

TFi4SD
AFRICA

Trade, FDI and Innovation
for
Sustainable Development

2018

**2018
ANNUAL
ECONOMIC
SUMMIT**

**SUSTAINABLE
TOURISM
SESSION**

DISCUSSION PAPER

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Las Palmas de Gran Canaria,
Canary Islands



GLOBAL
ECONOMIC
INSTITUTE



Gobierno
de Canarias

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1.0 BACKGROUND

Tourism is big business in Africa. While some countries are better prepared to welcome visitors, thereby reaping huge economic benefits, others are emerging from difficult geopolitical or health circumstances and are not yet viewed as popular destinations. The challenge for countries is to determine how tourism can become a more sustainable and well-ingrained part of the national economy. Striking the right balance involves minimizing potentially negative environmental and social impacts, while being resilient in the face of any actual or perceived negative factors that would dissuade visitors.

2.0 KEY FACTS¹

- Global tourism accounted for 1.2 billion (B) tourist arrivals in 2016, generating US\$1.2 trillion in revenue, with the strongest growth recorded in the Africa and Asia-Pacific regions.
- In 2016, the total contribution of travel & tourism to sub-Saharan Africa's GDP, employment and investment was US\$108B (7.1% of total), 16 million (M) jobs (6% of total) and US\$17B (5.6% of total), respectively. This is expected to rise to US\$179B, 22M jobs and US\$27B, respectively, in 2027.
- For North Africa, travel & tourism accounted for US\$58B (9.7% of GDP) in 2016 and is forecast to rise to US\$90B (10% of GDP) in 2027. This sector generated 16M jobs (6.0% of total) in 2016 and is expected to rise to 22M jobs in 2027 (6.1% of total); and US\$12B in investment (7.3% of total) in 2016, which is expected to rise to US\$20B in 2027 (7.3% of total).

¹Sources: World Travel and Tourism Council (Economic Impact 2017 for Sub-Saharan Africa, and North Africa), and United Nations World Tourism Organization (2017 World Tourism Barometer). All values are in constant 2016 prices and exchange rates.

3.0 FOCUS

The four themes for the session are drawn from two sources: The Sustainable Development Goals (SDGs) and Bridges Africa².

Through our highly interactive session, achieved through a combination of masterful facilitation, expert panelists and to-the-point questions, the following issues will be addressed:

- How will future investment and the development of tourism in Africa support the environmental, social and economic aspects of the SDGs, particularly those whose targets (e.g., 8, 11, 12 and 14) promote sustainable tourism and cultural heritage?
- How do we promote local sourcing in a bid to create new markets, generate economic opportunities, reduce poverty, foster social inclusion and advance gender empowerment?
- How do we encourage local stakeholders' participation in the tourism value chain in order to reduce leakages and ensure a larger portion of the economic benefits accruing from the tourism sector are reaped by the local communities?
- How do we reposition the tourism sector – especially in light of the ongoing discussion about regional integration and intra-African trade – so it is less susceptible to the effects of seasonality, currency fluctuations and security concerns? Related to this is the question of how to make the sector more appealing to the emerging and rapidly expanding travelling populations across the continent.

²A monthly review, focused on trade and sustainable development issues in Africa, produced by Geneva-based International Centre for Trade and Sustainable Development.

4.0 SPEAKERS

Five speakers will provide useful insights, perspectives and experiences that may help advance the points outlined in the preceding section. Among others, these may include:

- High profile tourism destination – A representative from an African nation where tourism is a major economic driver, in addition to helping to manage and sustain its growth and benefits.
- Emerging economy destination – A representative from an African nation that is emerging from conflict, pandemic, and/or limited economic development and is looking to tourism to help stimulate the economy.
- Sustainable tourism destination – A representative from an African nation that has adopted the SDG principles and is charting its route towards becoming a sustainable tourism destination.

5.0 INTENDED SESSION OUTCOMES

The proposed outcomes from this session include:

- Determine the drivers, barriers and opportunities related to sustainability in tourism programming.
- In a bid to identify strategic recommendations – which can be used to inform policy and decision-making by governments and industry, respectively – create multiple scenarios for the future of the tourism sector based on the outcome of the panel discussion.
- Devise a coherent approach to help deal with the nuances at the high-profile, emerging and sustainable national tourism program levels.
- Identify what funders are looking for in the promotion of sustainable tourism programs.

- Identify what the regional, continental and international markets are currently valuing in the African travel market, and how that may change in the future.
- As well, there will be a discussion about how best to address the SDGs, while highlighting the role of tourism in sustained and inclusive economic growth, social development, environmental protection, and the eradication of extreme poverty and hunger.

6.0 **CONCLUSION**

Working with major partners, a framework will be developed to help identify strategic long-term goals for entities in a consortium of countries willing to participate in the United Nations' Global Registry of Voluntary Commitments & Multi-Stakeholder Partnerships.

For further information, including opportunities for collaborations and partnerships, please email: fluegel@econinstitute.org



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