

UNWTO COMMISSION FOR AFRICA
Fifty-first meeting
Ouagadougou, Burkina Faso, 6 June 2011

Item 5.1 of the provisional agenda

UNWTO GENERAL PROGRAMME OF WORK

PROGRESS REPORT ON THE IMPLEMENTATION OF THE PROGRAMME OF WORK FOR
THE PERIOD 2010-2011

5.1(b) REGIONAL ACTIVITIES

Note by the Secretary-General

The Secretary-General submits to the Members of the Commission the report on the implementation of the Organization's General Programme of Work 2010-2011 in the Africa region.

5.1 (b) REGIONAL ACTIVITIES

1. The World Tourism Organization's strategic objectives for its general programme of work since its 18th General Assembly have focussed on improving competitiveness and sustainability. In line with this, the UNWTO's activities in the Africa region have sought to promote these objectives, and those established by the Regional Programme for Africa for the years 2010 and 2011, namely:

1. Better respond to the demands of the Members
2. Reinforce and increase initiatives with a regional character
3. Increase the knowledge of each Members in terms of information and needs
4. Reinforce UNWTO's presence in the field
5. Create more partnerships and mobilize external resources for the implementation of activities in the region

2. This report summarises the activities undertaken since the second half of 2010 to the first quarter of 2011. While some of these activities are based on these objectives, others have been carried out upon requests received from the member States.

A. IMPROVING SUSTAINABILITY

ST-EP initiative

3. The implementation of the ST-EP initiative, which focuses on enhancing UNWTO's longstanding work to encourage sustainable tourism – social, economic and ecological – with activities that specifically alleviate poverty, deliver development and create jobs for people living on less than a dollar a day, has successfully continued in the Africa region.

4. In 2011, new projects are expected to be launched in Ethiopia, Kenya, Mozambique, and Tanzania, and resource mobilization activities will continue to further expand the project portfolio. In the last quarter of 2010, ST-EP training and capacity building seminars were carried out in Burkina Faso, Ghana, Kenya¹ and Senegal.

5. The first part of the present item (5.1a) and its Annex 4 provides further information on the implementation of the ST-EP initiative.

¹ Seminars in Ghana and Kenya in the framework of the COAST project: see under B1 in the present report

The COAST (Collaborative Actions for Sustainable Tourism) Project – Cameroon, Gambia, Ghana, Kenya, Mozambique, Nigeria, Senegal, Seychelles and Tanzania (2010 – 2014)

6. This is a GEF funded project aiming at supporting and enhancing the conservation of globally significant coastal and marine ecosystems and associated biodiversity in sub-Saharan Africa, through the reduction of the negative environmental impacts which may be caused as a result of coastal tourism. There are nine countries involved in the project: Cameroon, Gambia, Ghana, Nigeria and Senegal (in West Africa), and Kenya, Tanzania, Mozambique and Seychelles (in East Africa).

7. UNWTO is responsible for two components of the Project: eco-tourism development in coastal areas and sustainable tourism governance and management. Within the framework of this project, in 2010, three regional trainings for project stakeholders were organized in Senegal, Ghana and Kenya and UNWTO commissioned a research on mechanisms for sustainable tourism governance and management in coastal areas. The COAST Project Third Steering Committee Meeting will take place in Senegal, from the 18 to 22 July 2011.

B. ENHANCING COMPETITIVENESS

Tourism Investment Forum for Africa (INVESTOUR), Madrid, Spain (January 2011)

8. UNWTO organized jointly with International Tourism Trade Fair (FITUR) and CASA Africa, representing the Spanish Government, the second annual *Tourism Investment Forum for Africa (INVESTOUR)* on 20 January 2011, featuring the Southern Africa Development Community (SADC) as the invited region. The forum was attended by over 178 participants representing the African and the Spanish tourism public and private sectors, including 11 African Ministers of Tourism, and more than 250 pre-scheduled business meetings took place between African countries and potential Spanish investors. A complete report on this second edition of the Tourism Investment Forum and the preparation of the third edition in 2011 will be presented under the Provisional Agenda item 6.1 (Document CAF/51/6.1).

Ministerial Meeting of the Monetary and Economic Community of Central Africa (CEMAC) countries, Cameroun (May 2010)

9. This Ministerial meeting to take place in Yaoundé, Cameroun, will bring together decision-makers from the CEMAC countries, and senior UNWTO officials to discuss about coordinated tourism development efforts in the region. Sustainable tourism strategies, marketing and promotion, human resources development and quality aspects, will be some of the issues to be extensively covered during the meeting, following up the one open to experts for the CEMAC countries.

Education and Training

10. A Study for Africa was launched in 2010, with the aim to provide countries in the region with practical solutions and recommendations on policies in the labour market and in the education and training sector. TedQual institutions were invited to submit proposals for this study and the one received from the Kenya Utalii College was selected. The study started in October 2010 and will finalize in June 2011. The goals of this study are to analyze the profiles of the tourism labour market, the supply of education and training, identify the gaps between demand and supply and examples of good practices in the region as well as to provide practical solutions and recommendations to Member States of the Region. Status as of April 2011: mid-term report was delivered in April and is being assessed.

11. Under the UNWTO.TedQual assistance programme for Africa, six countries are benefiting from the support of UNWTO.TedQual institutions in three main areas: (1) support the trainee of Faculty (from Higher Tourism Educational Institutions) and Officials from the National Tourism Administration by means of scholarships and in-situ coaching; (2) to implement a basic tourism library (in-situ and/or on-line); and (3) to support the definition/update of higher tourism educational curriculums (if required). The countries benefiting from the assistance are the following:

Country	UNWTO.TedQual institution
Algeria	La Rochelle Business School (France)
Angola	Instituto Politécnico de Viana do Castelo (Portugal)
Cape Verde	Escola Superior de Hotelaria e Turismo do Estoril (Portugal)
Mozambique	Instituto Politécnico de Coimbra (Portugal)
Tunisia	César Ritz Colleges (Switzerland)
Uganda	School of Business Administration of Turiba (Latvia)

12. Following the present status of the assistance programme implementation:

a) Scholarships

Angola: an Official of the National Tourism Administration of Angola went to study a Master degree programme on *Innovative Tourism Development*, in the Instituto Politécnico Viana do Castelo, Portugal. This programme focuses on supporting the understanding of the fundamentals for appraising tourism policy, planning, innovation, development and management at local, regional, national and international level. The selected Official from Angola has finished the first part of the in-situ classes.

Uganda: a Faculty Member of the University of Makerere in Uganda went for a month coaching programme to The School of Business Administration of Turiba, Latvia. During the visit, the following activities took place, with the aim to promote the exchange of knowledge and experiences among countries:

1. Visits to the Ministry, responsible for tourism, tourism development agency (responsible for marketing), municipalities (rural areas - Kuldiga, Jelgava, Sigulda), association of tourism agencies, association of hotels and restaurants, association of tourism

information centers, and to the Parliament of Latvia (invitation from member of Parliament;

2. Work with Faculty Members of the School regarding curriculum update/development;
3. Participation at the biggest education fair in Latvia, and different student events in Turība;
4. Interview to the central newspaper of Latvia Diena.

Tunisia: The scholarship programme has been re-taken (in April 2011), as unfortunately had to be postponed in February due to some internal issues of the country.

Algeria: Answer was not yet received from the country, after the letter from La Rochelle Business School (sent on February 2011 and a reminder sent on the same month).

To **Mozambique** and **Cape Verde** the information on the scholarships was not yet sent (it should be sent shortly).

b) Basic Tourism Library

La Rochelle Business School, France, has prepared a first draft on the structure/contents that a basic tourism library should have. This will be shared with the other UNWTO.TedQual Institutions/Programmes and with the abovementioned countries, in order to define the final version and start with the implementation.

c) Coaching activities in the pilot countries and support for curriculum update/development (if required)

Both activities have not been developed yet since it is important for all countries to have a previous experience of visiting their corresponding UNWTO.TedQual Institutions. The activities are currently being planned.

C. TECHNICAL ASSISTANCE

Sectoral Support Missions

Regional Project on Sustainable Tourism Development in Cross Border Parks and Protected Areas of CEMAC countries - *Cameroon, Central African Republic, Chad, Congo, Equatorial Guinea and Gabon*
(July – August 2010)

13. The mission was carried out at the request of the Ministers of Tourism of the Monetary and Economic Community of Central Africa (CEMAC) countries, with the objective of carry out a diagnosis of the situation and make concrete recommendations for a common sustainable tourism development framework in the cross boarder parks and protected areas.

Rapid Impact and Vulnerability Analysis Fund (RIVAF) study on the Economic crisis, tourism decline and its impact on the poor – *Tanzania*
(September 2010)

14. The World Tourism Organization (UNWTO) and the International Labour Organization (ILO) are undertaking a joint project which aims to analyze the effects of the global economic crisis on the employment of the poor and vulnerable groups in the tourism sector. Tanzania was selected as a case study for the African region. In this framework, a mission was sent to this country in close cooperation with the Ministry of Natural Resources and Tourism. The results of this research which also includes Costa Rica and the Maldives, will soon be published.

Preparation of a Report and Project Document for the Elaboration of a Tourism Master Plan, *Burkina Faso*
(November 2010)

15. The main objective of this mission was to define the terms of reference for the elaboration of a Tourism Master Plan for the western part of the country, within the framework of a programme entitled Protection of the National Tourism Heritage. By carrying out this pilot initiative, the Government aims to progressively extend it to the other regions of the country, with a special focus on product development and marketing.

UNWTO National Statistical Capacity Building Programme (NSCBP) to RETOSA Member States – *Botswana, Madagascar, Zambia and Zimbabwe*
(February – March 2011)

16. Within the framework of the UNWTO National Statistical Capacity Building Programme (NSCBP) to RETOSA member states, so far missions have been sent to Madagascar, Zambia and Zimbabwe in February 2011, and to Botswana in March 2011. The next round of missions will include: Malawi, Mozambique, Namibia and South Africa. The aim of this mission is to review the present state of the System of Tourism Statistics (STS) in the countries, advocate the setting up of an Inter-Institutional Platform (IIP), identify areas in which progress could be obtained, and, propose a recommended Action Plan to improve the present System of Tourism Statistics and the experimental Tourism Satellite Account (TSA).

Ongoing Projects

Implementation of the Tourism Satellite Account, *Botswana*
(March 2009 – February 2011)

17. In 2007, UNWTO completed a tourism statistics project for Botswana which culminated in the formulation of the first preliminary TSA for the country. Given the interest raised by all stakeholders in the TSA exercise and understanding that TSA is a continually evolving tool which data that can be improved in terms of range, scope and accuracy, the Ministry of Environment, Wildlife and Tourism of Botswana decided to engage UNWTO's technical assistance in a new project with particular emphasis on developing staff skills for implementing the TSA and in continuing the compilation and dissemination of a wide range of statistics to all stakeholders.

18. The main output of the project is the establishment of an updated Tourism Statistics database with up-to-date information on visitor arrivals, accommodation statistics (including production of reports on a quarterly basis), inbound visitor expenditure statistics, and, domestic

tourism statistics. Furthermore, technical assistance on the design of tour operator surveys to better understand tour package travel; the collection of employment statistics and other related areas such as the updating of the Social Accounting Matrix will be provided through the project with the ultimate aim of assisting the Ministry in preparing an updated TSA.

19. The project is financed by the Ministry of Environment, Wildlife and Tourism of Botswana. Other participating agencies include the Central Statistical Office, the Bank of Botswana and Immigration Authorities.

National Strategy for the Sustainable Development of Tourism, *Burundi* (November 2009 – in course)

20. After the signing of the Arusha Agreement for Peace and Reconciliation in August 2000, the Government of Burundi has taken great steps towards the socio-economic development of the country. In this regard, the Government has identified tourism as a priority sector for development given its potential to create sustainable livelihoods for the Burundais people. Since tourism is still in an initial stage of development and aware of the country's diverse quality tourism resources such as Lake Tanganyika, the Government, with the support of the United Nations Development Programme (UNDP), decided to avail of UNWTO's technical assistance in the formulation of a long-term (10-year) strategic tourism development plan which would guide the sustainable development and promotion of the tourism sector.

21. The project will result in the formulation of a 10-year national strategy for sustainable development of tourism which will include an identification of Burundi's key tourism resources and their development into attractions; tourism zoning and management plans to ensure the cultural, social and environmental sustainability of tourism development; determine its regional and international positioning; identify source domestic, regional and international source markets; determine methods to improve the economic impact of tourism in the country; and provide guidelines for institutional strengthening and public-private partnership in tourism development and promotion. Furthermore, the project prepared a draft Tourism Law, established a preliminary system of tourism statistics including a new Entry/Exit card which became operational during the project, and, conducted pre-feasibility studies for the development of two tourism pilot projects.

22. The project, which was recently approved by the country's Council of Ministers, is financed by the United Nations Development Programme. Government partners include the Ministry of Trade, Industry, Post and Tourism and the National Tourism Organization along with other Government institutions and representatives of the private sector who are members of the project's Steering Committee.

National Strategy for Sustainable Tourism Development, Niger (2009 – 2010)

23. The project aimed to prepare a National Strategy for Sustainable Tourism Development, and an Action Plan in harmony with the financial and economic policies of the Government, and the UNDAF. The study formulated appropriate recommendations for a wider participation of national and international stakeholders in the management of the tourism sector.

24. The strategy will serve as a reference to the government to formulate and implement development activities in the field of tourism, in view of job creation and revenue, to contribute for poverty alleviation and to boost the economy.

25. The main outputs of the projects are (i) the contribution of tourism to the national economy evaluated, (ii) the quality of economic information in the tourism sector improved, (iii) tourism marketing plan, including an action plan, elaborated, (iv) a tourism sector legislation elaborated, (v) the environmental impact of tourism evaluated, (vi) prevention, protection, and valorisation measures for a sustainable tourism development implemented, (vii) the tourism product developed and diversified, (viii) A final report on diagnosis, strategic orientation, and programme of action produced.

26. The project was funded by the Spanish International Cooperation and Development Agency (AECID), and the Government of Niger.

**Promotion of Cultural Industries and Initiatives in Senegal – MDG-F Joint Programme,
Senegal
(2008 – 2011)**

27. This Joint Programme, which has received funding from the contribution of the Government of Spain to the MDG deposit fund, will contribute, over a period of three years and with the assistance of the UNDP, UNESCO, ILO, UNIDO, UNFPA and UNWTO, to a collective response by the United Nations to Senegal, as defined in the United Nations Development Assistance Framework (UNDAF) for the period 2007 to 2011. The main objective is to create a basis for implementing national policies to promote culture as a driver for sustainable human development, with reference to the following components: human rights and vulnerable populations (women and young people).

28. The specific objectives of this Joint Programme will contribute to the achievement of the five following outcomes: (1) National production capacities are significantly improved in terms of competitiveness, product quality, added value, the creation of skilled jobs and investment (2) An increase in the income of poor people and of vulnerable groups involved in the area of culture and development (3) The sustainability of the means of existence for vulnerable groups and their living environment are improved through initiatives to protect the environment and derive value from natural resources (4) Public institutions have the capacity to put into practice the principles of human rights, gender equity and sustainable development in policies and programmes in the area of culture and development (5) Local authorities and key community organisations have the capacity and sufficient resources to participate more effectively in the process of decentralisation and the management of local development.

29. The tourism component of this project is being implemented by UNWTO in partnership with the Ministry in charge of tourism. In this regard, the main activities implemented so far resulted in the assessment of needs in terms of capacity building in the following areas: tourism guiding, front desk, restaurant services, and hotel management. The training programme covering the Pays Bassari and the Saloum Delta is to start in May. Another activity resulted in the conception and realization of tourism itineraries.

Regional Project on Sustainable Tourism Development in a Network of Cross Border Parks and Protected Areas - *Benin, Burkina Faso, Gambia, Guinea, Guinea Bissau, Mali, Mauritania, Niger, Senegal, Sierra Leone*

(2008-2010: Feasibility study completed and 2011 onwards: implementation)

30. The project seeks to synergise the efforts of the 10 West Africa states in order to optimise the protected areas which they hold in common. It aims thereby to provide a major impetus to the improvement of living conditions of local communities and to reduce significantly the level of poverty. It also aims to build on the successful development experience of cross border parks in east and southern Africa and create a competitive and viable alternative ecotourism destination.

31. A feasibility study of the project was completed and approved by the Steering Committee in 2010. Based on this study, UNWTO has prepared a *Portfolio of Funding Opportunities* in the West African Cross-border Parks and Protected Areas (CPAs), presenting specific budget requirements for the seven parks in the region, as well as pan regional funding and investment needs.

32. This *Portfolio* will be presented at the Donors' Conference on Sustainable Tourism Development in West African CPAs, to be held on 27-28 May 2011, in Dakar, Senegal. The final aim of the conference is to present at the end of the second day a shortlist of possible donors, including their commitments to provide support to selected project activities in the first five years of project execution.

33. The main partners of the projects are UNWTO, ST-EP Foundation, Korea International Development Agency (KOICA), and the Organization of the Islamic Conference (OIC).

Implementation of the UNWTO National Statistical Capacity Building Programme (NSCBP) to RETOSA Member States - *Angola, Botswana, Democratic Republic of the Congo, Lesotho, Madagascar, Malawi, Mauritius, Mozambique, Namibia, South Africa, Swaziland, Tanzania, Zambia and Zimbabwe*
(October 2010 – June 2011)

34. With the purpose of providing technical assistance to the Member States of the Regional Tourism Organization of Southern Africa (RETOSA) in the strengthening of the systems of collection and analysis of tourism statistics, UNWTO and RETOSA are partnering to implement the UNWTO NSCBP programmes (National Statistical Capacity Building Programme) to all RETOSA Member States. There is an increasing awareness worldwide of the potential role of tourism as an engine to promote socio-economic development through the creation of employment, generation of foreign revenue, and generation of foreign investment. In order for tourism development to be sustainable yet competitive, countries need to have a thorough understanding of their tourism sector and know its true dimension. This can only be achieved through a reliable and accurate System of Tourism Information. This system of tourism statistics can evolve into a tourism satellite account (TSA) – a tool which is used to understand the role that tourism plays in the national economy.

35. In order to achieve successful development of a national system of tourism statistics and TSA, the project will aim to create a greater level of cooperation and joint working among relevant public and private institutions such as National Tourism Administrations, National Statistical Offices (as producers of basic statistics and compilers of National Accounts), Central Banks (Balance of Payments compilers) and Immigration Departments (as responsible for border procedures). The idea is to help leverage common financial, human and technical resources, knowledge and interests towards creating a more comprehensive national tourism dataset and integrated methodology.

D. STRENGTHENING RELATIONS WITH THE MEMBERS

Annual working session of African and Middle East Tourism Ministers, Madrid, Spain (January 2011)

36. In the occasion of the second edition of the Tourism Investment Forum for Africa (INVESTOUR), the World Tourism Organization and the Madrid International Tourism Fair (FITUR), organized in January 2011 the Annual working session of Africa and Middle East Ministers of Tourism.

37. The working session was attended by over 30 participants including 11 Ministers responsible for tourism from Africa. During the session, the participants exchanged perspectives and information about tourism development in the two regions, as well as its relationship with the Spanish markets.

Visits to the region

38. Members of the UNWTO Secretariat including the Secretary-General, the Executive Directors, the Regional Director and the Deputy Regional Director for Africa, as well as other officials have visited different countries in the region including: Burkina Faso, Cameroon, Gambia, Kenya, Mauritania, Morocco, Tunisia, Senegal, South Africa, Tanzania, and Zambia.

Visits to the headquarters

39. Senior officials from Member countries, including Ministers, Deputy Ministers, ambassadors, and other officials, have visited the UNWTO Secretariat in Madrid. The countries include: Benin, Burkina Faso, Burundi, Cameroon, Gambia, Ghana, Kenya Niger, Mali, Mauritania, Morocco, Mozambique, Senegal, South Africa, Tanzania, Tunisia and Zimbabwe.

Agreements signed

40. The following agreements and/or MOUs were signed in 2010/2011 between UNWTO and the following institutions: Casa Africa (Government of Spain), Regional Tourism Organization of Southern Africa (RETOSA) and the West African Economic and Monetary Union (UEMOA).