

UNWTO Commission for Africa
Sixty-First meeting
Abuja, Nigeria, 4 June 2018
Provisional agenda item 4

CAF/61/4
Madrid, May 2018
Original: English

Item 4 of the provisional agenda

Report on the Regional activities

Note by the Secretary-General

In this document, the Secretary-General informs the Members of the Commission for Africa on the progress of the implementation of the General Programme of Work in the region **from April 2017 to May 2018.**



I. **Activities undertaken in Africa from May 2017 to May 2018**

1. Since the 59th Meeting of the UNWTO Commission for Africa, held in Addis Ababa, in Ethiopia on 19 April 2017, the Secretariat through its Regional Programme for Africa has undertaken the following activities in the region:

UNWTO.Practicum on Crisis Communications in Tourism in Spanish/French, Madrid and Andorra la Vella, Spain and Andorra, 10-16 July 2017

2. Representatives from 15 Member States of UNWTO including African Member States took part in a three-day training course on crisis communications at the headquarters of the UNWTO.Themis Foundation in the Principality of Andorra. The training, organized by UNWTO and the UNWTO.Themis Foundation, aimed to build resilience at tourism destinations by creating capacity to develop and implement crisis communications strategies. The Practicum on Crisis Communications included a revision of the different types of crisis that may affect tourism destinations – natural disasters, financial collapses, violent incidents or pandemics, among others – and recommended communications methodologies for each phase of a crisis – before, during and after. The definition of protocols, the setting up of a crisis communications team, the development of communications materials and ready-to-use templates for each situation, and media relations were some of the topics included in the training. The Practicum is an annual initiative that provides participants from Africa, the Americas, Asia and Europe with the opportunity to exchange views and experiences on a variety of topics that corresponds to member states needs and requests.

Official Visit of the Secretary-General and Participation in the National Tourism Forum, Brazzaville, Republic of Congo, 17-18 July 2017

3. The Ministry of Tourism and Leisure of the Republic of Congo organized with the support of UNWTO and the United Nations Development Programme (UNDP) the First National Conference on Tourism. National administrators, representatives of the private sector and international institutions attended the event with the objective of creating awareness and to gain support for the country's tourism sector. H.E. Mrs. Arlette Soudan-Nonault, Minister of Tourism and Leisure, launched the country's National Tourism Strategy, designed with the support of UNWTO and UNDP. The Conference marked the second stage in the implementation of the National Tourism Development Strategy. The forum included panel discussions on several key topics such as The Blue Fund - an opportunity for ecotourism -, difficulties faced by private sector operators, good governance, the integration of civil society as key to the development of sustainable tourism in the Republic of Congo and the integration of Destination Congo in the rebranding of Destination Africa. The country is also calling upon the commitment of stakeholders to mobilize necessary funding for tourism development. It intends to consolidate the 'Destination Congo Brazzaville', for the sector to contribute to the diversification of the country's economy.

The UNWTO Secretary-General Mr. Taleb Rifai participated at the forum, and seized the opportunity to hold several bilateral meetings with key government officials. Mr. Rifai presented the UNWTO/WTTC Open Letter initiative on Travel and Tourism to H.E. Mr. Denis Sassou-Nguesso, President of the Republic of Congo who reaffirmed his government's commitment to position tourism as one of its priority sectors for sustainable development. Finally, during his visit,

Mr. Rifai together with H.E. Mrs. Arlette Soudan- Nonault unveiled a commemorative plaque in celebration of the International Year of Sustainable Tourism for Development.

Official Visit of the Secretary-General to the Democratic Republic of the Congo 19-21 July 2017

4. Mr. Taleb Rifai held several bilateral meetings during his official visit to the Democratic Republic of the Congo, including the President of the National Assembly Mr. Aubin Minaku, the honourable President of the Senate Mr. Léon Kengo wa Dondo, and other high level government officials. Several pertinent points were discussed from travel facilitation, the implementation of e-visas, attracting more international airline companies to the destination, and the importance of working on the country's branding. Mr. Rifai continued discussions on the future of tourism in the country with students from l'Institut Supérieur Pédagogique (hotel and tourism), Université Protestante au Congo (faculty of economics) and Université Catholique du Congo (faculty of development).

Official Visit of the Secretary-General to Botswana 24-27 July 2017

5. At the kind invitation of the honourable Minister of Environment, Natural Resources, Conservation and Tourism, Mr. Tshekedi Khama, Mr. Taleb Rifai travelled to Gaborone and Maun from 24 to 27 July 2017. In Botswana, Mr. Rifai held several private stakeholders, centered on Botswana's need for product diversification, having achieved their aim and objectives regarding wildlife conservation, certainly in the Okavango Delta. The Secretary-General had the opportunity to experience for himself the open safari in the Delta at the Wilderness Safari Savuti Camp. Mr. Rifai also had the opportunity to meet students from the University of Botswana and listened to their aspirations for the development of tourism within their country. He met with Prof. Thabo T. Fako - acting Vice Chancellor of the University and discussed the possibility of setting up the University as a center of excellence in Botswana. The idea will be further explored with the support of UNWTO.

Official Visit of the Secretary-General and Participation in 50th Anniversary of Air Mauritius and Conference on Aviation and Sustainable Tourism, Port Louis, Mauritius 30 July-3 August 2017

6. On 30 July, Mr. Taleb Rifai paid an official visit to the Republic of Mauritius. Mr. Rifai's visit coincided with the celebration of the 50th Anniversary of Air Mauritius, which on the occasion joined the TRAVEL.ENJOY.RESPECT campaign. Mr. Rifai was welcomed by Hon. A. K. Gayan, Minister of Tourism of the Republic of Mauritius, to discuss the importance of tourism as a driver of economic growth and development.

Mr. Rifai also met with several high government officials including H.E. Mrs. A. Gurib-Fakim, GCSK, CSK, President of the Republic of Mauritius to discuss Mauritius's tourism sector. The President discussed at length with the Secretary-General the importance of the SDGs and their implementation and her vision of turning Rodrigues island into an eco-tourism destination. The visit was concluded with the presentation of the UNWTO/WTTC Open Letter initiative on Travel and Tourism by Mr. Rifai to H.E. the President, who acknowledged the relevance of travel and tourism and the priority of being mainstreamed in their national agenda.

As part of the 50th anniversary celebrations, Air Mauritius organized a Seminar on 'Aviation and Sustainable Tourism', bringing together leaders of the industry with Mr. Somas Appavou, CEO of Air Mauritius, the Chairman of the airline, Dr. Arjoon Suddhoo and Mr. Rifai to discuss the challenges that small island state airlines are often faced with. During his four-day visit, Mr. Rifai met with Hon. Amb. Maurice Loustau-Lalanne, Minister of Tourism, Civil Aviation, Ports and Marine of the Republic of Seychelles and Mr. Pascal. Viroleau, CEO of the Vanilla Islands Organization, who briefed him on the operations that Turkish Airlines has recently set up in the Indian Ocean region working closely with some of the Vanilla Islands Member States. During this trip the Minister took the opportunity to bring Mr. Rifai on a day trip to Rodrigues island and to meet with the Commissioner of the island who shared their vision and strategy of developing and positioning Rodrigues island as an eco-tourism destination.

Official Visit of the Secretary-General to Mali 3-5 August 2017

7. The honourable Minister of Handicrafts and Tourism of Mali, H.E. Mrs. Nina Walet Intallou, expressed her appreciation for the Secretary-General's support extended to Mali over the years. His visit to the country was regarded as a message of hope for tourism stakeholders, since development and growth of the tourism sector in the country has experienced a decline in recent years primarily due to safety and security issues. At a meeting with the public and private sector stakeholders, Mr. Rifai discussed pertinent issues and shared his thoughts on what could be done to further support Mali's tourism. The Secretary-General was given a tour of the National Museum of Bamako, which gives an amazing overview of Mali's history. Albeit current challenges, the government of Mali understands the value and importance of the tourism sector to the economy. The political will was further reaffirmed when H.E. Mr. Ibrahim Boubacar Keïta, President of the Republic of Mali accepted the UNWTO/WTTC Open Letter initiative on Travel and Tourism which the Secretary-General had the honour to present to him.

First INVESTOUR Workshop on Financing in the Tourism Sector, Las Palmas, Gran Canarias, Spain, 4-6 October 2017

8. The World Tourism Organization (UNWTO), the International Tourism Trade Fair of Madrid (IFEMA/FITUR) and Casa África (in representation for the Government of Spain), with the support of the Canary Islands Authority (CABILDO), held the First INVESTOUR workshop on financing in the tourism sector in las Palmas de Gran Canaria, Spain, on 16-17 October 2017. The objective of the workshop was to provide training to Member States in the development of effective proposals for tourism-related projects when seeking investments. Members from the following ten African countries participated at the workshop: Angola, Cameroon, Côte d'Ivoire, Djibouti, Guinee Bissau, Kenya, Democratic Republic of the Congo, Sao Tome and Principe, Seychelles, and South Africa. The members were given guidance in how to enhance their project proposals to include relevant information and present complete proposals including an indicative budget for each of their projects. It was also an opportunity to exchange ideas and share their own experience on investment opportunities. The proposals were presented during the INVESTOUR B2B sessions on 18 January 2018 in Madrid at the FITUR fair.

The following Ministers H.E. Mr. Hamat Bah, Minister for Tourism and Culture of Gambia, H.E. Mr. Siandou Fofana, Minister of Tourism of Côte d'Ivoire and H.E. Mr. Franck Mwe di Malila Apenela, Minister of Tourism of the Democratic Republic of Congo seized the opportunity to hold bilateral meetings facilitated by Casa África with key stakeholders from Las Palmas de Gran

Canarias, which offered an ideal platform to discuss prospects and opportunities of attracting Spanish investors to Africa.

Participants had the opportunity to visit the Institución Ferial de Canarias (INFECAR) and their Training Center on Tourism Innovation. The workshop was held within the framework of the 10 year Anniversary of Casa África. Based on the success of the event, UNWTO will consider to organize the workshop regularly based on members requests. An Investment Handbook on better access to financing for tourism projects will be produced to be used as a key project development tool for public and private tourism stakeholders.

Regional Workshop on Tourism Marketing: From Product to Experience, Accra, Ghana 12-17 October 2017

9. The objective of the UNWTO/THEMIS Sub-regional Capacity Building Course on “Tourism Marketing: from Product to Experience” held in Accra, Ghana from 12 to 17 October 2017 was to equip officials and professionals of Ghana and its neighbouring countries with capacity, knowledge and skills on current trends in Tourism Marketing, and especially on Experiential Marketing. Digital marketing, market research, public-private partnership, regional integration, consumer-oriented services and branding, were some of the subjects that were shared with the participants.

The course concluded with a strong focus message to the participants on the importance of using the state of the art tourism marketing tools to enhance tourism experience for African destinations. More than 70 participants from Ghana, Gambia, Nigeria, Sierra Leone and Togo attended the 6-day intensive executive course organized jointly with the Ministry of Tourism, Arts and Culture of Ghana, UNWTO and UNWTO.Themis Foundation.

In her closing remarks, her Excellency, Catherine Ablema Afeku, Minister Tourism, Arts and Culture of Ghana highlighted that “The selection of Ghana to host this workshop emphasizes the strong partnership between the Ministry of Tourism, Arts and Culture and the UNWTO. It is also to reinforce the Ministry’s policy objective of deepening the collaboration between the public and private sectors in building the capacity of personnel who work in the Tourism, Arts and Culture industry.” UNWTO represented by Ms. Lydia Bebe Kum, congratulated Ghana for hosting this key event and encouraged the participants to help their respective administrations to apply the tools and techniques learnt to make their destination memorable, valuable and unique. The participants also received acknowledgement for their dedication and hard work especially regarding their enthusiasm during the technical visit undertaken in Elimina Castle, Cape Coast Castle and Kakum Park in Ghana.

Support of Seychelles in their Development of a TSA October 2017

10. Following the agreement between UNWTO and the Republic of Seychelles, UNWTO expert, David McEwen, steered an initial assessment of the current system of Tourism Statistics in Seychelles in view of developing a Tourism Satellite Account (TSA). The latter was conducted through a series of consultative meetings with a number of key stakeholders and an intense 2-day workshop with the aim of identifying challenges and gaps to determine the statistics needed to compile the ten tables required for the TSA. Whilst it was pointed out that the ground work have been laid by National Statistics Bureau and other key agencies in having appropriate mechanisms in place to collect the relevant statistics thereby paving the way for a smooth

implementation of the TSA, a number of recommendations were proposed including strengthening the visitor survey, establishing focus groups with ground operators and measuring domestic tourism.

African Ambassadors' Lunch, Madrid, Spain 31 October 2017

11. During the working lunch, the then Secretary-General Mr. Taleb Rifai, Secretary-General-elect Mr. Zurab Pololikashvili, Director of the Regional Programme for Africa Ms. Elcia Grandcourt and other officials from UNWTO welcomed Heads of Mission of the African member states accredited to Spain. The UNWTO activities for and in the region were presented to the attendees. This working session hosted annually provides the opportunity for the respective embassies accredited to Spain to be informed of the activities of the organisation in their region and is an interactive format.

International Conference on Promoting Sustainable Tourism, A Tool for Inclusive Growth and Community Engagement in Africa, Lusaka, Zambia, 16-18 November 2017

12. The potential of Tourism in poverty alleviation and to induce transformative change has been addressed in the UNWTO Conference on Promoting Sustainable Tourism, a Tool for Inclusive Growth and Community Engagement in Africa. The Conference was a flagship event of the Africa region for the celebration of the International Year of Sustainable Tourism for Development coordinated by UNWTO in collaboration with the Government of Zambia.

The Conference that was preceded by a technical workshop to revise strategies and approaches to develop sustainable tourism initiatives in the African continent, underlined the potential of sustainable tourism to lead policies to foster communities inclusion. The event commenced with a Ministerial Dialogue on Tourism, Inclusive Growth and Sustainable Development in the African continent, attended by H.E. Mr. Charles Banda, Minister of Tourism and Arts of Zambia, H.E. Mr. Ronald Chitotela, Minister of Housing and Infrastructure Development of Zambia, Mr. Taleb Rifai, UNWTO Secretary-General, Mrs. Fatuma Hirsi Mohamed, Principal Secretary of the Ministry of Tourism of Kenya, Mr. Abdelgadir Dmein Hassan Undersecretary of the Ministry of Tourism, Antiquities and Wildlife of Sudan and Mrs. Dorothy Tembo, Deputy Executive Director at the International Trade Center. The session was moderated by Mrs. Brownyn Nielsen, Editor-in-Chief at CNBC Africa who invited the attendees to showcase sustainable tourism practices in the region and how the sector could help achieve the SDGs and generate benefits for African societies.

The summit was attended by more than 200 international and local participants from Angola, Egypt, Jordan, Cabo Verde, Guinea Equatorial Kenya, Mali, Republic of Congo, Sudan, Switzerland, Spain, Union of the Comoros, Malawi, Seychelles, South Africa, Zambia and Zimbabwe.

The final outcome of the conference was the Lusaka Declaration on Promoting Sustainable Tourism Development, a Tool for Inclusive Growth and Community Engagement in Africa. The document, which places sustainability at the core of tourism development and on national and international development agendas, was adopted unanimously by all participants.

Official Visit of the Secretary-General to Madagascar 1 December 2017

13. Mr. Taleb Rifai visited Madagascar to express the Organization's full support to the tourism sector. Madagascar's tourism faced a challenging situation following a plague outbreak

which had prompted some countries to implement travel restrictions with Madagascar. Mr Rifai recalled that the World Health Organization (WHO) advises no restriction on travel or trade on Madagascar. Meeting with the Minister of Tourism, members of government, the President of the National Assembly, representatives from the United Nations in Madagascar, including the WHO Resident Coordinator, the World Bank, local private sector and media, Mr Rifai recalled that “positive news are coming out of the sector such as the new strategic partnership between Air Madagascar and Air Austral. We need to communicate the good news; build our capacity and restore confidence”.

**Annual Conference and International Symposium of the 10YFP Sustainable Tourism Programme, Kasane, Botswana
7-9 December 2017**

14. Botswana hosted tourism stakeholders to exchange experiences and knowledge of innovative approaches to enhance tourism and conservation planning, financing and marketing. Under the theme “Empowering Tourism Destinations’ Sustainability through Innovation”, the 10YFP STP International Symposium and Annual Conference also discussed the role of the tourism sector in fighting climate change.

Inaugurated by Tshekedi Khama, the Minister of Environment, Natural Resources Conservation and Tourism of Botswana, the event began with a debate on how to market sustainability to trigger change among consumers. A second panel highlighted the relevance of integrating circular economy approaches into the tourism value chain to minimize waste, emissions and energy leakage at all stages of production. It also discussed the links between the tourism sector and the Paris Agreement, and the key role of destination managers therein. The value of wildlife as a key asset of destinations was underlined in the third panel, dedicated to sharing experiences on wildlife tourism and its capacity to foster conservation given suitable financing frameworks. The last discussion focused on the application of new technologies – particularly geographic information systems and big data – to tourism planning, with the objective of promoting evidence-based decision making and increased synergies between tourism and conservation policy makers and practitioners. The second day of the event served to prepare the Kasane Call to Action for Sustainable Consumption and Production in Tourism under the title ‘The Tourism We Want’. The role of the 10YFP STP in the implementation of the SDGs, particularly SDG 12, was debated through consultations among all participants aimed at identifying the priorities for the 10YFP Network in the coming five years. “The Tourism We Want” is the Network’s contribution to the legacy of the International Year of Sustainable Tourism for Development, which was celebrated throughout 2017. Biodiversity and wildlife were present in most of the discussions, as well as the need to work in partnership with stakeholders of a diverse nature to advance shared goals and to multiply results. With 19 countries represented, the event was a good example of this approach: 40% of the over 100 attendees came from the private sector, 30% from NGOs, and 10% each from media, government and international organizations, including five different UN agencies and programmes.

The event was hosted by the Botswana Tourism Organization and co-organized by UNWTO and the governments of France, Morocco and the Republic of Korea, with support from the 10YFP Secretariat and UN Environment.

**9th Edition of INVESTOUR, Madrid, Spain
18 January 2018**

15. Nearly 30 African Tourism ministers convened at INVESTOUR to debate and exchange experiences on the development of the sector in the continent. This unique Tourism Investment and Business Forum for Africa was jointly organized by UNWTO, Casa Africa and FITUR. Two round table sessions and a business-to-business component integrates the 9th edition of INVESTOUR that took place in the framework of FITUR, the top Tourism Fair in Madrid. The first session, moderated by Thebe Ikalafeng, Chairman at Brand Africa, addressed branding strategies to position the African continent in the travel market. The second panel evaluated the added value of African biodiversity as a strong component of the tourism sector in the continent. Wildlife, reserves and geographic treasures make Africa unique with regard to its tourism offer. According to UNWTO research, wildlife watching travel represents 80% of the total annual tourist arrivals to Africa. However, it is mandatory to continue working on conservation and protection measures and to engage stakeholders of different nature such as governments, local communities, private sector recipients and the media. Within that round table, the UNWTO/Chimelong Programme on Wildlife Conservation and Tourism was presented. The initiative, jointly implemented by UNWTO and the Chimelong Group, based in Guandong (China), aims at contributing to the Sustainable Development Goals and the 2030 Agenda through sustainable tourism and particularly wildlife conservation. The initiative comprises capacity building, advocacy and knowledge sharing methodologies and addresses multiple stakeholders such as governments, civil society and the media. In the afternoon, tourism stakeholders gathered to discuss business opportunities in the continent. 15 inspiring projects were shared with the aim to build partnerships around tourism development in African nations.

**Signing of a Cooperation Agreement between UNWTO and the Nigeria Tourism Development for the Strengthening of the National Tourism Statistical System of Nigeria and the Development of a Tourism Satellite Account, Madrid, Spain
16 February 2018**

16. In an effort to better measure tourism growth and development in Africa, UNWTO signed a Cooperation Agreement with the Nigeria Tourism Development Corporation for the Strengthening of the National Tourism Statistical System of Nigeria and the Development of a Tourism Satellite Account. UNWTO is committed to developing tourism measurement for furthering knowledge of the sector, monitoring progress, evaluating impact, promoting results-focused management, and highlighting strategic issues for policy objectives. On the occasion of the meeting between UNWTO Secretary-General, Zurab Pololikashvili, and the Minister of Information and Culture of Nigeria, Mr. Lai Mohammed, signed the agreement to host the Sixty-First meeting of the UNWTO Commission for Africa and the Seminar on 'Tourism Statistics: A Catalyst for Development' in Nigerian capital, Abuja, from 4 to 6 June 2018.

**African Ministers' Meeting on the UNWTO Agenda for Africa at ITB Berlin, Berlin, Germany
8 March 2018**

17. An African ministerial working meeting conveyed by the World Tourism Organization (UNWTO) during this year's Berlin International Tourism Fair ITB (8 March) agreed to move ahead with a new ten-point UNWTO Agenda for Africa. The outcomes of the meeting serve as a base for the adoption of a final document at the 61st Regional Commission for Africa. The participants from 17 countries, including 14 ministers, supported a coordinated approach to seizing the continent's potential for tourism, a sector that last year attracted more than 62 million international visitors. Issues on the UNWTO Agenda for Africa include, among others, air connectivity, the image and brand of Africa, poverty alleviation, climate change, education and skills development, and financing. Delegates underscored the importance of educating other

economic sectors on the broad impact of tourism for the benefit of societies and its people, and promoting tourism as a priority in national agendas.

Official Visits of African Ministers to UNWTO Headquarters

18. Strengthening member relations is at the core of the work carried by the Regional Programme for Africa. The Programme has been encouraging Ministers when they have the possibility to visit our headquarters in order to familiarize themselves and have an in-depth view of the services that the Organization has to offer. In January 2018 several Ministers paid official visits to Madrid to attend FITUR, one of the world's most important tourism fairs, and also to attend INVESTOUR. During those visits, the Organization ensures that they maximize the presence of the Ministers by facilitating for technical meetings and working sessions with the Secretary-General, Executive Director, Directors of the Regional Programme for Africa, Technical Cooperation, and other Programmes based on the request of each country.

The following delegations were welcomed and work sessions were held with them at the headquarters and at FITUR:

Hon. Mrs. Catherine Afeku, Minister of Tourism, Arts and Culture, Ghana
 H.E. Mr. Charles Romel Banda, Minister of Tourism and Arts, Zambia
 H.E. Mr. Ahmed Botto, Minister of Tourism and Handicrafts, Niger
 Mrs. Lamia Boutaleb, Secretary of State for Tourism, Morocco
 H.E. Mr. Siandou Fofana, Minister of Tourism, Côte d'Ivoire
 H.E. Mr. Jose da Silva Goncalves, Minister of Tourism, Transport and Maritime Economy, Cabo Verde
 H.E. Mr. Ephraim Kamuntu, Minister of Tourism, Wildlife and Antiquities, Uganda
 Hon. Mr. Tshekedi Khama, Minister of Environment and Natural Resources, Conservation and Tourism, Botswana
 Hon. Dr. Hamisi Andrea Kigwangalla, Minister of Natural Resources and Tourism, United Republic of Tanzania
 H.E. Mr. Hacène Mermouri, Minister of Tourism and Handicrafts, Algeria
 Hon. Mr. Lai Mohammed, Minister of Information and Culture, Federal Republic of Nigeria
 H.E. Dr. Mohamed AbuZaid Mustafa Mohamed, Minister of Tourism, Antiquities and Wildlife, Sudan
 H.E. Mr. Rufino Ndong Esono Nchama, Minister of Culture, Tourism and Handicrafts Promotion, Equatorial Guinea
 H.E. Mr. Abdirahman Omar Osman aka Eng. Yarisow, Minister of Information, Culture and Tourism, Somalia
 H.E. Mr. Roland Ratsiraka, Minister of Tourism, Madagascar
 Mr. Loukmann Said El Hadi, Advisor to the Vice-President Charged with Tourism, Private Sector, and Economic Affairs, Comoros
 H.E. Mr. Fernando Vaz, Minister of Tourism and Handicrafts, Guinea-Bissau

Presentation of credentials to the UNWTO Secretary-General

H.E. Mrs. Frieda Nangula Ithete, Ambassador of Namibia to France, Permanent Representative of Namibia to UNWTO on 19 January 2018.

H.E. Mrs. Susan Aderonke Folarin, Ambassador of the Federal Republic of Nigeria to Spain, Permanent Representative of the Federal Republic of Nigeria to UNWTO on 16 February 2018.

One of the main objectives of the UNWTO Regional Programme for Africa is to continuously strengthen the Member relations by inviting African Tourism Ministers to pay courtesy calls to the World Tourism Organization (UNWTO) in view of sharing their priority areas on the tourism sector and update their knowledge on the UNWTO structure and operations.

At the end of each visit, conclusions and action plans are prepared which serve as a roadmap between UNWTO and the respective Member states towards the development of sustainable tourism in the country.

The UNWTO Regional Programme for Africa encourages all African countries to embrace this initiative that demonstrates strong commitment between our Member states and UNWTO.

II. Technical Assistance Missions/Projects undertaken in the Africa region from 2017 to June 2018

Country: Algeria

Project Title: Formulation of a Tourism Marketing and Promotion Strategy

Duration: January – July 2018

Objectives: At the request of the Ministry of Tourism and Handicrafts and, in collaboration with UNDP Algeria, UNWTO is extending its technical assistance in the Formulation of a Strategy for Marketing of the Tourism Sector and Promotion of the Image of Algeria. The objective of the project is to not only produce a tourism marketing and branding strategy but also prepare a project document for the implementation of 3-4 priority actions of the marketing strategy.

Results expected: The project mission is scheduled for June 2018 wherein the UNWTO expert would conduct an initial review and assessment of the country's tourism sector, existing and potential markets, existing and potential products, as well as assess the image of Algeria as a tourism destination.

Country: Botswana

Project Title: Update the 2009 Tourism Satellite Account

Duration: March 2017 – February 2018

Objectives: Through funding from the Peace Parks Foundation as part of an overall project funded by the German Development Bank, the Ministry of Environment, Wildlife and Tourism requested UNWTO's technical assistance to update the 2009 Tourism Satellite Account (TSA) which was prepared in 2011 also by UNWTO. The project will focus on reviewing the current system of tourism statistics with a view to improving data collection and analysis and survey methodologies to incorporate new elements of the Botswana tourism scenario. The project will also upgrade and introduce improvements in statistical database development and management.

Results achieved:

- The project was launched in March 2017. Its objective is to review the current system of tourism statistics, identify areas of improvement in terms of data collection and analysis, review the capacities of the institutional partners involved in TSA development, and, review the current statistical database system and identify areas of improvement.
- During the project, technical assistance was provided in improving the Tourism Statistics Database (in terms of data collection, analysis and reporting); implementation of an improved Inbound Visitor Survey; and, training on data collection procedures and TSA compilation.
- The updated TSA for the reference year 2016 was officially presented in Gaborone on 20 February 2018.

Country: Botswana

Mission Title: Review of the Hotel Classification System

Duration: February – March 2018

Objectives: In order to improve the competitiveness and raise the overall quality of services offered by the accommodation component of its tourism sector, the Botswana Tourism Organization (BTO) which is a parastatal corporate body responsible for tourism development under the Ministry of Environment, Natural Resources Conservation and Tourism in Botswana, requested UNWTO's technical assistance to undertake a complete review of the existing hotel classification scheme for the country.

Results achieved: The mission was conducted in February 2018. Its objective was to undertake an initial review and assessment of the current status of quality services in tourism accommodation establishments in Botswana and prepare a project document for the updating of the hotel classification scheme for the country based on international best practices and catered to the specific characteristics of their respective tourism accommodation sectors.

Country: Democratic Republic of Congo (DRC)

Project Title: UNWTO/Chimelong Initiative on Sustainable Tourism and Conservation of Great Apes

Duration: November 2017 – November 2018

Objectives: In collaboration with the Ministry of Tourism and the African Wildlife Foundation, UNWTO is implementing a project for the development of sustainable tourism and the conservation of bonobos – an endangered species of Great Ape. The overall objective of the project is to enhance and create synergies between the conservation of the bonobos and the development of sustainable forms of tourism in protected areas in the Democratic Republic of Congo. The project activities aim at investing in capacity building and equipment provision for the conservation of great apes and working with communities to raise awareness on the importance of biodiversity conservation and explore opportunities to develop sustainable forms of tourism in and around habitats of the Bonobos. The project is being implemented under the framework of the collaboration between UNWTO and the Guangzhou Chimelong Group Co.Ltd for the implementation of a portfolio of projects focused on sustainable tourism development and the protection of wildlife.

Results achieved: Project activities were launched in February 2018 with an initial review and assessment mission has been conduct in February 2018. The next phase will include implementation of two main activities in parallel – habituation of the Bonobos to the presence of humans in their habitats and preparation of a sustainable tourism development plan for the area.

Country: Guinea-Bissau

Mission Title: Review of the Hotel Classification Scheme

Duration: November 2017 - February 2018

Objectives: Through funding from UNDP, the Ministry of Tourism in Guinea-Bissau requested UNWTO's technical assistance to undertake an initial assessment of the current status of quality services in tourism accommodation establishments in Guinea-Bissau.

Results achieved: The mission was conducted on 28 November to 7 December 2017. Its objective was to undertake a review of the existing classification criteria and grading framework for hotels, lodges and other types of tourism accommodation establishments, identify constraints, and prepare a project proposal for the development of an efficient, reliable and competitive hotel classification scheme for the country based on international best practices.

Country: Guinea-Bissau

Mission Title: Project Formulation Mission for the Preparation of a Tourism Strategy and Master Plan

Duration: January – March 2018

Objectives: Through funding from UNDP, the Ministry of Tourism in Guinea-Bissau requested UNWTO's technical assistance to conduct a detailed review of the tourism sector with a view towards preparing a Tourism Strategy and Master Plan.

Results achieved: The formulation mission was conducted on January 2017. Its objective was to undertake a detailed review of the existing situation of the tourism sector in the country; identify gaps and constraints which impact on the current and future development of tourism; identify opportunities for expanded growth; and, develop a project document for the formulation of a sustainable, harmonized Strategy and Master Plan for the tourism sector.

Country: Lesotho

Project Title: Formulation of a Tourism Policy and Updating of the Tourism Master Plan

Duration: October 2017 – June 2018

Objectives: The African Development Bank (AfDB) is implementing an ambitious project to support the diversification of Lesotho's economy. The project covers various economic sectors including tourism where the main activity is the formulation of a Tourism Policy and an updated Tourism Master Plan for the country. In this regard, the Ministry of Tourism, Environment and Culture has requested UNWTO's participation in the project in the provision of quality assurance and technical assistance in the preparation of terms of reference and review of reports as well as participation in Steering Committee meetings.

Results achieved: UNWTO participated in the meeting of the project Inception Meeting in November 2017 providing recommendations to the Ministry on the proposed project implementation approach. UNWTO has also provided technical assistance in the review and evaluation of several of the project deliverables including Inception Reports on the Tourism Policy and Master Plan as well as the Inception Report on the revival of the Lesotho Council for Tourism.

Country: Madagascar

Project Title: Crisis Communications Strategy

Duration: February 2018 - February 2019

Objectives: In partnership with the World Bank, UNWTO is implementing a project in Madagascar to formulate a Crisis Communications Strategy. The project will focus on reviewing the current institutional set-up for communications and existing mechanisms and capacities within the Ministry and other stakeholders with a view to formulate a Strategy on Crisis Communications. The project will also provide training for the implementation of the Strategy and Media training for key players.

Results achieved: An initial mission was conducted in February 2018 to assess the current communication channel systems and protocols in place. Detailed consultations were held with key stakeholders and main challenges and opportunities for crisis communication in tourism were identified. An assessment was also undertaken of training needs in communication.

A second mission will be undertaken in June to provide training to Government stakeholders.

Country: Zambia

Project Title: Development of Cultural Centres for Promotion of Community-based Tourism

Duration: 2008 – December 2017

Objectives: To provide local communities with a structured framework to participate in the tourism industry, thereby providing them with an opportunity to directly benefit from tourism through the creation of sustainable livelihoods.

Results achieved: Cultural Centres in Mafungautsi and Mwandi villages have been built and capacity building activities carried out linking the following areas: tourism hospitality and service; handicraft design and manufacturing; tour guiding, presentation of local dances and music shows; book keeping and business management. Based on an internal assessment, the Ministry has prepared a revised work plan, giving priority to the active promotion and capacity building activities for the centre in Mwandi, which is located near Livingstone.

Country: Zimbabwe

Project Title: Tourism Development, Wildlife Conservation and Sustainable Livelihoods in Zimbabwe

Duration: January 2018 and on-going

Objectives: To invest in wildlife conservation and game viewing facilities to avoid human-wildlife conflicts and improve visitor experiences; to work with communities to explore opportunities to gain additional income from nature tourism; and to raise awareness on the importance of biodiversity conservation in tourist destinations.

Results achieved:

The cooperation agreement for project implementation was signed in January 2018 and a detailed work plan has already been drawn up.

The project inception meeting is planned for March 2, 2018, with the following agenda items:

- Short presentation of project outline, stakeholders and implementation modalities
- Presentation of plans/design for the ranger accommodation units, game viewing platform, and community campsite
- Exchange of information and ideas on capacity building for community members to develop and manage the campsite, and awareness raising activities for tourism and biodiversity conservation
- Planning of marketing activities
- Planning of expert mission for capacity building/marketing
- Planned monitoring and evaluation; including preparation of progress reports

Regional Project: Benin, DR Congo, Gabon, Guinea Conakry, Niger

Project Title: Capacity Building on Tourism Development and Biodiversity Protection in West Africa

Duration: June - December 2017

Objectives: To carry out a series of training seminars out in the Democratic Republic of Congo, Gabon, Guinea, Niger & Benin, aimed at motivating the local people and tourism employees to act as champions of biodiversity conservation and environmental protection in the region, which will help ensure sustained income generation for the local people as a result of tourism activities. The training seminars built on the experiences gained and materials developed for similar training seminars carried out in the Gambia, Ghana and Tanzania in 2013 and 2014 within the framework of Coastal Tourism Programme for Africa.

Results achieved: A training manual (in French) and power point presentations, based on desk research and on the existing manual and training materials used for the seminars in the Gambia, Ghana and Tanzania in 2013 and 2014.

- Delivery of training seminar in Gabon: 20-22 June 2017

- Delivery of training seminar in Benin/Niger: 11-13 July 2017
- Delivery of training seminar in Guinea (Conakry): 14-16 November 2017
- Delivery of training seminar in DR Congo: 21-23 November 2017
- Train-the-trainers handbook for local trainers who can use it to replicate the training seminars in their country/destination

A final report summarizing the deliberations during each of the training programme components, and the feedback received from participants on the training seminar and recommendations on points of attention to be taken into account when replicating the training in other countries of the region or other destinations.

The four seminars conducted benefitted over 120 participants from National Tourism Administrations, tourism-related government agencies, private sector, academia and NGOs.