Innovation, Education and Investment

High-impact projects for Africa

Natalia Bayona | Executive Director
"Build the future. Invest in People."

Zurab Pololikashvili
UNWTO Secretary-General
Innovation

Startup Competition
Event Tourism
Deadline: 1 September

* Opportunity to make a Pilot Project
during the General Assembly

Categories

Mega Events
- Digitalization for Sustainable Management
- Inclusiveness and Accessibility

MICE
- Promotion and Marketing
- Technology and infrastructure
New experiences

Kingdom of Morocco

137 participants
12 regions

Collaborations

All Africa

3 Past editions
2021 | 2022 | 2023
Next summit: Namibia, Q2 2024

Nigeria

5 Winners invited to pitch in Lagos
Africa has provided 5% of the 300 Top Startups identified by UNWTO.

Case Studies

farm360, Kenya

Platform to connect smallholder farmer projects to alternative finance sourced from crowd investors using financial technology.

Winner of the International Innovation Award for Sustainable Food Systems 2021 by
Sustainable travel, created for like-minded individuals who want to connect, experience and positively contribute to life-changing causes.

Co-living spaces as well as educational travel.
Morocco

Uses the bicycle to educate and employ local youth in the tourism sector. By training local girls and boys to become professional bicycle tour guides Pikala provides them with economic opportunities.

Featured at The Guardian
Education

1 Online Education

22,242 Students
2,223 or 10% are from the Africa region

Top 5 Countries
- Nigeria
- South Africa
- Kenya
- Ghana
- Tanzania

Upcoming Partners
Tourism education toolkit for secondary schools

Objective:
Support Member States in the incorporation of tourism as a subject in secondary education, this being one of the main steps to advance in the professionalization of the sector.

Leading methodologies:
Bachelor of Science in International Sustainable Tourism

First-of-its-class education programme:

- UNWTO's vision and expertise
- Swiss Diploma
- Innovative methodology

Developed by

Endorsed and funded by

A 3-year journey

Classes in Madrid

Classes online

Internship anywhere

Classes in Switzerland
International Academies in collaboration with UNWTO

Objective:
To help Member States strength their tourism workforce by quality and affordable programmes thought by UNWTO suggested experts or by inviting top academic institutions.

Types:
- Vocational
- Managerial
- Hybrid

Education tracks
Administration and Operations for

- Hotels
- Tourism
- Hotels & Tourism
Pipeline of Academies:

**Global**

Kingdom of Saudi Arabia*  

*Underway

**Regional and Local**

- Uzbekistan
- Dominican Republic
- Nigeria
Collaboration

Zambia Hospitality and Education Forum (May 2023)
Investments

1. Knowledge creation

- 2 editions with a global scope:
  - 2nd edition - UNWTO Tourism Investment Frameworks
  - Financial Times and UNWTO Report on Foreign Direct Tourism Investment 2023

- 14 Investment guidelines by country: UNWTO Tourism Doing Business
Upcoming for **Africa**

- Morocco
- Zambia
- Mozambique
## UNWTO Investment Network

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<thead>
<tr>
<th>Type of contact</th>
<th>2021</th>
<th>2022</th>
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<tr>
<td>Corporate Venture</td>
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<td>Assets Management</td>
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<td>Diversified Financial Services</td>
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<td>Infrastructure Development</td>
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<tr>
<td>Multilateral Cooperation</td>
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<td>Private Equity</td>
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<td>Investment Promotion Agencies</td>
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<td>Angels</td>
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<td>Travel Accommodation</td>
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<td>Venture Capital</td>
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<td><strong>TOTAL</strong></td>
<td>447</td>
<td>508</td>
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Investments in Innovation and Entrepreneurship

Opportunity

Tourism for Development Fund’
for Least Developed Countries
supporting projects with at least €10 million until 2030 by

UNWTO side event: Harnessing Innovation and Entrepreneurship in Tourism as Tools for Sustainable Development in LDCs

UNWTO invited 2 startups from Uganda to pitch