



## **UNWTO Commission for Africa**

Fifty-sixth meeting  
Luanda, Angola, 28 April 2014  
Provisional agenda item 4.2

CAF/56/4.2  
Madrid, March 2014  
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### **Item 4.2 of the provisional agenda**

#### **REGIONAL ACTIVITIES 2013/2014**

#### **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 2013/2014 and the planned activities for 2014.

**I. Activities undertaken in Africa from August 2013 to April 2014**

1. Since the 55<sup>th</sup> Meeting of the UNWTO Commission for Africa, held in August 2013, in Livingstone, Zambia, the Secretariat has organized the following capacity building and events:

- **Capacity Building Workshop on Tourism Policy and Strategy**  
Abidjan, Côte d'Ivoire, 9-13 December 2013

The workshop was jointly organized by the Regional Programme for Africa and the UNWTO Themis Foundation. The workshop was attended by over 60 participants, and its main objective was to provide participants with knowledge, skills, tools and a forum for discussion and reflection on tourism policy and strategy, for participants to be able to elaborate a tourism strategy on a designated territory, based on the National Policy.

- **V edition of the Tourism Investment Forum for Africa (INVESTOUR)**  
Madrid, Spain, 23 January 2013

The fifth edition of the Tourism Investment and Business Forum for Africa (INVESTOUR) jointly organized by UNWTO, FITUR and Casa Africa aimed to promote sustainable tourism development in Africa by bringing together representatives from African National Tourism Administrations, Spanish government, finance and investment private sector to meet and discuss opportunities for successful business partnership and investment in Africa. Over 250 participants from 32 African countries, including 13 Ministers of Tourism attended the event.

- **UNWTO African Tourism Ministers Meetings on Anti-poaching**  
Berlin, Germany, 6 March 2014

UNWTO aims to support the efforts to fight against poaching in Africa and encourage the tourism sector to collaborate in raising awareness of the need to strengthen anti-poaching measures and to eradicate such crime committed on the wildlife. By initiating the African Tourism Ministers Meeting on Anti-Poaching, UNWTO wishes to raise the debates at the highest level and to bring together a large variety of stakeholders involved in the tourism public and private sectors, environment and protection of wildlife to discuss the issues. Twelve African Ministers of Tourism participated in this debate, which resulted in the Statement by Ministers of Tourism of Africa on Anti-Poaching. This issue will be the subject of the Thematic Discussion of the 56<sup>th</sup> CAF Meeting (agenda item 7).

- **First Tourism Business and Investment Forum for CPLP countries**  
Lisbon, Portugal, 12 March 2014

The Forum was jointly organized by the World Tourism Organization and the Comunidade dos Países de Língua Portuguesa (CPLP), with the support of the Secretary of State of Tourism of Portugal and the Lisbon International Tourism Fair (BTL). The forum was attended by 5 Ministers of Tourism and key stakeholders of the tourism industry of the Portuguese speaking countries. The African member countries of the

CPLP are: Angola, Cape Verde, Guinea Bissau, Mozambique and Sao Tome and Principe.

2. In the same period, the Secretariat was represented in different events of interest for the African countries such as the African Hotel Investment Forum (Nairobi, **Kenya**), the World Travel Market (London, **UK**), ITB (Berlin, **Germany**), and the Meeting of the Ministerial Working Group on the Tourism Sector Development Strategy for Africa: AU Agenda 2063 (Mahe, **Seychelles**).

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.

4. The Regional Programme for Africa has translated from English into French the following two **publications**: (1) Handbook on Product Development and (2) A Practical Guide to Tourism Destination Management – Destination Management. This will facilitate the access to the information by the African French speaking countries.

5. In December 2013 the Regional Programme published the first issue of its quarterly **Newsletter**, which is another channel of communication being used to keep the members informed of UNWTO activities in the region.

6. Since August 2013, delegations from the following Africa countries visited the UNWTO headquarters or held bilateral meetings with UNWTO: **Angola, Algeria, Cape Verde, Democratic Republic of Congo, Côte d'Ivoire, Ghana, Guinea, Mozambique, Seychelles, Niger, Senegal, Tunisia, Zambia** and **Zimbabwe**.

7. On 18<sup>th</sup> November 2013, 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 September 2014.

## **II. Activities planned for the period May – December 2014**

8. 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:

- **Sub-regional Workshop on Tourism in the Media**  
Last week of June 2014, Nairobi, **Kenya (tbc)**

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: East African countries.

- **Training session for African diplomats**  
Dates tbc, Madrid, Spain

Objective: to improve the knowledge and skills of African diplomats accredited to Spain in the field of tourism marketing and promotion.

Target: African diplomats accredited to Spain.

- **Regional Conference on Tourism Branding and Africa's Image**  
Second week of September 2014, Accra, **Ghana**

Objective: to bring together tourism stakeholders from Africa to discuss about the issue of branding and image of Africa as a tourism destination.

Target: all African countries.

- **Statistical Capacity Building Programme (SCBP) for Africa francophone countries – First Workshop**  
Last week of September, Algiers, **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

- **UNWTO/ICAO Ministerial Conference on Tourism and Air Transport in Africa**  
14-15 October 2014, Mahe, **Seychelles**

Objective: to advance the UNWTO and ICAO agendas on the relationship between tourism and air transport in Africa, by bringing together tourism and transport African decision-makers to discuss in-depth about this subject.

Target: African Ministers responsible for Tourism and Transport

9. Officials from the Regional Programme for Africa, as well other senior officials of the Organization will participate in different **events** across the region in the course of the year 2014. These events include:

- INDABA 2014 (10 – 12 May 2014, Durban, **South Africa**)
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- Workshop on Crises Communication and E-Marketing (26-30 May, Tunis, Tunisia)
- National Days of Reflection on Tourism and Handicrafts (...2014, Conakry, **Guinea**)
- International Conference on Sustainable Tourism Development and Creative Economies in Africa and EXPOTUR (23-25 May 2014, Sal, **Cape Verde**)
- Workshop on the Re-launching of the Tourism Sector (dates tbc, Bamako, **Mali**)

- Final workshop on the finalization of the Phase I and official launching of phase II of the Tourism Development Master Plan (30 June 2014, Lome, **Togo**)
- Conference on Investment and Tourism in Africa (26 June 2014, New York, **United States of America**)
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- Africa Hotel and Investment Forum - AHIF (30 September – 1 October 2014, Nairobi, **Kenya**)

10. Different **official visits** are planned for the year 2014 both by the Secretary-General, as well by other senior officials of the Organization. Some of the Member countries in which these visits will take place are **Angola, Guinea and Ethiopia**. The Secretary-General will take advantage of these visits to continue presenting the Heads of State with the Open Letter.

11. In the course of 2014, the Regional Programme for Africa and the Secretariat of the Affiliate Members will jointly publish a report on a topic related to the private sector in the region. The topic of the **publication** is yet to be defined, in light of previous similar exercises carried out in other regions.

12. The Secretariat will continue its efforts to strengthen the relationship with **regional and sub-regional bodies** by signing Memorandums of Understanding for the benefit of African countries. In this regard, the Secretariat has already approached the African Union and the Southern African Development Community (SADC).