



## UNWTO COMMISSION FOR AFRICA

Fifty-fourth meeting and International Conference  
Tunis, Tunisia, 24-26 April 2013

CAF/54/Gen.Prog./Rev. 6  
Madrid, March 2013  
Original: English

**FIFTY-FOURTH MEETING OF THE UNWTO COMMISSION FOR AFRICA AND INTERNATIONAL  
CONFERENCE ON “CURRENT CHALLENGES AND ISSUES OF AFRICAN TOURISM: WHAT  
SOLUTIONS CAN BE ADOPTED TO ENSURE ITS COMPETITIVENESS?”**

**Tunis, Tunisia, 24-26 April 2013**

### GENERAL PROGRAMME OF MEETINGS

#### **Monday 22 April:**

- 10:00-12:30 Registration of participants (**Le Palace Hotel**)  
12:30-14:30 Break  
14:30-17:00 Registration of participants

#### **Tuesday 23:**

- 10:00-12:30 Registration of participants  
12:30-14:30 Break  
14:30-17:00 Registration of participants  
19:00 Welcome Cocktail at **Hotel Le Palace**

#### **Wednesday 24:**

#### **Fifty-fourth Meeting of the UNWTO Commission for Africa**

- 08:00-09:30 Registration of participants, reception and seating



- 09:30-10:00 **Official opening ceremony**
- Speech by H.E. Mr. Jamel Gamra, Tourism Minister of Tunisia
  - Speech by H.E. Mr. Baba Hama, Culture and Tourism Minister of Burkina Faso and CAF Chairperson
  - Speech by Mr. Taleb Rifai, UNWTO Secretary-General
  - Speech by a High Authority of Tunisia
  - **Signature of the UNWTO Private Sector Commitment to the Global Code of Ethics for Tourism**
- 10:00-10:20 Coffee break
- 10:20-13:00 **First working session of the UNWTO Commission for Africa (CAF)**
- 13:00-14:30 Lunch at Hotel le Palace
- 14:30-16:30 **CAF Second working session**
- 16:30-16:50 Coffee break
- 16:50-18:30 **CAF Third and last working session**
- 20:00 Dinner offered by H.E. Mr. Jamel Gamra, Tourism Minister of Tunisia at the restaurant "Le Grand bleu", Gammarth

#### **Thursday 25:**

- 10:00 **Inauguration of the 19<sup>th</sup> Edition of the International Tourism Market (MIT) by H.E. Mr. Jamel Gamra, Minister of Tourism of Tunisia and Mr. Taleb Rifai, UNWTO Secretary-General**  
**Guests of honour: African Ministers of Tourism**
- 13:00-14:30 Free
- Afternoon***
- 14:30-18:00 **International Conference on: "Current Challenges and Issues for African Tourism: What solutions can be adopted to ensure its competitiveness?"**
- 14:30-14:45 Opening of the Conference
- Mr. Frédéric Pierret, UNWTO Executive Director, Programme and Coordination
  - H.E. Mr. Jamel Gamra, Tourism Minister of Tunisia



- 14:45-15:15 Presentations
- **Presentation of Affiliates Members** by Mrs. Yolanda Perdomo, Director of the UNWTO Affiliate Members Programme
- 14:45-18:00 First Round Table (coffee break 16:00-16:20)
- Improving the visa facilitation and air connectivity to enhance competitiveness Introduction** by Mr. Hélder Tomas, Moderator, UNWTO Deputy Director, Programme for Africa
- **Presentation on Visa Facilitation** by Mr. John Kester, Manager, UNWTO Tourism Trends and Marketing Strategies Programme
- Panelists:
- H. E. Mrs.Sylvia T. Masebo, Minister of Tourism and Arts of Zambia
  - H.E. Mr. Walter Mzembe, Minister of Tourism and Hospitality Industry of Zimbabwe
  - Dr. Victor M. Siamudaala, Executive Director, Kavango Zambeze Transfrontier Conservation Area (KAZA)
  - Mr. Chelly Khaled, Commercial Deputy Director-General of TUNISAIR
  - Mr. Abdelkader Khelil, President of the Regional Association of Travel Agencies (FRAV) of Cap bon, Tunisie
  - Mr. John Kester, Manager, UNWTO Tourism Trends and Marketing Strategies Programme
  - Representatives of Airlines
- Debate
- 20:00 Cocktail Dinner at Barron Derlanger à Sidi Bousaid

**Friday 26:**  
**Morning**

**(Conference continued)**

- 09:00-12:00 **International Conference on: “Current Challenges and Issues for African Tourism: What solutions can be adopted to ensure its competitiveness?”**
- 09:00-09:10: Prof. Mthuli Ncube, Chief Economist and Vice-President of the African Development Bank (BAD)
- 09:10-09:20: Presentation by Mr. Tetsuya Takimoto, JICA Tunisia (Japanese International Cooperation Agency)
- 09:20-11:00 Second round table
- Linking communication technology to successfully promote the destination**  
Introduction by Mr. Frédéric Pierret and moderator, UNWTO Executive Director, Programme and Coordination
- Panelists:
- Mr. Dimitrios Buhalis, Director eTourism Research, Deputy Director of International



Centre for Tourism and school research in Hospitality and Tourism from the University of Bournemouth

- Mr. Angel Riesgo, Chairman DDB Spain
- Mme Nadia Ktata, Secretary-General of the Tunisian Association of Travel Agencies and Tourism (FTAV)
- Mr. Gaston Richter, Business Development Director, INNWISE
- Mr. Gregorio Martínez Royo, Sales Director Mobile One2One

• Debate

11:00-11:20	Coffee Break
11:20-12:00	Conference Conclusions
12:00-13:00	B2B Networking
13:00-15:00	Lunch at <b>Hotel Le Palace</b>
15:00	Departure from Hotel Le Palace to the tourist resort Yasmine Hammamet
19:00	Return to Tunis

