

Talking Points for the event hosted by NEPAD: "Sustainable tourism development in Africa: a transforming opportunity for inclusive growth"- 21st September 2017 at the UN Headquarters, New York



- **Relationship of UNWTO with NEPAD and African Union:**
 - UNWTO has signed Memorandums of Understanding with both NEPAD and the African Union to enhance cooperation in the tourism sector. Promoting tourism is in line with Africa's Agenda 2036 aspirations; and all our collaborative efforts will be guided by the ever-important Sustainable Development Goals. Together, we have, and will, continue to advocate ethical and responsible tourism, that is sustainable and accessible to all.
- **Important ways in which UNWTO and NEPAD will continue to collaborate are:**
 - ✚ Support the implementation of the NEPAD Tourism Action Plan as the core strategy of the African Union on tourism;
 - ✚ Promote tourism in local communities, using tourism as an instrument to mainstream gender participation and focus on women and youth empowerment;
 - ✚ Strengthen and promote knowledge sharing, and exchange of best-practices in the tourism industry;
 - ✚ Bolster the use of Information and Communication Technologies in tourism services, such as the use of e-visas; and support the continuous liberalization of international air transport in Africa;
 - ✚ Capacity building including: technical and vocational training for the promotion of sustainable tourism through effective governance, well-considered strategies, plans and policies, aggressive and continuous marketing and reliable statistics;
 - ✚ Establish common areas of research in sustainable tourism via publications, papers and reports;
- **International Year 2017 and the potential for the tourism sector**
 - The United Nations General Assembly by its resolution 70/193 designated 2017 as the International Year of Sustainable Tourism for Development (IY 2017). UNWTO is especially fortunate to have Liberia's President Her Excellency Ellen Johnson Sirleaf, represent Africa as a Special Ambassador for the International Year. The International Year aims to raise awareness of the contribution of sustainable tourism as one of the largest and fastest-growing socio-economic sectors of our times. This year provides a unique opportunity for all nations to explore and accentuate tourism's proven potential for:
 1. Inclusive and sustainable economic growth
 2. Social inclusiveness, employment and poverty reduction
 3. Resource efficiency, environmental protection and raising awareness of climate change
 4. Cultural values, diversity and heritage
 5. Mutual understanding, peace and security.

- **Importance of tourism in the economic development of the African countries:**

- ✚ In 2000, 26 million international tourists visited Africa, succeeded by an impressive 56 million visitors in 2014. And arrivals in Africa are predicted to more than double by 2030 to 134 million.
- ✚ Tourism generated more than 21 million jobs on average in 2011–2014, which translates into 7.1 per cent of all jobs in Africa. This means that the tourism industry was supporting 1 out of every 14 jobs.
- ✚ Africa has unique assets and largely untapped potential products such as: safari tourism, beach tourism, business travel, diaspora tourism, nature/adventure tourism, cultural and historical tourism.
- ✚ With its population size (12% of the world's population), growing economy and middle class in numerous countries, Intra-African trade and tourism also has incredible potential.

- **Challenges that remain**

- Africa despite the impressive growth in the tourism sector still faces several obstacles in realising its full potential:
 - Need for stronger marketing efforts to counteract negative and false perceptions - and a coordinated Africa brand
 - More investments in tourism infrastructure and human resource development
 - Stronger focus on regional and domestic markets with a huge potential if appropriate policies are in place
 - Travel facilitation - Visa openness like Kenya, Rwanda, Uganda and Tanzania which launched a single tourist visa initiative allowing residents and visitors to travel freely within these countries. Such a common visa policy also helps to boost investment opportunities and reinforces regional integration.
 - Air Connectivity - including open sky policies and rail connectivity, whenever feasible.

Initiatives of UNWTO to promote tourism sector in Africa

- ✚ Casa África (organization representing the Government of Spain), the International Tourism Trade Fair of Madrid (IFEMA/FITUR) and the World Tourism Organization (UNWTO), will host a three day INVESTOUR workshop on Financing in Tourism in Africa
- ✚ The workshop aims to provide Member States with a platform to address the major challenges, trends and opportunities of the tourism sector; and equip participants with tactics and strategies on how to capitalize on the growing potential of the current African tourism market.
- ✚ The objective of the event is to promote sustainable tourism as an economic and social development tool for Africa, by putting African project leaders in direct contact with potential international partners and investors'.

- **Chimelong:** Partnership agreement between Chimelong, a leading enterprise in China's tourism industry and UNWTO
 - ✚ UNWTO/Chimelong collaborate on several initiatives centred on raising awareness among local people of the importance of biodiversity conservation while undertaking tourism activities including: Capacity Building on Tourism Development and Biodiversity Protection in West Africa; Tourism Development, Wildlife Conservation and Sustainable Livelihoods in Zimbabwe; and Sustainable Tourism and Conservation of Great Apes in DR Congo
- **THEMIS/ Ghana:**
 - ✚ The UNWTO Themis Foundation, and the Ministry of Tourism, Arts and Culture of Ghana are organizing jointly a sub-regional capacity building **Course on Tourism Marketing: from Product to Experience, in Accra, Ghana, from 12-16 October 2017**. Designed to coach participants in developing tourism products and experiences, as well as marketing strategies for a tourism destination. This course will include the participation of local tourism stakeholders in Ghana and participants from the sub region.
- **IY17 Event in Zambia:**
 - ✚ International Conference on Promoting Sustainable Tourism, A Tool for Inclusive Growth and Community Engagement in Africa 16-18 November Lusaka/Zambia