our tourism sector. By taking advantage of the 'new normal' and seizing the opportunity to reformulate tourism in Africa, links can be created between different sectors that will provide future visitors with new experiences.

The pandemic has proven that reliance on international visitors can be costly to the economy of our nations. However, whilst we develop measures and until such time that we are able to rebuild tourist confidence, domestic and regional tourism will have to be the first point of call. These will necessarily have to start from a deep understanding on how to further encourage regional tourism, which although will not compensate for the decline of international tourism flows, will nevertheless be crucial to boost the economy. Country-to-country arrangements for letting in travelers from countries with low Covid-19 infection rates can be assessed, provided that multiple layers of measures are in place to ensure passengers do not carry the virus when flights resume. This shall in turn, assist to stir the economy in the right direction as well as further strengthen community support for tourism.



Additionally, it is important not to overlook the manner that the COVID-19 pandemic has changed the world and the ways in which most travelers think. We are to expect a world where everyone is more careful in his or her actions and things are no longer taken for granted. Ultimately, travelers will be more focused on the value travel experiences offer and will evaluate prices on that basis. It is essential therefore that focus is placed on re-evaluating their product and pricing strategy accordingly. In this new landscape of tourism post COVID-19, the global tourism industry is likely to head towards quality-oriented tourism. Tourism industry operators need to show strong, creative and resilience skills so as to put in place innovative solutions to rebuild a sustainable tourism industry. Entrepreneurial ideas, for products and sales and in general for new business models will be key to help the sector mitigate the impact of the pandemic and kick start effective recovery efforts.

The kind of post-crisis marketing should also consider clearing misconceptions about the scale of the pandemic in Africa. This should include the number of infected persons and how these members compare to other destinations outside the continent. This will help restore confidence and even project African countries as potential holiday destinations.

In the coming months, proactive leadership will be crucial. It is paramount for member states to use the COVID-19 outbreak to improve crisis management strategies and strengthen regional co-ordination mechanisms and mutual learning across regions and tourism sub-sectors. This will therefore enable a more sustainable and resilient tourism system to respond united to any future shocks.

To conclude, allow me to say that whilst no post-health disaster response and recovery experience has equipped the tourism industry for a global pandemic, it is essential that member states apply a new perspective on tourism development. In order to mitigate the current and future impact of this pandemic, the willingness and commitment of all member states is imperative in order to bring about tangible results. To emerge stronger after the COVID-19 crisis, members should continue to strengthen collaboration.

Bottom line remains that the tourism industry is very resilient. We've faced many challenges over the years especially in Eastern and Southern Africa but have always come through in the end. This unprecedented pandemic stands to offer an opportunity to question regional tourism, allowing us to rethink a new start for the tourism industry and allow us to review unsustainable practices. I remain hopeful that Africa will bounce back and the tourism industry will emerge better and stronger.

Thank you for your attention.



## ANNEX II

### 63<sup>RD</sup> REGIONAL COMMISSION MEETING (CAF)

Virtual Meeting, 8 June 2020

#### Introductory Remarks

UNWTO Secretary-General, Zurab Pololikashvili

#### Opening remarks

**Mr Ronald Chitotela, CAF Chairman and Minister of Tourism and Arts of Zambia**

**Mr. Najib Balala, Executive Council Chair and Cabinet Minister of Tourism and Wildlife of Kenya**

**Mr. Didier Dogley, Minister of Tourism, Civil Aviation, Ports & Marine of Seychelles**

**Ms. Nadia Fettah Alaoui, Minister of Tourism, Handicrafts, Air Transport and Social Economy, Vice Chair of CAF**

**Mr. Abdoul Karim Sango, Minister of Culture, Arts and Tourism, of Burkina Faso, Vice Chair of CAF**

**Dr. Amani Abou-Zeid, Commissioner for Infrastructure and Energy at the African Union Commission**

**Dr. Ibrahim Mayaki, CEO of AUDA-NEPAD**

**Professor Filiga Michel SAWADOGO, Commissioner in Charge of Human Development of UEMOA**

**Ms. Gloria Guevara Manzo, President and CEO of WTTC**

**Mrs. Begoña Gomez, Director of IE Africa Centre**

- Thank you for your presence, your engagement with this event testifies your commitment towards development, towards Africa, especially in the eve of this pandemic.
- Welcome all Ministers from Africa *as well as all Ambassadors, Member Affiliates, key partners and delegates who join us.*

#### **Dear Friends**

- My feelings are divided today as we convene for this 63<sup>rd</sup> regional commission meeting. They are divided because this meeting should have taken place in the beautiful and unique island of Seychelles, and I am keenly aware of all the immense efforts that Minister Dogley and his team did deploy on the ground as well as the presidential support that he managed to obtain to make this 63<sup>rd</sup> CAF a celebration of Africa's diversity and prosperous tourism sector.



- Today, instead, we meet virtually, and even though we cannot walk through the city of Victoria today, I am grateful to see all these familiar faces and friends present in today's meeting. This shows the strength and level of unity that we are all embodied with as we face this unreal new context.
- The COVID19 pandemic has shaken the world and triggered an unprecedented global economic and sanitary crisis which is paving the way for profound and durable changes in the development landscape, especially when it comes to the travel and tourism sectors.
- Tourism has been hit hard, with millions of jobs at risk in one of the most labour-intensive sectors of the economy.
- Prospects for the year have been downgraded several times since the outbreak and uncertainty continues to dominate. Current scenarios point to possible declines in arrivals of 58% to 78% for the year. These depend on the speed of containment and the duration of travel restrictions and shutdown of borders.
- We are monitoring the introduction of travel restrictions around the world. Our latest data shows 100% of all destinations have restrictions in place.
- Depending on when and where travel restrictions are lifted, international tourist numbers could fall between 60 and 80% this year.

**Dear Friends,**

- Our latest data shows that the crisis has caused a 22% fall in international tourist arrivals during the first quarter of 2020 in comparison to last year and it could lead to an annual decline of between 60% and 80% which places millions of livelihoods at risk and threatens to roll back progress made in advancing the Sustainable Development Goals (SDGs).
- However, the estimates regarding the recovery of international travel is more **positive in Africa and the Middle East** with most experts foreseeing recovery still in 2020
- How we used to behave before will no longer be the norm, social distancing measures are set to remain in place for some time. As COVID-19 impacts every aspect of our work and life, we have seen 2 years' worth of digital transformation in 2 months, especially when it comes to remote teamwork.

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- The lifting of travel restrictions, first within nations and then across international borders, will allow the many social and economic benefits tourism around the world.
- According to the World Bank's 2019 Doing Business Index, five of the ten most-improved countries globally are in Africa, with six of the world's 10 fastest-growing economies on the continent.

**Dear Friends,**

- African countries have shown leadership individually and collectively which was supported by an early set-up of a coalition of leaders who were critical to rapidly accelerating alertness efforts and issuing comprehensive control measures.
- So far, although around half of the countries in Africa have community transmission, essentially concentrated in major cities, the region is the least-affected one globally in terms of the number of cases and deaths reported to WHO.
- Africa has just 1.5 percent of the world's reported cases of COVID-19, and less than 0.1 percent of the world's deaths.
- The African Union has established an Africa Taskforce for Coronavirus (AFTCOR) to develop a unified continent-wide strategy— and sectoral strategies to combat the virus and its impact are being developed.
- There has been solidarity across the continent as labs in Senegal and South Africa were some of the first in the world to implement COVID-19 diagnostic testing.
- Most African countries had also to face a dilemma when it came to confinement measures, as a large number of people are in the informal sector and need to work each day to earn a living.
- It is quite understandable that confining poverty is not an option, I believe that to each region its own type of lockdown. It is quite encouraging to see several countries of Africa taking a leap forward in opening up airports and hotels in conjunction with distinctive hygiene protocols guidelines, as well as easing lockdown measures with safety measures that will slowly allow the private sector to live again.



- Africa's knowledge and experience of overturning infectious diseases has been critical to rapidly scaling up a swift response to the pandemic. Countries across the region have gathered a great deal of experience from tackling infectious diseases like Ebola, yellow fever, measles, polio, influenza and many more.
- Testing capacities in Africa are still being upgraded and there is a probability that some cases may be missed, but nevertheless the continent appears to have so far been spared the level of outbreaks we have seen in other regions.

**Dear Friends,**

- Now is also the opportunity to move to something better.
- What we are ultimately facing now is a crisis of confidence. It is a crisis that strikes at the very heart and spirit of our sector and we can see this crisis in the growing doubt about the meaning of our own lives and in the loss of the many things that have resulted from this pandemic.
- The erosion of our confidence in the future is threatening our social and political fabric as a traveling community.
- This is why I deeply believe that Trust is the new currency of our 'new normal'. And tourism is ideally positioned to be the vehicle to channel trust, especially in Africa.
- If people trust in governments and in the tourism sector to keep them safe from harm, they will indeed travel tomorrow.
- The coordinated rolling out of new health and safety protocols for every part of the tourism value chain – including travel, accommodation, food and leisure – will make it safer to travel.
- As the ultimate person-to-person sector, and one that promotes solidarity and friendship, tourism will play a key role in spreading trust more widely, with benefits traveling far beyond tourism itself. Only this way can we drive our economies back towards growth and start rebuilding our societies.

**Dear Friends**

- Our capacity of adaptation is unbelievable. What the crisis has shown us is how quickly we can make radical changes to our lifestyles. Almost instantly, the crisis forced businesses and

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individuals to abandon practices long claimed to be essential, from frequent air travel to working in an office.

- Africa's tourism potential is still undeniable as it is the potential of tourism to drive inclusive development in the region, and a new focus should be given to domestic and intra-regional tourism as it represents a giant source of untapped wealth for African countries.
- To fulfil such potential we still need to address critical issues such as infrastructure, air connectivity, visa facilitation, safety and security, human capital development and the image of the region.
- We are working closely with all our Members to address these issues making of tourism a flagship economic sector for Africa.
- It is in this spirit that I ask you to join me in writing an agenda for the future as we adapt our strategy to the new needs you have expressed in the survey we have conducted amongst you.
- We are already moving proactively in the implementation of this new phase and I will have the opportunity together with Elcia Grandcourt, the Director for Africa, to walk you through the different steps UNWTO is taking to revamp the sector and make it even more resilient than before.
- The revamping of Africa's economies will not happen without the tourism sector, this is a fact, and we will ensure that.



## **ANNEX III**

### **Communication of the Chair**

#### **Virtual Meeting**

UNWTO 63<sup>rd</sup> Regional Commission for Africa

**H.E Mr Ronald Kaoma Chitotela MP,**

Cabinet Minister of Tourism and Arts, the Republic of Zambia

**Monday 8<sup>th</sup> June 2020**

- Your Excellency Amb. Zurab Pololikashvili - UNWTO Secretary-General
- Your Excellency Dr. Amani Abou-Zeid Commissioner of Infrastructure and Energy of the African Union
- Your Excellency Mr Najib Balala - Cabinet Secretary for Tourism of the Republic of Kenya and Chair of the UNWTO Executive Council.
- Fellow Ministers from across the continent and beyond
- Your Excellencies Ambassadors present here
- Distinguished CAF Members
- Invited guests, Ladies and Gentlemen,

As Chair of this August gathering allow me, on behalf of my team here and indeed our Permanent Representative and her team in Paris France, to express sincere gratitude to the Secretary-General and his team for having managed to organise this meeting virtually.

DEAR COLLEAGUES

- I welcome you all to the 63<sup>rd</sup> UNWTO Regional Commission for Africa, the first-ever virtual African regional Meeting. On behalf of my President who is an ardent supporter of this industry, the entire Government and indeed the people of Zambia, home of the Mighty Victoria Falls; one of the seven natural wonders of the world. I take this opportunity to say how honoured I am to have this opportunity to guide virtually deliberations of this important gathering.

SECRETARY-GENERAL, EXCELLENCIES, DISTINGUISHED PARTICIPANTS

- Before I present my communication allow me on behalf of my country and the entire leadership of our continent to pay our sincere condolences to all those that have lost loved ones across the globe to COVID-19 pandemic.

LADIES AND GENTLEMEN,

- As you may all recall this meeting was scheduled to take place in March in Seychelles in the wonderful historical and botanical city of Victoria on Mahé Island, home of one of Africa's best white-sand beaches, endemic palms and orchids, as well as giant tortoises and fruit bats. Today, the city of Victoria has emerged as one of Africa's important cities on our continent home to a



vibrant, friendly and hospitable people with a rich cultural heritage. There are simply no words strong enough to describe Seychelles except to say it is another world

- We could have clearly experienced and understood why this city is becoming one of Africa's most popular tourist destinations and had been enjoying enviable growth in international tourist arrivals until this pandemic struck. It is so sad, however, that this pandemic has robbed us of a unique opportunity.
- To my colleague Didier Dogley Minister of Tourism, Civil Aviation, Ports and Marines of Seychelles, please take heart and be rest assured that soon we shall come to visit your beautiful country.

#### COMRADES, DEAR COLLEAGUES

- During the last five months, humanity has been confronted with a global health situation never witnessed and never imaged in the 21st century. Across all regions of the world, the human race has been involved in a serious war with an invisible enemy, what makes it even more challenging Colleagues, is that this enemy has not only negatively impacted on the health sector but every human life causing unprecedented havoc on economical, trade, geopolitical and social. Unfortunately, this pandemic represents an even added drawback in the context of weaker world economies like those of us in Africa,
- Regrettably, Colleagues, the travel and tourism industry has been one of the hardest-hit by this pandemic adversely impacting on each of the industry's supply chain.
- Comrades, it is undeniable fact that all over the world tourism has become an important social-economic sector that is driving change over the years. Tourism has undergone sustained growth and intensified diversification to become one of the fastest-growing economic sectors in the world. . These dynamics have turned tourism into a key driver for socio-economic progress.
- For us in Africa, tourism is one key driving wheel towards the attainment of our aspirations set out in Agenda 2063 driven by the spirit of Pan Africanism, focusing on development, political steadiness, social and economic independence. For us, with all our wonderful natural resources and cultural heritage, the potential for tourism transforming lives is real.

#### SECRETARY-GENERAL, DEAR COLLEAGUES

- Even though our region has not been heavily affected by COVID-19 like other regions of the world, the impact of this pandemic on the tourism industry is exceedingly noticeable and has

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been heavily felt by many destinations and industry players. We have suffered greatly because this pandemic has hit us from the head, which are our main source markets.

- Colleagues the biggest challenge for the Africa region unlike other regions like Asia-Pacific, Europe and the Americans, is that our tourism industry is heavily dependent on intra- continental markets.
- We have unfortunately neglected the Africa intra-travel for a long time and from where I stand Comrades, the only way Africa's tourism industry will be sustainable is when we change our marketing strategies and approaches by focusing our tourism promotional and marketing efforts on intra-Africa travel.
- Therefore, as we deliberate during this meeting and going forward after this pandemic is contained, let us realise the importance of intra-travel. Africa's tourism will only be sustainable once we overcome the challenges that currently hinder many Africans to travel within the continent, it is quite ironical to find that we as Africans find it easier and more cost-effective to travel abroad than within our own continent.

#### EXCELLENCIES, LADIES AND GENTLEMEN

- I am somehow delighted that we are meeting on the background of a slowdown in new infections and deaths in many parts of the world. I am also comforted to note that, many countries across our region and around the world have started unlocking and easing up various restrictions implemented to combat the spread of this virus. This indeed is a good sign on the road towards the recovery of our industry.

#### COMRADES

- Moving towards recovery we are seeing many countries around the world gradually starting to open up by relaxing social distancing restrictions in a multi-phase approach and specific to the opening up the tourism sector, what we are witnessing is an approach based on the three- phase approach domestic, regional and then international.
- Many countries around the world are encouraging their citizens to travel within their country or around the region. We all know that this is the most prudent and effective approach towards normality.



## DEAR COLLEAGUES

- According to predictions by industry experts, even when the outbreak is over, it could take up to 10 months for the tourism sector to recover. For many destinations in our region, it could take well take over a year. Additionally, industry experts estimate that the 2020 global international tourist arrivals in Africa could decline between 1% to 3%. A recent study from the African Union estimates that the tourism and travel sector in Africa could lose at least \$50 million due to the pandemic outbreak and at least 2 million direct and indirect jobs.
- With these predictions, it calls for us on the region in our different destinations to draw from past experiences and put together plans to manage the post-COVID-19 void.

## SECRETARY-GENERAL, MEMBERS OF THE COMMISSION

- As I stated in our last Global Crisis committee meeting the main factors that will springboard international travel confidence and trust is safety and security in service provisions in our respective destinations. No Governments will be able to revamp the tourism sector in isolation without the collaboration with other stakeholders. Public-private partnership is critical!
- If there is time to work together across the board; it is now!

## SECRETARY-GENERAL, EXCELLENCIES, DEAR COLLEAGUES

- As we move towards recovery, we should not forget that we have a regional policy agenda “UNWTO Agenda for Africa 2030: Tourism for inclusive growth”, adopted during the last General Assembly held in Saint Petersburg Russia.

## EXCELLENCIES, DEAR COLLEAGUES

- May I remind you that UNWTO Agenda for Africa 2030: Tourism for inclusive growth is a roadmap now serving the Africa region as a blueprint and a strategic framework to help unlock this region’s tourism potential towards inclusive development.
- This special purpose vehicle initiative is aligned with the 2030 Agenda for Sustainable Development and its 17 Sustainable Development Goals (SDGs), it fully reflects the seven aspirations of the Agenda 2063 of the African Union (AU) for a socio-economic transformation of the continent through sustainable tourism.





## SECRETARY-GENERAL, COLLEAGUES

- In the wake of this global challenge that has impacted so negatively on the tourism sector, it will be important that we go back to the drawing board and revisit the implementation of this policy agenda.
- We know that tourism can play a significant role in the overall social-economic emancipation of our beloved continent but as it has been said before, this will need a radical change in our approach to tourism policy formulations, strategies implementation and development in our respective destinations and at continental level.
- In the last two decades, Tourism has become an important economic sector in our region. There have been increased investments in product development and enhancement, aggressive marketing, coupled with appropriate business-friendly socio-political reforms. The World Bank reports that one in 20 jobs in sub-Saharan Africa is in the travel and tourism sector.
- Therefore, if Africa's tourism industry has to make a meaningful contribution to United Nations 2030 Agenda for Sustainable Development and the African Union Agenda 2063 dubbed "the Africa we want" it calls for all of us to work together and make our continent competitive.

## YOUR EXCELLENCE

- May I also emphasize Comrades that as we work towards recovery our main priorities should be to protect jobs for our people, build liquidity for our tourism businesses and above all build confidence trust on safety and security for our visitors.

## DISTINGUISHED MEMBERS OF THE COMMISSION

- As I end, I am very happy by the swift actions taken by world leaders to try and minimise and ultimately contain this pandemic. In this regard, Comrades allow me to sincerely thank and congratulate our Secretary-General, other industry leaders and all of you for remaining committed and providing the needed leadership since the outbreak of this virus in Wuhan China.
- Ever since the virus started spreading out of China our Secretary-General has remained steadfast providing us with the necessary information for our industry and engaging with other global industry leaders through the Global Tourism Crisis Committee.
- Comrades permit me to also thank our Heads of State across our region from Cape to Cairo for their resolute leadership in ensuring that the spread of the virus on the African continent is minimised and contained.

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DEAR COLLEAGUES,

- We shall overcome, the tourism sector is resilient and has often overcome crises. However, what is key for our region is to develop strategies to cope with crises including preparedness, rapid development and deployment of a response network. It also includes managing communication in the face of a crisis and introducing measures to promote swift recovery.  
Stay safe and safeguard our resources.

I wish you fruitful deliberations.

I THANK YOU



## **ANNEX IV**

**Speech of the Commissioner for Infrastructure and Energy  
H.E. Dr Amani Abou-Zeid  
on the occasion of the  
63rd Meeting of the World Tourism Organization (UNWTO)'s Commission for Africa  
08 June 2020**

- Honourable Ronald. K. Chitotela, Minister of Tourism and Arts of Zambia; and Chair of the UNWTO Commission for Africa;
- Mr. Zurab POLOLIKASHVILI, Secretary-General of the World Tourism Organization;
- Honourable Ministers responsible for Tourism and Air Transport in Africa;
- Representatives of Regional Economic Communities and International Organisations;
- Invited Guests;
- Ladies and gentlemen;
- All protocols observed:

It is with pleasure that I take the floor to address you on matters which I consider top priority to economic development and cohesion of Africa.

These are: Tourism and Air Transport.

I would like to thank and commend Mr. Zurab POLOLIKASHVILI, Secretary-General of the World Tourism Organization and my brothers, Hon. Ronald. K. Chitotela, Minister of Tourism and Arts of Zambia; and Chair of the UNWTO Commission for Africa, for convening this important meeting which provides an essential platform for tourism industry, especially when we are all going through unprecedented times.

It is an encouraging and clear signal that we are all committed to pooling our efforts to mitigate the devastating impacts of this global outbreak and most of all that we commit ourselves to protect and facilitate the development of the tourism industry in Africa for the benefit of the continent and its people.

Honourable Secretary General and Ministers,  
Ladies and gentlemen,

Tourism is one of the most important sectors in Africa. This is an industry that, more than others, permeates the socio-economic life of the majority of Africans. It links Africans across borders and provides livelihood to all segments of the African Populations. The tourism industry in Africa employs over 20 million people, i.e. 6.5% of the total workforce.- half of whom are women - and accounts for 8% of the continent's GDP, which exceeds the contribution from manufacturing and the banking sector.

As COVID-19 deforms the global economy, tourism is one of the worst-hit sectors in Africa and African economies are thus probably the worst hit . Across the Continent, hotels are laying off workers while travel agencies are closing, revenues and livelihoods lost. the COVID19 outbreak did not only bring tourism to a stop , but is also severely affecting one of the critical tourism socio-economic enablers and service sectors for many countries and economies across the continent – Aviation. It is very clear that the pandemic is challenging the viability of the continental air transport system as never before in history.



The precautionary measures that have been put in place by most of African countries to contain the COVID-19 pandemic involved closure of important transport infrastructure and services. These include, among others, the closure of major international airports for passenger flights, closure of important transport corridors affecting directly the landlocked countries and interruption of maritime and land transport corridors.

While we applaud the swift actions of our governments to save lives, it is important to note that these measures significantly affected the intra-African trade and tourism- among many other socio-economic implications.

Honourable Secretary General and Ministers,  
Ladies and gentlemen,

In the light of these challenges, the African Union Commission has anticipated with the post COVID 19 by undertaking a series of measures to support recovery of the African Tourism and Air transport industries, with the involvement of all the key stakeholders and in close coordination with the Africa CDC, aiming at developing and implementing a comprehensive Post-COVID-19 Continental Recovery Strategy to support Tourism sector in Africa, through the establishment of two High Level Task Forces to collect and share policy and regulatory experiences and best practices that can improve COVID-19 responses and economic recovery.

I would like also to recall that The AFRICAN TOURISM STRATEGIC FRAMEWORK 2019-2028 (ATSF 2019-2028), which will serve as a guiding framework for the ongoing recovery strategy, was formulated, taking into account the UNWTO ten priorities of the Agenda for Africa., in line with the recognised socio-economic potential of the tourism industry as espoused in the AU Agenda 2063 flagship of 'making Africa the preferred destination for tourism and the requisite need for a continental tourism development framework as affirmed by the First Ten-Year Implementation Plan of the Agenda 2063, the Seychelles Communiqué 2014, the 2017 Lomé Ministerial Declaration, and the Plan of Action for Tourism (2017-2019).

More than any time before, we need to act quickly but efficiently and develop and implement coordinated and comprehensive PostCOVID-19 tourism Recovery Plans at national, regional and continental levels aiming to support the sustainability of our valuable tourism sector for generations to come, but also helping Member States to lift confinement measures and resume businesses, work and social life, in line with epidemiological and public health criteria.

The Strategies will have to guide Member States, competent authorities, industry bodies, economic operators and citizens through the next steps of the de-confinement process through packages that provide reassurances and clarity for people and a pathway to recovery for tourism and transport through a safe resume of all the sector businesses (transport, connectivity, tourism services in particular hospitality...).

Providing guidance to Member States so that they can progressively resume tourism services and implement appropriate health and safety protocols is now of vital importance.

Support innovative digital solutions not only for combating the pandemic, but also and especially for helping African tourism businesses to cope efficiently with the new realities for planning purposes, managing the flow of tourists, communication will be a valuable opportunity to seize for a thriving and competitive African Tourism.

This means how important is prioritizing the investment in digital skills, including cybersecurity and fostering digital innovation, and connecting tourism businesses and actors with existing data spaces at national, regional and Continental levels. This is particularly important in rural, remote areas and



outermost regions where tourism is fragmented and highly dependent on information, transport and travel accessibility.

Honourable Secretary General and Ministers,  
Ladies and gentlemen,

Tourism is the backbone of the economy for many African Member States.

The pandemic is putting the growing African tourism industry under unprecedented pressure. As a result of travel and other restrictions, tourism reached a gradual halt during the first and second quarters of 2020 in Africa and globally. Tourism enterprises are facing an acute liquidity crisis. Jobs are also under threat. Without urgent action and emergency funding to bridge the period until tourism flows can resume, many companies could become bankrupt in the coming weeks or months. Member States and regions most impacted by the downturn in tourism have to be assisted to use the possibilities offered by the Coronavirus Response Initiatives, to support tourism SMEs as part of the ongoing sectorial recovery strategies.

The COVID-19 pandemic will eventually come to an end. The months to come should not be lost for a vigorous and vibrant African tourism industry covering a range of activities such as travel, transport, accommodation, food, recreation on land and water, culture or nature.

The growth of regional tourism in Africa is, on a positive note, likely to cushion the negative impacts of the coronavirus outbreak. It is, hence, necessary that in line with Agenda 2063, African Member States, RECs and the AU, step up efforts to promote and develop regional tourism in the continent. For the tourism to counter the Covid 19 impacts, support is now more than required and will reinforce later the perception that tourism is a sector that reacts strongly to economic, political, climatic and health crises (- the financial crisis 2008/09 – the Arab spring 2011 – Ebola outbreak..). The fast rebound of tourist arrivals and expenditures after the financial crisis shows that the sector can be resilient if appropriate supportive measures are adopted.

The purpose of our meeting is to reflect – together with UNWTO, Member States, RECs, African institutions, and the industry stakeholders, – about the African tourism of tomorrow and jointly start building a roadmap towards a sustainable, innovative and resilient African tourism ecosystem to achieve the aspirations of the AU Agenda 2063.

THANK YOU FOR YOUR KIND ATTENTION



**ANNEX V****Royaume du Maroc****Ministère du Tourisme, de l'Artisanat,  
du Transport Aérien et de l'Economie Sociale****Secrétariat Général****Direction de la Stratégie et de la Coopération****المملكة المغربية****وزارة السياحة والصناعة التقليدية  
والنقل الجوي والاقتصاد الاجتماعي****الكتابة العامة****مديرية الإستراتيجية والتعاون****Intervention de Madame Nadia FETTAH, Ministre du Tourisme, de l'Artisanat, du  
Transport Aérien et de l'Economie Sociale, en marge de****63<sup>ème</sup> Réunion de la Commission Régionale de l'OMT pour l'Afrique (CAF)****Pays hôte : Les Seychelles.****Réunion Virtuelle****Date: 8 juin 2020****09:00 à 12:00 (heure de Rabat)**

Salutations d'usage adressées à Monsieur le Secrétaire Général de l'Organisation Mondiale du Tourisme S.E. Zurab Pololikashvili, à Monsieur le Président de la Commission Régionale de l'OMT pour l'Afrique, S.E. Ronald Chitotela, Ministre du Tourisme et des Arts de la Zambie, à S.E. Monsieur Didier Dogley, Ministre du Tourisme, de l'Aviation Civile, des Ports et de la Marine, des Seychelles (pays hôte de la 63<sup>ème</sup> CAF), à S.E. Monsieur Najib Balala, Président du Conseil Exécutif de l'OMT et Ministre du Tourisme et de la Faune du Kenya, à S.E. Monsieur Abdoul Karim Sango, 1<sup>er</sup> Vice-président de la CAF et Ministre de la Culture, des Arts et du Tourisme du Burkina Faso, à l'ensemble des Ministres africains en charge du tourisme et chefs de délégations, à Madame le Commissaire à l'infrastructure et à l'énergie de la Commission de l'Union Africaine (CUA) S.E. Dr. Amani Abou-Zeid et à S.E. Madame Gloria Guevara Manzo, CEO & Présidente du WTTC.

Remercier solennellement le Secrétariat Général de l'OMT pour la qualité d'organisation de la réunion virtuelle de la 63<sup>ème</sup> CAF, en espérant que l'archipel exceptionnel des Seychelles qui n'a pas pu abriter physiquement cette réunion, en raison des restrictions globales imposées en matière de voyages, à cause de la pandémie Covid-19, puisse prochainement accueillir les Ministres africains en charge du tourisme et l'Organisation Mondiale du Tourisme dans le cadre d'un autre événement de l'OMT.

Saluer les efforts déployés par le Secrétaire Général de l'OMT visant la promotion et le développement d'une industrie touristique durable et compétitive de par le monde et en Afrique en particulier ainsi que le leadership du Président de la Commission Régionale de l'OMT pour l'Afrique et sa contribution au développement du tourisme dans le continent africain.

**World Tourism Organization (UNWTO) - A Specialized Agency of the United Nations**

C/ Poeta Joan Maragall 42, 28020 Madrid, Spain. Tel: (34) 91 567 81 00 / Fax: (34) 91 571 37 33 – [info@unwto.org](mailto:info@unwto.org) / [unwto.org](http://unwto.org)

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Féliciter le Secrétaire Général de l'OMT pour son engagement depuis le début de la pandémie, lequel s'est matérialisé par ses recommandations aux États Membres pour une relance du secteur du tourisme et ses initiatives prises pour la mise en place du comité de crise mondial et du dispositif d'assistance technique pour le redressement du tourisme, destiné aussi bien aux États membres qu'aux entreprises touristiques, pour faire face à la crise.

Féliciter chaleureusement le Secrétaire Général de l'OMT pour ses efforts continus avec les institutions internationales et les bailleurs de fonds, notamment la BERD pour appuyer les plans de relance du tourisme dans plusieurs pays (Dispositif d'Assistance Technique pour le Redressement du Tourisme lancé par l'OMT).

Faire part du souhait du Maroc pour que l'OMT continue et développe davantage son leadership au niveau mondial, afin que l'Afrique bénéficie, en cette période, de l'accompagnement des institutions internationales, pour la relance de son activité touristique.

Indiquer qu'au-delà des efforts menés par les gouvernements du monde entier pour la gestion de cette crise et atténuer son impact sur leurs économies, cette situation nous offre une opportunité pour transformer notre secteur et le positionner dans l'ère de l'après Covid19, en s'adaptant aux nouvelles réalités de marché, en anticipant les changements dans les modes de consommation des touristes et en tirant profit des opportunités offertes.

Alerter que cette crise, au-delà de ses impacts négatifs sur les entreprises et l'emploi, a particulièrement mis en lumière la vulnérabilité d'une large frange de travailleurs, hommes et femmes, exerçant dans le secteur du tourisme et qu'il nous appartient tous de veiller et d'œuvrer pour améliorer leurs conditions, notamment en les inscrivant dans les circuits économiques formels.

Saluer le processus consultatif initié par l'OMT auprès des États Membres africains et sur lequel va s'appuyer le réalignment du programme d'actions de l'Agenda 2030 pour l'Afrique et auquel le Maroc a répondu, et réitérer l'engagement ferme du Maroc à contribuer activement à la mise en œuvre dudit Agenda.

Féliciter les États membres qui se sont dotés de normes sanitaires et de plans de relance de l'activité touristique et indiquer qu'afin d'atténuer l'impact socio-économique du coronavirus, le Gouvernement marocain, sous l'impulsion de Sa Majesté le Roi, a pris plusieurs mesures, à même d'améliorer les moyens de subsistance des populations les plus vulnérables, de maintenir les emplois et d'accompagner les entreprises, y compris dans le secteur touristique. Un fonds, doté de plus de 4 Milliards de dollars, a été spécialement créé à cet effet. De plus, l'État marocain est en train de mobiliser d'autres moyens plus conséquents pour les phases de redémarrage et de relance de l'Économie.

Le Ministère du Tourisme, de l'Artisanat, du Transport Aérien et de l'Économie Sociale a élaboré un guide sur les mesures sanitaires adoptées par les opérateurs touristiques marocains, ainsi que des recommandations de sécurité sanitaire liées à la Covid-19 destinés aux professionnels du tourisme marocain, lesquelles dressent les principales mesures d'hygiène et de sécurité mises en place pour assurer une reprise d'activités graduelle et réussie et des prestations de qualité dans un environnement sûr et sain pour les touristes. Le Maroc est disposé à partager avec les États membres africains qui le souhaitent sa modeste expérience dans ce domaine.

Souligner l'adoption par le Maroc de la loi (30-20) édictant des dispositions particulières pour les contrats de voyage, les séjours touristiques et les contrats de transport aérien des passagers, sachant que cette loi a pour objectif d'atténuer la pression sur la trésorerie des opérateurs touristiques, en leur permettant de procéder par des avoirs qui seront accordés à leurs clients.

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Mettre en exergue l'initiative du Maroc en matière de renforcement des capacités des professionnels du tourisme, à travers une plateforme digitale pour les accompagner à travers un programme de formations en leur faveur dans plusieurs domaines, notamment la qualité et l'innovation.

Rappeler l'importance de la solidarité et de l'union entre tous les Etats membres africains, et de s'appuyer sur le soutien de l'OMT, afin de pouvoir faire face ensemble à l'impact de cette pandémie et de parvenir au redressement du tourisme africain, en limitant au maximum l'impact négatif de cette crise sur l'activité touristique en Afrique.

Indiquer que le Maroc qui est fier et honoré de rassembler la grande famille du Tourisme à Marrakech en 2021 lors de la 24ème Assemblée Générale de l'OMT, ne ménagera aucun effort pour accueillir ses hôtes et leur faire découvrir ses richesses, ses traditions et valeurs d'hospitalité, de tolérance et d'ouverture, en veillant à ce que cette Assemblée puisse s'inscrire pleinement dans la dynamique vertueuse de notre Organisation. Cette 24ème Assemblée Générale, devra être un jalon important pour la relance du tourisme après cette pandémie.

Réitérer les remerciements au Secrétaire Général de l'OMT pour ses efforts louables pour le redressement du tourisme mondial et faire part de la volonté ferme du Royaume de développer et de consolider davantage sa coopération touristique avec les pays africains frères, aussi bien sur le plan bilatéral que multilatéral, conformément aux Hautes Orientations de Sa Majesté Le Roi Mohammed VI, que Dieu l'assiste, en matière de coopération Sud-Sud.

Remercier les participants de leur attention et souhaiter plein succès aux travaux de cette Réunion.



## ANNEX VI

### **Intervention de M. Alioune SARR, Ministre du Tourisme et du Transport Aérien de la République du Sénégal**

### **63<sup>ème</sup> Réunion de la Commission Régionale de l'OMT pour l'Afrique (CAF)**

#### **Réunion Virtuelle**

**8 Juin 2020**

Je vous remercie de me donner la parole et me réjouis de participer à cette réunion de la Commission de l'Organisation Mondiale du Tourisme pour l'Afrique. Je saisis cette opportunité pour transmettre mes salutations :

Au Secrétaire Général de l'OMT  
Au Président de la CAF

A mes collègues ministres et aux chefs de délégations,

Cette réunion, en tant que plateforme de dialogue et de concertation sur les problématiques et priorités du développement touristique en Afrique, se tient à un moment crucial de l'histoire du tourisme mondial et certainement fera date dans celle du continent africain et plus particulièrement à l'échelle de nos différents pays.

Je voudrais au nom du Président de la République du Sénégal vous remercier pour la tenue de cette rencontre qui concerne un secteur parmi les plus durement touchés par la crise de la Covid-19. Ces remerciements s'adressent également à toutes les Organisations internationales, en particulier l'Organisation Mondiale du Tourisme, l'Organisation Internationale du Travail, et l'Organisation mondiale de la Santé, pour leur mobilisation.

Le tourisme est une force motrice de la croissance économique et du développement. C'est un secteur à forte intensité de main-d'œuvre, pourvoyeur d'emploi et ainsi donc un instrument de lutte contre la pauvreté.

C'est la raison pour laquelle, dans le référentiel de politique économique et social à long et moyen terme, pour accélérer l'émergence à l'horizon 2035, le secteur touristique est érigé au rang de priorité dans toutes les actions du gouvernement du Sénégal.

Selon les statistiques de l'OMT, l'Afrique a comptabilisé en 2018 un nombre estimé à 67 millions de touristes et a dépassé la barre des 70 millions en 2019.

Dans le contexte actuel de crise sanitaire majeure, le tourisme au Sénégal a été fortement impacté. La pandémie liée à la Covid-19 a entraîné des pertes estimées à 147,9 milliards de Francs CFA. Le secteur touristique avait déjà fait face à plusieurs crises :

- En 1991, la guerre du Golfe avait entraîné une baisse considérable des déplacements internationaux, impactant ainsi le secteur de l'hôtellerie et du tourisme ;
- Dans les années 2000, l'industrie hôtelière était de nouveau frappée par le terrorisme avec les attentats du 11 Septembre 2001, la maladie du SRAS en 2003 et la crise économique de 2008.



Tous ces événements malgré leurs impacts négatifs n'ont pas pu empêcher le développement du secteur du tourisme et de l'hôtellerie.

L'industrie du Tourisme a toujours su adapter son offre et surmonter ses difficultés, ce qui prouve sa forte capacité de résilience.

Aujourd'hui encore, le secteur est confronté à la pandémie de la Covid-19. Le Gouvernement du Sénégal a pris des mesures pour combattre ce nouveau fléau. Parmi lesquelles on peut citer:

- L'arrêt des déplacements internationaux et inter-régionaux par la fermeture des frontières aériennes, terrestres et maritimes ;
- L'interdiction des rassemblements de masse, tels que les réunions, les séminaires,...
- La fermeture des établissements du secteur touristique et hôtelier (hôtels, bar restaurants, casino, ...)

Toutes ces mesures vont certes à l'encontre du développement du tourisme, mais constituent « un mal nécessaire ».

Le gouvernement du Sénégal, résolument engagé dans la redynamisation du secteur du Tourisme et des Transports Aériens, a très vite pris conscience de l'impact de la Covid-19 sur le secteur et a mis en place des dispositifs pour assister les entreprises hôtelières et touristiques.

Je voudrais vous informer des mesures nationales immédiates de soutien au secteur:

- La mise en place d'une Cellule de crise, de suivi et d'évaluation dans le cadre d'un partenariat public-privé ;
- Une dotation de 15 milliards de FCFA logée dans un Fonds dénommé « Crédit Hôtelier et Touristique » pour accompagner les entreprises du secteur dans le maintien de leurs emplois, leur besoins en trésorerie et en investissement ;
- Un appui financier au secteur du transport aérien ;
- L'élaboration d'un Plan de relance du tourisme post COVID – 19.

Nous demeurons néanmoins très optimistes quant à l'avenir du secteur. En effet, ce dernier a un potentiel de dynamisme tel, qu'il se relèvera assurément de cette situation si nous prenons les décisions idoines en matière de promotion et de développement.

Avant de finir, je voudrais formuler un certain nombre de propositions afin de contribuer aux recommandations générales de relance du tourisme africain en général.

#### RECOMMANDATIONS

- Mener une réflexion stratégique sur l'enjeu de la gouvernance africaine du tourisme et le rôle qu'y joue l'OMT;
- Assurer un appui aux politiques de coopération touristique sous régionales notamment au niveau de la CEDEAO et de l'UEMOA;
- Mettre en place un protocole sanitaire harmonisé pour la relance du Tourisme et du Transport Aérien;
- Vulgariser l'utilisation des Nouvelles Technologies Informatiques et de Communication;
- Développer le tourisme intérieur et le tourisme intra africain au regard des ambitions affichées par la ZLECAF;
- Inviter l'OMT, en relation avec les autres institutions des Nations UNIES, à mettre en place un Fonds d'appui pour la relance du tourisme en Afrique;
- Prévoir un accompagnement de l'OMT pour le marketing, la promotion et la commercialisation des Destinations Africaines.

**ANNEX VII**

**Communication du Ministre du Tourisme de l'Artisanat de la Tunisie S.E. Mr Mohamed Ali Toumi,  
Réunion virtuelle CAF, 63<sup>ème</sup> édition  
Lundi 8 juin 2020**

**Monsieur le Secrétaire Général de l'Organisation Mondiale du Tourisme, S.E Zurab pololikashvili.  
Monsieur le Président de la CAF, S.E Roland Chitotela : Ministre du Tourisme et des arts de la  
Zambie.**

**Mme le commissaire à l'infrastructure et à l'énergie de la Commission de l'Union Africaine, S.E Dr  
Amani Abou-zied.**

**Mesdames et Messieurs les Ministres.**

**Mesdames, Messieurs les délégués.**

C'est pour moi un grand plaisir de m'adresser à vous Excellence et mesdames et messieurs, ce matin à l'occasion de la 63<sup>ème</sup> réunion de Commission Régionale pour l'Afrique.

Permettez-moi de saluer et de féliciter Mr Le secrétaire Général de l'OMT et son équipe pour son leadership notamment pour les Dispositifs que notre prestigieuse Organisation a pris pour attirer l'attention des dirigeants mondiaux sur les répercussions lourdes de cette crise sanitaire sur le tourisme mondial d'un côté et l'engagement du secteur à soutenir toutes les mesures prises pour enrayer l'épidémie de l'autre côté.

Je me réjouis aussi de la participation de S.E Dr Amani Abou-zied ; le commissaire à l'infrastructure et à l'énergie de la Commission de l'Union Africaine pour les multiples initiatives qu'elle ne cesse de déployer dans le cadre de l'Agenda 2063 de l'Union Africaine et accélérer le processus de l'intégration régionale.

**Honorables Ministres,**

**Mesdames et Messieurs,**

Notre réunion se tient dans un contexte très difficile pour le secteur du tourisme. Ne s'agit-il pas en effet pour nous de nous entendre sur les différentes expériences et stratégies entreprises pour faire sortir le Tourisme de cette crise dans laquelle il a plongé , mais surtout pour doter un secteur vital pour la vie socioéconomique de nos pays d'une plus grande capacité à résister à des tels chocs qui peuvent lui causer des dommages d'une gravité extrême pour tous les pays du continent du fait que leurs grands équilibres dépendent étroitement des apports du tourisme.



**Par ailleurs ;** Je n'évoquerai pas la chute des arrivées de touristes en Tunisie ni la baisse de la recette de devise engendrés par la COVID 19 , néanmoins, il est peut être utile de rappeler que le secteur occupe une place essentielle et stratégique dans l'économie du pays.

Personnellement je considère que la crise actuelle est une aubaine pour prendre du recul, réfléchir et proposer des améliorations dans le secteur touristique en Tunisie.

Le redémarrage ne devra donc pas être fondé sur un désir de rattrapage, mais un désir de rénovation et d'innovation, c'est mon challenge depuis que j'ai pris le pilotage du Ministère en février dernier.

J'ai déjà engagé des réflexions comment repenser, en profondeur, le modèle de notre tourisme actuel et mettre en place une stratégie de développement touristique à l'horizon 2035.

**Honorables Ministres,**

**Mesdames et Messieurs,**

Je saisis cette heureuse occasion pour vous informer que la Tunisie a décidé d'ouvrir ses frontières à partir du 27 juin 2020.

Notre stratégie de déconfinement progressif prendra fin le 14 juin 2020

Les hôtels et les restaurants touristiques ont d'ores et déjà repris leurs activités touristiques sur le marché domestique depuis le 4 juin 2020.

Le Ministère a dessiné aujourd'hui un plan de relance de l'activité touristique autour de deux Axes :

1-Le premier c'est de permettre au secteur de tenir bon face à la crise actuelle en limitant les faillites et les licenciements afin de lui permettre de se reconstruire. Tous les détails se trouvent sur le site web de l'OMT « Mesures de soutien au secteur touristique atténuant l'impact de la COVID-19 »

2-Le deuxième axe c'est de tracer des perspectives et préparer sa réouverture. Pour cela le Ministère a mis en place un protocole de sécurité sanitaire sous le label « Tunisia is ready and safe » et a commencé à faire des cours de formation pour les inspecteurs de la qualité des services et la main d'œuvre dans l'hôtellerie et le Tourisme selon les dispositions du protocole.

Nous sommes actuellement en cours de finalisation du lancement d'une campagne pour le tourisme local d'un côté et on a repris les contacts avec nos partenaires des principaux marchés émetteurs de l'autre côté.



**Honorables Ministres ;**

**Mesdames et Messieurs,**

Je me réjouis de nouveau à assister pour la première fois à cette Prestigieuse réunion bien que virtuelle mais conviviale et prendre contacts avec des collègues, amis Ministres du tourisme des différents pays africains. La Tunisie, ancienne Ifriqiya, a donné son nom au continent, qui reflète un creuset civilisationnel qui embrasse des cultures, des langues, des religions d'une grande diversité et dans une virtuose harmonie.

Une diversité qui ne divise pas mais renforce l'attachement à un continent, à une communauté de destin.

La crise nous aura appris que nous pouvons mieux résister quand nous agissons la main dans la main.

**Merci pour votre attention**



## **ANNEX VIII**

**REPUBLIQUE DU CONGO**

Unité\*Travail\*Progrès

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**MINISTRE DU TOURISME**

**ET DE L'ENVIRONNEMENT**

=---=---=

### **INTERVENTION**

**DE MADAME ARLETTE SOUDAN-NONAUT,**

**MINISTRE DU TOURISME ET DE L'ENVIRONNEMENT**

**A L'OCCASION DE LA 63ème SESSION DE LA COMMISSION REGIONALE POUR  
L'AFRIQUE (CAF)**

Brazzaville, le 08 juin 2020

**Mesdames et Messieurs,**

**Chers Collègues,**

Permettez-moi de saluer l'ensemble des participants à cette 63ème Session de la Commission Régionale pour l'Afrique qui se tient dans un contexte particulier. Je remercie très chaleureusement le pays hôte, les Seychelles et l'Organisation Mondiale du Tourisme qui ont mobilisé un dispositif spécial afin que cette réunion puisse se tenir. C'est bien entendu, l'occasion pour nous de jeter un regard collectif sur L'impact de la COVID-19 sur le secteur du tourisme et en dégager les grandes recommandations pour le processus de redressement en Afrique.

Si nous parlons aujourd'hui des enjeux du redressement et de la relance du secteur touristique en Afrique, c'est que dans chacun de nos Etats, les mesures prises pour stopper la propagation de la pandémie du Coronavirus ont très lourdement impacté ce secteur.

A l'échelle sous régionale en Afrique centrale, 1 emploi du secteur formel sur 4 est directement menacé dans nos structures d'hébergement, de restauration et autres lieux de loisirs, des agences de voyages et dans les sites spécifiques de nos nombreuses aires protégées.

C'est donc une réelle menace sociale qui pèse pour de nombreuses familles africaines. Si rien n'est fait, les couches les plus fragiles risquent de payer le plus lourd tribut.

Dans le cas de la République du Congo, mon pays, Ce sont 8.739 emplois directs du secteur formel qui ont été supprimés selon nos premières estimations.

La cessation d'activités a occasionné des pertes financières mensuelles qui ont été estimées à plus de 430 millions de dollars pour le secteur touristique dans l'ensemble des pays qui composent la Communauté Economique des Etats de l'Afrique Centrale.

Quant aux réponses à apporter pour le redressement du tourisme en Afrique, certaines mesures s'avèrent urgentes au premier rang desquelles aider les professionnels du secteur qui doivent faire face aux remboursements des crédits et autres dettes multiformes encourus, qu'ils portent sur les emprunts bancaires ou les paiements des obligations légales vis-à-vis de l'Etat. Cela pourrait avoir un effet positif sur le paiement des salaires aux employés des établissements touristiques.

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- Il est nécessaire d'agir rapidement pour suspendre temporairement :
- le remboursement des échéances bancaires et d'autres microcrédits ;
  - le paiement des charges sociales patronales et fiscales ;
  - la réduction des charges fiscales (TVA, impôt sur le bénéfice, etc.).

Il s'agit donc pour nous décideurs de réaffirmer l'engagement politique des Etats en faveur du tourisme.

Sans se préoccuper des dépenses, il y a urgence à adapter les sites et les établissements touristiques aux nouvelles normes sanitaires, lesquelles doivent prendre en compte le mode de vie local. Nous avons besoin de disposer d'un guide précis pour aider nos acteurs et nos opérateurs à travailler dans ce sens.

Nous pensons qu'il est nécessaire de réadapter la planification touristique et d'élaborer une meilleure adéquation offre/demande pour soutenir et consolider les marchés de proximité. Cette vision va cadrer avec la création du Bureau régional de l'OMT en Afrique que nous appelons de nos vœux, qui devra accompagner et suivre au plus près cette évolution.

Nous sommes conscients qu'il y a lieu de rassurer et créer un climat de confiance avec les visiteurs qui vont séjourner dans nos destinations. C'est dans cette perspective que nous devons travailler à mettre en oeuvre un label pour nos sites et dans une certaine mesure sur l'ensemble de notre destination. Ce label « **Visit Africa Corona Free area** » ou autre, qu'il soit identique à toute l'Afrique ou plus spécifique à chaque sous zone, suppose une adaptation du site d'accueil pour les professionnels du tourisme qui sont déjà en difficulté, d'où la nécessité de les accompagner dans la mobilisation des nouvelles ressources. L'OMT, à côté des autres grandes institutions internationales, devra porter le flambeau de cette mobilisation pour d'une manière plus large soutenir les investissements touristiques en Afrique.

**Mesdames, Messieurs**

**Chers Collègues,**

Telles sont les pistes de solutions pour la relance du tourisme en Afrique qui m'ont paru nécessaires de porter à votre connaissance.

Nous conduisons nos réflexions avec un groupe d'experts constitués en Afrique centrale. Je vous invite à retrouver l'ensemble des mesures court, moyen et long terme sur le site [www.retac-cm.com](http://www.retac-cm.com). Je vous remercie pour votre attention.





**ANNEX IX****INTERVENTION BY HON. ZIBLIM B. IDDI (M.P)****DEPUTY MINISTER FOR TOURISM, ARTS & CULTURE, GHANA****AT THE 63<sup>RD</sup> MEETING OF THE UNWTO REGIONAL COMMISSION FOR AFRICA (CAF)****DATE: 8 JUNE 2020**

Ghana's tourism industry made huge strides in 2019, following the successful implementation of the 'Year of Return' Programme.

International arrivals reached 1.13 million, from 956,372 in 2018, a 27% growth which was above the global average of 5%. The average expenditure per tourist increased from \$2,708 in 2018 to \$2,931 in 2019.

The increased number of travelers to Ghana positively impacted private sector industries such as airlines, hotels, tour operators, restaurants, and art & crafts dealers etc. With the devastating effect of the COVID-19, Government has introduced interventions to mitigate its impact on business.

A stimulus package of Six Hundred Million Ghana Cedis (US\$ 12m) to the private sector to stimulate economic activities of SMEs affected by the COVID-19, (including those of the tourism and hospitality sectors), as well as, a 3 Billion Ghana Cedis facility for larger businesses has been introduced which operators in the sector will benefit from.

The Government, through the Ghana Tourism Development Project, a World Bank funded project, has set aside an amount of Nine Million Dollars (US\$ 9m) as grant fund, for interventions to boost the tourism industry- to be disbursed as follows:

Developing Tourism Sites and Destination – US\$4m and US\$5m for Tourism Enterprise Support Programme (Grant for SME Development).

The modalities for assessing this grant will be announced in the course of the month.

The President of Ghana has also constituted an IMC to assess the impact on COVID-19 on the Tourism and Hospitality sector specifically and prepare a stimulus package to alleviate the impact of the pandemic, protect jobs and ensure the industry recovers post COVID-19.

In order to further support the recovery of the Tourism and Hospitality sector, the President has eased certain restrictions on the operations of the sector and has provided needed guidelines in that respect for compliance by all operations.

H.E Secretary-General of the UNWTO, Zurab Pololikashvili, on behalf of the Hon. Minister for Tourism, Arts and Culture and Government and people of Ghana, I can assure you that we are all in this fight together and together we shall win. Yes, let's stay home today but certainly travel tomorrow.

Thank you.



## **ANNEX X – Press Clippings**

List of press clippings following the 63rd Virtual CAF:

- <https://www.hospitalitynet.org/news/4099096.html>
- [https://www.einnews.com/pr\\_news/519131308/coronavirus-africa-recovery-of-tourism-in-africa-could-drive-recovery-of-african-economies](https://www.einnews.com/pr_news/519131308/coronavirus-africa-recovery-of-tourism-in-africa-could-drive-recovery-of-african-economies)
- <https://ftnnews.com/mice/39633-unwto-focuses-on-africa-s-tourism-potential>
- <https://www.traveltradeweekly.travel/2015-10-06-15-40-04/international/item/5396-african-destinations-meet-to-plan-growth-for-tourism>
- <https://moderndiplomacy.eu/2020/06/10/african-destinations-meet-to-plan-growth-and-sustainable-future-for-tourism/>
  
- Republic of Congo
  - <https://www.tourisme-environnement.gouv.cg/mme-arlette-soudan-nonault-a-pris-part-a-63e-session-de-commission-regionale-lafrique-de-lomt-visioconference/>
  
- Algeria
  - <http://www.mtatf.gov.dz/?p=9950>
  
- Mauritania
  - <http://fr.ami.mr/Depeche-53850.html>
  
- The Gambia
  - <https://thepoint.gm/africa/gambia/national-news/63rd-unwto-regional-commission-for-africa-meeting-held>
  
- Burkina Faso
  - [https://www.culture.gov.bf/accueil/details?tx\\_news\\_pi1%5Baction%5D=detail&tx\\_news\\_pi1%5Bcontroller%5D=News&tx\\_news\\_pi1%5Bnews%5D=79&cHash=1374780800c09c1983a02a12ff01f074](https://www.culture.gov.bf/accueil/details?tx_news_pi1%5Baction%5D=detail&tx_news_pi1%5Bcontroller%5D=News&tx_news_pi1%5Bnews%5D=79&cHash=1374780800c09c1983a02a12ff01f074)
  - <https://infosculturedufaso.net/la-promotion-du-tourisme-interne-pronee-par-le-ministre-sango-lors-de-la-63e-reunion-de-la-caf-omt/>
  
- Côte d'Ivoire
  - [https://www.facebook.com/permalink.php?story\\_fbid=3189334874451400&id=1776368375748064](https://www.facebook.com/permalink.php?story_fbid=3189334874451400&id=1776368375748064)
  - <http://www.tourisme.gouv.ci/accueil/actualitedetail/reunion-caf-omt-visioconference-post-covid-19087>
  
- Morocco
  - <https://mtataes.gov.ma/fr/participation-du-maroc-a-la-63eme-reunion-de-la-commission-de-lorganisation-mondiale-du-tourisme-pour-lafrique/>





## LIST OF PARTICIPANTS

COUNTRY	First Name	Last Name	Occupation	Organization Name
ALGERIE	Hassen	Mermouri	Ministre Du Tourisme et de l'artisanat et du Travail Familial	Ministère du Tourisme et de l'artisanat et du Travail Familial
ALGERIE	Asma	Moulay	Directrice de la Communication et de la coopération	Ministère Du Tourisme et de l'artisanat et du Travail Familial
ANGOLA	Adjany da Silva	Freitas Costa	Minister	Ministry of Culture, Tourism and the Environment
BENIN	Jean-Michel	Abimbola	Minister of tourism, culture and arts	Ministry of tourism, culture and arts
BENIN	Faizatou	Gbian	Technical advisor for Tourism and hospitality	Ministry of tourism, culture and arts
BURKINA FASO	Garane	Samuel	Conseiller Technique	Ministère de la Culture, des Arts et du Tourisme
BURKINA FASO	Sango	Abdoul Karim	Ministre	Ministère de la Culture, des Arts et du Tourisme
CABO VERDE	Carlos	Santos	Minister	Ministry of Tourism and Transport
CABO VERDE	Pedro	Moreira	Advisor	Ministry of Tourism and Transport
CAMEROUN	Mfouapon	Alassa	Directeur de la promotion du tourisme	MINISTERE DU TOURISME ET DES LOISIRS
CAMEROUN	Bello	Bouba Maigairi	Minister of State for Tourism and Leisure	MINISTERE DU TOURISME ET DES LOISIRS

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<b>COMOROS</b>	Marie	Attoumane	Director	Ministère de l'Economie, des Investissements, de l'Énergie chargé de l'Intégration Economique, du Tourisme et de l'Artisanat
<b>CONGO-DRC</b>	Bunkulu	Yves	Minister	Minister of Tourism
<b>COTE D'IVOIRE</b>	Laetitia	Mockey	Conseiller technique	Ministère du tourisme et des loisirs
<b>COTE D'IVOIRE</b>	Siandou	Fofana	Ministre du Tourisme et des Loisirs	Ministère du tourisme et des loisirs
<b>GAMBIA</b>	Hamat	Bah	Minister	Ministry of Tourism and Culture
<b>GAMBIA</b>	Cordu	Jabang	PERMANENT SECRETARY	Ministry of Tourism and culture
<b>GHANA</b>	Ziblim	Idd	Deputy Minister	MINISTRY OF TOURISM, ARTS & CULTURE
<b>GHANA</b>	Divine	Owusu-Ansah	DEPUTY DIRECTOR	MINISTRY OF TOURISM, ARTS & CULTURE
<b>KENYA</b>	Stephen	Kinyanjui	Senior Economist	Ministry of Tourism and Wildlife
<b>KENYA</b>	Hon Najib	Balala,EGH	Minister of Tourism and Wildlife	Ministry of Tourism and Wildlife
<b>KENYA</b>	Severine	Luyali	Diplomat	Kenya Embassy
<b>LIBERIA</b>	Lance K.	Gba-Gonyon	Deputy Minister	Ministry of Information, Cultural Affairs & Tourism
<b>LIBERIA</b>	Eugene Lenn	Nagbe	Minister	Ministry of Information, Cultural Affairs & Tourism
<b>MALI</b>	Abdoulaye	Koumare	Ambassadeur	Ambassade
<b>MALI</b>	Sirimaha Habibatou	DIAWARA epouse SISSOKO	Conseiller Technique	Ministere de l'Artisanat et du Tourisme
<b>MAURITANIE</b>	Mahmoud	Sid Ahmed	Minister	Ministère du Commerce et du Tourisme
<b>MAURITANIE</b>	Mariem	El Bechir	Directrice du Tourisme	Ministère du Commerce et du Tourisme
<b>MOROCCO</b>	Zineb	Benchensi	Counselor	Ministry of Tourism

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<b>MOROCCO</b>	Mohamed Cheikh	DKHIL	Chef de Cabinet de Madame la Ministre du Tourisme, de l'Artisanat, du Transport Aérien et de l'Economie Sociale.	Ministère du Tourisme, de l'Artisanat, du Transport Aérien et de l'Economie Sociale.
<b>MOROCCO</b>	Omar	Badir	Adviser to the Minister	Tourism Ministry
<b>MOROCCO</b>	ADIL	BENSOUDA	Chef du Service des Organisations Spécialisées	Ministère du Tourisme, de l'Artisanat, du Transport Aérien et de l'Economie Sociale
<b>MOROCCO</b>	NADIA	FETTAH	Ministre du Tourisme, de l'Artisanat, du Transport Aérien et de l'Economie Sociale	Ministère du Tourisme, de l'Artisanat, du Transport Aérien et de l'Economie Sociale
<b>MOROCCO</b>	Tarik	Sadik	Director of Strategy and Cooperation	Ministry of Tourism, Handicrafts, Air Transport and Social Economy
<b>MOROCCO</b>	Saad	Boukhnifi	Multilateral Cooperation Officer	Ministry of Tourism, Handicrafts, Air Transport and Social Economy
<b>NIGER</b>	Ahmed	Botto	Minister	Ministère du tourisme et de l'artisanat
<b>NIGERIA</b>	GRACE IZU	GEKPE	PERMANENT SECRETARY	FEDERAL MINISTRY OF INFORMATION AND CULTURE
<b>NIGERIA</b>	DOROTHY	DURUAKU	DEPUTY DIRECTOR, INT'L TOURISM	FEDERAL MINISTRY OF INFORMATION AND CULTURE
<b>NIGERIA</b>	WILLIAMS	ADELEYE	SPECIAL ASSISTANT TO MINISTER	FEDERAL MINISTRY OF INFORMATION AND CULTURE
<b>NIGERIA</b>	OLUSEGUN	ADEYEMI	SPECIAL ASSISTANT TO MINISTER	FEDERAL MINISTRY OF INFORMATION AND CULTURE
<b>NIGERIA</b>	LAI	MOHAMMED	MINISTER	FEDERAL MINISTRY OF INFORMATION AND CULTURE
<b>REPUBLIQUE DU CONGO</b>	celma Divany	Maba Monka	POINT FOCAL	MINISTERE DU TOURISME
<b>REPUBLIQUE DU CONGO</b>	Mikaya	Juska	Attaché au Tourisme	Ministère du Tourisme et de l'environnement

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<b>REPUBLIQUE DU CONGO</b>	Bruno Gervais	IBATA	Directeur Général du Tourisme et de l'Hôtellerie	Ministère du Tourisme et de l'Environnement
<b>REPUBLIQUE DU CONGO</b>	Arlette	SOUDAN-NONAUT	Ministre du Tourisme et de l'Environnement	Ministère du Tourisme et de l'Environnement
<b>REPUBLIQUE ISLAMIQUE DE MAURITANIE</b>	Mohamed Mahmoud	NE	Directeur Général	Office National du Tourisme - Ministère du Commerce et du Tourisme
<b>REPUBLIQUE ISLAMIQUE DE MAURITANIE</b>	Sid'Ahmed	MOHAMED	Ministre	Ministère du Commerce et du Tourisme
<b>RWANDA</b>	Ariella	Kageruka	Tourism and Conservation	RDB
<b>RWANDA</b>	Sandra	Pequery	Advisor to the Chief Tourism Officer	Rwanda Development Board
<b>RWANDA</b>	Belise	Kariza	Chief Tourism Officer	Rwanda Development Board
<b>SENEGAL</b>	Talla	Gueye	First counselor	Embassy of Senegal in Madrid
<b>SENEGAL</b>	SY	Mariame	Ambassadeur	Ambassade du Sénégal en Espagne
<b>SEYCHELLES</b>	Didier	Dogley	Minister	Ministry of Tourism, Civil Aviation, Ports & Marine
<b>SEYCHELLES</b>	Louis	Radegonde	Ambassador	SEYCHELLES
<b>SEYCHELLES</b>	Anne	Lafortune	Principal Secretary for Tourism	Department of Tourism
<b>SOUTH AFRICA</b>	Mmamoloko	Kubayi-Ngubane	Minister	Tourism
<b>SOUTH AFRICA</b>	Lufuno	Marwala	Advisor to Minister	Department of Tourism, South Africa
<b>SOUTH AFRICA</b>	Tshepo	Mokoka	Special Adviser to the Minister of Tourism	Ministry of Tourism, South Afric
<b>SOUTH AFRICA</b>	Nkhumeleni Victor	Tharage	Director-General	Department of Tourism
<b>SUDAN</b>	GIRHAM	ABDELGADIR DEMIN	Undersecretary of Ministry of Culture, Tourism	Ministry of Culture, Tourism

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<b>SUDAN</b>	Badreldin	Abbas Elamas	Director of International Relations Department	Ministry of Culture, Tourism
<b>TUNISIA</b>	Mohamed Ali	Toumi	Minister	Ministry of tourism and handicrafts
<b>TUNISIA</b>	Mouna	Ghliss	Director general	Ministry of tourism and handicrafts
<b>ZAMBIA</b>	Ronald	Chitotela	Minister	Ministry of Tourism and Arts
<b>ZAMBIA</b>	Sakabilo	Kalembe	Public relations officer	Ministry of Tourism and Arts
<b>ZAMBIA</b>	Zondi	Chilembo	Data Manager	Ministry of Tourism and Arts
<b>ZAMBIA</b>	Annie	Chingulu	Tourism Development Officer	Ministry of Tourism and Arts
<b>ZAMBIA</b>	Nyalumanda	Chiwaya	Tourism Development Officer	Ministry of Tourism and Arts
<b>ZAMBIA</b>	Reuben	Zulu	Director- Tourism	Ministry of Tourism and Arts
<b>ZAMBIA</b>	Evelyn	Tembo	Chief Tourism Dev. officer	Ministry of Tourism and Arts
<b>ZAMBIA</b>	Joseph	Thole	Principal Tourism Dev. Officer	Ministry of Tourism and Arts
<b>ZAMBIA</b>	Auxilia	Ponga	Permanent Secretary	Ministry of Tourism and Arts
<b>ZAMBIA</b>	Christine-Kaseba	Sata	Ambassador	Ambassador
<b>INTERNATIONAL ORGANIZATIONS</b>				
<b>ETHIOPIA</b>	MUSTAPHA	OUABBAS	Senior Policy Officer- Tourism	African Union Commission
<b>ETHIOPIA</b>	Mehdi	KHOUILI	Head of Cabinet	African Union Commission
<b>ETHIOPIA</b>	Amani	Abou-Zeid	AU Commissioner	African Union Commission
<b>ICAO, KENYA</b>	Barry	Kashambo	Regional Director East and Southern Africa Office	ICAO
<b>SOUTH AFRICA</b>	Jessica	Annor	Special Assistant	AUDA-NEPAD
<b>SOUTH AFRICA</b>	Ibrahim	Mayaki	Chief Executive Officer	AUDA-NEPAD
<b>SOUTH AFRICA</b>	Vincent	Oparah	International Development	AUDA-NEPAD
<b>SOUTH AFRICA</b>	Estherine	Fotabong	International Development	AUDA-NEPAD
<b>SPAIN</b>	Franck Olivier	Kra	Editor -In -Chief	eBiz Africa Review
<b>SPAIN</b>	Manuel	Gavaldón	Business Development	Metropoli

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<b>UK</b>	Marina	Novelli	Professor	University of Brighton
<b>UK</b>	ENRIQUE	BANUELOS	BUSINESS	BENDINAT GROUP
<b>UK</b>	Gloria	Guevara	President & CEO	WTTC
<b>AFFILIATE MEMBERS</b>				
<b>SOUTH AFRICA</b>	Thomas	Mueller	CEO	rainmaker digital
<b>SOUTH AFRICA</b>	Kwakye	Donkor	CEO	Africa Tourism Partners
<b>SPAIN</b>	Silvia	Bueno	Commercial Manager	Ifema/Fitur
<b>SPAIN</b>	Begoña	Gomez	CEO	IE Africa Center
<b>UNITED STATES</b>	Felicia	Appenteng	Chair	IE Africa Center
<b>COTE D IVOIRE</b>	KAMBE	OUMAR	DIRECTEUR GENERAL	FACILITY CONCEPT
<b>UNWTO SECRETARIAT</b>				
<b>SPAIN</b>	Zurab	Pololikashvili	Secretary General	UNWTO
<b>SPAIN</b>	Elcia	Grandcourt	Director RDAF	UNWTO
<b>SPAIN</b>	Beka	Jakeli	Chief, Members Relations	UNWTO
<b>SPAIN</b>	Zhanna	Yakovleva	Chief of Staff OFSG	UNWTO
<b>SPAIN</b>	Ion	Vilcu	Director AMD	UNWTO
<b>SPAIN</b>	Jaime	Mayaki	Deputy Director RDAF	UNWTO
<b>SPAIN</b>	Marianne	Soulie	Interpreter	UNWTO
<b>SPAIN</b>	Adina	Tanislav	Assistant Director AMD	UNWTO
<b>SPAIN</b>	Sarah	Gafarou	Project Specialist RDAF	UNWTO
<b>SPAIN</b>	Simon	Van roost	Project Associate RDAF	UNWTO

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