

AFRICAN UNION

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**THE FIRST ORDINARY SESSION OF THE
AU SPECIALIZED TECHNICAL COMMITTEE
ON TRANSPORT, TRANSCONTINENTAL AND
INTERREGIONAL INFRASTRUCTURES,
ENERGY AND TOURISM
13TH – 17TH MARCH 2017
LOME, TOGO**

PLAN OF ACTION ON TOURISM

(2017-2019)

INTRODUCTION

The present Plan of Action adopted in Lome, Togo by the Ministers of the Sectorial Technical Committee for Transport, Interconnected, Interregional, Energy and Tourism, organised by the African Union Commission was elaborated for the period 2017 to 2019

The main purpose of this Plan of Action is to define activities that will enable the attainment of African Union objectives, within the framework of AU Agenda 2063 First Ten Year Implementation Plan.

The tourism sector is currently plagued by numerous challenges including general lack of competitiveness, safety and security concerns, lack of intra-African air connectivity, high transport cost, lack of a harmonised tourism framework and institutions, among others. In this regard, this Plan of Action is aimed at enabling the realisation of the AU agenda 2063 flagship project of *making Africa the preferred destination for tourism*.

This Plan of Action also gives the main activities identified for the attainment of these objectives, as well as the elements of control, the lead bodies as well as the institutions involved. Where the appropriate institution are missing, the African Union Commission shall ensure the establishment of the relevant institution.

**PLAN OF ACTION
TOURISM**

N°	Objectives	Activities and actions	Sources of indicators	Lead institution	Institutions Involved	Period
1	POLICY AND STRATEGY IN TOURISM					
1.1	Ensure enabling Institutions	Establish the African Tourism Organisation	Report	AUC	NPCA, UNECA & States	2017-2018
		Create a Tourism Directorate or Unit at the AUC level with specific mandate for tourism development	Report	AUC	NPCA, UNECA & States	2017-2018
1.2	Ensure Tourism harmonized policies	Formulate an AU Continental Tourism framework with the aim of aligning Tourism strategies in line with Agenda 2063	Report	AUC,	NPCA, RECs, AfDB, UNECA & States	2017-2018
		Align the AU/NEPAD Tourism Action Plan and the 2014 Seychelles Communiqué with the AU Continental Tourism framework	Report	AUC,	NPCA, RECs, AfDB, UNECA & States	2017-2018
		Validation Workshop of the Harmonized Continental Tourism framework	Workshop Report	AUC	NPCA, UNECA & States	2017-2018
		Establish a common framework to facilitate travel (visa and biometrics)	Report	AUC	ICAO, UNECA, RECs, Member States, AFCAC	2017-2020
1.3	Harmonized Tourism and Aviation Policies	Develop guidelines for harmonization of national, regional and continental policy guidelines on tourism and aviation	Report	AUC	ICAO, UNECA, RECs, Member States, AFCAC	2017-2020
		Organize a joint workshop between ministers of Tourism and Transportation focusing on the sectoral policy convergence	Report	AUC	ICAO, AFCAC, UNECA, RECs, Member States	2017-2020

N°	Objectives	Activities and actions	Sources of indicators	Lead institution	Institutions Involved	Period
1.3	Integration of safety and security policy in tourism	Organize a continental workshop on tourism safety and security policy	Report	AUC	NPCA, Member States, AfDB, RECS, UNECA	2017-2019
		Develop a tourism safety and security index for Africa	Report	AUC	NPCA, Member States, AfDB, RECS, UNECA	2017-2019
2	TOURISM PRODUCT DEVELOPMENT					
2.1	Ensure competitive tourist products	Undertake continent-wide tourism product mapping and profiling	Report	AUC	NPCA, Member States, AfDB, RECS, UNECA	2017-2019
		Develop competitive tourism products for the African market	Report	AUC	Member States, NPCA, AfDB, RECS, UNECA	2017-2019
		Map and develop trans-national tourism products and routes e.g. Tourism on Congo Basin-Slave Route in West Africa	Report	AUC	Member States, NPCA, AfDB, RECs, UNECA	2017-2019
		Develop an African Tourism Atlas	Document	AUC	Member States, NPCA, AfDB, RECs, UNECA	2017-2019
		Develop an harmonised tourism product quality and standards scheme	Document	AUC	Member States, NPCA, AfDB, RECs, UNECA	2017-2019
.2	Enhance tourism promotion and marketing	Develop a harmonised tourism promotion and marketing strategy for Africa	Document	AUC	Member States, NPCA, AfDB, RECs, UNECA	2017-2019
		Develop an Inter- African Marketing Strategy with a keen focus on domestic and regional market – kick start a continental tourism campaign	Document	AUC	Member States, NPCA, AfDB, RECs, UNECA	2017-2019

N°	Objectives	Activities and actions	Sources of indicators	Lead institution	Institutions Involved	Period
		to encourage Africans to travel in Africa				
		Undertake capacity building workshops for member states on Tourism marketing and promotion.	Workshop report	AUC	Member States, NPCA, AfDB, RECs, UNECA	2017-2019
3	STRENGTHENING THE SUSTAINABILITY OF THE AFRICAN TOURISM INDUSTRY					
3.1	Enhance the human resources capacity in Africa	Undertake tourism skills mapping across the continent	Report	AUC	Member States, NPCA, AfDB, RECs, UNECA	2017-2019
		Develop strategies and policies for human resource development	Report	AUC	Member States, NPCA, AfDB, RECs, UNECA	2017-2019
		Identify and enhance centres of Excellences in the Continent	Training Institutes	AUC	Member States, NPCA, AfDB, RECs, UNECA	2017-2019
3.2	Encourage the appreciation and participation of the youth in tourism	Develop continental activities for the promotion of tourism among the youth through dedicated educational programmes	Report	NPCA	AUC, Member States, RECs, UNECA	2017-2019
		Formulate educational curriculum to engender tourism awareness from early ages	Report	NPCA	AUC, Member States, RECs, UNECA	2017-2019
3.2	Financing and investment in tourism infrastructure and products	Coordinate funding activities in support of Tourism infrastructure development	Report	AUC	Member States, NPCA, AfDB, RECs, UNECA	2017-2019
		Establish a Tourism Fund in support of indigenous entrepreneurship	Report	AUC	Member States, NPCA, AfDB, RECs, UNECA	2017-2019
		Increase budgetary allocation to the tourism sector	Report	Member States	AUC, NPCA, AfDB, RECS, UNECA	2017-2019

N°	Objectives	Activities and actions	Sources of indicators	Lead institution	Institutions Involved	Period
		Formulate a tourism investment profile for Africa	Report	AUC	Member States, NPCA, AfDB, RECs, UNECA	2017-2019
3.3	Ensure visibility of the African tourism industry	Formulate a Communication Strategy and Plan for African Tourism sector that integrates traditional and new communication technologies.	Report	NPCA	AUC, Member States, RECs, UNECA	2017-2019
3.4	Enhance compilation of tourism data	Adapt and Formulate Tourism satellite Accounts (TSA) for each member state	Report	Member States	AUC, NPCA, AfDB, RECS, UNECA	2017-2019
		Capacity building workshop for Member States on the TSA	Report	AUC/UNW TO	Member States, RECs, UNECA,	2017-2019