UNWTO support to NEPAD Planning and Coordinating Authority (NPCA)

1. UNWTO Global Leaders for Tourism Campaign

   a) Concept

   To position tourism as a driver of economic growth and development, and thus a priority in the global agenda. The World Tourism Organization (UNWTO) and the World Travel and Tourism Council (WTTC) present an Open Letter to Heads of State and Government worldwide, highlighting the importance of Travel and Tourism for socio-economic development and job creation. In turn, Heads of State and Government will accept this letter in acknowledgement of the relevance of travel and tourism in facing today’s global challenges.

   Quotes and images of Heads of State and Government - taken while being presented with the Open Letter – are used to build a “Golden Book” of travel and tourism and represent their commitment to promote travel and tourism as a means of sustainable development.

   b) Activities

   As of 14 February 2013, the Heads of States of the following countries have received the Open Letter and recognized tourism as an important sector for socio-economic development and job creation:

   1. Burkina Faso 07.06.2011
   3. Kenya 23.06.2011
   4. Mozambique 28.06.2011
   5. Seychelles 02.03.2012
   6. South Africa 04.05.2011
   7. Tanzania 15.10.2012
   8. Tunisia 26.03.2012
   10. Zimbabwe 29.05.2012

2. UNWTO ST-EP programme (Sustainable Tourism for Eliminating Poverty)

   a) Concept

   At its Millennium Summit in 2000, the United Nations identified poverty as one of the biggest global challenges and set forth as one of its Millennium Development Goals (MDGs) to eradicate extreme poverty by 2015. The World Tourism Organization (UNWTO) has responded to this challenge and opportunity by launching the ST-EP Initiative, which was announced at the World Summit on Sustainable Development in Johannesburg in 2002.

   b) Activities
<table>
<thead>
<tr>
<th>Country</th>
<th>Project Title</th>
<th>Current Status and Main Results</th>
</tr>
</thead>
<tbody>
<tr>
<td>Benin</td>
<td>Promotion and Development of Sustainable Tourism in the Buffer Zone of Park W</td>
<td>Awareness raising activities in the communities of Kandi, Karimama, Banikoara resulted in the creation of tourism committees. Local skills were enhanced through training sessions on handicrafts production, guiding techniques and tourism management, which enabled the local communities to design and organize cultural tours. <a href="http://www.tour-communautaire-parcw.net">www.tour-communautaire-parcw.net</a></td>
</tr>
<tr>
<td>Benin/ Burkina</td>
<td>Development of Bird-watching Tourism at Regional Park W</td>
<td>This project is complementary to the rest of activities in Park W that are being funded by the Italian Cooperation. It provided bird watching training to guides from the three countries, which will be followed by the construction of bird watching platforms and environmental awareness raising activities in communities in the buffer zone of the park.</td>
</tr>
<tr>
<td>Mali</td>
<td>Supporting Women Entrepreneurs through the Development of Handicrafts and Agrobusiness in the Region of Mopti</td>
<td>An inventory of formal and informal women groups (artisans, farmers, small restaurants, accommodation providers) was made in Mopti, Sangha and Djenné. A value chain analysis identified the best opportunities to develop business linkages. Support to access small equipment and training on business management, quality products and services, networking and selling techniques are ongoing.</td>
</tr>
</tbody>
</table>
| Mozambique      | Human Resource and SME Development for the Tourism Sector in Inhambane Province | The project is based on the experience of a previous project in Inhambane “Supporting Platform for ST-EP Initiatives” which was successfully completed in April 2011. The main objective of the project is to enhance the local economic impact from tourism in Inhambane through human resource development and SME development in the tourism sector. The quality of services in Inhambane will be improved and employment generated. The main achievements were:  
- The Human resources development programme is ongoing and will be expanded to additional locations in the province  
- Support is being provided to SMEs through business management training and access to small funding (matching grants) |
| Mozambique      | Institutional strengthening of Maputo Municipal Authority and Initiatives Fund for Women Entrepreneurs of Mafalala | The project intends to provide CMM with tools to promote local participation in tourism within the destination of Maputo city through capacity building and the implementation of community projects, such as the Initiatives Fund for Women Entrepreneurs of Mafalala. Main expected achievements:  
- Improved management of tourism activities in the city of Maputo through the establishment of a trained tourism group within CMM  
- Improved quality of services in the neighbourhood of |
Mafalala, through business management training to SMEs access to small funding (matching grants)

<table>
<thead>
<tr>
<th>Country</th>
<th>Initiative</th>
<th>Description</th>
</tr>
</thead>
<tbody>
<tr>
<td>Zambia</td>
<td>Development of Cultural Centres for Promotion of Community-based Tourism</td>
<td>Cultural Centres are being developed in Mafungautsi and Mwandi villages. Community members have been identified to participate in trainings on cooking, tour guiding, storytelling, dancing and management.</td>
</tr>
</tbody>
</table>

### 3. Promoting Initiatives and Cultural Industries in Senegal – MDG F Project

#### Concept

The MDG F Project in Senegal has been jointly coordinated by five international organizations: UNESCO, UNDP, UNWTO, ONUDI and UNFPA. The project has been carried out from 2008 until 2012 and involved different fields such as culture, environment and tourism development. The two regions of Pays Bassari and Delta of Saloum have been selected in view of their cultural and environmental richness but also due to their geographical situation and their needs in opening up. The global objective of poverty reduction focused on the vulnerable groups which women and youth are the first concerned. In its quality of specialized agency committed to tourism, the UNWTO has been in charge of the tourism development aspect.

#### Activities

To fulfil its objectives – tourism and economic development in the two regions targeted by the project notably increasing revenues of the poor and vulnerable groups; and improving local communities participation in the efficient decentralization process – UNWTO carried out several activities in the two selected regions. As an illustration, a series of training programmes have been implemented from July to October 2011 in the area of tourism jobs, guiding and catering, attended by over 250 participants. A fruitful collaboration between UNWTO and the Ministry of Tourism and Leisure of Senegal resulted in the achievements in 2012 of the formulation of bankable projects in the tourism sector, the feasibility study on local supply chain for the benefit of tourism industries in the two regions and the creation of a Web site for the medium and small size tourism camps.