

The NEPAD Tourism Action Plan (TAP)

Concept Note/Work Plan

I. Introduction and Background

The purpose of this concept note is to give overview of the NEPAD tourism programme, through the implementation of the AU/ NEPAD Tourism Action Plan (TAP). It also aims to put together programme of action for boosting the Agency's work in the tourism sector and give the programme the necessary visibility.

Tourism is a twin programme of Environment, recognized as one of the sectors with the greatest potential to contribute to the economic regeneration of the continent, particularly through the diversification of African economies and generation of foreign exchange earnings. The tourism programme of the NEPAD Agency, is implemented under the NEPAD Tourism Action Plan (TAP). TAP is the continental framework for sustainable tourism in Africa. It is a carefully considered strategic interventions in the tourism sector at the continental level and have the potential to catalyse growth in other areas of the economy, for example, agriculture, horticulture and the service sector. It was developed under the guidance of the African Ministers of Tourism, who meet annually under the **United Nations** World Tourism Organization (**UNWTO**) Commission for Africa (CAF) and was adopted at the 3rd General Assembly of the African Union (AU) on 6-8 July 2004 in Addis Ababa, Ethiopia.

I.II. The basis of the NEPAD TAP

The tourism sector in Africa, by world standards, is still at an early stage of growth. If Africa is to participate well in the global 'pleasure periphery', it must look at ways in which the sector can be promoted through the regions. There is therefore a need to carefully evaluate the region's use of tourism in its development strategy as well as the need to set out broad parameters on future action so as to enhance the economic and social benefits stemming from tourism development. It is against this background that the African Ministers of Tourism identified initiatives to develop an action plan for tourism at continental level. It allows, amongst other factors, some form of economy of scale; regional integration; and shared development costs, especially in infrastructure and marketing. TAP focus is in six key areas, namely:

1. Policies and regulatory environment;
2. Institutional capacity;
3. Tourism marketing;
4. Research and development;
5. Investment in tourism infrastructure and products; and
6. Human resources and quality assurance.

II. Progress of Implementation

TAP has been identified as the key sector for the implementation of the African Union Agenda 2063. The implementation of TAP has contributed to the tourism programmes of the African member states. Progress of implementation include work done in 2008 with South Africa's Tourism Board and the National Department of Tourism of South Africa, to enhance the Tourism Indaba; hosted annually in Durban, South Africa. Also in conjunction with the UN- HABITAT, there was the creation of NEPAD Cities (Bamako, Douala, Durban, Lagos, Lusaka, Nairobi and Rabat), in which the cities are encouraged

through enhancing the systemic capacity of the administrators to build cities that are functional; economically productive; socially inclusive; environmentally sound; safe, and healthy.

III. Purpose of the Revision of TAP and Value Addition to Sustainable Tourism

TAP as the continental framework for the tourism sector in Africa is due for update, after over a decade in inception. With 2017 declared the UN Year of Sustainable Tourism, there is no better time than now to revive the Action Plan. Also, it will support the implementation of Sustainable Development Goals (SDGs) and the domestication of AU 2030 Agenda, Transformed Economies, through Hospitality/Tourism. Importantly: economic growth; job creation, entrepreneurship and inclusiveness; environmental preservation and effective resource management; the promotion and protection of cultural values and heritage, and cultural diversity, mutual understanding and peace. The updated TAP will also support the work of the African Ministers of Tourism (CAF).

With travel and tourism representing ten percent of the Africa's Gross Domestic Product (GDP) and one out of every 11 jobs in the continent, the overall goal of the revision is to support and enhance the growth of travel and tourism as a means for sustainable socio-economic development in Africa, through capacity building among travel and tourism stakeholders.

The specific objectives of the review exercise include:

- a. Update the NEPAD Tourism Action Plan
- b. Promotion of the NEPAD Tourism Programme
- c. To reintroduce TAP for buy-in within Africa and beyond

IV. Immediate Actions and Steps towards Revision of TAP

The NEPAD Agency would commence activities that would lead to revision of TAP. Paramount amongst these activities is to conduct a round table of about 40 people, involving technical partners and technical persons from African member states for the purpose of:

1. Identifying key and emerging issues that need to be addressed in the updated TAP
2. Identify and agree on methodology for the revision of the action plan
3. Agree on road map for the revision of TAP, as measures to reintroduce TAP for buy-in within Africa and beyond.

The specific activities would include:

- Identify more partners that could fund activities for the revision of TAP
- Mobilise resources for conducting the consultative workshop
- Compile a data base of key stakeholders and technical persons to be invited to a consultative workshop
- Identify venue and agree dates for the consultative workshop
- Host the consultative workshop
- Identify upcoming events for the promotion of the NEPAD Tourism Programme
- **Identify or establish a platform that the NEPAD Agency will coordinate an annual event to ensure implementation of decisions regarding the TAP**

- Ensure that there is monitoring and evaluation mechanism on the (programmes) implementation of TAP

V. Risk Analysis

The risks that may confront the work plan for 2017 are linked to funding and quick responses from partners. These have been carefully evaluated during project development phase, and risk mitigation measures have been internalized into project design. The relative ratings of risks have informed the project work plan and budget so as to ensure that time budgets and project funds are properly geared to addressing risk at the scale needed. A listing of the main risks, risk ranking, and risk mitigation measures is presented in Table below.

RISKS	RATING (Low, Medium, High)	MITIGATION MEASURES
Budgetary constraints	H	Resource Mobilization
Human Capacity	M	Will be complemented through consultancy
Political instability	L	NA