



UNWTO Commission for Africa, 54th meeting, Tunis, Tunisia, 24 April 2013

REPORT

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UNWTO COMMISSION FOR AFRICA

Fifty-fourth meeting

I. INTRODUCTION

1. The UNWTO Commission for Africa (CAF) held its 54th meeting in Tunis at the kind invitation of the Tunisian Government on 24 April 2013 followed by an international conference on the theme: **"Current Challenges and Issues for African Tourism: What Solutions Can be Adopted to Ensure its Competitiveness?"**. One hundred and seventy delegates from the following twenty-five countries were in attendance: South Africa, Algeria, Angola, Benin, Botswana, Burkina Faso, Cameroon, Congo, Côte d'Ivoire, Egypt, Gambia, Kenya, Libya, Mali, Morocco, Mozambique, Niger, Nigeria, Sao Tome and Principe, Senegal, Chad, Togo, Tunisia, Zambia and Zimbabwe. Representatives of the following Affiliate Members and regional organizations also attended the meeting: The Tunisian Federation of Tourism and Travel Agents (FTAV), the National Tourism Industry Federation of Côte d'Ivoire (FENITOURCI), the Tunisian Federation of Hospitality (FTH), the Japan International Cooperation Agency (JICA), the African Development Bank (ADB), the Islamic Centre for Development of Trade (ICDT) and the Economic and Monetary Union of West Africa (JEMOA). The inaugural opening ceremony was chaired by His Excellency Mr. Ali Larayedh, Prime Minister and Head of Government of the Republic of Tunisia, in the presence of Mr. Baba Hama, Minister of Culture and Tourism of Burkina Faso and CAF President, Mr. Taleb Rifai, UNWTO Secretary-General, Mr. Jamel Gamra, Minister of Tourism of Tunisia, and Mr. Adel Ben Hassan, Governor of Tunis. In the same context, a signing ceremony was held for the private sector commitment to the Global Code of Ethics for Tourism established by UNWTO, in which following three federations took part: National Tourism Industry Federation of Côte d'Ivoire (FENITOURCI), the Tunisian Federation of Tourism and Travel Agencies (FTAV) and the Tunisian Federation of Hospitality (FTH).

2. In his capacity as Chairman of the CAF, Mr. Baba Hama, Minister of Culture and Tourism of Burkina Faso and Chairman of the UNWTO Commission for Africa (CAF), in his opening remarks welcomed the presence of Prime Minister Ali Larayedh and Mr. Adel Ben Hassan, Governor of Tunis and the various African delegations and regional organizations, as well as his African counterparts, which was a testament to the commitment of the countries to recognizing the tourism sector as a driving force of economic and social development. He thanked Mr. Moncef Marzouki, President of the Republic of Tunisia and the Tunisian people for the warm welcome in their beautiful country and the amenities they have provided to their African colleagues, demonstrating once again the special hospitality that characterizes Africa. He explained that the meeting of the Commission is a high-level platform for exchanges between tourism stakeholders on the issues relating to the difficulties encountered in the development of this sector in Africa. He announced the signing ceremony **of the private sector commitment to the Global Code of Ethics for Tourism and the nineteenth edition of the International Tourism Market (MIT)** and the international conference on the theme: « **"Current Challenges and Issues for African Tourism: What Solutions Can be Adopted to Ensure its Competitiveness?"**. He concluded by wishing peace and security for the African countries experiencing difficulties, a real and constructive dialogue for the development of African tourism and wished the participants excellent deliberations during the CAF.

3. In his welcome speech, the Minister of Tourism of Tunisia, HE Mr. Jamel Gamra, thanked the members of the UNWTO Commission for Africa for having accepted the kind invitation of the Government of Tunisia to hold its 54th meeting in Tunis. He emphasized that tourism accounts for 7% of gross domestic product (GDP) of the country, employs 11% of the active population and is the second largest source of foreign income. The Arab Spring that occurred in January 2011 opened up a new horizon but had a negative impact on the tourism sector, which experienced a significant decline of 35% in international arrivals after 2010, a year which recorded seven million tourists. Considerable efforts have been made by the public and private sectors as part of a public-private partnership to achieve the figure of 6 million tourists in 2012. He pointed out that since 1960 Tunisia has adopted tourism as a strategic lever for development. He expressed the hope of his country to reach 10 million tourists in 2016 and its willingness to share experiences in this field with neighbouring countries while ensuring the commitment of the private sector to the Global Code of Ethics for Tourism established by UNWTO.

4. In his speech, Mr. Taleb Rifai, the UNWTO Secretary-General thanked the Prime Minister and Head of Government of Tunisia HE Mr. Ali Larayedh for his presence on this occasion and Mr. Adel Ben Hassan, Governor of Tunis. He also thanked H.E. Mr. Jamel Gamra, Minister of Tourism of Tunisia, and his team for their efforts that made possible to prepare and conduct the meeting in an optimal manner. He noted that Tunisia is an active member of the UNWTO and recalled the holding in April 2012 in Djerba of the international conference on the future of tourism in the Mediterranean for the revival of tourism. He emphasized that tourism is one of the most important sectors in terms of creating employment in Tunisia. He assured the availability of the UNWTO and other African Member States to assist the country in revitalizing its tourism. He then continued by presenting the figures of international tourist arrivals in the world which have reached the historic milestone of one billion (1.035 billion) according to the latest UNWTO Tourism Barometer. Emerging economies are gaining ground with a 4.1% increase compared to the developed countries with 3.6%, along with Asia-Pacific which had the best performance (7%). Africa is expected to average between 4% and 6%, which is positive for the continent despite the crises it has faced. For the first time in 2012, the region reached 52 million tourist arrivals, and the UNWTO forecasts that arrivals will go from 85 million in 2020 to 134 million in 2030. One out of every eleven jobs comes from the tourism sector. But despite the positive development of the continent, Africa has recorded just a 5% share of global tourism and only 3% of receipts, which amounted to 1 billion U.S. dollars. The UNWTO is more than determined to provide its technical assistance to countries in the region through its contribution to the Millennium Development Goals as well as through its assistance programmes. At the United Nations level, the UNWTO is in the process of establishing a joint action with other agencies, under the title: "One for Tourism" and at the European Union level, the publication of a handbook on sustainable tourism as a motor for development is under way. He presented the theme of the conference organized between the Regional Programme for Africa and the Secretariat of the UNWTO Affiliate Members, stating that it is a good opportunity for exchange between the public and private sectors regarding issues of visa facilitation, air transport and information technology in the sector. He concluded by inviting the Members to actively take part in the 20th session of the General Assembly to be held in Victoria Falls between Zambia and Zimbabwe, from 24 to 29 August this year and warmly thanked the Tunisian Government and all delegations of the countries present.

5. In his opening message, H.E. Mr. Ali Larayedh, Prime Minister and Head of Government of Tunisia, warmly welcomed all the African Ministers present as well as all the heads of delegation and participants. He thanked the UNWTO for its unwavering support to his country and the organization of the 54th meeting of the CAF and the international conference in the Tunisian capital. He referred to the revolution of 14 January 2011 which opened up new possibilities to be harnessed and will allow the tourism sector move forward. He insisted that Tunisia is in the process of building a democratic civil

state to protect individual and collective freedoms and guarantees a climate of social and political stability and the foundations of global development including tourism development. The Head of Government expressed the wish of his country to develop this sector as well as services in view of their role in the coverage of the trade deficit and the creation of direct and indirect jobs. Tourism, he said, is considered one of the most important socio-economic sectors that contribute to the development of the country. He noted that the Tunisian government has developed a strategy for the sustainable development of the tourism sector out to 2016. This strategy includes structural provisions aimed at improving the quality and the diversification of forms of tourism by adapting the system of tourism training with the needs of the sector. The new strategy will help improve marketing policies for Tunisian products. Tunisia is preparing a study on the reform of regulatory institutions in the tourism sector. He noted that three essential components should be taken into account to boost tourism in the country: New communication technologies, changing consumer behaviour and quality of service. To conclude his speech, he wished the greatest success in the holding of the meeting's activities.

II. DECISIONS TAKEN BY THE COMMISSION

CAF/DEC/1(LIV)

ADOPTION OF THE AGENDA

Agenda item 1
(Document CAF/54/prov.)

1. The Members of the Commission approved the draft agenda unanimously as follows:

AGENDA

1. Adoption of the agenda
2. Communication of the Chairman of the Commission
3. Report of the Secretary-General
 - 3.1 Report on international tourism in 2012 and outlook for 2013
 - 3.2 Mainstreaming tourism in the global agenda
 - 3.3 Progress report on the implementation of the Programme of Work for 2012-2013
 - 3.4 Update on the UNWTO draft Convention on the protection of tourists and tourism service providers
 - 3.5 Report on the survey on priority areas of the programme of work for 2014-2015
 - 3.6 New publications
 - 3.7 Progress report on the Global Code of Ethics / Report on the elections of the WCTE
4. Preparations for the 20th session of the General Assembly
5. Report on the fourth Business and Tourism Investment Forum in Africa (INVESTOUR)
6. World Tourism Day 2015
7. Other matters
8. Places and dates of the fifty-fifth and fifty-sixth meetings of the Commission for Africa

COMMUNICATION OF THE CHAIRMAN OF THE COMMISSIONAgenda item 2
(Document CAF/54/2)

2. The current Chairman of the Commission for Africa, H.E. Mr. Baba Hama, Minister of Culture and Tourism of Burkina Faso, welcomed in his introduction the presence of the representatives of Egypt and Libya. He announced that the number of international tourists reached one billion 35 million in 2012 and that Africa, for its part, received more than 50 million in the same year. He noted that the tourism industry had experienced upward recovery in the countries of North Africa after the events of the Arab Spring, especially in Tunisia and Egypt.

3. Despite these positive points mentioned, the Chairman stressed that sub-Saharan Africa still faces many challenges in the areas of transport and infrastructure, information technology and communication, training and quality of services, the financing of tourism industries, security and visa facilitation, promotion of destinations and media. He welcomed the choice of the theme of the conference which responds to the current situation in Africa. He proposed the creation of a working group on an action plan to be implemented in the short term for the competitiveness of African destinations.

4. He commended the Secretary-General for carrying out the survey on the priorities of Member States for the period 2014-2015 and called for increased assistance by the UNWTO in the identification of sources of funding and capacity building of national tourism administrations. He proposed that a working group be established to seek tourism investment in Africa and proposed the opening of a tourism investment bank.

5. The CAF Chairman put forward his country's readiness to support the two working groups mentioned. He stressed the importance of sub-regional policies on tourism, involving, among others, the UEMOA (Economic and Monetary Union of West Africa) and ECOWAS (Economic Community of Central Africa). UEMOA has conducted in collaboration with UNWTO, a study on the need for tourism and hospitality training for UEMOA States out to 2020. To this end he called for a higher level of commitment by the UNWTO to assisting countries in the development of these sub-regional tourism policies.

6. He personally thanked the Secretary-General of the UNWTO for the technical assistance provided to the countries of the region and to his country as part of the implementation of its national tourism policy in the carrying out of studies for the development plan for the tourism area of the West, the rehabilitation of the Sahel Circuit and the improvement of the operations for the collection of statistical data on tourism.

7. He commended the INVESTOUR initiative which held its fourth edition 31 January 2013 in Madrid as part of FITUR (International Tourism Fair of Madrid) and suggested that a review be done in the next edition to inventory the different partnerships and investments made.

8. In conclusion, he reiterated the commitment of Members of the UNWTO Commission for Africa to the Organization and to strengthening the development of tourism in the region.

CAF/DEC/3(LIV)

PRELIMINARY REMARKS BY THE SECRETARY-GENERAL

Agenda item 3
(Documents CAF/54/3.1, 3.2, 3.3)

9. The Secretary-General thanked the Chairman of the CAF for his leadership role, as well as the Minister of Tourism of Tunisia for making it possible to hold the meeting. He presented his report, which is divided into four parts as follows:

- Report on the situation of international tourism in 2012 and the outlook for 2013
- Mainstreaming tourism in the global agenda, and
- Progress report on the implementation of the Programme of Work for 2012-2013
- Administrative and financial matters.

10. In his report he pointed out the main trends in international tourist arrivals in the year 2012. Although the global economic instability persists, international tourist arrivals grew by 3.8% in 2012, surpassing the historic milestone of one billion (1.035 billion). Asia-Pacific (7%) achieved the best results. At the subregional level, South-East Asia and North Africa (both 9%) topped the ranking, along with Central and Eastern Europe (8%). The Americas (+4%) reported 6 million additional arrivals in 2012 to reach 162 million arrivals. According to preliminary data on international tourism receipts in 2012, still incomplete for the full year, growth of receipts is expected to closely follow that of arrivals. With regard to outbound tourism as measured by the international tourism expenditure, among the top ten markets are emerging economies with the highest growth rate of spending abroad. Africa meanwhile presented a new record with more than 52 million arrivals due to the rebound in North Africa (9%) and the continued growth of sub-Saharan destinations (5%). The Middle East remained in the red (-5%), despite the strong recovery in Egypt.

11. Also, the Global Leaders for Tourism campaign launched jointly between UNWTO and WTTC (Travel and World Tourism Council) is gaining ground; as of 24 April 2013, 49 Open Letters have been presented to leaders including ten African Presidents. The main policy issues to be addressed in 2012-2013 are: travel facilitation, taxes and connectivity. Several activities have been undertaken by the Secretariat in these areas. He recalled the efforts made on the issue of consumer protection as well the work within the United Nations system as well as with other international and regional organizations. He reviewed the activities of the General Programme of Work and emphasized those conducted in Africa, particularly in the area of capacity building and technical assistance on major developments in the continent's tourism.

12. The Secretary-General congratulated the countries of the region that, despite the economic difficulties, are up to date with their contributions to the UNWTO General Fund, and also those that have made a great effort to settle their contribution arrears.

13. The Commission,

Having heard with interest the report of the Secretary-General,

- Notes with satisfaction the efforts undertaken by the Secretariat for the different activities carried out in the world and in Africa;
- Congratulates the Secretary-General on the quality of documents presented and the close collaboration with other agencies of the United Nations system and international and subregional organizations, in particular, regional banks;
- Commends the Member States for their tangible commitment to paying their contributions and to settle their contribution arrears to the UNWTO General Fund;
- Requests the technical assistance of the UNWTO for enhanced development of cross-border parks and protected areas for the benefit of tourism in the region and in particular in subregional structures;
- Recommends the operationalization of such a project at the CEMAC level
- Requests the UNWTO to implement a programme on strengthening the role of women in the development of tourism;
- Encourages the Secretary-General to pursue activities in the fields of travel facilitation, taxation and connectivity;
- Recommends to the UNWTO the creation of a working group on connectivity in collaboration with ICAO (International Civil Aviation Organization);
- Calls for the creation of a tourism observatory for Africa to guide countries in the region in the implementation of their policies for sustainable tourism development.

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CAF/DEC/3.4(LIV)

UPDATE ON THE UNWTO DRAFT CONVENTION ON THE PROTECTION OF TOURISTS AND TOURISM SERVICE PROVIDERS

Agenda item 3.4
(Document CAF/54/3.4)

14. The Commission,

Having listened with interest to the Secretariat's presentation on this agenda item,

- Congratulates the Secretariat on this important initiative for the protection of tourists and providers of tourist services through the development of an international legal framework;
- Encourages the Secretariat to continue the development of the draft convention;
- Invites the Governments of the countries in the region to join Kenya and Morocco as part of the working group that was created at that time.

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CAF/DEC/3.5(LIV)

REPORT ON THE SURVEY OF PRIORITY AREAS OF THE PROGRAMME OF WORK FOR 2014-2015

Agenda item 3.5
(Documents CAF/54/3.5)

15. The Commission,

Having taken note of document CAF/54/3.5 "Report on the Survey on the priority areas the programme of work for 2014-2015," presented by the Secretariat,

- Notes with satisfaction that this exercise was conducted in the context of the White Paper which sets out global strategic issues in the medium term and in line with the programme and budget for 2012-2013, whose two strategic axes are sustainability/ethics and competitiveness/quality;
 - Commends the countries of the region that kindly responded to the questionnaire for the survey conducted by the UNWTO Secretariat;
 - Recommends to the UNWTO that the 2014-2015 Programme of Work take into account possible cooperation with the countries of the region or sub-regions within the framework of tourism initiatives.
-

CAF/DEC/3.6 (LIV)

NEW PUBLICATIONS

Agenda item 3.6
(Document CAF/54/3.6)

16. The Commission,

Having listened to the Secretariat's presentation on this agenda item,

- Notes with satisfaction the efforts made by the Secretariat to publish in the official languages of the Organization, particularly in Arabic;
 - Congratulates the Secretariat on the new UNWTO publications and services offered in the e-Library;
 - Recommends that Member States make the most of this rich source of information.
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CAF/DEC/3.7 (LIV)**PROGRESS REPORT ON THE GLOBAL CODE OF ETHICS / REPORT ON THE ELECTIONS OF THE WCTE**

Agenda item 3.7
(Document CAF/54/3.7)

17. The Commission,

Having listened attentively to the Secretariat's presentation on this agenda item,

- Congratulates the Secretariat for the relevance of the information provided in this document for the creation of the new Committee;
- Recommends Member States that are interested to submit their application no later than **31 May 2013**.

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CAF/DEC/4 (LIV)

PREPARATIONS FOR THE TWENTIETH SESSION OF THE GENERAL ASSEMBLY

Agenda item 4
(Document CAF/54/4)

18. The Commission,

Having listened carefully to the presentation by Zambia and Zimbabwe on this agenda item,

- Commends both countries for the arrangements made for the organization of the 20th session of the General Assembly in Victoria Falls;
 - Recommends that Member States make appropriate arrangements for their participation in this important event.
-

CAF/DEC/5 (LIV)**REPORT OF THE FOURTH FORUM BUSINESS AND TOURISM INVESTMENT IN AFRICA
(INVESTOUR)**

Agenda item 5
(Document CAF/54/5)

19. The Commission,

Having listened attentively to the Secretariat's presentation on this agenda item,

Taking into account the recommendations made by the participants in INVESTOUR in response to the satisfaction survey,

- Congratulates Casa África, FITUR and the on the success of the fourth edition of INVESTOUR,
- Recommends, in the context of the opening up of the forum to the progressive participation of investors from other countries:
 - a) To select the countries,
 - b) To reserve the morning of the B2B Forum for the Spanish side and the countries of Africa and the afternoon for the other countries with those of Africa.
- Recommends the sponsorship of the event by organizations wishing to make a contribution in exchange for promotion, in accordance with conditions to be determine;
- Invites Member States to make arrangements for their participation in the fifth edition in 2014;
- Recommends the UNWTO to include in the report of the fifth edition of the Forum, to be presented at the meeting of the CAF, a review of partnerships and projects carried out.

CAF/DEC/6 (LIV)**WORLD TOURISM DAY 2015**

Agenda item 6
(Document CAF/54/6)

Having listened with interest to the Secretariat's presentation on this agenda item,

- Accepts the invitation of Burkina Faso to officially host the World Tourism Day in 2015.

OTHER MATTERS

Agenda item 7
(Document CAF/54/7)

20. The Commission,

Having listened with interest to the statements of South Africa, Tunisia, Algeria and Togo,

Recalling that the election of candidates of the region to the Executive Council will be carried out at its fifty-fifth meeting in the context of the 20th session of the General Assembly, scheduled for August in Zambia/Zimbabwe,

- Notes with satisfaction the announcement by the UNWTO Secretariat of candidatures to the Executive Council of the Member States of Africa that it has received to date from Tunisia, Seychelles and Angola;
 - Recommends the Secretary-General to invite the Secretariat of NEPAD at the 56th meeting of the CAF, to make a presentation on the tourism programme of NEPAD;
 - Requests the technical assistance of the UNWTO for the implementation of sub-regional tourism programmes in the region, particularly those on training in the UEMOA and ECOWAS.
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CAF/DEC/8 (LIV)

**PLACES AND DATES OF THE FIFTY-FIFTH AND FIFTY-SIXTH MEETINGS
OF THE UNWTO COMMISSION FOR AFRICA**

Agenda item 8
(Document CAF/54/8)

21. The Commission,

- Recalling that its fifty-fifth meeting will be held at Victoria Falls in Zambia / Zimbabwe at the twentieth session of the General Assembly,
 - Commends Côte d'Ivoire for withdrawing its candidature in favour of Angola to host the fifty-sixth meeting;
 - Accepts with pleasure the invitation extended by the Angolan authorities to hold its fifty-sixth meeting in Angola in 2014, on a date to be set by mutual agreement by the UNWTO Secretariat and the authorities of that country.
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THE COMMISSION ADOPTS THE FOLLOWING VOTES OF THANKS:

1. SPECIAL VOTE OF THANKS

"The Ministers and heads of delegation, delegates, and all participants in the **54th meeting of the UNWTO Commission for Africa** noted with great satisfaction the distinguished presence of **His Excellency Ali Larayadeh, Prime Minister and Head of Government, at the opening of the 54th meeting of the UNWTO Commission for Africa and at the signing ceremony of the private-sector commitment to the Global Code of Ethics for Tourism.**

This presence reflects the great attention that the Head of Government accords to tourism and his commitment to the promotion of the sector.

The participants of the **54th meeting of the CAF** wish in particular to express their warm thanks and deep gratitude to **His Excellency Mr. Ali Larayedh, Prime Minister and Head of Government,** for his presence.

They entrust **Mr. Jamel Gamra, Minister of Tourism of Tunisia,** to kindly transmit this message to its distinguished recipient."

Done in Tunis, on 24 April 2013
THE COMMISSION

2. VOTE OF THANKS

"On the occasion of its 54th meeting, held in Tunis, Tunisia, on 24 April 2013, the Commission of the World Tourism Organization for Africa,

Appreciating the warm and fraternal welcome that was accorded to the delegations,

Extremely grateful for the excellent working conditions provided,

- Extends to **H.E. Jamel Gamra, Minister of Tourism** of the Republic of Tunisia, its warmest congratulations on the excellent holding of the meeting,
- Thanks him most sincerely for all the generous hospitality shown to it,
- Requests him to kindly transmit to the authorities, to the Tunisian people and in particular to H.E. Mr. **Moncef Marzouki, President of the Republic of Tunisia**, the expression of its infinite gratitude."

Done in Tunis, on 24 April 2013
THE COMMISSION

IV. LIST OF PARTICIPANTS

Nº	Pays/ Country	Prénom/ First name	Nom/ Last name	Fonction/ Position	Institution/ Institution	Catégorie/ Category	Courriel/ Email
MEMBRES/ FULL MEMBERS							
iv. 1	Afrique du Sud	Tokozile	XASA	Deputy-Minister	Ministry of Tourism/ Department of Tourism	Mintour	nkoloane@tourism.gov.za
2	Afrique du Sud	Losi-Tutu	NONCEBA NANCY	Ambassadeur d'Afrique du Sud en Tunisie	Ambassade d'Afrique du Sud en Tunisie	Autre	-
3	Afrique du Sud	Ntokozo Patience	KOLOANE	Private Assistant to the Deputy-Minister	Ministry of Tourism/ Department of Tourism	Ministère	nkoloane@tourism.gov.za
4	Afrique du Sud	Singabakho Goodhope	NXUMALO	Media Liaison Officer	Ministry of Tourism/ Department of Tourism	Ministère	snxumalo@tourism.gov.za
5	Afrique du Sud	Anémé Wilna	MALAN	Deputy Director -General International Tourism Management	Ministry of Tourism/ Department of Tourism	Ministère	amalan@tourism.gov.za
6	Afrique du Sud	Bulelwa Beryl	SETI	Chief Director Africa and Middle East	Ministry of Tourism/ Department of Tourism	Ministère	bseti@tourism.gov.za
7	Afrique du Sud	Ntobeko	BUSO	Director North America, UNWTO, WTTC and American Multilateral and Regional Organisations	Ministry of Tourism/ Department of Tourism	Ministère	nbuso@tourism.gov.za
8	Afrique du Sud	Tebogo	PALAI	Assistant Director	Ministry of Tourism/ Department of Tourism	Ministère	tpalai@tourism.gov.za
9	Afrique du Sud	Bradley	GRAEME	Premier Secrétaire	Ambassade d'Afrique du Sud en Tunisie	Autre	-
10	Afrique du Sud	Seretse	MPHO DIVINE	Troisième Secrétaire	Ambassade d'Afrique du Sud en Tunisie	Autre	-
11	Algérie	Mohamed	BENMERADI	Ministre du tourisme et de l'artisanat	Ministère du tourisme et de l'artisanat	Mintour	m.benmeradi@mta.gov.dz
12	Algérie	Abdelkader	GOUTI	Directeur de la communication et de la coopération	Ministère du tourisme et de l'artisanat	Ministère	aekgouti@yahoo.fr
13	Algérie	Saïd	REBACH	Directeur	Ministère du tourisme et de l'artisanat	Ministère	saidbach66@yahoo.fr
14	Algérie	Nour-Eddine	MEDDAD	Chargé de protocole	Ministère du tourisme et de l'artisanat	Ministère	n.meddad@mta.gov.dz
15	Algérie	S	MASOUDA				
16	Algérie	Mohamed	TIMADI	Conseiller diplomatique			
17	Angola	Alfredo	KAPUTU	General Secretariat	Ministry of Hotels and Tourism	Ministère	-

World Tourism Organization (UNWTO) – A Specialized Agency of the United Nations

Capitan Haya 42, 28020 Madrid, Spain. Tel.: (34) 91 567 81 00 / Fax: (34) 91 571 37 33 – omt@unwto.org /unwto.org

18	Angola	Amélia	CAZALMA	Director International Relation Office/ Executive Coordinator KAZA	Ministry of Hotels and Tourism	Ministère	ameliacazalma@gmail.com
19	Angola	Lutete	NZINGA	Head of Department International Relation Office	Ministry of Hotels and Tourism	Ministère	lutenzi@hotmail.com
20	Bénin	Jean-Michel	ABIMBOLA	Ministre de la culture, de l'alphabétisation, de l'artisanat et du tourisme	Ministère de la culture, de l'alphabétisation, de l'artisanat et du tourisme	Mintour	spmcaat@yahoo.fr
21	Bénin	Paul C.	AKOHA	Conseiller technique	Ministère de la culture, de l'alphabétisation, de l'artisanat et du tourisme	Ministère	akohap@yahoo.fr
22	Botswana	Kelebaone Gloria	MASELESELE	Director, Department of Tourism	Ministry of Environment, Wildlife and Tourism	Ministère	kmaselesele@gov.bw
23	Burkina Faso	Baba	HAMA	Ministre de la culture et du tourisme Président de la CAF	Ministère de la culture et du tourisme	Mintour	babhama@yahoo.fr
24	Burkina Faso	Rosalie	BALIMA	Directrice générale du tourisme	Ministère de la culture et du tourisme	Ministère	balimarosa@yahoo.fr
25	Burkina Faso	Emma Patricia	TAMINI	Directrice générale de l'Office national du tourisme	Ministère de la culture et du tourisme	Admi	balimarosa@yahoo.fr
26	Cameroun	Timothée	TABAPSSI FAMNDIE	Chargé d'Affaires a.i.	Embassade du Cameroun en Espagne	Autre	ambacammadrid@telefonica.net
27	Cameroun	Mohamadou	YOUSSOUFA	Sous Directeur des agréments et du classement	Ministère du tourisme et des loisirs/ Direction des entreprises touristiques	Ministère	elyousseff2000@yahoo.fr
28	Congo	Ludovic Seraphin	MPILI	Conseiller du Président de la République	Présidence de la République du Congo	Autre	lmpili@yahoo.fr
29	Congo	Joseph	BANDZOSSI	Attaché à la Présidence de la République	Présidence de la République du Congo	Autre	josephbandzoussi@yahoo.fr
30	Côte d'Ivoire	Roger	KACOU	Ministre du tourisme	Ministère du tourisme	Mintour	roger.kacou@egouv.ci
31	Côte d'Ivoire	Roger-Marcel	N'CHO-MOTTOH	Chef de Cabinet	Ministère du tourisme	Ministère	rogermnm@live.fr
32	Côte d'Ivoire	Assoh Gilbert	ASSOH	Directeur de la planification, de l'aménagement et des projets	Ministère du tourisme	Ministère	assohgilbert@yahoo.fr
33	Côte d'Ivoire	N'Dri Germain	APHING-KOUASSI	Directeur des activités touristiques	Ministère du tourisme	Ministère	germain_ak@yahoo.fr
34	Côte d'Ivoire	Pauline	DIBI-KANGAH	Enseignant-Chercheur	Université Felix Houphouët-Boigny	Uni	line237@hitmail.com
35	Côte d'Ivoire	Serge	KOTCHI	conseiller économique et commercial	Ambassade de Cote d'Ivoire en Tunisie		constchy@yahoo.fr
36	Côte d'Ivoire	Idrissa	BAYO	Ambassadeur en Tunisie	Ambassade de Cote d'Ivoire en Tunisie	Ambassade	ambaci-tunis@yahoo.fr
37	Egypte	Fatma	FARRAG	Technical Member of the Minister's Cabinet	Ministry of Tourism	Ministère	mickydodi@hotmail.com
38	Egypte	Hoda	HUSSEIN	Spécialiste en tourisme	Ministère du tourisme	Ministère	haodaeldeeb55@yahoo.com

World Tourism Organization (UNWTO) – A Specialized Agency of the United Nations

Capitan Haya 42, 28020 Madrid, Spain. Tel.: (34) 91 567 81 00 / Fax: (34) 91 571 37 33 – omt@unwto.org / unwto.org

39	France	Kister	SANDRINE				
40	Gambie	Fatou	MAS JOBE-NJIE	Minister for Tourism and Culture	Ministry for Tourism and Culture	Mintour	fmj1099@yahoo.com
41	Kenya	Stella	AMADI	Assistant Director of Tourism	Ministry of Tourism	Ministère	samadi@tourism-go.ke
42	Kenya	Vincent	BWIRE	Chief Tourism Officer	Ministry of Tourism	Ministère	vbwire@tourism.go.ke
43	LYBIA	Abdessam					
44	LYBIA	Med Ali					
45	LYBIA	Faraj	ABEPALLA				
46	LYBIA	Med	MAMOUR				
47	LYBIA	Bamour					
48	Mali	Yehia Ag	MOHAMED ALI	Ministre de l'artisanat et de la culture	Ministère de l'artisanat et de la culture	Mintour	mobocisse@yahoo.fr
49	Mali	Modibo	CISSE	Conseiller technique	Ministère de l'artisanat et de la culture	Ministère	mobocisse@yahoo.fr
50	Mali	Moulaye Idrissa	TOURE	Chargé de mission au Ministère	Ministère de l'artisanat et de la culture	Ministère	mobocisse@yahoo.fr
51	Maroc	Mohammed	BICHR	Ministre Plénipotentiaire	Ambassade du Royaume du Maroc à Tunis	Ambassade	bichr_mohammed@yahoo.fr
52	Mozambique	Fernanda	MOURANA MATSINHA	Secretary Permanent	Ministry of Tourism	Ministère	fmatsinha@mitur.gov.mz
53	Mozambique	Arlindo	LANGA	Director of Planning and Cooperation	Ministry of Tourism	Ministère	arlindo.langa@gmail.com
54	Niger	Aoua Abdou	YAHAYA BAARE	Ministre du tourisme et de l'artisanat	Ministère du tourisme et de l'artisanat	Mintour	baareaoua@yahoo.fr
55	Niger	Kato Karidio	ZATAOU	Directeur général du tourisme et de l'artisanat	Ministère du tourisme et de l'artisanat	Ministère	zataoukato@gmail.com
56	Niger	Georges	AUSSEIL	Conseiller Technique en Communication	Ministère du tourisme et de l'artisanat		ausseil@gmail.com
57	Niger	Akano	BOULOU	Directeur général	Centre nigérien de promotion touristique	Admi	boulaka65@yahoo.fr
58	Nigéria	Bianca	ODUMEGWU- OJUKWU	Ambassador/Permanent Representative to UNWTO	Embassy of Nigeria to Spain	Ambassade	info@embassyofnigeriainspain.org
59	Nigéria	Nnamdi	NZE	Senior Counsellor/Desk Officer UNWTO	Embassy of Nigeria to Spain	Ambassade	info@embassyofnigeriainspain.org
60	Sénégal	Birane	NIANG	Magistrat Secrétaire Général	Ministère du tourisme et des loisirs		birniang@yahoo.fr
61	S. Tomé E	Maria de Cristo	CARVALHO	Conseiller du Ministre			-

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	Principe						
62	Tchad	Younous Ali	ABDERAHIM	Ministre du tourisme et de la promotion de l'artisanat	Ministère du tourisme et de la promotion de l'artisanat	Mintour	benyounous_1000@yahoo.fr
63	Tchad	Wakalo Adoum	DEHYE	Secrétaire général	Ministère du tourisme et de la promotion de l'artisanat	Ministère	wakalo_junior@yahoo.fr
64	Tchad	Mahmoud	YOUNOUS	D.G ONTT	Office Tchadien du Tourisme		-
65	Tchad	elba alecis	FANGBO	D ETUDES ET STAST			-
66	Tchad	Djoumad assoua	GUET				-
67	Tchad	Lamine	HISSEIN	Agent	Office Tchadien du Tourisme		-
68	Tchad	Hosna	MADANI	Chef de Service Foires et Manifestations	Office Tchadien du Tourisme		-
69	Togo	Mouzou	ALI	Attaché de cabinet	Ministère du tourisme	Ministère	-
70	Togo	Victor Tfaraba	ATARA	Secrétaire général	Ministère du tourisme	Ministère	victoratara@yahoo.fr
71	Togo	Ibrahim	SAID	Consultant Directeur Commercial			assamgroup@gmail.com
72	Tunisie	Jamel	GAMRA	Ministre du tourisme	Ministère du tourisme	Mintour	-
73	Tunisie	Imed	REZGUANI	Conseiller Ministère du Tourisme	Ministère du tourisme	Ministère	mounaelmathlouthi@email.ati.tn
74	Tunisie	Habib	AMMAR	Directrice Général ONTT	Ministère du tourisme	Ministère	mounaelmathlouthi@email.ati.tn
75	Tunisie	Mouna	MATHLOUTI GLISS	Directrice des études et de la coopération internationale	Ministère du tourisme	Ministère	mounaelmathlouthi@email.ati.tn
76	Tunisie	Mohamed	MSADDEK	Asso Edhiafa			-
77	Tunisie	Tijani	HADDAD				-
78	Tunisie	Khalil	LAJIMI				-
79	Tunisie	Moncef	CHETOUI	FTAV			-
80	Tunisie	Ali	ABDELMAILA	FTAV			-
81	Tunisie	Walid	HNID	FTAV			-
82	Tunisie	Omar	RIAHI	FTAV			-

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Capitan Haya 42, 28020 Madrid, Spain. Tel.: (34) 91 567 81 00 / Fax: (34) 91 571 37 33 – omt@unwto.org /unwto.org

83	Tunisie	Salem	MSALLEM	FTAV			-
84	Tunisie	Nizar	CHKROUN	Déplomate			-
85	Tunisie	Amel	KALLEL	ONTT			-
86	Tunisie	Sami	GHARBI	Directeur ONTT			-
87	Tunisie	Nabiha	BOUCETTE	Directeur ONTT			-
88	Tunisie	Mejda	BEN SEDRINE	Directeur ONTT			-
89	Tunisie	Kamel	LIHIDHEB	Maire ZARZIS			-
90	Tunisie	Habib	SOMTA	Chef Agence			-
91	Tunisie	Lotfi	RACHDI	Gérant			-
92	Tunisie	Abderrazek	AZZOUZI	ONTT			-
93	Tunisie	Mehdi	GASMI	ONTT			-
94	Tunisie	Maher	OUSLATI	ONTT			-
95	Tunisie	Amira	ZORMATI	ONTT			-
96	Tunisie	Ichrak	BEN FATTEN	ONTT			-
97	Tunisie	Naziha	KHELIFI	ONTT			-
98	Tunisie	Feriel	GHADOUMI	ONTT			-
99	Tunisie	Rami	JEBALI	ONTT			-
100	Tunisie	Soulafa	MKADDEM	Tunisair			-
101	Tunisie	Slah	MANI	Soc Sousse Nord			-
102	Tunisie	Samira	ABIDI				-
103	Tunisie	Hichem	MDELHI	DGCP			-
104	Tunisie	Karim	BELHOSSINE	DG Ministère du Tourisme			-
105	Tunisie	Wahid	SGHAIR	Ministère du Tourisme			-

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106	Tunisie	Naji	SAIDI	Délégation TOZEUR			-
107	Tunisie	Mohamed	ELATMI	ATACT			-
108	Tunisie	Olfa	BELHAJ	Avocate			-
109	Tunisie	Mehrez	MAHBOULI	Médecin			-
110	Tunisie	Yassine	GAIDI	Andolu Agency			-
111	Tunisie	Tomtom	RIADH	DA			-
112	Tunisie	Lotfi	WECHTATI				-
113	Tunisie	Tayeb	KADRI	PG Tunis			-
114	Tunisie	Raouf	ROUACHED	Ingénieur	Ministère des finances		raoufrouached@yahoo.fr
115	Tunisie	Kamel	HAMDI	directeur d'exploitation	campagne tunisienne de navigation		kamel.hamdi@ctn.com
116	Tunisie	Sami	Mellouli	consultant sénior	quality consulting		quality.consulting@laposte.tn
117	Tunisie	Aref	MOKHTAR	D.G EUROMED	EUROMED TRAVEL		info@euromedtravelservice.com
118	Tunisie	Hédi	DELLAI	administrateur	municipalité de tabarka		-
119	Tunisie	Faouzi	MOUELHI	conseiller directeur commercial	tunisair tabarka		faouzi.mouelhi@tunisair.com.tn
120	Tunisie	Med Abed	GARGOURI	directeur général	Multivision		Abed.gargouri@multivision.tn
121	Tunisie	Rabiah	Lachaal	enseignante	rabiah_hsouna@yahoo.fr		-
122	Tunisie	Amor	THABET				amorthebet@gmail.com
123	Tunisie	Abdlhmid	SARRAJ	PDG	Hôtel Riviera		21.620.100.700
124	Tunisie	Ridha	MELAYAH	PDG	Hôtel Riadh Palm		21.624.456.456
125	Tunisie	Karim	DAHMEN	directeur	NOUVELAIR		Karim.dahman@nouvelair.com.tn
126	Tunisie	Slah	MONTACER	PDG	Thermalisme		21.671.282.158
127	Tunisie	Salah	BELATI	DG	OSCAR TOURISME		salah.belati@oscartourism.com
128	Tunisie	Marouane	OUERGHI	PDG	DOUANE		0012.98.939.574

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129	Tunisie	Hassan	AZOUM	PDG	SKILLS MAGHREB		00216 28 381 669
130	Tunisie	Ali	GANNA	DIRECTEUR	iset		gana.ali@yahoo.com
131	Tunisie	Salem	Ben SALEM	Président	CHAMBRE		00216 98 553 558
132	Tunisie	Aziza	ZAGHOJANI	DIRECTEUR	MINISTERE DU DEVELOPPEMENT ET COOPERATION		aziza.zaghouani@mdci.gov.tn
133	Tunisie	Leila	BEN TURKIA	DIRECTEUR MKG	HOTEL GOLDEN TULIP		dir.marketing@goldentulipcatrthage.com
134	Tunisie	manel	NEFZI	Ingénieur	MDCI		menel_nefzi@yahoo.com
135	Tunisie	imen	SOUISSI	COMMERCIAL	SANUS VIVENTIUMHC		216 2741 00 78
136	Tunisie	Riadh	ben chaoua	directeur	SANUS VIVENTIUMHC		00216 20 73 96 02
137	Tunisie	khaled	HAYOUNI	SALES MANAGER	FRAM		khayouni@framorangetours.tn
138	Tunisie	helmi	HASSINE	DIRECTEUR DES VENTES	TUNISAIR		helmi.hassine@tunisair.com.TN
139	Tunisie	Med Walid	RAFRAFI	Chef de services promotion des vols réguliers	NOUVELAIR		walid.rafrafi@nouvelair.com.tn
140	Tunisie	AMEL	ZNEIDI	VICE PRESIDENT	CTFCI		amen.zenaidi@yahoo.fr
141	Zambie	Sylvia	MASEBO	Minister of Tourism and Arts	Ministry of Tourism and Arts	Mintour	sylviamasebo@gmail.com
142	Zambie	David	phiri	Deputy-Minister of Tourism and Arts	Ministry of Tourism and Arts	Mintour	dphiri@yahoo.com
143	Zambie	Charity C.	MWANZA	Permanent Secretary	Ministry of Tourism and Arts	Ministère	-
144	Zambie	Francesca	CHISANGANO ZYAMBO	Director of Tourism	Ministry of Tourism and Arts	Ministère	-
145	Zambie	Donald	PELEKAMOYO	Senior Marketing Manager	Zambia Tourism Board	Admi	-
146	Zambie	Serah	NYONDO MASONDE	Tourism Officer Personal Assistant to the Minister	Ministry of Tourism and Arts	Ministère	-
147	Zambie	Kennedy	BWALYA	Video Journalist	Ministry of Tourism and Arts	Media	-
148	Zambie	Brian	MALAMA	Print Journalist	Ministry of Tourism and Arts	Media	-
149	Zambie	Percy	MABVUTO NGWIRA	UNWTO Liaison Officer for Zambia	Ministry of Tourism and Arts	Ministère	tngwira@gmail.com
150	Zambie	K.	Philomena				-
151	Zimbabwe	Margaret	MUKAHANANA-	Secretary for Tourism	Ministry of Tourism and Hospitality	Ministère	-

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			SANGARWE		Industry		
152	Zimbabwe	Douglas	MAVHEMBU	Acting Director International Tourism Directorate	Ministry of Tourism and Hospitality Industry	Ministère	desmavhembu@gmail.com
153	Zimbabwe	Darlington	MUZEZA	Principal Tourism Officer	Ministry of Tourism and Hospitality Industry	Ministère	darlymuzeza@gmail.com
154	Zimbabwe	Obbediah	MAZOMBWE	Special Advisor to the Minister	Ministry of Tourism and Hospitality Industry	Ministère	omazombwe@gmail.com
155	Zimbabwe	Sherry	SIBANDA	Deputy Director/Minister Counsellor/UNWTO Liaison Officer for Zimbabwe	Ministry of Tourism and Hospitality Industry	Ministère	sifeysibanda@gmail.com
156	Zimbabwe	Audrey Bongai	CHIGOGO	Acting Deputy Director Overseas Department	Ministry of Tourism and Hospitality Industry	Ministère	audrybongai@gmail.com
157	Zimbabwe	Givemore	CHIDZIDZI	Chief Operating Officer	Zimbabwe Tourism Authority	Admi	givemore@ztazim.co.zw
158	Zimbabwe	Reason	MACHIGER	Participant			-
159	Zimbabwe	M.	SANBABWO	Permanant Secretary			
ORGANISMES INTERNATIONAUX/ INTERNATIONAL ORGANIZATIONS							
160	BAD	Mthuti	NCUBE	Chef économiste et Vice-président	BAD	Organisme	-
160	CIDC	El Hassane	HZAINE	Directeur général	CIDC	Organisme	icdt@icdt-oic.org
161	FENITOURCI	Mamadou	DIOMANDE	Président		Organisme	info@fenitour-ci.com
162	FENITOURCI	Jean-Paul	KOKORA GAI	Directeur de H.B.A		Organisme	jeanpaulkokora@yahoo.fr
163	JICA	Tetsuya	TAKIMOTO	Représentative of JICA		Organisme	takimoto.tetsuya@jica.go.jp
164	JICA	Tosho	URVNO	CHIEF ADVISOR		Organisme	uruno001@bwt.itb.jp
165	JICA	Roy	HASEGAWA			Organisme	hasegawa062@bwt.itb.jp
166	JICA	konno	HIROKO	Conseillere		Organisme	-
167	JICA	Latifa	MAMI	Representante		Organisme	latifamami@TS@jica.go.jp
168	JICA	Ramses	KOMURO	Interprete		Organisme	-
169	UEMOA	Guy Amédée	AJANOHOUN	Commissaire chargé du département du développement de l'entreprise, de l'énergie, des télécommunications et du tourisme	UEMOA	Organisme	gajanhoun@uemoa.int
170	KASA	Victor	SIAMUDAALA	Executive Director			-

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171	UEMOA	Gustave	DIASSO	Directeur de l'artisanat et du tourisme	UEMOA	Organisme	gdiasso@uemoa.int
PANÉLISTES/ PANELISTS							
172	Panéliste	Victor	SIAMUDAALA	Executive Director	Kavango Zambeze Transfrontier Conservation Area (KAZA)	Panéliste	vsiamudaala@kazatfca.org.bw
173	Panéliste	Gaston	RICHTER	Représentant	Innwise	Panéliste	-
174	Panéliste	Gregorio	MARTÍNEZ ROYO	Représentant	Mobile One2One	Panéliste	-
175	Panéliste	Angel	RIESGO	Président	DDB Espagne	Panéliste	-
176	Panéliste	Abdelkader	KHELIL	Président	Fédération régionale des agences de voyages (FRAV)	Panéliste	-
177	Panéliste	Tetsuya	TAKIMOTO	Représentant	TICAD Tunisie	Panéliste	-
178	Panéliste	Nadia	KTATA	Secrétaire générale	Fédération tunisienne des agences de voyage et de tourisme (FTAV)	Panéliste	-
179	Panéliste	Faouzi	MOUELHI	D. Central du Produit Tunisie			-
180	Panéliste	Hon. David	PHIRI MP	DEPUTY MINISTER			-
OMT/ UNWTO							
181	OMT/UNWTO	Taleb	RIFAI	Secretary-General	OMT/UNWTO	UNWTO	trifai@unwto.org
182	OMT/UNWTO	Frédéric	PIERRET	Executive Director	OMT/UNWTO	UNWTO	fpierret@unwto.org
183	OMT/UNWTO	Ousmane	NDIAYE	Director Programme for Africa	OMT/UNWTO	UNWTO	ondiaye@unwto.org
184	OMT/UNWTO	Yolanda	PERDOMO	Director UNWTO Affiliate Members	OMT/UNWTO	UNWTO	yperdomo@unwto.org
185	OMT/UNWTO	Helder	TOMAS	Deputy Director Programme for Africa	OMT/UNWTO	UNWTO	htomas@unwto.org
186	OMT/UNWTO	John	KESTER	Coordinator UNWTO Tourism Trends and Marketing Strategies	OMT/UNWTO	UNWTO	jkester@unwto.org
187	OMT/UNWTO	Lydia	BEBE KUM SACKEY	Programme Assistant Programme for Africa	OMT/UNWTO	UNWTO	lbebe@unwto.org
188	OMT/UNWTO	Dimitrios	BUHALIS	Consultant	OMT/UNWTO	UNWTO	dbuhalis@bournemouth.ac.uk