

DAY 2

WRAP UP OF THE DAY

LESSONS LEARNT FROM DRC

- ❖ Rethinking tourism and through development of intergrade packages considering that DRC share borders with 9 countries
- ❖ Creation and renewal of synergies between neighboring countries which results in an integrated relationships
- ❖ A great need to Improve institutional and legal framework
- ❖ Dematerialization of tourism fund collection
- ❖ DRC has acknowledged the importance of Digitization in the tourism sector
- ❖ Securities issues is on of the challenges hindering tourism war from another side of the country

LESSONS LEARNT FROM ZAMBIA

- ❖ In Zambia there is a need to advocate for more women and youth involvement in tourism
- ❖ a greater need to develop deliberate policies that supports women and youth in tourism
- ❖ Value addition to local products to enhance marketability
- ❖ Enhance marketing of local products
- ❖ Sensitization of communities on the role in sustainable tourism as well as nature conservation management

LESSONS LEARNT FROM SEYCHELLES

- ❖ The sector has prioritized Product differentiation in the sector moving from traditional areas of investment to areas such as Eco lodged, Adventure and sports, Cultural tourism I (arts and craft, traditional music)
- ❖ Proving Seed capital for start grand for SMMEs
- ❖ The country faces challenges such as limited of funding options, strict regulation in food and beverage sector as well as Land and capacity
- ❖ Lack of regulation and policy frame work to attract investment

LESSONS LEARNT FROM MAURITIUS

- ❖ Relaunch of the Tourism sectors through recognition of importance of tourism through using tourism as a driver of economic recovery
- ❖ Going beyond the sea , sun and sand tourism through diversification of tourism products, reducing stress on coastal areas and focusing on nature and culture
- ❖ Building back better through recognition of climate change on tourism as well as structuring adaptation and mitigating measures
- ❖ One strategy Mauritius join operation from both the private and public sector this enhanced public private partnerships in areas such as marketing, product development and customer care as well as air and sea connectivity
- ❖ Improving the Green tourism sector
- ❖ Product diversification (releasing stress on the coast through providing inland activities)
- ❖ Improving Customer experience through digitalization of processes and the airport (all in one form)

LESSONS LEARNT FROM BURUNDI

- ❖ This sector is now well improved because from our history the country is coming from war background
- ❖ There a huge focus in Improving services in hotels
- ❖ Development of strategies that attracts investors from outsiders who may want to come to invest in Burundi
- ❖ Simple process to registers a which in turn attracts potential investors
- ❖ 100 tourists attractions across the coun try
- ❖ Many projects on the shore of lake Tanganyika (Beach resorts, Hotels, International conference center, International exhibition centres, Aqua park and Tanganyika national aquariums

LESSONS LEARNT FROM ETHIOPIA

- ❖ Enhance strategic partnerships through having a framework where countries share their best practices
- ❖ The country has diverse cultural background and religious beliefs (ancient church, mosques)
- ❖ Many tourists sites across the country (caves; lakes, coffee, dense forests)
- ❖ Government has identified the tourism sector as one of the main key sectors in economic development
- ❖ Community based tourism is considered as a tool for sustainable tourism with one of the villages being recognised as one of the best tourist village
- ❖ Domestic tourism has also been on top of the agenda
- ❖ There is still room for improvement in making the sector more marketable
- ❖ Security is one of the challenges in the country which affects tourism (northern war)

LESSONS LEARNT FROM IRAN

- ❖ Oldest civilization across the world
- ❖ Top ten country historical sites
- ❖ Expand relations through tourism
- ❖ Signing an MOU with Sa is in the process to expand our African counterparts relations
- ❖ Use of agency in boosting tourism between countries
- ❖ Use of social media in showing the beauty of the country
- ❖ Rebuilding the image of the country contra to western media

LESSONS LEARNT FROM KENYA

- ❖ Leveraging technology in the tourism value chain (direct flights, express ways)
- ❖ Promotion of direct tourism
- ❖ Development of sustainable tourism
- ❖ Encouraging young and independent travelers
- ❖ Regional integration (joint conventions, free visa, usage of IDs in EAC and inter-ministerial collaborations)
- ❖ Two major products (beach tourism, safari tours) *tembo elephant naming festival, magical Kenya campaign*
- ❖ Repositioning experiences through rebranding of the beach and marine, cultural tourism, nature and green economy, city and domestic tourism, scenic beauty, business tourism, wildlife and adventure tourism

LESSONS LEARNT FROM COTE 'IVOIRE

- ❖ Developing a tourism strategy in the planning of 2025 (bringing more income, to show the importance of tourism and to create a reserve of work qualified and non qualified)
- ❖ The government is making tourism 3rd point of importance in the general plan for 2019-2025
- ❖ Accelerating tourism with small companies (part of the portfolio of 50 projects to be implemented)
- ❖ Training and developing capacity of artisans
- ❖ Targeted special segments of tourism in the strategy (aquatic , cultural studies, eco tourism) increasing the competitiveness of Cote 'ivoire tourism cites
- ❖ Sustainable development of tourism
- ❖ Development of internal tourism (project targeting to steer up local people to discover their country intracommunity tourism, building of hotels)
- ❖ Securing of tourism cites (tourism brigades to protect tourists)

LESSON LEARNT FROM LESOTHO

- ❖ Tourism sector has been identified as priority sector in achieving this NSDP 2 KPA
- ❖ the sector is still at an infancy stage and need significant investment
- ❖ Making optimal use of environmental resources preserves natural heritage and biodiversity
- ❖ Respecting the culture of local communities conserves cultural and artistic heritage
- ❖ Buying from and supporting local businesses empowers the local economy
- ❖ Eating local food ensures freshness and benefits local businesses

RECOMMENDATIONS

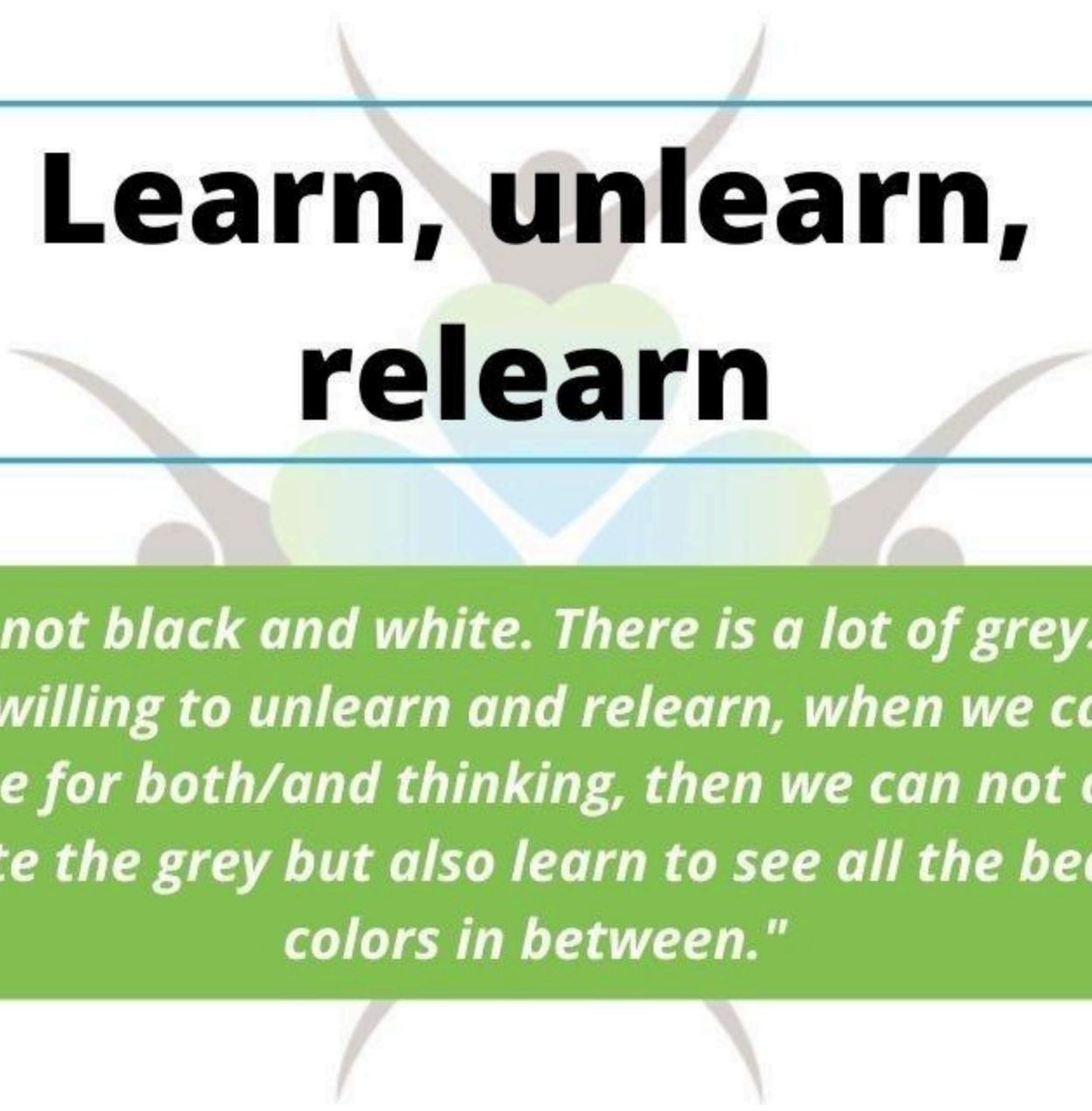
- ❖ In Africa we have similar products and in order to bring authenticity there is a need to differentiate our products amongst others
- ❖ All member states are encouraged to consult Technical assistance provided by UNWTO for things such as marketing training and trade marks
- ❖ We need to attract the middle class
- ❖ Encourage self employment as a way of providing economic freedom
- ❖ There is a need to improve the competitiveness of our tourism sector
- ❖ Building strategies together through synergies between the government and all sectors (both private and public sector)
- ❖ Improving connectivity with international markets
- ❖ Improving tourism activities so as to enhance tourist experiences

RECOMMENDATIONS

- ❖ Continuous improvement on product offerings
- ❖ Internal connectivity is very key in tourism to allow connectivity within countries
- ❖ Member states to share their calendar dates for tourism events to ensure that other countries attend and to avoid clashing with other similar events
- ❖ lobby the government to allocate more budget on tourism
- ❖ Have a common VISA for all the SADC countries as this will enhance movement of international tourists within the countries
- ❖ Develop joint packages for tourists visit neighboring countries e.g Lesotho and South Africa
- ❖ Plan events that overlap to keep visitors in the region for longer/Music Tours
- ❖ Develop a regional body for tourism

OUTCOMES OF THE WORKSHOP

Outcome	Comments
Develop a better understanding of the importance of women, youth and community development in Rethinking Tourism post Covid-19	All countries were able to provide evidence on their appreciating the role of women, youth and community development in tourism
Sharing experiences on community participation and Women Empowerment	90% of the countries shared experiences and challenges on community participation and women empowerment. Similar challenges were experienced
Sharing experiences on Creating Sustainable Employment for Youth in Tourism;	Most countries shared their projects which specifically empower the youths in terms of employment and upskilling
Sharing experiences on Product Development and Diversification to ensure sustainable tourism	Most countries emphasised product differentiation as one of the main agenda as they reimagine the sector
Sharing experiences in Attracting and Retaining talent in the tourism sector;	Most countries have projects that are addressing how the sector can attract new talent especially making the youth participate in tourism



Learn, unlearn, relearn

"Life is not black and white. There is a lot of grey. When we are willing to unlearn and relearn, when we can hold space for both/and thinking, then we can not only navigate the grey but also learn to see all the beautiful colors in between."