

AFRICAN UNION

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**MEETING OF THE MINISTERIAL
WORKING GROUP ON AFRICAN
TOURISM SECTOR DEVELOPMENT
STRATEGY: AGENDA 2063
13-14 MARCH 2014
SEYCHELLES**

DRAFT SEYCHELLES FINAL COMMUNIQUE

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We, Members of the AU Ministerial Working Group on Tourism designated by the African Union (AU) Commission to discuss and make recommendations on strategic measures to strengthen the contribution of the tourism sector in Africa within the context of the AU Agenda 2063 held our meeting in Victoria, Seychelles on 14 March 2014 under the theme: “Tourism: A transformative force for Africa”;

- **Express** our sincere gratitude to the government of the Republic of Seychelles for hosting the first AU Ministerial Working Group on Tourism and for the excellent facilities and hospitality;
- **Recognize** and appreciate the tremendous potential of tourism to Africa socioeconomic development and transformation, in particular GDP and job as well as regional integration and the need for Africa to capitalize on anticipated growth in world tourism;
- **Acknowledge** the AU Agenda 2063, AU/NEPAD Tourism Action Plan and various national and regional as well as international initiatives in Africa;
- **Take note** and appreciate the report of the experts’ session that took place on 13 March 2014 in Victoria, Seychelles;
- **Appreciate** the orientations provided in the opening remarks of Ministers of Seychelles, Gabon and South Africa, as well as the AUC Commissioner for Infrastructure and Energy.

Agreed to:

- **Enhance** the importance and profile of tourism in the AU decision making structures and processes;
- **Establish** a Ministerial Conference on Tourism in the context of the operationalisation of the AU Specialised Technical Committees as a platform for the development of tourism in the continent;
- **Extend** the work of the Ministerial Working Group as an interim measure prior to the operationalisation of the Ministerial conference;
- **Make Africa the Major Preferred Destination for Tourism.**
- **Continue** consultations under the auspices of the African Union in order to strengthen the role of tourism in the socio-economic development of the continent in the context of Agenda 2063.

Recommend:

To build on the progress made through the implementation of the AU/NEPAD Tourism Action Plan. Some of the strategic focus should include:

1. To review the AU/NEPAD Tourism Action Plan in the context of Agenda 2063
2. Stock taking and assesement of national touristic assests
3. Establishment of data / information management system;
4. Harmonizing Policies and regulatory environment;
5. Build and Strengthen Institutional capacity;
6. Promote Research and development;
7. Promote Investment in tourism infrastructure and products, and
8. Capacitate Human resource, as well as quality assurance in the touristic activities;
9. Create a task Team to develop the key milestones, targets and strategies. For the tourism in the Agenda 2063 framework taking into acount the requirment to submit the Agenda at the next AU Summit.
10. Strengthen the Africa platform for sharing experiences, as well as harmonize Africa's voice in global engagements ;
11. Identify potentials for job creation through touristic activities- Value Chain; Green Jobs
12. Document good experiences and best practices for peer learning ;
13. Better coordinate and monitor tourism developments in the continent ;
14. Adopt a code of Conduct & Ethics for tourism ;
15. Strenghten the esesntila role of the private sector and the civil society in sustainable tourism ;
16. To integrate Information Technology and Communication (ITC) in tourism services.

We call upon the African Union Commission to:

1. Engage with the UNWTO to sign a Memorandum of Cooperation for tourism development strategies in Africa;
2. Promote African Tourism;
3. Prepare the Terms of Reference for the Ministerial Working Group.

Finally, we appreciated the spirit of openness and cordiality that had prevailed during our deliberations in the Meeting.

Done in Victoria, on 14th March 2014

The Ministerial Working Group on Tourism