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Thursday 16 November 2017

**Transfer from Hotels to Government Complex, Lusaka**

Registration of participants, Government Complex, Lusaka

**Technical workshop on Sustainable Tourism for Development: Challenges and Opportunities for Africa**

The workshop aims to highlight the current and potential contribution of sustainable tourism for development in Africa. It will stimulate a discussion about the challenges faced by the region and help to shape a roadmap for tourism policymakers, the private sector and the international community to enable sustainable practices and maximize the contribution of tourism to the 2030 Development Agenda and its Sustainable Development Goals (SDGs). This session shall also discuss the draft Lusaka Declaration that will be adopted on the next day.

Moderator: Mrs. Eunice G. Mpokossa, Chief Tourism Development Officer, Ministry of Tourism and Arts, Zambia


Presentations by:
- Ms. Angelica Mick, Head of Social Responsibility, AmaRide
- Mr. Dale Honeck, Counsellor, Trade in Services Division, World Trade Organization (WTO)
- Dr. Sue Snyman, Vice Chair and Communities & Heritage Working Group Coordinator for the IUCN WOPA Tourism and Protected Areas Specialist Group and Group Sustainability Manager at Wilderness Safaris
- Ms. Heidi Van der Walt, Director, Better Tourism Africa
- Dr. Andrew Chilufya, Principal Tourism Development and Research Officer, Zambia

Followed by a discussion on the draft Lusaka Declaration

**Transfer from Government Complex to Taj Pamodzi Hotel**

Welcome Cocktail offered by the Ministry of Tourism and Arts of Zambia at the Taj Pamodzi Hotel

Transfer from Taj Pamodzi Hotel to Hotels

Friday 17 November 2017

**Transfer from Hotels to Government Complex, Lusaka**

Registration of participants, Government Complex, Lusaka

**Opening Ceremony**

Director of Program: Ms. Faith Chitulangoma, PR/Marketing Manager, Kwese tv

- Presentation by Ms. Bernadette Dake, Executive Director, Policy Monitoring and Research Centre (PMRC), Zambia
- Remarks by Dr. Lyka M. Mbole, Permanent Secretary, Ministry of Tourism and Arts, Zambia
- Remarks by H.E. Mr. Charles Romel Banda, Minister of Tourism and Arts, Zambia
- Remarks by Mr. Taleb Rifai, Secretary General of the World Tourism Organization (UNWTO)
- Entertainment
- Welcome remarks by H.E. Mr. Edgar Chagwa Lungu, President of the Republic of Zambia

Group Photo

Coffee break

**Ministerial Dialogue: Tourism, inclusive Growth and Sustainable Development in the African context**

The Ministerial Dialogue will address the policy and governance frameworks that are necessary to foster sustainable development models to support responsible and inclusive tourism that contributes to the socio-economic development of host communities, preserves and maintains natural resources and generates means for the safeguarding of tangible and intangible heritage.

Moderator: Ms. Beverley Nakasi, DMOZ

- H.E. Mr. Charles Romel Banda, Minister of Tourism and Arts, Zambia
- H.E. Mr. Ronald Chilonge, Minister of Housing and Infrastructure Development, Zambia
- H.E. Mr. Edgar Muyaya Mweneume, Minister of Tourism, Environment and Hospitality Industry, Zimbabwe
- Mr. Taleb Rifai, Secretary General of the World Tourism Organization (UNWTO)
- Mrs. Fatuma Hirri Mohamadi, Principal Secretary, Ministry of Tourism, Kenya
- Mr. Abdikadih Omar Hassan, Undersecretary, Ministry of Tourism & WildLife, Sudan (Ibor)
- Ms. Dorothy Tembo, Deputy Executive Director, International Trade Center (ITC)

Panel 1: Public Private Partnership: A Strategic Approach for Developing Sustainable, Quality and Innovative Tourism Products in Africa

Public, private sector leaders and development practitioners will share their experiences on the key factors and building blocks for successful collaboration between the public and private sector on tourism development. The focus will be on partnerships models that contribute to job creation, connectivity and inclusive growth in areas such as infrastructure, development finance and service delivery.

Moderator and keynote presentation by Mr. Dale Honeck, Counsellor, Trade in Services Division, World Trade Organization (WTO)

- Ms. Mandisa Maqhingo, UNDP Country Director, Zambia
- Mr. Victor Thanaga, Director-General of the Department of Tourism, South Africa
- Ms. Carmen Nigro, CEO, Tourism Board, Republic of Congo
- Mr. Emmanuel Chihasa, Chairman Hostels Board, Zambia
- Mr. Charles Mushiwko, Permanent Secretary, Ministry of Housing and Infrastructure Development, Zambia
- Mr. Said Ahmsn, Tourism Secretary, Ministry of Tourism, Kenya
- Ms. Semha Levkovic, Director Product Development, Ministry of Tourism, Civil Aviation, Ports and Marine, Seychelles

Friday 17 November 2017

19:00-21:00

Saturday 18 November 2017

Transfer from Hotels to Woodlands & Primary School

Mr. Taleb Rifai, Secretary General, UNWTO, flags off the 3rd edition of the Pamodzi Carnival Procession

Watching of the Pamodzi Carnival procession

Lunch, Government Complex

Panel 2: The role of Technology in and for Tourism Development

Advances in the electronic-based information and communication technologies that contribute to the improvement of the value chain of services and products, help to develop viable sustainable models and mitigate some of tourism’s negative impacts. This panel will explore the opportunities for enterprises and tourism destinations to use technologies in a strategic and tactical manner in order to improve their position in the market while benefiting from the new consumer trends (digital travelers). The panel will also tackle the main regulatory challenges in this field.

Moderator: Mr. Reasias Oci, Air Zambia

Keynote presentation by Mrs. Angelica Mck, Head of Social Responsibility, AmaRide

- Dr. Martina Mwanga, National Coordinator, Smart Zambia Institute
- Mr. Mzwahleeke Nkaukwa, Marketing Director, Zambia Tourism Agency
- Mr. Nasawi K. Khato, Managing Director, Africa Travel Association
- Mr. Roslaw G. Niahias, Media Executive Director, Talbo Abu-Gazahakin Organization
- Mr. Abakobeni Kibeche, Head of Monitoring and Evaluation, Policy and More-Incovering Research Centre (PMRC), Zambia

Panel 3: Wildlife Conservation and Community Engagement

The leisure tourism market in Africa is characterized by high-end trips to top wildlife watching and nature destinations, niche tourism products including adventure trips and cultural heritage tours. Although African countries have long promoted biodiversity conservation, the dramatic increase in poaching and wildlife trafficking threatens to undermine these achievements and at the same time, endangers some of the most iconic species. The conservation of wildlife is considered a key priority as it also contributes to job creation as well as engagement of the local communities. This panel will gather governmental bodies, tour operators and experts in the field to discuss ideas to successfully overcome these challenges and catalyze growth through job creation and the engagement of local communities.

Moderator and keynote presentation by Dr. Sue Snyman, Vice Chair and Communities & Heritage Working Group Coordinator for the IUCN WOPA Tourism and Protected Areas Specialist Group and Group Sustainability Manager at Wilderness Safaris

- Prof. Angeles Nambita, Director, National Transfrontier Conservation Unit, Zambia
- Ms. Heidi Van der Walt, Director, Better Tourism Africa
- Mr. Musse Nyenyes, Spaces & Protected Areas Specialist, World Wildlife Fund (WWF), Zambia
- Dr. Patricia Mupatiga Muyamuza, TMZ Strategy Lead for Africa Indigenous People Local Community, Nature Conservation, Zambia
- Ms. Venancia Chishimi, Senior Tourism Advisor, Great Tourism Africa
- Mr. Shepian Nsu, Director Zambia Office, RTW, Zambia

Panel 4: Air Connectivity in Africa

Air connectivity is essential for tourism development. Over half of all overnight travelers travel to their destination by air. This is particularly relevant in Africa, where the large distances and limited road transportation opportunities increase the dependence on air transportation. Despite its relevance, air connectivity is one of the major constraints to the growth of tourism in Africa. This panel will discuss opportunities and possibilities for opening the air spaces in Africa in order to further enhance tourism development in the region.

Moderator: Mr. Amos Humphrey Chihamba, Permanent Representative to UNWTO, Zambia

Keynote presentation by Ms. Marie-Elsa Grandcourt, Regional Director for Africa, UNWTO

- Captain Philip Lamba, Director, Government and Industry Affairs, Proflight Zambia Limited
- Mr. Mphakanshi Lungu, Permanent Secretary, Ministry of Transport and Communication, Zambia
- Mr. David Jakes, Director Corporate Service and Board Secretary, Civil Aviation Authority, Zambia
- Ms. Agness Chais, Director, Airports Services, Zambia

Conclusions and Adoption of the Lusaka Declaration on Promoting Sustainable Tourism Development, a Tool for Inclusive Growth and Community Engagement in Africa

Transfer to Gala dinner at Sandy’s Creation

Gala dinner offered by the Ministry of Tourism and Arts of Zambia at Sandy’s Creation

Transfer from Sandy’s Creation to Hotels