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UNWTO - AM Regional Report-Volume four
TOURISM IN AFRICA: A TOOL FOR DEVELOPMENT

Note by the Secretary-General

In this document, Members are informed about the publication produced jointly in partnership with RPAF and AM Programme together with CASAFRICA on the sector, with a specific focus on Tourism Product Development.

TOURISM IN AFRICA: A TOOL FOR DEVELOPMENT

AM Regional Report: Volume 4

Introduction

Due to the importance and performance of Tourism in the African Region, recognized by UNWTO as a tool to promote development in the continent, the AM Programme in partnership with CASAFRICA decided to produce a Regional Report on the sector, with a specific focus on Tourism Product Development.

With this publication, the partners aim to trigger the vast untapped potential of African Tourism, thus leading the sector to become an even greater force for development of the Region.

Project Approach, Objectives and Content

This report describes the current situation of Africa's tourism, its present and future potential, and analyzes the approaches to tourism product development and how to improve this process, based on UNWTO's methodology for 'Tourism Product Development'.

The process, content and outcome provide governments, businesses and academic institutions with a comprehensive overview of the major themes on Africa's Tourism, as well as examples of best practices by public and private entities dealing with Tourism in the Region. It will also serve as an 'how-to' resource on this particular field of expertise, based on UNWTO's own methodology.

The publication, of around 120 pages, constitutes a practical and accessible guide to Tourism Product Development, covering the following topics:

- African Tourism – Current situation and future prospects
- Tourism Product Development – Key concepts and destination context
- Fundamentals and principles of Tourism Product Development
- A methodology for Tourism Product Development in Africa (methodology of prototypes by UNWTO)
- Best Practices in Tourism Product Development and Destination Success in Africa (UNWTO Affiliate Members and other partners)
- List of UNWTO publications that further explore the theme

The publication will be available in three of the six official UN-WTO languages (English, French and Spanish), with future translation into the other languages if demand justifies.

The Report will be distributed as a net version via UNWTO e-library.