



## UNWTO Commission for Africa

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Provisional agenda item 4.1

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### Item 4.1 of the provisional agenda

#### REGIONAL ACTIVITIES 2014/2015

#### Note by the Secretary-General

The Secretary-General informs the Members of the Commission about the progress of the implementation of the General Programme of Work in Africa, in 2014 and 2015.

I. **Activities undertaken in Africa from April 2014 to August 2015**

1. Since the 56<sup>th</sup> Meeting of the UNWTO Commission for Africa, held in August 2014, in Luanda, Angola, the Secretariat has organized the following capacity building and events:

- **Magical Kenya Tourism Expo (MKTE)**  
Kenya, October 2014

The main objective of the mission was to discuss how UNWTO would be able to provide essential support to the East African destination in its quest to recover the tourism sector following a prolonged period of terrorism-related safety and security concerns and also to participate in the Magical Kenya Tourism Expo (MKTE).

Within the framework of WTM 2014, Kenya signed the License Agreement for UNWTO Toolbox for Crisis Communications in Tourism.

- **VI edition of the Tourism Investment Forum for Africa (INVESTOUR)**  
Madrid, Spain, 29 January 2015

The Forum's main objective was to promote the development of sustainable tourism in Africa, while encouraging exchanges on investment and business opportunities in Africa. Each new edition of INVESTOUR has been an opportunity to introduce a certain number of innovations. Initially open to representatives of African national tourism administrations, the Spanish Government and Spanish private-sector actors, the Forum was expanded last year by welcoming the participation of Portuguese private-sector actors. For its 6<sup>th</sup> edition, INVESTOUR was opened to international institutions and companies.

The two-session structure of this important event has been maintained. The first session, devoted to round tables, offered participants the opportunity to discuss and exchange views on investment in human capital and the impact of Africa's brand image on foreign direct investment (FDI) in the tourism sector. These two issues were more important than ever, and analysing them will yield valuable insights on how to increase the competitiveness of African tourism at the global and regional levels. The second session was devoted to business-to-business (B2B) meetings. This constituted a strategic platform that puts African tourism project leaders and potential international partners in direct contact with one another.

- **The Atlantic Initiative for Tourism 2015**  
Morocco, 11-13 March, 2015

The Atlantic Initiative for Tourism 2015 conference was an initiative of the Moroccan Ministry of Tourism and its main objectives were to:

- Strengthen the partnership among the countries on both sides of the Atlantic
- Share experiences in the tourism sector
- Create a multi-party roadmap for the development of tourism on both sides of the Atlantic Ocean (Rabat Declaration).

The Rabat declaration, which was adopted at the event, is expected to promote mutual understanding and the exchange of experiences and best practices for harmonious and sustainable development of tourism in the countries on both sides of the Atlantic. It should also make it possible to build and strengthen ties of cooperation, particularly to increase the flow of tourists among the countries concerned.

- **UNWTO/THEMIS Foundation Capacity Building Course on E-marketing**  
Zimbabwe, 23-27 March, 2015

The 5-day course held on E-marketing had the objective to provide participants with knowledge, skills, tools and a forum for discussion about key current issues and practices in eMarketing strategy.

More specifically, the objective of this course provided participants with:

- An understanding of key concepts in eMarketing and its processes
  - Hands-on experience in the use and application of tools and techniques
  - Practical experience in matching local needs with the UNWTO approaches and methodologies
  - A network for support and cooperation for the design and implementation of an eMarketing strategy
  - International best practice case studies relevant to the topics of this course.
- **UNWTO/THEMIS Foundation Regional Workshop on Tourism Policy and Strategy**  
Democratic Republic of Congo, 16-20 May 2015

This course was jointly organized with Themis Foundation to examine some key concepts on policy and strategy for tourism, sustainable tourism, the value chain analysis, planning, strategy design and evaluation and monitoring strategy. The workshop provided participants with knowledge, skills, tools and a forum for discussion and reflection on tourism strategy.

- **UNWTO Regional Conference on the Image of Africa; Enhancing Brand Africa, Fostering Tourism Development**  
Ghana, 17-19 August 2015

Africa's tourism, and thus the capacity of the tourism sector to contribute to the development of the continent, is often hindered by the negative perception of Africa and the generalization of crises situations in specific locations to the whole of a country or the region. The effects of Ebola on the tourism sector in Africa in 2014 are a point in case. International tourist arrivals to Africa, which had been growing at an average of 5% a year in the previous two years, grew by only 2% in 2014 under the impact of the misperception about the health risks. At the same time, there are numerous positive stories of Africa

that do not manage to reach a global audience and impact on the perception of the region. Creating capacity in Africa to build and manage a strong image and brand, including crises communications, is fundamental to build resilience in the tourism sector and foster its further growth and thus a pre-condition to promote development through tourism in Africa.

The *conference* aimed at:

- Analysing the situation of Brand Africa and its impact on tourism in the region
- Identifying the key challenges facing Brand Africa and that of African countries
- Exchanging national experiences on country branding and tourism branding
- Exploring how African destinations can successfully build a strong brand in an increasingly competitive marketplace and a constantly changing business environment
- Creating synergies among African countries towards greater cooperation in the promotion and positioning of a common African Tourism Brand

- **UNWTO East Africa Tourism Development forum**

Kenya, 20-22 August 2015

Travel & Tourism has proven to be a truly global phenomenon defining the 21st Century. An activity once reserved for the privileged few only some decades ago, with more than one billion people crossing international borders each year, Travel & Tourism today offers people across the world an unparalleled source of growth, development, opportunity and unity. Nowhere is the value of Travel & Tourism more clearly evidenced than in Africa. In 2014, the African region maintained a 5% share in worldwide arrivals and a 3% share in tourism receipts. The next 20 years show clear signs of continued growth in Travel & Tourism for the African continent. Continent-wide, to make this possible we need to make tourism a priority in national policy decisions, foster competitive and responsible business models and practices and increase cooperation between the public and private sectors.

In addition, it is critical that sub-regional destinations look to cooperation to advance tourism growth and development efforts, working together to be able to leverage traveller interest and mobility in their quest for unique, enriching African travel experiences. In so doing, the opportunity exists for sub-regions, and the continent as a whole, to maximise sustainable growth and competitiveness for the betterment of all nations.

This forum was held with the aim of addressing the common issues prevailing in the region and offered a platform to a series of thoughtful, solutions-orientated discussions focused on advancing tourism growth in the East Africa region.

2. In the same period, the Secretariat was represented in different events of interest for the African countries such as the AFRAA Aviation Suppliers and Stakeholders Convention (Nairobi, Kenya), African Hotel Investment Forum (Addis Ababa, **Ethiopia**), INDABA, Africa's Top Travel show (Durban, South Africa), the World Export Development forum (Kigali, Rwanda), the World Travel Market (London, **UK**), ITB (Berlin, **Germany**).

3. In the field of *technical cooperation*, several sectoral support missions have been sent to the region and several projects are under implementation at the request of the Members. For the full list of technical cooperation activities, please refer to the Annexes of the present document.

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4. The Secretary General as well as other senior officials of the organization has undertaken several official missions in the Africa region from 2014 through to 2015 in the following countries: **Ethiopia, Tunisia, Morocco, Kenya, Ghana, Zimbabwe, Democratic Republic of Congo, Togo, Cabo Verde, Rwanda, Republic of Congo, Uganda, Namibia and South Africa.** During one of these missions a very important event took place at the headquarters of the African Union on the **15 July 2014** whereby the Secretary General signed a **Memorandum of Understanding with the African Union.** The objective of the MoU is for the two organization to cooperate in the field of tourism and to combine efforts and work together towards the achievement of shared objectives based on the principles and values of appropriation, harmonization, alignment, results and mutual responsibility, and considering that tourism is one of the world's largest and fastest growing economic sectors and a driver of socio-economic growth and development.

The Secretary-General has also taken advantage of these visits to present the Heads of State with the Open Letter. Since it was launched in 2011, the Open Letter has been presented to 74 Heads of State and Government which includes the following 16 African countries: **Algeria, Angola, Burkina Faso, Ethiopia, Ghana, Kenya, Mozambique, Morocco, Rwanda, Seychelles, South Africa, Tunisia, The Gambia, Uganda, Zambia and Zimbabwe.**

Recently our region has been faced with several crises from the EBOLA virus outbreak to terror attacks. The Secretary General has on several occasions where possible visited those countries affected with the aim to support the Minister of Tourism and also join the international community in expressing support and to stand in solidarity with the affected countries while also condemning the attacks.

5. Since April 2014, delegations from the following Africa countries visited the UNWTO headquarters or held bilateral meetings with UNWTO: **Tunisia, Algeria, Democratic Republic of Congo, Niger, Sao Tome et Principe, Senegal, Republic of Congo, Cameroun, Cote D'Ivoire, The Gambia, Burkina Faso, Equatorial Guinea, Botswana, South Africa, Ghana, Sudan, Zambia and Zimbabwe.**

6. Within the framework of FITUR in January 2015, a closed door Ministerial meeting was held at the UNWTO headquarters on the impact of the Ebola virus. The meeting saw the participation of several Ministers attending FITUR, Ambassadors accredited to Spain and heads of delegation. The World Health Organisation was also present at this meeting and participated with a presentation outlining the measures that had been taken to contain the virus as well as give an update of the situation on the ground.

7. In March 2015, on the occasion of World Wildlife Day, UNWTO released a research which brings further insight on the economic significance of wildlife watching tourism. This research shows that wildlife watching tourism is one of the most important tourism segments in Africa. In view of tourism's potential in advancing inclusive growth across the continent, poaching and illicit trade in wildlife pose a serious threat to the future of Africa's socio-economic development, the publication warns. In support of international efforts to tackle unprecedented levels of poaching and to strengthen the role of tourism vis-à-vis wildlife crime, UNWTO is spearheading efforts to increase knowledge on the economic value of wildlife watching in Africa. Towards Measuring the Economic Value of Wildlife Watching Tourism in

Africa, provides a first overview of this segment, its economic impact and the current involvement of tourism in anti-poaching measures.

8. On 2<sup>nd</sup> October 2014, a *working lunch with the African Ambassadors* accredited to Spain was organized at the UNWTO Headquarters. During this lunch the Ambassadors were informed about the implementation of the UNWTO General Programme of Work, as well the planned activities for 2014. This lunch is set to be annual, the following one to be held in October 2015.

## II. Activities planned for the period September 2015 – March 2015

1. In the course of the year 2014, the Regional Programme for Africa will put emphasis in *training activities and events* aiming at benefiting as many Members as possible. The events planned for the above-mentioned period are the following:

- **World Tourism Day Celebrations**  
September, Burkina Faso

Objective: WTD will be celebrated under the theme 'One Billion Tourists, One Billion Opportunities', members are encouraged widely to take this opportunity to highlight the contribution of the tourism sector to the three pillars of sustainability- economic, social and environmental. Activities to be celebrated in Burkina Faso will include a conference on the topic as well as several activities aimed at engaging local communities in the celebration and highlight the role of tourism in creating opportunities for development.

Target: All member states

- **Regional Tourism Media Conference**  
November 2015 (TBC), Tunisia

Objective: to improve knowledge and understanding of the African media regarding the tourism sector, as well as its role as key economic driver in the region.

Target: All member states

- **Statistical Capacity Building Programme (SCBP) for Africa francophone countries – First Workshop**  
Dates TBC, Algeria

Objective: to assist African countries to achieve the main objectives of the UNWTO Agenda 2010 concerning statistical information, and improve the national tourism statistical systems.

Target: francophone African countries

- **“KEYS TO SUCCESS IN TOURISM PRODUCT DEVELOPMENT”, Destination management workshop**  
November (tbc), Ethiopia

Objective: i) creating a platform for African destinations and all the relevant stakeholders for dialogue to minimize the current constraints and improve the performance of the tourism sector and the economic and the social well-being of the local communities, ii) enabling the participants to explore the key principles of sustainable and competitive tourism product development in Africa.

Target: All member states

2. The Regional Programme for Africa and the Secretariat of the Affiliate Members together with CASAFRICA has jointly published a report on ***TOURISM IN AFRICA: A TOOL FOR DEVELOPMENT AM Regional Report: Volume 4***. Due to the importance and performance of Tourism in the African Region, recognized by UNWTO as a tool to promote development in the continent, this report has been produced 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.

Technical Assistance Missions/Projects undertaken in the Africa region from April 2014 – August 2015

Country	Missions/Projects	Date	Objective / Activities
Mozambique	Strategic Tourism Development Plan	May 2014 - on going	<p>In March 2014, UNWTO signed an agreement (English version) with the Ministry of Tourism of Mozambique for the preparation of the new Strategic Tourism Development Plan for the country. The previous Strategic Plan for the Development of Tourism in Mozambique for 2004 to 2013 was the country's first tourism strategy and set the tone for tourism development over the past decade. The planning term has expired and the Ministry of Tourism with support from the World Bank has commissioned UNWTO to develop a new Strategic Tourism Development Plan to guide the growth of the industry over the next ten years. The overall project goal is to provide the Ministry of Tourism with a documented tourism growth strategy and implementation plan for developing the tourism industry as a key catalyst for rapid economic growth and job creation, in support of the Government of Mozambique's economic development goals. The first version of the Strategic Tourism Development Plan was completed and submitted to the Government. This version was presented and discussed, during validation meetings and a Validation Workshop with key stakeholders in the sector, which took place in the first half of March 2015. Based on the outcome of the meetings and the workshop, further adjustments and additions have been included in the Strategic Plan. The Ministry is currently translating the Strategic Plan into Portuguese for further internal consultations. In July/August, the Strategic Plan will be presented to the Council of Ministers for approval, and subsequently a training workshop will be organized for national and</p>



			provincial tourism officials on the implementation of the strategic plan.
<b>Togo</b>	Togo Tourism Development Management Plan	28-31 July 2014	<p>Tourism development and management Plan for Togo which is intended to support the Togolese government's recent decision to make tourism development of a priority in its policies. Its objective is to define a coherent framework that lays down medium- and long-term guidelines and describes programmes of action to be implemented in order to achieve the established goals.</p> <p>A comprehensive report on the analysis and diagnostic of the current situation of the tourism sector in Togo has been elaborated. This report includes detailed information about different areas such as tourism statistics, tourism laws and regulations, investment, education, air transport and infrastructure.</p>
<b>Burundi</b>	Identification and Delimitation of Tourism Sites	August 2014 – December 2015	<p>Under the Enhanced Integrated Framework, UNWTO, in collaboration with the Ministry of Trade, Industry, Post and Tourism and the National Tourism Organization of Burundi, implemented a project to undertake an exhaustive identification and evaluation of the tourism sites in Burundi with a view to their categorization and prioritization according to national development objective and market trends. The project will also contribute to the development of signage and interpretation boards at key tourism sites and will prepare a draft law of the delimitation and protection of tourism sites in the country.</p>
<b>Cabo Verde</b>	Formulation of the Strategic Plan for Tourism Development in Cabo Verde 2014-2024	21-27 September 2014	<p>At the request of the Ministry of Tourism, Industry and Energy, the World Tourism Organization (UNWTO) undertook a technical assistance mission to prepare a project document for the formulation of the Strategic Plan for Tourism Development in Cape Verde (2014-2024).</p>

			The main objective was to formulate a detailed work program for the development of an integrated tourism strategic plan for Cabo Verde and to advise on the formation of a Technical Committee, which would oversee and lead all activities with regards to the project.
<b>UGANDA</b>	Support for Development of Inclusive Markets in Tourism	October 2013 – on going	Elaboration of a Tourism Policy and Master Plan that provides a detailed overview of the tourism sector in Uganda; defines the Government's development objectives in the area of tourism; provides a vision for tourism in Uganda in 2024; and guidance on how to achieve the vision and national development objectives in areas such as management and regulation, planning, product development and diversification, infrastructure development, protection and preservation of natural and cultural heritage, tourism markets and marketing, skills and training, and, financing of tourism activities.
<b>Senegal</b>	Technical assistance for the development of the national statistical system and the development of a Tourism Satellite Account (TSA)	6 - 10 October 2014	The main objective of the mission was to evaluate the current situation of the national statistical system and the establishment of a TSA, thereby to obtain a realistic view of the institutional structure of the tourism sector for the collection and data compilation and provide recommendations to the Ministry.
<b>Morocco</b>	Establishment of a New System of Tourism Hotel Classification in Morocco	June 2013 – on going	Since March 2013, UNWTO, in partnership with the Ministry of Tourism of Morocco and in collaboration with the United Nations Development Programme (UNDP), has been implementing a project to set up a new system of hotel. The project aims to consolidate a system of quality services for the Moroccan accommodation establishments which will enable them to compete at the international level and further develop a culture of quality.

			To date, the project has completed the following activities: review of the existing hotel classification system and first draft of revised classification criteria; training of 90 Inspectors of the Ministry of Tourism on the proposed criteria and the impact that these will have on the inspection process; and, organization of a national seminar to raise awareness of the proposed revisions to the hotel criteria. A pilot testing of the 'mystery guest' programme was conducted in October 2014.
<b>Algeria</b>	Technical assistance for the development of a national statistical system and the development of a Tourism Satellite Account	23 – 29 November 2014	The main objective of the mission was the evaluation of the current situation of the national statistical system and the establishment of a TSA, thereby to obtain a realistic view of the institutional structure of the tourism sector for the collection and data compilation In accordance with the objectives of the mission: to assist the Ministry of Tourism and Handicrafts to improve the tourism statistics system (collection, investigation, processing, analysis and publication of statistics) and to provide an opportunity for the development of a CST in the future.
	Assessment and recommendations on quality standards in tourist accommodation facilities	23-28 November 2014	In this specific area UNWTO supported the Ministry of Tourism for the analysis of the current classification system in relation to the various stakeholders. UNWTO presented recommendations to the Ministry of Tourism to improve the existing quality criteria, their deployment and implementation procedures.
<b>Ethiopia</b>	Implementation of Hotel Classification Scheme	January 2015 – on going	Through funding from the World Bank, the Ministry of Culture and Tourism of Ethiopia, through the Ethiopia Sustainable Tourism Development Project developed a new Classification and Grading system for the accommodation sector and has requested UNWTO's technical assistance to implement this scheme and thereby

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			<p>launch Ethiopia's first comprehensive hotel classification programme. The overall purpose of the Ethiopia Classification and Grading Star Grading programme is to improve the quality of hotels and accommodations in Ethiopia. The implementation of this programme will: a) provide guidance to new accommodation developments in order to develop physical as well as managerial systems which are up to international standards and criteria; b) aim at creating a healthy business competition among the accommodation establishments motivating them to develop higher levels of service quality and facility standards; and, c) provide assurance to the international tourism community on the quality of Ethiopia's accommodation sector thereby making Ethiopia a more competitive destination.</p>
<b>Republic of Congo</b>	Implementation of a Sustainable Tourism Development Plan	February 2015 – on going	<p>In collaboration with UNDP, UNWTO is providing its technical assistance to the Ministry of Tourism and Environment of the Republic of Congo for the formulation of a Sustainable Tourism Development Plan for the country. In its 2012 Strategy for Growth, Employment and Poverty Reduction, the Government of the Republic of Congo identified tourism as a priority industry to stimulate economic growth while providing means for the creation of sustainable livelihoods. The objective of the project is to undertake an exhaustive analysis of the country's tourism sector (resources, infrastructure, institutions, human resources, source markets and tourism services) and formulate a Tourism Development Master Plan which will stimulate the competitive yet sustainable growth of the tourism sector as a motor for stimulating economic growth in the country. In particular, the Master Plan will provide a detailed framework for the systematic planning of the tourism sector, distribution and prioritisation of tourism resources, and better coordination amongst the various stakeholders in the management of the sector.</p>

<b>RETOSA</b>	National Statistical Capacity Building Programme	November 2010 – June 2014	The NSCBP conducted evaluation missions in each of the fourteen Member States of RETOSA to (i) conduct in depth analysis of the current system of collection of tourism statistics and identify areas and methodologies for improvement ; (ii) establish an institutional context that is conducive to statistical capacity-building by encouraging organizational and institutional partnership; and (iii) transfer technical expertise to strengthen the human resources component of statistical capacity.
<b>UNIDO-COAST</b>	Development and Implementation of Mechanisms for Sustainable Tourism Governance and Management in Coastal Areas	August 2010 – June 2014	In six of the project countries (Cameroun, Gambia, Ghana, Kenya, Nigeria and Tanzania), eco-tourism projects are implemented in the COAST demo-sites. For the formulation and implementation of the ecotourism projects, extensive use is made of the experiences gained in the UNWTO ST-EP Initiative.
<b>NAMIBIA</b>	Project Formulation for Tourism Growth and Development Strategy	21 September – 22 October 2014	UNWTO did a technical assistance mission to the Government of Namibia by reviewing the National Tourism Growth and Development Strategy, and, the National Tourism Investment Profile and Promotion Strategy; undertaking detailed benchmarking and analysing the strengths and weaknesses of the country as a tourism destination; and, providing recommendations on how to optimize the strengths and overcome the weaknesses in order to assist the Government in achieving its target to become one of the most competitive destinations in Sub-Saharan Africa by 2017.
<b>COTE D'VOIRE</b>	Review of the Hotel Classification System	From 7 to 11 April 2014	As part of its efforts to revamp the tourism sector in the country, the Government of Côte d'Ivoire requested UNWTO's technical assistance to conduct a detailed evaluation of the current state of services of the hotel and restaurant sector in the country and prepare a project document for the upgrading of quality services through the establishment of a national classification system. The mission was conducted

			<p>from 7-11 April 2014 and covered the following aspects: review of the current criteria and norms for accommodation establishments and restaurants, undertake a detailed evaluation of the current quality standards, and, evaluate the capacities of the Ministry of Tourism to undertake inspections and enforce existing norms and standards. Based on this evaluation, UNWTO prepared a detailed project document for the formulation of updated classification criteria and the implementation of this new system. The project document was approved by the Government which is now seeking donor support to implement the project.</p>
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