

**UNWTO GLOBAL CONFERENCE ON LINKING TOURISM, CULTURE AND
CREATIVE INDUSTRIES: PATHWAYS TO RECOVERY AND INCLUSIVE
DEVELOPMENT**

**EXPERT WORKSHOP ON: TOURISM AND THE CREATIVE INDUSTRIES:
Harnessing Screen Tourism and Gastronomy for Destination Branding and Socio-
Economic Development, Lagos, 14 November 2022**

The UNWTO Conference on linking Tourism Culture and the Creative Industries: Pathways to recovery and inclusive development was jointly organized in Lagos by the Federal Ministry of Information and Culture, Nigeria and the United Nations World Tourism Organization from 14th to 16th November, 2022 at the National Theatre, Lagos, Nigeria. The Conference is aimed at addressing the current challenges and tapping into emerging opportunities to speed up the global economy recovery.

The Conference was also designed to build upon the UNWTO and UNESCO declaration on Tourism and Culture which advocated for research linkages between tourism, living cultures and the creative industries.

It was attended by Secretary-General of UNWTO, Zurab Pololikashvili, Regional Director UNWTO Africa, Elcia Grandcourt, Ministers and officials of Tourism, Arts, Culture Ministries, Permanent Secretary, Federal Ministry of Information and Culture, Director Generals of Parastatals under the Ministry, National Tourism and Culture Organization, Destination Management Organization, Stakeholders from the Public, Private Sector and Civil Society engaged in Tourism Planning, Cultural Management and Creative Economy and Professionals such as advertising, architecture, arts, crafts, designs, fashions, films, videos, photography, music, performing arts, publishing research and development, software, computer games, electronic publishing and TV/Radio.

Delivering his message, the Secretary General of the UNWTO, posited that the Conference is a pilot project supported by the UNWTO to promote Cultural Tourism and the Creative industries in the African Continent. He said given its traversal interactions with many other economic sectors in services

and industry, Tourism has a power to spur and expand business and job opportunities, as well as to drive inclusive socio-economic development globally. Within this framework, cultural heritage and Creative Industries constitute key pillars in the Tourism Sector growth and advancement.

In his opening remarks, the Minister of Information and Culture, Alhaji Lai Mohammed stated that the aim of the conference was to draw global attention on the importance of Tourism, Culture and the Creative Industries in employment generation, wealth creation and socio-economic development. It was also a platform to interact and exchange ideas and best practices with industry players. Wishing all participants fruitful deliberation, the Minister revealed that the Conference was the first event to be conducted after the Multi-Million Dollar renovation project of the National Theatre. He said the event will show case two expert workshops and symposium.

EXPERT WORKSHOP ON: TOURISM AND THE CREATIVE INDUSTRIES: Harnessing Screen Tourism and Gastronomy for Destination Branding and Socio-Economic Development.

Lead Speaker : Ms Shola Sanni, Director of Public Policy, Sub Sahara Africa

The Workshop was preceded by a Screen presentation by NETFLIX. NETFLIX is a world leading screening entertainment service with over 230 million members in over 190 Countries enjoying TV services and documentary.

- Screen Tourism makes it easy to connect with other parts of the world.
- Screen Tourism brings compelling local contents to engaged audiences in over 190 Countries.
- It can build deep Cultural affiliation and build potential to drive Tourism.
- Content that Screen Tourism builds has profound impact on promoting Cultural Tourism.
- People are more likely to have seen local content than people who don't watch Screen Tourism.

- ❑ Gastronomy is an element that drives Tourism to a destination. It is an integral part of our Culture.
- ❑ Supports Tourism organization and agencies to drive their objectives
- ❑ Tell a beautiful African story.
- ❑ Screening of short documentaries can spotlight a Country as a Wildlife destination
- ❑ Screen Tourism takes you to destinations not visited physically but with the sight-seeing from the screen attracts more Tourists to the destination.
- ❑ It is a tool for marketing and promotion of a Tourism destination globally.
- ❑ NETFLIX is empowering the local storyteller.

NETFLIX is open to collaborate with the Government especially in Capacity Development

GASTRONOMY TOURISM CREATING VALUE FOR DESTINATION

Speakers: Ms Sandra Carvao, UNWTO Director, Tourism, Market Intelligence and Competitiveness

Mr. Nuno Nobre, Food Culture Experiences Expert

Gastronomy Tourism is a type of Tourism activity which is characterized by the visitor's experience linked with food and related products. It gives identity to a destination.

GUIDELINES FOR THE DEVELOPMENT OF GASTRONOMY TOURISM

- ❑ Promote a model of governance that is transparent, participatory and offers leadership.
- ❑ Promote Gastronomy as a cultural value.
- ❑ Improve scenario.

- Look at Gastronomy as a cultural heritage value
- Take cognizance of innovation and creative experience by inviting different partners
- Work to create talents in schools, organization, etc.
- Get detailed information on airport, transportation, touristic routes, points, restaurants, etc.
- Tell the Story.

RECOMMENDATIONS

- Map the history, culture and tradition of each place
- Create food experiences based on biodiversity, culture and food heritage
- Use Technology
- It must be in line with Sustainable Development Goals

STRATEGIES

- Governance
- Educate people on food travel and gastronomy tourism
- Empirical and scientific knowledge as a powerful tool of tourism development and awareness
- Research and Development
- Data collection

GASTRONOMY MARKETING

- Story Telling/ Story Doing
- Empower Relations
- Partnerships

- Indolor / outdoor gastronomy experiences
- Entrepreneurship by linking culture with innovation
- Education
- Creative processes
- New products and Services
- Story packaging
- Branding

UNLOCKING THE POTENTIAL OF THE CREATIVE INDUSTRY IN AFRICA: THE FUTURE OF AFRICAN FASHION

Speaker: Mrs. Temitope Tanimo, Fashion Designer

Fashion is defined as an avenue for showcasing ones personality through clothing and apparels. The future of African fashion cannot be undermined especially as it has the ability to second handedly control the economy of every developing nation. The industry has a potential avenue to strive especially when harnessed.

The industry is key and important especially as it serves as a main frame for job creation and wealth generation judging from the fact that within the last few years, it has gone a long way to generate well over 250 million naira as emphasized by the Honourable Minister.

As a major tool for sustainable job creation it is very paramount that Africa must engage this sector as it has a deep relation with Tourism and Culture and has a huge potential to market our culture.

TYPES OF TRAINING IN THE FASHION INDUSTRY

- Development of continuous vocational training at grass root level.
- Training to teach International standard and best practices.

- The Lagos State Empowerment Trust Fund provision of employability support programs is an example of a project that is designed.
- Funding the project by the Government should be taken as an emergency.
- YOUWIN Program set up by the president Goodluck Jonathan administration.
- Digitization of the Market

SOLUTIONS

- Establishes 1% deductions from profits after tax of an organized private sector.
- Government should set aside special funds to assist the Fashion Industry
- Setting up local Hubs at no cost as against present Hubs.
- Increase in tax holiday, reduction in tax or no tax direct traceable to the absorption of trained unskilled labour pool.

CONTRIBUTION TO GLOBAL DEVELOPMENT

- ✓ Market Strategies
- ✓ The need for International Trade Fairs that will attract foreign investors
- ✓ Rebranding our fashion fair to International Standards to encourage investors and Tourists.
- ✓ Establish International Cooperatives and creating an enabling environment for friendly business.
- ✓ The need for fashion district in Nigeria.
- ✓ To diversify from Culture to other sectors fashion inclusive.

THE ROLE OF GOVERNMENT IN THE DEVELOPMENT OF THE FASHION INDUSTRY

- Government intervention, Revitalization of the Textile and Cotton Industry
- Enabling environment for the establishment of retail outlets
- Provision of electricity and social amenities
- Institutionalize the adoption of International standards and best practices

Conclusion:

To unlock the potential of African Fashion Industries, we need to leverage on the existing and new technologies to match our global competitors; take conscious actions to educate and train people on the potentials the Industry has. Fashion Industry has the potential of employing a lot of people. It requires different set of skills to produce the garment and fashion accessories.

INTELLECTUAL PROPERTY AND GASTRONOMIC TOURISM

Speaker: Mr. Oluwatobiloba Moody, Director of the WIPO Nigeria Office

Intellectual properties refers to the creation of the mind, such as inventions, Artistic works, Designs and symbols, name and images used in commerce.

COMMON FACTORS OF INTELLECTUAL PROPERTY

- Patents
- Geographical Indications
- Trade Mark
- Copy write (Authors write)

KEY PROJECT OBJECTIVES

- To promote the use of Intellectual property in the culinary tradition (Food and Beverages for application in the Tourism sector).
- Allow for the mapping, development and sustainable rules of culinary 23tradition in participating countries
- Strengthening capacity

KEY OUTPUT /ACTIVIITIES

- Scoping Study
- Roundtable
- Intellectual Property Analysis
- National Seminars
- International Workshops
- For example Ndole' a National Dish in Cameroun. The Government is trying to promote it beyond the boundary of Cameroun. Ndole' is used to treat Diabetes and Cancer.

SOME INTELLECTUAL PROPERTY CONSIDERATIONS

- Patent (TK/GRS)
- Trademark which could be linked to taste of food
- Traditional knowledge that is involved in such meals
- Geographical Indication

MOUNA MATHLOUTHI GLISS, Director General at the Tunisian Ministry of Tourism

She shared the experience of Tunisia and strategies put in place by their Government to develop Gastronomy Tourism in that Country.

PRESENTATION BY CHEF COCO (PAN AFRICAN) FROM SOUTH AFRICA

He stated that food is who we are. He further gave an inspirational talk on the need to promote African Gastronomy for sustainable Tourism development.

CONCLUSION

There is a strong link between fashion, Gastronomy, Tourism, Intellectual Property and the Creative Industries. Both have huge capacity to generate employment, create wealth and attract foreign exchange earnings. While the Government should continue providing the enabling environment, the private sector should leverage on the enormous opportunities that abound in the sector. As policy makers and Technocrats with of experience and expertise, we must put all hands on deck and explore the privilege provided by the Conference to take the sector to greater heights.