



Permanent Mission of Japan
to the United Nations



Permanent Mission of
Tunisia to the United



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Africa Dialogue Series 2021

Online Event on “Boosting Africa’s Transformative Power of Tourism”

Harnessing Technology & Innovation, Youth & Women Entrepreneurship

Follow-up Event to the Africa Dialogue Series 2021, building towards TICAD 8 in Tunis, 2022

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Date: Monday, 21 June 2021

Time: 9:00am - 11:00am EDT

Venue: Virtual Zoom Meeting https://undp.zoom.us/webinar/register/WN_BAcPAb_3Qw-8T_8FeaHbMw

Co-organizers: Permanent Mission of Japan to the UN, Permanent Mission of Tunisia to the UN, UN-OSAA, AU, UNDP, WB

Background

The COVID-19 crisis is having a devastating effect on all social and economic sectors, putting at risk millions of lives and livelihoods, and threatening human security for all. Amongst all sectors, the travel and tourism industry is one of the hardest hit by the pandemic across countries and regions.

According to UNWTO’s estimates, one billion fewer international tourists travelled globally in 2020, and Africa recorded a 75% fall in international tourism. Moreover, the COVID-19 pandemic and related social distancing and travel restrictions have had a catastrophic impact on the travel and tourism industry and the livelihoods of people in the tourism value chain, including hospitality businesses, and creative and cultural workers. The majority of these people work in the informal sector or in micro-, small- and medium-sized enterprises (MSMEs). A high share of them are women and youth, and many of them are migrant workers with limited or no access or to social protection.

The African Union’s Agenda 2063 and the United Nations 2030 Agenda for Sustainable Development put a special focus on tourism as one of the drivers of inclusive growth and development, including its positive impacts on job creation, in particular employment for relatively less-skilled workers, economic inclusion for women and youth, environmental conservation, and effective resources management, if properly harnessed.

While tourism contributes to all SDGs, it is especially relevant for the advancement of SDG 8: 'Decent Work and Employment', SDG 12: 'Responsible Consumption and Production', SDG 13 for 'Combat climate change and its impacts', SDG 14: 'Life Below Water', SDG 15 for 'Life on land', and SDG 17 on the means of implementation- Tourism, due to its cross-sectoral nature, has the potential to strengthen Public-Private Partnerships (PPP) and engage multiple stakeholders in the interest of sustainable development.

Agenda 2063 defines the targets and strategies, which addresses critical issues for boosting Africa's tourism sector, including: removing visa constraints; undertaking joint marketing including packaging and promotion of cross-border attractions; promoting joint projects for infrastructure development and investment, such as promoting cross-border investments in hotels, airports, roads, etc.; and capacity-building for people working in the tourism industry.

Prior to the COVID-19 pandemic, the African continent had the world's second fastest growing tourism sector, driven by its diverse cultural and natural heritage, including its historical sites, music, dance, art, gastronomy, film, wildlife, beaches and national parks. Coupled with the warm hospitality of its people, African cultural and natural heritage are amongst the most valuable continental assets with a great potential to drive Africa's growth and transformation as discussed during the Africa Dialogue Series 2021. Further, there is great potential to diversify tourism activities from cultural and traditional heritages to health. If the continent can properly manage these assets through sustainable and cultural tourism policies and practices, tourism can help to revive and transmit traditional customs and values and, empower communities while nurturing pride within them, thus leading local communities to foster diversity, mutual understanding, tolerance, peace, and a sense of responsibility for the protection and preservation of natural and cultural heritage.

In 2019, **there were 69.9 million international tourist arrivals to Africa, and travel and tourism contributed 6.9% (179.4 billion US dollars) of the continent's GDP**, according to the World Travel & Tourism Council (WTTC, 2020). For many African countries, when sound policies are in place and businesses are effectively planned and managed, tourism can serve as a powerful driver of economic growth, inclusive development, environmental sustainability through domestic consumption, and export diversification. It can generate foreign exchange earnings and investments, spurring decent job creation and infrastructure development. All of these can enhance resilient and inclusive societies, and ultimately contribute to stability and sustainable peace leading to poverty reduction.

However, tourism's transformative and multiplier impacts on society and economy are also a source of complexity. The tourism value chain comprises numerous suppliers and intermediaries who are often not structured, domestically or internationally, and have varied interests in the sector. The World Bank report "Tourism in Africa: Harnessing Tourism for Growth and Improved Livelihoods" further underlines other constraints such as **"land availability, investor access to finance, taxes on tourism investments, low level of tourism skills, lack of security, safety and high crime, public health, visa requirements, and bureaucracy."**

Due to weak or absent coordination and management of holistic tourism policies, tourism Africa has not fully exploited to its market potential, except in a few countries, such as Mauritius and Seychelles, where the tourism sector's share of the economy is large. Informal and low-skills are held by women.

While some countries have started reopening their borders, the implementation of the African Continental Free Trade Area (AfCFTA) is expected to further boost domestic and intra-regional travel. AfCFTA could potentially ease cross-border movement restrictions and infrastructural and transport challenges, including the high cost of air transport, poor connectivity, and inflexible visa regimes, while fostering regional value chains and the manufacture of value-added products.

The disruption of the travel and tourism industry provides the continent with new opportunities for improved competitiveness; thus, it is crucial to use this momentum to reshape existing travel and tourism policies and frameworks to make tourism a catalyst to spur innovation and, public-private partnerships towards inclusive, green, and sustainable socio-economic growth across the continent.

The objectives of the event:

The Co-organizers of TICAD; namely, the Government of Japan, UN-OSAA, UNDP, the AU Commission and the World Bank, in collaboration with the host Government of Tunisia, will hold the 8th Tokyo International Conference on African Development (TICAD 8) next year in Tunis. In preparation for TICAD 8, a ministerial meeting will be held later this year.

As a follow-up to Africa Dialogue Series 2021, this event will feed into the global discussions on the preparation of TICAD8, aiming at scaling up the international community's collective support to Africa's recovery and building back better.

Key Questions:

- What is needed to rebuild Africa's tourism-reliant economies, unlocking growth and investment, promoting innovation and technology, and facilitating travel?
- Considering the interlinkages between sustainable tourism and sustainable peace, what opportunities does a peaceful and secure Africa create for tourism and how can African countries create better linkages between tourism and building resilience, peace and stability?
- What are the most important changes that will need to take place within the travel and tourism industry to ensure that tourism benefits the economic recovery of destination communities, while promoting youth and women's employment and entrepreneurship?
- What kind of jobs and skill-sets are required to harness the potential of sustainable tourism to build back better and transform Africa?

- How can we ensure that communities dependent on tourism are supported in this complex time of limited tourism activity amidst low social protection levels?
- What effective measures can foster “Brand Africa” and raise more funding for tourism while ensuring tourism benefits destination communities, incentivize the protection of natural and cultural assets and promotes local culture?

Expected outcomes

The event is expected to create political momentum for the consolidation of the crucial role that the African tourism sector plays in accelerating economic recovery and transformation towards sustainable and inclusive and resilient societies, pursuing the achievement of the SDGs and Agenda 2063 at the national and regional levels. The event will also explore the linkages between sustainable tourism and peace, which reduce vulnerabilities in Africa, and contribute to peace and stability. In addition, the event will explore good practices, effective policy options on how to use tourism, and natural and cultural assets, while harnessing the potential of youth, women, public-private partnerships, digital technologies, and innovation.

Format and Language

The event will be hosted on the Zoom platform, with live streaming on UN Web TV. The event will be held in English and French.

Registration

Interested participants should register via the following link:

https://undp.zoom.us/webinar/register/WN_BAcpAb_3Qw-8T_8FeaHbMw

After registering, you will receive a confirmation email containing information about joining the meeting.

Participants

The event will bring together Member States, UN Organizations, practitioners, and researchers from all over the world engaged in development for Africa.

Provisional Agenda	
Moderator: Joy Kategekwa, Strategic Advisor, UNDP, Regional Bureau for Africa	
9:00-9:25	<p>Welcome and opening remarks</p> <p>Ms. Cristina Duarte, Under-Secretary-General & Special Adviser on Africa to the United Nations Secretary-General (UN-OSAA), Co-Organizer of TICAD</p> <p>Mr. Achim Steiner, Administrator of UNDP, Co-Organizer of TICAD (by video)</p>

	<p>H.E. Mr. ISHIKANE Kimihiro, Ambassador and Permanent Representative of Japan to the United Nations, Co-Organizer of TICAD</p> <p>H.E. Mr. Tarek Ladeb, Ambassador and Permanent Representative of Tunisia to the United Nations, Host of TICAD8, 2022</p> <p>-video streaming on Africa’s tourism-</p>
9:25-10:45	<p>Panel Discussion (4 mins/ speaker)</p> <p>Ms. Ahunna Eziakonwa, Assistant Secretary-General and Regional Director for Africa, UNDP, Tourism and the Sustainable Development Goals – Journey to 2030</p> <p>Ms. Elcia Grandcourt, Director, UNWTO Regional Department for Africa on top 5 Key areas of the UNWTO agenda for Africa – Tourism for inclusive growth (TBC)</p> <p>Ms. Martha Licetti, Practice Manager, Markets and Technology- Africa’s tourism trends, challenges and business strategies for contributing to the recovery</p> <p>Ms. Rica Rwigamba, Head of Country for the Mastercard Foundation in Rwanda, Mastercard Foundation – strategic public-private partnerships to promote youth, women employment</p> <p>Ms. Cherae Robinson, CEO, Tastemakers Africa</p> <p>Discussion/Q&A: Intervention from Member States, UN organizations, the private sector</p>
10:45-11:00	<p>Closing remarks</p> <p>H.E. Ms. Fatima Kyari Mohammed, Ambassador and Permanent Observer of the African Union to the United Nations</p> <p>H.E. Mr. ISHIKANE Kimihiro, Ambassador and Permanent Representative of Japan to the United Nations, Co-Organizer of TICAD</p>