



## “KEYS TO SUCCESS IN QUALITY PRODUCT DEVELOPMENT IN TOURISM DESTINATIONS”

### REGIONAL WORKSHOP FOR AFRICA

Addis Ababa, Ethiopia, 15-17 September, 2016



### PROGRAMME

14<sup>h</sup> September 2016

#### **Background and objectives:**

- ❖ Tourism has been a powerful vehicle to stimulate the economic and social growth in Africa. Due to its complementarity with the other economic activities, the tourism sector in Africa contributes to GDP, job creation, foreign exchange and services exports and hence helps to reduce poverty. Its economic and employment benefits range from construction to agriculture and from transport to telecommunications.
- ❖ Given its vast potential in terms of natural and cultural resources, Africa attracted 53.4 million international visitors in 2015 and experienced a 4.4% average annual growth between 2005 and 2015 (compared to the world: 3.8%). Receipts from international visitors amounted by 33.2 billion USD (29.9 billion Euros). Despite important challenges, international tourist arrivals in Africa reconfirm the resilience of the tourism sector and the attractiveness of the African destinations. Based on the current trend and outlook, UNWTO projects international tourist arrivals to grow by 2% to 5% in Africa.
- ❖ Yet, there are significant global and local challenges for the African destinations in using and deploying their natural, cultural, man-made, human and capital resources efficiently to be able to develop and deliver quality, innovative, ethical and attractive tourism products and services in order to achieve a sustainable tourism growth and achieve a competitive positioning in the world tourism .
- ❖ Sustainable, competitive and quality tourism product portfolios require an adequate policy and effective institutional framework which must enable an integrated approach and public private partnerships all through the tourism value chain.
- ❖ This regional workshop aims at: **i)** creating a platform for African destinations and all the relevant stakeholders for dialogue to minimize the current constraints and improve the performance of the tourism sector and the economic and the social well-being of the local communities, **ii)** enabling the participants to explore the key principles of developing and promoting sustainable, competitive and quality tourism products in Africa.

Thursday, 15 September, 2016

**8:00 – 9:30 Registration of participants**

**9:30 – 10:00 Inauguration Session**

Welcome Remarks by **Ms. Giovanie Biha**, Deputy Executive Secretary for Knowledge Delivery, United Nations Economic Commission for Africa (UNECA), Ethiopia

Welcome Remarks by **Mrs. Elcia Grandcourt**, Director, Regional Programme for Africa, UNWTO

Welcome remarks and opening of the workshop by **H.E. Mrs. Aisha Mohammed Mussa**, Minister of Culture and Tourism of Ethiopia

**10:00 – 11:30 SESSION 1 : Setting the Scene: A Quantitative and Qualitative Approach to Tourism in Africa**

**10:00 - 10:15 Keynote Address: Mr. Joseph Rwanshote**, Programme Manager Trade, Industry and Tourism, Intergovernmental Authority for Development (IGAD), Djibouti

**Moderator: Mr. Joseph Rwanshote**

**10:15 – 11:15 Panel / Presentations:**

- ❖ **Mr. Tewolde GebreMariam**, CEO, Ethiopian Airlines, Ethiopia
- ❖ **Mr. Biniam Bisrat**, President of Addis Ababa Hotel Owners Sectorial Association. Managing Director, Jupiter International Hotels, Ethiopia
- ❖ **Mr. Hans Peter Duer**, General Manager, Radisson Blu, Carlson Rezidor Hotel Group, Ethiopia
- ❖ **Mr. Simba Mandinyenya** , Acting Executive Director, The Regional Tourism Organization of Southern Africa (RETOSA), South Africa

**11:15 – 11:30 Debate**

**11:30 – 11:45 Coffee Break**

**11:45 – 13:30 SESSION 2: Principles of Product Development in Africa**

**11:45 – 12:15 Keynote Address: Mr. Rick Taylor**, CEO, The Business Tourism Company, South Africa

**Moderator: Mr. Rick Taylor**

**12:15 – 13:15 Panel / Presentations:**

- ❖ **Ms. Hlengiwe Dube-Magudulela**, EPWP & Business Enterprise Support, Ministry of Tourism, South Africa
- ❖ **Mr. Greg Bakunzi**, Chairman, Amahoro Tours and Red Rocks, Rwanda
- ❖ **Mrs. Andinet Feleke, Chairperson Jacaranda Tours**, Member of Ethiopian Tour Operators Association, Ethiopia
- ❖ **Mr. Mounsiif Taybi**, Chief of service of the regulation and development of tourism, Ministry of Tourism, Morocco

13:15 – 13:30      **Debate**

13:30 – 15:00      **Lunch**

15:00 – 16:45      **SESSION 3: Product Development, Diversification and Innovation: A Strategic Approach for Developing Sustainable, Quality and Innovative Tourism Products**

15:00 – 15:30      **Keynote Address: Dr. Salifou Siddo**, CEO, Tourism Enterprise Partnership, South Africa

**Moderator:**      **Dr. Salifou Siddo**

15:30 – 16:30      **Panel / Presentations:**

- ❖ **H.E. Amb. Humphrey. C. Chibanda**. Ambassador of Zambia to France and other countries of extra accreditation including Spain, Embassy of Zambia in France, Zambia
- ❖ **Mr. Geoffrey Manyara**. Economics Affairs Officer-TOURISM, Sub-Region Office for Eastern Africa (SRO-EA), United Nations Economic Commission for Africa (UNECA), Ethiopia
- ❖ **Ms. Sherin Naiken**. Chief Executive Officer, Seychelles Tourism Board, Seychelles
- ❖ **Mr. Solomon Tadesse**, Chief Executive Director, Ethiopian Tourism Organization, Addis Ababa, Ethiopia

16:30 – 16:45      **Debate**

16:45 – 17:00      **Coffee break**

19:00 – 21:00      **Cultural Dinner (venue TBC)**

**Friday, 16 September, 2016**

<b>10:00 – 12:00</b>	<b>SESSION 4: Effective Policy and Governance Instruments – Success Stories on Institutional Frameworks and Partnerships for Product Development</b>
<b>10:00 – 10:30</b>	<b>Keynote Address: Dr. Mike Fabricius, Managing Director, The Journey, South Africa</b>
<b>Moderator:</b>	<b>Dr. Mike Fabricius</b>
<b>10:30 – 11:45</b>	<b>Panel / Presentations:</b> <ul style="list-style-type: none"><li>❖ <b>Mr. Sisay Getachew</b>, Ethiopian Tourism Organization, Addis Ababa, Ethiopia</li><li>❖ <b>Mr. Abdoulie Hydera</b>, Director General, Gambia Tourism Board, Islamic Republic of The Gambia</li><li>❖ <b>Mr. Kazungu C. Mwango</b>, Principal Kenya Utalii College, Kenya</li></ul>
<b>11:45 – 12:00</b>	<b>Debate</b>
<b>12:00 – 12:15</b>	<b>Coffee Break</b>
<b>12:15 – 13:30</b>	<b>Closing session</b>
<b>Technical Conclusions:</b>	<b>Ms. Esencan Terzibasoglu</b> , Director, Destination Management and Quality Programme, UNWTO
<b>Closing remarks:</b>	<b>Mrs. Elcia Grandcourt</b> , Director, Regional Programme for Africa, UNWTO  <b>Mr. Solomon Tadesse</b> , Chief Executive Director, Ethiopian Tourism Organization, Addis Ababa, Ethiopia
<b>13:30 – 15:00</b>	<b>Lunch</b>
<b>15:00 – 17:00</b>	<b>City Tour in Addis Ababa</b>

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**Saturday, 17 September, 2016**

**SOCIAL PROGRAMME (Excursion day trip) TBC (optional)**