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**FIRST MEETING OF THE SUB-COMMITTEE ON TOURISM OF THE SPECIALIZED TECHNICAL COMMITTEE ON TRANSPORT, TRANSCONTINENTAL AND INTERREGIONAL INFRASTRUCTURE, ENERGY AND TOURISM (STC-TTIIET)**

**1-2 OCTOBER 2018.**

REPORT OF THE MINISTERIAL MEETING

1. INTRODUCTION
2. First Ordinary Session of the Ministerial Meeting of the Sub-Committee on Tourism of the Specialized Technical Committee on Transport, Transcontinental and Interregional Infrastructure, Energy and Tourism (STC-TTIIET) held on 2 October 2018 in Movenpick Hotel in Nairobi, Kenya.
3. ATTENDANCE
4. Twenty-three Member States of the African Union attended, including Algeria, Burkina Faso, Cabo Verde, Congo, Djibouti, Democratic Republic of Congo (DRC), Egypt, Gabon, The Gambia, Ghana, Kenya, Lesotho, Libya, Morocco, Niger, Saharawi Arab Democratic Republic, Senegal, Sierra Leone, South Sudan, South Africa, Tanzania, Tunisia and Zimbabwe.
5. The following organizations also participated: African Union Commission (AUC), United Nations Economic Commission for Africa (UNECA), African Civil Aviation Commission (AFCAC), East African Community (EAC), Economic Community of West African States (ECOWAS), Common Market for Eastern and Southern Africa (COMESA), Intergovernmental Authority on Development (IGAD), African Airlines Association (AFRAA), International Air Transport Association (IATA), International Civil Aviation Organization (ICAO), World Tourism Organization (UNWTO) and New Partnership for Africa's Development (NEPAD).
6. The list of participants is attached as **Annex 1**.
7. OPENING CEREMONY
8. The opening ceremony was chaired by H.E. Prisca Mupfumira, Minister of Tourism and Hospitality Industry of the Republic of Zimbabwe and Chair of the Sub-Committee on Tourism. H.E. Mr Najib Balala, Cabinet Secretary, Ministry of Tourism and Wildlife of the Republic of Kenya, H.E. Dr Amani Abu-Zeid, Commissioner for Infrastructure and Energy of the African Union Commission and H.E. Mr Zurab Pololikashvili, Secretary General of the World Tourism Organization, also made statements.
9. In his statement, H.E. Mr Zurab Pololikashvili, Secretary General of the World Tourism Organization, expressed his joy at being in Kenya to take part in the meeting which he described as important for the African Union and for Africa as a whole. He stressed the need for closer cooperation, establishing more communication channels and for increasing the frequency of such meetings which produce tangible and concrete results.
10. He recalled the Abuja Declaration and the priority areas of intervention already identified for a sustainable recovery of the tourism sector in Africa, and expressed in this regard, his wish to see these recommendations taken into account and translated into concrete action.
11. He also announced that, in 2019, the celebration of the tenth edition of FITUR International exhibition “For Africa” will be exceptional for African tourism, especially as a number of African Heads of State will grace the event with their presence.
12. While highlighting the current dynamics within the tourism sector in Africa, in general, and in Kenya particularly, he stressed on the paramount importance of connectivity in Africa, and called for redoubling of efforts to make the Continent more interconnected and more accessible.
13. H.E. Dr. Amani Abu-Zeid, Commissioner for Infrastructure and Energy, on behalf of the African Union Commission, expressed her gratitude to H.E. Najib Balala and the Government of the Republic of Kenya for the hospitality and for hosting the meeting as well as for mobilizing all resources necessary for its success.
14. After thanking the participants for coming in large numbers including dignitaries, which she described as a mark of interest in the future of tourism in Africa, she highlighted the tourism industry’s potential to boost economic growth and inclusive development in Africa.
15. She also pointed out the major weaknesses that still hinder the contribution of African women in this sensitive sector. In that connection, she called on Member States to double their efforts in order to lay the foundations for sustainable tourism dynamics which would only be attainable through a fair and sustained input from African women.
16. She recalled that the decision to place tourism as a key instrument in the transformation and development of Africa was adopted by the African Union which, while identifying the 10 strategic objectives aimed at making Africa the preferred tourist destination, initiated flagship projects to structure the dynamics of tourism across the continent, notably: the SAATM-AfCFTA-PIDA Protocol on the Free Movement of Persons, Right of Residence and Right of Establishment, and Single African Passport.
17. She then pointed out that, in addition to considering the action plan on tourism with prioritisation and clear distribution of roles between the various partners, and exchanging views on the draft strategy for continental tourism policy, this First Meeting of the Sub-Committee on Tourism is intended to be a concrete implementation of the recommendations made at the STC held in March 2017 in Lomé, Togo. Lastly, she expressed her best wishes for the meeting’s success and hoped that concrete and achievable conclusions would be reached.

1. H.E. Prisca Mupfumira, Minister of Environment, Tourism and Hospitality Industry of the Republic of Zimbabwe, in her capacity as Chair of the Sub-Committee on Tourism, expressed her gratitude to the Government of Kenya for accepting to host the First Meeting of the Sub-Committee on Tourism of the STC-TTIIET. She expressed her admiration for the leadership and commitment of the Cabinet Secretary at the Ministry of Tourism and Wildlife of Kenya in his capacity as current Chairman of the World Tourism Organization Regional Commission for Africa (UNWTO-CAF) for his vision and efforts to develop tourism at the national, continental and international levels.
2. She recalled that the First Meeting of the Sub-Committee on Tourism is a follow-up to the recommendations made at various meetings held earlier, notably the First Meeting of the STC-TTIET held in March 2017 in Lomé, Togo.
3. She underscored the clarity and relevance of the roadmap adopted at that meeting, which identified priority actions for the elaboration of the continental tourism strategy and establishment of a continental body responsible for tourism. This desired visibility would help in addressing the major challenges of tourism in Africa, particularly through: (i) closer cooperation and exchange (ii) identification of transversal strategic priorities (iii) establishment and implementation of sustainability standards and (iv) strengthening of regional integration by reducing obstacles to free movement. She concluded by officially declaring open the First Ministerial Meeting of the Sub-Committee on Tourism.
4. H.E. **Najib Balala,** Cabinet Secretary, Ministry of Tourism and Wildlife of Kenya began by welcoming all delegations to “Magical Kenya”. He pointed to the great tourism potential on the Continent with its diverse and rich assets, and alluded to the promising growth figures for the tourism sector in Africa. He stressed the need to be innovative and adopt strategies to make Africa the preferred tourist destination by developing in a smart way the various attractions abounding on the Continent.
5. He stressed the need for a dynamic and innovative approach in the promotion of African tourism which, while targeting all promising tourism segments and markets, should help to create a strong and competitive "Africa" brand image. African tourism is unfairly victimized by stereotypes which only the establishment of a professional tourism organization would successfully counteract and, in turn, reverse the situation in favour of African tourism. The establishment of this body is not merely an imperative but a priority. However, it should be provided the necessary resources, he said.
6. He then stressed that, in view of the great tourism potential in Africa, coupled with the great competitive advantages the Continent offers today, particularly the annual growth rates recorded and the youthful the population, it is high time to embark on a process designed to boost intra-African tourism by focusing on the following prioritisation he made: (i) Security (Africa is safe and secure) (ii) Tourism product (Africa has the best and most diversified tourism product) (iii) Accessibility (need to make intra-African travel more affordable and accessible)
7. PROCEDURAL MATTERS
8. **Establishment of the Bureau of the Sub-Committee on Tourism**
9. According to the Rules of Procedure of the STC-TTIIET, the Bureau of the Sub-Committee was constituted by the Member States as those of the Bureau of the STC-TTIIET, namely:

Chair: **Zimbabwe** (Southern Africa)

1st Vice-chair : Togo (West Africa)

2nd Vice-chair : Mauritania (North Africa)

3rd Vice-chair : Ethiopia (East Africa)

**Rapporteur** Congo (Central Africa)

1. **Adoption of the Agenda and Programme of work**
2. The meeting adopted the following agenda:
3. **Preliminary Matters**

* Opening ceremony
* Adoption of the Agenda and Programme of Work

1. **Working sessions**
2. Consideration of Experts’ Report
3. Consideration and adoption of the Action Plan on Tourism
4. Adoption of the Final Communiqué
5. Any Other Business
6. **Closing**
7. The Agenda and Programme of Work are attached as Annex 2.
8. DELIBERATIONS

Agenda Item 1: Consideration of Experts’ Report

1. The meeting adopted the Experts' Report and stressed the paramount importance of the undermentioned cross-cutting issues:

* **Security and Safety:** Given the different levels of development of Member States' statistical records on security and safety, comparable data are insufficient for developing a safety and security index. It was therefore recommended that emphasis should be placed in developing strategies to ensure the security and safety of tourism on the Continent.
* **Environment:** The environment is a central issue in the tourism sector, with the degradation of natural environments. Given that the Continent is facing serious threats from climate change, emphasis was placed on the importance and urgency of considering the environmental aspect , in its broadest sense, within the context of the Action Plan in particular, and the Continental tourism strategy in general.
* **Digitisation and connectivity:** Digitisation in the tourism sector was one of the major concerns raised by the meeting which stressed that this emerging theme was absent in the Action Plan. Thus, it was recommended to make plans for short-term concrete actions whose implementation would enable African tourism to benefit from the current technological development.
* **Continental strategy for tourism:** the meeting endorsed the Experts' decision and reiterated the urgent need to formulate a continental framework for tourism in Africa, as an indispensable factor for implementing the flagship project of the AU Agenda 2063, which seeks to make Africa the preferred destination for tourism.
* **African Tourism Organisation:** the meeting also endorsed the recommendations made by the experts and stressed the need to set up an African organisation to take charge of the tourism sector, in accordance with the schedule and procedures specified by the experts.

Agenda Item 2: Consideration and adoption of the Action Plan on Tourism

1. The meeting considered and adopted the Action Plan on Tourism

Agenda Item 3: Adoption of the Final Communiqué

1. The meeting considered and adopted the Final Communiqué as amended
2. CLOSING
3. In her closing statement, the Chair of the Sub-Committee on Tourism, H.E. Prisca Mupfumira, Minister of Environment, Tourism and Hospitality Industry of the Republic of Zimbabwe, appreciated the enthusiasm shown by participants. She said that the deliberations and robust conclusions were a reassuring sign that the Sub-Committee would be a dependable continental body to address the challenges of tourism in Africa.
4. The meeting was finally closed by the Commissioner for Infrastructure and Energy of the AU Commission who thanked all delegates for the presence and active participation. She also thanked the Government of Kenya for the excellent organization of the meeting. The Commissioner noted that the Final Communiqué establishes a framework for the sector’s activities to ensure Africa's transformation. She reaffirmed the commitment of the AU Commission to work with its partners to achieve this objective.

**Annexes:**

* **Annex 1: List of participants**
* **Annex 2: Agenda and Programme of the Ministerial Meeting**
* **Annex 3: Final Communiqué**