From the Director

Dear readers,

Our sincerest appreciation to all who joined another celebration of INVESTOUR held in January during FITUR, Spain’s largest tourism and trade fair. The 10th anniversary marked a milestone for this business and investment forum which has become the touchstone for exploring sustainable investment opportunities in the African region.

The Forum provided the backdrop to launch the first ‘Tourism Tech Adventure: Promoting African Tourism Innovation’, in collaboration with the development agency of the African Union (NEPAD). This project awarded five young African entrepreneurs an opportunity to experience a three-day training programme in Madrid and pitch their ideas at INVESTOUR. It is precisely these types of opportunities that we would like to continue generating for young African startups as part of our mandate of promoting sustainable tourism throughout the continent. Over 60% of the region’s population is below the age of 25, making it the youngest continent in the world. It is for this reason that we must concentrate our efforts and calls for action to invest in the youth, which is to invest in the future. ‘Education, skills and jobs’, this year’s overarching theme to which to connect all UNWTO actions, could not be more pertinent.

The UNWTO Secretary-General, Zurab Pololikashvili, within the first year of his mandate has strongly emphasized the Agenda for Africa by focusing on core development priorities of its tourism sector. In this context, several activities during 2018 responded to the demands of member states and the need to advance the achievement of the Sustainable Development Goals (SDGs). During the last quarter of 2018, the topic of Fostering Resilience (safety and security), was discussed in a regional workshop on Tourism and Security, jointly organized with the West African Monetary and Economic Union (WAEMU – UEMOA) and the government of Senegal. In Algeria, issues related to statistical data were explored through the second Statistics Capacity Building workshop.

During the first quarter of this year, our focus will be on addressing air connectivity and visa facilitation at the first UNWTO/ICAO Ministerial Conference on Tourism and Air transport in Africa, in collaboration with the government of Cabo Verde. Additionally, after the recent appointment of the Minister of Tourism, Arts and Culture of Ghana to chair the Leadership Taskforce of the Women Empowerment Programme, the preparation of the first ‘Regional Congress on Women Empowerment in the Tourism Sector – Focus on Africa’ is well under way (Accra, Ghana).

We invite you to continue sharing with us your initiatives and activities through the tourism for SDGs platform, a dedicated space for UNWTO members and various stakeholders along the tourism value chain: http://tourism4sdgs.org/.

As we work together towards achieving our common objectives I would like to conclude with this African proverb; “If you want to go fast, go alone. If you want to go far, go together.”

I trust you will enjoy this edition and wish you all a happy read!

Elcia Grandcourt
Director
Regional Department for Africa
Activities in the Region

Design and implementation of tourism statistical surveys in the Gambia

During the last three to four years, the work of the Gambia Tourism Board (GT Board), the Gambia Bureau of Statistics (GBOS), the Tourism Statistics Committee and other institutions including the private sector, have contributed to considerably improve the system of tourism statistics of The Gambia, as witnessed by various statistical publications by the GT Board and others.

These improvements were a result of an exhaustive analysis of the national tourism statistical system and recommendations proposed for its further strengthening, made by UNWTO in 2015. In continuation of the implementation of these, and in collaboration with the United Nations Development Programme (UNDP), The Gambia requested further UNWTO technical assistance to design and implement a Visitor Survey and Tourism Establishment Survey as the next step towards obtaining the necessary data to compile a Tourism Satellite Account (TSA).

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National Tourism Strategy Project in Republic of Guinea in collaboration with UNWTO and UNDP Guinea

The National Economic and Social Development Plan (NESDP, 2016-2020) of Republic of Guinea has identified the tourism sector as one of the main pillars of the country’s socio-economic development.

In collaboration with the United Nations Development Programme (UNDP), UNWTO is providing technical assistance to Guinea in the formulation of a National Tourism Development Strategy with particular emphasis on ecotourism development. The Strategy would provide recommendations for the further development and professionalization of the sector in terms of strategic planning, management, product development, marketing and promotion, combined with a legal and administrative framework which will support the overall economic, social and environmental sustainability of the sector.

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In Focus

Tenth anniversary celebration of INVESTOUR

On 24 January 2019, UNWTO, Casa África and IFEMA celebrated the 10th anniversary of their flagship event, the Tourism Investment and Business forum for Africa (INVESTOUR) during the 39th edition of the Tourism and Trade Fair of Madrid (FITUR). On this special occasion, more than 18 African Tourism ministers gathered to celebrate the achievements of the tourism sector in the region in terms of growth and development. The event welcomed over 350 participants from more than 59 countries, including 43 African countries, and participants from Brazil, China, France, Portugal, Spain, United Kingdom and USA, among other countries.

This year’s 10th Anniversary opening ceremony of INVESTOUR was attended by H.E. Mrs. Reyes Maroto, Minister of Industry, Trade and Tourism of Spain who joined Mr. López-Puertas, Director General of IFEMA, Mr. Padrón López, Director General of Casa África, Mr. Valenzuela Marzo, Secretary of State of Foreign Affairs Spain and Mr. Pololikashvili, UNWTO Secretary-General.

On this occasion, the organisers of INVESTOUR presented a recognition award to Rwandan entrepreneur Greg Bakunzi, for his commitment to sustainable tourism growth in Africa. Mr. Bakunzi has been participating in INVESTOUR since its inception in 2009. He commented that through his participation at the B2B sessions he has been able to take his company, Amahoro Tours and Red Rocks Rwanda, from a national level to an international level. “The Award I just got from UNWTO/Investour showed me that being passionate and committed about something that you really like will always happen. It’s in this way that I would like to call upon my fellow stakeholders from the African Continent with the support from UNWTO, to make the African continent a sustainable tourism continent. There is so much we can do that can change the livelihood of our community through sustainable tourism,” he added upon being presented the award.

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Round Table Sessions at INVESTOUR

This year’s round table sessions focused on two key topics; Safe and seamless travel in Africa: fostering resilience and risk management in the tourism sector and Embracing Digital Transformation, Innovation and Promoting Niche Tourism products. Both sessions included a mix of participants from the public and private sector.

On the issue of safety and security, the UNWTO Secretary-General reiterated the support of UNWTO and of the global tourism family to Kenya who recently suffered an attack on its people and its tourism sector. He highlighted tourism’s resilience and Kenya as an example of successfully facing up to challenges. For the second round table, he recalled that tourism development goes hand in hand with development. In addition, this year UNWTO will also have a strong focus on how digitalization can revitalize our sector and contribute to its growth.

A Taskforce for Women in Tourism

In the framework of the UNWTO Women in Tourism Empowerment Programme – Focus on Africa (WITEP), the first meeting of the Leadership Taskforce was held on 25 January 2019 during FITUR at the UNWTO Headquarters. This is a forum for the debate of proposals and activities geared towards promoting women empowerment and leadership in tourism in the Africa region.

The meeting kicked off with the unanimous appointment of H.E. Catherine Afeku, Minister of Tourism, Arts and Culture of Ghana, as the chair of the Taskforce group. She will hold this position for a period of two years. Successive chairs will be appointed on a rotation basis between the member states of the taskforce group.

H.E. Catherine Afeku, upon addressing the participants at the meeting emphasized that “Women in the tourism sector are invisible but they contribute a lot; we need to give them that visibility”. It was agreed that the lack of skills in the women’s workforce is due to an absence of suitable programmes that could calculate the value of women in tourism.

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In Focus

UNWTO/NEPAD Tourism Tech Adventure: Promoting African Tourism Innovation

In an attempt to further spur the growth of technology and innovation, UNWTO and NEPAD (The New Partnership for Africa’s Development) launched the UNWTO/NEPAD Tourism Tech Adventure to encourage the development of technology and innovation in the tourism sector in Africa.

As part of the 10th edition of INVESTOUR, UNWTO and NEPAD introduced the 1st edition of the Tourism Tech Adventure to promote African Tourism innovation, by bringing five startups from the region to travel to Madrid and present their ideas in front of tourism stakeholders from the continent.

After a call for proposal gathering hundreds of projects, five African entrepreneurs who positively contributed to the facilitation of travel and tourism were chosen to come to Madrid to learn, network and pitch their projects at the 10th edition of INVESTOUR, the tourism and investment business forum for Africa and gain exposure to the world’s tourism leaders, investors, corporates, academia and supporting business partners.

The startups selected came from all across Africa, covering various aspects of the tourism sector, including education, technology and sports.

List of selected startups (in alphabetical order):

1. Khwela Youth Tourism Stars - South Africa
2. LIVES – Senegal
3. Phenomenon Technologies - Zimbabwe
4. Roundbob.com - Uganda
5. Run Africa Athletics Tourism Company - Ethiopia

The three-day initiative comprised of master classes with tourism, and startup experts to provide additional resources to the startups, preparing them for the pitching session during INVESTOUR, and finishing with technical visits of innovation centers. This opportunity provided a unique platform for young African entrepreneurs to nurture their innovative ideas and utilize technology to further develop the tourism sector in Africa.

As a highlight of this initiative, two startups (LIVES – Senegal and Roundbob – Uganda) were chosen to receive a scholarship from the African Center, IE University, Madrid, Spain.

UNWTO signs cooperation agreement with the Republic of Tunisia

A Memorandum of Understanding (MOU) was signed between UNWTO’s Secretary-General Zurab Pololikashvili and H.E. Mr. René Trabelsi, Minister of Tourism and of Handicrafts of the Republic of Tunisia, during the 10th anniversary of INVESTOUR in Madrid, Spain. The MOU includes main objectives and areas of cooperation that UNWTO will provide through technical assistance to Tunisia in order to further support and strengthen its sustainable tourism development, investment strategies and capacity building workshops on tourism education and skills development.

A Conference on Tourism and Air Transport in Africa

The World Tourism Organization (UNWTO) and the International Civil Aviation Organization (ICAO), have joined forces with the Government of Cabo Verde to host the First UNWTO/ICAO Ministerial Conference on Tourism and Air Transport in Africa (27 - 29 March 2019, Santa Maria, Sal Island, Cabo Verde).

Tourism and aviation are interdependent, as the respective mandates of UNWTO and ICAO reflect at the global level. Whilst UNWTO promotes responsible, sustainable and universally accessible tourism as a driver of economic growth and sustainable development, ICAO sets standards and policies for aviation safety, security, efficiency, environmental protection and economic development of air transport.

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Mali government commits to the hosting of the 62ND UNWTO Commission for Africa (CAF)

Last year at the 61st CAF in Abuja, Nigeria, the 51 member states of the Africa Commission, unanimously supported the candidacy of Mali to host this year’s regional commission in Bamako, Mali in June. The agreement between UNWTO and Mali was finalized during the 10th edition of INVESTOUR. H.E. Nina Wallet Intallou, Minister of Crafts and Tourism of Mali, addressed member states and encouraged all to mark their calendars for the meeting in June.

The 62nd CAF Meeting will bring together African Tourism Ministers, high-level authorities and tourism stakeholders to discuss and deliberate on key priority areas of UNWTO’s Programme of Work. This annual gathering presents the opportunity for ministers and tourism stakeholders from both the public and private sector to take stock of the sustainable development agenda of the sector in not only their respective countries but the region as a whole.

From our members

The first UNWTO/UEMOA Regional Workshop on Tourism and Security, Dakar, Senegal

The first UNWTO/UEMOA Regional Workshop on Tourism and Security took place in Dakar, Senegal during the last quarter of 2018 with over 40 participants in attendance from eight West African countries. The UNWTO technical workshop was jointly organized alongside the West African Economic and Monetary Union (UEMOA) and the Government of Senegal.

His Excellency Mr. Mame Mbaye Niang, Minister of Tourism of Senegal, highlighted the fact that “without security, no tourist attraction can be enjoyed nor any destination visited”

Four sessions led by key experts from several national and international organizations focussed their talks around the central theme: “How can UEMOA countries reinforce their national security policies for the purpose of enhancing the protection of tourists?”

The final recommendations given during the close of the event were aimed at permitting greater cooperation between the participating countries for tourism and security and were supported by high officials and key actors throughout the region.

Capacity-building in Macao, People’s Republic of China

The Global Center for Tourism Education established by the Institute for Tourism Studies (IFT) based in Macao, People’s Republic of China and UNWTO signed a Memorandum of Understanding (MOU) in 2015 to enhance the quality of human capital and increase the competitiveness of tourism destinations in the Asia/Pacific Region and Portuguese-speaking countries aiming to achieve sustainable tourism development in the long run.

In this regard, the Institute for Tourism Studies offered the 6th training session entitled: “Capacity Building on Destination Marketing and Tourism Product Development” late last year for lusophone countries i.e. Angola, Cabo Verde, Guinea-Bissau, Mozambique, Sao Tomé and Principe and Timor Leste, and Cambodia. The training course took place within the facilities of IFT over eight days during the last quarter of 2018.

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HQ Visits

**Courtesy visit of the Minister of Foreign Affairs of the Republic of Tunisia**

During his working visit to Spain early this year, H.E. Khemaies Jhinaoui, Minister of Foreign Affairs of the Republic of Tunisia paid a courtesy call to the UNWTO Secretary-General. The meeting focused on the approaches that Tunisia had taken over the last few years to overcome the challenges they had experienced that largely impacted their tourism industry. The Minister informed that Tunisia is now on the rebound, with growing arrival figures as well as the lifting of several travel advisories which has led to charter flights once again being in operation. Nonetheless, he reiterated the importance of benefiting from the technical support of UNWTO to diversify their tourism offerings and assist with capacity building and training, especially for the youth. He also extended an invitation to the Secretary-General to visit Tunisia, especially during the handicrafts fair to be held in March.

**Courtesy visit of the Ambassador of the Republic of Senegal to Spain**

H.E. Mariam Sy, Ambassador of the Republic of Senegal in Spain, presented her credentials to the Secretary-General and expressed the firm interest of engaging with UNWTO in order to further strengthen the relationship with the Organization and also take an active role in its activities. She stressed the importance that her government attaches to the development of the tourism sector and expressed Senegal’s appreciation for the first capacity building workshop on safety and security in the tourism sector which was held in the last quarter of 2018 in the capital Dakar. This workshop was jointly organized with the support of The West African Monetary and Economic Union-UEMOA and the government of Senegal. Fostering resilience, safety and security, crisis communication is one of the core priorities of the UNWTO Agenda for Africa. The Ambassador reaffirmed her government’s commitment to work closely with UNWTO for the next capacity building workshop addressing these areastopics.

**Courtesy visit of the Ambassador of the Republic of Guinea to Spain**

H.E. Paul Goa Zoumanigui, Ambassador of the Republic of Guinea in Spain, presented his credentials to Secretary-General Zurab Pololikashvili. It was used as an occasion to take stock of and discuss the technical support that the Republic of Guinea has received and benefitted from, by UNWTO with the support of UNDP in the update of its Tourism strategy.

**Courtesey visit by of the Ambassador Extraordinary Plenipotentiary of Angola to Spain**

Secretary-General Zurab Pololikashvili received H.E. Jose Luis de Matos Agostinho, Ambassador Extraordinary Plenipotentiary of Angola to Spain, at UNWTO Headquarters along with his delegates as he presented his credentials. The Ambassador used the opportunity to share his government’s vision and commitment for tourism development and promotion under the leadership of H.E. João Lourenço, President of the Republic of Angola. They are looking to UNWTO’s expertise to support them in developing their tourism products and to encourage and attract more investment to the country. The Ambassador also shared some of the steps that the government is taking towards enhancing its visa policies which is a key element in advancing tourism growth.

**Courtesy visit of the Moroccan Ambassador to Spain**

H.E MS K. Benyaich, the Moroccan Ambassador to Spain, was received by Mr. Pololikashvili for the presentation of her credentials. The Ambassador seized the opportunity to update the Secretary-General on the latest tourism development in Morocco, including the new tourism regional educational centre in Tangier. Morocco’s tourism contributes significantly towards the economy of the country and the Ambassador reiterated the appreciation of UNWTO's technical support to develop their tourism sector. The meeting also focused on the key roles that member states can have on the different governing bodies of the Organization, including the hosting of important events such as the UNWTO General Assembly. Morocco has expressed its interest to host the 24th Session of the UNWTO General Assembly in 2021.

Upcoming Events

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<td>27-29 March 2019</td>
<td>First UNWTO/ICAO Ministerial Conference on Tourism and Air Transport in Africa, Sal island, Cabo Verde</td>
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<td>10-12 June 2019</td>
<td>62nd UNWTO Commission for Africa, CAF, Bamako, Mali</td>
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<td>17-19 June 2019</td>
<td>110th session of the UNWTO Executive Council, Baku, Azerbaijan</td>
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<td>9-13 September 2019</td>
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