



AFRICANEWS

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Dear esteemed readers,

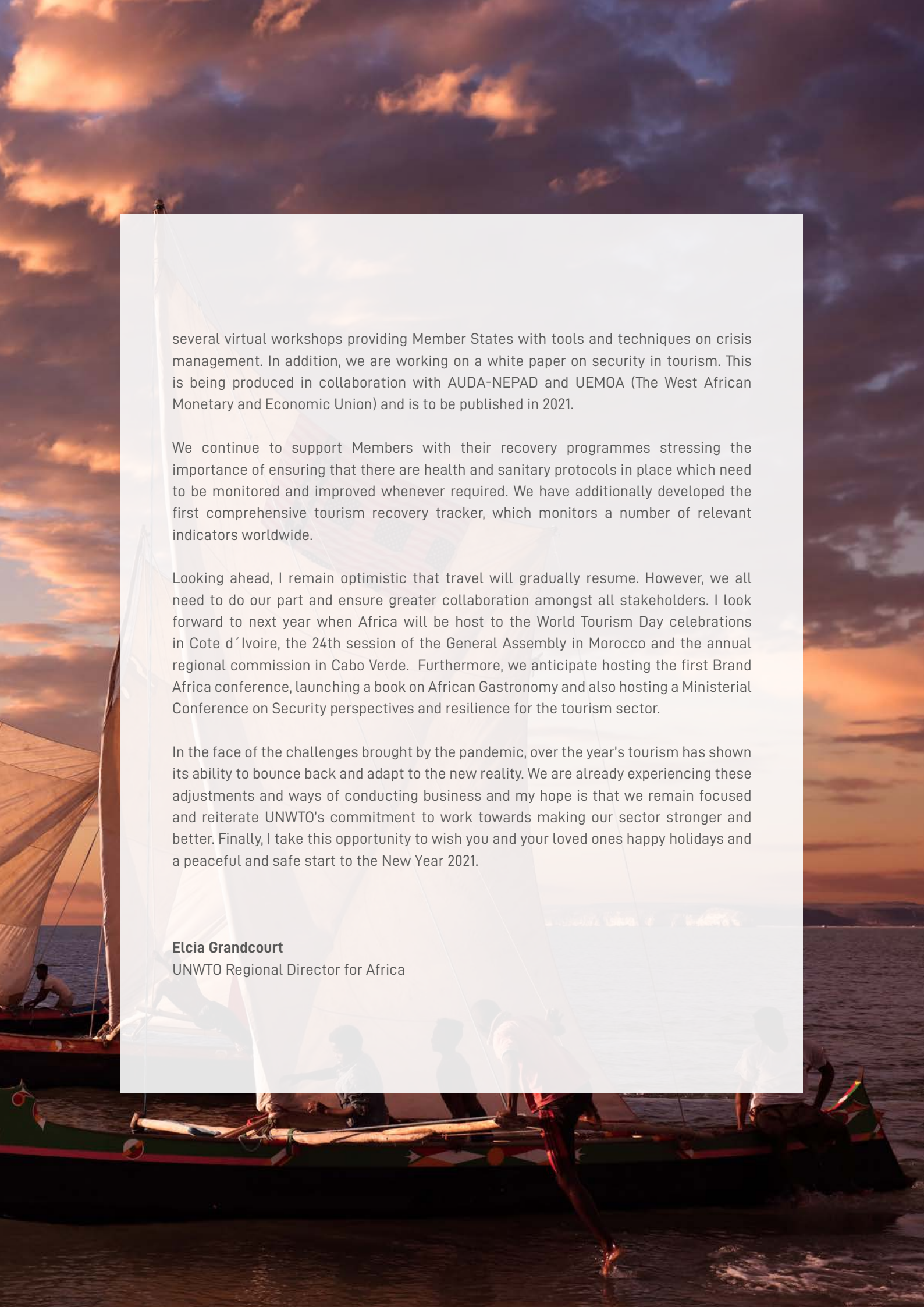
The pandemic that has struck this year has, unfortunately, hit tourism and travel in an unexpected and unprecedented way. Over recent months, the global tourism and travel sectors have come together and have been coordinating closely through various platforms. Chief among them is the UNWTO Global Tourism Crisis Committee, founded and led by our Secretary General to work on solutions to restart tourism. The use of technology and innovation has been anchored in all aspects of our work as we seek to identify creative solutions to mitigate the effects of this pandemic and then restart tourism.

For the first time in the history of tourism, we've seen 100% of all world destinations impose restrictions on travel. This has caused sudden shocks in both the supply and demand sides of the entire tourism value chain. This has had both social and economic consequences. Travel restrictions unfortunately remain one of the biggest challenges as we work towards re-establishing the confidence need for people to travel again.

There is an urgent need for comprehensive and harmonized travel protocols. This is another prerequisite for restoring confidence in the mind of travelers and the protection of jobs and livelihoods are key elements for the rebuilding of a safer and resilient tourism sector in Africa. In order to achieve this objective a strong coordination is necessary among tourism stakeholders across the continent to boost interregional travel.

As countries gradually open-up their borders, UNWTO, through its Regional Department for Africa, will continue to play a vital role in helping Member States to build their tourism sectors back better and smarter. A short survey of our Member States has allowed us to realign the priority areas of the Africa Agenda – Tourism for Inclusive Growth and better address the needs resulting from the impact of the COVID-19 pandemic.

We recognised that there is a need to rethink tourism post-COVID-19 and our emphasis lately has been focused on crisis management. For this reason, we have conducted

A traditional African dugout canoe with a large white sail is on the water. The scene is set at sunset, with a vibrant orange and yellow sky and silhouettes of people on the boat. The text is overlaid on a semi-transparent white box.

several virtual workshops providing Member States with tools and techniques on crisis management. In addition, we are working on a white paper on security in tourism. This is being produced in collaboration with AUDA-NEPAD and UEMOA (The West African Monetary and Economic Union) and is to be published in 2021.

We continue to support Members with their recovery programmes stressing the importance of ensuring that there are health and sanitary protocols in place which need to be monitored and improved whenever required. We have additionally developed the first comprehensive tourism recovery tracker, which monitors a number of relevant indicators worldwide.

Looking ahead, I remain optimistic that travel will gradually resume. However, we all need to do our part and ensure greater collaboration amongst all stakeholders. I look forward to next year when Africa will be host to the World Tourism Day celebrations in Cote d'Ivoire, the 24th session of the General Assembly in Morocco and the annual regional commission in Cabo Verde. Furthermore, we anticipate hosting the first Brand Africa conference, launching a book on African Gastronomy and also hosting a Ministerial Conference on Security perspectives and resilience for the tourism sector.

In the face of the challenges brought by the pandemic, over the year's tourism has shown its ability to bounce back and adapt to the new reality. We are already experiencing these adjustments and ways of conducting business and my hope is that we remain focused and reiterate UNWTO's commitment to work towards making our sector stronger and better. Finally, I take this opportunity to wish you and your loved ones happy holidays and a peaceful and safe start to the New Year 2021.

Elcia Grandcourt

UNWTO Regional Director for Africa

Advocating the Brand Africa: Final of the UNWTO Inspiration Africa – Branding Challenge

Advocating Brand Africa is one of the ten priorities of the **UNWTO Agenda for Africa – Tourism for Inclusive Growth**, needed now more than to help restore market confidence and build a strong destination image so as to restart tourism in the continent. A strong brand image will help kick start and accelerate the process of recovering from the unprecedented impacts of the COVID-19 pandemic.

In this regard, in June UNWTO launched the [Inspiration Africa – Branding Challenge](#) to identify the most creative, innovative and disruptive communications campaigns promoting powerful and inspiring stories about the continent. These stories all provide a positive narrative for the region and reposition Africa as a competitive, attractive and safe tourism destination in the minds of future travellers. ([+ read more](#)).

International Webinar on Investment in Africa organized by Africa Travel Week

As part of a series organized by Africa Travel Week (ATW), UNWTO, represented by Regional Director for Africa Elcia Grandcourt, participated in a webinar titled « Investment Driving Africa's Travel & Tourism Value Chain ».

Along with Ms. Grandcourt, several tourism stakeholders contributed to the exchanges including Mr. Jacques Nel, Head of Africa Macro of NKC African Economics, Mr. Ramsay Rankoussi, Vice President, Development: Africa & Turkey Radisson, Mr. Rick Taylor, International Tourism Consultant & CEO of The Business Tourism Company and Mr. David Goodger MD of Tourism Economics EMEA. The panel discussed the reasons and means for investing in Africa's tourism value chain as a way to revive those African Economies hit hard by the pandemic. As a transversal sector, tourism can benefit many parts of the value chain, including rural communities, women and SMEs, contributing to the Sustainable Development Goals.

During her intervention, Ms. Grandcourt highlighted the need for collaboration between private and public stakeholders due to tourism's interconnectedness. She also added that strong public-private partnerships are necessary for the development of infrastructures and for improved air access. As such, investments from private stakeholders can have long-term impacts on the tourism sector by changing the economic landscape of a country.

While this year's crisis severely impacted tourism, it also created an opportunity to address certain issues within the sector. The webinar allowed tourism stakeholders to collaborate and look at solutions to re-start tourism through investment and strong partnerships. It further placed the emphasis on readapting tourism development in Africa as a pathway towards tourism recovery.



RDAF Webinars and Capacity-Building activities

Since the outbreak of the pandemic, UNWTO, in collaboration with Members States, Affiliate Members, international organizations and other tourism partners, has been consolidating intelligence on the local, national, international measures and policies undertaken for mitigating and combating the effects of the COVID-19 crisis on the tourism sector and accelerating recovery.

Against this backdrop and following the success and general appreciation of the UNWTO virtual training workshops on Crisis Management in the Tourism Sector which were conducted earlier this year, the Regional Department for Africa was pleased to invite its Member States to the second edition of the UNWTO Training Workshop. This time the theme was the Creation of a Crisis Unit in the Tourism Sector. During the training session, [CRISOTECH](#) experts focused on preparing both public and private sectors to integrate the elements necessary to set up a crisis unit as part of their activities. Once again, participants were then given the opportunity to take part in a unique crisis simulation exercise.

Apart from offering capacity-building activities to Member States, the UNWTO Regional Department for Africa participated and contributed to numerous online events including the following:

- Webinar on Investment Driving Africa's Travel & Tourism Value Chain (in collaboration with Invest Africa, African Tourism Investment Summit, wtm), 7 October 2020

Please find the recording of the session [here](#)

- [Africa Tourism Leadership Forum 2020](#) (in collaboration with Africa Tourism Partners), 19-21 October 2020

Panel Discussion on "How stimulating demand for African products in USA, UK, European and African markets", 19 October 2020

Africa Travel and Tourism CEOs Forum on "Brand Africa – Joining our voices to build a strong image and market confidence for Africa", 20 October 2020

- African Airlines Association (AFRAA) 52nd AGA, 10 November 2020

- "Entrepreneurship Week" (in collaboration with AVACOMORNAMI), 16- 21 November 2020

Discussion panel on "Entrepreneurship as a driver of Tourism", 18 November 2020

- Workshop on the Creation of a Crisis Unit in the Tourism Sector (for French speaking countries - with Crisotech), 19 November 2020

- Workshop on the Creation of a Crisis Unit in the Tourism Sector (for English speaking countries - with Crisotech), 10 December 2020

- Leveraging innovative technologies and digital solutions for the tourism sector in Africa, 7 December 2020



3rd Africa Tourism Leadership Forum – 19 to 21 October 2020

The Africa Tourism Leadership Forum (ATLF) is a Pan-African dialogue platform which brings together key stakeholders of Africa's travel, tourism, hospitality and aviation sectors to network, share insights, and devise strategies for intra-Africa travel and tourism growth across the continent, whilst enhancing the brand equity of "Destination Africa".

Initially scheduled to take place in July, the event which is organized by UNWTO Affiliate Member *Africa Tourism Partners* and its CEO Mr. Kwakye Donkor, had to be postponed. Eventually, the 3rd edition of the Forum took place 19-21 October in Kigali, Rwanda.

The event was the first major African tourism meeting to be held in with both in-person and virtual participation. It assembled over 150 physical delegates, 500 virtual delegates and 60 renowned speakers from over 40 countries including the UNWTO Secretary-General. It also counted on the participation in key panels of high-level officials from the Organization.

This year's forum was held under the theme "Shaping a better future for Intra Africa travel together through a shared vision". Topics discussed at the conference included the opportunities that the pandemic presents.

The CEO of the Rwanda Development Board, Clare Akamanzi was the guest of honour and officially opened the Forum. She praised the organizers of ATLF for the bold initiative to start events and conferences in a safe and responsible way. ([+ read more](#)).



The Democratic Republic of the Congo (DRC) launches its National Tourism Policy

The policy document was presented to tourism stakeholders as part of the DRC International Tourism Fair (15-17 December), which was opened by President Félix Tshilombo Tshisekedi in Kinshasa under the theme of "Investment and the promotion of tourism in the DRC". The presence of the Head of State at the opening ceremony sent a clear signal of the role of the tourism sector in the vision for inclusive and sustainable growth of DRC.

The National Tourism Policy is a collaboration between the Ministry of Tourism and UNWTO where the latter offered its expertise to boost tourism development of the country.

Speaking at the launch of the seminar on Wednesday 16th December, the Minister of Tourism Dr. Yves Bunkulu said his ministry has led efforts to ensure that the vision of the president in making tourism one of the pillars of development is realized. He added that the National Tourism Policy has an ambitious goal of making the country one of the 10 best destinations in Africa by 2030.

The Deputy Director of the Africa Department, Jaime Mayaki, who represented UNWTO at the event said "I am convinced that the National Tourism Policy presented here today and which is the result of a consulting process between public and private tourism stakeholders, will help the Government reach its objective of becoming a major tourism player by 2030 and rely on its tourism sector as a key tool of economic transformation and job creation for the youth." He added that "the most important part is now its implementation".

UNWTO international expert in tourism planning and investment Toufik Souli was also at the launch to present the content of the Tourism Policy to the provincial tourism ministers and other key tourism stakeholders.

In addition, DRC has just recently become the 36th member to join UNWTO Silk Road Initiative but its first African Member.

UNWTO in Tunisia: Investments and Education Focus of High-level Visit

The Secretary-General of UNWTO met with H.E. Kais Saied, President of Tunisia, and his Head of government Hichem Mechichi of Tunisia during a high-level visit to the North African country. This second visit to an African Member State in the space of three weeks reaffirmed UNWTO's commitment to restarting tourism across the continent and focus on working closely with governments to promote sustainable growth and innovation.

Secretary-General Zurab Pololikashvili thanked President Saied and his government for their strong support for tourism at this challenging time. A key focus of the high-level meeting was exploring ways in which UNWTO can support Tunisia as it channels tourism's power to **drive sustainable development**. Alongside this, the Secretary-General and the Tunisian authorities discussed UNWTO's partnership with the [European Bank for Reconstruction and Development \(EBRD\)](#), with a current project providing technical support to drive the recovery of Tunisia's tourism sector in the wake of the pandemic.

Together for future collaboration

Secretary-General Pololikashvili said: "Tunisia is an example of a country effectively investing in tourism and harnessing the unique power of the sector to promote development and create opportunities for many. I thank President Saied for his warm hospitality and for his government's support of tourism throughout and beyond the pandemic." ([+ read more](#)).



UNWTO in Namibia-First Visit to African Member State Since start of the pandemic

The Secretary-General of UNWTO paid a first visit to an African Member State since the start of the COVID-19 pandemic with a three-day official visit to Namibia. The visit reaffirmed UNWTO's commitment to the continent and featured a series of high-level talks aimed at strengthening existing partnerships and looking to a sustainable, resilient future.

As the United Nations specialized agency for tourism, UNWTO has been actively guiding the sector's recovery and restart from this unprecedented crisis. To reflect the new challenges, it has **worked directly with African Member States**, including Namibia, to adapt the [2030 Agenda for Africa: Tourism for Inclusive Growth](#), the landmark roadmap for the responsible growth of tourism across the continent. This official visit offered a first chance to follow up on virtual meetings and advance the preparations for the restart of a sector upon which millions of African livelihoods depend ([+ read more](#)).



Morocco reaffirms its commitment to host the 24th UNWTO General Assembly

Morocco, represented by Minister of Tourism, Handicrafts, Air Transport and Social Economy, Nadia Fettah Alaoui, participated in the 112th session of the UNWTO Executive Council which was inaugurated in the Georgian capital Tbilisi in September 2020. The Prime Minister of Georgia, along with 170 ministers and tourism officials from 24 countries, were present for this unique event, with the remaining UNWTO Member States connected via video conference.

During this session, the Minister reaffirmed the commitment of Morocco to host the upcoming 24th UNWTO General Assembly, due to be held in Marrakech in 2021. As a founding member of UNWTO which actively contributes to the works of its various statutory bodies and technical committees, Morocco is fully engaged through this General Assembly to further strengthen its cooperation with both UNWTO and its Member States. The country, under the leadership of His Majesty King Mohammed VI, advocates for a sustainable and responsible tourism development at international scale. Moreover, Morocco is considered as a reference country when it comes to hosting major international events.

On the sidelines of the Executive Council, the Minister held a bilateral meeting with UNWTO Secretary General Zurab Pololikashvili on the progress of preparations for the upcoming 24th UNWTO General Assembly. They also exchanged thoughts on their experiences in managing the crisis related to the pandemic and the measures the Government has implemented to re-start tourism, including cooperation between UNWTO, EBRD and the Ministry of Tourism, Handicrafts, Air Transport and Social Economy to boost the recovery of the sector in Morocco.

It is also important to recall that more than 12.9 millions tourists visited Morocco in 2019, which made it the most popular tourism destination in Africa. With a contribution of 7% to the GDP, and supporting more than 2.5 millions direct and indirect jobs, tourism plays a tremendous role in the economic growth and social development of the country.

#MyAfrica Social Media campaign

UNWTO is launching a social media campaign with a strong human angle to boost Africa's potential as a vibrant and diverse tourist destination. We aim to showcase the power of tourism through its protagonists and help bringing sustainable growth and opportunities for millions in the region ([+ read more](#)).



UNWTO and the Government of Benin signed two conventions

UNWTO, the Government of Benin and the World Bank signed a contract of 1.2 million USD to support sustainable tourism development in the areas of tourism licensing and statistics. In the area of tourism licensing, the project aims to support the Ministry of Tourism, Culture and Arts of Benin to update the system for granting licenses and classification of tourism establishments and on statistics the purpose is to support the Ministry in the strengthening of its tourism statistics system and the development of an experimental tourism satellite account.



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 Extraordinary and Plenipotentiary all made very fruitful working visits to the UNWTO headquarters over recent months. The main priorities of RDAF program of work focused on the adopted *UNWTO Agenda for Africa -inclusion for tourism growth* and were extensively elaborated in line with the needs each delegation.

Amongst the delegates were; Ministers of Cabo Verde, Seychelles, Mauritania, Senegal, Zambia (Chairperson of UNWTO Africa Commission). Chief Executive Officer, Namibia Tourism Board, Director General, National Tourism Board WAEMU Commission, and the Ambassadors of Republic of Guinea in Spain, Côte d'Ivoire, Kenya, Morocco

With 2020 the year of **Tourism and Rural Development**, this was a moment to celebrate the unique role that tourism plays even outside of the big cities, including through preserving Africa's rich cultural and natural heritage. In light of the restrictions on travel introduced in response to the COVID-19 pandemic, RDAF Member States took part in a series of virtual meetings all designed to boost the spirit of international solidarity and cooperation.



Liberia: Workshop on Tourism Marketing and Brand Development in Collaboration with ITC and UNWTO

The International Trade Centre (ITC) and UNWTO are collaborating on a project aimed at developing the tourism sector in Liberia with a special focus on surf tourism in the Robertsport destination. In this context, a workshop on tourism marketing and brand development for Liberia was held on 4 November. The Deputy Minister of Information, Cultural Affairs and Tourism, Mr. Lance Gba-Gonyon attended the workshop and highlighted the ongoing commitment of the Ministry to encourage public-private partnerships for tourism development and promotion. ([+ read more](#)).



World Tourism Day 2020: “Tourism and Rural Development”

UNWTO celebrated this year the **40th anniversary** of the [World Tourism Day](#), the global observance day fostering awareness of tourism social, cultural, political and economic value and the contribution the sector can make in reaching the Sustainable Development Goals. As always, it was held **on 27 September 2020** around the theme **“Tourism and Rural Development”**.

For rural communities, tourism is a key pillar of economic empowerment as well as for the creation of jobs for women, youth and unskilled workers. Rural tourism protects and promotes the natural surroundings of local communities, as well as their culture and heritage, providing at the same time unique tourism experiences for international travellers.

The topic of Tourism and Rural Development is more relevant than ever as the global tourism sector faces up to the unparalleled challenges posed by the Covid-19 pandemic: the sector offers important opportunities for recovery in rural areas supporting rural communities to curb the critical socio-economic impacts that the global crisis has provoked on the international scale. [\(+ read more\)](#).

Available Links to WTD celebrations 2020 in Africa

[Algerie](#)

[Angola](#)

[Benin](#)

[Burkina Faso](#)

[Cabo Verde](#)

[Cameroun](#)

[Chad](#)

[Comoros](#)

[Congo Brazzaville](#)

[Cote D'ivoire](#)

[Djibouti](#)

[Democratic Republic of Congo](#)

[Ethiopia](#)

[Gabon](#)

[Ghana](#)

[Ghana Web](#)

[Guinea Conakry](#)

[Kenya](#)

[Lesotho](#)

[Liberia](#)

[Madagascar](#)

[Mauritania](#)

[Mali](#)

[Nigeria](#)

[Seychelles](#)

[Senegal](#)

[Sierra Leone](#)

[South Africa](#)

[Eswatini](#)

[Togo](#)

[Tanzania](#)

[Uganda](#)

[Zimbabwe](#)

Algeria

The COVID-19 pandemic has affected every part of the world and shown the importance of solidarity and cooperation at both the national and international level..

Our country, Algeria, was one of the first countries to take a proactive and targeted approach to dealing with the dangerous impacts of this global pandemic. A set of preventive measures and urgent precautions were taken under the leadership of the President of the Republic, Mr. Abdel Majid Tebboune, in order to deal with this pandemic, which allowed the development of our country's own capacities.

Among the stories that we will always tell with pride are those of the successes that Algeria has experienced thanks to the united efforts, and the harmonized work of its various institutions as well as the cooperation of its citizens. All of these have resulted in coherent and concrete measures in the face of this epidemic.

It is a very simple image that reflects the spirit of solidarity and genuine brotherhood that characterizes Algerian society, whenever adversity arises. As soon as voices were raised to fulfill the national duty in the face of this catastrophic and unprecedented health situation, private and public hotels, as well as artisans and craftspeople working under the supervision of the Ministry of Tourism, Handicrafts and Family Work stepped up and were at the forefront of efforts to tackle the pandemic.

In this sense it should be pointed out that Algerian craftswomen joined craftsmen in engaging in vital humanitarian work. Across Algeria, many craft workshops transformed their activities to single concern to produce masks and protective clothing. And the story still continues with the buy-in of civil society volunteers joining the process as they approach mask-making workshops to ensure distribution to hospitals and those affected by the pandemic. Alongside them, hotels worked to ensure the comfort of medical personnel and those people in quarantine, "Our invisible soldiers in the war against the pandemic".

The crisis has produced other forms of solidarity and synergy to be released, deployed by administrative bodies, economic institutions, the private sector and voluntary citizens in a spirit of shared conscience. This was reflected at the highest level as the President of the Republic invited government ministers, like representatives of parliament and senior officials of the State, to contribute a month's salary to support humanitarian efforts

And the story of Corona is not yet over. Lessons must be learned in order to stimulate the revival of businesses and the gradual restart of tourism by building confidence through health and safety protocols in all tourism activities, starting with the promotion of domestic and regional tourism as and when it is safe to do so.



Republic of Guinea

In the Republic of Guinea in 2018, the tourism and handicrafts sector announced a collective agreement for the development for the validation of the hotel and catering industry.

Now, in response to the COVID-19 pandemic, the government has launched a number of measures, including financial, economic and social benefits (tax, electricity charges, etc.) to support the tourism sector and mitigate the effects of the crisis.

This approach was guided by the speech of the Prime Minister Head of Government, who on this occasion intervened on the instruction of the Head of State.

All economic and social sectors of the country are involved in this important intervention across all development plans. In this context, the operators as well as the structures of the fields of tourism, hotel and handicrafts are well taken into consideration.

This response plan includes 30 specific measures, designed around three pillars:

- A health component intended to contain and curb the epidemic;
- A social component, which aims to mitigate the consequences of the health crisis for households
- And a support component for the private sector to mitigate the effects of the epidemic on businesses, in particular the most affected sectors.

In this context, 30 provisions have been adopted to protect society, take care of the sick, help the most disadvantaged and prevent the collapse of our economic system.

These include reforms to taxes on domestic debts and the exoneration of late payment penalties finalized, as well as guaranteed funds for bank loans to small and medium-sized enterprises (SMEs) totaling 50 billion Guinean francs.

For a total cost of 1,125 billion francs, the health component of the economic plan and the social component have been launched, with a focus on sanitation and security. It is in this context that the quarterly coverage of water and electricity tariffs, building rents, prices of health products, public transport in buses and train and above all special support are programmed. to the most affected sectors such as tourism, hotels and handicrafts. It is within this framework that the following steps are planned:

- The quarterly report of all tax and social charges for companies in the tourism and hotel sector,
- The quarterly postponement of water and electricity bills;
- Waiver of VAT on water and electricity bills;
- The deferral of three months of bank loan payments without financial cost.

This first period saw a financial mobilization of 225 billion Guinean francs in which the hotel and tourism sectors benefited from the payment of the State's internal debt for about 22 billion Guinean francs. For the period from June, establishments still benefited from the deferral of payment of tax charges and collection of VAT.

In the area of tourism, the end of this period was marked by the transfer of the tourist village of Tinka to Dalaba and the transformation of the hunting village of Marella, located in the prefecture of Faranah, into a stopover destination. The most important final step in the sector is the preparation of a joint decree for the transfer and management of all the tourist sites in the country. This act, established with the Ministry of Decentralization, will engage with a large proportion of the country's youth.

Côte d'Ivoire

As part of the implementation of the "Sublime Côte d'Ivoire" promotion strategy, the Minister of Tourism and Leisure, H.E. Mr. Siandou Fofana proceeded took a guided tour of a new hotel resort, Le Boulay Beach Resort (BBR), on 8 November.

The resort is located on Boulay Island, 15 minutes from the Marcory district of Abidjan and has high-quality infrastructure that meets international norms and standards. The resort is accessible by private maritime shuttles.

The BBR, covers an area of 2 hectares and offers standard rooms and suites with private Jacuzzis, a modular conference room that can accommodate up to 500 people, two restaurants, a swimming pool and sports areas.

This initiative also forms part of the relaunch of tourist activities in Côte d'Ivoire and shows the desire to develop seaside tourism, and conferences and seminar tourism by building a quality tourist complex.

Despite the Covid-19 pandemic, the Ministry of Tourism and Leisure is continuing to implement the "Sublime Cote d'Ivoire" campaign with the aim of becoming the tourist hub of West Africa. The Minister said he was very satisfied with this achievement which responds to another key part of the "Sublime Cote d'Ivoire" plan, namely the creation of jobs for young people, since the BBR has employed more than 150 people for its launch phase, all of them recruited from the surrounding villages.

Now, with Côte d'Ivoire having succeeded in containing the COVID-19 pandemic vigorously, it intends to take advantage of its tourist potential and become a top destination of the West African region by guaranteeing high health standards for its many visitors.

The Ivory Coast tells you "Akwaba" in this land of dreams and hospitality!

Launch of the #MauritiusNow campaign

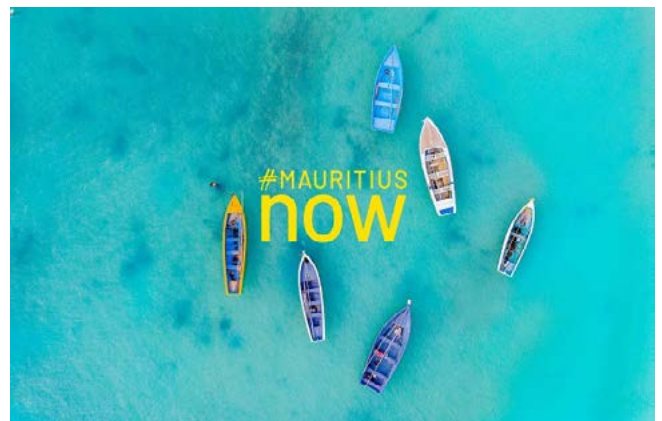
The MTPA is pleased to announce the launch of the #MauritiusNow campaign, the inception, elaboration and implementation of which is the result of an unprecedented public-private collaborative approach. The campaign aims at restoring the image of Mauritius as a prime destination in the wake of the announcement of a phased reopening of the island's borders.

In addition to safeguarding Mauritius's brand positioning in our various markets, the campaign has been designed to boost the destination image and restore confidence in the aftermath of the recent oil spill incident.

As 'seeing is believing', the campaign uses engaging visuals to remind the world that our island remains a prime tourist destination with pristine lagoons, lush vegetation and a welcoming population. A dedicated #MauritiusNow microsite is now live and its contents will also be disseminated via social media platforms, e-newsletters and blogs. The site includes live videos captured by webcams installed at key locations of the island to show the lagoons and beaches of Mauritius as they are NOW. This is complemented with spectacular drone footage shot over various parts of the island.

A series of videos portray Mauritians in their daily activities showing that our island is a safe destination buzzing with life. The campaign also includes a series of reports on projects currently underway to rehabilitate the environment in the south eastern part of the island.

Consult the #MauritiusNow landing page at: www.mauritiusnow.com (+ read more).



The recovery plan for the Seychelles tourism industry is in motion

The recovery plan for the Seychelles Tourism Industry is progressing well. Amidst the many uncertainties in most tourist source countries especially in Europe, local tourism partners and stakeholders are determined to move forward to relaunch the sector. This started in April when the Ministry of Tourism set up a dynamic task force to come up with a plan for the reopening of the Seychelles International Airport.

The task force, comprising public health officers, civil aviation and airline operators, tourism and financial experts from both the public and private sectors, meets regularly to discuss and put in place measures and develop procedures that will pave the way forward to open the international airport. Tourism operators also started preparing their establishments and developed their standard operating procedures (SOPs) to meet all COVID-19 new health norms and be health safe certified to welcome their first clients (+ read more).

As of the 1st June, we saw the partial opening of the airport to welcome visitors arriving via private charters. This brought a small breath of fresh air to the industry. With news that the airport will be opening for scheduled commercial flights, an increased number of local tourism businesses both small and large got busy preparing their establishments so as to be ready in time to start welcoming new guests. As of the months of June and July, a total of 191 tourism establishments had already been health safe certified. On 1st August, the international airport became fully operational for all commercial flights. To date, a total of 495 accommodation tourism establishments have been health certified. In addition to this, quite a number of other service providers have also been health certified <http://tourism.gov.sc/list-of-all-covid-19-health-certified-tourism-businesses/>

A new visitor advisory with information on all entry procedures for visitors wishing to holiday in Seychelles was uploaded on the website; www.tourism.gov.sc to coincide with the opening of the international airport. The advisory is regularly updated and takes into consideration the overall situation of the pandemic. There is also a list of countries from where visitors are permitted entry in Seychelles which is reviewed approximately every two to three weeks by the Public Health Department. The list of Permitted countries is divided into two distinct lists: Category 1 and Category 2.

Seychelles has gone a step further by giving special status to seven European countries. They are France, Italy, United Kingdom, Austria, Switzerland, Germany and United Arab Emirates. Whenever there is a sudden spike in the number of COVID-19 cases in these countries, normally visitors would not be authorized to enter Seychelles at all. However with their special status, instead of not being permitted to enter Seychelles, they are now being downgraded from the Category 1 to the Category 2 list of permitted countries which means they are still allowed entry but under more stringent measures.



UNWTO Women in Tourism Empowerment Programme Pilot Programme in Limpopo Province, South Africa

In its quest for gender parity, the Department of Tourism of South Africa references the Sustainable Development Goal Five of gender equity through its United Nations World Tourism Organization (UNWTO) Women in Tourism Empowerment Programme (WiTEP). The focal areas of this project are: leadership and skills development, supplier development, SMME development and mentorship.

In 2010, UNWTO released the First Global Report on Women in Tourism followed by a second edition in 2019 together with an Action Plan. This Action plan identifies six key areas and provides concrete steps that will help actors in the private and public sectors to boost tourism's empowering potential for women. The aim of the *Global Report on Women in Tourism – Second Edition*, is to examine the key factors that contribute to gender equality in the tourism sector. It pinpoints challenges and identifies ways to mitigate inequality and harness tourism's potential to advance gender equality and women's empowerment worldwide.

This WiTEP sets a precedent for establishing tourism as a tool for the promotion of gender equality and women's empowerment, using gender analysis and gender training to address inequality and gender-based discrimination in the tourism industry.

The successful Women in Tourism (WiT) Programme has been active in South Africa since its inception in 2013. South Africa was elected to partner with UNWTO to conduct the three-year pilot programme to assess the state of women in tourism sector in South Africa.

The Limpopo Province was chosen for this pilot as it is one of the poorer provinces. The province has a diverse offering of wildlife and cultural attractions which makes it a popular tourist destination. Tourism is a major area of focus for the province. This project seeks to address the inequity in terms of benefit accrual and empowerment opportunities in an area where communities are in dire need of support, particularly post COVID-19. This programme will ensure that rural communities benefit as participants in the tourism economy

This project spans the Vhembe and Mopani areas of Limpopo. The focus will be on women within the areas of the Ribola Art Route to the Rixile-Kruger Route where there are a number of community tourism and arts and craft projects that are in need of support to ensure their sustainability. Tourism presents a number of income generating activities for women and the jobs are flexible and can be carried out at different locations, home, community and the workplace.

The pilot project will take place in the rural area of Limpopo where VhaTsonga women are struggling to make a living through practicing traditional art forms e.g. handmade traditional cloth, making traditional clay pots, planting indigenous baobab trees, harvesting salt, making artistic crafts with handmade beads telling the story of their culture using techniques that have not changed over the past 2,000 years. The pilot therefore seeks to identify the policy and programme interventions to address the inequity in terms of benefit accrual and empowerment opportunities for women in the area.

A service provider has been appointed to develop a business and implementation plan to conduct this pilot project as well as to identify skills development opportunities to address the gender inequalities and barriers to inclusion for women within the tourism industry.

The Department of Tourism remains committed to transforming the sector and placing women at the centre of South Africa's development agenda.



Positive Stories from the region

In the midst of the uncertainty caused by the pandemic, positive initiatives from Africa are undertaken to give hope, encouragement and innovative ideas to accelerate the recovery of tourism and promote solidarity.

In this regard, the following positive stories have been gathered for our readers:

Ethiopia

[Exploiting the Potentials of Educational Tourism in Ethiopia](#)

[Ethiopia's Rural Areas to Get Slice of Tourism Pie](#)

Kenya

[Maasai Women Unchain Traditions, Use Culture to Venture Into Ecotourism](#)

Seychelles

[Seychelles moves Israel up to list of countries that can most easily visit](#)

Nigeria

[Nigeria Looks at 2021 for National Carrier to Take to Skies](#)
- 10 new airports

[Nihotour, Repositioned for Better Training, Service Delivery](#)

South Africa

[Eco-Friendly Magnetic Shark Barrier Developed in South Africa Could Be Boost for Tourism and Jobs](#)

[Western Cape launches a "We Are Open" domestic tourism campaign to kickstart the sector.](#)

Gambia

[Covid-19 and Transforming Tourism!](#)

Uganda

[This Is a Perfect Time to Boost Community Based Tourism](#)

Rwanda

[Rubavu in Fresh Bid to Diversify Tourism](#)

Tanzania

[Aviation Outlay to Spur Trade, Tourism](#)

World Travel Awards.

Serves to acknowledge, reward and celebrate excellence across all sectors of the global travel and tourism industry.

27th World Travel Awards™ [Africa Winners 2020](#)

East Africa

[Yet to Tap Its Full Maritime Potential](#)

[Share with us your positive story!](#)

UNWTO Global response to COVID-19

Please click here :

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



Upcoming events

113th Session of the UNWTO Executive Council,
18 to 19 January 2021

12th edition of INVESTOUR
Madrid, Spain
Date: 20 May 2021 (TBC) (FITUR 19 May 2021 – 23 May 2021)

64th Meeting of the UNWTO Regional Commission for Africa (CAF)
Cabo Verde
Date: TBC

World Tourism Day 2021 under the theme “Tourism for Inclusive Growth”
Abidjan, Côte d’Ivoire.
Date: 27 September 2021

24th Session of the UNWTO General Assembly
Marrakech, Morocco
Date: TBC

Ministerial Conference UNWTO/WAEMU : Perspectives on Security and Resilience for the tourism sector
Dakar, Senegal
Date: TBC

International Brand Conference on Tourism
Windhoek, Namibia
Date: TBC

Contact us

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