



# UNWTO AFRICA

Issue 11. October 2017



## From the Director

Dear esteemed readers, warm greetings from the Africa Programme.

It was a great pleasure seeing so many of you at the 22nd Session of the UNWTO General Assembly. During an intense and exciting week in Chengdu, China, we reached some key achievements and historical decisions that we must all take great pride in, which include:

- Approval of the Chengdu Declaration on Tourism and the Sustainable Development Goals,
- Approval of the Framework Convention on Tourism Ethics, and
- Appointment by consensus of Zurab Pololikashvili as Secretary-General for 2018-2021.

Key decisions were also taken during the 60th Commission for the Africa Region which gathered the Vice President of l'Union des Comores and 20 Ministers of Tourism amongst the delegations from 30 African countries

We also saw members taking on key responsibilities in the governing bodies of the Organization the Executive Council and the organs of the General Assembly. Their active participation speaks volumes of the relevance of our sector, not only at the international level, but also at the national level, as we continue to encourage members to drive tourism in their national agendas.

Following years of negotiations, we are very happy to welcome two new members from the Africa region to UNWTO, namely:

- l'Union des Comores
- Federal Republic of Somalia

On behalf of the UNWTO family we extend them a very warm welcome.

We also want to extend our sincere appreciation to H.E. Eng. Walter Mzembe, Minister of Tourism and Hospitality Industry of Zimbabwe, who lead our Commission for the past four years with great vision and emphasis on the key priorities of our Programme of Work. To the two Vice Chairs: the Ministers of Cameroun and Cote D'Ivoire; also our sincere appreciation.

We are equally pleased to welcome H.E. Najib Balala, Minister of Tourism of Kenya, as Chairman of the Commission for the next two years, as well as two new Vice Chairs; Ministers of Tourism of South Africa and of The Gambia.

Lastly, we must recognize women's in leadership in our region making the tourism sector exemplary in the empowerment of women. Today 13 countries are being confidently, capably and proudly led by women on the continent.

It is no coincident that Ministers are now pushing to drive the agenda of Women in Tourism at a continental level, a discussion that was initiated at the 60th Commission meeting, and that the Secretariat work closely on with the members.

I wish you a good read, and I take this opportunity to once again thank all our members for the continued support in producing this important newsletter, for providing us with inspiring, insightful articles, and for keeping us informed of activities at home.



Elcia Grandcourt  
Regional Director for Africa

## Activities in the Region



### 60th UNWTO Regional Commission Meeting for Africa (CAF), Chengdu, China, 12 September 2017

The 22nd Session of the General Assembly brought together delegates from the different world regions. From Africa, we welcomed for the 60th Regional Commission for Africa (CAF), 30 delegations including 20 Ministers and the Vice President of l'Union des Comores. This meeting saw key decisions being taken such as the nomination of new candidates for the Executive Council (EC), new leadership positions within the CAF and the 22nd General Assembly offices, as follows:

- Executive Council

The five vacant seats for 2017-2020 went to Sudan and Cabo Verde who will hold their first-ever mandate; Namibia and the Republic of Congo, who will be in for the second time and finally Zimbabwe. The newly appointed members will be joining Morocco, Mozambique, the Democratic Republic of Congo, Ghana, Zambia and Seychelles, the later who will continue its mandate until 2019 as it replaces Kenya on the EC. [Read more +.](#)

### Comoros and Somalia join the World Tourism Organization (UNWTO)

It is with great pride and honor that we announce that the Comoros and Somalia have joined UNWTO. The two countries have been welcomed to the UNWTO family during the 22nd UNWTO General Assembly in Chengdu, China on

13 September 2017. Comoros' and Somalia's memberships are valuable additions to the Organization, two countries with huge potential when it comes to attracting tourism to the African region. [Read more +.](#)

### UNWTO implements the first two of a series of training seminars on 'Tourism and Biodiversity' in West and Central Africa (June and July 2017)

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 in an appropriate manner may in the long run affect visitors' satisfaction and ultimately result in lower income generation from tourist related activities. UNWTO launched a capacity building programme, in the framework of the UNWTO/Chimelong Project, in West and Central Africa involving five countries, the first beneficiaries of which were Gabon, Benin and Niger. [Read more +.](#)



## Activities in the Region

### Official visit of UNWTO Secretary-General to the Republic of Congo on the occasion of the first National Conference on Tourism and presentation of the UNWTO/WTTC Open Letter on Travel and Tourism

The first National Conference on Tourism in the Republic of Congo was held in Brazzaville, 17- 18 July, organized by the Ministry of Tourism and Leisure and with the support of the United Nations Development Program (UNDP) and UNWTO. The Conference brought together national administrations, representatives of the private sector and international institutions with the objective to gain support for the country's tourism sector. [Read more +](#).

### The Republic of Mauritius receives the UNWTO/WTTC Open Letter on Travel and Tourism AIR MAURITIUS celebrates 50TH Years and joins the Travel.Enjoy.Respect Campaign

On 30 July, Mr. Taleb Rifai, UNWTO Secretary-General, paid an official visit to the Republic of Mauritius. Mr. Rifai's visit coincided with the celebration of the 50th Anniversary of Air Mauritius, which on the occasion joined the TRAVEL.ENJOY. RESPECT campaign. The latter is a UNWTO consumer-oriented campaign aimed at raising awareness of the value and contribution that sustainable tourism can make towards development in the framework of the International Year of Sustainable Tourism for Development 2017. [Read more +](#).

### UNWTO Secretary-General's official visits to the Democratic Republic of Congo, Botswana and Mali

The Secretary-General visited the Democratic Republic of Congo, Botswana and Mali in order to discuss the development of sustainable tourism in the countries and provide support for the positioning of the travel and tourism sector in their national agendas.

Mr. Rifai started off visiting the Democratic Republic of Congo where he held bilateral meetings with the President of the National Assembly, M. Aubin Minaku, the honorable President of the Senate, M. Léon Kengo wa Dondo and other high level government officials. The discussion points focused on the importance of travel facilitation, the implementation of e-visas, attracting more airlines to the destination and the

importance of working on the country's branding. Mr. Rifai also met with students from L'Institut Supérieur Pédagogique (hotel and tourism), Université Protestante au Congo (faculty of economics) and Université Catholique au Congo (faculty of development) for discussions and debate on the future of tourism in the Democratic Republic of Congo. [Read more +](#).

### Graduation ceremony of the School of Hotel & Restaurant Management of Algiers, 15 July 2017

The School of Hotel and Restaurant Management (ESHRA) offers international quality training in hospitality. It provides higher education to professionals of the hotel industry and maintains a close relationship to the industry itself. Students obtain the Bachelor's degree in Hotel Management recognized by the Algerian Ministry of Higher Education and certified by the Hospitality School of Lausanne.

The school counts with modern infrastructures, state-of-the-art equipment on an area of 15 hectares and can accommodate up to 1200 students.

In July 2017, the School celebrated its first promotion of graduates obtaining a degree in hotel management. The school had the privilege of receiving at this ceremony Mrs. Lydia Bebe Kum in representation of Taleb Rifai, UNWTO Secretary-General.

Today ESHRA's challenge lies in its ambition to offer certified training courses abroad and to provide services to modern standards and standards. [Read more +](#).

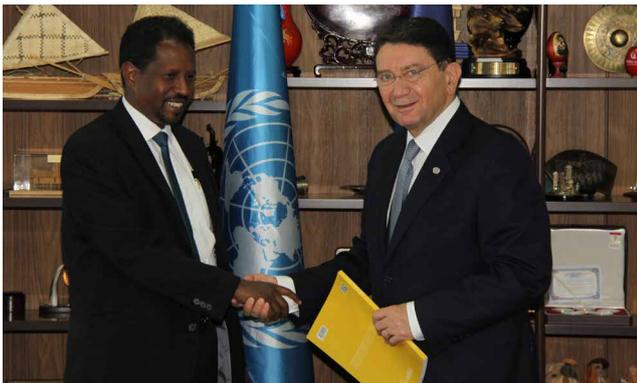


## In Focus

### Official visits by African Ministers and Ambassadors to UNWTO Headquarters

The UNWTO Regional Commission for Africa continues to deepen its ties with members through the frequent visits of African representatives, visitors and guests to the UNWTO Headquarters.

Following several years of discussions the government of Somalia expressed its interest to join the organization. H.E. Mr. Abdirahman Omar Osman aka Eng. Yarisow, Minister of Information, Culture & Tourism of the Federal republic of Somalia, undertook a working visit to the UNWTO offices to finalize these discussions and personally extend the interest of his government to the Secretary-General.



H.E. Mr. Abdirahman Omar Osman aka Eng. Yarisow, Minister of Information, Culture & Tourism Federal Republic of Somalia visits UNWTO



- The Ambassador of Senegal, H.E. Mr. Mamadou Sow, presented his credentials to UNWTO's Secretary-General, Taleb Rifai, accrediting him as Permanent Representative of his country to UNWTO.

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 visit 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, new services and products offered.

### UNWTO hosts the presentation of the UNCTAD Report on 'Tourism as a Driver of Transformative and Inclusive Growth in Africa'

*The World Tourism Organization (UNWTO) has partnered with UNCTAD, the United Nations Conference on Development and Trade, to present the Annual Report on Economic Development in Africa at UNWTO's Headquarters in Madrid. The 2017 edition focuses on Tourism as a catalyst for Transformative and Inclusive Growth in the continent and underlines the immense potential of the sector.*

A flourishing economic sector responsible for 21 million jobs – 1 out of 14. This is how the UNCTAD Report on 'Economic Development in Africa: Tourism as a catalyst for Transformative and Inclusive Growth' describes tourism in Africa. The document also recalls that tourism represents around 46% of all service exports in Africa. [Read more +.](#)



### UNWTO supports Seychelles in the development of its Tourism Satellite Account (TSA)

Following recent agreement between UNWTO and the Republic of Seychelles, UNWTO expert, David McEwen, steered an initial assessment of the current system of Tourism Statistics in Seychelles in view of developing a Tourism Satellite Account (TSA). The latter was conducted through a series of consultative meetings with a number of key stakeholders and an intense 2-day workshop with the aim of identifying challenges and gaps to determine the statistics needed to compile the ten tables required for the TSA. [Read more +.](#)

## In Focus

### UNWTO and the UNWTO.Themis Foundation train 15 countries on crisis communications

Representatives from 15 Member States of the World Tourism Organization (UNWTO) took part in a three-day training course on crisis communications at the headquarters of the UNWTO.Themis Foundation in the Principality of Andorra. The training, organized by UNWTO and the UNWTO.Themis Foundation, aimed to build resilience at tourism destinations by creating capacity to develop and implement crisis communications strategies. [Read more +.](#)



### Zambia to host the International Conference on Promoting Sustainable Tourism, A Tool for Inclusive Growth and Community Engagement in Africa, 16-18 November 2017

The United Nations 70th General Assembly designated 2017 as the International Year of Sustainable Tourism for Development (A/RES/70/193) as a way to strengthen local communities by creating awareness on sustainable tourism to development among public and private sector.

The Republic of Zambia joins the world in these celebrations by hosting a IY2017 event for Africa on Promoting Sustainable Tourism, a tool for inclusive growth and community engagement in Africa. This is one of the most vital steps to advance tourism as one of the key drivers of responsible and sustainable development in Africa.

For more information on 2017 International Year of Sustainable Tourism for Development:

<http://www.tourism4development2017.org> and <http://www.travelenjoyrespect.org/>

### INVESTOUR - a one-stop shop for Tourism and Investment

Over the years, tourism has grown to become one of the fastest growing economic sectors in the world. Today it is recognized as a powerful vehicle for economic growth. Africa has been one of the world's fastest growing tourism regions, growing from a small base of 15 million visitors in 1990 to 58 million in 2016. On the other hand, investments in travel and tourism in Africa amounted to USD 28.5 billion, or 6.2% of total investment in 2016. These promising statistics highlight the immense potential of Africa. Furthermore, surveys have shown that the region is increasingly becoming more attractive to international investors. [Read more +.](#)



## From our Members



### Mauritius: “Assises du Tourisme 2017”

The “Assises du Tourisme 2017” was organized by the Ministry of Tourism of Mauritius on 2 June 2017 to reflect on the challenges facing the industry and to chart a roadmap for the short and medium terms to reposition the sector within the new competitive landscape.

More than 200 tourism stakeholders from the public and private sector participated in the Assises, which revolved around four axes: accessibility, visibility, attractiveness and sustainability of the destination.

The Assises also focused on the issues relating to branding of the destination, safety and security, inland transportation, all-inclusive packages and inclusiveness of the industry, to ensure that the benefits of tourism trickle down to the local communities.

[Read More +](#)

### Senegal: Credit available to Hotel and other tourism services to boost Tourism

*With the opening of the new airport approaching, the international airport Blaise Diagne (AIBD), tourism returns to Senegal with more than 1,200,000 tourists in 2016 and nearly 2,000,000 passengers registered in the different airports of the country.*

*To accompany the revival of the sector and renovate the tourist offer, the Government of Senegal has set up a Hotel and Tourism Credit (CHT) allowing stakeholders to access financing on favorable terms.*

*With an initial amount of CFAF 5 billion (about 7,700,000 Euros), the loans granted by the CHT are capped at 100 million FCFA (approximately 150,000 Euros), with an interest rate of 3.5%, a duration up to five (5) years and a maximum deferral of eighteen (18) months.*

## Upcoming Events

- African Ambassadors' meeting and Lunch, UNWTO Headquarters, Madrid, Spain, 31 October 2017
- International Conference on ‘Promoting Sustainable Tourism, A Tool for Inclusive Growth and Community Engagement in Africa’, Lusaka, Zambia, 16-18 November 2017
- IX Tourism Investment and Business Forum for Africa - INVESTOUR, 18th January 2018

## Contact Us

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