



AFRICAN UNION COMMISSION

THE RÔLE OF TOURISM IN THE AU'S 2063 AGENDA



November 2018

Energy

- Geothermal Risk Mitigation Facility (GRMF)
- Bio-energy Policy and Strategy Framework
- Harmonised Regulatory Frameworks for the Electricity Markets in Africa
- The Africa Renewable Energy Initiative (AREI)

Transport and Tourism

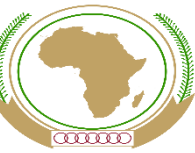
- Air Transport
- Maritime and Inland Water Transport Systems
- Railway Transport
- Road Transport
- Development of Transport Corridors
- **Tourism**

Information Society (Telecommunications/ICT and Posts).

- Internet Governance
- Cyber Security
- The African Internet Exchange System (AXIS)
- The Pan African e-Network (PAeN)
- Postal Activities
- Spectrum Management

Cross Cutting: PIDA PAP PROJECTS FOR EACH SECTOR

The mandate of the Department is *“to enhance Regional and Continental efforts for accelerated integrated infrastructure development and the effective and sustainable deployment of energy resources”*



- General lack of competitiveness,
- Safety and security concerns,
- **Lack of intra-African air connectivity,**
- High transport cost,
- Lack of a harmonised tourism regulatory framework and institutions,

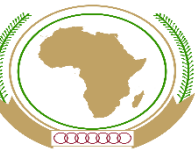


- AU Ministerial Working Group on Tourism took place in Seychelles in March 2014. This Seychelles meeting defined a Strategy on tourism and the AU Agenda 2063.
- Its outcome was also considered at the STC-TTIET in Lomé in March 2017

TOURISM IN AFRICA: BACKGROUND



- On the 2nd October 2018, the African Union Commission in collaboration with the Government of the Republic of Kenya organised the First Ordinary Session of the Sub-Committee on Tourism of the STC on Transport, Intercontinental and Interregional Infrastructure, Energy and Tourism
- The objective of the meeting was to develop strategies of aligning tourism strategies to Agenda 2063. Specifically the meeting reviewed the status of implementation of the Lomé Plan of Action for Tourism, to identify achievements, challenges and to chart the way forward to enhance the realization of established goals through the assignment of clear and precise responsibilities among all stakeholders.
- Key outcome of the meeting is a road map for the formulation of the Continental Tourism Strategy and establishment of the African Tourism Organisation as key prerequisites.

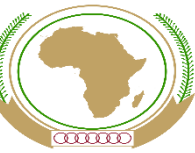


- Under the Agenda 2063, the main Goal is: *“AFRICA TO BE THE PREFERRED DESTINATION FOR TOURISM”*.
- Agenda 2063 entails all sectors aligning their goals, targets and strategies to the 7 aspirations that form its visionary foundation.
- The nature of the tourism sector provides a compelling reason for dividing the aspirations into two categories:



I- Aspirations that are necessary conditions for tourism to thrive in a competitive global economic system (Nos. 2, 3, 4, & 7);

- A2: An integrated continent, politically united and based on the ideals of Pan Africanism;
- A3: Peaceful and secure Africa;
- A4: Africa of good governance with respect for human rights, justice and the rule of law;
- A7: Africa as strong and global player and partner.



II- Aspirations which tourism can directly contribute to their attainment (Nos. 1 & 6).

- A prosperous Africa with inclusive growth and sustainable development;
- An Africa whose development is people driven, especially relying on the potential offered by the youth and women



(1/2)

In order to reach the main tourism goal under the seven (7) aspirations of the AU Agenda 2063, the agreed actions to be done by the AUC, RECs, Member States and Partners are as follows:

- Stock taking and assessment of national touristic assets;
- Establishing data and information management systems;
- Harmonizing policies and regulations;
- Building and strengthening of institutional capacities;
- Promoting research and development;
- Promoting investment in tourism infrastructure and products;



(2/2)

- Strengthening human resources as well as quality assurance in touristic activities;
- Strengthening the Africa platform for sharing experiences, as well as harmonize Africa's voice in global engagements
- Identifying potentials for job creation through touristic activities;
- Documenting and exchanging good experiences and best practices for peer learning;
- Improving coordination and monitoring of tourism developments in the continent;
- Adopting a code of Conduct and Ethics for tourism;
- Strengthening the essential role of the private sector and the civil society in tourism;
- Using tourism as an instrument to mainstream gender participation as well as women and youth empowerment;
- Strengthening the use of Information and Communication Technologies (ICT) in tourism services, such as the use of e-visas and digitalisation; and
- Improving air connectivity in the continent in collaboration with Ministers responsible for air transport.

TOURISM IN AFRICA:KEY ELEMENTS OF THE STRATEGY



- The AUC/IED in collaboration with UNECA is in now in the process of elaborating a continental tourism policy for Africa as requested in the Lomé STC meeting.
- A strategy is to promote cross-border JOINT MARKETING of tourism attractions whereby tourists will be enabled to visit many African countries in a single tour package (eg. at the same time visit pyramids in Egypt, Masai Mara in Kenya and Kilimanjaro in Tanzania).
- the strategy also provides for creation of a single/unique "BRAND AFRICA" of tourism products and services across Africa.
- Promotion of transcontinental transport infrastructure should help facilitate tourism.
- Establish a common framework to facilitate travel (visa and biometrics) and implementation ICAO TRIP strategy
- To pursue cross-cutting issues in the Tourism sector such as gender, youth, environment, safety and security, ethics and digitalisation in order to increase positive impacts on the economy
- The operationalisation of the SAATM should allow to increase the number of tourists on the continent

Thank you

Merci

شكرا

Obrigado