



CAF/DEC/53

UNWTO COMMISSION FOR AFRICA

Fifty-third meeting

CALABAR, NIGERIA

25 JUNE 2012

REPORT

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UNWTO COMMISSION FOR AFRICA**Fifty-third meeting****Introduction**

1. The 53rd UNWTO Commission for Africa held at Tinapa Business Conference and Leisure Resort Calabar, Cross River State, Nigeria from 25th - 27th June, 2012 was attended by two hundred and fifty delegates from eighteen countries namely: Nigeria, Angola, Botswana, Burkina Faso, Cameroon, Chad, Congo, The Republic of Equatorial Guinea, Ghana, Guinea, Kenya, Lesotho, Mozambique, Namibia, Rwanda, Tunisia, Zambia, and Zimbabwe. Representatives of the following international and national organizations took also part in this meeting namely: UNESCO, UEMOA and ECOWAS, NIHOTOUR, Cross River National Park, Redeemer's University, Tourism Development Corporation, WEBISCO, CBAAC, Nigerian national Commission for Museums and Monuments, Nigerian national Council for Arts and Culture, Nigerian National Gallery of Arts, PDP, National Group of Nigeria, National Museum Calabar, National Park Service, National Theatre and Obadial Health and Social Services.

2. In his welcome address, the Honourable Minister of Tourism, Culture and National Orientation, Chief Edem Duke thanked the UNWTO Commission for Africa Members for their decision to host the meeting in Nigeria at the time the President Dr. Goodluck Ebele Jonathan, GCFR is repositioning the tourism sector for socio-economic benefit of the country. He disclosed the giant stride of the Federal Government for approving a new visa regime to boost tourism and other businesses, and assured the meeting that the Ministry would complement this effort by cooperating and collaborating with all stakeholders in tourism, particularly the UNWTO to sustain the renewed interest in tourism. He appreciated the efforts of the Executive Governor of Cross River State, Senator Liyel Imoke for hosting the meeting and his commitments to responsible tourism.

3. With regards to the theme of the meeting, he noted the robust potentials and ability of Nigerian Women and Youths to contribute to the rapid growth of the sector, and the need for institutional synergy in funding tourism projects and investment especially the Small Scale Enterprises in accordance with the National Tourism Master plan. Finally, he expressed gratitude to UNWTO for its support in the growth and development of the Nigerian tourism and assured the country's collaboration with the organization.

4. In his goodwill message, the Honourable Minister of Youth Development Inuwa Abdul – Kadir, Esq, informed the meeting of Africa's large and dynamic youth population. In Nigeria for instance, youth constitutes over half of the population, and in order to harness their potentials, government is vigorously pursuing policies aimed at creating opportunities and awareness to empower them. He then disclosed that his Ministry is collaborating with the three tiers of government to organize special programmes towards good citizenship and entrepreneurship for the youths. He called for implementable recommendations that would assist his Ministry to strategize and empower the youths.

5. Welcoming the delegates to Cross River State, the Executive Governor, Senator Liyel Imoke, informed that his state had set pace as a leading service driving economy in Nigeria. He enumerated the states tourism products such as tropical rainforest, Obudu Ranch Resort, the Calabar Carnival, Tinapa Business and Leisure Resort, and listed new areas for which the state intends to collaborate with local and foreign investors' viz. the development of golf course, international convention centre, trade in goods and services instead of trade in human trafficking. He emphasized the need for sustainable tourism development by collaborating with the Federal Government and private sector for the economic benefits of the nation. Finally, he thanked the UNWTO Commission Members for accepting to host the conference in Cross River State and that he looked forward to working more closely with the organization.

6. The UNWTO Secretary-General Talib Rifai in his opening remarks thanked the President, Dr. Goodluck Ebele Jonathan for hosting the meeting in Calabar. He also appreciated the presence of the Honourable Ministers, the delegates and other participants for their attendance. He paid a glowing tribute to Nigeria for hosting three Commission meetings in less than ten years. This demonstrated the importance the country attaches to tourism development. He informed that tourism is the industry of the future and it is being propelled by information technology and travel. Continuing, he revealed that 1 billion people will cross international borders in 2012 utilizing air transportation, hotels, restaurants, cafes etc. thereby creating more jobs for the industry. He also stated that tourism contributed 9% to the Global tourism GDP. He noted that tourism is the industry for peace and understanding and that a clear message should be sent to the world that Nigeria is a land of peace and harmony and all negative reports should be de-emphasized. He projected that 600 million people would need jobs in the next few years and tourism is the best vehicle to create additional jobs, because every job created also creates 1.7 supplementary jobs.

7. On behalf of the President, Dr. Goodluck Ebele Jonathan, GCFR, Chief Edem Duke highlighted the significance of tourism and culture to national development, and emphasized that government had evolved a deliberate policy for the development of tourism sector to make Nigeria one of the top 20 tourism destinations in the world. He enumerated the efforts of government towards the development of tourism sector such as implementation of the National Tourism Development Master plan, the role of the private sector as the engine of growth and investment incentives. He proposed a visa regime similar to Schengen countries to be adopted by African region. He then disclosed that Nigeria would be 100 years old by 2014 and that the UNWTO should grant the country the hosting right for its World Tourism Day.

DECISIONS TAKEN BY THE COMMISSION
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CAF/DEC/1(LIII)**ADOPTION OF THE AGENDA**

Agenda item 1
(Document CAF/53/prov.)

8. The agenda for the 53rd Session for the UNWTO Commission for Africa was presented to the delegates by the acting chairman H.E. Chief Edem Duke, Federal Minister of Tourism, Culture and National Orientation of Nigeria for adoption as it follows:

1. Adoption of the Agenda
 2. Communication of the Chairman of the Commission
 3. Preliminary Remarks of the Secretary-General
 4. Tourism performance worldwide and in Africa in 2011; perspectives for 2012; and preview report on 2030 regional vision
 5. UNWTO General Programme of Work
 - 5.1 Report on the implementation of the Programme of work for 2010-2011
 - 5.2 Progress Report on the implementation of the Programme of work 2012-2013
 6. Presentation of global and regional initiatives
 - 6.1 Global initiatives
 - 6.1.1 Use of UNWTO logo and its institutional image
 - 6.1.2 Publications: general use; e-library; new publications
 - 6.1.3 UNWTO Technical Product Portfolio
 - 6.2 Regional initiatives
 - 6.2.1 Report of INVESTOUR 2012
 - 6.2.2 First Pan-African conference on: "Sustainable Tourism Management in African National Parks and Protected Areas: Challenges and Opportunities"
 7. Election of the Members to represent the Regional Commission for Africa on the Programme and Budget Committee
 8. Place and date of the fifty-fourth meeting of the UNWTO Commission for Africa
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CAF/DEC/2(LIII)

COMMUNICATION OF THE CHAIRMAN OF THE COMMISSION

Agenda item 2
(Document CAF/53/2)

9. In the absence of H.E. Mr. Baba Hama, Minister of Culture and Tourism of Burkina Faso, current chairman of the Commission for Africa, his communication was read by Mrs. Rosalie Balima, Director General of Tourism of Burkina Faso.

The Chairman thanked the President of Nigeria and its people for their warm reception and that every visit to the country is a boom and the current meeting being held in Calabar showed that they were in the right place. He noted that the meeting was holding in Nigeria during the season of economic crisis in some African countries, and this had contributed to the negative consequences for tourism activities in Africa. He stressed the need for Africa to have a common goal to promote positive impact for development. In order to ensure success there must be treaties promoting free movement of people. He observed that it was necessary to use the result of the past meetings to fashion long term strategies for future tourism development in Africa. Finally, he urged participants to come up with a good road map for the development and promotion of tourism in Africa.

CAF/DEC/3(LIII)

PRELIMINARY REMARKS OF THE SECRETARY GENERAL

Agenda item 3
(Document CAF/53/3)

10. The Secretary-General welcomed delegates and extended his appreciation for the warm reception accorded participants by the host country. He said that despite the global challenges tourism continued to grow globally. However, because of political crisis in North Africa, there was a general decline of tourist arrivals and receipts. Details of the preliminary report are contained in document No. CAF 53/3 which is broken down into four parts namely:

- Update in international tourism in 2011 and prospects for 2012,
- Mainstreaming tourism in the global agenda,
- Implementation of the programme of work 2010-2011 and 2012-2013, and
- Administrative and financial matters.

11. The Secretary General further informed the meeting of the new initiative undertaken recently, viz:

- (i) Open letter to 32 Presidents and Leaders where tourism matters was discussed at their meeting in Mexico for the first time; and
- (ii) Breakthrough at the sustainable development conference held at Rio de Janeiro, Brazil where two (2) full paragraphs of the declarations were dedicated to tourism.

He commended countries that in spite of difficult economic circumstances were paying their financial contributions to UNWTO. He then disclosed that the next UNWTO General Assembly would hold at the Victoria Falls, Zambia/Zimbabwe and called on member states to attend. He also paid a special tribute to the Africa Regional Director, Mr. Ousmane Ndiaye who had served UNWTO for over thirty years and would retire in 2012.

12. The Commission,

Having heard with interest the preliminary remarks of the Secretary-General,

- Notes with satisfaction the positive development of international tourism at the global level and in the different regions of the world, despite a sluggish global economy, the profound political changes in the Middle East and North Africa, and natural disasters;
- Congratulates the Secretary-General on the Global Leaders for Tourism campaign aimed at promoting tourism and placing it among the top items on the global agenda for action;
- Commends the Member States for their efforts to settle their arrears in their contributions to the budget of the UNWTO;
- Encourages the Secretary-General in his initiatives to build partnerships with third parties and to seek new sponsors in order to increase the financial resources of the Organization for the funding of technical cooperation activities;
- Gives its unfailing support to the Governments of Zambia and Zimbabwe for the hosting of the twentieth session of the UNWTO General Assembly at Victoria Falls;
- Commends Mr. Ousmane Ndiaye, Regional Director for Africa, for having always served the African countries and the UNWTO with passion and professionalism, on the occasion of his retirement.

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CAF/DEC/4(LIII)

**TOURISM PERFORMANCE WORLDWIDE AND IN AFRICA IN 2011;
PERSPECTIVES FOR 2012 AND PREVIEW REPORT ON 2030**

Agenda item 4
(Document CAF/54/4)

13. The Commission,

- Having listened with interest to the presentation by the Secretariat on this agenda item,
 - Aware of the need for African countries to have reliable statistics in order to better analyse trends in the development of international tourism in the region,
 - Congratulates the Secretariat on the quality of the presentation and the relevance of information provided, and encourages it to continue to carry out its training programs in the field of tourism statistics, in particular, for the countries of the region;
 - Invites the Governments of the countries in the region that wish to host the UNWTO's programme for training officials working in the field of tourism statistics and the tourism satellite account for francophone countries, to make themselves known in order to discuss the modalities of organizing this training program;
 - Recommends the authorities of the countries of the region to regularly transmit statistics on international tourism flows and receipts to the UNWTO Secretariat.
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CAF/DEC/5(LIII)

UNWTO GENERAL PROGRAMME OF WORK

Agenda item 5
(Documents CAF/53/5.1 and CAF/53/5.2)

14. The Commission,

Having considered documents CAF/53/5.1 and CAF/53/5.2 dealing with the implementation of the General Programme of Work for the periods 2010-2011 and 2012-2013, respectively,

- Commends the Secretariat for the quality and the increasing number of the activities carried out in the region at both the nation and regional level, in such a varied range of areas, to help the countries of the region to maximize the economic and social benefits of the sector, while making tourism a tool that can contribute to the fight against poverty;
- Requests the Secretary-General to initiate a reflection process, within the framework of a working group on the following subjects:
 - air connectivity,
 - visa issuance, and
 - the image of Africa
- Requests the Secretary-General to study the feasibility of implementing, for the benefit of the African countries, a regional programme on the "Empowerment of Women and Youth through Responsible Tourism".

CAF/DEC/6 (LIII)

PRESENTATION OF GLOBAL AND REGIONAL INITIATIVES

Agenda item 6
(Documents CAF/53/6.1.1 CAF/53/6.1.2 CAF/53/6.1.3)

GLOBAL INITIATIVES

15. The Commission,

Having heard the presentations by the Secretariat on these agenda items,

- Commends the Secretariat for the relevance of the information provided in these documents;
- Recommends the Member States to monitor the use of the UNWTO logo, which has experienced legal issues over the last two years;

- Insists that the use of the logo is unconditionally granted only to Member States, while others who are interested must first follow a procedure to obtain permission from the UNWTO Secretariat;
- Recommends the Member States to make as much use as possible of UNWTO publications in their work and also to take advantage of the UNWTO website for supplementary information;
- Recommends the Member States to utilize the UNWTO portfolio of technical products, which presents a variety of services that the Organization can provide to them in the area of technical cooperation;
- Invites the Member States that wish to do so to use the UNWTO as a facilitator in seeking funding from donors and development partners;
- Recommends nevertheless that the Member States use national funds to the extent possible in the financing of their technical cooperation projects.

REGIONAL INITIATIVES
(Documents CAF/53/6.2.1 and CAF/53/6.2.2)

16. The Commission,

Having considered the documents on this agenda item,

- Congratulates the Secretary-General on having successfully organized for the third consecutive time in cooperation with Casa Africa and IFEMA the edition of INVESTOUR, whose profile is rising;
 - Encourages the Member States and the public and private enterprises of the region to take part massively in the fourth edition of INVESTOUR to be held on 31 January 2013 in Madrid in the context of FITUR;
 - Commends the Secretary-General for the organization of the first Pan-African Conference on "Sustainable Tourism Management in National Parks and Protected Areas in Africa: Challenges and Opportunities" which will take place on 15-18 October 2012 in Arusha, Tanzania, in close collaboration with the Government of the country;
 - Warmly thanks the Tanzanian Government for its generous invitation;
 - Invites the Member States and other regional Institutions interested in this subject to participate in large numbers in this conference.
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CAF/DEC/7(LIII)

**ELECTION OF THE MEMBERS TO REPRESENT THE REGIONAL COMMISSION FOR AFRICA ON
THE PROGRAMME AND BUDGET COMMITTEE**

Agenda item 7
(Document CAF/53/7)

17. The Commission

- Accepts the candidature of Benin to represent it in the Programme and Budget Committee alongside Kenya, which was elected by the Executive Council at its ninety-third session held on 11-13 June in Madrid.
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CAF/DEC/8(LIII)

PLACE AND DATE OF THE 54TH MEETING OF THE UNWTO COMMISSION FOR AFRICA

Agenda item 8
(Documents CAF/53/8 ADD.2)

18. The Commission

- Accepts with pleasure the invitation by the authorities of Tunisia to hold its fifty-fourth meeting in Tunisia in 2013, on a date to be fixed by mutual agreement by the UNWTO Secretariat and the authorities of that country.
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<p>THE COMMISSION ADOPTED THE FOLLOWING VOTE OF THANKS:</p>
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**VOTE OF THANKS TO H.E. THE HON. MINISTER CHIEF EDEM DUKE,
FEDERAL MINISTRY OF TOURISM, CULTURE AND NATIONAL ORIENTATION OF NIGERIA**

The World Tourism Organization Commission for Africa, at its 53rd meeting in Calabar, Nigeria, on 25th June 2012,

Appreciating the brotherly and warm welcome accorded to the delegations,

Hightly grateful for the excellent working conditions offered,

- Conveys to His Excellency Chief Edem Duke, Hon. Minister, Federal Ministry of Tourism, Culture and National Orientation of Nigeria, its deepest compliments for the excellent manner in which the meeting has been conducted,
- Expresses its most sincere thanks to him for all the attentive treatment it has enjoyed, and
- Requests him to kindly convey to the Government, the people of Nigeria and in particular His Excellency Goodluck Ebele Jonathan, President of the Federal Republic of Nigeria, the expression of its infinite gratitude.

Done in Calabar, 25th June 2012

The Commission

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