



UNWTO AFRICA

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From the Director

Dear esteemed readers, warm greetings from UNWTO.

We have reached the tenth edition of our Quarterly Newsletter since its launch in December 2013. Most importantly, throughout the years, our main objective with this platform has been to share your successes and achievements across the international tourism community.

As you know 2017 started the year on a celebratory note with the launch of the UN International Year of Sustainable Tourism Development (IY2017) at IFEMA's well-attended FITUR. Across the United Nations system, across the world, focus will be on the invaluable role that Tourism has to play in advancing the establishment of a sustainable, united, hopeful world.

Central to IY2017 is celebrating your achievements in ensuring that our sector is developed in a sustainable way so that many generations to come may continue to Travel, Enjoy and Respect our planet. As Mr. Rifai says in all of his addresses all across the world, "Whatever we do, whatever business we are in, our core responsibility, our job, is to make this world a better place".

Your continuous support and participation at the eighth edition of INVESTOUR, – Africa's forum for unlocking opportunity is always greatly appreciated.

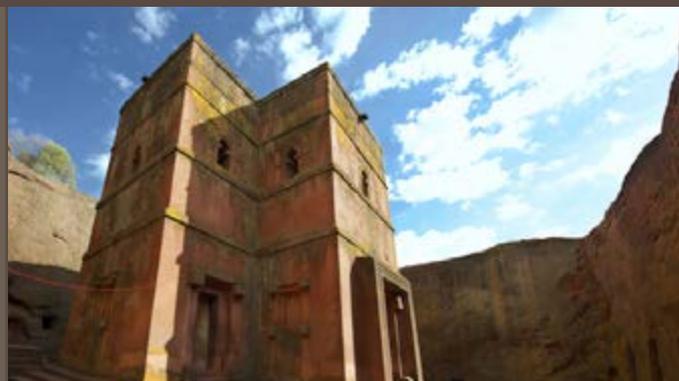
The launch of the first workshop in February, on Regional Statistics Capacity Building Programme aimed to provide support and understanding on the importance of statistical data - an essential tool for sound evidence-based decision-making, strategic planning and the implementation and monitoring of programmes and policies. We are committed to continue working closely with our members in developing capacities in this regard and in the future workshops.

In April the land of origins, Ethiopia, most graciously hosted us at what was one of the highest attended UNWTO Commission Meeting for Africa (CAF) in Addis Ababa. This important gathering brought together Ministers of Tourism from our region as well as China and Jamaica to discuss the importance of the Chinese Outbound Tourism to Africa. The CAF Meeting also saw Africa's first IY2017 event, the Interactive session on the International Year of Sustainable Tourism for Development, 2017, examining closely how IY2017 can be leveraged across the continent to stimulate sustained growth individually, and as a region as a whole.

Our ability to come together is vital as tourism in Africa continues to show such promise. According to the latest UNWTO Barometer, the year 2016 was another strong year for Outbound tourism from China, the world's leading outbound market. This topic was discussed extensively at CAF. Chinese tourists spent 12% more on tourism abroad in 2016, including Africa where we have seen increase in Chinese tourists.

As we look ahead, I encourage our members to share with us their activities for the International Year and engage with the **celebration** where you can upload activities and use all materials including the wonderful Travel, Enjoy and Respect **video**

I wish you all a pleasant read, and continued IY2017 success!



59th CAF Meeting & Seminar, Addis Ababa, 18-21 April 2017

Addis Ababa hosted the 59th Meeting of the UNWTO Commission for Africa. Held between 18-21 April, the Commission included a High-level Meeting on Chinese Outbound Tourism to Africa, to debate the potential that this growing market brings to the continent.

Attended by 21 African Tourism Ministers, the Commission become the best platform to discuss tourism trends in the continent and the potential that Chinese tourism can induce at regional level. The attendees also included Edmund Bartlett, Minister of Tourism, Entertainment of Jamaica and Hongtao Wei, Vice Chairman of the China National Tourism Administration.

The 59th edition of the Commission includes an interactive session on the International Year of Sustainable Tourism for Development 2017.

"We all come out of Africa, and went on to inhabit the world, making Africa the first source market in history. Africa is the future and Ethiopia is the soul and heart of Africa" said UNWTO Secretary-General, Taleb Rifai, opening the event.

During his intervention, Mr. Muktar Kadir, Minister of Good Governance of Ethiopia described his country 'as a unique land where the earliest ancestors of human beings first walks upright, we honestly expect Ethiopia to be one of the prime choices of tourists in the near future that makes them feel safe and enjoy their stay in this yet un explored land', he said. [Read more +](#).



Elcia Grandcourt
Regional Director for Africa

Activities in the Region

Round Table on Logistics and Tourism Infrastructures in Boa ViSTA, Cabo Verde, 30 -31 January 2017

A Round Table on “Logistics and Tourism Infrastructures in Boa Vista” sponsored by the Government of Cabo Verde, the Tourism Development Society of the Boa Vista and May Islands was held on January 30-31 2017, with the participation of 80 representatives from the national and local public sector, UNWTO, national and international investors and operators.

During two intensive days, participants shared information and discussed the sustainable development of the islands. The main objective was to engage all stakeholders to seek solutions in the following areas: planning, infrastructure and housing, upgrading urban centers, improving safety, sanitation, health care, education and training in energy and water supply. [Read more +](#).

UNWTO Tourism Statistics Workshop, Algiers, Algeria, 13-15 February 2017

In the framework of UNWTO technical assistance in the area of statistics, the People’s Democratic Republic of Algeria hosted the first Regional Tourism Statistics Workshop (13-15 February 2017). The objective of this programme is to facilitate the development of tourism statistics in line with the standards of the United Nations at the regional level and to progressively implement the Tourism Satellite Account. The programme, to be held once a year during the period 2017-2019, consists of several capacity-building workshops for officials from national tourism administrations, national statistical offices, central banks and immigration offices.

UNWTO Secretary-General, Taleb Rifai, who was also on official visit to the country, reaffirmed the strong cooperation links between UNWTO and Algeria, commended the efforts made by the Ministry of Tourism in order to position tourism at the heart of the country’s economic development policies and stressed the importance of advancing tourism measurement. “Statistics are essential because they form the basis for the formulation of effective, highly needed tourism policies in a region where this sector has tremendous potential,” Mr. Rifai said.

Rifai also held bilateral meetings with government authorities, including H. E. Abdelmalek Sellal, Prime Minister of the Democratic and Popular Republic of Algeria. [Read more +](#).

Official visits of African Ministers to UNWTO Headquarters

In the first quarter of 2017 several African Tourism Ministers visited the UNWTO Headquarters in Madrid to discuss further cooperation with the Organization. These visits give a special glimpse of UNWTO activities and cement closer relationships with the Member States. UNWTO has also welcomed the presentation of credentials by Ghana and Tunisia. [Read more +](#).

UNWTO announces new training seminars on tourism and biodiversity in West and Central Africa on the occasion of the International Day for Biological Diversity

The Convention on Biological Diversity of the United Nations has chosen ‘Biodiversity and Sustainable Tourism’ as the theme for the International Day for Biological Diversity, celebrated today 22 May 2017. On this occasion, UNWTO is highlighting its capacity building programme on sustainable tourism and biodiversity protection, to be implemented in West and Central Africa in 2017.

The programme will build on previous tourism and biodiversity seminars that UNWTO successfully delivered in The Gambia, Ghana, and Tanzania in 2013 and 2014, and will address biodiversity conservation and environmental protection, taking into account the importance of this topic to safeguard future opportunities for local people to generate income from sustainable tourism development. The seminars will focus on building capacities of tourism stakeholders and to maintain and improve the quality of the tourism product and enhance client satisfaction in the following countries: Benin, Democratic Republic of Congo, Gabon, Guinea (Conakry), and Niger.

Primary beneficiaries of the capacity building programme are tourism employees and small entrepreneurs at the grass root level who will be encouraged to act as champions for biodiversity conservation and environmental protection in their enterprises and communities.

The contribution of tourism to conservation is increasingly recognized by the international community. The Cancun Declaration on Mainstreaming the Conservation and Sustainable Use of Biodiversity for Wellbeing was released on the occasion of COP 13, (the 13th Conference of the Parties to the Convention on Biological Diversity) held in Mexico last December. The Declaration recalls that “tourism is an excellent vehicle to use in spreading environmental awareness worldwide, not to mention the livelihood support it provides for communities living in and around reserves and natural areas” and recognises that tourism can be an enabling agent of change. [Read more +](#).

Botswana: Development of Tourism Club

In an endeavor to market Botswana as a tourist destination of choice, the Government of Botswana, through the Ministry of Environment, Wildlife and Tourism (MEWT) and the Botswana Tourism Organization (BTO), have embarked upon initiatives to stimulate and diversify tourism products to spread the socioeconomic impacts and opportunities of tourism to all parts of the country. Tourism is an important sector of the economy of Botswana and has been identified as a key sector of growth. According to the tourism satellite account prepared for Botswana by UNWTO, tourism contributes directly to 3.7% of Botswana’s GDP and employs over 14,000 people directly. [Read more +](#).

Activities in the Region

Mauritania: Formulation of a National Tourism Strategy

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. An official visit of the Secretary General to help boost the confidence in the destination is being planned jointly with the Tourism Ministry sometime this year.

Namibia: Review of the Tourism Policy

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, and advice on organization structures to guide and support sustainable tourism development. [Read more +](#).



Nigeria: Review and Updating of the Tourism Development Master Plan

At the request of the Ministry of Information of Nigeria, UNWTO provided its 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.

Republic of Congo: Development of a Hotel Classification System

In collaboration with the United Nations Development Programme (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. [Read more +](#).



In Focus

2017 is the International Year of Sustainable Tourism for Development - Join the Celebrations!

As you know, the UN General Assembly declared 2017 as the International Year of Sustainable Tourism for Development. This is great opportunity for all of us to promote the great value of our sector into a better world. We invite all our members to join the celebrations!

Register your event at

<http://www.tourism4development2017.org/join-the-celebration/>

Share your Solution

<http://www.tourism4development2017.org/sharing-solutions/>

Share your Story

<http://www.tourism4development2017.org/sharing-stories/>

Share your knowledge

<http://www.tourism4development2017.org/sharing-knowledge/>

Use the #IY2017 Logo

<http://www.tourism4development2017.org/logos/>

Share the campaign video of Travel.Enjoy.Respect

<https://www.youtube.com/watch?v=4GhKvI9PFvU>

Follow the 2017 International Year on social media:

Facebook / Twitter / Instagram / Flickr / Youtube

Use the Hashtags: **#IY2017 #travelenjoyrespect #UNWTO**

Check out everything you need to know about the 2017 International Year in the official webpage, available in English, French and Spanish.

<http://www.tourism4development2017.org>

Eighth Edition of INVESTOUR, 19 January 2017

The VIII edition of the Tourism Investment and Business Forum for Africa (INVESTOUR), that took place on the 19th of January at the FITUR fair, gathered over 400 participants from more than 42 countries. More than 28 Ministers of Tourism and Heads of Delegation from Africa and the Middle East attended the Forum. For the first time, INVESTOUR also welcomed delegations from China (the Chinese Chamber of Tourism) and Japan (JICA and JATA), who brought a valuable contribution to the Forum.

INVESTOUR also benefited from the presence of the Secretary of State for Tourism of Spain and the Secretary of State of Foreign Affairs of Spain, who inaugurated the Forum. As one of the innovations introduced for this edition, a general overview of foreign investments in Africa was presented to the participants by the Chinese Chamber of Tourism and Casa África.

The round-tables session yield interesting conclusions about the key role of technology and capacity building for the development of sustainable tourism in the continent. At the same time, in the framework of the B2B session, around 85 meetings took place between 18 international companies, and the promoters of 62 African tourism development projects from 17 countries. [Read more +](#).

From our Members



The Carnival of Luanda, Angola 38th edition of the

On February 2017 Angola celebrated one of its biggest and most waited culture events, the 38th edition of the Carnival of Luanda. During three days, more than 40 groups of adults and kids marched along the Great Marginal Avenue, singing and dancing in the rhythm and colours of semba and kazukuta and partying all night long! In addition of being a national

festivity, the Carnival of Luanda is above all a big contest where each team, representing different districts and ethnic groups, show to the crowd and the jury their most original costumes, traditional and contemporary masks, and their vibrant and majestic choreographies with the aim of winning a generous prize. Introduced by Portuguese colonists more than a century ago, the Carnival has been ever since the most important celebration of the country where people celebrate youth, freedom and the joy of being part of a beautiful nation!

Upcoming Events

- 22nd UNWTO General Assembly, Chengdu China, 11-16 September 2017
- African Ambassadors' meeting and Lunch (UNWTO Headquarters), Madrid, Spain 14 November 2017
- First INVESTOUR workshop on Financing in the tourism sector ahead of the 9th edition of INVESTOUR, Las Palmas, Gran Canarias, 4-6 October 2017

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