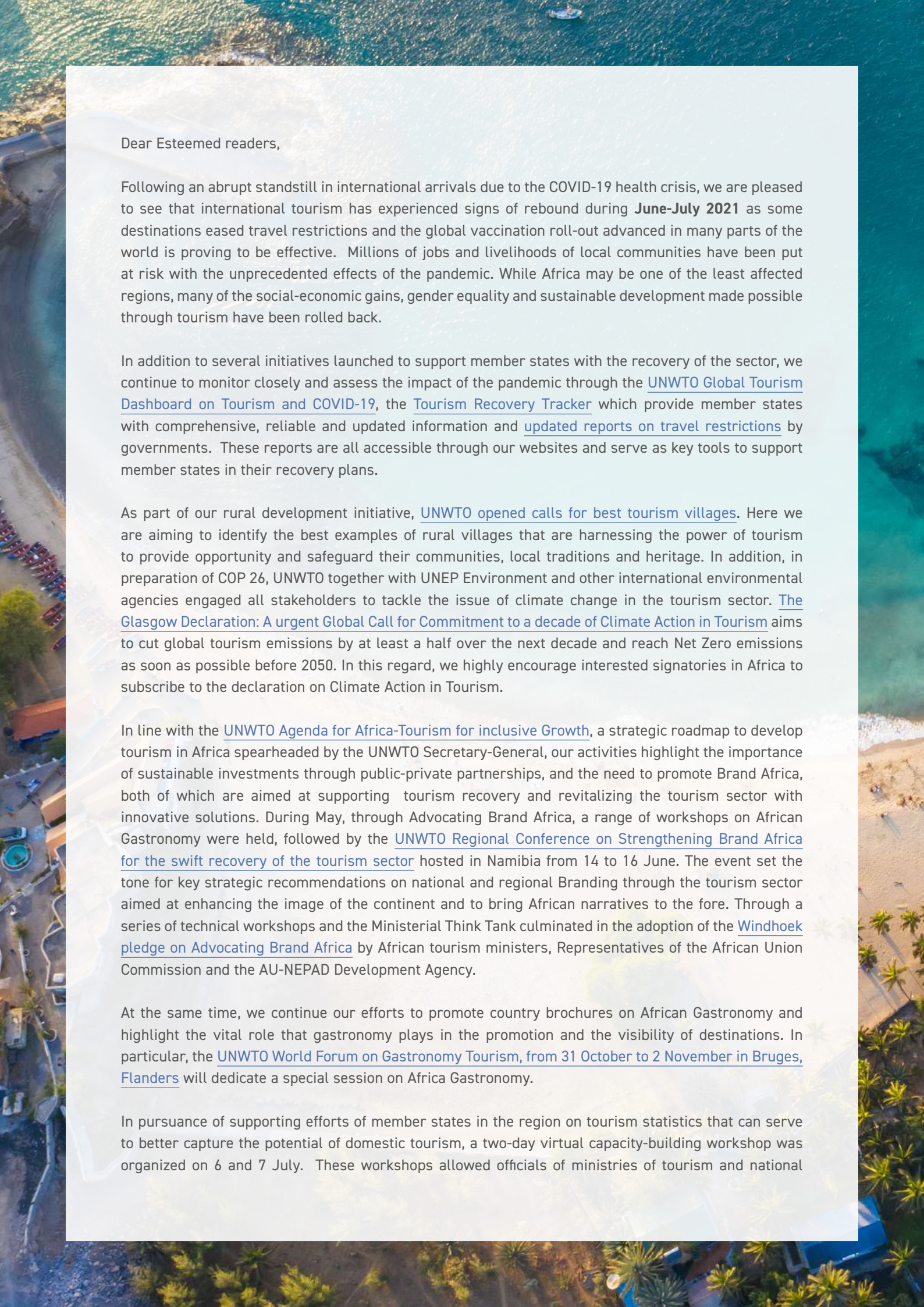




AFRICANEWS

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Dear Esteemed readers,

Following an abrupt standstill in international arrivals due to the COVID-19 health crisis, we are pleased to see that international tourism has experienced signs of rebound during **June-July 2021** as some destinations eased travel restrictions and the global vaccination roll-out advanced in many parts of the world is proving to be effective. Millions of jobs and livelihoods of local communities have been put at risk with the unprecedented effects of the pandemic. While Africa may be one of the least affected regions, many of the social-economic gains, gender equality and sustainable development made possible through tourism have been rolled back.

In addition to several initiatives launched to support member states with the recovery of the sector, we continue to monitor closely and assess the impact of the pandemic through the [UNWTO Global Tourism Dashboard on Tourism and COVID-19](#), the [Tourism Recovery Tracker](#) which provide member states with comprehensive, reliable and updated information and [updated reports on travel restrictions](#) by governments. These reports are all accessible through our websites and serve as key tools to support member states in their recovery plans.

As part of our rural development initiative, [UNWTO opened calls for best tourism villages](#). Here we are aiming to identify the best examples of rural villages that are harnessing the power of tourism to provide opportunity and safeguard their communities, local traditions and heritage. In addition, in preparation of COP 26, UNWTO together with UNEP Environment and other international environmental agencies engaged all stakeholders to tackle the issue of climate change in the tourism sector. [The Glasgow Declaration: A urgent Global Call for Commitment to a decade of Climate Action in Tourism](#) aims to cut global tourism emissions by at least a half over the next decade and reach Net Zero emissions as soon as possible before 2050. In this regard, we highly encourage interested signatories in Africa to subscribe to the declaration on Climate Action in Tourism.

In line with the [UNWTO Agenda for Africa-Tourism for inclusive Growth](#), a strategic roadmap to develop tourism in Africa spearheaded by the UNWTO Secretary-General, our activities highlight the importance of sustainable investments through public-private partnerships, and the need to promote Brand Africa, both of which are aimed at supporting tourism recovery and revitalizing the tourism sector with innovative solutions. During May, through Advocating Brand Africa, a range of workshops on African Gastronomy were held, followed by the [UNWTO Regional Conference on Strengthening Brand Africa for the swift recovery of the tourism sector](#) hosted in Namibia from 14 to 16 June. The event set the tone for key strategic recommendations on national and regional Branding through the tourism sector aimed at enhancing the image of the continent and to bring African narratives to the fore. Through a series of technical workshops and the Ministerial Think Tank culminated in the adoption of the [Windhoek pledge on Advocating Brand Africa](#) by African tourism ministers, Representatives of the African Union Commission and the AU-NEPAD Development Agency.

At the same time, we continue our efforts to promote country brochures on African Gastronomy and highlight the vital role that gastronomy plays in the promotion and the visibility of destinations. In particular, the [UNWTO World Forum on Gastronomy Tourism, from 31 October to 2 November in Bruges, Flanders](#) will dedicate a special session on Africa Gastronomy.

In pursuance of supporting efforts of member states in the region on tourism statistics that can serve to better capture the potential of domestic tourism, a two-day virtual capacity-building workshop was organized on 6 and 7 July. These workshops allowed officials of ministries of tourism and national

statistics organizations to better understand, measure and manage tourism statistics for tourism recovery and uncover innovative ways such as big data sources on tourism measurement.

The 64th UNWTO Commission for Africa Meeting and 2nd edition of the Global Tourism Forum for Africa, organized jointly by UNWTO and the Government of Cabo Verde, held in Sal Island, from 2 to 4 September, allowed the Ministers of Tourism to address topical issues and solutions required to support the recovery of the tourism sector. The key outcomes for a safe restart of the industry highlighted the extreme importance of the impact of COVID-19 on the tourism sector, the existing challenges faced by member states on vaccine rollouts, job losses, safety and security hurdles, air connectivity and harmonized travel protocols. Members also received an update on [the international code for protection of tourists](#). Discussions also led to a better understanding the benefits of green investment opportunities an area of potential that are still untapped for the sector.

Additionally, Members were nominated to vacant posts of UNWTO statutory organs ahead of the [24th UNWTO Session of the General Assembly](#) to be held in Madrid from 30 November to 3rd December. It was an opportune occasion to launch the UNWTO publication [Brand Africa, a guidebook to strengthen the competitiveness for African Tourism](#), a toolkit for effective brand strategy and marketing to attract new source markets and the [UNWTO Declaration on the Future of Mobility and sustainable Transportation](#) focusing on green investments and enhanced cooperation between tourism and travel providers.

Alongside the meeting, Capacity-building workshops on innovation, digital marketing and investment, were held to provide young entrepreneurs and MSMEs, practical measures for sustainable investments, through digitalization and innovation.

Our collaboration with regional organisations led to the signing of [A Memorandum of Understanding with the African Airlines Association \(AFRAA\)](#), signed on 21 September. This MoU aims at strengthening our partnership with the air transport sector and to coordinate the safe restart of tourism for Africa.

A wonderful way to restart travels was celebrated in our region, with the marking of the official [World Tourism Day](#) celebrations that took place in Côte d'Ivoire on 27 September. The theme Tourism for Inclusive Growth, highlighted the tourism sector's unique ability to create more and better jobs and thereby help drive inclusive recovery and build a better future for millions of people all around the world. Expert-led sessions resulted in key recommendations for a betterment of employment opportunities of tourism in uncertain times.

Moreover, we conducted during the first semester 2021 with the officials of ministries of tourism interactive virtual meetings preparing them to be ready when international tourism moves again. We will continue this initiative with our member states to share with them UNWTO initiatives as a support towards tourism recovery.

Moving forward, UNWTO will continue to support Member States in Africa and will conduct more technical assistance on the ground as travel is slowly resuming. I truly believe that strong coordination and harmonized travel protocols couple with vaccine rollouts will help the tourism sector in the region to recover better and stronger and that partnership with local businesses and investments can boost the sector and create sustainable jobs for women, the youth and vulnerable groups.

The Director, **Elcia Grandcourt**

World Tourism Day in Abidjan, Côte d'Ivoire, 27 September 2021

Global tourism has reaffirmed its commitment to making the sector a pillar of inclusive growth. At the official World Tourism Day 2021 celebrations in Abidjan, Cote d'Ivoire, political and business leaders united behind a common message of solidarity and determination to 'leave nobody behind' as tourism restarts and grows back.

Prime Minister Patrick Achi and Minister of Tourism Siandou Fofana welcomed international delegates, signaling Cote d'Ivoire's firm support of tourism and Tourism Ministers from several countries from Africa and other regions, the biggest Ministerial participation for an official World Tourism Day celebration. The day featured 1,500 participants, including representatives of international organizations and the private sector.

"Showing tourism's human face"

Commitment to inclusive growth so that tourism's restart brings hope for millions worldwide and ensures that everyone who has a stake in tourism also has a say in its future.

The Prime Minister said that "Cote d'Ivoire is proud to host a World Tourism Day like no other. It is important that we realign tourism so the sector meets the hopes and expectations of people. Tourism is a key sector for Cote d'Ivoire's growth and development. And the right path for Cote d'Ivoire is also the right path for all of Africa, using tourism as a locomotion to drive our economies forward and create jobs for women and youth." Minister of Tourism Siandou Fofana added that World Tourism Day 2021 "showed the human face of tourism," stressing the sector's unique ability to lead recovery from the impacts of the pandemic, in Africa and worldwide [+ read more](#),

64th Meeting of the UNWTO Regional Commission for Africa and 2nd edition of UNWTO Global Tourism Investment Forum in Africa, Sal Island, Cabo Verde, 2-4 September 2021

The African Members of the World Tourism Organization (UNWTO) met in Cabo Verde to strengthen their cooperation and advance plans for recovery and sustainable growth.

The 64th meeting of the UNWTO Regional Commission for Africa (CAF) saw 23 countries represented on the island of Sal, with 21 Ministers of Tourism joining five Ambassadors for the high-level event. Opening the Commission meeting, the President of Cabo Verde Jorge Carlos Fonseca offered a warm welcome to UNWTO's leadership and to all delegates. The President was joined by Cabo Verde's Minister of Tourism and Transport, Carlos Jorge Duarte Santos, and Prime Minister Dr. Ulisses Correia e Silva in reaffirming support of the highest political level for tourism and recognition of the sector as a driver of recovery and sustainable development.

The continent is united in its determination to use the power of tourism to drive development and opportunity for all. Chaired by Christine Kaseba Sata, Ambassador of Zambia to Spain and Permanent Representative to UNWTO, delegates addressed the biggest challenges standing in the way of the sector's safe restart across the continent. Special emphasis was placed on the importance of speeding up vaccine rollouts across the continent, as well as addressing security issues that continue to have an impact on how global travellers perceive Africa as a safe tourism destination. Also on the agenda was the current level of connectivity between destinations, with improved air links the harmonization of travel protocols identified as an effective means for boosting regional tourism.

Tourism's restart 'essential'

Secretary-General Zurab Pololikashvili welcomed delegates to the Commission meeting, providing an overview of UNWTO's work during the ongoing crisis and how this is driven by the stated priorities of its African Member States. He said. "The continent is united in its determination to use the power of tourism to drive development and opportunity for all. And with coordination and targeted investments, African tourism can finally fulfil its unique potential." [+ read more](#)

UNWTO and Didier Drogba partner to build opportunity for African Youth

UNWTO and the Didier Drogba Foundation have teamed up to highlight the potential of African youth and ensure that both tourism and sport deliver on their potential to provide opportunities for all.

Against the backdrop of World Tourism Day 2021 – held under the theme of “Tourism for Inclusive Development” – the United Nations specialized agency signed a Memorandum of Understanding with the former Chelsea and Côte d’Ivoire footballer.

Didier Drogba is one of the most celebrated and decorated athletes of this century, and the work of the Didier Drogba Foundation is true to the goals of UNWTO.

The agreement recognizes that both sport and tourism can play a key role in advancing many of the Sustainable Development Goals (SDGs), including through promoting cooperation and understanding, as well as through creating frameworks for inclusive economic growth. It also recognizes the shared goals and values of both UNWTO and the Foundation.

UNWTO Secretary-General Zurab Pololikashvili said: “Didier Drogba is one of the most celebrated and decorated athletes of this century, and the work of the Didier Drogba Foundation is true to the goals of UNWTO – to provide opportunity to the women and youth of Africa and build a better future for the continent.”

Didier Drogba was appointed a UNWTO Ambassador for Responsible Tourism in October 2019. In this role, he provides a bridge between tourism and sport – both sectors with the power to bring people together and promote cultural exchange and mutual understanding.

[+ read more](#)

The World Tourism Day celebrations were the occasion to highlight two other important milestones for the organization and the tourism sector. As part of UNWTO’s efforts to raise awareness about the social, economic, cultural and environmental relevance of the tourism sector, a Memorandum of Understanding was also signed with the international, multiple award-winning media company, Channels TV of Nigeria. In this regard, the

new media partner will actively integrate tourism and the theme of tourism for development within its editorial commitments.

Finally, the Official closing ceremony of World Tourism Day 2021 and Gala Dinner saw the nomination of the newest UNWTO Ambassadors for responsible tourism. As we know music is an integral part of culture and a pull factor to bring people together. Against this backdrop, the Secretary General Zurab Pololikashvili welcomed the Ivorian musical group Magic System to accept their nomination as Ambassadors for responsible tourism.



UNWTO Regional Conference: Strengthening Brand Africa for the swift recovery of the tourism sector, Windhoek, Namibia, 14-16 June 2021

UNWTO's African Member States will work together to establish a new narrative for tourism across the continent. To better realize tourism's potential to drive recovery, UNWTO and its Members will also work with the African Union and the private sector to promote the continent to new global audiences through positive, people-centred storytelling and effective branding.

With tourism recognized as an essential pillar of sustainable and inclusive development for the continent, UNWTO welcomed high-level delegates to the first Regional Conference on Strengthening Brand Africa. The conference featured the participation of the political leadership of host country Namibia, alongside public and private sector leaders from across the continent.

UNWTO Secretary-General Zurab Pololikashvili welcomed the common determination to rethink as well as restart tourism. "African destinations must take the lead in celebrating and promoting the continent's vibrant culture, youthful energy and entrepreneur spirit, and its rich gastronomy", he said. [+ read more](#)

12th edition of the Investment and Tourism Business Forum for Africa, 20 May 2021

The importance of unlocking the potential of investments for growing African tourism was highlighted as leaders from across the sector met virtually for the 2021 edition of INVESTOUR.

Held during the FITUR International Tourism Trade Fair, the [12th edition of the Forum for Tourism Investment and Business](#) (INVESTOUR) united government representatives alongside experts from international organizations and from the private sector. Once again, the event was co-organized by Casa Africa, FITUR and the World Tourism Organization (UNWTO), building on the latter's 2030 Agenda for Africa.

This year, the focus was on the importance of promoting sustainable investments to help the sector recover from the impacts of the COVID-19 pandemic. On the agenda were the role of public-private partnerships, building resilience, and promoting innovation at every step of the broad tourism value chain.

A roundtable discussion on "Revitalizing Tourism Post-COVID-19", explored ways to identify and reach new markets and develop new tourism products. Contributing were Mouhamed Faouzou, Technical Advisor to the Minister of Tourism and Air Transport of Senegal, Dr. Alfonso Vegara, Founder and President of Fundación Metrópoli, and Alberto Virella Gomes, Ambassador-at-Large for the Africa Plan, Ministry of Foreign Affairs for Senegal. This was followed by a series of investment webinars led by UNWTO experts, with a special focus on sustainability and capacity development.

In a message to the INVESTOUR delegates, Secretary-General Zurab Pololikashvili stressed the importance of government-initiated Ease of Doing Business reforms and invited delegates to join UNWTO for its [64th Commission for Africa and the 2nd UNWTO Global Tourism Investment Forum in Africa](#), both to be held in Cabo Verde this September.

<https://www.unwto.org/news/power-of-investments-for-african-tourism-highlighted-as-investour-returns>



RDAF Webinars and Capacity-Building activities to #restart tourism

Workshop on Tourism Statistics for African Member States, 6 & 7 July 2021

The tourism community and the statistical community have been challenged by assessing the impact of the pandemic. Tourism statistics and data are more important than ever to guide policy decisions in the short, medium and long terms.

In an effort to support capacity building in the area of tourism measurement, UNWTO organized an online workshop on July 6th-7th, for 12 African countries, to bring together policy makers (data users) and tourism statisticians (data producers) to uncover the main elements for successful tourism measurement.

The first session provided a unique opportunity for the tourism community to get a better understanding of tourism statistics and the Tourism Satellite Account (TSA) data and their use for policy. Given the current context, special emphasis was placed on the measurement of the impact of the COVID-19 pandemic, the measurement of domestic tourism to understand the extent to which international tourism can be compensated by domestic tourism, and the use of big data sources in tourism statistics to support a continued and more detailed monitoring.

The second session was of a more technical nature, going deeper into selected issues from a technical perspective. The aim of the session was to equip tourism statisticians with some of the necessary capacities to better measure tourism and produce high-quality tourism statistics based on the internationally agreed standards.

The sessions featured key speakers from the United Nations Economic Commission for Africa (UNECA), the United Nations Statistics Division (UNSD) and UNWTO, as well as renowned international experts on tourism statistics. In addition, with the aim of enriching cross-country learning, participants from Indonesia, Lesotho, Mauritius, Nigeria, Seychelles and Zambia shared country practices and experiences on the different topics of tourism measurement. Statistics is a key for understanding how the tourism sector adapts and evolves, being a prerequisite for more effective policy. A key conclusion of the workshop was that overcoming the challenges of tourism statistics development in the selected countries deals not only with technical expertise but also with resources, communication and political engagement. It is only through the cooperation of the policy and statistical spheres that meaningful, credible data can emerge to guide the sector forward.

For more information, please visit: https://www.unwto.org/2021_africa_ws_ts



Month of Tourism & African Gastronomy

On the occasion of UNWTO's publication '[A Tour of African Gastronomy](#)', UNWTO devoted the month of May to the promotion of African Gastronomy and its Chefs, which also coincided with the Africa Day celebration.

This project put to the fore one of the key priorities of the UNWTO Agenda for Africa - Tourism for Inclusive Growth, Advocating Brand Africa. As we know, the African continent offers a wide range of unique experiences, including its bursting flavors and rich array of local gastronomy. The initiative's main objective was to promote African gastronomy and its Chefs whilst showcasing African intangible cultural heritage and talent around the world.

The activities of the African gastronomy celebration were hosted virtually during the month of May and consisted of weekly round table sessions. The discussions among gastronomy experts from both the public and private sector included chefs from the continent, international and regional organizations and explored how to increase the potential of African gastronomy at regional and global level. The celebration of Africa Day on 25th May was marked by a live cooking show by one of our guest chefs from the continent, giving prominence to the UNESCO Intangible Cultural Heritage, couscous.

During this initiative, UNWTO welcomed over 200 participants from more than 55 countries of Africa and the world. The event emphasized the importance of African gastronomy not only for tourism, but within the overall world of gastronomy.

Some of the key points emerging from the discussions included the need to raise awareness through education on the importance of gastronomy, the need for an established school or training center on the continent to support skills development of future chefs, mentoring and encouraging media to play a critical role in promoting not only the continent's gastronomy but the Chefs that are making a difference both at the national and global level as well as a better inclusion of local gastronomy in hotels around the region. UNWTO is grateful for the level of interest that the series of webinars and the recent publication of the Tour of African Gastronomy has generated.

Further to this initiative, UNWTO is pleased to dedicate a special session to African Gastronomy in our forthcoming 6th UNWTO World Forum on Gastronomy Tourism taking place in Bruges, Belgium end of this year (31 October-2 November).

Each recording of the Month of African Gastronomy is available for your easy listening at: <https://www.unwto.org/event/unwto-month-of-tourism-african-gastronomy>



RDAF Online Events, Capacity-Building Programmes and Engagements

In a view of supporting recovery in Africa and in line with UNWTO priority areas to accelerate tourism restart, the UNWTO Regional Department for Africa participated in the following virtual events among others:

18 May 2021

Leaders' Forum at the 9th Aviation Stakeholders' Convention, organized by AFRAA and hosted by Ethiopian Airlines. Please find the recording of the live session [here](#)

21 June 2021

UN Africa Dialogue Series Side Event - Online Event on "Boosting Africa's Transformative Power of Tourism" - Harnessing Technology & Innovation, Youth & Women Entrepreneurship - Follow-up Event to the Africa Dialogue Series 2021, building towards TICAD 8 in Tunis, 2022

https://www.un.org/osaa/sites/www.un.org.osaa/files/africa_dialogue_series_2021_side_event_21_june_2021_final.pdf

28-30 July 2021

3rd Edition of Africa Youth in Tourism Innovation Summit and Challenge, organized in close collaboration with Africa Tourism Partners (ATP) and Ghana Tourism Authority (GTA)

<https://www.tourismleadershipforum.africa/about-youth-summit/>

UNWTO and AFRAA cooperate to restart African Tourism and Travel

UNWTO has signed a Memorandum of Understanding (MoU) with the African Airlines Association (AFRAA) to work more closely together and strengthen the relationship between the aviation and tourism sectors.

The MoU was signed by Mr. Abdérahmane Berthé, AFRAA's Secretary-General and UNWTO Secretary-General Zurab Pololikashvili. Under the terms of the agreement, both parties will consult each other on matters and activities of mutual interest to develop greater connectivity and advance seamless travel across Africa. The two parties will also work together to encourage greater cooperation and dialogue between the transportation and tourism sectors within the continent.

Coordinated restart of African tourism

Closer collaboration between our sector and aviation will also help African tourism grow in the years ahead, driving economic development and providing opportunities for millions of people throughout the continent.

Secretary-General Pololikashvili said: "Coordination and cooperation are essential for the safe restart of tourism across Africa. Closer collaboration between our sector and aviation will also help African tourism grow in the years ahead, driving economic development and providing opportunities for millions of people throughout the continent."

AFRAA Secretary General, Mr. Abdérahmane Berthé stated: "Aviation and tourism are interrelated and interdependent. By signing this MoU, AFRAA and UNWTO will augment the coherence between the two sectors as well as harmonize the respective regulatory frameworks and sectorial policies." + read more

<https://www.unwto.org/africa/news/unwto-and-afraa-to-cooperate-to-restart-of-african-tourism-and-travel>

COVID-19 related Travel Restrictions for International Tourism in the Region of Africa- A Snapshot

COVID-19 related travel restrictions continue to be a widely used measure applied by destinations to limit the spread of COVID-19. While at the beginning of the pandemic, in March 2020, restrictions were observed mainly in Asia and the Pacific and Europe, with the spread of the pandemic, soon all destinations around the world had restrictions in place. In May 2020 a peak of complete border closure was observed in 75% of all destinations worldwide, bringing international tourism almost to a complete standstill (Figure 2). In the region of Africa this peak was observed one month later, when 85% of all destinations had their borders completely closed for international tourism (Figure 3). After these peaks, destinations started easing travel restrictions to progressively allow the movement of people and reactivation of economic activities, including tourism. However, the persistent serious epidemiological situation and in particular the emergence of different SARS-CoV-2 variants of concern (VOC) have slowed the trend to ease or lift travel restrictions. At the same time, as reported in the [10th Report on COVID-19 related Travel Restrictions](#), the tendency to take a more differentiated, evidence and risk-based approach in the implementation of travel restrictions continues. Based on the increasing understanding of the virus, non-pharmaceutical intervention, testing and contact tracing possibilities the request for showing negative COVID-19 PCR or antigen test results upon arrival, and/or quarantine measures, as well as contact details for tracing purposes has become the predominant technique worldwide, including Africa. The report also shows that destinations with complete border closure are mostly emerging economies with lower Health and Hygiene standards and Environmental Performance Indicators, as well as a lower dependence on tourism. For the first time the analysis also considers the share of population, vaccinated in a destination and its potential linkage to travel restrictions. It was observed that most countries with complete border closure had a lower share of population that received at least a first dose of vaccine.

Looking into the subregions of Africa (Figure 4), significant differences are observed. In Western Africa as of 1st June 2021, 56% of all destinations had their borders completely closed, while the average in Africa amounted

to 19%. The majority of destinations in Southern Africa required testing and quarantine measures from international travellers, and half of the destinations in Northern Africa had their borders partially closed for international tourism.

In particular, the ongoing vaccination progress is leading to a more differentiated approach, in which vaccinated passengers are considered separately. This particular development will further influence the easing of COVID-19 travel restrictions. However, slow vaccination rates in many parts of the world, as well as the presence of VOCs make travel restrictions still a serious challenge for tourism operations to fully recover, given the wide array of requirements across destinations and the unpredictability of further adjustments.

UNWTO has published ten [Reports on COVID-19 Related Travel Restrictions – A Global Review for Tourism](#). These reports aim to support the tourism sector address the global health crisis of COVID-19 by providing an overview and analysis of the travel restrictions implemented by governments. The reports are updated on a regular basis and aim to support mitigation and recovery efforts of the tourism sector. [+ Read more.](#)

Figure 1: Destinations in Africa with travel restrictions for international tourism, as of 1 June 2021

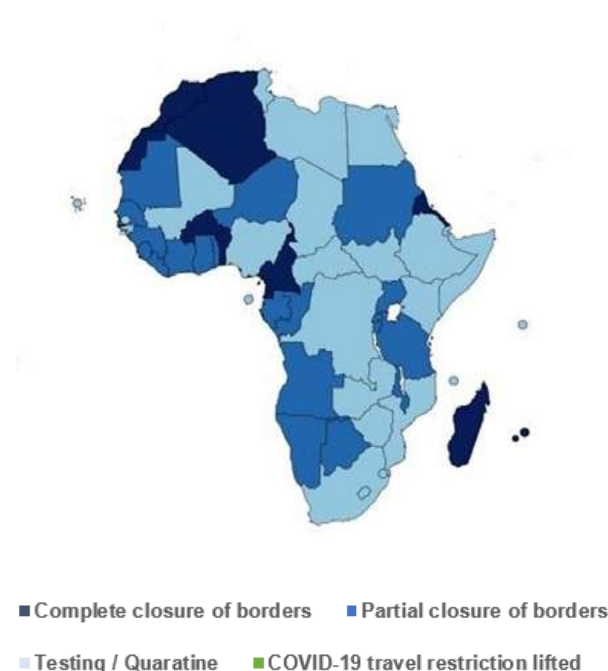


Figure 2: Worldwide evolution of travel restrictions, April 2020 until June 2021

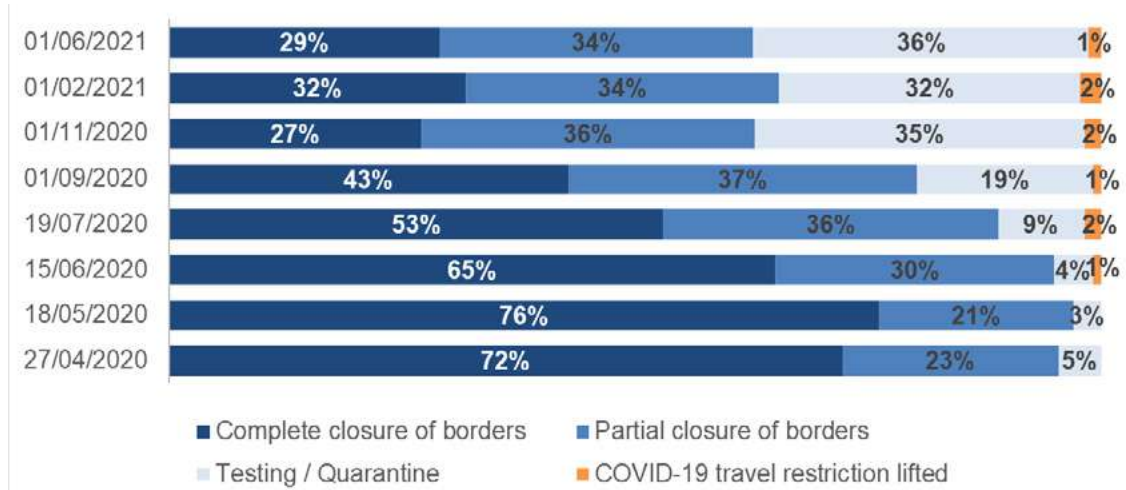


Figure 3: Evolution of COVID-19 related travel restrictions in Africa, April 2020 until June 2021

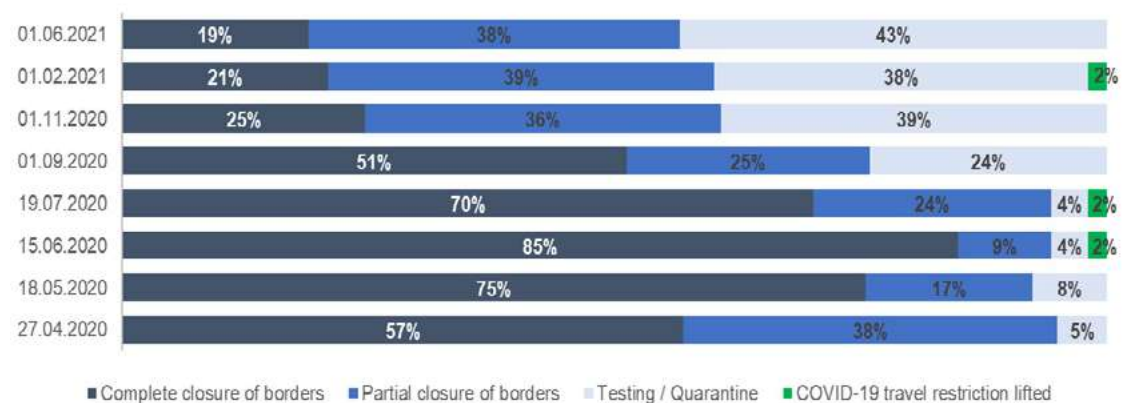
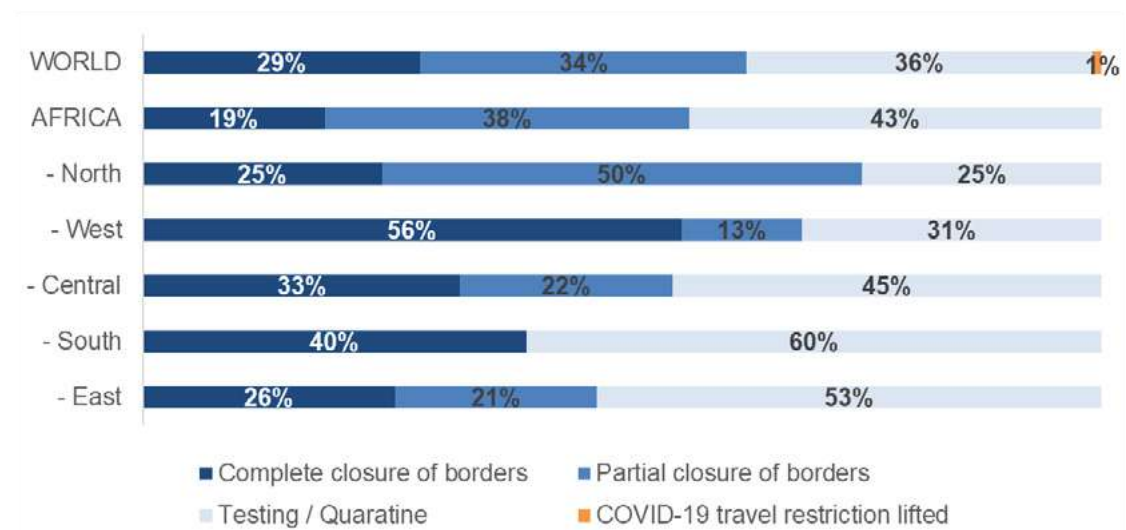


Figure 4: COVID-19 travel restrictions in Africa, as of 1 June 2021



New Report Shows value of IP to the Tourism Sector

A new report published jointly by the [World Intellectual Property Organization \(WIPO\)](#) and the [World Tourism Organization \(UNWTO\)](#) in May 2021 on the value of intellectual property in boosting tourism shows how the IP system creates a favorable ecosystem for innovation, entrepreneurship and investment in the sector.

The publication, entitled “Boosting Tourism Development through Intellectual Property” highlights good practices, and features case studies and recommendations for policymakers and other tourism stakeholders to ensure that creativity, innovation, traditions and cultural heritage in tourism are properly protected and commercialized and that the benefits are shared by all.

In a joint Foreword, UNWTO Secretary General Zurab Pololikashvili and **WIPO Director General Daren Tang**, predict that while the tourism sector has taken a hit during the COVID-19 pandemic, it will recover and “contribute to reigniting hard-hit economies and societies thanks to its capacity to adapt to changes and offer innovative solutions to new challenges.” “In this context, IP rights are powerful tools that can be used to boost tourism development and competitiveness. The IP system is designed to promote creativity and innovation and support efforts by individuals, businesses and other actors to differentiate themselves and their products and services in the marketplace, whether through trademarks, geographical indications, copyrights or patents,” they added.

The publication provides practical guidance for non-IP specialists on how to include IP in tourism product

development – from destination branding to tourism policies. It shows how different IP rights can be leveraged to raise funds. And it showcases successful experiences and demonstrates how stakeholders around the globe are using IP rights to add value to tourism services and products, as well as to protect and promote local knowledge, traditions and cultural heritage.

Through case studies – Gambia, Madagascar, Mozambique, South Africa and Zimbabwe among them – the publication shows how geographical indications and appellations of origin, certification and collective marks and trademarks can be used to support the growth of rural tourism and provide benefits to local communities.

To leverage the full potential of the IP system, the report recommends inclusion of IP strategies in national tourism plans and tourism policy strategy for regional and local destinations. Tourism authorities are also encouraged to raise awareness among tourism and destinations stakeholders on the importance of appropriate IP knowledge and management to foster the sector's growth in these challenging times.

Links:

<https://www.e-unwto.org/doi/book/10.18111/9789284422395>
(publication in UNWTO E-library)

<https://www.unwto.org/news/new-report-shows-value-of-ip-to-the-tourism-sector> (press release)



New Tourism Code for the Union of the Comoros

In October, the Ministry in charge of tourism, through the National Directorate of Tourism, organized a workshop of the Tourism Code for the Union of the Comoros. This project was financed by the World Bank through the Integrated Project for the Development of Value Chains and Competitiveness (IPDC) and with the technical support of the World Tourism Organization (UNWTO).

The tourism sector is identified by the Accelerated Growth and Sustainable Development Strategy of Comoros as one of its key growth sectors. As a result, a National Strategy and a Tourism Development and Management Plan was elaborated in 2018. The objectives of this are in line with the priorities of UNWTO's Agenda for Africa - Tourism for Inclusive Growth.

The validation workshop of the new Tourism Code was opened and attended by high level officials and representatives from the Ministry in charge of Tourism, the World Bank and from UNWTO, along with private sector stakeholders from the tourism sector and the international experts hired for this project.

The new legal framework, which was elaborated through an extensive consultative process both the public and private levels, will improve the existing tourism law, itself adopted in 2011, and will ensure and strengthen the quality and competitiveness of the tourism value chain of the Comoros as a destination.

The next step will be its final endorsement by the Council of Ministers and its ratification by the Parliament for its effective implementation.



Official visits of Member States to the UNWTO Headquarters

Ministers of Tourism of various countries acting in their capacity as the highest representatives of the State in the tourism sector, International Organizations CEOs, and Accredited Ambassadors of Africa have the opportunity upon request to pay an official visit to the UNWTO headquarters. The Secretariat uses these meetings to share information on the UNWTO Programme of Work, the adopted UNWTO Agenda for Africa -inclusion for tourism growth as well as the institutional meetings programmed for the year such as the 64th UNWTO CAF Meeting in Cabo Verde, held on 2 and 3rd September, the WTD celebrations in Cote d'Ivoire, 27 September, the 24th UNWTO General Assembly in Madrid from 30 November to 3 December and other upcoming activities. It is also an opportunity to discuss extensively on the needs of each country and identify areas of support of UNWTO. From May 2021 meetings were conducted with the following high-level officials of the region:

- **Gambia; 20th May 2021**
Honorable Hamat NK Bah. Minister of Tourism and Culture of the Gambia
- **Ghana; 20th May 2021**
Dr. Mohammed Ibrahim Awal, Minister of Tourism, Arts and Culture of Ghana
- **Mozambique; 20th May 2021**
H.E. Eldevina Materula, Minister of Culture and Tourism of Mozambique
- **Mozambique; 11th August 2021.**
H.E. Ms. Maria Manuela dos Santos Lucas, Ambassador of Mozambique to Spain
- **Angola; 29th September 2021**
H.E. Mr. João Manuel Gonçalves Lourenço, President of The Republic of Angola
- **United Republic of Tanzania ; 1st October 2021**
H.E. Mr. Samwel William Shelukindo, Ambassador Extraordinary and plenipotentiary of the United Republic of Tanzania, Permanent delegate to UNESCO

Algeria-The vaccine is the solution ... on the road to tourism recovery

Since its registration of the first cases of infection by this epidemic, Algeria has clearly realized the seriousness of this health threat, and has taken proactive, urgent and preventive measures to face it and protect the health and safety of people. citizens, and was one of the first countries to take important precautionary measures such as strengthening health protection systems and adopting an appropriate quarantine system as well as developing health protocols to ensure the continuity of various economic, social and educational activities.

Algeria drew up a national strategic plan for vaccinations, in collaboration with the National Committee of Experts and the Scientific Committee responsible for monitoring evolution of the epidemic at the national level, instituted by the President of the Republic, Mr. Abdelmadjid Tebboune, in March 2020.

The national vaccination campaign was launched under the slogan: "Our conscience protects us... the vaccine is the solution." The vaccination operation initially included medical and paramedical staff, as well as workers activating in sensitive areas of the country, in addition to people with chronic diseases and citizens over 65 years of age. As for the second phase of the vaccination campaign, it included students in schools and universities, police officers and the army, followed by the rest of the population.

The process is still continuing at an efficient pace in view of the awareness of citizens of the need to achieve collective immunity. The Ministry of Tourism and Handicrafts is

also involved in the national efforts to fight against the Corona virus "Covid 19", under the personal follow-up of the Minister Mr. Yacine Hammadi, having sensitized all the workers in the sector, agents and managers of the ministry and institutions under supervision, and all professional tourism partners, on the need to intensify and accelerate the vaccination campaign against the emerging virus "Covid 19", to ensure their safety, and contribute to the rapid recovery of tourism sector.

These initiatives were marked by an intense presence of the staff and employees of the Ministry and took place in conditions of good organization supervised by the medical and paramedical staff, in addition to the logistical and qualitative supervision of the various vaccination centers. The national vaccination process was carried out through the various departments of Tourism and Crafts of the wilayas such as Tipasa, Blida, Msila, Tebessa, Tassemsilt, Skikda, Oran, the owners of tourism and travel agencies, d 'public and private hotels, tourist guides, and artisans in their capacity as a showcase for tourist services and the promotion of the tourist destination "Algeria".



WORLD TOURISM DAY 2021 IN Côte d'Ivoire

The festivities officially launched, the mascot unveiled!

Officially launching the hosting on Ivorian soil of the 41st World Tourism Day (JMT), on Tuesday, August 3, at the Sofitel Abidjan Hôtel Ivoire, the Minister of Tourism and Leisure, Siandou Fofana, indicated the importance of the rebound of the sector as well as for the attractiveness of the Ivorian destination. He also stressed that this is recognition, under the aegis of the UNWTO, by the international community, of the leadership of the Ivory Coast. Thanks in particular went to the President of the Republic, His Excellency Mr. Alassane Ouattara, who had given his blessing and his directives for the implementation of the "Sublime Côte d'Ivoire" strategy, the relevance of which has won enormous praise for Ivorian tourism at the international level, including a seat at the UNWTO Executive Council and Minister Siandou Fofana, Chair of the Committee for the validation of Affiliate Membership of the said organization.

By adding to this World Tourism Day which took place on September 27 around the theme "Tourism for inclusive development", the Minister indicated that the Ivorian Tourism Fortnight will be established. This took place from September 7 to 22, with the aim of promoting the

rich and varied potential of Ivorian tourist offers, as well as the sharing of new paradigms that are required in marketing and communication practices in terms of tourism, due to Covid-19, with digitization at the heart of the current revolution.

Moreover, indicating the boom in tourism in the global economy with one in 10 jobs supported by the sector, the Minister stressed that it was the hardest impacted by the Covid 19 pandemic with more than \$ 4 trillion in losses. The Minister also noted that Côte d'Ivoire and Africa in general, have displayed resilience in the face of the pandemic. Hence his call to review the mapping of attractive destinations and invited the continent to unite by opening up air connectivity which will boost tourism. Siandou Fofana expressed his incredible pleasure, against a background of government solidarity, but also the transversal nature of the tourism industry, by the presence of his colleagues at this ceremony. In order to give greater visibility to the JMT and related activities, we had initiated a competition for the mascot, its name and its slogan, which the winner, Ange Calixte Kouyo, awarded during this launching ceremony.



Mauritius looks ahead to the future of travel

The National Vaccination Campaign in Mauritius, launched in January 2021, is progressing positively and the country is now nearing herd immunity. This has been one of the key motivations behind the Government decision to ease restrictions on travel and launch, on 15 July 2021, the first phase of the reopening of borders to foreign travellers. The next phase of reopening is planned for the 1 October 2021, subject to certain preconditions being met.

While the reopening of borders brings a ray of hope to the tourism industry, operators and related businesses have also reviewed their operational strategies so as to reduce their impact on the environment. The Tourism Authority, through the Sustainable Island Mauritius (SIM) project, is continuously innovating and finding ways to support tourism stakeholders, including the small and medium enterprises (SMEs), in order to achieve the objective of making Mauritius a green destination to visit and sustainable island to live in.

With regard to the SME's sector, the SIM Project, in collaboration with the Mauritian label Made in Moris, had organised a 5-week interactive online workshop during the months of May and June 2021, with focus on the positive impacts of local brands, circular design principles, international trends and much more.

From this came the idea of providing a facilitated pilot co-creation product development process to hotels and

tour operators. Hence, SIM Project, Made in Moris and tourism operators have been touring around the island, discovering local businesses from 3D realistic décors to the manufacturing of gluten-free manioc biscuits, and engaging in the process of co-creation of new sustainable products and services.

Another 5-week online workshop was also held to empower tour operators and hotels towards a sustainable recovery of the tourism sector. All stakeholders were provided with the latest tourism insights and tools to assist them in the development of new tourism products and services to fit the new normal. Around 400 participants were registered for the 5 sessions. A self-diagnosis tool has been developed to assist operators in assessing their sustainability offerings and hence, ensure that they abide with the best practices of tourism sustainability. Ongoing webinar sessions will be organised to cater for the needs of a larger number of operators. While preparing for the full reopening of the borders, tourism stakeholders, together with the support of the Ministry of Environment, European Union, and Local Authorities, launched the nationwide clean-up campaign **#Respektemoris**. The initiative stems from the need to protect the environmental heritage and promote a productive dialogue with the tourism operators and the local communities, by sharing good practices in waste management and raising awareness on the consequences of improper waste disposal. SIM Project is supporting the drive for cleanliness, safety, and comfort to appeal to tourists, while at the same time working to restore the natural beauty of our coastal regions.



Sustainable Development Workshop

“ I have to be a green leader

Part of an ecosystem

Very professional

I mustn't be 90% sustainable, I must be 100%

Educative on ideas and trends

The way forward

I needed this to get on instagram and pinterest !

Sustainable and interesting

Emergence of a conscience around sustainable development

”

Zambia- COVID-19 Vaccine Rolled Out and Surveillance at Points of Entry Strengthened

The COVID-19 vaccination was rolled out in Zambia on 14 April in Lusaka. The country received the first consignment of 228,000 doses of the vaccine from the COVAX facility, a global Initiative representing a partnership between the World Health Organization, Global Alliance for Vaccines and Immunization, United Nation's Children Fund and the Coalition for Epidemic Preparedness Innovations, working on the equitable distribution of COVID-19 vaccines.

The voluntary COVID-19 vaccination exercise in the country targeted a total of 8.4 million people above the age of 18 years. The National COVID -19 Vaccine Deployment Plan prioritized frontline health workers who are essential in sustaining the COVID-19 response. The country started rolling out the 2nd dose of the vaccine on 21st June, 2021.

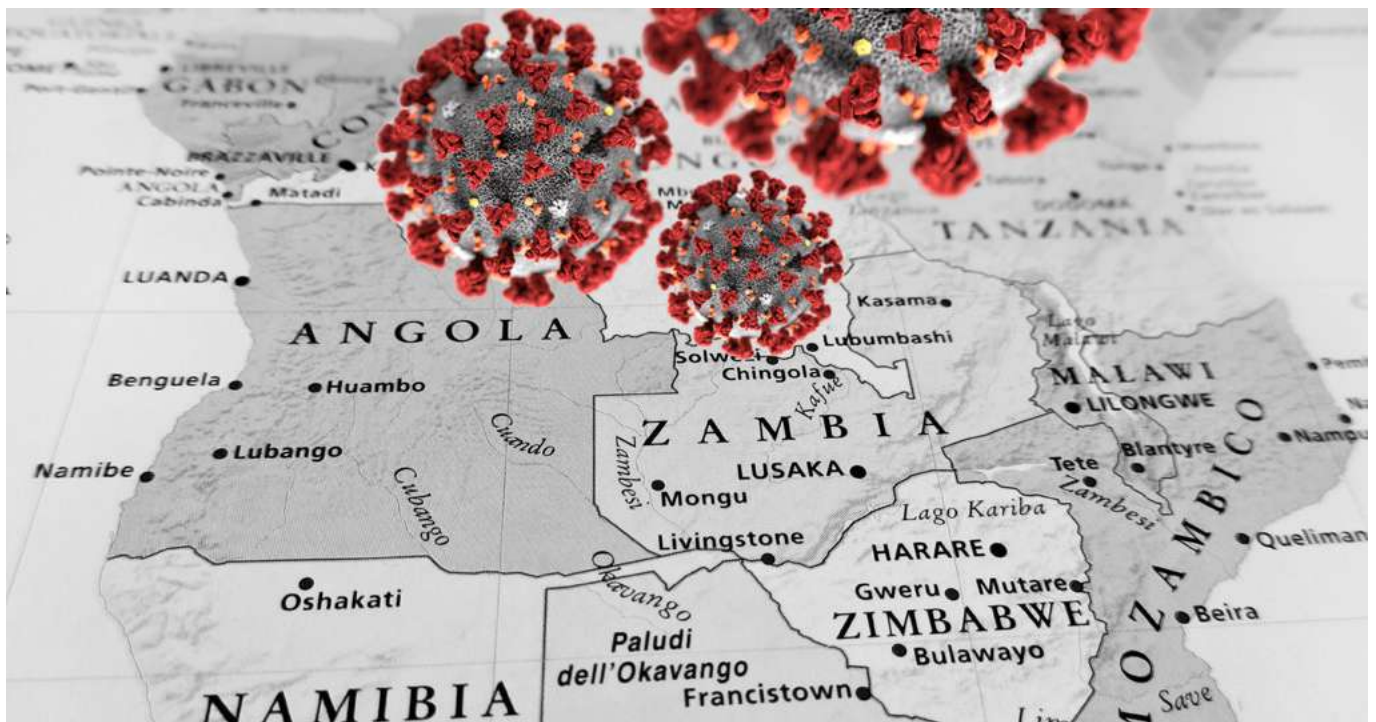
In the efforts to further curb the pandemic, Zambia revised the COVID-19 guidelines to strengthen surveillance at the points of entry. These included the reviewing of negative COVID-19 certificates presented by travelers to determine the authenticity and validity. The

negative tests reviewed are those issued 72 hours prior to visitors' departure from the country of origin. Further, all passengers are required to undergo thermo-scanning and have their temperature indicated on the health declaration forms.

In addition, a mandatory 14 days self-isolation/quarantine is imposed to all visitors entering Zambia from "high risk" countries. The high-risk countries include; Argentina, Columbia, Chile, Brazil, United Arab Emirates, Kuwait, Oman, Peru, Kuwait, Maldives, Iraq, Costa Rica, Panama, Tunisia, Fiji, Paraguay, Uruguay, Mongolia, St Kitts and Nevis and Suriname. The list of countries classified as high-risk countries will be reviewed and updated on a regular basis.

The COVID-19 vaccination rolled out and the revision of the COVID-19 guidelines are in tandem with the efforts of overcoming the COVID -19 pandemic. They also boost the confidence of tourists from source markets as well as ensure that domestic tourist adhere to the COVID -19 health and hygiene protocols for a foreseeable future.

For further information visit the Ministry of Health website <https://www.moh.gov.zm/>



Zambia is Open

Destination Zambia has remained open despite the challenges of COVID-19 pandemic. As far back as 2020, when the pandemic was at its peak globally, the Zambian President, His Excellency Mr. Edgar Chagwa Lungu opened the tourism sector with caution and appealed to industry players to adhere to COVID-19 guidelines set by the Zambian Ministry of Health.

The Ministry of Tourism and Arts in collaboration with Zambian tour operators developed the COVID-19 Safety Protocols for implementation by the tourism sector. These were developed so as to limit and minimize the spread of COVID-19; serve as safety guidelines for tourism businesses to protect both the staff and clients; and harmonise the COVID-19 response measures for the tourism sector. Other reasons include instilling confidence among potential clients on travel safety; resuming tourism activities in Zambia; and auditing and establishing Zambia's new carrying capacity in the provision of various tourism services.

The Zambia Tourism Agency has noted the positive and steady growth of the tourism sector after the re-opening of the industry. Domestic tourism has progressively grown, whilst international arrivals are still slow. With heightened COVID-19 vaccination roll-outs across the country, the Zambia Tourism Agency is confident the rebounding trend will gradually register positive growth.

For further information visit the Zambia Tourism Agency website www.zambia.travel

Standing from left to right; Ms Mulemwa Moongwa - EPAZ Interim Vice President, Ms Doris Kofi - Acting CEO, Zambia Tourism Agency, Ms Lillian Bwalya - Director Tourism, Ministry of Tourism & Arts (representing the Permanent Secretary) and

Ms Lee-Anne Singh - EPAZ Interim President.



The Opening of Kazungula Bridge

The Kazungula Bridge was officially opened by His Excellency Mr. Edgar Chagwa Lungu President of Zambia, and His Excellency Mokgweetsi E. K. Masisi President of Botswana on 10th May, 2021, at a colorful ceremony in the border town of Kazungula. The guest of Honour was His Excellency Felix Tshisekedi, President of the Democratic Republic of Congo.

The curved bridge spanning Zambia and Botswana, is a long stretch of 923 meters over the Zambezi River. The bridge has a road and rail over the Zambezi River between the countries of Zambia and Botswana. The bridge is a key regional trade and integration investment infrastructure. It is expected to enhance Southern Africa's access to international markets, connectivity, cross border commerce and tourism. The new bridge provides a vital link between Zambia and Botswana, thereby ease travel for regional tourism between the two countries and open access to Zimbabwe.

The bridge will have ripple effects in job creation for surrounding lodges, guest houses and tour visits, given the rebounding trend of tourism especially with COVID-19 vaccination roll-outs and wearing of the masks in areas of social interaction across Zambia. Further the bridge will open avenues for improved trade and also enhance key strategic partnerships within the region.

For further information visit the Zambia Tourism Agency website www.zambia.travel

Launch of Events Professionals Association of Zambia

The launch of the Events Professionals Association of Zambia (EPAZ) was held on 29th July, 2021 at Lusaka's Taj Pamodzi Hotel. The event whose core objective was to represent the Event Industry in Zambia, was graced by the Permanent Secretary at the Ministry of Tourism and Arts, represented by the Director of Tourism, Mrs Lillian Bwalya. It brought together over 400 participants drawn from tourism industry to virtually attend the meeting.

EPAZ was created on 2nd October 2020 as initiative of tourism industry players. It seeks to work with individuals and businesses from the tourism sector (for local and international clients) by providing strategic direction and creating a professional environment for all. This is under pinned by Zambia's tourism industry recovering from the effects of the COVID -19 pandemic, and lacking defined learning and career paths in tourism. EPAZ will provide competitive advantage in promoting events of the various categories of membership, among others.

Through Business Tourism comprising of Meetings, Incentive Travel, Conventions and Events commonly referred to as M.I.C.E, EPAZ will offer a safe destination

with friendly, educated and competent people possessing abilities to handle every big event with resulting domino effect. Due to COVID- 19 pandemic that has affected the leisure sector, EPAZ will develop products and services appropriate during this time of the COVID -19 pandemic in Zambia, taking into account the dimensions of the pandemic. Other benefits of joining the association include building confidence and credibility in unison, helping in succession planning, networking and skills acquisition, for members to progress in the 21st Century.

The creation of the association comes in the wake of the tourism industry in Zambia emerging to demonstrate its value to most destinations. This follows the halting of travel to Zambia due to the COVID-19 outbreak that resulted in the collapsing of the tourism businesses given the tourism industry's dependence on international travelers in the past.

For further information visit Events Professionals Association of Zambia links;

<https://www.facebook.com/EventPAZ/>

<https://www.linkedin.com/company/epaz>



Seychelles International Airport announces first step to scrap paper arrival forms

Digital, contactless and eco-friendly entry on the horizon for international visitors

The Ministry of Transport, in collaboration with the Department of Immigration, Seychelles Civil Aviation Authority (SCAA) and the Department for Information and Communication Technology (DICT), has launched a digital trial at the Seychelles International Airport to support the phasing out of the paper arrival forms. The current forms, which are reviewed on arrival by Immigration Officers at the Airport, will be gradually replaced by an e-form, powered by the existing Seychelles Islands Travel Authorization platform.

The trial will run from August 2021 until new hardware is delivered later this year, when the Government plans to completely retire the paper immigration and customs forms for all international arrivals to the Seychelles International Airport. As part of the trial, a proportion of passengers from each international flight will be processed by Immigration Officers using the digital system. The majority of passengers on each flight will continue to present their paper forms on arrival until the full transition has been successfully completed.

The current Immigration database has been in operation for more than 25 years. Historic immigration data stored in the existing system will now be fully integrated with the new platform, facilitated by border security experts Travizory.

To guarantee a smooth transition between the legacy and new system and ensure that there are no gaps in the data, a phased approach to the removal of the paper forms has been put in place. To date, 3% passengers have taken part in the trial and have been successfully processed using Travizory's technology.

This latest step towards a digital airport comes after the online Seychelles Islands Travel Authorization was introduced to support the safe reopening of borders late last year. The authorization system will be expanded to replace the manual completion of the blue paper forms on the plane ahead of arrival. As part of this phased approach, new hardware, including computer monitors and Deskto scanners will be provided by Travizory to

facilitate the work of the Immigration Officers. 15 new scanners are expected to be delivered by October 2021.

Once the trial is successfully completed, all passengers will be able to pre-submit their customs and immigration information via web form or mobile app for approval by Seychelles authorities before their departure from their country of origin.

Alan Renaud, Principal Secretary for Civil Aviation, said:

"Facilitating paperless entry is a target for many airports around the world, so we can be proud that our small nation has achieved such an important milestone so quickly and effectively. Visitors to Seychelles and returning residents can now pre-fill their entry forms from the comfort of their hotel room or on-the-go as part of our industry-leading electronic Travel Authorization. The beauty of our fully digital system is how simple and seamless travel to Seychelles will now be for both travelers and the Immigration and Customs Authorities who vet them on arrival."

The move to a paperless system will improve processes and more effectively retain passenger information within border authorities' databases. Information will be digitally recorded - eliminating manual data entry errors, reducing the risk of COVID transmission with fewer interactions and improving efficiency.

Previously all international arrivals (resident or visitor) had to fill in a paper disembarkation form. The forms, used by both customs and immigration, asked for a variety of individual pieces of information, including flight number, passport information, recent travel history, health information and a customs declaration.

The paperless process will speed up customs and immigration processes and reduce queues as international arrivals will only need to show their unique traveler code, generated via the Seychelles Islands Travel Authorization system and passport to officials. Border officers who will still be able to screen passengers on the ground, can access passengers' electronic forms by scanning their passport.

Alain Volcere, Principal Secretary for Immigration and Civil Status, said: “

We're delighted to roll out paperless entry for international arrivals in Seychelles. Not only is this an improvement for travelers to our country but the introduction of a digital system means increased efficiency for front-line Immigration Officers. By eliminating the painstaking and time consuming manual entry of passenger data by Immigration Officers, they can dedicate more time to focus on their core responsibility of determining admissibility and securing our borders.”

As travelers grapple with increasingly complex travel rules, the introduction of a digital pre-approval process also removes some of the guesswork for visitors who will have confidence that they can enter the Seychelles before boarding. Importantly, in the wake of the pandemic, this digital process guarantees a contactless travel experience thus minimizing health risks by limiting interactions on arrival.

Sherin Francis, Principal Secretary for Tourism, said:

“Since the beginning of the pandemic, travel requirements and procedures have become lengthier and tedious for visitors. Having an online system for Travel Authorization has been instrumental for the destination in improving the visitor's experience especially when it comes to disembarkation procedures. Through the system, we have been able to also give passengers the confidence they need to book a holiday by giving them certainty that they have met all entry requirements ahead of travel. We are now looking forward to seeing the digital system take a step towards the sustainable goals we want to achieve for our destination. Switching to a completely digital system also guarantees a swift, secure and above all contactless experience, meaning COVID secure travel when you travel to or within our islands.”

With approximately 350,000 visitors per year to the islands, the move will also be welcomed by environmental campaigners as paper forms are taken out of circulation and waste is reduced.

The Ministry also plans to remove the yellow paper forms for departure by the end of 2021.

Renaud Irminger, Travizory CEO, said:

“Paperless, contactless travel is the future and we're delighted to be part of the Seychelles success story as the Seychelles International Airport retires its paper entry forms. Travizory's technology is helping the Seychelles Government to realise its ambitions of becoming truly digital- first and this is an important step on that journey.”

“Our state-of-the-art Travel Authorization system also helps Seychelles Tourism to send a strong signal to visitors that this is a modern and technologically-savvy destination. Not only is a digital process better and more efficient for travelers and ground staff, but reducing paper waste is also vital for the environment.

Donations to the Environment Trust Fund have skyrocketed since our system was implemented and we look forward to continuing to support the government of Seychelles as it continues its digital transformation.”

Chumbe Island Coral Park (Zanzibar / Tanzania) presented its actions and plans to tackle plastic pollution in tourism

The Chumbe Island Coral Park (Zanzibar / Tanzania) was presented at the panel discussion on [Eliminate. Innovate. Circulate: Strategies from the Global Tourism Plastics Initiative](#) which was held on 8th July 2021.

The Chumbe Island Coral Park is one of the signatories of [the Global Tourism Plastics Initiative \(GTPI\)](#). in Zanzibar/ Tanzania which is a social enterprise established for the purpose of turning Chumbe Island and its coral reefs into a fully managed internationally recognised nature reserve. Chumbe Island has eliminated single-use plastics from its operations since many years and implements a sustainable waste management policy. The list of their commitments is available [here](#).

The signatories to the GTPI from the African Region are: [Tour Operators Society of Kenya](#), [Red Rocks Rwanda](#), [Association Welfare Togo](#), [Humura Resorts Uganda](#), [Salty Jackal Backpackers & Surf Camp in Namibia](#).

To learn about the Global Tourism Plastics Initiative, read [here](#) and to learn how to join the Initiative visit this [page](#).

UNWTO Global response to COVID-19

Please click here : <https://www.unwto.org/tourism-covid-19>

<https://www.unwto.org/unwto-iata-destination-tracker>
(UNWTO-IATA Destination Tracker)

<https://www.unwto.org/news/unwto-and-iata-collaborate-on-destination-tracker-to-restore-confidence-in-travel>

Namibia

NTB Domestic Tourism Campaign Launch

<https://www.facebook.com/www.nbcnews.na/videos/397489221945168>

South Africa calls for reviving tourism on World Tourism Day

http://www.news.cn/english/africa/2021-09/27/c_1310213279.htm

Morocco World Tourism Day

<https://www.youtube.com/watch?v=7k3j2CljxGk>

Uganda World Tourism Day

https://www.kara-tunga.com/blog/watch-video-uganda-karamoja-world-tourism-day-2021/?mc_cid=0816cbe65b&mc_eid=42d7df3f0b

Rwanda's 2021 Kwita Izina Baby Gorilla Naming Ceremony

<https://www.youtube.com/watch?v=7RI-Crctdr8>





Upcoming events

24th Session of the UNWTO General Assembly

Madrid, Spain,
30 November to 3rd December 2021

Contact us

UNWTO Regional Department for Africa

rdaf@unwto.org

www.unwto.org

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