COMMUNICATION, MEDIA AND TOURISM TRAINING IN AFRICA WORKSHOP

Victoria Falls, Republic of Zimbabwe
13th to 15th November 2023
"Mainstreaming the Tourism Conversation"

The view from a (relative) newcomer to your sector....
ONE THING SHOPS

One-Thing Shops: Pop-Up Books, Madrid

Tania Alonso Amatitán, in the Malasaña neighborhood of Madrid, sells only pop-up books.

By: Phoebe Lipnowski

Meet the U.K. monks who are back to making beer after a 450-year break

By David Hewitt Special for the Star

Have a whale of a time

Forget the waters off Africa, David Hewitt discovers the best place to go whale watching is right here in Yorkshire.
Why the lost opportunities?

From the media:

- A lack of knowledge about tourism
- A lack of motivation to go beyond 'tourism as leisure'

From PRs and destinations:

- A lack of information and resources
- A lack of motivation to go beyond “tourism as leisure”
If not now, when?

- Tourism has never been more visible – or more relevant
- Tourism has already crossed over into the mainstream conversation
- Back to business as usual? Or keep doing better?
Where is UNWTO talking about tourism?

- **At the UN**: UN General Assembly, with other UN agencies (FAO, UN Women, WHO etc). At COPS and water conferences.

- **At the G7 and G20** and other international organizations, including in Africa and Europe.

- **In the wider media**: In top economic and financial media, major broadcasters, newspapers

- **In travel and tourism itself**: Major travel fairs, private sector partnerships
Why Mainstreaming Tourism Matters

1. Isn’t it just the right thing to do?

2. It’s in the mainstream anyway – but not the way we might like…
Why Mainstreaming Tourism Matters

1. Isn’t it just the right thing to do?

2. It’s in the mainstream anyway – but not the way we might like…

3. It just makes good business sense…
   - 66% of under-24s want to travel “with a purpose” (GYTS)
   - More than 50% of travel writers and editors now focus solely or largely on sustainable travel
How do we break out of our bubble and mainstream tourism?

1. Put people first

2. Bring tourism’s benefits to the foreground

3. Don’t think and speak like a tourism profesional
   - Language matters
   - Be reliable and serious
   - Make data relatable

4. Embrace trusted media
Reminder ahead of #MSMEday.

They are the backbone of tourism and #data can be a strategic tool for improvement.

Find all info on:
- Total Nº of establishments per country
- Occupation rates, or
- Average length of stay

Via @unwto.org/tourism-stats...

Maria has shattered the glass ceiling in the face of gender discrimination, stereotypes & systematic barriers.

She is running a professional network for local businesswomen in tourism in Las Galeras, Dominican Republic.

Nelfí set up her chocolate business in the Dominican Republic to offer jobs to women in the local community.

Her products are now available on supermarket shelves and on the ‘Cacao Trail’ welcoming tourists from all over the world.

youtube.com/watch?v=bF7dE6...
The UN Secretary-General spoke to Evelyn Habasa, a Ugandan entrepreneur who runs Ride 4 a Woman.

UN Secretary-General António Guterres spoke with Evelyn Habasa, founder of Ride 4 A Woman, a tourism-dependent initiative in Uganda that supports local women. As #COVID19 continues to impact tourism around the world, watch how these women rose to th...
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4. Embrace trusted media and look beyond the tourism sector

5. Educate your colleagues
Thank you.