From the Director

A warm welcome to our esteemed readers across Africa and the world,

Tourism in Africa has enjoyed significant momentum since the beginning of the year and I am delighted to share a latest update on our work together in building Tourism across Africa.

Firstly, it is with great pleasure that I extend a heartfelt thank you to H.E. Minister Roger Kacou, Minister of Tourism of Cote d’Ivoire for having been an excellent host to our successful 58th Commission Meeting for Africa. The welcome and hospitality extended to all participants by the people of Cote d’Ivoire has left us all with great memories of the eventful days we spent in Abidjan. The high level of participation at the event of 18 Tourism Ministers, high-level delegations, UNWTO Affiliate Members and tourism stakeholders indeed sent a strong message of solidarity around shared commitment to growth across the region, and especially to our gracious host in the wake of the tragic incident which occurred at Grand-Bassam.

UNWTO together with the international tourism community, stand alongside its members in defying the perpetrators of such hideous attacks. Such acts of terror are a global challenge, and therefore require global solutions and increased cooperation among the international community. The thematic discussion on the topic of Tourism and Security held at Meeting stressed the role of crisis management plans and protocols. Members of the Commission welcomed the Secretary-General’s initiative aimed at creating a task force to progress these discussions at a global level, which could ultimately lead to creating a safety and security charter for the tourism sector.

The Sustainable Tourism Conference & Symposium on Accelerating the Shift towards Sustainable Consumption and Production Patterns (SCP), organized in the framework of the Commission Meeting, allowed participants to share their visions, commitments, and experiences concerning the integration of Sustainable Consumption and Production Patterns (SCP) into the tourism sector.

Following the declaration by the United Nations of 2017 as the International Year of Sustainable Tourism for Development, we were very pleased to share with members the series of activities planned to celebrate the year. I strongly encourage all to actively engage and start preparing activities for 2017 to mark, and fully leverage, the celebration of the International Year in their respective countries.

As we prepare for the upcoming events in the region, detailed in this edition of the newsletter, I once again invite you, our esteemed members, to use this platform to share your activities undertaken at home, and to learn from other members across the continent, as we all work for the sustainable growth and development of Africa’s Tourism sector.

Happy reading!
Elcia Grandcourt
Director, Regional Programme for Africa

58th UNWTO CAF Meeting and 10YFP Sustainable Tourism Conference & Symposium on Accelerating the Shift towards Sustainable Consumption and Production Patterns (SCP), Abidjan, Côte d’Ivoire, 19-21 April 2016

Over three days (19-21 April) high-level tourism representatives from Africa, including 18 tourism ministers¹, convened in Abidjan, Côte d’Ivoire, to discuss the challenges of the sector and the priorities for the programme of work of UNWTO in the African continent. In parallel, the Sustainable Tourism Conference of the 10 Year Framework of Programmes (10 YFP) was held focusing on ‘Accelerating the Shift towards Sustainable Consumption and Production Patterns’.

Tourism and ethics, tourism and security, and the International Year of Sustainable Tourism for Development to be celebrated in 2017 were some of the topics in the agenda of the commission meeting. The events taking place in Côte d’Ivoire showed clear support to the country following the tragic events that took place in Grand-Bassam last March and recognition by the Government of Cote d’Ivoire of tourism’s role in development.

“Côte d’Ivoire is one of the most evident examples of the great potential of African tourism; it holds impressive natural assets and unique cultural diversity and traditions. Continuing to foster tourism in this part of the world can really make a difference, not only for society as a whole but for the perception of the African continent in the world,” said UNWTO Secretary-General Taleb Rifai, opening the event. Read more +
UNWTO Regional Workshop for Africa  
‘Keys to Success in Tourism Product Development’  
Addis Ababa, Ethiopia, 15-17 September 2016

The World Tourism Organization (UNWTO) in collaboration with the Ministry of Culture and Tourism of Ethiopia are jointly organizing the UNWTO Regional Workshop for Africa: ‘Keys to Success in Tourism Product Development’, in Addis Ababa, Ethiopia, at the kind invitation of the Government of the Federal Democratic Republic of Ethiopia.

The 2-day regional workshop on keys to success in tourism product development is open to the local tourism stakeholders in Ethiopia and participants from the region. Sustainable and competitive tourism product portfolios require an adequate policy and effective institutional framework which must enable an integrated approach and public private partnerships all through the tourism value chain.

UNWTO Regional Executive Training Course on Crisis Communication in Tourism  
Khartoum, Sudan, 14-18 November 2016

UNWTO and UNWTO Themis Foundation will conduct a 5-day Regional Executive Training Course in Khartoum, Sudan on ‘Crisis Communication in Tourism’, from 17 to 21 October 2016, in collaboration with the Government of Sudan and its Ministry of Tourism, Antiquities and Wildlife.

The Executive training course will provide the participants with knowledge, skills, tools and a forum to discuss and reflect on the key issues of crisis communication including preparedness, crisis communication and recovery.

UNWTO Statistical Capacity Building Workshop  
Oran, Algeria 24-26 October 2016

In order to be able to meet the needs of as many Member States as possible, the UNWTO has developed a capacity building programme on tourism statistics. Tourism statistics are necessary for designing marketing strategies, strengthening inter-institutional relations, evaluating the efficiency and effectiveness of management decisions and measuring tourism throughout the national economy.

This program will span over a period of three years (2016-2018) and will include a series of capacity building workshop for officials from National Tourism Administrations (NTA), National Statistical Offices (NSO), Central Banks (CB), and Migration Authorities (MA). The program is being jointly organized by UNWTO and the Ministry of National Planning, Tourism and Handicrafts, Government of the Republic of Algeria.

UNWTO.TedQual Certification  
Quality Assurance for Tourism Education, Training and Research Programmes

The UNWTO.TedQual Certification is a certification issued by the World Tourism Organization, a specialized agency of the United Nations, to support the quality of tourism education and training programmes. Quality of education should be seen as an integral process that embodies the degree to which the perception of the beneficiaries (students, employers, civil society) meet their prior expectations regarding the programme, as well as a professional approach for all actors involved in the tourism sector to do things right at all times and meet legitimate expectations of consumers/tourists, thus helping to implement the principles contained in the Global Code of Ethics for Tourism.
UNWTO Technical Assistance on Hotel Classification on the Rise in Africa

The strong growth of Africa as a tourism destination, combined with many governments of UNWTO African Member States placing tourism as a priority in their national development agenda, has led to a significant increase in requests for UNWTO technical assistance in quality standards – particularly the development and implementation of hotel classification schemes.

A well-structured and smoothly operated hotel classification scheme is very beneficial to a tourism destination in that it creates a true culture of quality among the accommodation industry; increases the competitiveness of the hotel industry in line with international practices; and can be used as a tool for marketing and promotion of the destination. Read more+

UNWTO/RETOSA Programme on Statistics and Tourism Satellite Accounts: Building capacity in Southern Africa

Since 2012, the World Tourism Organization (UNWTO) and the Regional Tourism Organization of Southern Africa (RETOSA) have collaborated in the organization of a series of workshops aimed at providing capacity building to 15 Southern African countries: Angola, Botswana, Democratic Republic of Congo, Lesotho, Madagascar, Malawi, Mauritius, Mozambique, Namibia, Seychelles, South Africa, Swaziland, Tanzania, Zambia and Zimbabwe. The programme aims at strengthening their national Systems of Tourism Statistics (STS) with a view to developing the Tourism Satellite Accounts (TSA). Read more+

The ST-EP Foundation and the Korean Tourism Organization (KTO) support UNWTO projects in Africa

Within the framework of the Cooperation Agreement signed in January 2016, the Korean Tourism Organization (KTO) and the ST-EP Foundation will support projects in eight countries, five of which in Africa: Ghana, Tunisia, Uganda, Zambia and Zimbabwe.

The project in Ghana aims to improve visitor facilities and services in the Nzulezu stilt village (Western Region), conserve the natural and cultural heritage of the site, and build capacities of local people providing goods and services to tourists with a view to attracting more visitors and creating job and income opportunities for the local people.

In Tunisia, the project will support Tunisia's tourism recovery and thus employment in the sector, in particular for poorer groups of the society, by strengthening the image of the country as a preferred tourism destination through an innovative international image campaign.

Developing accommodation facilities, a local museum and excursions at the Kisizi falls to enhance opportunities for local people from tourism development is the objective of the project being implemented in Uganda.

In Zambia and Zimbabwe, a tourism resource centre will be built and a community swimming pool refurbished in Livingstone and in Victoria Falls, respectively, as part of the ST-EP Initiative and as a way of commemorating the UNWTO General Assembly held in the two cities in August 2013. Read more+

NEPAD and UNWTO signs a Memorandum of Understanding

The NEPAD Planning and Coordinating Agency and the World Tourism Organization (UNWTO) signed a Memorandum of Understanding on 19 April 2016, in Abidjan, Cote d’Ivoire. The ceremony took place on the sidelines of the 58th UNWTO Commission for Africa (CAF) and the 10YFP Sustainable Tourism Conference and Symposium.

The Memorandum of Understanding aims to enhance cooperation between the NEPAD Agency and UNWTO in identified areas of mutual interest with a view to: promote tourism as a tool for development in Africa in line with UNWTO’s priorities and Africa’s Agenda 2063 aspirations and goals on sustainable economic growth and inclusive development. Read more+
The Faculty of International Tourism and Management City University of Macau provides scholarships for African students through UNWTO’s Knowledge Network Talent Development Programme

UNWTO Knowledge Network is calling for scholarship applications in Master Programme of International Hospitality and Tourism Management and Doctor Programme of Philosophy in International Tourism Management for the academic year 2016-2017, sponsored by the City University of Macau. Since 2014, nine African students have been benefited and have been developing their academic achievement in Macau.

The City University of Macau offers full tuition scholarships for its TedQual certified programmes. Scholarships will be offered for candidates from African countries holding an accredited bachelor degree, preferably from institutions part of the UNWTO Affiliate Member Programme, Knowledge Network institutions or TedQual certified programmes.

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**Upcoming Events**

- **UNWTO Regional Workshop for Africa: ‘Keys to Success in Tourism Product Development’, Addis Ababa, Ethiopia, 15 - 17 September 2016**
- **World Tourism Day official celebrations, Bangkok, Thailand, 26-27 September 2016**
- **UNWTO Regional Executive Training Course on Crisis Communication in Tourism, Khartoum, Sudan, 14 -18 November 2016**
- **UNWTO Statistical Capacity Building Workshop, Oran, Algeria, 24 -26 October 2016**
- **UNWTO Meeting and African Ambassadors’ lunch, Madrid, Spain, 17 November 2016**
- **10th UNWTO/WTM Ministers Summit, World Travel Market, London, UK, 9 November 2016**

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