



From the Director

Tourism in Africa is becoming a priority and Africa is set to become one of the fastest growing tourism regions in the world up to 2030. In 2013, Africa welcomed more than 56 million international tourists, a 6% increase over the previous year. This is a small share of the total market, but an impressive result considering that the number of international tourists in Africa was below 20 million only a decade ago.

The fifth edition of the 2014 INVESTOUR concluded on a successful note with important recommendations on tourism and air transport which will be taken to the Regional Seminar to be held on the occasion of the 56th meeting of the UNWTO Commission for Africa. The Regional Seminar will in turn set the tone for the first joint UNWTO/ICAO Ministerial Conference bringing together African Tourism and Transport Ministers later this year.

Poaching is another issue which is high on our agenda for Africa. Wildlife crime is sweeping the planet with illegal trafficking of wildlife and biodiversity being one of the world's largest criminal industries. To support the fight on poaching a working meeting was organized along the sidelines of ITB Berlin with Tourism Ministers of Africa, UNODC and lead partners to discuss how together we can help combat this scourge. This topic will be further discussed at the 56th CAF meeting in Angola.

Finally, I would like to sincerely thank all of you who have given us your feedback on our newly introduced newsletter; we welcome your ideas and suggestions as we continue to bring you news of the UNWTO Africa Programme.

Until the next edition, we wish you a good read!



Elcia Grandcourt
Regional Director for Africa

Welcome to Angola

The Government of Angola is pleased to welcome the African tourism community to Luanda for the 56th Meeting of the UNWTO Commission for Africa and Regional Seminar on *Tourism and Air Connectivity in Africa*, to be held from 28 to 30 April 2014.

CAF Members will discuss and debate at the highest level, the most important issues related to tourism development in the region, including the Anti-Poaching initiative in Africa, funding for Africa tourism development and the image of the region.

The Regional Seminar on *Tourism and Air Connectivity in Africa* will count on the participation of public and private sector representatives to exchange experiences and brainstorm about the relationship between tourism and air connectivity, as a preparatory work for the joint UNWTO/ICAO Ministerial Conference on Tourism and Air Transport in Africa, to be held on 14 and 15 October 2014, in Mahé, Seychelles.

Angola looks forward to receive all the distinguished guests. The Government is putting in place all the necessary technical and logistical conditions for a successful event. During their stay in Angola, CAF Members will also have the chance to visit one of the fastest growing economies of Africa and experience some of its tourism products and destinations.



On the Ground in Africa

UNWTO Training on Tourism and Policy Strategy

Abidjan, Côte d'Ivoire, 9 to 13 December 2013

UNWTO, the UNWTO.Themis Foundation and Côte d'Ivoire organized a training seminar on Tourism Policy and Strategy in Abidjan, from 9 to 13 December 2013.

Opening the course, H.E. Mr. Roger Kacou, Tourism Minister, stated the commitment of the Government towards the tourism sector and the objective of making it a priority of the national economy.

The course was addressed to the ECOWAS francophone countries: Benin, Burkina Faso, Cap Verde, Côte d'Ivoire, Guinea, Guinea-Bissau, Mali, Mauritania, Niger, Senegal and Togo. The 60 participants from the National Tourism Administration and other governmental agencies provided with the tools, skills and know-how on how to develop effective tourism policies. Moreover, a technical visit was conducted in four villages and towns around Abidjan (Abbata, Bingerville, Blockhaus and M'Badon) where participants gained practical experience by developing a tourism strategy for a specific geographical area, based on the national policy.

[Read more +](#)



ST-EP Projects

Since 2005, a total of 53 ST-EP (Sustainable Tourism – Eliminating Poverty) projects have been approved for implementation in Africa. Of these, 35 projects have successfully been completed, and 18 projects are on-going in different stages of implementation. The projects contribute to bringing the benefits of tourism development to the poorer groups of society as employees or even managers of tourism enterprises, as well as suppliers of goods and services to tourists and tourism businesses. The following countries in Africa have benefitted from ST-EP projects: Benin, Burkina Faso, Burundi, Cameroon, Ethiopia, Ghana, Guinea, Kenya,

Lesotho, Madagascar, Mali, Mozambique, Namibia, Niger, Rwanda, Senegal, South Africa, United Republic of Tanzania, Zambia, and Zimbabwe. In addition, regional ST-EP projects have been executed in Southern Africa and West Africa.

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Transformation of the ST-EP Foundation into an International Organization

The 20th Session of the UNWTO General Assembly approved the proposal by which the ST-EP Foundation would become fully independent from the UNWTO management, and encouraged UNWTO Members to consider joining the new International ST-EP Organization, while requesting the Secretary-General to ensure that the UNWTO will act in close cooperation with the future Organization.

The future International Organization was presented to countries expressing interest as founding members at the annual World Travel Market in London. Headquartered in Seoul, Republic of Korea, the ST-EP International Organization will allow for expanded actions for the implementation of sustainable tourism development projects geared towards eliminating poverty.

Destination Flyways – Protecting the world's original long distance travellers

The spectacular movements of the world's migratory birds attract millions of international tourists each year. The new UNWTO led project Destination Flyways aims to channel this interest into a force for biodiversity conservation and employment opportunities for local communities, by developing innovative sustainable tourism products in key destinations along some of the world's great migratory bird flyways. Two of the selected project sites are Djoudj National Bird Sanctuary in Senegal and Lake Natron in Tanzania, two truly unique wetlands and important migratory bird habitats. Destination Flyways is carried out by UNWTO in close collaboration with local authorities and key partners in the field of environmental conservation and tourism: The ongoing preliminary phase of the project is funded by the Federal Ministry of the Environment, Nature Conservation, Building and Nuclear Safety of Germany. [Read More+](#)



In Focus

UNWTO and EU working together in Sustainable Tourism for Development

Recognizing the importance of tourism for development, the European Commission approached UNWTO to prepare a *Guidebook on Sustainable Tourism for Development*, aiming at enhancing the understanding of tourism in all its dimensions. The *Guidebook* aims to sensitize and empower EU services in Brussels and the EU Delegations in 180 countries (30% of which are in Africa) to include sustainable tourism in their programme cycles; better understand how to identify priority needs in tourism; and prepare Member States to better approach the EU. The *Guidebook* shows the links between tourism and EU priorities and support mechanism such as the EU Agenda for Change. [Read More+](#)

Tourism and Value Chains

Tourism was identified in 2013, for the first time, by the World Trade Organization (WTO) and the Organization for Economic Co-operation and Development (OECD), as one of the five key sectors with great potential for development and high impact in Aid for Trade at the OECD/WTO Fourth Global Review of Aid for Trade in Geneva, Switzerland.

On the occasion, UNWTO emphasized the increasingly prominent role of tourism in developing countries, particularly in the Least Developed Countries (LDCs) where it accounts for 6% of all exports, and called for increased support for tourism in international aid for development.

Aid for Trade aims to help developing countries, especially LDCs, to develop their trade-related skills and infrastructure as to better implement and benefit from international trade agreements, expand their productive capacity and their competitiveness in the trade arena. This WTO/OECD-led initiative encourages governments and donors to recognize the role that trade can play in development, and seeks to mobilize resources to address trade-related constraints. [Read More+](#)

The Enhanced Integrated Framework (EIF) and Tourism

The Enhanced Integrated Framework (EIF) is an Aid-for-Trade trust fund to support Least Developed Countries (LDCs) develop their trade capacities. 39 out of 48 LDCs have identified tourism as a key sector for achieving development imperatives and reducing poverty. UNWTO with the United Nations Steering Committee on Tourism for Development (SCTD) is helping LDCs prepare projects proposals to be submitted to the EIF for funding, given that there is a clear need to associate tourism as a trade in services issue at national level. African Members States are invited to contact UNWTO to learn more about project opportunities. [Read More+](#)

Investour

The Consolidation of the Tourism Investment Forum for Africa (INVESTOUR)

For the fifth consecutive year, the World Tourism Organization (UNWTO), Casa Africa and the International Tourism Fair of Madrid (FITUR), organized the Tourism Investment and Business for Africa (INVESTOUR) (23 January 2014, Madrid, Spain).

Over 260 participants from 33 African countries, including eleven Ministers of Tourism, and 33 Spanish companies attended the forum, which this year focused on the issues of air transport, travel facilitation and investment in hotel infrastructure.

The forum proved once more to be a key meeting point for African tourism stakeholders and potential investment and business partners from Spain. The 2014 edition of the Forum was opened for the first time to Portuguese companies, which had the opportunity to be exposed to the over 280 projects presented by the African countries.

The conclusions of the debate on the issue of tourism and air transport in Africa will be taken to two key important regional events taking place this year on the same topic in the region: the Regional Seminar on *Tourism and Air Connectivity* in Africa to be held in the framework of the 56th Meeting of the UNWTO Commission for Africa (Angola, 28-30 April 2014) and the UNWTO/ICAO Aviation and Tourism Ministers' Meeting (Seychelles, October 2014).



From our Members



Rwanda, Kenya and Uganda launch single tourist visa

Tourists traveling to Kenya, Rwanda and Uganda will now only need a single tourist visa to visit the three East African countries. The multiple-entry visa, valid for 90 days, was launched at the Commonwealth Resort Munyonyo in Kampala, Uganda (20 February 2014) as part of the East African countries' efforts to foster regional integration and attract more tourists. The introduction of the single tourist visa will reduce bureaucracies and complicated procedures involved in obtaining multiple visas.

President Kagame of Rwanda, whose country spearheaded the establishment of the regional single tourist visa, said its launch was an "important illustration of commitment to integration process."

UNWTO, through its team for the UNDP-funded project for *Support for Development of Inclusive Markets in Tourism*, participated at the launch and received symbolic tourism visas as a token of appreciation for UNWTO's support to this important initiative.

Kwita Izina, second runner up for 2013 UNWTO Ulysses Awards for Innovation

Kwita Izina, a Rwanda Development Board's project was second runner up for the 2013 UNWTO Ulysses Award for Innovation in Public Policy and Governance that took place at FITUR in Madrid, Spain, on 22 January 2014.

In 2005, Rwanda's Tourist Board introduced an annual public gorilla naming ceremony now known as Kwita Izina which comes from Rwandan baby naming tradition in which the entire community is involved in naming a newly born. The event is in line with the effort to create and raise awareness for the conservation of mountain gorillas, as a tool to distinctively position and promote Rwanda as a must-see tourism destination and empower communities surrounding Volcanoes National Park, mountains gorillas' habitat.

Since its inception in 2005, Kwita Izina has evolved from a one day celebration to a week celebration. Along with the main gorilla-naming ceremony, a number of exciting events takes place during the week preceding the naming ceremony with emphasis on conservation and community welfare based. Since 2005, an amount of 586,838,751 Rwf (US\$ 978,065) from RDB's Tourism Revenue Sharing Scheme was allocated to community development.

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