



Commission de l'OMT pour l'Afrique
Cinquante-huitième réunion
Abidjan, Côte d'Ivoire, 19 Avril 2016
Point 4 de l'ordre du jour provisoire

CAF/58/4 (II)
Madrid, Mars 2016
Original : anglais

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Partie II : ACTIVITÉS RÉGIONALES

Note du Secrétaire général

Le Secrétaire général présente aux membres de la Commission des informations sur l'avancement de la mise en oeuvre du programme général de travail dans la région.

I. Activités entreprises en Afrique d'octobre 2015 à avril 2016

1. Depuis la 57^e réunion de la Commission de l'OMT pour l'Afrique, tenue à Medellin, en Colombie le 12 septembre 2015 dans le cadre de la 21^{ème} session de l'Assemblée générale, le Secrétariat a organisé le renforcement des capacités et les événements suivants :

Quatrième conférence régionale de l'OMT sur le tourisme et les médias, créer de nouveaux partenariats, Tunis, Tunisie, 12 et 13 novembre 2015

2. La quatrième conférence a permis de débattre de la communication en temps de crise et de la nécessité d'une couverture professionnelle des crises, mais aussi de l'accès à l'information et de la facilitation des ressources, en temps utile, de la part des autorités responsables du tourisme. Celles-ci devraient utiliser différents canaux pour atteindre les médias, tels que les communiqués de presse ou les plateformes des médias sociaux. Elles pourraient communiquer avec les agences de tourisme et, partant, toucher aussi le grand public, ce qui serait très positif pour le pays.

3. La conférence avait comme objectif d'aider les médias africains à mieux connaître et comprendre le tourisme et le rôle clef de moteur économique que ce secteur joue dans la région. Son but était d'encourager l'émergence d'un cadre interactif avec les médias. Au fil des débats et des échanges, plusieurs recommandations ont été appuyées telles que : « être crédible, proche, ciblé, disponible, transparent, réaliste, facilitateur, utile et respectueux du point de vue des médias ». Plus de 200 participants de 16 pays africains ont assisté à cette rencontre, auxquels se sont unis des représentants du Bangladesh, du Cambodge, du Canada, de la France, de l'Italie, de la Jordanie et de la Malaisie.

VII Forum touristique sur les investissements et les opportunités d'affaires en Afrique (INVESTOUR) Madrid (Espagne), 21 janvier 2016

4. Dans le cadre de la 36^e édition du Salon international du tourisme de Madrid (FITUR), l'Organisation mondiale du tourisme (OMT), FITUR et Casa África, en représentation du Gouvernement espagnol, ont organisé conjointement la septième édition du Forum touristique sur les investissements et les opportunités d'affaires en Afrique (INVESTOUR) qui s'est tenu le 21 janvier 2016 à Madrid (Espagne).

5. Le Forum a pour principal objectif la promotion du développement d'un tourisme durable en Afrique, tout en favorisant des échanges sur des opportunités d'investissements et d'affaires en Afrique. Chaque nouvelle édition d'INVESTOUR a été l'opportunité d'introduire un certain nombre d'innovations. Initialement ouvert aux représentants des administrations nationales du tourisme africaines, au gouvernement espagnol, aux acteurs du secteur privé espagnol, le Forum s'est agrandi en accueillant il y a deux ans la participation des acteurs du secteur privé portugais. Pour sa 6^{ème} édition, INVESTOUR a été désormais ouvert aux institutions et entreprises internationales et pour la prochaine édition INVESTOUR 2016 vise à consolider et augmenter la présence des acteurs internationaux.

6. La première séance avait été structurée autour de deux tables rondes *Les défis de l'investissement en Afrique* et *L'Afrique : Le futur c'est maintenant*. Ces tables rondes ont permis d'échanger des points de vue et de lancer un débat interactif qui a apporté de précieuses perspectives sur la façon d'accroître la compétitivité et le potentiel du tourisme africain aux plans mondial et régional. La deuxième session a été consacrée à des rencontres interentreprises (B2B). Cette plateforme stratégique favorise les contacts directs entre des responsables de projets touristiques africains et de possibles partenaires internationaux. Plus de 300 délégués de 49 pays y ont participé parmi lesquels 36 pays africains auxquels s'ajoutaient l'Équateur, l'Espagne, les États-Unis d'Amérique, la France, le Honduras, la Hongrie, l'Italie, la Jordanie, le Liban, la Pologne, le Portugal, le Royaume-Uni et la Russie. Quatorze ministres du tourisme ont assisté à ce Forum.

7. Au cours de la même période, le secrétariat a été représenté à plusieurs événements intéressants les pays africains tels que le World Travel Market de Londres (Royaume-Uni), le Salon international du tourisme de Madrid (FITUR) et l'ITB de Berlin (Allemagne).

8. Dans le domaine de la **coopération technique**, plusieurs missions se sont rendues dans la région pour soutenir le secteur et divers projets demandés par des Membres sont en cours d'exécution. Une liste complète des activités de coopération technique figure dans les annexes du présent document.

9. Le programme régional pour l'Afrique a fait traduire de l'anglais vers le français le document d'information suivant : **“Vers une mesure de la valeur économique du tourisme d'observation de la faune en Afrique”**. Cela permettra aux pays francophones d'Afrique d'avoir accès à des informations clés sur ce sujet.

10. Depuis octobre 2015, le Secrétaire général et divers hauts responsables de l'Organisation ont entrepris des missions officielles dans les pays africains suivants : **Éthiopie, Tunisie et Maroc**. Au cours de l'une de ces missions, une réunion très importante s'est tenue le **19 octobre 2015** au siège de l'Union africaine à Addis-Abeba (Éthiopie). Les ministres africains du tourisme conduits par Walter Mzembi, le Président de la Commission de l'OMT pour l'Afrique et Ministre du tourisme et de l'hôtellerie du Zimbabwe, et par le Directeur exécutif chargé de la coopération technique et des services à l'Organisation mondiale du tourisme (OMT), Zhu Shanzhong, ont rencontré le Président de l'UA, Nkosazana Dlamini Zuma, afin de débattre du rôle du tourisme dans l'agenda 2063 de l'UA. La rencontre s'est tenue en présence de la Ministre éthiopienne de la culture et du tourisme, Aisha Mohammed Mussa, ainsi que de délégués du Cameroun, du Ghana et du Zimbabwe. Le Comité des représentants permanents de l'UA a ensuite été informé de la teneur de cette rencontre.

11. Depuis son lancement en 2011, la Lettre ouverte a été remise par le Secrétaire général à quatre-vingt deux chefs d'État et de gouvernement parmi lesquels se trouvent ceux des 17 pays africains suivants : **Afrique du Sud, Algérie, Angola, Burkina Faso, Éthiopie, Ghana, Kenya, Maroc, Mozambique, Ouganda, République islamique de Gambie, République-Unie de Tanzanie, Rwanda, Seychelles, Tunisie, Zambie et Zimbabwe**.

12. Depuis octobre 2015, des délégations des pays africains suivants se sont rendues au siège de l'OMT ou ont assisté à des réunions bilatérales avec l'OMT : Algérie, Bénin, Botswana,

13. Burkina Faso, Côte d'Ivoire, Éthiopie, Guinée Bissau, Kenya, République islamique de Gambie, Soudan et Zambie.

14. Le 2 octobre 2015, un *déjeuner de travail avec les ambassadeurs africains* accrédités en Espagne a été organisé au siège de l'OMT. Au cours de ce repas, les ambassadeurs ont été informés de la mise en œuvre du programme général de travail de l'OMT ainsi que des activités programmées pour 2016. Ce déjeuner devrait avoir lieu tous les ans. Le prochain est prévu en octobre 2016.

15. En mars 2016, le Programme régional pour l'Afrique a édité le septième numéro de son bulletin d'informations trimestriel, une autre voie de communication permettant de diffuser parmi les membres les activités menées par l'OMT dans la région. Cet outil constitue également une plateforme où les membres peuvent partager des articles sur les activités touristiques clés de leurs pays.

II. Activités programmées de mai à décembre 2016

16. Pendant l'année 2016, le Programme régional pour l'Afrique mettra l'accent sur des *activités de formation* et sur des *événements* susceptibles d'intéresser le plus grand nombre possible de membres. Les événements planifiés pour la période susmentionnée sont les suivants :

- **Atelier régional de l'OMT pour l'Afrique « Les clés du succès dans le développement de produits touristiques » - Addis-Abeba (Éthiopie) - 15 au 17 septembre 2016**

Objectif : i) créer une plateforme de dialogue pour les destinations africaines et toutes les parties prenantes afin de minimiser les barrières actuelles et d'améliorer les performances du secteur du tourisme ainsi que le bien-être socioéconomique des communautés locales ; ii) inviter les participants à réfléchir sur les principes clés du développement durable et concurrentiel de produits touristiques en Afrique.

Cible : Tous les États membres

- **Cours régional de l'OMT de formation de cadres sur la communication de crise - Khartoum (Soudan) - 17 au 21 octobre 2016**

17. Suite aux recommandations de la Conférence régionale de l'OMT intitulée « Renforcer la marque Afrique, favoriser le développement du tourisme » qui s'est tenue à Accra (Ghana) du 17 au 19 août 2015, l'OMT organisera un cours régional de formation de cadres sur la communication de crise pour renforcer l'image de l'Afrique et, partant, soutenir le développement régional du tourisme, l'un des grands moteurs socioéconomiques du continent.

Objectif : équiper les États membres d'instruments et de techniques de communication de messages avant ou après une crise.

Cible: Tous les États membres.

Programme de renforcement des capacités statistiques de l'OMT pour les pays francophones de l'Afrique, premier atelier, en Algérie, du 24-26 octobre 2016

Objectif : aider les pays africains à atteindre les principaux objectifs de l'Agenda 2010 de l'OMT concernant les informations statistiques, et améliorer les systèmes statistiques nationaux relatifs au tourisme.

Cible : pays francophones d'Afrique.

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

Country	Missions/Projects	Date	Objective / Activities
Burundi	Identification and Evaluation of Tourism	September 2014 – December 2015	<p>Objectives: Under the Enhanced Integrated Framework, UNWTO, in collaboration with the Ministry of Trade, Industry, Post and Tourism and the National Tourism Organization of Burundi, implemented a project to undertake an exhaustive identification and evaluation of the tourism sites in Burundi with a view to their categorization and prioritization according to national development objective and market trends. The project will also contribute to the development of signage and interpretation boards at key tourism sites and will prepare a draft law of the delimitation and protection of tourism sites in the country.</p> <p>Results achieved:</p> <ul style="list-style-type: none"> • Identification, classification and cadastral delineation of more than 100 tourism sites in Burundi. • Product/market matching for the classified tourism sites and recommendations for the development of tourism circuits. • Formulation of brochures on key tourism attractions of Burundi as well as a brochure on cultural tourism. • Design, production and instalment of interpretation boards (in English and French) of 50 tourism sites. • Design, production and instalment of signage at key tourism sites. • Draft Law for the protection of tourism sites in Burundi.
Cameroon	Ecotourism Development at Kribi	October 2012 – December 2016	<p>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.</p> <p>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</p>

			<p>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. It is expected that existing and new entrepreneurs engaged in tourism and tourism-related businesses will improve their performance as a result of the capacity building activities and support provided by the project. The project recently started the construction of small tourism facilities to be managed by local groups.</p>
Ethiopia	Implementation of Hotel Classification Scheme	December 2014 – June 2016	<p>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.</p> <p>Results achieved:</p> <ul style="list-style-type: none"> • Training of 53 national inspectors in the new classification criteria and new evaluation system. • Capacity building for the Ministry of Culture and Tourism in coordinating and implementing the new hotel classification scheme. • Ancillary training to Government officials responsible for food safety and hygiene, and, accommodation safety and security. • Over 370 hotels assessed in Ethiopia under the new classification system.

<p>The Islamic Republic of The Gambia</p>	<p>Kartong Ecotourism Project</p>	<p>November 2014 – February 2016</p>	<p>Objectives: To develop new and sustainable community-based tourism activities and SME development in line with community ecotourism development goals and create pro-poor employment opportunities.</p> <p>Results achieved:</p> <p>The project carried out renovation and upgrade to the Tesito camp site in Kartong village and produced promotional materials in an effort to facilitate half-day excursions to Kartong with lunch at the Tesito camp site. A programme “Taste of Kartong” was designed, which showcases the lives of Gambian women at work and gives visitors a real taste of the Gambian culture including innovative art works and the delicious Gambian cuisine.</p> <p>Gambia Tours has promised to start selling the Taste of Kartong from this month and the initiative has already started to improve the lives of the community with the creation of two full time jobs (a caretaker and a night watchman) and three part time jobs (a cook and two helpers). The number of beneficiaries is expected to grow when the business attracts more customers.</p>
<p>Ghana</p>	<p>Savannaland Destination Tourism Programme</p>	<p>September 2008 (Phase I) – June 2016 (Phase II)</p>	<p>Objectives: To contribute to enhanced income levels of households in the South Western part of Savannaland through the development, promotion and marketing of the destination.</p> <p>Results achieved:</p> <p>1. Product development and management:</p> <ul style="list-style-type: none"> -Awareness raising with communities: 3 workshops/ 3 days/ 179 participants -Various locations prioritized for product development: <ul style="list-style-type: none"> • Mole: 30Km bush hike; Brugbani Camp; trail from Muguru Camp to spring; • Sonyo: Information and Receptive Centre; ablution facility; guided walk; • Kulmasa: Information Centre; ablution facility; guided walk; • Larabanga: Information and Receptive Centre; ablution facility; • Tamale: Information Centre; and Bole: Information Centre -Income generating activities identified: handicrafts, agro-business, transport, etc

			<ul style="list-style-type: none"> -Training on tourism management and quality services for SMEs (F&B, home-stays, crafts, shops, dance groups) and Community Tourism Management Committees (CTMTs): 8 courses/ 24 days/ 305 participants (203 women) -Post training assessment and business development services identified for follow-up <p>2. Marketing:</p> <ul style="list-style-type: none"> -Marketing strategy completed in April 2010 -Photo bank, signage, poster and website (www.savannatourism.com) produced -Participation at World Tourism Day fair in 2009 and SITHO 2010 (Burkina Faso). <p>3. Destination management:</p> <ul style="list-style-type: none"> -Destination Management Team (DMT) constituted: Economic Planning Officer, Ghana Tourist Board (GTB) Tamale, Mole National Park, West Gonja District Assembly (DA), Sawla Tuna Kalba DA, Bole DA, Northern Region Hotels Association, Rural and Social Foundation, A Rocha Ghana, CBT Representatives, SNV -Destination management training: 4 modules/ 8 days/ 25 CTMC members and DMT
Kenya	Enhanced Market Access for Community-based Tourism Products	September 2008 (Phase I)- June 2016 (Phase II)	<p>Objectives: To strengthen and promote viable community tourism enterprises in South and North Rift and Northern Kenya by instilling business skills to the local community actors, developing benchmarks and standards of community tourism products</p> <p>Results achieved:</p> <p>1. SME development:</p> <ul style="list-style-type: none"> - 36 Tourism SMEs selected and receiving matching grants to improve products and facilities -Training on customer service and business management: 3 courses involving selected SMEs that received grants - Identification of capacity building needs and mentoring on customer service and business management <p>2. Vocational training centre:</p> <ul style="list-style-type: none"> -Feasibility study carried out to define most cost efficient and sustainable way to organize vocational training -Business plan drafted and under revision - Final selected option: to provide vocational training in collaboration with existing tourism institutes (Moi University) <p>3. Destination management and marketing:</p>

			<ul style="list-style-type: none"> -Marketing materials developed by the various SMEs and used in tourism fairs - Marketing strategy prepared and implemented - Laikipia Wild Life Forum (www.laikipia.org) and Mid-Rift Forum (www.greatrifttourism.org) are promoting SMEs
Lesotho	Kome Rural Homestays	October 2012 – June 2017	<p>Objectives: To improve community-based tourism within Pulane community as a way to improve livelihoods through tourism business activities.</p> <p>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.</p> <p>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.</p>
Morocco	Establishment of a New System of Tourism Hotel Classification	June 2013 – December 2018	<p>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:</p>

			<ul style="list-style-type: none"> • 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. <p>The general objective is to contribute to the economic and social development of Morocco.</p> <p>Results achieved:</p> <ul style="list-style-type: none"> • 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. • Pilot testing of 150 mystery guest visits. • Manual for interpreting new hotel classification criteria.
Mozambique	Strategic Tourism Development Plan	May 2014 – February 2016	<p>Objectives: In March 2014, UNWTO signed an agreement (English version) with the Ministry of Tourism of Mozambique for the preparation of the new Strategic Tourism Development Plan for the country. The previous Strategic Plan for the Development of Tourism in Mozambique for 2004 to 2013 was the country's first tourism strategy and set the tone for tourism development over the past decade. The planning term has expired and the Ministry of Tourism with support from the World Bank has commissioned UNWTO to develop a new Strategic Tourism Development Plan to guide the growth of the industry over the next ten years. The overall project goal is to provide the Ministry of Tourism with a documented</p>

			<p>tourism growth strategy and implementation plan for developing the tourism industry as a key catalyst for rapid economic growth and job creation, in support of the Government of Mozambique's economic development goals.</p> <p>Important aspects to be included in the tourism strategy are:</p> <ul style="list-style-type: none"> - Institutional development of the sector - Marketing and branding - Business development - Land use planning - Human resources development - Hospitality quality - Sustainable tourism development, in particular in protected areas <p>Results achieved: In June 2014, the team of experts carried out field missions to the main tourism development zones in the country in order to collect information for the situation analysis, and meet with stakeholders to discuss the constraints and opportunities for tourism development, as well as the future directions to take. The findings of the field missions and the analysis of available information and data were presented in a situation analysis report that included a SWOT analysis of the sector, and summarized priority aspects to take into account in the new strategy. The Strategic Tourism Development Plan was completed and submitted to the Government in the first semester of 2015, and approved by the Council of Ministers in the second semester of 2015. A Validation Workshop was organized in March 2015, and training seminars for government officials on the implementation of the plan were delivered in February 2016.</p>
Mozambique	Human resource and SME development for the tourism sector in Inhambane province	May 2011 (Phase I) – December 2016 (Phase II)	Objectives: To enhance the local economic impact from tourism in Inhambane through human resource development and SME development in the tourism sector.

			<p>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.</p>
Mozambique	Vocational Training and SME Development for the Tourism Sector in Maputo	November 2011 (Phase I) – June 2017 (Phase II)	<p>Objectives: To enhance the local economic impact from tourism in Maputo through vocational training and SME development in the tourism sector</p> <p>Results achieved: The project intends to create tangible benefits from tourism for 200 local households through the following ST-EP mechanisms:</p> <ol style="list-style-type: none"> 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 <p>Detailed training programmes and curricula have been developed and a train the trainer seminar was organized in February 2016, which forms the basis to deliver vocational training</p>

			seminars in the first semester of 2016. 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.
Republic of Congo	Sustainable Tourism Development Plan	December 2014 – October 2015	<p>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.</p> <p>Results achieved:</p> <ul style="list-style-type: none"> • 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.
Republic of Congo	Needs Assessment for the Development of a Hotel Classification System	August 2015	<p>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</p>

			<p>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.</p> <p>Results achieved:</p> <ul style="list-style-type: none"> • Detailed situation analysis of the current opportunities and challenges facing quality assurance in tourism accommodation establishments. • Formulation of a project document for the design and implementation of a Hotel Classification System in the Republic of Congo.
Uganda	Support for Development of Inclusive Markets for Tourism	September 2013 – March 2016	<p>Objectives: The tourism sector is currently Uganda's fastest growing industry with an average annual growth rate of 21%. The vast majority of Uganda's poor live in rural areas and Uganda's main tourism products are also located in rural Uganda. The United Nations Development Programme (UNDP) is supporting the Government of Uganda through a project on development of inclusive markets in tourism, focusing on the participation of the poor and local communities in the tourism sector as entrepreneurs, employees and consumers. It aims to empower the poor to increase benefits from the tourism industry and improve their livelihoods through access to labor and markets, and increased opportunities for decent work and incomes.</p> <p>The project has three main outputs: development and operationalization of market linkages; development and promotion of innovative pro-poor tourism products; and, capacity building of tourism business enterprises and selected tourism support institutions.</p> <p>Results achieved:</p> <ul style="list-style-type: none"> • Identification for three priority tourism development areas in rural Uganda and key market actors from the tourism sector. • Implementation of an innovative Business Development Service programme which combines fostering the creation of business linkages between tourism MSMEs in

			<p>Uganda while providing specific capacity building to MSMEs in a vast array of business development services.</p> <ul style="list-style-type: none"> • Manual on innovative pro-poor business models which can be replicated in other parts of Uganda. • Formulation of a strategic marketing action plan. • Organization of familiarization trips: for Kampala-based tour operators to one of the project pilot areas to better understand the new tourism products and services which could be added to their tour packages; and, combined training programme and familiarization trip aimed at Ugandan media and travel writers to capacitate them to showcase the Ugandan tourism industry and to familiarize them with the new products which were being developed through the project. • In 2015, project activities were extended to include further capacity building to the Uganda Tourism Board in implementing their programme of work, and, to further support selected MSMEs and business linkages in developing and marketing regional tourism products and services.
Zambia	Development of Cultural Centres for Promotion of Community-based Tourism	2008 – December 2016	<p>Objectives: To provide local communities with a structured framework to participate in the tourism industry, thereby providing them with an opportunity to directly benefit from tourism through the creation of sustainable livelihoods.</p> <p>Results achieved: Cultural Centres in Mafungautsi and Mwandu villages have been built and capacity building activities carried out linking the following areas: tourism hospitality and service; handicraft design and manufacturing; tour guiding, presentation of local dances and music shows; book keeping and business management. Based on an internal assessment, the Ministry has prepared a revised work plan, giving priority to the active promotion of the centre in Mwandu, which is located near Livingstone.</p>
Zimbabwe	Enhancing Participation of Youth and Women in Tourism	October 2015 – June 2017	<p>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.</p>

			<p>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.</p> <p>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.</p>
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