



## **UNWTO Commission for Africa**

Sixty-fifth Meeting  
Arusha (United Republic of Tanzania)  
5 octobre 2022

CAF/65/4.1  
Madrid, September 2022  
Original: English

### **Item 4.1. of the Provisional Agenda**

In this document, the Secretary-General presents to the UNWTO Member States of the Regional Commission, the activities undertaken in the region from September 2021 to October 2022 to restart tourism based on the realignment of the 10 priority areas of the Agenda for Africa-Tourism for inclusive Growth.

### **UNWTO IN AFRICA**

## UNWTO IN AFRICA

This report includes UNWTO's activities in the Africa region since the 64<sup>th</sup> Regional Commission for Africa (CAF) Meeting held in September 2021 which have been carried out within the context of the post-pandemic period. The re-launch of activities has been characterised by the roll-out of vaccinations, gradual improvement in the COVID-19 infection cases and the bold and strategic decisions by Member States to reopen their borders to international tourism.

This document is a summary of these activities in the region from September 2021 to October 2022 and focuses on the activities carried out by the UNWTO Secretariat. The activities of the mentioned period of reporting has focussed on the following key priorities of the *UNWTO Agenda for Africa - Tourism for Inclusive Growth*; **Advocating the Brand Africa, Empowering Youth and Women through Tourism, Strengthening Tourism Statistics Systems, Expanding of Capacity Building incl. Training Facilities, Promoting Innovation and Technology, Fostering Resilience (Safety + Security, Crisis Communication), Unlocking Growth through Investment Promotion by Public Private Partnerships and Promoting Cultural Heritage.**

## OVERVIEW OF AFRICA'S PRIORITIES

The *Agenda for Africa – Tourism for Inclusive Growth* has now celebrated three years of existence since its endorsement by the 23<sup>rd</sup> General Assembly in September 2019. The main objectives of the Agenda aim to transform the tourism sector into a key driver for socio-economic growth in Africa and contribute to inclusive development, poverty reduction and the attainment of the 17 UNSDGs identified in each of the 10 priorities. Tourism stakeholders and partners have been invited to support and join this initiative through partnerships and effective collaboration to support its implementation and the achievement of the 2030 Agenda and the Sustainable Development Goals as well as the African Union Agenda 2063.

However, the COVID-19 pandemic has completely reshuffled the cards, especially that of the tourism sector, and has pressed UNWTO in the peak of the crisis in April 2020 to conduct an initial survey with its African member states to filter with them which key priorities of the agenda should be put forward for the immediate recovery. As a result, UNWTO responded timely and accordingly by delivering to its African Member States and private sector stakeholders a series of targeted online workshops, informative sessions, and key recommendations during a period when travel was restricted.

In 2021, the outcomes of the survey on Members' priorities conducted by the UNWTO Secretariat to prepare the Organization's General Programme of Work and Budget for 2022-2023 allowed UNWTO to better understand a year later the priorities and viewpoints of Africa's Member States. The three key priorities that stemmed from that survey focused on:

- **Developing and boost local, domestic tourism ;**
- **Rethinking tourism by offering more sustainable/responsible products, notably in open air, natural or rural areas ;**
- **Changing the positioning of destinations by responding to new tourists' needs or expectations.**

Together with the delivery of the Agenda's Programme of Work, these three priorities are in line with the benefits of the African Continental Free Trade Area (AfCFTA) which was ratified in 2021 and gives way to a market of 1.3 billion people, with a \$3.4 trillion annual potential economic output.

The agreement's five core focus sectors which include **the tourism sector** as one of them (together with business, communication, financial and transport services) are predicted to increase the region's income by \$450 billion annually and provide new possibilities. The agreement is anticipated to have a positive impact on regional economic integration and the contribution of African nations to international trade and the emergence of its tourism sector.

A World Bank (2020) report estimates that the AfCFTA has the potential to raise income in the continent by 7 percent by 2035 and lift 40 million people out of extreme poverty, mainly by spurring intraregional trade which in return will stimulate intra-regional tourism with less dependency on traditional source markets and the creation of new ones.

## **PART I: UNWTO EVENTS & ACTIVITIES**

### **Virtual sessions and training programmes**

- ***Strengthening Brand Africa - UNWTO Insights & Facebook Social Media tools (27 October 2021)***

Following the launch of UNWTO's publication «*Brand Africa – A Guidebook to Strengthen the Competitiveness of African Tourism*» and “**Advocating Brand Africa**” as one of the key priorities of the UNWTO Agenda for Africa - Tourism for Inclusive Growth, UNWTO organized an exclusive webinar in partnership with Facebook and the Ministry of Tourism of Côte d'Ivoire titled “*Strengthening Brand Africa - UNWTO Insights & Facebook Social Media Tools*” which took place on October 27th 2021 in two sessions, one in French and another one in English.

This key webinar allowed participants to understand from one part the different trends and scenarios behind the recovery of the tourism sector and from another understanding the importance to plan for the recovery by focusing on brand and message, plan for geographic emergence (local, national and global) and tailor their creative messaging by recognizing initial activity from key traveler personas that are likely to travel early.

In total, there were 130 participants from 44 countries of the region who attended both sessions, with 66 participants representing 20 countries of the region for the French session and 64 participants representing 22 countries for the English one.

- ***Online briefing sessions on UNWTO Students League (22 April 2022)***

An informative session was provided to Member States in French and English, to provide them with key information on the UNWTO Student league.

The UNWTO Students League provides students with a platform that empowers and motivates them, by giving them real-time knowledge on our sector and experience by working on creating innovative and sustainable solutions for the challenges that the sector is facing. This initiative not only brings Tourism closer to younger generations but, by bringing together these youngsters with government officials, representatives of tourism industry, experts and other major stakeholders, it also bridges the gap between the realities of the sector and students' education and training, enabling young people to enter the labour market in the future as highly qualified and skilled professionals.

For 2022, with the aim to enhance local talent development and to positively impact on each country's national tourism plan, UNWTO invited Member States to support their country's young people in their preparation and engagement to help shape a better world and express their interest to launch a National 2022 UNWTO Students' League in their country in any – or several - of the following categories: Middle School, High School, Undergraduate tourism students.

The sessions were held on Friday 22 April in two sessions, both in French and English.

The French session was attended by 25 participants representing 8 countries of the region and the English session was attended by 38 participants representing 4 countries of the region. In total, there were 63 participants from 12 countries of the region.

- ***Online briefing sessions on the 2nd edition of the Best Tourism Villages by UNWTO (5 and 9 May 2022)***

On 5 and 9 May 2022, UNWTO organized two briefing sessions on the 2<sup>nd</sup> edition of the UNWTO Best Tourism Villages, following the success of the first edition which was launched in 2021. This initiative looks for the best examples of rural villages worldwide harnessing the power of tourism to provide opportunities and safeguard their communities, local traditions and heritage.

25 participants from 7 countries for the English session and 25 participants from 8 countries for the French session.

The challenge aims to identify villages taking innovative and transformative approaches to tourism in rural areas in line with the Sustainable Development Goals (SDGs) and to maximize the contribution of the sector to reducing regional inequalities and fighting against rural depopulation.

The recognition is granted to outstanding examples of rural tourism destinations with recognized cultural and natural assets, that preserve and promote rural and community-based values, products and lifestyle and have a clear commitment to innovation and sustainability.

In December 2021 as part of the first edition, a total of 44 villages from 32 countries across the globe (from over 170 applications) were recognized as Best Tourism Villages and officially announced in the framework of the 24th session of the UNWTO General Assembly in Madrid.

**6 Best Tourism Villages from Africa were selected:**

- Le Morne, Mauritius
- Nkotsi Village, Rwanda
- Old Grand Port, Mauritius
- Olergesailie, Kenya
- Sidi Kaouki, Morocco
- Wonchi, Ethiopia

Another component of the Best Tourism Villages Initiative is constituted by the Upgrade Programme which will benefit several villages that do not fully meet the criteria to receive the recognition. These villages will receive support from UNWTO and its Partners in improving elements of the areas identified as gaps in the evaluation process. During the 2021 edition of the initiative, 20 villages were selected to participate in the Upgrade Programme and two of these villages were identified within the Africa region:

- Oukaimeden, Morocco
- Gasura, Rwanda

Following on from the success of the pilot edition in 2021, UNWTO Secretary General officially announced the launch of the 2nd edition and the announcement of the finalists of the competition is foreseen for the month of December 2022.

- ***UNWTO Workshops on Tourism statistics and mobile positioning data (20 April 2022 and 2 June 2022)***

What is mobile positioning data and what can it bring to a country? Big Data has been proven to help governments and businesses make effective decisions, so much so that it is now accepted as contributing substantially to the achievement of the UN SDGs. Mobile positioning data (MPD) is one form of this Big Data resulting from the high data volumes of mobile positioning – tracking the location of mobile phones.

It has become clear that MPD, in addition to playing a key role in the creation of meaningful tourism statistics, can be used for multiple beneficial purposes for the socio-economic development of a country. As a result, the UNWTO Africa Department in collaboration with Positium (UNWTO Affiliate member) and Global Voice Group organized 2 virtual workshops on statistics and mobile positioning data for its member states (in English only).

The first session was held on April 2022 and was titled "Improving the level of tourism statistics with data from telecommunication networks" while the second one, hosted on June 2, 2022 provided insights on "Access to mobile positioning data".

The first session was attended by 62 participants representing 18 countries of the region and the second session was attended by 44 participants representing 16 countries of the region. In total, there were 84 participants from 19 countries of the region.

- ***Regional Programme on Strengthening Capacity in Tourism Statistics – 3rd workshop (23-24 May 2022)***

As part of the joint capacity building programme with the People's Democratic Republic of Algeria, this third and final regional (held virtually) workshop aimed to continue to train delegates previously officially designated to participate in the initial capacity building programs in tourism statistics held in 2017 and 2018 in Algiers.

The target audience involved the main national officials of the institutions involved in the measurement of tourism statistics, in particular National Tourism Administrations, National Statistics Offices, Immigration services and Central Banks.

43 participants from 13 countries were present for the two-day workshop which was led by an UNWTO expert.

- ***Virtual meetings of the UNWTO Women in Tourism Leadership for Africa Committee (WITLAC) – (31 May 2022)***

Following the 2nd meeting of the Leadership Taskforce on Women Empowerment in Tourism in Africa held in November 2019 in Accra, in the margins of the *1st Regional Congress on Women Empowerment in the Tourism Sector-focus on Africa*, the Women in Tourism Leadership Africa Committee (WITLAC) met virtually in May and its working group in July 2022. The main objectives were to rejuvenate the former leadership taskforce and to collectively reflect on pathways to socio-economic recovery through women empowerment in the tourism sector post COVID-19 so as to design possible actions and strategies to unleash the potential of women.

In line with the *UNWTO Agenda for Africa - Tourism for Inclusive Growth* which identifies *Empowering Youth and Women through Tourism* as one of its priority areas, the working committee has recently launched a survey with the main purpose of consolidating a proposed action plan to improve the status of women in tourism post-pandemic by receiving relevant inputs and suggestions from the public and private sector of our industry. This Action Plan will drive the mandate of the UNWTO WITLAC for the next two years and will be prepared by the core working group of the Committee on the basis of the eight key points encapsulated in the conclusions of the Regional Congress on Women Empowerment in the Tourism Sector - Focus on Africa, held in Accra, Ghana, in 2019, including the main areas of actions that emerged during the virtual Committee meetings held in 2022.

Both public and private sector stakeholders are being encouraged to complete the UNWTO WITLAC Survey that is still ongoing.

<https://www.surveymonkey.com/r/S6QBGZ9>

- ***Regional Webinar on the International Code for the Protection of Tourists (13-14 September 2022)***

In order to restore consumers' confidence and help the recovery of the tourism sector, the International Code for the Protection of Tourists ('ICPT') intends to provide all tourism stakeholders, both in the public and the private sector, with practical guidance on how to assist tourists affected by emergencies, including but not limited to health emergencies, and help develop and harmonize consumer protection standards through a more clear, transparent and efficient framework.

In the framework of the advocacy strategy for the dissemination of the ICPT, the UNWTO has organized a Regional Webinar on the International Code for the Protection of Tourists for Africa with the aim to promote the ICPT at regional level, increasing its visibility as a crucial frame of reference for restoring consumers' confidence in the post-COVID 19 world, and foster adherence thereto by Member States. The webinar took place on September 13, from 10:00 to 11:30 am CET (English session) and September 14, from 10:00 to 11:30 am CET (French session).

The English session was attended by 23 participants while the French session was attended by 13 participants.

## Publications

- ***Brand Africa – A Guidebook to Strengthen the Competitiveness of African Tourism***

Africa is a diverse continent, with each of its countries endowed with unique features. This offers visitors a wide variety of opportunities to connect with different people, traditions and cultures, making for an unequaled tourism experience.

The publication offers guidance on possible strategies and actions that African countries can adopt and implement with a view to strengthening their destination brands and rebuild their tourism sectors stronger.

Prepared in collaboration with Africa Tourism Partners (ATP UNWTO Affiliate Member), the guidebook collects valuable insights and expertise from African national tourism organizations as well as examples of effective destination branding from Africa and beyond.

It concludes with recommendations, operational frameworks and practical tools aimed at supporting African countries in advancing their branding and strengthening their competitiveness towards a stronger Brand Africa and the socioeconomic development of the continent through tourism.

<https://www.e-unwto.org/doi/epdf/10.18111/9789284423071>

- ***UNWTO Investment Guidelines***

Fostering public-private partnerships and providing countries with tools for mobilizing investments in tourism a core priority of the UNWTO Agenda for Africa – Tourism for Inclusive Growth to improve tourism's competitiveness and assess investment opportunities in Africa and the world.

UNWTO has prioritized the attraction and promotion of investment as a fundamental pillar for the economic recovery and resilience of the sector. For this reason, different specialized tourism investment guides are being developed as a reference for investors, which will allow promoting the value propositions and competitive attributes of the Member States, with the purpose of generating investment opportunities and business development in the tourism sector.

UNWTO has currently launched the investment guidelines project in Algeria and Tanzania and is currently preparing other Guidelines for other Member States (Cabo Verde, Morocco and Mozambique).

- ***UNWTO/AUDA-NEPAD/UEMOA White Paper on Safety and Security in the Tourism Sector (3 Volumes)***

The World Tourism Organization (UNWTO) developed jointly with the African Union Development Agency (AUDA-NEPAD) and the West African Economic and Monetary Union (UEMOA) a White Paper on Safety and Security in the tourism sector.

The aim of this publication is to understand tourism as a real but fragile opportunity that can, if properly exploited, enable many stakeholders to develop a sector that supports the national

economy and local development while protecting ecosystems and lifestyles. This White Paper puts on perspective the issues of security and safety as key factors in the development of the tourism sector.

In this context, this publication aims to offer to the readers initial keys to increase the quality of the security environment in which tourist activities take place. But it is not only a collection of best practices: it aims to give the reader all the tools necessary to design and carry out independently its own security policy, according to its own objectives, means and constraints (legal, environmental and others). In concrete terms, this White Paper aims to provide tourism stakeholders and beyond with the theoretical and practical tools to:

1. Better understand the links between tourism, safety, security and development;
2. Better understand the risks on the tourism sector by highlighting their direct and indirect impacts, in particular on the confidence given to the actors in charge of security; and
3. Better prepare and support the design of a security strategy to increase the level of security of tourist activities and, therefore, promote socioeconomic development.

The White Paper is divided into three volumes:

<https://www.eunwto.org/doi/10.18111/9789284423118>

- **Newsletters of the Regional Department for Africa (RDAF)**

The 20th and 21st editions of the RDAF Newsletters were disseminated among CAF member states and partners from the region.

The newsletter provides key information on recovery measures in the tourism sector implemented in the region by member states and tourism stakeholders and increases the visibility of its efforts to grow tourism towards inclusive development and sustainability. Member states and partners are kindly invited to share articles on relevant activities with the Regional Department for Africa whenever requested.

## **Activities and events on the ground**

- ***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 H.E. Patrick Achi and Minister of Tourism H.E. Siandou Fofana welcomed international delegates, signalling Cote d'Ivoire's firm support of tourism and Tourism Ministers from 12 countries, 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.

- ***UNWTO/UEMOA capacity-building programme on Tourism statistics in Benin (13-17 June 2022)***

The World Tourism Organization (UNWTO) and the West African Economic and Monetary Union Commission (UEMOA) have partnered to deliver training for tourism stakeholders in the area of tourism statistics which was hosted by Benin and held in Cotonou from 13 to 17 June 2022.

The five-day training session, led by an UNWTO expert, involved 32 participants from the eight UEMOA Member states and was part of an ongoing process to support the establishment of Tourism Satellite Accounts (TSA) to strengthen tourism statistics systems in the West African states.

The workshop was the opportunity for participants to better coordinate among stakeholders, understand and collect the appropriate data to measure tourism across the national economy.

Reinforcing tourism statistics, data collection and Tourism Statistics Accounts remains a priority and a top request for support from our Member States. The allowed the participants to share of experiences throughout the five days of the workshop.

- **65th UNWTO Regional Commission for Africa, Arusha, Tanzania** (5-7 October 2022)

The United Republic of Tanzania has been selected to host the next session of the UNWTO Regional Commission for Africa (CAF) which will take place in Arusha in 5-7 October 2022. The East African country received a unanimous approval to host the 65th session during the 64th Commission Meeting hosted in September 2021 in Sal Island, Cabo Verde.

The theme of this year's CAF, which will be focusing on "Rebuilding Africa's Tourism Resilience for Inclusive Socio-Economic Development", will include a symposium on Innovation and Digital Marketing as well as a Forum that will look at tourism investment and regional integration frameworks, business and investment opportunities in mainland Tanzania and Zanzibar, access to conservation finance and green investment vehicles and the presentation of a series of country case studies on tourism investment opportunities in Africa.

Furthermore, a series of B2B meetings focused on Tanzania's business opportunities in the tourism sector value chain will take place in parallel during the Forum.

## TECHNICAL ASSISTANCE PROJECTS

- **Angola:** Needs Assessment mission to prepare a comprehensive project proposal focused on: 1) Formulating a Tourism Policy and Master Plan; 2) Strengthening tourism statistics; and 3) Preparing a value chain analysis of the tourism, *2020-2021*
- **Benin:** 1) Hotel classification and licensing project; 2) Tourism Statistics and Tourism Satellite Account; 3) Capacity building on Tour Guiding, *2021-2022*
- **Botswana:** 1) Formulation of a Sustainable Tourism Master Plan for Kasane/Kazungula, *2019-2022*; 2) Formulation of a National Tourism Strategy, *2020-2022*
- **Comoros:** Preparation of a Tourism Code, *2020-2021*
- **Lesotho:** Enhancing Economic Diversification Project: Re-establishment of the Lesotho Council of Tourism, *2019-2022*
- **Liberia:** Developing the tourism sector in Liberia with a focus on surfing and destinations, *2020-2022*
- **Malawi:** Development of Tourism Statistics and Tourism Satellite Account, *2019-2022*
- **Morocco:** 1) Establishment of a new system of hotel classification, *2013-2022*; 2) Facilitating Tourism Recovery in Aftermath of Covid-19, *2020-2022*.
- **Republic of Congo:** Establishment of a New System of Tourism Hotel Classification, *2017- ongoing*
- **Seychelles:** Development of Tourism Statistics System and Tourism Satellite Account, *2018-2022*
- **South Africa:** Women in Tourism Empowerment Programme Pilot Programme in Limpopo Province, *2020-2022*



- **Tanzania:** Tanzania Tourism Recovery through Digital Transformation and Local Economy Development, 2022-2023
- **Tunisia:** Facilitating Tourism Recovery in Aftermath of Covid-19: Tunisia with EBRD, 2022
- **Zambia:** 1) Development of a Tourism Resource Centre in Livingstone, 2016-2022; 2) Socio-Economic Impact Assessment of the COVID-19 in the tourism sector
- **Zimbabwe:** 1) Sustainable Tourism Development and Wildlife Conservation in Hwange National Park, 2018-2022; 2) Tourism Statistics and Tourism Satellite Account 2021-2022

Regional project:

- **Central African Economic and Monetary Community (CEMAC):** The harmonization of a hotel classification system for the Member States of the CEMAC in order to boost trade and facilitate the convergence of economic policies within the sub-region – *implementation to start in October 2022.*

## UNWTO'S PARTICIPATION IN EVENTS IN AFRICA

- World Tourism Day 2021, Abidjan, Côte d'Ivoire (27 September 2021)
- Speaker, XXXI Ibero - American congress for female entrepreneurs, Las Palmas, Gran Canarias (24-25 November 2021)
- Africa's Travel Indaba, Durban, South Africa (29 April-06 May)
- 8e Assises internationales du Tourisme Durable, Comoros
- 54th Session of the UNECA conference of African Ministers of finance, planning and economic development, Dakar, Senegal (12-17 May)
- 5th edition of the financing investment & trade in Africa (FITA), Tunis, Tunisia (25-26 May 2022)
- Closing Ceremony of the training on Hotel Classification project, Brazzaville, Republic of Congo (19 June 2022)
- First African Aviation Laboratory on AFRICAN AVIATION SUSTAINABILITY, organized by the African Airlines Association (AFRAA), Nairobi, Kenya (27 June-01 July 2022)
- Official visit of the Secretary General to Algeria and opening of the 19th Mediterranean games, Algiers and Oran, Algeria (22-25 July 2022)

## UPCOMING EVENTS

- ***UNWTO Global Conference on Linking Tourism, Culture and Creative Industries: Pathways to Recovery and Inclusive Development*** (Lagos, Nigeria, 14-16 November 2022)
- ***117th Session of the UNWTO Executive Council*** (Marrakesh, Morocco, 23-25 November 2022)