



## Commission de l'OMT pour l'Afrique

Cinquante-neuvième réunion  
Addis-Abeba (Éthiopie), 19 avril 2017  
Point 4.3 de l'ordre du jour provisoire

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### Point 4 de l'ordre du jour provisoire

#### Mise en œuvre du Programme général de travail 2016-2017

##### 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 2016 à avril 2017

1. Depuis la 58<sup>e</sup> réunion de la Commission de l'OMT pour l'Afrique, tenue à Abidjan, en Côte d'Ivoire le 19 avril 2016, le Secrétariat, au travers du programme régional pour l'Afrique, a organisé les renforcement des capacités et les événements suivants :

**Cours régional de l'OMT de formation de cadres sur la communication de crise, Khartoum, Soudan, et visite officielle de M. Taleb Rifai, Secrétaire général de l'OMT, 14-18 novembre 2016**

2. Le programme régional de l'OMT pour l'Afrique, la Fondation OMT.Thémis, et le Gouvernement de la République du Soudan représenté par le Ministère du Tourisme, des Antiquités et de la Faune ont conjointement organisés Le cours régional de l'OMT de formation de cadres sur la communication de crise, en Khartoum, Soudan, 14-18 novembre 2016. Cette activité de formation a réuni près d'une soixantaine de professionnels de la communication de 11 pays d'Afrique y compris le Soudan, l'Éthiopie, la Gambie, Ghana, Kenya, Mozambique, Rwanda, Ouganda, Zambie et Zimbabwe.

L'objectif du cours était d'adresser les principaux obstacles entravant le développement du tourisme en Afrique y compris les problèmes de perception et la généralisation à toute la région de l'impact de crises touchant des zones spécifiques. La formation de trois jours a permis aux participants de renforcer les capacités dont ils ont besoin pour se préparer et savoir communiquer en temps de crise ainsi que d'échanger leurs expériences de gestion de crises.

3. Au parallèle du cours, M. Taleb Rifai, Secrétaire général de l'OMT a été reçu par le Président de la République du Soudan, S.E.M. Omar Hassan Ahmad Al-Béchir. Mr. Rifai a saisi l'occasion pour remiser la « Lettre ouverte sur les voyages et le tourisme », une campagne menée conjointement par l'OMT et le Conseil mondial du voyage et du tourisme (WTTC). M. Rifai a rappelé le potentiel que possède le secteur du tourisme d'offrir à la population soudanaise de nouveaux débouchés. Le Président soudanais a exprimé sa reconnaissance à l'OMT pour le soutien apporté à son pays en décorant le Secrétaire général de l'OMT de la Grand-Croix de l'Ordre des deux Nils.

Le programme de cette visite officielle prévoyait également des rencontres avec la presse afin d'aborder la question des perceptions en Afrique ainsi qu'une visite à Port-Soudan et à l'île de Sanganeb, récemment inscrite sur la Liste du patrimoine mondial. M. Rifai y a souligné la nécessité de construire et d'assurer des infrastructures adéquates ainsi que de transmettre au reste du monde des messages efficaces et positifs sur le Soudan.

**Réunion et déjeuner des ambassadeurs africains, Madrid, Espagne, 14 novembre 2016**

4. À l'invitation du Secrétaire général de l'OMT, Taleb Rifai, les ambassadeurs africains en poste en Espagne, en France, en Belgique et au Royaume-Uni se réuniront le 14 novembre 2016 au siège de l'OMT, à Madrid, pour discuter des questions liées au tourisme dans la région. Cette rencontre annuelle vise à partager des informations actualisées sur la mise en œuvre du programme de travail de l'OMT et à discuter des principaux enjeux du tourisme en Afrique.

**Signature de la Charte africaine du tourisme durable et responsable, Rabat, Maroc, 10 novembre 2016**

5. Le 10 novembre 2016, les ministres du tourisme et chefs de délégation africains ainsi que des responsables de l'OMT étaient réunis à Marrakech à l'occasion de la vingt-deuxième session de la Conférence des Parties à la Convention-cadre des Nations Unies sur les changements climatiques (COP 22) en vue de l'adoption de la première Charte africaine de tourisme durable et responsable.

Le continent africain possède maintenant un cadre de référence commun pour promouvoir la durabilité et la responsabilité dans le secteur du tourisme. La Charte a vocation à devenir un instrument fondamental en vue de l'adoption, sur le continent, des meilleures pratiques en matière de tourisme durable permettant de concilier croissance socioéconomique, préservation de l'environnement et respect de la diversité culturelle de chaque pays.

Les pays suivants ont signé le document : Royaume du Maroc, République du Congo, Angola, Bénin, Cameroun, Éthiopie, Guinée-Bissau, Cabo Verde, Burundi, Burkina Faso, Côte d'Ivoire, Gambie, Gabon, Kenya, Mali, Mauritanie, République centrafricaine, Nigéria, Niger, Sénégal, Seychelles, Soudan, Zimbabwe, Tunisie et Tchad.

**Visite officielle de M. Taleb Rifai, Secrétaire général de l'OMT au Cameroun à l'occasion de la 12ème édition de La Coupe d'Afrique des nations féminine de football 2016, du 19 au 21 novembre 2017**

6. À l'occasion de la 12ème édition de la Coupe d'Afrique des nations féminine de football 2016, du 19 novembre au 3 décembre 2016 M. Taleb Rifai, Secrétaire général de l'OMT a effectué une visite officielle au Cameroun. Le secrétaire général a participé à l'évènement intitulé « Femmes, Sports et Tourisme; événements sportifs féminines et la promotion des destinations africaines » et a souligné les opportunités que les événements sportifs liés aux femmes apportent au secteur du tourisme en Afrique.

Lors de sa visite officielle au Cameroun, le Secrétaire général de l'OMT a rencontré le Premier ministre et le chef du gouvernement S.E.M. Philemon Yang auquel il a remis la « Lettre ouverte sur les voyages et le tourisme » dans le cadre de la campagne menée conjointement par l'OMT et le Conseil mondial du voyage et du tourisme (WTTC) afin de mieux faire connaître la valeur du tourisme pour le développement. Le Cameroun est le 19ème pays africain à recevoir la lettre ouverte.

**VIII Forum touristique sur les investissements et les opportunités d'affaires en Afrique (INVESTOUR), 19 janvier 2017, Madrid, Espagne**

7. A l'occasion de la 37e édition de la Foire internationale du tourisme de Madrid (FITUR), l'OMT, FITUR et Casa África (Représentant le Gouvernement espagnol), ont conjointement organisés la 8ème édition du Forum touristique sur les investissements et les opportunités d'affaires en Afrique (INVESTOUR) le 19 janvier 2017 à Madrid, en Espagne.

L'objectif principal du Forum INVESTOUR est de promouvoir le développement du tourisme durable en Afrique tout en encourageant les échanges sur les investissements et les opportunités d'affaires dans la région. Chaque nouvelle édition d'INVESTOUR a été l'occasion d'introduire un certain nombre d'innovations. Initialement ouvert aux représentants des administrations nationales africaines du tourisme, du gouvernement espagnol et des acteurs du secteur privé espagnol, le Forum s'est ouvert cette année à d'autres continents, en accueillant notamment la participation d'acteurs des secteurs public et privés de Chine et du Japon. Pour sa 8ème édition, INVESTOUR continue de consolider et accroître la participation internationale.

Cette année, l'événement a été organisé en deux sessions qui ont eu lieu simultanément. La table ronde a permis aux participants de discuter et d'échanger sur deux thématiques : **Technologie et conception de nouveaux produits et projets touristiques, et Développement des compétences, emploi des jeunes et des femmes dans le tourisme**. Ces deux tables rondes ont offert l'occasion d'exprimer différentes opinions et de susciter un débat interactif amenant de précieuses conclusions sur la manière d'accroître la compétitivité et le potentiel du tourisme africain aux niveaux régional et mondial.

L'autre séance a été consacrée aux réunions interentreprises (B2B), une plate-forme qui met en contact direct les chefs de projets africains et les partenaires internationaux potentiels. Une nouvelle approche a également été introduite concernant cette session, axée sur la sélection et la promotion de projets de développement de qualité.

Avec un nombre record de participants (400 participants de 42 pays, dont 28 ministres africains du tourisme et chefs de délégations), la 8ème édition d'INVESTOUR a contribué à faire du forum une plateforme de référence pour les acteurs touristiques d'Afrique et d'ailleurs, qui fait avancer la discussion sur le développement d'un tourisme durable en Afrique

#### **Programme de renforcement des capacités en matière de statistiques du tourisme - Premier atelier, Algier, Algérie, 13-15 février 2017**

8. Dans le cadre de l'assistance technique que l'Organisation mondiale du tourisme (OMT) propose à ses États Membres, notamment pour développer des systèmes statistiques performants, la République démocratique et populaire d'Algérie a accueilli le premier atelier de statistiques régionales du tourisme (13-15 février 2017). Le programme a pour objet de faciliter l'élaboration de statistiques du tourisme conformes aux normes des Nations Unies à l'échelon régional et de mettre progressivement en œuvre le projet de compte satellite du tourisme. S'étalant sur trois ans, de 2017 à 2019, il est composé de plusieurs ateliers de renforcement des capacités s'adressant à des fonctionnaires d'administrations nationales du tourisme, de bureaux nationaux de statistiques, de banques centrales et d'offices de l'immigration.

En marge de l'atelier, M. Taleb Rifai, Secrétaire général de l'OMT a tenu une réunion avec S.E. Abdelmalek Sellal, le Premier Ministre de la République démocratique et populaire d'Algérie. Le Premier Ministre a salué la déclaration, par les Nations Unies, de 2017 comme Année internationale du tourisme durable pour le développement et confirmé que son pays partageait la même vision, notamment au regard du développement du tourisme durable qui peut aider les nations à atteindre des objectifs communs en matière de durabilité économique, environnementale et culturelle.

#### **Visites Officielles au siège de l'Organisation Mondiale du Tourisme (OMT)**

9. Les membres de la Commission sont de plus en plus, interagissant avec le programme régional de l'OMT pour l'Afrique. Cela s'est traduit par une croissance des activités ainsi que des visites de travail au siège de l'OMT. Au cours du premier trimestre de l'année, plusieurs ministres ont effectués des visites officielles à Madrid, pour assister à FITUR, l'un des salons du tourisme les plus importants au monde, et aussi pour participer à INVESTOUR.

Au cours de cette période, nous encourageons nos ministres à visiter notre siège pour des réunions bilatérales avec le Secrétaire général de l'OMT. Cette année, nous avons reçu nombreux ministres, ambassadeurs ainsi que des délégations de haut niveau de nos États membres.

Les délégations suivantes ont été accueillies au siège de l'OMT et des séances de travail ont eu lieu :

S.E. M. Paulino Domingos Baptista, Ministre de l'hôtellerie et du tourisme, Angola  
 S.E.M. José da Silva Gonçalves, Ministère de l'économie et de l'emploi, Cabo Verde  
 S.E.M. Aline Gisèle Pana, Ministre des arts, du tourisme, de la culture et de la francophonie, République centrafricaine  
 S.E.Mme Arlette Soudan-Nonault, Ministre du tourisme et des loisirs, République du Congo  
 M. Jean Kingombé Tshali, chef du département du tourisme et des accords internationaux, Ministère du tourisme, République démocratique du Congo.  
 S.E.M. Hassan Houmed Ibrahim, Ministre délégué au Commerce, Artisanat, Tourisme et Formalisation, Djibouti  
 S.E.Mme. Meaza Gebremedhin, Ministre d'Etat pour le Développement du Tourisme, Ethiopie  
 S.E.M. Tomás Mecheba Fernández Galilea, Ministre responsable du tourisme, Guinée Équatoriale  
 S.E.M. Ahmed Botto, Ministre du tourisme et de l'artisanat, Niger  
 S.E.M. Ephraim Kamuntu, ministre du Tourisme, de la Faune et des Antiquités, Ouganda  
 S.E.M. Charles Romel Banda, ministre du Tourisme et des Arts, Zambie

#### Présentation des lettres des pouvoirs

S.E. Mme Elizabeth Adjei, Ambassadeur du Ghana en Espagne, Représentante permanente du Ghana auprès de l'OMT, Ambassade du Ghana  
 S.E.M. Wacef Chiha, Ambassadeur de Tunisie en Espagne, Représentant permanent de la Tunisie auprès de l'OMT, Ambassade de Tunisie

L'un des principaux objectifs du Programme régional de l'OMT pour l'Afrique est de renforcer continuellement les relations avec les membres en invitant les ministres africains du tourisme à rendre des visites de courtoisie à l'Organisation mondiale du tourisme (OMT) en vue de partager leurs domaines prioritaires sur le secteur du tourisme et afin de mettre à jour leur connaissance de la structure et opérations de l'OMT.

À la fin de chaque visite, des conclusions et des plans d'action sont préparés qui servent de feuille de route entre l'OMT et les états membres respectifs vers le développement du tourisme durable dans le pays.

Le Programme régional de l'OMT pour l'Afrique encourage tous les pays africains à adopter cette initiative qui démontre un engagement fort entre nos États membres et l'OMT.

## Signature des mémorandums d'accord entre l'OMT et les Organisations Régionales

10. Dans le cadre de la 58ème réunion de la Commission de l'OMT pour l'Afrique, tenue à Abidjan, en Côte d'Ivoire, le 19 avril 2016, l'OMT a signé un mémorandum d'accord avec Nouveau partenariat pour le développement de l'Afrique (NEPAD), visant à renforcer la coopération entre les deux agences dans des divers domaines, y compris , la production d'une publication conjointe sur le rôle de la technologie dans le secteur du tourisme en Afrique ainsi que de soutenir NEPAD sur la révision et la mise en œuvre du Plan d'action du tourisme en tant que stratégie de base de l'Union africaine tourisme.

11. L'OMT a également signé un mémorandum d'accord avec Amadeus et le ministère du Tourisme du Kenya, pour réaliser un projet pilote portant sur le transfert des connaissances et des compétences, visant à favoriser une croissance économique inclusive et locale en facilitant l'accès des femmes et des jeunes de communautés défavorisées des possibilités d'emploi et d'entrepreneuriat dans le secteur des voyages et du tourisme. Le programme pilote, qui sera lancé au Kenya avant la fin de l'année 2017, prévoit des formations pour les communautés locales par l'intermédiaire de clients d'Amadeus. Il est prévu de reproduire cette initiative dans d'autres pays à travers le monde.

12. Cette année, l'OMT participera à l'élaboration de deux publications axées sur la région africaine. En marge de la réunion et déjeuner des ambassadeurs africains, qui se sont tenue le 14 novembre 2016, l'OMT et Casa Africa ont signé un accord par lequel les deux parties sont convenues de d'unir leurs efforts et de travailler ensemble pour publier une publication conjointe intitulée "**Brand Africa: Enhancing and Fostering Tourism Development in the Continent**". En outre, dans le cadre de la 58ème réunion de la CAF tenue à Abidjan, en Côte d'Ivoire en avril 2016, l'OMT et NEPAD ont signé un mémorandum d'accord visant à produire une publication conjointe sur le rôle de la technologie dans le secteur du tourisme en Afrique.

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

**Country: Botswana**

**Project Title:** Development of Tourism Clusters

**Duration:** July – September 2016

**Objectives:** Through funding from the Ministry of Environment, Wildlife and Tourism, UNWTO provided technical assistance for the development of tourism clusters in the country. In its endeavour to market Botswana as a tourist destination of choice, the Government of Botswana, has embarked upon initiatives to stimulate tourism product development and diversification with a view to spreading the socio-economic impacts and opportunities of the tourism sector to all parts of the country. With a view to extending visitor stay and, thereby, visitor expenditure, while, at the same time, spreading tourism development to all regions of the country. In order to achieve this, it is important that Botswana's tourism attractions and services are packaged into regional tourism clusters to enhance the overall visitor experience and broaden the traditional product mix. However, there is a need to build institutional capacity in the regions to ensure that the various tourism activities and initiatives are coordinated for greater effectiveness. This requires collaboration between the public and private tourism sectors and the development of mutually beneficial cooperative alliances.

**Results achieved:**

- Provide capacity building to the Botswana Tourism Organization (BTO) to develop, mentor and manage the tourism cluster development process.
- Situation analysis of the need for tourism cluster development in three regions of Botswana: Kasane/Kazungula (Chobe District), North West Ngamiland (Ngamiland District) and Maun (Ngamiland District) – this included an analysis of the local economies and the current situation of tourism development in each region including identification of potential and constraints.
- Identification of potential leadership teams for each cluster.
- Guidelines for supporting the development of a specific cluster vision for each region.
- A report submitted to the Ministry and BTO for the continued technical support and mentoring of cluster development.

**Country: Cameroon**

**Project title:** Ecotourism Development at Kribi

**Duration:** October 2012 – December 2016

**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.

**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 operate tours in Londji and Grand Batanga. The project is also 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.

Based on the Value Chain Analysis carried out, the project identified the following three eco-tourism sites for development:

- The Lobe Falls Cultural Landscape;
- The Grand Batanga, the historic site of the former capital of the Batanga people; with attractive beaches; and
- The fishermen village of Londji.

The project formulated sustainable management plans for the ecotourism sites, with active consultation of communities, private sector, and local stakeholders. These plans gave good guidelines to develop ecotourism products and take measures to protect the sites beyond 2016, and formed the basis to develop small tourism facilities at the sites where local entrepreneurs can sell food, beverages and handicrafts.

The project also built the capacity of local Pygmy groups to develop tourism circuits and organize excursions in their area. Further, trainings were organized on agro-tourism, on-line marketing and environmental sustainability for hotels, and brochures were developed to promote the different tourism activities in Kribi. All activities of the project were successfully completed in December 2016.

### **Country: Ethiopia**

**Project Title:** Implementation of Hotel Classification Scheme

**Duration:** December 2014 – December 2016

**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.

Project activities have continued in 2016 to provide additional training to the Ministry of Culture and Tourism in the implementation of hotel classification schemes.

**Results achieved:**

- Capacity building for the Ministry of Culture and Tourism in coordinating and implementing the new hotel classification scheme.
- Organization of two capacity building programmes aimed at the hotel sector on i) maintenance planning, and, b) sustainability planning.

### **Country: Ghana**

**Project title:** Improving Visitor Facilities and Interpretation of Nzulezu Village on Stilts

**Duration:** April– December 2016

**Objectives:** To improve visitor facilities and services in the Nzulezu stilt village, conserve the natural and cultural heritage of the site, and build capacities of local people providing goods and services to tourists with a view to attracting more visitors and creating job and income opportunities for the local people.

Nzulezu is a village on stilts in the Jomoro District of the Western Region. The Ministry of Tourism, Culture and Arts wants to improve visitor facilities and services as its policy objective of redeveloping and conserving natural and cultural heritage to attract more visitations, whilst creating job and income opportunities for the people. Visitor facilities at Nzulezu Water on Stilts Village require improvement to enable tourists stay longer and spend money in the community, whilst social amenities need to be provided for the local people.

**Results achieved:**

The project built 10 toilets stalls with flush-system for use by visitors and locals alike, and implemented a training programme on cultural dance performance for 36 youth of the village. The village walkway and performance stage was also upgraded and about 20 litter bins have been installed in the village to discourage waste disposal into the water. Awareness-raising activities on sanitation and waste management were carried out, and other income generating opportunities discussed with the community, such as the sales of handicrafts and the traditional meals by women's group. In addition, the project mounted bill boards at two major road junctions en route to Nzulezu.

A project inception meeting and Project Steering Committee meeting took place in early and late April. UNWTO carried out a project review mission from 26-30 April 2016 and concluded that the project was on the right track for timely completion. All project activities were completed successfully and a closing ceremony conducted in December 2016 with the presence of the former Minister of Tourism, Culture and Arts of Ghana.

**Country: Guinea-Bissau**

**Mission Title:** Review of the Tourism Sector

**Duration:** October 2016

**Objectives:** UNWTO conducted a mission to Guinea-Bissau to review the current situation of the tourism sector. Based on discussions held with the Ministry of Tourism and other partner agencies such as UNDP and the World Bank, it was decided that tourism could play a key role in diversifying the country's economy as well as provide a means of sustainable livelihoods, particularly for the large youth population.

**Results achieved:**

Project proposals on preparation of a Tourism Development Policy, Strategy and Master Plan; Tourism Law, Strengthening of National Tourism Statistical System; Hotel Classification; and, Development of a Hotel and Tourism Training Institute have been submitted to the Ministry and donors for their review and approval.

**Country: Kenya**

**Mission Title:** Seminar on Community-based Tourism in Kenya

**Duration:** February 2017

**Objectives:** To help facilitate a workshop on community-based tourism in Kenya, within the framework of an EU funded project, titled Enhancing Sustainable Tourism Innovation for Community Empowerment in Kenya, in which UNWTO participates as Associate Agency.

**Results achieved:**

- Opening and closing remarks were delivered at the workshop, a presentation was made on marketing of community-based tourism, and working sessions were facilitated on product development and improvement, promotional activities, and identification of support needs for community-based tourism in Kenya. The workshop was well attended by 45 participants who are actively involved in community-based tourism development in Kenya, and provided a good

opportunity to share experiences and lessons learned, and to provide feedback and guidance to community-based tourism initiatives in Kenya.

- Feedback was provided on the marketing activities and materials of various county governments in Kenya.

### **Country: Lesotho**

**Project title:** Kome Rural Homestays

**Duration:** October 2012 – June 2017

**Objectives:** To improve community-based tourism within Pulane community as a way to improve livelihoods through tourism business activities.

**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.

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.

During 2017, the following additional activities will be carried out:

1. Guides training, especially at Malimong, and Thaba-Bosiu;
2. Familiarization tour for Tour Operators from Lesotho and Clarence in South Africa;
3. Roadshows to promote the tour route in Maseru city as well as to post adverts on television screens at Maseru Mall and Pionner Mall; and
4. Registration of the enterprise groups at Thaba-Bosiu, and Ha Baroana.

### **Country: Mauritania**

**Project Title:** Formulation of a National Tourism Strategy

**Duration:** November 2016 – March 2017

**Objectives:** The United Nations Development Programme (UNDP) is currently providing assistance to the Ministry of Trade, Industry and Tourism in the formulation of a National Tourism Strategy. As a partner organization, UNWTO was invited to provide its technical assistance in the process by reviewing the draft deliverables of the project and provide inputs and best practices.

**Results achieved:**

- Review the draft Situation Analysis and draft National Tourism Strategy and provide inputs on improvements to be made.
- Participate in the Steering Committee Meeting to validate the final Tourism Strategy.

### **Country: Morocco**

**Project title:** Establishment of a New System of Tourism Hotel Classification

**Organisation mondiale du tourisme (UNWTO) – Institution spécialisée des Nations Unies**

**Duration:** June 2013 – December 2018

**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:

- 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.

The general objective is to contribute to the economic and social development of Morocco.

#### **Results achieved:**

- 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.
- National Seminar on Hotel Classification in Morocco
- Pilot testing of 450 mystery guest visits.
- Manual for interpreting new hotel classification criteria.
- Manual for Hotel classification process.

#### **Country: Mozambique**

**Project title:** Human resource and SME development for the tourism sector in Inhambane province

**Duration:** May 2011 (Phase I) – December 2017 (Phase II)

**Objectives:** To enhance the local economic impact from tourism in Inhambane through human resource development and SME development in the tourism sector.

**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.

### **Country: Mozambique**

**Project title:** Vocational Training and SME Development for the Tourism Sector in Maputo

**Duration:** November 2011 (Phase I) – December 2017 (Phase II)

**Objectives:** To enhance the local economic impact from tourism in Maputo through vocational training and SME development in the tourism sector

**Results achieved:** The project intends to create tangible benefits from tourism for 200 local households through the following ST-EP mechanisms:

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

Detailed training programmes and curricula have been developed and a train the trainer seminar was organized in February 2016 with 7 participants, which formed the basis to deliver vocational training seminars in the first semester of 2016 to 40 local people to assist them to obtain employment in the tourism sector. 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.

### **Country: Namibia**

**Mission Title:** Review of the Tourism Policy

**Duration:** December 2016

**Objectives:** At the request of the Ministry of Environment and Tourism, UNWTO provided technical assistance for the review of the Tourism Policy and the development of a Tourism Bill for Namibia.

**Results achieved:**

A report which recommended the preparation of a new Tourism Bill 2017 for Namibia which includes the proposal for the establishment of the Namibia Tourism Authority; proposal on the organizational structure of the NTA including roles and responsibilities – by streamlining those of the Ministry and Board, and, preparation of a series of Direction Statements which extract the implementable actions and activities from the existing Policy and two Strategies to provide guidance and clarity to each entity as to their specific roles and responsibilities.

### **Country: Nigeria**

**Mission Title:** Review and Updating of the Tourism Development Master Plan

**Duration:** December 2016 – March 2017

**Objectives:** At the request of the Ministry of Information and Culture of Nigeria, UNWTO provided technical assistance to review the status of implementation of the Tourism Development Master Plan which had been prepared by UNWTO in 2006. Based on the review, UNWTO was requested to prepare a proposal for further technical assistance in the preparation of a new and updated Tourism Development Master Plan.

**Results achieved:**

- Conduct a detailed analysis of the level of implementation of the current Tourism Development Master Plan.
- Review the current tourism scenario – products, services, and source markets, and in relation to projected future growth, determine which elements of the Master Plan are outdated and need to be revised.
- Prepare a detailed project proposal for the Ministry of Information and Culture for the review and updating of the Master Plan including technical assistance for the implementation of key priority actions.

### **Country: Republic of Congo**

**Project Title:** Sustainable Tourism Development Plan

**Duration:** December 2014 – June 2016

**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.

Under the framework of this project, the Government of the Republic of Congo requested UNWTO's technical assistance to train middle-level senior representatives of the Ministry of Tourism on the Sustainable Tourism Development Plan and elaborate a work plan for the implementation of the National Tourism Forum (*assises nationales du tourisme*) tentatively scheduled for May/June.

**Results achieved:**

- 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.
- Preparation of a separate Executive Summary of the Strategy to be circulated to donors and stakeholders.

### **Country: Republic of Congo**

**Project Title:** Development of a Hotel Classification System

**Duration:** July 2016 – June 2018

**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 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.

**Results achieved:**

- The resultant project has been approved by the Government and UNDP and project activities for the development and implementation of a Hotel Classification System in the Republic of Congo was launched in July 2016.
- Review of the existing hotel classification system and first draft of revised criteria prepared.

**Country: Republic of Congo**

**Project Title:** Needs Assessment for the Training of Staff in Hotels in Brazzaville

**Duration:** July – September 2016

**Objectives:** Under the framework of the Project for the Support of Economic Diversification of the World Bank (PADE), UNWTO will conduct a needs assessment for training of staff employed in larger, more renowned hotels in Brazzaville with a view to improving the quality of services offered in the hotels while, at the same time, creating a framework for continuous skills development, thereby facilitating the access of local communities, especially women and youth. This project is a direct result of the awareness raised amongst the donor community to align their programmes with tourism in light of the formulation of the Tourism Development Strategy and Master Plan.

**Results achieved:**

Project document for a two-year project for training of Staff in hotels in Brazzaville has been submitted to the donor for approval and funding.

**Country: Seychelles**

**Project title:** Establishment of a New System of Tourism Hotel Classification

**Duration:** May 2016 – June 2017

**Objectives:** The tourism sector in the Seychelles offers a wide range of accommodation for tourists and requires standardization to preserve the trademark of the Seychelles as a tourism destination, to attract emerging markets and increase the presence of international operators while, at the same time, maintaining the competitiveness of the Seychelles tourism sector. During the project, UNWTO would review the draft criteria prepared by the Ministry of Tourism and Culture and review and refine according to international best practice. In addition, working sessions will be held with the trade to raise awareness on the new criteria and their interpretation. Finally, training will be provided to the Ministry assessors on the new criteria.

**Results achieved:**

- Review of the existing hotel classification system and final draft of revised criteria prepared.
- Training for Ministry assessors on the proposed revisions to the criteria and the impact that these will have on the inspection process.
- Five working sessions with the trade to inform on new hotel classification criteria.
- Preparation of an Assessors' Manual to provide guidance to Ministry assessors in interpreting criteria.

**Country: Uganda**

**Project title:** Kisiizi Water Falls Tourism Development Plan

**Duration:** January – June 2017

**Objectives:**

- To enhance the attraction of the tourist area and develop facilities that support tourist activities.
- To enhance the visibility of the tourist area in terms of promotion and information availability.
- To develop the capacity of the site management to provide tourist services like guiding, food and accommodation services.
- To preserve the Natural Beauty of the Kisiizi Water Falls and surrounding environment through tourism and to facilitate the tourist visitation and utility of the Falls and its environment.
- To generate incomes to support the community, especially through the Good Samaritan Fund.

**Results achieved:**

- Design and approval of the project logo;
- Consultations with two groups of engineers regarding the construction of the bridge and monument were held; and building of the access paths to ascend the hill and go down into the gorge for the bridge which will be constructed by the project;
- Advice on the development of the zip wire system was sought from a group of field specialist
- Construction of the Kisiizi Falls Visitor Centre and the monument is near completion

**Country: Zambia**

**Project title:** Livingstone Community Sustainable Tourism Resource Centre

**Duration:** January – June 2017

**Objectives:** To provide the community with a self-sustaining facility that will contribute to improving the livelihood of the Livingstone local community; and to provide skills acquisition and income generation at the Resource Centre and household levels.

**Results achieved:** The Ministry has allocated land on a central location in Livingstone for the construction of the resource centre, and has also reserved funds to co-finance the project. The drawings for the resource centre have been prepared and a local contractor is selected through a tender procedure.

Discussion were held with Ministry Officials to find synergies between this project and the Cultural Centres project to be implemented in Zambia in so far as to use the Livingstone Tourism Resource Centre as a facility for training of locals on the promotion of community-based tourism.

**Country: Zimbabwe**

**Project title:** Enhancing Participation of Youth and Women in Tourism

**Duration:** December 2016 – June 2017

**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.

**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. 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.

The TOR for a UNWTO Themis Volunteer to support the project has been prepared early on in consultation with the Ministry. The project Agreement was signed in October 2016 and the UNWTO Themis Volunteer recruited and deployed to Victoria Falls in November 2016. Project activities were launched in December 2016.

A total number of 438 unemployed youth and women applied for the training programmes to be carried out by the project and the first and second screening of candidates are currently being carried out. The University of Harare and the School of Hospitality of Bulawayo are supporting the project in facilitating

training to the final selected training candidates in tour guiding, house-keeping, Food&Beverage, and cooking, which are scheduled to start at the end of January 2017 over the course of 4-6 weeks period.