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CAF Decisions' update

Note by the Secretary-General

In this document, the Secretary-General presents to the Members of the Commission for Africa an update of the CAF decisions (2012-2017).



Decisions taken by UNWTO Regional Commission for Africa from the: 53rd – 59th CAF meetings (2012-2017)

During every Regional Commissions the priorities of the organization and the programme of work of the Africa programme are discussed and Member States have the opportunity to comment and provide recommendations which help to further direct the programme of work for the region and for the organization to better respond to the specific needs and demands of the members.

Following the request of the member states during the 60th Commission meeting last year, the following document outlines the actions that UNWTO has taken in order to respond to the demands and recommendations that came out of the 53rd – 59th CAF meetings (2012-2017).

This report has been compiled taking into account the different actions that UNWTO has undertaken through various activities, workshops, publications and more in order to respond to the Member States requests.

The recommendations of 53rd – 59th CAF meetings (2012-2017) have been grouped under the following themes as follows:

1. Resource mobilisation - new donors and third parties to finance technical cooperation activities in Africa
2. Enhance Air Connectivity and Visa Facilitation to and within the region
3. Promotion of the Image and Branding of Africa as a priority for the region
4. Advancing the initiative of Women Empowerment and Youth and their role in Tourism
5. Strengthen the relation with African Union and support the establishment of standalone institutional Tourism presence at the African Union (AU) for tourism development
6. Promote and inform member states about partnerships opportunities through the Affiliate Members programme aiming at increasing the affiliation in the region
7. Advance the issue of anti-poaching in close collaboration with international bodies
8. Encourage Chairman of the Commissions to attend regional meetings of other regions to bridge communication amongst regions
9. Encourages the promotion of following priorities by the Secretariat - the issue of Safety and Security, aviation, and technology and innovation and their connection with human resources;

Actions taken by the UNWTO based on the above recommendations listed as follows:

Based on the requests mentioned above during the last 6 Regional Commission Meetings for Africa, we have listed here below actions taken by the UNWTO as a response on these requests.

Resource Mobilisation:

UNWTO provides support to its member states through the implementation of technical projects based on the priority needs and demands of each member states. In addition to that and in order to be able to implement the projects through its own network, UNWTO also assists members in Resource Mobilisation not only in attracting new donors but also to further strengthen existing relations that the organisation has established over the years with some key partners.

Last year alone with the promotion of the International Year for Sustainable Development 2017, UNWTO has managed to establish new partnerships and managed to conduct the series of activities throughout the year and across regions with the extra budgetary funds that had been raised through an aggressive campaign in resource mobilisation. The efforts has also continued through new partnerships that has been created to support sub regional events and also the yearly INVESTOUR Business and Tourism Investment Forum which takes place within the framework of FITUR.

With the support of the Chimelong group (a company from Guangzhou, China); UNWTO has been able to conduct a series of capacity building workshops especially in the Africa region with a strong focus on biodiversity, conservation and environment protection.

Resource mobilisation is a continuous effort that is undertaken by the UNWTO team throughout the year with the idea of seizing various leads that may transpire in an opportunity for funding.

Air Connectivity and Visa Facilitation:

In its endeavour to respond to the member states requests in regards to air connectivity and visa facilitation, UNWTO has over the past years been collaborating with the International Civil Aviation Organization (ICAO) on these thematic.

In 2013, ICAO and UNWTO signed a **special Joint Statement on Aviation and Tourism** acknowledging the intention of the two UN agencies to begin cooperating more closely on issues of common priority.

While ICAO sets standards and policies for aviation safety, security, efficiency, environmental protection and the economic development of air transport, UNWTO promotes tourism as a driver of economic growth and sustainable development, offering leadership and support to the sector in advancing knowledge and tourism policies worldwide. Accordingly, ICAO and UNWTO have decided to strengthen their collaborative efforts towards building a more sustainable future in all of the three pillars of the United Nations definition of sustainability – social, environmental and economic – and to position air transport and tourism as strategically interrelated sectors that benefit the global society they both serve.

Furthermore, during the 56th Commission Meeting held in Luanda, Angola in April 2014, UNWTO and the Government of Angola jointly hosted a regional Seminar on Tourism and Air Connectivity in Africa. The Seminar was aimed at addressing critical issues related to bridging air transport and tourism policies, including the current regulatory framework, taxation and the way forward in facilitating travel, in order to contribute to the development of tourism in the African continent and to ensure that its countries obtain their fair share out of the growing overall opportunities that tourism and aviation are generating globally.

The seminar was set as a preparatory event for the First UNWTO-ICAO Ministerial Conference on Tourism and Air Transport in Africa. The main outcome of the regional seminar was the **Luanda Declaration on Tourism and Air Transport Connectivity in Africa**, that among other aspects stressed “the need for developing programmes of interregional cooperation between bodies responsible for tourism and air transport so as to improve and strengthen the basic

conditions for the sustainable development of tourism in Africa”, and reaffirmed “the need to address the obstacles and barriers that hamper the expansion of both tourism and air transport within, to and from African countries.”

The **Medellín Statement** was agreed upon in September 2015 at the first joint UNWTO/ICAO High-Level Forum on Tourism and Air Transport for Development, held on the side-lines of the 21st UNWTO General Assembly in Medellín, Colombia. It highlights the potential of air transport and tourism to improving socio-economic prosperity and promotes sustainable development in line with the Sustainable Development Goals (SDGs). The high-level policy-makers and regulators at the Joint Forum discussed challenges relating to policy convergence, the need for enhanced connectivity, market access, air transport competitiveness and travel facilitation. The Forum called upon participants to bring the cooperation between tourism and air transport as showcased by UNWTO and ICAO to their national levels.

UNWTO and ICAO also attended the **First extraordinary session of the specialized technical committee on transport, transcontinental and interregional infrastructure, energy and tourism** organised by the African Union, in July 2017, in Lome, Togo and contributed to the Plan of Action adopted by the Ministers of the Sectorial Technical Committee for Transport, Interconnected, Interregional, Energy and Tourism. The main purpose of this Plan of Action is to define activities that will enable the attainment of African Union objectives, within the framework of AU Agenda 2063 First Ten Year Implementation Plan.

UNWTO has also contributed to the **ICAO TRIP Strategy Compendium** in 2017. The ICAO TRIP Compendium showcases the guidance material produced by the Technical Advisory Group on the Traveller Identification Programme (TAG/TRIP), implementation of ICAO's travel document security and identity management programme and on ICAO's leadership across all elements of the ICAO TRIP Strategy, in collaboration with other UN entities and external partners. UNWTO participated in the 2nd Meeting of the Technical Advisory Group on the Traveller Identification

Programme (TAG/TRIP/2), that took place last April 2018 at the ICAO Head Quarters, where it presented the results of the latest 2018 UNWTO Visa Openness findings.

Visa policies are among the most important national policies influencing international tourism. The development of policies and procedures for visas, as well as for other important travel documents such as passports, is closely linked to the development of tourism. Since 1980, and with the changing functions of visas in mind, UNWTO regularly collected information on visa policies worldwide. The **UNWTO Visa Openness Report 2015** annual report continues the analysis of visa policies and the progress made in visa facilitation over the past seven years, supporting destinations with evidence-based policy making and helping to prioritize activities within their facilitation policies. Despite of continuous challenges, the world's openness continues to grow and it is at its highest level ever.

Joint research by the UNWTO and the World Travel & Tourism Council (WTTC) in 2012, demonstrated that improving visa processes could generate an additional US\$ 206 billion in tourism receipts and create as many as 5.1 million jobs, in three years' time, in the G20

economies.^{1,2} In addition, research in 2013 demonstrated that policy improvements across APEC economies could also generate up to US\$ 89 billion in international tourism receipts and between 1.0 and 1.4 million new jobs within three years.³ Both analyses, as well as further work by UNWTO in this area, have shown many areas of opportunities for destinations in regard to visa facilitation. Among others, these include: 1) increasing and enhancing communication around visa policies; 2) enhancing visa application processes and entry procedures; 3) differentiating the treatment of high/medium and low-risk travellers; and 4) developing and improving product- and group- specific facilitation measures.

Promotion of the Image and Branding of Africa as a priority for the region

Tourism is one of Africa's most promising economic sectors, but the sector's capacity to fully contribute to inclusive and sustainable development across the continent is often hindered by negative perceptions and the generalization of crises situations in specific locations. At the same time, the numerous positive stories from Africa remain untold to a global audience, further impeding positive perceptions of the region.

Against this backdrop, UNWTO in collaboration with the Ministry of Tourism, Culture and Creative Arts of Ghana jointly organised an Regional Conference on '**Enhancing Brand Africa – Fostering Tourism Development**', which took place in Accra, Ghana, in August 2015. This conference brought together a wide range of public and private-sector stakeholders in tourism, media and communications, and other related fields to:

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

It is important to recognise that Brand Africa exists. What we now need to do is to enhance its value and ensure its effective implementation. We can only do this through partnerships – among Africa countries, between all tourism stakeholders, by engaging citizens, destinations and media. Regional cooperation and capacity-building will be critical throughout this process.

In addition UNWTO and CASAFRICA are working in joint collaboration to produce a publication on "**Brand Africa: Enhancing and Fostering Tourism Development in the Continent**".

¹ The T20 Ministers refers to the Tourism Ministers of the G20 economies. The G20 economies are Argentina, Australia, Brazil, Canada, China, France, Germany, India, Indonesia, Italy, Japan, Mexico, the Republic of Korea, Russia, Saudi Arabia, South Africa, Spain, Turkey, the United Kingdom and the United States of America.

² World Tourism Organization and World Travel & Tourism Council (2012), The Impact of Visa Facilitation on Job Creation in the G20 Economies, UNWTO and WTTC, Madrid and London.

³ World Tourism Organization and World Travel & Tourism Council (2013), The Impact of Visa Facilitation in APEC Economies, UNWTO and WTTC, Madrid and London.

UNWTO has developed a comprehensive, up-to-date “**Toolbox on Crisis Communications in Tourism**”. It includes step-by-step protocols, check-lists, sample templates configured by type of crisis and media categories, guidelines for measuring effectiveness, best practices and a special chapter fully dedicated to the use of social media in times of crisis. UNWTO supports its members in crisis management through licensing them with the Toolbox on Crisis Communications in Tourism completely adjusted for their specific country.

Several workshops has also been organised in various countries at the request of the member states to address this issue such as the:

- UNWTO Training Workshop on branding, e-marketing and communication held in Tunis, Tunisia, May 2014
- UNWTO/THEMIS Capacity Building Course on E- marketing technical training in Zimbabwe, March 2015
- UNWTO has supported various Member States with their crisis management strategies such as Kenya and Madagascar, the latter with whom with the support of the World Bank, UNWTO is currently supporting with their Crisis Communication and Media Relations.

Advancing the initiative of Women Empowerment and Youth and their role in Tourism

In 2016, UNWTO together with the government of the Republic of Cameroun jointly organized a Roundtable on **Women, Sports and Tourism** in Yaounde, Cameroun. The Roundtable provided an opportunity to exchange and reflect on inequalities and gender disparities in management practices and sports performance. The debate brought to light the necessary vision and approach to promote a three-fold impact: institutional, organizational and individual plans. It was also the occasion to discuss the developments and needed transformations in men's and women's equitable access to opportunities to fulfil their rights and potential, and how women can contribute further to the influence of their country while benefiting from the changes and dividends induced by this impact.

Within the framework of the **UNWTO-Amadeus cooperation**, the two entities developed a project focused on **knowledge and skills transfer**, aimed to facilitate access of **women and youth** from underserved communities, to employment or entrepreneurship opportunities within the tourism and travel industry.

While the training and work experience opportunities was delivered and created largely by the (travel and tourism) private sector partners identified by Amadeus and UNWTO, in collaboration with organisations dedicated to women and youth development, a key partner was the National Tourism Administration and Kenya Utalii College (KUC) of the pilot country Kenya, joined to align the objectives of the project with the tourism development priorities. The pilot project was successfully completed in 2017.

The next phase of UNWTO's work on gender and tourism is the **Women Empowerment in the Tourism Sector - Spotlight on Gender Equality and Young Women**. UNWTO is placing its

efforts in contributing to promote gender equality and women and girls empowerment in the tourism sector (SDG 5). More specifically, this initiative aims to:

- Enhance opportunities for women's participation in the workforce, women's entrepreneurship, and women's leadership in executive positions;
- Raise awareness on key issues regarding women empowerment in tourism, with a particular focus on young women, and identify power imbalances;
- Encourage mentoring, and promote education and training of women;
- Promote and advocate for training facilities and hospitality schools.

The initiative will be presented to CAF members during the 61st Commission for the endorsement and approval.

Strengthen the relation with African Union

In its effort to strengthen the relation with the African Union, in 2014, UNWTO signed a **Memorandum of Understanding** with AU with the specific aim of enhancing cooperation and identifying areas of mutual interest. UNWTO has also attended several key meetings organized by the AU in the recent years such as when the AUC, in collaboration with the Government of the Republic of Seychelles, convened a two (2) day Ministerial Working Group to brainstorm on the requisite Tourism Policy and Strategy within the framework of the Agenda 2063, UNWTO participated.

Through the UNWTO Secretariat, the CAF Chairman then strongly appealed to all to focus on the strengthening of regional tourism blocks and the establishment of a standalone institutional Tourism presence at the African Union (AU) level in order for the Commission to have a strong voice at the Continental level on issues related to tourism. He then led a delegation together with the support of UNWTO in October 2015 to AU to deliberate on the following issues and enable a paradigm shift going forward.

Key proposals that have been put forward to the attention of the AU:

- A Continental Tourism Policy
- Visit Africa Campaign
- Brand Africa
- Structurally institutionalize tourism at the AU (Commission/substantive directorate on Tourism, Biodiversity and Aviation).
- Build strong Regional Tourism Blocs
- Campaign for the adoption and use of the African Passport
- A common African visa regime
- Accelerated implementation of the Yamoussoukro Declaration of 1998
- Minimalistic support to tourism (1-5% of the total national budget)

UNWTO also attended The **First Ordinary Session of the AU Specialized Technical Committee (STC) on Transport, Trans-Continental and Inter-Regional Infrastructure, Energy and Tourism** which was held in Lome, Togo. And more recently was present

this year in Addis Ababa, Ethiopia, at the launch of **The Single African Air Transport Market (SAATM)**, a flagship project of the African Union Agenda 2063, and initiative of the African Union to create a single unified air transport market in Africa, the liberalization of civil aviation in Africa and as an impetus to the Continent's economic integration agenda.

Affiliate Members programme

The UNWTO **Affiliate Members Programme** serves as a major platform for alliances and collaboration between the private and public sectors in tourism. Bringing together over 500 companies, educational & research institutions, destinations and NGOs, it provides a space for members to engage in networking, share knowledge and develop joint initiatives. The Affiliate Members Programme works towards aligning private sector strategies with the United Nations 2030 Agenda and offer to its Affiliate Members the opportunity to engage in the achievement of the Sustainable Development Goals (SDGs).

The Regional Department of Africa uses every opportunity especially when on missions to promote and encourage private sector organizations to join the programme and as such we ask that member states also join us in this endeavor to encourage the private sector that are representatives of the travel trade to join in the programme.

Anti-poaching in close collaboration with international bodies

In the framework of UNWTO's Anti-Poaching Action, a survey on the value of Wildlife watching Tourism was conducted in March 2014 among African countries. This then resulted in the publication of a Briefing paper (2016): **Towards measuring the Economic Value of Wildlife Watching Tourism in Africa**. The briefing paper supports the ongoing efforts of African governments and the broader international community in the fight against poaching. Specifically the paper looks at the wildlife watching market segment within the tourism sector and highlights its economic importance with a view to encouraging tourism authorities and the tourism industry to collaborate in strengthening anti-poaching measures and raising awareness of these issues among tourists. The analysis identifies key economic indicators and characteristics of wildlife watching tourism in African countries. The briefing paper acts a first step towards measuring more systematically the economic value of the wildlife watching tourism market segment in Africa and in defining the role of the tourism sector in the fight against poaching. In its research, UNWTO followed a multi-level, participatory approach, collecting as much information as was available at the international, national and local levels and creating a network of contacts for potential future research.

At the initiative of Morocco in 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) adopted the **first African Charter on Sustainable and Responsible Tourism** and signed the **Marrakech Declaration on 'Tourism and Climate Issues in Africa'**. Both documents pave the way for the implementation of sustainability and responsibility principles in the tourism sector in Africa. It 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.

Morocco went on further to introduce the concept of an **African Caravan on Sustainable and Responsible Tourism**: the initiative of the African Caravan coincided with the celebration of the International Year of Sustainable Tourism for Development (IY2017). Its main objective is to further promote and encourage other African Member States to add their signatories to the African Charter on Sustainable and Responsible Tourism and sign the Marrakech Declaration on 'Tourism and Climate Issues in Africa'. And to also contribute to the objectives of the IY2017 through a series of activities and support the implementation of the itinerant African Sustainable and Responsible Tourism Caravan and promote the consumer campaign of the international year Travel, Enjoy, Respect with a focus on Africa. The Commission also encourages the continuity of the caravan after 2017 in the form of an itinerant annual event in Africa. This Caravan consists in organizing forums and workshops throughout the year in Africa, with a view to continuing to raise awareness among all stakeholders in the tourism value chain, regarding the principles of the African Charter, to ensure its dissemination and adoption by the other CAF member countries and to promote the best African initiatives and projects in the field of sustainable tourism.

Under the UNWTO/Chimelong initiative, a series of training seminars on tourism and wildlife were conducted in Dubréka, Republic of Guinea and in Kinshasa, Democratic Republic of Congo, respectively in November 2017. The seminars were part of a series of activities within the **UNWTO/Chimelong Initiative on Wildlife Conservation and Sustainable Tourism in Africa and Asia and the Pacific**. With the rapid growth of the tourism sector in West and Central Africa, tourism has become an important pillar for local economies. Challenges in preserving the biodiversity may in the long run affect visitors' satisfaction which ultimately would result in lower income from tourism activities. Additionally, the role of media to inform and engage the general public as well as to advocate for sustainable tourism and wildlife was the focus of the training workshop that was held in Botswana in December 2017 as another activity under the UNWTO/Chimelong initiative. The different angles of the tourism, the impacts of the sector on local communities and the **relevance of wildlife as a key component of sustainable tourism** were analyzed during the training workshop. 30 local and international journalists shared their experiences and the challenges faced in covering these topics and enhanced their knowledge about the relevance of wildlife to tourism development.

In April this year, an intense week of exchange of experiences and capacity building linked to wildlife and biodiversity protection took place in Kinshasa, the Democratic Republic of Congo. A major result of the regional initiative that lies under the framework of the UNWTO/Chimelong Programme on Wildlife and Sustainable Tourism has been the **Declaration of Kinshasa** that addresses **poaching and carbon footprint** as major concerns of the sector. The Regional Conference served to summarize the training workshops conducted throughout 2017 which encouraged local communities and tourism stakeholders to act as champions of biodiversity, conservation and environmental protection. As a result, more than 120 people were trained in 2017 from Niger, Gabon, Benin, Guinea and Democratic Republic of the Congo to give them the skills to design and implement local champion initiatives in their respective countries, which they showcased during the conference.

Chairman of the Commissions to attend regional meetings of other regions

On the above mentioned issue this is to confirm that a decision was taken at the Regional Commission of the Middle East since 1992 as follows:

‘Decides that Arab States belonging to the Commission for Africa, as well as those that are not members of WTO, should receive a standing invitation to attend meetings of the Commission for the Middle East as observers as well as the Seminars held in conjunction with those meetings; It is in this regard that we encourage member states to consider attending the regional commissions of other regions as it would also provide an opportunity for the sharing and exchange of information and knowledge.

Encourages the promotion of security, aviation, technology and innovation and their connection with human resources

In order to address the aspects of the above mentioned points several approaches has been taken such as the setting up of a working group on UNWTO Convention on the Protection of Tourists and the Rights and Obligations of Tourism Service Providers, Package Travel Directive and public consultation.

During FITUR 2016, there was a **high-level meeting on tourism and security** whereby Ministers of Tourism and High Level officials from 86 countries gathered in Madrid to discuss the development of closer collaboration mechanisms between tourism and security administrations to ensure a safe, secure and seamless travel framework. The meeting stressed the global nature of security challenges and the need to create global solutions while enhancing the collective support to countries affected. Participants called for the integration of tourism in international and national emergency systems and highlighted the role of public-private sector cooperation, as well as the importance of strong communications and media partnerships.

The integration of national security with tourism security, crisis communication and travel advisories were some of the key issues discussed at the **1st Meeting of the High Level Task Force on Tourism and Security**, organized by the UNWTO in May 2017 in Madrid.

The 2009 General Assembly of UNWTO approved by Resolution A/RES/578(XVIII) the **Declaration on the Facilitation of Tourist Travel** and entrusted the Secretary-General “to promote the principles set in the Declaration, including the use of modern information and communication technologies, in relation with travel advisories and visa facilitation”.

The Secretariat initiated in 2010 a careful examination of Travel Advisories, especially focussing on the need to maximize the relevance and efficiency, increase the transparency and help to limit unnecessary repercussions.

A first result of the analysis was that, besides travel advisories, event-related information provided by the affected destinations and/or countries is also of relevance and should also be referred to in order to cover the subject in a comprehensive manner. While the main focus still lies on the analysis of travel advisories, it became clear that destinations providing event-related information could contribute to reducing the impact of negative events, as it was done for instance by the

Tourism Authority in Thailand in 2010. It became also clear that since the introduction of Google Maps in 2005, georeferenced information plays an increasingly important role for the global travel and tourism sector.

UNWTO hosted the **1st World Conference on Smart Destinations** in Murcia, Spain in February 2017, to advance and shape a tourism model for the 21st century based on innovation, technology, sustainability and accessibility. Additionally the Secretariat also presented, during ITB 2017, the preliminary findings of the research on the 'new platform tourism services.

Under the new management and in order to anticipate, address and overcome the new challenges and trends of the Tourism sector, UNWTO is currently focusing on a **strategy on Innovation and Digital Transformation**. Further to positioning UNWTO as the leading agency of the Fourth Industrial Revolution in the Tourism Sector globally, the Strategy is aimed at:

1. Facilitating the uptake of technologies by the public and private sector of its Member States and Affiliate Members, which will result in the development of Smart Destinations and the bridging of the skills gap;
2. Improving the business environment in UNWTO Member States, including access to finance and adaptability to new business models; and
3. Boosting innovation by connecting the key stakeholders of the Innovation and Entrepreneurial Ecosystem in Tourism at a global level, including Governments, Academia, Corporations, SMEs and Startups, Investors (Business and Super Business Angels, Venture Capital, etc.) and business supporting partners (accelerators, incubators, etc.).

Ultimately, the UNWTO Strategy on Innovation and Digital Transformation will lead to the creation of new job and business opportunities, an increase of investments in Tourism as well as to the enhancement of the competitiveness and sustainability of the sector.