

UNWTO Commission for Africa

Sixty-fifth meeting
Arusha, United Republic of Tanzania
5 October 2022

CAF/65/CR
Madrid, 28 October 2022

**CONCLUSIONS AND RECOMMENDATIONS
TAKEN BY THE UNWTO COMMISSION FOR AFRICA
AT ITS SIXTY-FIFTH MEETING**

Arusha (United Republic of Tanzania), 5 October 2022

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AGENDA

UNWTO Commission for Africa

Sixty-fifth meeting

Arusha, United Republic of Tanzania

Date: Wednesday, 5th October 2022

CAF/65/Prov.

Madrid, Sept 2022

Original: English

PROVISIONAL AGENDA

1. Adoption of the agenda
2. Communication of the Chair (Côte d'Ivoire)
H.E. Siandou Fofana, Minister of Tourism
3. Report of the Secretary-General
Mr. Zurab Pololikashvili
 - Strategic Objectives and Priorities
 - Overview of International Trends and Outlook
 - 2022 UNWTO's Key Initiatives and Activities
4. Implementation of the General Programme of Work 2021-2022
Ms. Elcia Grandcourt, Director, Regional Department for Africa
 - 4.1. Regional activities
 - 4.2. Technical activities
5. Policy discussion on the recovery of Africa's tourism sector
6. UNWTO Affiliate Members: latest developments, reforms and future outlook
Mr. Ibrahima Kambe, Director, Facility Concept
7. Venue of the 66th Meeting of the UNWTO Commission for Africa
8. Other matters
9. Closing Remarks

SIGNING OF AGREEMENTS

- Signature of the Letter of intent between UNWTO and the Government of the People's Democratic Republic of Algeria // Education
- Signature of MoU between UNWTO and OJIMAH (online platform)

CONCLUSIONS AND RECOMMENDATIONS

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ADOPTION OF THE AGENDA – WELCOME BY THE CAF CHAIR

Agenda item 1

The Commission,

1. Thanks the Chair of the UNWTO Commission for Africa (Côte d'Ivoire) and the Secretary-General for their welcome words;
 2. Adopts the agenda of its sixty-fifth meeting.
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COMMUNICATION OF THE CHAIR

Agenda item 2

The Commission,

Having heard the communication of the Chair of the UNWTO Commission for Africa, by the Minister of Tourism of Côte d'Ivoire on:

- Highlighting that we are finally seeing a way out of the crisis at the end of 2022, enabling us to relaunch our projects and the initiatives undertaken by our continent and that Member states have shown their resilience in the face of this unexpected event and it is high time to remobilize in order to resume the work begun.
- Stressing the fact that Africa will not cease to be the continent of tomorrow and to this end we must now work to be able to step forward and walk together to the place of giving and receiving.
- Recognizing that many challenges lie ahead and that the time has therefore come to strengthen our resolve to continue the development of our sector.
- Recalling that tourism will always remain a leading sector and that it is our duty to promote it. The "World Tourism Day" that was celebrated in 2022 in Indonesia, more precisely in Bali, is a substantial instance of advancement towards better knowledge of the tourism sector as well as the organization of the Global Youth Tourism Summit in Italy which helped to raise awareness among future generations of the issues facing our sector.
- Putting forward the fact that this 65th CAF meeting ought to serve as the ideal forum to reset the scene of an Africa at work, of a mobilized and united Africa, in order to close the gap with other continents. The conclusions of the debates should allow CAF members to address topics that are still as crucial as ever, such as issues related to financing, Brand Africa and connectivity and encouraging you to actively contribute to the exchanges that will be proposed.
- Taking this opportunity to share with the members the need to set up a pan-African guarantee fund in order to solve the thorny problem of financing in the tourism sector in Africa with a view to the emergence of African national champions. It is important to address the issue of digitalization and the development of start-ups in our tourism ecosystem in order to meet the challenges of these new times.

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- Recalling that this global pandemic is a reminder of the need for African tourism to take the issue of health and public hygiene seriously and that the same goes for the authentic environment that gives originality to our continent.
 - Taking this opportunity to thank the Secretariat of UNWTO, particularly Secretary General Zurab Pololikashvili for his tireless efforts and his interest in Africa as well as congratulating the Director of the Africa department, Ms. Elcia Grandcourt, and her entire team for the success of this meeting.
1. Thanks the Chair for these important messages and key ideas to push the increasingly economic recovery of the tourism sector in Africa;
 2. Welcomes his words of appreciation for the efforts deployed by UNWTO and its Secretariat in their support towards the mainstreaming of tourism and its recovery in Africa;
 3. Salutes Côte d'Ivoire for its leadership role as CAF Chair and Executive Council Chair in its continuous commitment towards the rethinking of tourism in Africa.
 4. Applauds and welcomes the need to set up a pan-African guarantee fund in order to solve the thorny problem of financing in the tourism sector in Africa with a view to the emergence of African national champions.
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REPORT OF THE SECRETARY-GENERAL

Agenda item 3

The Commission,

Having heard with great interest the Report of the Secretary-General on the activities delivered by UNWTO to support the recovery of the tourism sector in the framework of the post Covid-19 pandemic to support African Members and beyond, including:

- Providing an overview of the current state of tourism, putting into perspective the fact that international tourist arrivals almost tripled in January to July 2022 when compared to the same period in 2021 which means that we are back to almost 60% of pre-pandemic levels.
- Highlighting the fact that Africa has also recorded strong growth – international arrivals also grew back to 60% of pre-pandemic levels in the year to July and that some destinations have even exceeded pre-pandemic levels – including, for example, Ethiopia. Furthermore, we see that for the month of July, capacity on domestic routes in the region was back to 2019 levels and that of international air routes recovered nearly 70%.
- Recalling that the pandemic has led to an accumulated loss of US\$ 3.5 trillion in direct tourism GDP in 2020 and 2021 and that we now starting to see more positive numbers. In fact the start of 2022 was much stronger than the start of 2021 and recent months show a very strong pent-up demand but the restart of tourism remains fragile and uneven as it will depend on i) vaccine equity, ii) continued removal of travel restrictions and iii) consumer confidence, especially since confidence goes hand-in-hand with economic realities.
- Indicating that around the world, a mounting cost-of-living crisis, along with rising interest rates, could slow tourism's recovery and that we will continue to closely monitor the situation and provide regular trusted updates to all our Members.
- Reminding that UNWTO's strategic objectives and priorities have been respectively i) to deliver effective guidance through strong coordination and partnerships, ii) to offer more and more diverse services to our Members, iii) to modernize the Organization so we are better prepared for what's ahead and i) investing in people, through education, jobs and empowerment, ii) fostering the green transition of our sector, iii) boosting investments and promoting entrepreneurship, iv) promoting competitiveness and

building resilience, guided by data and good products, and v) scaling up innovation and digital transformation.

- Specifying that better education for quality jobs is at the heart of expanding the UNWTO Academy and Online Academy, including through new agreements with key academic partners and that we are advancing the UNWTO Education Lab, together with the current creation of an Observatory on Quality of Tourism Education and Jobs, to ensure that our work is on the right track.
- Recalling that in July we celebrated the first Global Youth Tourism Summit in Italy and that we welcomed delegates from several African countries as we put young people at the heart of our plans for the future. We were also honoured by the presence of our Ambassador Didier Drogba, who inspired the young delegates with a workshop and made clear how tourism can bring opportunity for Africa.
- Underlining the publication of UNWTO's key Gender Mainstreaming Guidelines for the Public Sector in Tourism around women's empowerment, as we are making tourism an essential pillar of SDG5 because women make up more than half of the global tourism workforce. The implementation of the pilot project "Centre Stage: Women's empowerment during the COVID 19 recovery" is also a key tool as UNWTO will continue to advance gender equality in tourism governmental institutions and businesses.
- Encouraging African member states to be part of several key initiatives, including i) the Glasgow Declaration on Climate Action in Tourism, calling to reach Net-Zero by 2050 at the latest, ii) the Global Tourism Plastics Initiative and iii) our Global Roadmap on Food Waste Reduction in tourism. We will continue to work with Members and with other international organizations to accelerate climate action, including through the One Planet Sustainable Tourism Programme and we look forward to updating everyone on our progress in putting the Glasgow Declaration into action at COP27 in in Sharm El Sheik in November 2022.
- Calling to attention the determination to go green and build resilience and that more sustainability will bring more resilience, which is the key to keeping our sector on track but also realizing that many destinations require financial support to make good on their plans – support in the shape of more and better-targeted investments.
- Featuring the next phase of the Green Hotel Revitalization Programme, developed with the International Finance Corporation and designed to reduce footprints in emerging markets.
- Highlighting the upcoming release of UNWTO Investment Guidelines on specific African destinations throughout the year further to the one launched for Tanzania during that 65th CAF. Mozambique and Morocco will be next and others will follow. We believe this way we can attract more foreign investment into African tourism and target investments where they will make the biggest difference.
- Recalling that from the start of the pandemic, our research has been the go-to source of trusted information for government and businesses and that we have continued to provide market intelligence – through our Tourism Barometer and Dashboards, including through joint initiatives to pool our knowledge and resources- e.g. the Destination Tracker we developed with IATA. In January, our data was also used to inform the 2022 edition of the United Nations World Economic Situation and Prospects report – again proof of our improved relevance. UNWTO also provides data to inform the UN Global SDG Indicator Framework – tracking how our sector is making a real difference to the Agenda for Sustainable Development.
- Looking forward to many more African members joining a vital tool to rebuild trust via the adoption of the International Code for the Protection of Tourists which offers the principles and recommendations for the protection and rights of tourists in emergency situations. So far, Guinea-Bissau is the first country to have announced plans to adopt the Code into its national legislation.
- Featuring the development of a Statistical Framework for Measuring the Sustainability of Tourism (MST), through which UNWTO is providing a common framework to measure the economic, social and environmental links of tourism, at national and sub-national levels. The UN Statistical Commission, the highest decision-making body in global statistics, has supported MST from the very start and at its meeting in March 2022, expressed its strong interest in our work, especially the African Group of countries, represented by Senegal, which noted the importance of tourism data in the current context. To date, 55 countries, including some from Africa, have implemented, plan to implement or have expressed interest in undertaking an MST pilot.
- In the same line, highlighting that in May, UNWTO held the last in a series of workshops on tourism statistics for Member states from northern and western Africa and that in June 2022, UNWTO jointly organized in Benin, together with the West African Economic and Monetary Union (UEMOA) a key regional training for tourism stakeholders in the area of tourism statistics for 8 member states. More

recently, in September 2022 Seychelles became the latest country to implement a Tourism Satellite Account, developed by UNWTO to help destinations measure and manage their sectors.

- Recalling that UNWTO's role as the bridge between tourism and other key sectors, we are looking forward to hosting a first Global Conference on Tourism, Culture and the Creative Industries in Nigeria in 14-16 November 2022. The event will also form part of our ongoing commitment to our African Members – most notably around our 2030 Agenda for Africa to make tourism a key part of economic diversification. One continent, with a shared goal.
- Congratulating the six villages from Africa that were selected and joined the UNWTO Best Tourism Villages. Villages from every global region have put themselves forward for recognition and UNWTO is working with the chosen Best Tourism Villages to build capacity and knowledge and help them develop tourism as a tool of growth, opportunity and heritage preservation.
- Emphasizing the fact that cooperation at every level is key to achieve our priorities, as we continue building on our excellent partnerships with international organizations, governments and our Members.
- Showcasing the key partnerships achieved with the largest technology companies such as Amadeus, Mastercard, Cisco, Telefónica, amongst others to support the creation of the UNWTO Digital Futures for SMEs programme which aims to provide digital training on key issues. The first stage is planned to reach 20,000 SMEs from 22 countries, including key ones in Africa that are already lined up such as Nigeria and Morocco. Alongside this, our Tourism Tech Adventures innovation forums will continue to be a platform for tourism stakeholders and start-ups to meet and address the biggest challenges with the smartest solutions.
- Embracing the digital transformation of the tourism sector as UNWTO has also partnered with Meta, in particular with Instagram, for some exciting initiatives. Following on from our shared Tourism Recovery Playbook, UNWTO its latest project called 'See the World Through my Eyes' which will allow young people and creators around the world on how they can become tourism ambassadors through storytelling.
- Stressing the need to create international standards in Destination Management Governance in collaboration with the International Standardization Organization (ISO) and continuing to support Members and UNWTO's follow up on the measures taken by the Signatories of the Private Sector Commitment to the Global Code of Ethics. In the field of social responsibility, UNWTO has also been working with ISO on clear, universal standards on accessible tourism.
- Recalling that together with the G20 Indonesian Presidency and the G20 Tourism Working Group UNWTO developed the G20 Guidelines on Strengthening MSMEs and Communities as Agents of Transformation in Tourism which provide concrete recommendations covering key areas from human capital to governance and showcase over 40 cases studies from G20 members and guest countries focused on the promotion of MSMEs and communities
- Acknowledging that the recognition and active support of tourism at the highest political level is a key element of our joint progress as the Secretary General had the honour during the past year to meet with the Presidents of Liberia, Angola, Algeria and Nigeria as well as welcoming the Ambassadors and high-level representatives of Mozambique, Tunisia, the Gambia, Democratic Republic of Congo, Mali, Tanzania, Cameroon and São Tomé and Príncipe, to our headquarters in Madrid.
- Appreciating the fact UNWTO is a proud member of the UN family and that its relevance has never been higher. In May 2022, the United Nations General Assembly held the first ever High-Level Thematic Debate on tourism and its place in inclusive recovery. Co-organized by UNWTO, the high-level debate was the result of our growing relevance and this landmark moment for our Organization and our sector is a joint success that must be carried forward, from this Regional Commission meeting onwards.

1. Thanks him for it:
2. Commends the Secretary General for his invaluable work delivered during the pandemic in order to keep the flag of tourism flying at a time when borders were closed, and connectivity was hugely impacted;
3. Thanks the Secretary General for the key responsiveness efforts delivered at the global level and its level of engagement with other UN agencies thereby giving more visibility to tourism as it has a huge role to play in the global economic recovery;
4. Supports the work of the Secretariat in achieving the priorities set to support to Members in the recovery of their tourism sector and reinforcing its coordination with various institutions of the United Nations system and of the Institutions of the European Union.

5. Calls for its members to have tourism integrated strategies within national development ones in order to show that the cost related to tourism projects should be shared but most importantly that tourism is a key driver of economic transformation in national economies. As a result, Sierra Leone has developed a Tourism Governance Integrated and Financial Strategy which will have an inter-ministerial committee to facilitate its implementation.
6. Encourages the Secretary General to keep on building the focus he has given to youth employment and youth training in the tourism sector and align it with the recent findings of the report of the International Labor Organization (ILO). The findings ¹show how youth in the Africa region have been disproportionately affected by the pandemic and youth labour markets are now being buffeted by the lingering effects of the recent setbacks to the global economy as the COVID-19 pandemic put significant socio-economic pressure on the region, with the impacts of global and local lockdowns, value chain disruptions and widespread economic downturns making themselves felt. Furthermore, recent environmental hazards and erupting conflicts in some parts of the region have taken a heavy toll on the economic prospects of many countries.
7. Encourages the Secretary General to engage with inter-governmental organizations, especially the African Union and the African Parliament (headquartered in Midrand, South Africa) to foster policy dialogue with legislators as well as engaging the dialogue with international financial organizations, such as the IMF and the World Bank, which are relevant in setting the scene for our economic recovery but a special attention should be given to the African Development Bank which has shown a keen interest in the recovery of the tourism sector in the region;
8. Invites the Secretary General to reexamine the Agenda for Africa and its priorities in light of the experience and lessons learned during the COVID-19 pandemic at the local but also at continental levels, including the issue regarding travel facilitation as we saw that Africa suffered from a blanket travel ban during the pandemic, something that was condemned by both UN and UNWTO Secretary Generals.
9. Encourages the Secretary General to continue its key support to all members in an equally beneficial approach and fully support the Vision and Priorities of the General Programme of Work for 2022 and 2023 and promise to align programme of works with the bigger picture at the regional and global level;
10. Commends the Secretary General for his key initiative on helping member states attract foreign direct investments in the tourism sector and as a result appreciates the preparation and launching the *Tourism Doing Business – Investing in Tanzania guidelines* as it will serve not only as a tool for marketing but also as a room for better improvement on learning how best we can be able to attract tourists and maintain them whilst leading investments projects;
11. Emphasizes the need to put a special focus on green and innovative tourism investments, investing to ensure that no region is left behind and ensuring that every public administration has the skills and capacity to deliver on bold reforms in the tourism sector.
12. Commends the Secretary General on the great milestone achieved regarding the organization of the High-Level Thematic Debate on the theme “Putting sustainable and resilient tourism at the heart of an inclusive recovery” at the General Assembly in New York which looked at how tourism can advance recovery for people, planet, and prosperity, including cross-cutting aspects of financing, and digitalization;
13. Reiterates its appreciation to the Secretary General on the 200 scholarships offered by the UNWTO Academy to the Federal Government of Nigeria and the Government of Angola in presence of their Heads of State as well as the extra 200 scholarships offered to the Africa region ;
14. Salutes all the efforts deployed by member states in the promotion of domestic and intra-regional tourism and invites UNWTO to look at the triggers and technical solutions that could enhance its development and support the collection of key data on that key issue. This would increase the resilience of the tourism sector of many African member states on the face of multi-faceted crisis which have a major impact on countries who are highly dependent on international and traditional source markets.
15. Encourages member states to adhere to the African Union flagship project that is the Single African Air Transport Market (SAATM) to accompany the steady growth of tourism in the region, especially for the promotion of intra-African tourism, as the region only currently has a 5% share of global international tourist arrivals. A lagging performance of the African aviation industry is one of the major factors behind this slow development as only 35% of African routes were operated daily and only 13% twice daily as of

¹ https://www.ilo.org/wcmsp5/groups/public/---dgreports/---dcomm/---publ/documents/publication/wcms_853321.pdf

2019. Poor air connectivity means that travelers will be more encouraged to travel via Europe to reach some parts of Africa. New routes and more frequencies are needed (for example as of 2019 there were no direct connection between Central African Republic and the Democratic Republic of the Congo, as the only convenient routes were via West Africa or Morocco, 9 hours versus 2 hours if there was a direct flight). Connectivity in Africa is often complicated, expensive and challenging for travelers. Restrictions of air markets to protect national air carriers are not in line with the Yamoussoukro Decision of 1999 which advocate for the liberalization of air transport, hence the importance for member states to adhere to SAATM's principles and objectives as it was created to expedite the full implementation of the Yamoussoukro Decision and aims at ensuring that aviation plays a major role in connecting Africa, promoting its social, economic and political integration and boosting intra-Africa trade and tourism as a result.

16. Invites the Secretariat to take stock, review and provide an update on the resolutions and action plans of the UNWTO/ICAO Ministerial Conference on Tourism and Air Transport in Africa (27 - 29 March 2019, Santa Maria, Sal Island, Cabo Verde) that were aimed at tackling the issues of air connectivity in Africa and invites the organization to organize jointly with ICAO and other key regional aviation stakeholders such as the African Airlines Association (AFRAA) a follow up meeting and platform between ministers of tourism.
17. Calls UNWTO to monitor and update on a regular basis any new development happening in the region in regards to visa facilitation and any related measures taken in order to consolidate them and disseminate them among member states so travelers, public and private stakeholders, international organizations can be easily informed because information is an asset.
18. Calls member states to continue rolling vaccination campaigns as we are bound to live with COVID-19 and it's only by reassuring and instilling confidence in travelers that we will manage to recover more effectively. In the same line, UNWTO has a role to disseminate the conditions and restrictions of entry to different member states in order to inform with key data all tourism stakeholders²;
19. Commends the Secretary General for the key support in data collection and capacity building regarding statistics, including the development of a Statistical Framework for Measuring the Sustainability of Tourism (MST) and encourages him to support the collection of domestic tourism data which can be critical for future planning of national development agendas;
20. Conveys its deep appreciation for the key support provided by UNWTO in the past three years regarding the development and the recent successful launching of Seychelles' Tourism Satellite Account (TSA) in September 2022 and calls on other members to engage in the development of their TSA because what you can measure you can better manage. Tourism Statistics and data availability are essential for the development of the sector in the region. Seychelles is more than willing to share its experience on the process with other members;
21. Urges members to understand that tourism has to be first and foremost sustainable in order to achieve with more ease the objectives of the UN Sustainable Goals (SDGs), especially Small Island Developing States (SIDS), and invites UNWTO to create African-oriented guidelines on the issues of tourism sustainability and competitiveness ;
22. Invites UNWTO to provide technical support to member states when it comes to reskilling and training to respond to the challenges regarding the loss of jobs but also the new opportunities that the COVID-19 pandemic has brought forward on the labour market and the paradigm shift on the rethinking of tourism;
23. Calls for UNWTO for a stronger collaboration with UNESCO, especially on the eve of the recently concluded MONDIACULT 2022³ which needed UNWTO's presence to feature prominently the tourism sector and its symbiotic relation with culture in the promotion of tourism destinations;
24. Invites the Secretariat to spearhead the discussion and consultations with Members on the set-up and operationalization of a sustainable and revolving tourism pan-African guarantee fund that will support the recovery of the tourism sector in Africa and create a dedicated working group that will look at its development and subsequent implementation;

² Already in place via the UNWTO/IATA Destination Tracker – Easy Travel <https://www.unwto.org/tourism-data/unwto-iata-destination-tracker-easy-travel>

³ <https://www.unesco.org/en/mondiacult2022>

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IMPLEMENTATION OF THE GENERAL PROGRAMME OF WORK 2021-2022: REGIONAL ACTIVITIES

Agenda item 4.1

The Commission,

Having heard the report presented by the UNWTO Regional Director for Africa on the activities carried out in the region,

1. Thanks her for the detailed and useful presentation and appreciates the activities carried out to achieve a closer regional cooperation and integration in Africa to lead towards a sustainable recovery of the tourism industry;
2. Acknowledges the significant and ongoing efforts made through the implementation of the *UNWTO Agenda for Africa-Tourism for Inclusive Growth* to disseminate information and build capacity through several activities such as the
 - a. Strengthening Brand Africa - UNWTO Insights & Facebook Social Media tools workshop;
 - b. Online briefing sessions on the:
 - i. 2nd edition of the Best Tourism Villages by UNWTO
 - ii. UNWTO Students League
 - c. UNWTO Workshops on Tourism statistics and mobile positioning data
 - d. 3rd and final workshop of the Regional Programme on Strengthening Capacity in Tourism Statistics
 - e. UNWTO/UEMOA capacity-building programme on Tourism statistics in Benin
3. Commends UNWTO for the publication of the UNWTO/AUDA-NEPAD/UEMOA White Paper on Safety and Security in the Tourism Sector in 3 Volumes and welcomes its mention in the decisions of the African Union Thirty-Fifth Ordinary Session of the Assembly of Heads of States⁴ which “welcomes the White Paper on Tourism Security in Africa and requests AUDA-NEPAD and UNWTO to support Member states in its operationalization”. The publication aims at supporting members better i) understand the links between tourism, safety, security and development, ii) 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 iii) prepare and support the design of a security strategy to increase the level of security of tourist activities and, therefore, promote socioeconomic development.
4. Encourages the Regional Department for Africa to work towards the redefinition of the current priorities of the *UNWTO Agenda for Africa – Tourism for Inclusive Growth* and engage in consultation with its African member states to identify these new priorities and continue its activities in line with UNWTO’s general programme of work;
5. Appreciates the work deployed by UNWTO and its Africa department in actively supporting Guinea regarding the relaunching of its tourism sector, establishment of its tourism code and the upcoming projects lined up with other international development agencies and recognizes the support provided ;.
6. Takes note of the major efforts put forward in keeping the Members engaged through virtual meetings, informative sessions, and advanced capacity building workshops under the different priorities;
7. Commends UNWTO for its partnership in the organization of the 4th Africa Youth in Tourism Innovation Summit in 26-29 July 2022 in Namibia under the leadership of UNWTO’ s Affiliate Member Africa Tourism Partners (ATP) assembled experts, African start-ups, young entrepreneurs, and key stakeholders as well as mentors, innovators, academics, and funders in tourism, travel and cross-cutting industries high-level partners to address the needs of youth participation in tourism in Africa. Around 700 youth attended the event in presential mode from across Africa with more than 1400 connected virtually from 46 African countries including 2 million views from across the globe.

⁴ Decision 51 : https://au.int/sites/default/files/decisions/41583-Assembly_AU_Dec_813-838_XXXV_E.pdf

8. Welcomes Namibia's initiative and leadership role to host an African Tourism Innovation Hub as a service center for the African youth and UNWTO stands ready to support it.
9. Encourages UNWTO to support the e-cube pilot initiative scheduled to be launched in Namibia and looks forward for the dissemination and implementation of this solution that will allow to take advantage of the many opportunities assembled behind renewable energy in order to support and facilitate a sustainable and clean access to electricity for tourism destinations;
10. Actively encourages Member states to attend the *UNWTO global conference on linking tourism, culture and the creative industries: pathways to recovery and inclusive development* in Lagos, Nigeria, 14-16 November 2022 which will offer a unique networking opportunity for industry players, practitioners, government officials and policy makers to debate contemporary and future issues, as well as exchange ideas and information relating to tourism, culture and the creative industry and promote innovative policies to harness the symbiotic potential of cultural tourism and the creative industries; and identify investment avenues and mobilization of human and financial resources to boost recovery;
11. Actively encourages African Executive Council Members to attend the 117th Session of the UNWTO Executive Council in Marrakesh, Morocco, from 23-25 November 2022;
12. Appreciates the constant advocating on the central position of tourism in the re-start of African economies through tourism, supporting members in their communication objectives by using UNWTO's social media channels and the regional department's newsletter, leveraging innovation and creating digital skills, providing training and guidance and introducing tools and mechanisms to promote investment;
13. Supports its objectives to strengthen member relations, supporting cross-regional cooperation in Africa, sharing and creating value for UNWTO members;
14. Encourages the Regional Department to continue its activities in supporting its Women in Tourism Programme among other members and develop key activities that will support the empowerment of women in the tourism sector in Africa;
15. Thanks, the Regional Director, and the team of the Regional Department for Africa for its dedicated work and valuable assistance to the Members.

REPORT ON THE IMPLEMENTATION OF THE GENERAL PROGRAMME OF WORK 2021-2022
TECHNICAL ACTIVITIES

Agenda item 4.2

The Commission,

Having heard the report presented by the Manager of UNWTO's Technical Cooperation Department regarding the implementation of technical activities in Africa,

1. Thanks him for it;
2. Commends the Organization for the 20 projects currently being implemented in 13 African countries which represent more than 40% of all projects being delivered at the global level;
3. Urges members to create a closer collaboration and identify with local development partners on the ground such as UNDP, World Bank, African Development Bank and development cooperation agencies in coordination with UNWTO, areas of support in the tourism sector which could result in the preparation and delivery of concrete tourism projects.
4. Thanks UNWTO for the elaboration and implementation of the COVID-19 Tourism Recovery Technical Assistance Package and the subsequent requests received from African Members;

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POLICY DISCUSSION ON THE RECOVERY OF AFRICA'S TOURISM SECTOR

Agenda item 5

The Commission,

Having heard the background information and guidelines presented by the Director of the Africa Department as well as the key discussions that translated from the members,

1. Commends South Africa on its short term prospects on the recovery as conveyed in its Tourism Sector Recovery Plan which recorded a doubling of domestic tourism market between January and June 2022 in comparison to the same period in 2021, as well as the doubling of the number of international arrivals which between January and June 2022 stood at almost 2.5 million. All these efforts are supported by the country's tourism recovery plan which is anchored on three strategic themes: i) protecting and rejuvenating supply, ii) reigniting demand and iii) strengthening and enabling capacity for a long-term sustainability. Key enablers are targeted strategic partnerships between the government and the private sector and partnering with key ministries (e.g. transport, home affairs) to improve travel facilitation. South Africa is looking forward to international cooperation and collaboration and counting on UNWTO to assist for a full recovery. South Africa is currently going through a review of their policies to create an enabling environment that will allow the sector to grow and one of them is to facilitate accessibility of tourism development zones or corridors through key investment incentives. The issue of climate change remains also one of the challenges that the sector is facing and the country has engaged with key partners whether from the private sector and academia on a wide range of issues related to that theme. In the same vein, South Africa has adopted the tourism environmental implementation plan whose objective is to coordinate and harmonize policies around the issue of climate change. Furthermore, as a member of the G20, South Africa contributed to the *G20 Bali Guidelines for Strengthening Communities and MSMEs as Tourism Transformation Agents: A People-centred Recovery* which tackles also issues related to women, youth and people with disability;
2. Encourages members to tap into cross-regional projects especially in the potential behind national parks and protected management areas which can support intra-regional tourism, the creation of new economic opportunities and increased livelihoods for communities across borders and the conservation of biodiversity;
3. Salutes Kenya regarding its recovery figures, especially in view of the impact that COVID-19 had on its sector and performance. Currently the recovery stands at 69% in comparison with 2019 and is projected to fully recover by 2023 and exceed 2019 figures.
4. Commends Morocco for the key inclusive economic role that tourism plays in the country, representing 7.2% of its GDP in 2019 and more than 600,000 people employed. Since January 2022, it has received more than 7 million arrivals which represents 75% of its 2019 figures and this has been made possible thanks to the swift vaccination campaigns and cooperation of its citizens, the funding mechanisms put in place by the Kingdom to support SMEs in the sector, targeted marketing and promotion campaigns for domestic, diaspora and international markets via social media platforms combined with the recent full opening of borders. Air transportation has also played a key role thanks to the national air carrier Royal Air Maroc, and a key focus on the quality of services and diversification of products accompanied by skills development schemes for new jobs in the tourism sector;
5. Pushes for the establishment of African Union visas to facilitate intra-African travel and beyond as well as standardized global health passports by benchmarking with the EU health passport to foster seamless and hassle-free travel globally;
6. Highly encourages that in order to support an effective tourism recovery through international cooperation, it is important that African countries are put on the driver's seat rather than on the passenger's seat, especially when it comes to external solutions that are often in disconnect with the needs of African member states. South-South cooperation is important in that sense as well as the real understanding of the local context and the needs expressed at the local level in order to co-create tailored solutions that will eventually be owned and implemented more easily in the spirit of public-private partnership by all tourism stakeholders;
7. Recognizes the importance of education and training centers in the support to MSMEs and their workforce in the recovery process since they are the most vulnerable when a crisis happens;
8. Acknowledges the importance given by UNWTO to the theme of Blue Economy with an estimated \$100 billion – estimated value added generated by coastal tourism by 2030 in Africa. The blue economy offers a

multisectoral and integrated approach to the sustainable management of various activities to achieve socioeconomic change and sustainable development. As such, the blue economy can create value chains, especially in tourism which in return can significantly contribute to the structural transformation of economies, job creation, poverty reduction, and social standards improvement. Seychelles has been able through that concept to tap into innovative financing like the first debt-for-nature swap for example, which results every year in sustainability projects being funded through these pioneering innovative deals related to sustainable development via the Seychelles' Conservation and Climate Adaptation Trust (SeyCCAT) which has for instance funded 54 projects in 2021.

9. Welcomes the feedback from Sierra Leone on the measures taken regarding the pandemic, for instance being one of the first to shut down its airport based on its experience in dealing with previous pandemics, notably Ebola, the setting up of a national post-pandemic strategy which looked at how the country will recover itself and through which sectors. The government also introduced social safety nets with the payment of 3 months of salary to hoteliers, supply of skills training, reducing the burden on businesses with the decrease of taxes, also the provision of foreign exchange. One major lesson learned has to do with the incorporation of inclusivity in all strategies developed in the recovery process and beyond to protect the most vulnerable and buffer their loss of livelihood. Another major lesson has to do with bridging the gender gap, by supporting women in the tourism sector since they represent majority of the workforce with over 60% but are often underqualified and underpaid. Furthermore, collaboration and partnerships between people, institutions and organizations are key if tourism is to succeed and prevail. Another key lesson involves the role of ministers of tourism in their individual countries who need to create networks and key collaboration with other line ministries to control their narrative and to deliver on their mandates. Moreover, it is important to ensure that tourism is prominently featured in national development agendas as well as in the development agendas of donors to leverage key financial resources that might not be available through national budgets. A challenge that needs to be tackled is the understanding of legal frameworks which is necessary for the implementation of the tourism sector. Finally, education and training are key, as a result in Sierra Leone a National Hospitality and Tourism Strategic Framework was created which cuts across all value chains in terms of training and will benefit from the support of local donors.
10. Salutes Seychelles for its 89% recovery in comparison to 2019 with tourism earnings per head marginally higher compared to 2019 (200\$ more). It was one of the first countries in the world to reopen its borders irrespective of vaccination status, and one of the first to reach COVID-19 immunity. The initial strategy of the government was to help first, build the resilience among the population and build the economic recovery. Reopening borders was a calculated risk as there was a constant update on the measures and regular advisories coupled with the introduction of an electronic border system to facilitate travel authorizations. Communication was one of the key enablers of that approach in order for the sector to recover, digital marketing and data-driven with a high dependence on marketing intelligence data like never before than during the COVID period because trends and booking patterns change and it was essential to know that information from future and new travelers. Another area of work was the need to create new go-to markets, create relationships, and increase air connectivity. Under the focus of high value low impact tourism that is being pursued, numbers are important but revenues as well. An aggressive agenda of product diversification is currently being conducted with community-based tourism as the low hanging fruit as well as a focus on service excellence (with the introduction of an award) to add value proposition jointly with a tourism human resource strategy.
11. Recognizes the level of emergency preparedness and contingency planning mechanisms showcased by Guinea during the pandemic based on its substantial and concrete amount of experience gathered when it comes to health epidemics, especially Ebola. In addition to some measures such as mandatory PCR tests required before travel but also requested upon arrival, the Government supported economically most of private sector stakeholders in the tourism value chain (i.e. travel agencies and hotels) like for example clearing all the hotel invoices due by the government in order to create some resilience. Some key findings that emerged from the crisis as catalyzers of tourism development are the importance and relevance of the domestic demand, the strengthening of consultative mechanisms among stakeholders in the value chain further to the number of complaints received during the pandemic, the increased number of investments in the ecotourism sphere versus ones in urban areas, and the diversification of the tourism offer translated in several actions such as i) the enhancement of natural sites, ii) the transformation of the tourism board from an autonomous public entity to a public limited company with major financial capital invested in to support key investments in the sector, iii) the promotion and rehabilitation of historical sites, iv) the organization of the upcoming Biennale of Drums which is a key tourism product and also v) the cultural and creative industries strategy currently being prepared. One of the key recommendations put forward by Guinea is for the Regional Department to focus on technical cooperation on education, especially on issues relating to skills development, digital transformation and how to support decentralized local authorities implement tourism projects.
12. Acknowledges the lessons learned by the ECOWAS Commission which is comprised of 15 West African member states, especially on the fact that the pandemic has put in perspective the high dependency on

traditional source markets, second on the severe impact that the pandemic had on rural economies because of the lack of tourism, which for many represented the oxygen that allowed them to also sell local handicrafts and showed the lack of funding mechanisms. As a result, ECOWAS did put in place a resilience strategy to support and develop domestic and intra-regional tourism through a structured products inside a market that represents 300 million people including 175 million active workforce which means that the economic zone could be a key market in itself. As a result, a first of its kind study is being conducted by ECOWAS Commission on the ground to analyze all the potential key intra-regional tourism circuits that could be developed in combination with different transport modes and present them visually in 2023. Another key project being implemented is the harmonization of hotel classification in the economic community: the legal texts have been conceived at the expert level in parallel with the document establishing the regional control mechanism which will accompany the digital hotel classification process that will allow local establishments to benefit, on top of their national classification, from an ECOWAS label. This whole process should be ready by 2023.

CAF/CR/6 (LXV)

UNWTO AFFILIATE MEMBERS: LATEST DEVELOPMENTS, REFORMS AND FUTURE OUTLOOK

Agenda item 6

The Commission,

Having heard the report from Facility Concept, African UNWTO Affiliate Member and Member of the Board of Affiliate Members, on:

- Indicating the disparity in terms of regional representation among Affiliate Members as Africa represents around 4% of all their members
 - Recalling the benefits of increasing the number of memberships to contribute to the development of tourism in Africa, develop skills through the various UNWTO initiatives, develop business networks through the AM Connect platform, and benefit from the permanent update of tourism global trends;
 - Recalling that the UNWTO Affiliate Membership continues to reinforce its presence in Africa. The Committee on matters related to Affiliate Membership (CMAM), which functions as a much-needed tool for the promotion of the tourism public-private sector cooperation, and whose 1st meeting was held on 26 May 2022, counts on one Member state from Africa: Côte d'Ivoire, who was elected as Vice-Chair.
 - Reminding that UNWTO will facilitate the participation of Affiliate Members at main conferences and events taking place in the region, including UNWTO Global Conference on Linking Tourism, Culture and Creative Industries: Pathways of Recovery and Inclusive Development, which will be held in Lagos (Nigeria) from 14 to 16 November 2022.
 - Intensifying the participation of Affiliate Members from the region in UNWTO projects and activities in fields such as culinary, audio-visual and sports tourism, as well as through the format of the AMCorner.
 - Promoting of the Affiliate Membership in Africa and constant communication with the Affiliate Members of the region. The Affiliate Member Department will continue to carry out promotional campaigns in underrepresented Member states in order to increase their representation in the Affiliate Membership network. This will be done counting on the expertise of existing Affiliate Members that can best present their experience being part of UNWTO.
 - In order to better integrate Affiliate Members in the work of UNWTO, including those from Africa, the Affiliate Members Department is rolling out a new format of virtual event called UNWTO Briefing for Affiliate Members, which are informative sessions dedicated exclusively to provide Affiliate Members first-hand insights on future UNWTO major events so that they are informed on different formulas for engagement.
1. Reiterates its congratulations for the key reforms engaged and realized towards the legal framework of the Affiliate Members;
 2. Congratulates Côte d'Ivoire for being elected as Vice-Chair of the Committee on matters related to Affiliate Membership as well as Facility Concept as member of the Board of Affiliate Members;

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3. Encourages member states to increase awareness initiatives in coordination with the Affiliate Members department in order to attract more African private sector stakeholders in the network for a stronger presence, sharing and delivery of African best practices in the tourism sector at the sub-regional level;

CAF/CR/7 (LXV)

**VENUE OF THE SIXTY-SIXTH MEETING
OF THE UNWTO COMMISSION FOR AFRICA**
Agenda item 7

The Commission,

Having heard the report of the Chair on the consensus achieved,

Welcomes with great pleasure and accepts the invitation by the authorities of **the Republic of Mauritius to hold its sixty-sixth meeting in Mauritius in 2023**, on a date to be fixed by mutual agreement by the UNWTO Secretariat and the authorities of the country.

Equally welcomes the decision to hold its **sixty-seventh meeting in 2024 in Algeria** and congratulates the country for its willingness to host this major meeting.

CAF/CR/8 (LXV)

OTHER MATTERS
Agenda item 8

The Commission,

Welcomes the organization of the first African Tourism Education Forum in Algeria in 2023, with ministries of tourism and ministries of education, business schools and tourism private institutions to plan the future of education of tourism in Africa.

VOTE OF THANKS TO THE HOST COUNTRY

The Commission,

Addresses its deepest appreciation to the Ministry of Natural Resources and Tourism of the United Republic of Tanzania for their remarkable hospitality throughout the Commission Meeting of the sixty-fifth meeting of the Commission and the Forum on "Rebuilding Africa's Tourism Resilience for Inclusive Socio-Economic Development" in Arusha , United Republic of Tanzania, from 5 to 7 October 2022.

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