



## **UNWTO Commission for Africa**

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Provisional agenda item 4.2

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### **Item 4.2 of the provisional agenda**

#### **Report on the Implementation of the General Programme of Work**

#### **REGIONAL ACTIVITIES (Part II)**

#### **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 the region.

I. **Activities undertaken in Africa from October 2016 to April 2017**

1. Since the 58<sup>th</sup> Meeting of the UNWTO Commission for Africa, held in Abidjan, Cote d'Ivoire on 19 April 2016, the Secretariat through its Regional Programme for Africa has organized the following capacity building and events in the region:

**UNWTO Regional Executive Training Course on Crisis Communications in Tourism, Khartoum Sudan, and Official Visit of Mr. Taleb Rifai UNWTO Secretary General to Sudan, 14-18 November 2016**

2. UNWTO's Regional Programme for Africa together with the Themis Foundation and the Government of the Republic of Sudan represented by its Ministry of Tourism, Antiquities and Wildlife jointly organized The UNWTO Regional Executive Training course on Crisis communications in Tourism, in Khartoum from 14 to 18 November 2016. The course brought together nearly 60 communications professionals from eleven African countries including Sudan, Ethiopia, Democratic Republic of Congo, Gambia, Ghana, Kenya, Mozambique, Rwanda, Uganda, Zambia and Zimbabwe.

The objective of the three day course was to address the main obstacles facing tourism development in Africa which includes issues of perception and the generalization of the impact of crises in specific locations to the whole region. During three days, participants increased their capacities on crisis communications preparedness and management and exchanged experiences in managing crises.

3. In parallel to the course, Mr. Taleb Rifai, UNWTO Secretary General met with the President of the Republic of Sudan, H.E. Omar Hassan Ahmad al-Bashir, and used the opportunity to present the 'Open Letter on Travel and Tourism', a global campaign conducted by UNWTO and the World Travel and Tourism Council (WTTTC). Mr. Rifai reiterated the potential of the tourism sector in creating new opportunities for the people of Sudan. From his side, the President expressed Sudan's appreciation for the support of UNWTO by presenting UNWTO Secretary-General with the Order of the Two Niles Grand Cross.

4. The official visit also included meetings with the press to address the issues of perception in Africa and a visit to Port Sudan and to the recently nominated World Heritage site of the Sanganeb Island. There, the Secretary General emphasized the need to build and have the right infrastructure in place and be able to communicate effective and positive messages to the world about Sudan.

**African Ambassadors' Lunch and Meeting, Madrid, Spain, 17 November 2016**

5. On 17 November 2016, at the kind invitation of UNWTO Secretary-General Taleb Rifai, African ambassadors accredited to Spain, France, Belgium and the UK met at the UNWTO Headquarters in Madrid, Spain, to exchange and discuss tourism related issues in the region. The annual meeting aimed at sharing up-to-date information on the implementation of the UNWTO Programme of Work and discuss key issues affecting tourism in Africa

### **Signing of the African Sustainable and Responsible Tourism Charter, Rabat, Morocco, 10 November 2016**

6. On 10 November 2016, African Ministers of Tourism and heads of delegation along with UNWTO officials assembled in Marrakech in the framework of the 22nd Session of the UNFCCC Conference of Parties (COP22) to adopt the first African Charter on Sustainable and Responsible Tourism. The Charter paves the way for the implementation of sustainable and responsible principles in the tourism sector in Africa. The African continent now has a common reference framework to promote sustainable and responsible practices in the tourism sector. The Charter aims at becoming an instrumental tool for the continent to engage in sustainable tourism best practices by reconciling social and economic growth, the preservation of the environment and the respect for the cultural diversity of each country.

7. The Charter was signed by Morocco, the Republic of Congo, Angola, Benin, Cameroon, Ethiopia, Guinea-Bissau, Cabo Verde, Burundi, Burkina Faso, Côte d'Ivoire, The Gambia, Gabon, Kenya, Mali, Mauritania, Central African Republic, Nigeria, Niger, Senegal, Seychelles, Sudan, Zimbabwe, Tunisia and Chad.

### **Official Visit of Mr. Taleb Rifai, UNWTO Secretary General to Cameroon on the occasion of the 12th edition of the African Women Cup of Nations 2016, 19-21 November 2017**

8. On the occasion of the 12th edition of the African Women Cup of Nations 2016, 19 November to 3 December 2016 Mr. Taleb Rifai UNWTO Secretary-General was on an official visit to Cameroon. Participating in the conference entitled 'Women, Sports and Tourism; Women Sports events and the promotion of African destinations', UNWTO Secretary-General underlined the opportunities that women sports-related events bring to the tourism sector in the Africa and beyond.

9. During his official visit to Cameroon, UNWTO Secretary-General met Prime Minister and Head of Government H.E. Mr. Philemon Yang to whom he presented the Open Letter, a global campaign conducted by UNWTO and the World Travel and Tourism Council (WTTTC), to support tourism development worldwide and call for the support of the highest political level to the sector. Cameroon is the 19th African country to receive the Open Letter.

### **VIII edition of the Tourism Investment Forum for Africa (INVESTOUR), Madrid, Spain, 19 January 2017**

10. In the framework of the 37<sup>th</sup> Edition of the International Tourism Fair of Madrid (FITUR) the World Tourism Organization (UNWTO), FITUR and Casa África, Representative of the Spanish Government, jointly organized the seventh edition of the Tourism Investment and Business Forum for Africa (INVESTOUR) that was held on 19 January 2017 in Madrid, Spain.

11. The Forum's main objective is to promote the development of sustainable tourism in Africa, while encouraging exchanges on investment and business opportunities in the region. 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 two years ago by welcoming the participation of Portuguese private-sector actors. For its 6th edition, INVESTOUR was opened to international institutions and companies and for its 7th and 8th edition INVESTOUR aimed at consolidating and increasing the participation of international actors.

12. The event has counted in its 8th edition with the participation of more than 20 Ministers of Tourism of different African countries who debated the opportunities that the sector can bring to the continent.

13. This year, INVESTOUR was organized in two events that took place simultaneously; The round tables session offered participants the opportunity to discuss and exchange views on two topics: (i) **Technology and the design of new tourism products and projects**, and (ii) **Skills development, youth and women employment in tourism**. These two round tables offered the occasion to express different opinions and generate an interactive debate which would yield valuable insights on how to increase the competitiveness and potential of African tourism at the global and regional levels.

14. The other event was devoted to business-to-business (B2B) meetings, a platform that puts African tourism project leaders and potential international partners in direct contact with one another. A new approach was also introduced regarding this session, focused on the selection and promotion of quality development projects.

15. With a record number of participation (400 participants from 42 countries, including 28 African Ministers of Tourism and Heads of delegations), the 8th edition has contributed in making of INVESTOUR a landmark meeting platform for high-level tourism stakeholders from Africa and all over the world, taking the discussion forward on the development of a sustainable tourism in Africa.

#### **UNWTO Regional Statistics Capacity Building programme - First Workshop, Algiers, Algeria, 13-15 February 2017**

16. In the framework of the technical assistance that the World Tourism Organization (UNWTO) provides to Member States, especially in their development of sound statistical systems, the People's Democratic Republic of Algeria has hosted the 1st Workshop on Regional Statistics of the Tourism Sector (13-15 February 2017). The program aims to enable the development of tourism statistics according to the United Nations standards at the national level and to implement the Tourism Satellite Account project over time. This three-year programme, which was launched this year and is to be concluded in 2019, consists of a series of capacity-building workshops for officials from national tourism administrations, national statistical offices, central banks and Immigration Offices.

In parallel to the workshop, Mr. Taleb Rifai, UNWTO Secretary General met with H.E. Abdelmalek Sellal, Prime Minister of Algeria, whereby the discussions were focused on tourism's potential in Algeria and the necessity to develop human capital. The Prime Minister acknowledged the declaration by the United Nations of 2017 as the International Year of Sustainable Tourism for Development and confirmed that his country shares the same vision, especially in the development of sustainable tourism which can guarantee each nation the realization of common objectives on the economic, environmental and cultural sustainability.

### **Official Visits of African Ministers to UNWTO Headquarters**

17. Members of the Commission has been interacting more and more with the Regional Programme for Africa and this has resulted in increased activities as well as working visits to the head office. In the first quarter of the year 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 this time we encouraged our Ministers to visit our Headquarters for bilateral meetings with the Secretary General. This year we received a significant number of visitors consisting of Ministers, Ambassadors and several high level delegations from our member states.

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

H.E. Mr. Paulino Domingos Baptista, Minister of Hospitality and Tourism Angola  
 H.E. Mr. Jose da Silva Gonçalves, Ministry of Economy and Employment. Cabo Verde  
 H.E. Mrs. Aline Gisèle Pana, Minister of Arts, Tourism, Culture and Francophonie, Central African Republic  
 H.E. Mrs. Arlette Soudan-Nonault, Minister of tourism and Leisure, Republic of Congo  
 Mr. Jean Kingombé Tshali, Head of the department of tourism and international agreements  
 H.E. Mr. Hassan Houmed Ibrahim, Minister Delegate for Trade, Handicrafts, Tourism and Formalization, Djibouti  
 H.E. Mrs. Meaza Gebremedhin, State Minister for Tourism Development, Ethiopia  
 H.E. Mr. Tomás Mecheba Fernández Galilea, Minister responsable for Tourism, Equatorial Guinea  
 H.E. Mr. Ahmed Botto, Ministre du tourisme et de l'artisanat, Niger  
 H. E. Mr. Ephraim Kamuntu, Minister of Tourism, Wildlife and Antiquities, Uganda  
 H.E Charles Romel Banda, Minister of Tourism and Arts, Zambia

#### **Presentation of credentials**

H.E. Amb. Elizabeth Adjei , Ambassador of Ghana to Spain, Permanent Representative of Ghana to UNWTO, Embassy of Ghana  
 H.E Amb. Wacef Chiha Ambassador of Tunisia to Spain, Permanent Representative of Tunisia to UNWTO, Embassy of Tunisia

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.

### **Signature of Memorandums of Understanding between UNWTO and Regional Organizations**

18. Within the framework of the 58th CAF Meeting held in Abidjan, Côte d'Ivoire in 19 April 2016, UNWTO signed a Memorandum of Understanding with The New Partnership for Africa's Development (NEPAD). The two agencies agreed to cooperate in various areas, which include the joint publication on the role of technology in the tourism sector in Africa and providing support to NEPAD on the revision and implementation of the its Tourism Action Plan as the core strategy of the African Union on tourism.

19. UNWTO also signed a Memorandum of Understanding with Amadeus and the Ministry of Tourism of Kenya to undertake a pilot test project focused on knowledge and skills transfer, aimed to foster inclusive, local economic growth, through facilitating access of women and youth from underserved communities, to employment or entrepreneurship opportunities within the tourism and travel industry. The pilot programme, to be launched in Kenya before the end of 2017, will include training for local communities through Amadeus customers. The pilot initiative is expected to be replicated in countries around the world.

20. This year, UNWTO will engage in developing two publications focused on the African region. On the sidelines of the African Ambassadors' lunch and meeting, held on 14 November 2016, UNWTO and Casa Africa signed an Agreement whereas both parties agreed to cooperate in developing and publishing a joint publication entitled ***Brand Africa: Enhancing and Fostering Tourism Development in the Continent.***

## II. Technical Assistance Missions/Projects undertaken in the Africa region from September 2015 to December 2016

### **Country: Botswana**

**Project Title:** Development of Tourism Clusters

**Duration:** July – September 2016

**Objectives:** Through funding from the Ministry of Environment, Wildlife and Tourism, UNWTO provided technical assistance for the development of tourism clusters in the country. In its endeavour to market Botswana as a tourist destination of choice, the Government of Botswana, has embarked upon initiatives to stimulate tourism product development and diversification with a view to spreading the socio-economic impacts and opportunities of the tourism sector to all parts of the country. With a view to extending visitor stay and, thereby, visitor expenditure, while, at the same time, spreading tourism development to all regions of the country. In order to achieve this, it is important that Botswana's tourism attractions and services are packaged into regional tourism clusters to enhance the overall visitor experience and broaden the traditional product mix. However, there is a need to build institutional capacity in the regions to ensure that the various tourism activities and initiatives are coordinated for greater effectiveness. This requires collaboration between the public and private tourism sectors and the development of mutually beneficial cooperative alliances.

#### **Results achieved:**

- Provide capacity building to the Botswana Tourism Organization (BTO) to develop, mentor and manage the tourism cluster development process.
- Situation analysis of the need for tourism cluster development in three regions of Botswana: Kasane/Kazungula (Chobe District), North West Ngamiland (Ngamiland District) and Maun (Ngamiland District) – this included an analysis of the local economies and the current situation of tourism development in each region including identification of potential and constraints.
- Identification of potential leadership teams for each cluster.
- Guidelines for supporting the development of a specific cluster vision for each region.
- A report submitted to the Ministry and BTO for the continued technical support and mentoring of cluster development.

### **Country: Cameroon**

**Project title:** Ecotourism Development at Kribi

**Duration:** October 2012 – December 2016

**Objectives:** To enhance quality and local benefits from tourism activities in Kribi through capacity building, sustainable planning and reinforced environmental management of coastal tourist sites, and promotion of SME development in the tourism supply chains.

**Results achieved:** A value chain analysis has been completed and sustainable management plans were drafted through a participatory process for the sites of Lobé, Grand Batanga and Londji. A Local Tourism Committee was established and two community groups have been identified to operated tours in Londji and Grand Batanga. The project is also promoting community involvement in environmental protection such as tree planting and cleaning of beaches. The project carried out four ecotourism trainings in basic

customer care, food processing and first aid techniques. An ecotourism manual was produced. In total 81 people were trained (20 women and 61 men). A chart of best practices for tourism visits to the Bagyeli Pygmy community was drafted and training of 3 Bagyeli trainers carried out. One more training in language skills and internet was also organized.

Based on the Value Chain Analysis carried out, the project identified the following three eco-tourism sites for development:

- The Lobe Falls Cultural Landscape;
- The Grand Batanga, the historic site of the former capital of the Batanga people; with attractive beaches; and
- The fishermen village of Londji.

The project formulated sustainable management plans for the ecotourism sites, with active consultation of communities, private sector, and local stakeholders. These plans gave good guidelines to develop ecotourism products and take measures to protect the sites beyond 2016, and formed the basis to develop small tourism facilities at the sites where local entrepreneurs can sell food, beverages and handicrafts.

The project also built the capacity of local Pygmy groups to develop tourism circuits and organize excursions in their area. Further, trainings were organized on agro-tourism, on-line marketing and environmental sustainability for hotels, and brochures were developed to promote the different tourism activities in Kribi. All activities of the project were successfully completed in December 2016.

### **Country: Ethiopia**

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**Project Title:** Implementation of Hotel Classification Scheme

**Duration:** December 2014 – December 2016

**Objectives:** 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 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.

Project activities have continued in 2016 to provide additional training to the Ministry of Culture and Tourism in the implementation of hotel classification schemes.

**Results achieved:**

- Capacity building for the Ministry of Culture and Tourism in coordinating and implementing the new hotel classification scheme.
- Organization of two capacity building programmes aimed at the hotel sector on i) maintenance planning, and, b) sustainability planning.

**Country: Ghana**

**Project title:** Improving Visitor Facilities and Interpretation of Nzulezu Village on Stilts

**Duration:** April– December 2016

**Objectives:** To improve visitor facilities and services in the Nzulezu stilt village, conserve the natural and cultural heritage of the site, and build capacities of local people providing goods and services to tourists with a view to attracting more visitors and creating job and income opportunities for the local people.

Nzulezu is a village on stilts in the Jomoro District of the Western Region. The Ministry of Tourism, Culture and Arts wants to improve visitor facilities and services as its policy objective of redeveloping and conserving natural and cultural heritage to attract more visitations, whilst creating job and income opportunities for the people. Visitor facilities at Nzulezu Water on Stilts Village require improvement to enable tourists stay longer and spend money in the community, whilst social amenities need to be provided for the local people.

**Results achieved:**

The project built 10 toilets stalls with flush-system for use by visitors and locals alike, and implemented a training programme on cultural dance performance for 36 youth of the village. The village walkway and performance stage was also upgraded and about 20 litter bins have been installed in the village to discourage waste disposal into the water. Awareness-raising activities on sanitation and waste management were carried out, and other income generating opportunities discussed with the community, such as the sales of handicrafts and the traditional meals by women's group. In addition, the project mounted bill boards at two major road junctions en route to Nzulezu.

A project inception meeting and Project Steering Committee meeting took place in early and late April.

UNWTO carried out a project review mission from 26-30 April 2016 and concluded that the project was on the right track for timely completion. All project activities were completed successfully and a closing ceremony conducted in December 2016 with the presence of the former Minister of Tourism, Culture and Arts of Ghana.

**Country: Guinea-Bissau**

**Mission Title:** Review of the Tourism Sector

**Duration:** October 2016

**Objectives:** UNWTO conducted a mission to Guinea-Bissau to review the current situation of the tourism sector. Based on discussions held with the Ministry of Tourism and other partner agencies such as UNDP and the World Bank, it was decided that tourism could play a key role in diversifying the country's economy as well as provide a means of sustainable livelihoods, particularly for the large youth population.

**Results achieved:**

Project proposals on preparation of a Tourism Development Policy, Strategy and Master Plan; Tourism Law, Strengthening of National Tourism Statistical System; Hotel Classification; and, Development of a

Hotel and Tourism Training Institute have been submitted to the Ministry and donors for their review and approval.

**Country: Kenya**

**Mission Title:** Seminar on Community-based Tourism in Kenya

**Duration:** February 2017

**Objectives:** To help facilitate a workshop on community-based tourism in Kenya, within the framework of an EU funded project, titled Enhancing Sustainable Tourism Innovation for Community Empowerment in Kenya, in which UNWTO participates as Associate Agency.

**Results achieved:**

- Opening and closing remarks were delivered at the workshop, a presentation was made on marketing of community-based tourism, and working sessions were facilitated on product development and improvement, promotional activities, and identification of support needs for community-based tourism in Kenya. The workshop was well attended by 45 participants who are actively involved in community-based tourism development in Kenya, and provided a good opportunity to share experiences and lessons learned, and to provide feedback and guidance to community-based tourism initiatives in Kenya.
- Feedback was provided on the marketing activities and materials of various county governments in Kenya.

**Country: Lesotho**

**Project title:** Kome Rural Homestays

**Duration:** October 2012 – June 2017

**Objectives:** To improve community-based tourism within Pulane community as a way to improve livelihoods through tourism business activities.

**Results achieved:** Training seminars were organized for excursion providers, tour guides, rural homestay providers, and crafters, and a tourist map was developed with hiking, biking, and pony trekking routes, linking the three project areas. The seminar for excursion providers was attended by 11 small entrepreneurs. The seminar aimed to support the participants to start and/or grow an excursion enterprise, by building their capacity to develop excursions and to get access to tourism markets. The seminar provided the participants with valuable insights on how to develop new excursions or improve existing ones, making optimal use of the attractive natural and cultural heritage of the destination. It also gave detailed guidance to the excursion providers on marketing their products to individual tourists and establishing business linkages with foreign tour operators.

Likewise, the seminars for tour guides, rural home stay providers and crafters focused on building the capacities to improve the products and services offered to tourists, and to strengthen their marketing skills. The seminars were attended by 16, 34 and 24 local participants, respectively. Following the training seminars, several participants directly started to put the lessons learned into practice by making improvements in the products and services offered to tourists and by establishing contacts with potential clients.

During 2017, the following additional activities will be carried out:

1. Guides training, especially at Malimong, and Thaba-Bosiu;
2. Familiarization tour for Tour Operators from Lesotho and Clarence in South Africa;
3. Roadshows to promote the tour route in Maseru city as well as to post adverts on television screens at Maseru Mall and Pionner Mall; and
4. Registration of the enterprise groups at Thaba-Bosiu, and Ha Baroana.

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**Country: Mauritania**

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**Project Title:** Formulation of a National Tourism Strategy

**Duration:** November 2016 – March 2017

**Objectives:** The United Nations Development Programme (UNDP) is currently providing assistance to the Ministry of Trade, Industry and Tourism in the formulation of a National Tourism Strategy. As a partner organization, UNWTO was invited to provide its technical assistance in the process by reviewing the draft deliverables of the project and provide inputs and best practices.

**Results achieved:**

- Review the draft Situation Analysis and draft National Tourism Strategy and provide inputs on improvements to be made.
- Participate in the Steering Committee Meeting to validate the final Tourism Strategy.

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**Country: Morocco**

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**Project title:** Establishment of a New System of Tourism Hotel Classification

**Duration:** June 2013 – December 2018

**Objectives:** In March 2013, UNWTO and UNDP Morocco signed an agreement to support the Moroccan Ministry of Tourism in the establishment of a new system of tourism hotel classification. The project aims to consolidate a standing level of competitiveness for the Moroccan hotels which will enable them operating on an international competition level and to develop a real culture of quality within tourism hotels. The review of the classification system is to:

- Improve the quality of tourist accommodation establishments.
- Facilitate the classification of tourist accommodation in terms of quality, safety, health and sustainable development.
- Adapt the classification system to the evolution and diversification of the tourist demand.
- Develop a Guarantee involving regulatory standards and quality frameworks.
- Implement a quality strategy in Morocco as a destination offering a sustainable competitive advantage.

The general objective is to contribute to the economic and social development of Morocco.

**Results achieved:**

- Review of the existing hotel classification system and first draft of revised criteria prepared.
- Training of 90 Inspectors of the Ministry of Tourism on the proposed revisions to the criteria and the impact that these will have on the inspection process. Based on feedback from the training, a second revision of the revised criteria was prepared.
- Practical training of 90 Inspectors of the Ministry of Tourism on the application of revised criteria is scheduled to be completed in August 2014. This practical training activity is also serving as an awareness-raising exercise amongst the hoteliers to share with them the main revisions to the criteria and their application.
- National Seminar on Hotel Classification in Morocco
- Pilot testing of 450 mystery guest visits.
- Manual for interpreting new hotel classification criteria.
- Manual for Hotel classification process.

**Country: Mozambique**

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**Project title:** Human resource and SME development for the tourism sector in Inhambane province

**Duration:** May 2011 (Phase I) – December 2017 (Phase II)

**Objectives:** To enhance the local economic impact from tourism in Inhambane through human resource development and SME development in the tourism sector.

**Results achieved:** The project builds on the experience of the previous project in the region. A major success has been the establishment of a multi-stakeholder platform (including tour operators, hotels and restaurants), which addresses marketing issues that had previously been identified as a major challenge for the destination. As a result, tourism enterprises collectively participate in international tourism trade shows, and are jointly promoting the destination to long-haul tourists. Over 600 local people, mainly women and youth have been trained in different tourism subjects, including housekeeping, hospitality, food preparation and tour guiding. The training has resulted in an improved level of service delivery in the sector, which has had a positive impact on the economic performance of individual enterprises as well as on the competitiveness of the Inhambane destination as a whole. For SME development, training on business management has been provided to 21 owners/managers of small tourism enterprises. Further, the project has provided micro finance to 9 small enterprises dealing with handicrafts production, supply of fruits, vegetables and eggs, organization of sailing tours and preparation of local meals. Successes have especially been booked with establishing business linkages for the local supply of agricultural products to hotels and restaurants, and with assisting handicraft producers to get better access to the tourism market. A group of 20 handicraft producers has been supported by providing a space where they can sell their souvenirs to tourists.

**Country: Mozambique**

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**Project title:** Vocational Training and SME Development for the Tourism Sector in Maputo

**Duration:** November 2011 (Phase I) – December 2017 (Phase II)

**Objectives:** To enhance the local economic impact from tourism in Maputo through vocational training and SME development in the tourism sector

**Results achieved:** The project intends to create tangible benefits from tourism for 200 local households through the following ST-EP mechanisms:

1. Employment in tourism enterprises
2. Supply of goods and services to tourism enterprises
3. Direct sales of goods and services to visitors
4. Establishment and running of tourism enterprises

Detailed training programmes and curricula have been developed and a train the trainer seminar was organized in February 2016 with 7 participants, which formed the basis to deliver vocational training seminars in the first semester of 2016 to 40 local people to assist them to obtain employment in the tourism sector. In the second semester of 2016, additional activities will be planned and implemented to support tourism SMEs to generate enhanced income from the sale of goods and services to tourists and larger tourism enterprises. Within the framework of the project, support has also been provided to preparing the new Strategic Plan for the Development of Tourism in Mozambique; especially to ensure that sustainability aspects are well covered in the plan.

#### **Country: Namibia**

**Mission Title:** Review of the Tourism Policy

**Duration:** December 2016

**Objectives:** At the request of the Ministry of Environment and Tourism, UNWTO provided technical assistance for the review of the Tourism Policy and the development of a Tourism Bill for Namibia.

**Results achieved:**

A report which recommended the preparation of a new Tourism Bill 2017 for Namibia which includes the proposal for the establishment of the Namibia Tourism Authority; proposal on the organizational structure of the NTA including roles and responsibilities – by streamlining those of the Ministry and Board, and, preparation of a series of Direction Statements which extract the implementable actions and activities from the existing Policy and two Strategies to provide guidance and clarity to each entity as to their specific roles and responsibilities.

#### **Country: Nigeria**

**Mission Title:** Review and Updating of the Tourism Development Master Plan

**Duration:** December 2016 – March 2017

**Objectives:** At the request of the Ministry of Information and Culture of Nigeria, UNWTO provided technical assistance to review the status of implementation of the Tourism Development Master Plan

which had been prepared by UNWTO in 2006. Based on the review, UNWTO was requested to prepare a proposal for further technical assistance in the preparation of a new and updated Tourism Development Master Plan.

**Results achieved:**

- Conduct a detailed analysis of the level of implementation of the current Tourism Development Master Plan.
- Review the current tourism scenario – products, services, and source markets, and in relation to projected future growth, determine which elements of the Master Plan are outdated and need to be revised.
- Prepare a detailed project proposal for the Ministry of Information and Culture for the review and updating of the Master Plan including technical assistance for the implementation of key priority actions.

**Country: Republic of Congo**

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**Project Title:** Sustainable Tourism Development Plan

**Duration:** December 2014 – June 2016

**Objectives:** In collaboration with UNDP, UNWTO provided 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 Policy, Strategy and 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.

Under the framework of this project, the Government of the Republic of Congo requested UNWTO's technical assistance to train middle to senior representatives of the Ministry of Tourism on the Sustainable Tourism Development Plan and elaborate a work plan for the implementation of the National Tourism Forum (*assises nationales du tourisme*) tentatively scheduled for May/June.

**Results achieved:**

- Detailed situation analysis of the current opportunities and challenges facing sustainable tourism development in the Republic of Congo.
- Formulation of a Tourism Policy which was approved by the Government and UNDP.
- Formulation of a sustainable Tourism Development Strategy and Master Plan which was approved by the Government and UNDP.
- Preparation of a separate Executive Summary of the Strategy to be circulated to donors and stakeholders.

**Country: Republic of Congo****Project Title:** Development of a Hotel Classification System**Duration:** July 2016 – June 2018

**Objectives:** In collaboration with UNDP, UNWTO provided its technical assistance to the Ministry of Tourism and Environment of the Republic of Congo to conduct an in-depth analysis for the design and implementation of a new hotel classification system for the country. Given the Government's current endeavour to have a systematic approach to tourism development, commencing with the formulation of a tourism policy and master plan, another priority activity is the systematic approach to quality assurance with regard to tourism accommodation establishments with a view, on one hand, to stimulate competitiveness amongst the accommodation providers and, on the other hand, to assist the Government in marketing and promoting quality-based tourism services.

**Results achieved:**

- The resultant project has been approved by the Government and UNDP and project activities for the development and implementation of a Hotel Classification System in the Republic of Congo was launched in July 2016.
- Review of the existing hotel classification system and first draft of revised criteria prepared.

**Country: Republic of Congo****Project Title:** Needs Assessment for the Training of Staff in Hotels in Brazzaville**Duration:** July – September 2016

**Objectives:** Under the framework of the Project for the Support of Economic Diversification of the World Bank (PADE), UNWTO will conduct a needs assessment for training of staff employed in larger, more renowned hotels in Brazzaville with a view to improving the quality of services offered in the hotels while, at the same time, creating a framework for continuous skills development, thereby facilitating the access of local communities, especially women and youth. This project is a direct result of the awareness raised amongst the donor community to align their programmes with tourism in light of the formulation of the Tourism Development Strategy and Master Plan.

**Results achieved:**

Project document for a two-year project for training of Staff in hotels in Brazzaville has been submitted to the donor for approval and funding.

**Country: Seychelles****Project title:** Establishment of a New System of Tourism Hotel Classification**Duration:** May 2016 – June 2017

**Objectives:** The tourism sector in the Seychelles offers a wide range of accommodation for tourists and requires standardization to preserve the trademark of the Seychelles as a tourism destination, to attract emerging markets and increase the presence of international operators while, at the same time, maintaining the competitiveness of the Seychelles tourism sector. During the project, UNWTO would review the draft criteria prepared by the Ministry of Tourism and Culture and review and refine according to

international best practice. In addition, working sessions will be held with the trade to raise awareness on the new criteria and their interpretation. Finally, training will be provided to the Ministry assessors on the new criteria.

**Results achieved:**

- Review of the existing hotel classification system and final draft of revised criteria prepared.
- Training for Ministry assessors on the proposed revisions to the criteria and the impact that these will have on the inspection process.
- Five working sessions with the trade to inform on new hotel classification criteria.
- Preparation of an Assessors' Manual to provide guidance to Ministry assessors in interpreting criteria.

**Country: Uganda**

**Project title:** Kisiizi Water Falls Tourism Development Plan

**Duration:** January – June 2017

**Objectives:**

- To enhance the attraction of the tourist area and develop facilities that support tourist activities.
- To enhance the visibility of the tourist area in terms of promotion and information availability.
- To develop the capacity of the site management to provide tourist services like guiding, food and accommodation services.
- To preserve the Natural Beauty of the Kisiizi Water Falls and surrounding environment through tourism and to facilitate the tourist visitation and utility of the Falls and its environment.
- To generate incomes to support the community, especially through the Good Samaritan Fund.

**Results achieved:**

- Design and approval of the project logo;
- Consultations with two groups of engineers regarding the construction of the bridge and monument were held; and building of the access paths to ascend the hill and go down into the gorge for the bridge which will be constructed by the project;
- Advice on the development of the zip wire system was sought from a group of field specialist
- Construction of the the Kisiizi Falls Visitor Centre and the monument is near completion

**Country: Zambia**

**Project title:** Livingstone Community Sustainable Tourism Resource Centre

**Duration:** January – June 2017

**Objectives:** To provide the community with a self-sustaining facility that will contribute to improving the livelihood of the Livingstone local community; and to provide skills acquisition and income generation at the Resource Centre and household levels.

**Results achieved:** The Ministry has allocated land on a central location in Livingstone for the construction of the resource centre, and has also reserved funds to co-finance the project. The drawings for the resource centre have been prepared and a local contractor is selected through a tender procedure.

Discussion were held with Ministry Officials to find synergies between this project and the Cultural Centres project to be implemented in Zambia in so far as to use the Livingstone Tourism Resource Centre as a facility for training of locals on the promotion of community-based tourism.

### **Country: Zimbabwe**

**Project title:** Enhancing Participation of Youth and Women in Tourism

**Duration:** December 2016 – June 2017

**Objectives:** To build the capacities of women and young people to make a career in tourism enterprises at the Victoria Falls and to strengthen the capacity of tourism SMEs in the area.

**Results achieved:** It is expected that the vocational training for existing and new tourism employees will enable participants to get increased income because of better positions they could obtain after the training, or to assist unemployed young people to obtain new or vacant positions in the tourism sector. The project also hopes to provide business and financial services to tourism SME's resulting in improved performance of the SMEs and increased earnings for the SME employees.

The TOR for a UNWTO Themis Volunteer to support the project has been prepared early on in consultation with the Ministry. The project Agreement was signed in October 2016 and the UNWTO Themis Volunteer recruited and deployed to Victoria Falls in November 2016. Project activities were launched in December 2016.

A total number of 438 unemployed youth and women applied for the training programmes to be carried out by the project and the first and second screening of candidates are currently being carried out. The University of Harare and the School of Hospitality of Bulawayo are supporting the project in facilitating training to the final selected training candidates in tour guiding, house-keeping, Food&Beverage, and cooking, which are scheduled to start at the end of January 2017 over the course of 4-6 weeks period.