

## THE UNWTO/CHIMELONG INITIATIVE ON WILDLIFE TOURISM IN AFRICA & ASIA

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As wildlife represents a major component of Tourism, the World Tourism Organization (UNWTO) and Guangdong Chimelong Group have joined forces to enhance the impact of their respective contributions on that theme.

The major goals of the UNWTO/ chimelong Initiative are to contribute to the Sustainable Development Goals and the 2030 Agenda through sustainable tourism and particularly wildlife conservation as well as to advance this theme in the African & Asian continents.

The initiative comprises capacity building, advocacy and knowledge sharing methodologies and addresses multiple stakeholders such as governments, civil society and the media.



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**Advocating  
Sustainable Tourism  
and Wildlife  
Conservation**

### CONTACT US:

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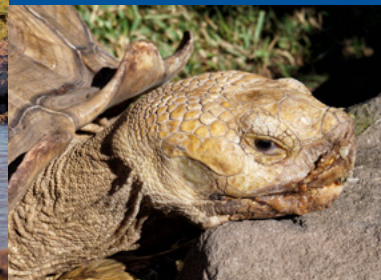
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The Programme is being implemented between 2017 and 2018.

## THE UNWTO/CHIMELONG INITIATIVE ON WILDLIFE TOURISM IN AFRICA & ASIA

Wildlife tourism has been a major concern for the World Tourism Organization traditionally. Following the requests of some destinations with a high potential on that segment, the Organization has issued reports such as 'The value of Wildlife Tourism in Africa'.

The focus on that area was reinforced when the United Nations General Assembly declared in 2015 the [International Year of Sustainable Tourism for Development 2017](#). The initiative, to be lead by UNWTO would be articulated by a global campaign aimed at raising awareness, at bringing partners of different nature and at building common action around that theme.

After the adoption of the International Year, May 2016 marked another significant milestone in the history of UNWTO. The [1st Conference on Tourism for Development](#) was held in Beijing, in close cooperation with the Government of the Republic of China and the Chinese National Tourism Administration. In the framework of that Conference, a partnership agreement between the [Chimelong Group](#) and UNWTO was achieved.

## COMPONENTS OF THE UNWTO/CHIMELONG INITIATIVE

The UNWTO/Chimelong Initiative is integrated by a wide rank of actions following a holistic approach:

- **Enhancing capacities** Tourism Development and Biodiversity Protection in Africa
- Promoting **Theme based research** and talent development through actions such as scholarships for PhD Tourism students
- **Fostering Media Development on wildlife reporting** through training of journalists, field missions and the UNWTO/Chimelong Media Award on Wildlife Protection
- Raising awareness on Wildlife through the **establishment of tourism information facilities**

## MILESTONES OF THE PROGRAMME

**January 2017: Launch of the International Year of Sustainable Tourism for Development.** As Official Sponsors, Chimelong participated and contributed to the Ceremony which was broadcasted internationally and attended by over 600 stakeholders. Chimelong also supported the hosting of **INVESTOUR 2017** in Madrid, which brings over 20 African Ministers of Tourism together to discuss tourism related topics.

**March 2017: Workshop for Poverty Reduction and Tourism Development** in Guangdong, China.

**March-November 2017: Capacity Building in Tourism Development and Biodiversity Protection in West and Central Africa** (Gabon, Benin, Niger, Guinea and the Democratic Republic of Congo).

**December 2017: Media training on Sustainable Tourism and Wildlife Protection** in Botswana.

**December 2017: Capacity Building Workshop for Public Officials on Wildlife Conservation and Sustainable Tourism** in Bangladesh.

