



# UNWTO AFRICA

Issue 9. December 2016

## From the Director

Greetings to our esteemed readers,

It is an honour to share with you the activities that we have been undertaking in the Africa region. Importantly, the contributions we have received from you, as always, enrich the overall content of the newsletter. We have been extremely encouraged by your responses and I sincerely thank all of you who have shared with us the activities that you have been undertaking over the past few months.

The sharing of stories, experiences, and expertise across the region is critical to ensuring that this newsletter truly offers each of your countries a voice. We trust that you will keep the articles coming. For those articles we have been unable to feature in this edition of the newsletter due to limited space, please rest assured that they have been uploaded on our website.

Every activity in which each one of you has engaged to attract visitors to your shores has played a critical role in the positive growth that has been recorded in our region for the first nine months of the year. The latest UNWTO World Tourism Barometer shows that international tourist arrivals worldwide grew by 4% between January and September 2016 compared with the same period last year. In Africa we have seen some destinations rebound strongly and the data points to a 8% growth, which is very encouraging.

Crisis management remains one of the main challenges for the tourism sector. In this regard, we have joined the UNWTO.THEMIS Foundation to host a Regional Executive Training Course on Crisis Communication in Khartoum, Sudan in November 2016.

More than ever before, we need to be prepared for any crises that may occur – natural disasters, economic collapse, political uncertainty, acts of terror, whatever the case may be. The workshop is designed as such to equip our members with the appropriate tools required to deal with such eventualities in a most effective manner, using communication to minimize the impacts of such negative factors.

The resilience of our sector is often under risk, but most important is our ability to come together to support each other when the need arises and to work together to overcome challenges. Thus, it is critical to ensure that there is a concerted joint effort for us to strengthen the existing crisis management framework to equip us not only to handle crises, but also to set up preparedness measures.

In conclusion I would like to recall that, as we prepare to celebrate the International Year of Sustainable Tourism Development in 2017 (IY2017), I invite you all to share with us the activities that you are planning to commemorate the IY2017

I wish you all a pleasant read!  
Elcia Grandcourt  
Director, Regional Programme for Africa



## INVESTOUR 2017 looks in to technology and product development

The **eighth edition of the Investment and Business Forum for Africa (INVESTOUR)**, jointly organized annually by the UNWTO, FITUR and Casa África, will take place on **19 January 2017** in Madrid, Spain. This forum brings together tourism stakeholders and potential investors interested in Africa, to discuss the opportunities and the potential that the continent offers in terms of sustainable tourism development.

*Africa's potential in the tourism sector is undeniable. In 2015, the continent welcomed 53 million international tourists and earned a total of US\$ 33 billion in international tourism receipts. The future outlook remains positive; UNWTO forecasts 134 million arrivals to the region by 2030. As the flow of tourists increases in the continent, there is greater need for expanding the infrastructure, which calls for more investments. In this context, INVESTOUR constitutes once again a strategic platform promoting investment and commercial opportunities in Africa.*

*This year's edition will focus on technology and the design of new tourism products and on skills development, youth and women's employment in tourism.*

We encourage you to join us. For more information:

<http://www.investour-africa.com>

For registration:

<http://africa.unwto.org/event/investour-19-january-2017>

**+Read more**



Elcia Grandcourt  
Regional Director for Africa

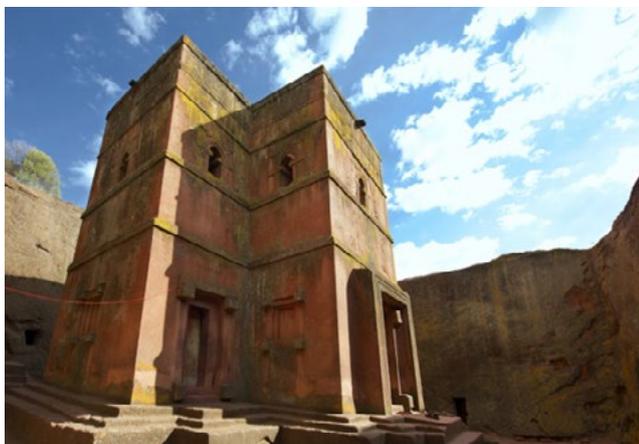
## Activities on the Region

### Regional Workshop addressed quality in product development in tourism destinations in Ethiopia

The World Tourism Organization (UNWTO) and the Ministry of Culture and Tourism of Ethiopia jointly organized a Regional Workshop on 'Keys to Success in Quality Product Development in Tourism Destinations', in Addis Ababa, Ethiopia (15-17 September 2016). The workshop was attended by around 200 participants, including delegates from 17 Member States, UNWTO Affiliate Members, local tourism stakeholders and media representatives.

In her opening remarks, Elcia Grandcourt, Director of UNWTO's Regional Programme for Africa, shared with the participants the encouraging growth figures in international tourism to the region during the first half of the year.

Addressing participants H.E. Engineer Aisha Mohammed Mussa, Minister of Culture and Tourism of the Federal Democratic Republic of Ethiopia, acknowledged the good relationship between UNWTO and the Government of Ethiopia. Commenting on the importance of tourism as one of the prime sources of income and employment, the Minister said "I think countries are by now well aware of this fact and are doing all their best to tap the immense potentials emanating from this sector". **+Read more**



Lalibela- One of Ethiopia's holiest cities

### African Ambassadors' meeting and Lunch, Madrid, Headquarters

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 issues in the region.

The annual meeting aims at sharing up-to-date information on the implementation of the UNWTO Programme of Work and discuss key issues affecting tourism in Africa.

### Scholarships opportunities

Since 2014, the UNWTO Knowledge Network, in collaboration with UNWTO Affiliate Member the Faculty of International Tourism and Management from the City University of Macau, has offered scholarships to outstanding young students and professionals from UNWTO Affiliate Members and institutions with UNWTO TedQual-certified programmes in Africa. As of last year, nine students from Zambia and Morocco, five in their first year and four in their second year, studied in Macao, China expanding their knowledge and expertise.

For more information on the programme, please visit the City University of Macau website at: <http://www.cityu.edu.mo/fitm/course.html> and direct any questions regarding the application process to [knetwork@unwto.org](mailto:knetwork@unwto.org)

**+Read more**

## In Focus

### African Tourism Ministers visit the World Tourism Organization

One of the main objectives of the UNWTO Regional Programme for Africa is to continuously strengthen member relations by inviting African tourism ministers visit the Organization in order to share their priorities and update their knowledge on the services and products offered by UNWTO.

In this regard, working sessions are organized with the presence of UNWTO Secretary-General Taleb Rifai, UNWTO Executive Directors, the Regional Director for the Africa Programme and directors of technical and support programmes. The outcomes of such sessions serve as a roadmap to guide the activities to be undertaken by UNWTO and the Member State towards the development of sustainable tourism in the country.

In 2016, we had the honour to welcome on official visits: H.E. Thierno Ousmane Diallo, Minister of Tourism, Hospitality, Industry and Handicrafts of Guinea; H.E. Malam Djaura, Minister of Tourism and Handicrafts of Guinea-Bissau; H.E. Lai Mohamed, Minister of Information and Culture of Nigeria, and H.E. Selma Elloumi Rekik, Minister of Tourism and Handicrafts of Tunisia **+Read more**



## From Our Members

### Sierra Leone makes a stunning comeback

*In an effort to revamp and rebrand the tourism sector, the Government of Sierra Leone is taking a bold step in reuniting with descendants of slaves living abroad that share the same native heritage found in Sierra Leone. The Bunce Island, a 17th century British slave castle located on the Sierra Leone River estuary, used to be the last transit point for slaves destined to work on plantations in the Americas and Caribbean. Since the 1950s a small group of descendants on the Island of Carriacou in the Caribbean nation of Grenada has identified themselves with the Temne tribe of Sierra Leone.*

*Recognising the significance of reconnecting with the Temne group in Grenada, officials of the Government of Sierra Leone headed by Minister of Tourism and Cultural Affairs H.E. Sidi Yayah Tunis, landed in Carriacou in September this year for the first time since ancestors of the identified Temne group arrived on the island 200 years ago. Both governments have expressed willingness to promote cultural ties. It is expected that other countries in Africa will follow the precedent being set by Sierra Leone.*



### Carnival in Bissau

*Guinea-Bissau celebrates an annual carnival in February, where each district prepares a giant mask that is entered in a competition. The Carnival in Guinea-Bissau is a great mix of Afro-Portuguese traditions and the most important holiday in the country. During four days, you will cross savannahs, forests, rivers and lagoons, and meet traditional communities. Every town and village in the country, each ethnic group, prepares to trek to Bissau to represent its culture, traditions and dances. In the afternoon the Carnival explodes into thousands of colours with the start of the parade of masks of each region and each "bairro" (city district) along the main thoroughfare of Avenida Amílcar Cabral. Drumming, sacred traditional and contemporary papier-mâché masks, warriors wielding arrows and dressed in crocodile skin, and young women wearing just strands of pearls at the waist. **+Read more.***



### Seychelles to have first classification programme in 2017

*The Classification Programme which is being developed by the Ministry of Tourism and Culture of the Seychelles is set to be launched in early 2017. The Programme includes a series of standards, which are a mix of physical and service requirements, aimed at helping greater degrees of standardization and professionalism within the tourism sector: These have a particular emphasis on guest reviews as well as local culture, arts and cuisine. The sustainability component of the standards will assess locals' efforts at mainstreaming sustainable practices in their operations. With the assistance of UNWTO, criteria have been reviewed and a training undertaken for the assessors. Stakeholder workshops were also organized to present hoteliers with the opportunity to express any concerns vis-à-vis the programme.*



## From Our Members



The 58th meeting of the UNWTO Commission for Africa (CAF), held on 19 April 2016, in Abidjan, Côte d'Ivoire.

### African Tourism Ministers adopt African Charter on Sustainable and Responsible Tourism

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 and sign the 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. The meeting was held in Marrakech on 10 November 2016.

The African continent has now a common reference framework to promote sustainability and responsibility in the tourism sector. The African Charter on Sustainable and Responsible Tourism, signed during the Ministerial Forum on Tourism and Climate in Africa, on the sidelines of the COP22, 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. **+Read more.**

## Upcoming Events

- **VIII Tourism Investment and Business Forum for Africa, FITUR (IFEMA)**  
Madrid, Spain, 19 January 2017
- **UNWTO Regional Workshop on Statistical Capacity Building Programme**  
Algiers, Algeria, 13-15 February 2017
- **59th Meeting of the UNWTO Commission for Africa**  
Addis Ababa, Ethiopia, 19 to 21 April 2017
- **105th session of the UNWTO Executive Council**  
Spain, 10 to 12 May 2017

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