



UNITED NATIONS  
UNCTAD

# **ECONOMIC DEVELOPMENT IN AFRICA REPORT 2017**

## TOURISM FOR TRANSFORMATIVE AND INCLUSIVE GROWTH

Trade and Development Board, 64<sup>th</sup> Session

15 September 2017

Junior Davis

Chief, Africa Section

ALDC Division, UNCTAD

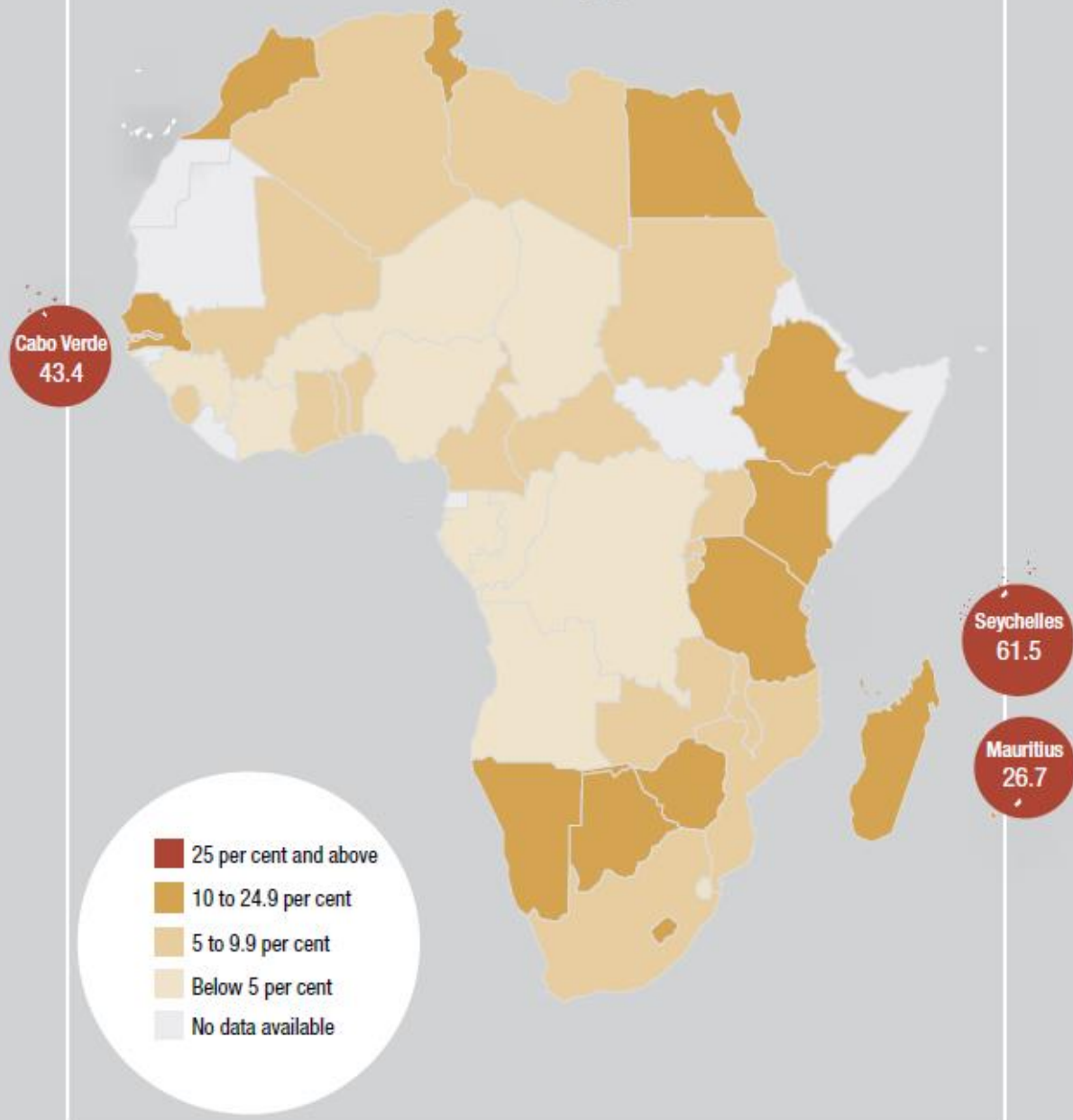


# Main message

**Tourism in Africa is important but it could do much more.**

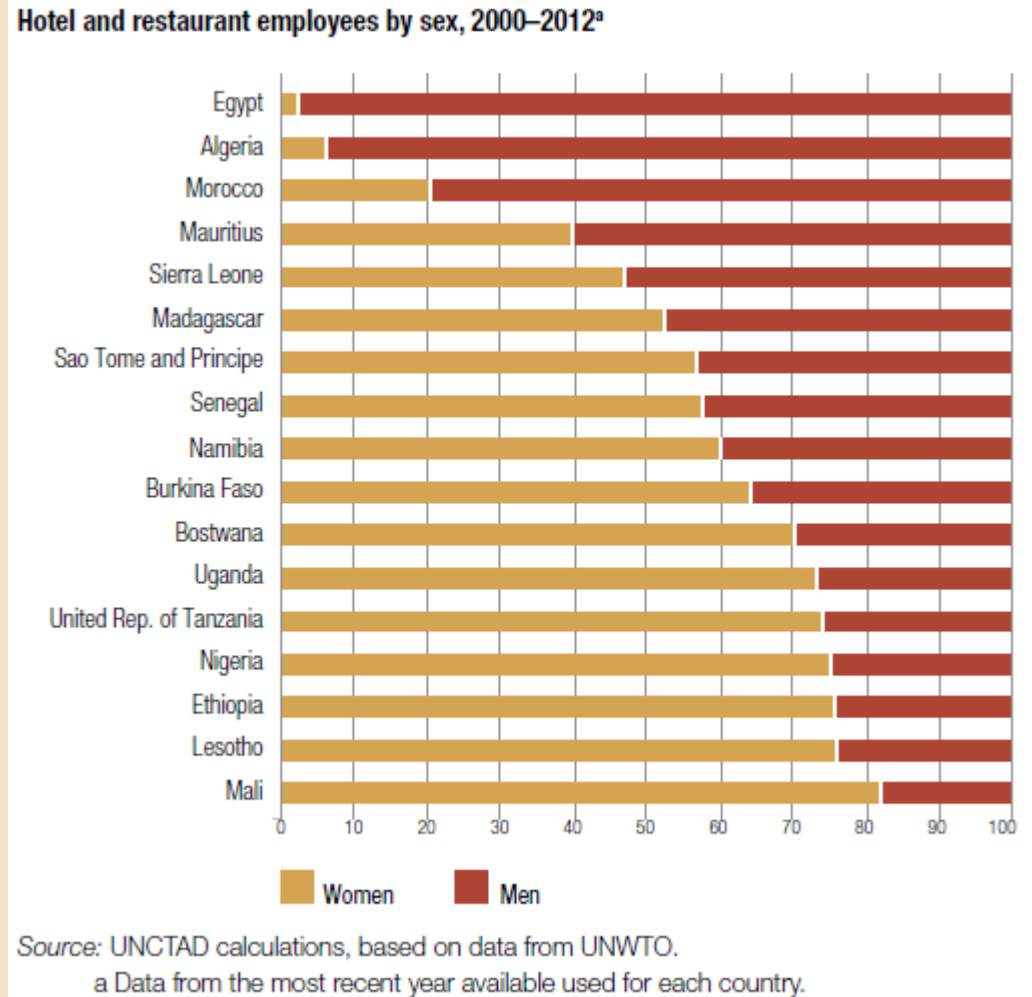
To better harness the potential of the tourism sector to contribute to inclusive growth, structural transformation and achievement of the Sustainable Development Goals, Africa should adopt policies that strengthen intersectoral linkages, boost intraregional tourism and promote peace.

# Total contribution of tourism to real gross domestic product, 2011–2014 (percentage)



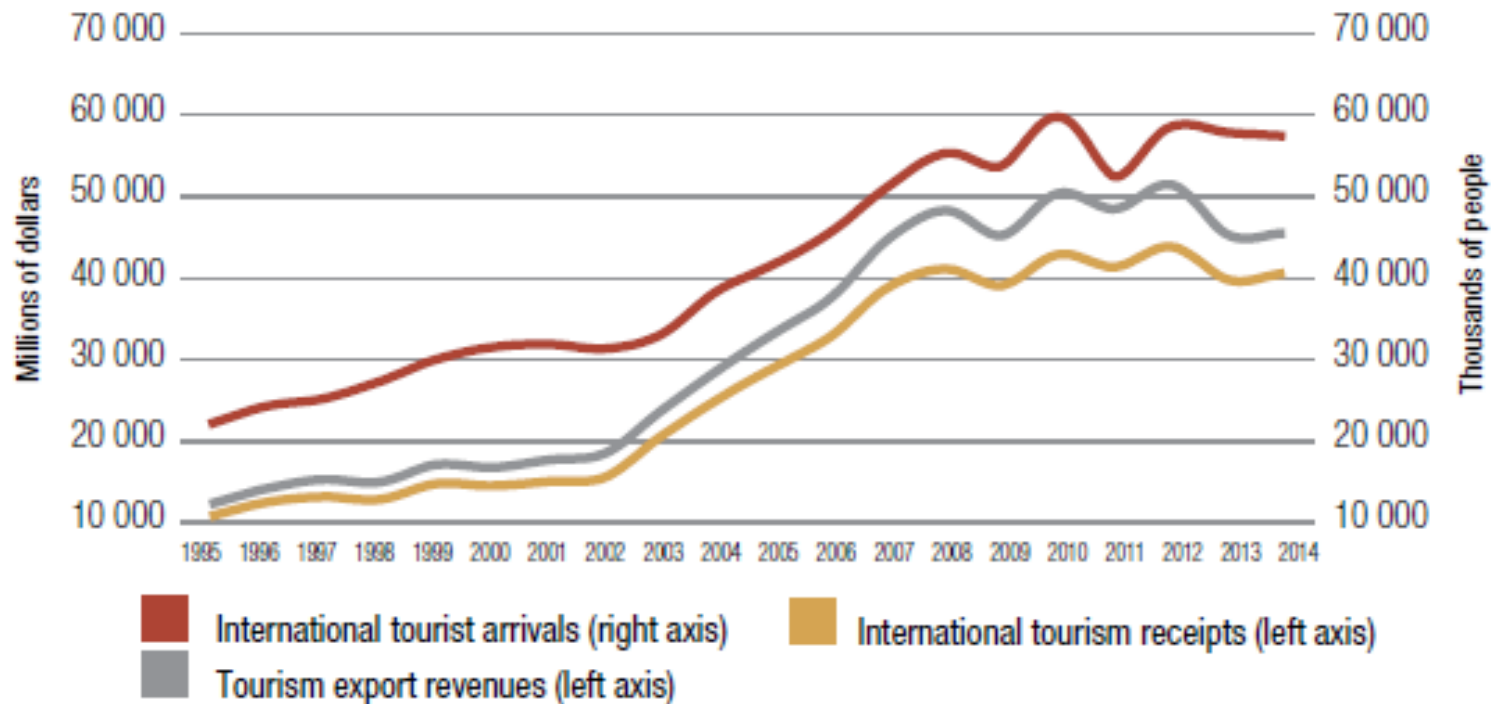
# Tourism is labour intensive and an important job creator

- In Africa, tourism generated >21 million jobs, on average in 2011-2014, or about 1 out of 14 jobs
- 47% of hotel and restaurant sector employees in Africa are women



# Tourism is a dynamic and fast growing sector

**Africa: International tourist arrivals, international tourism receipts and tourism export revenues, 1995–2014**

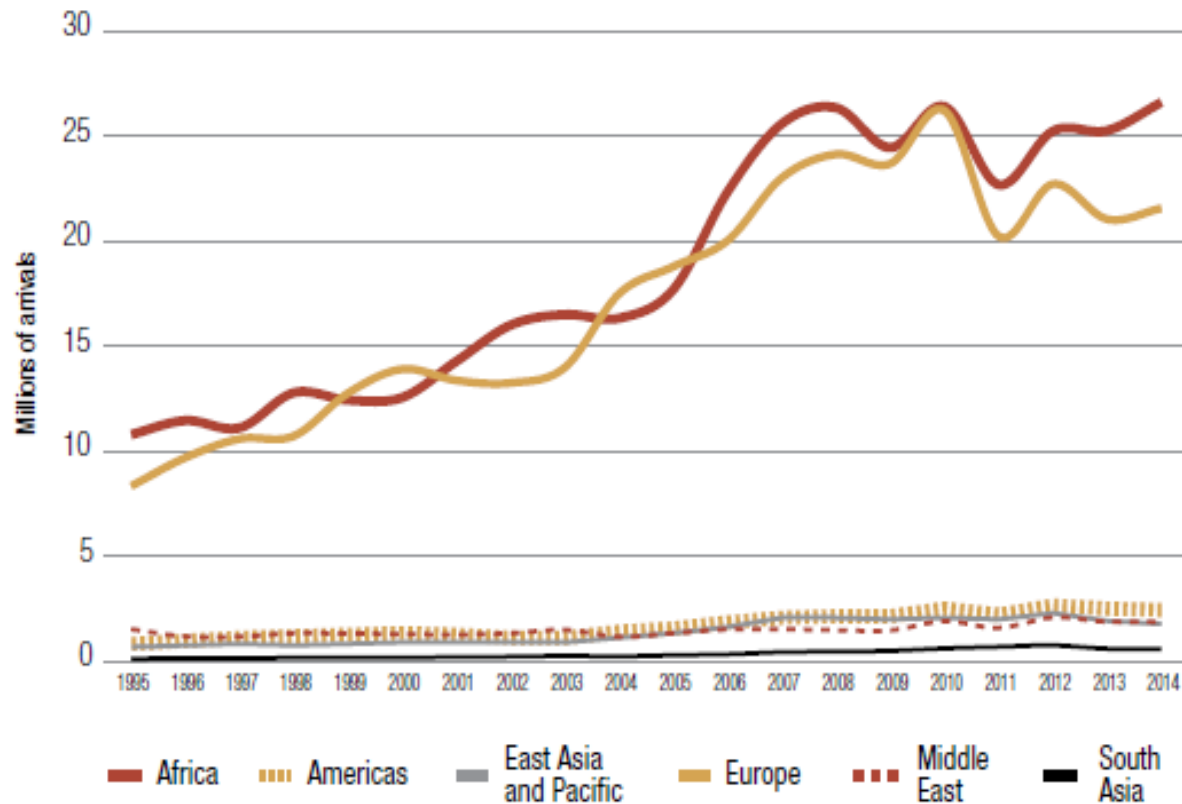


Source: UNCTAD calculations, based on data from UNWTO, 2017.

# Tourism is increasingly driven by Africans

Africa: Source markets by world region, 1995–2014

(Millions of international arrivals)



Source: UNCTAD calculations, based on data from UNWTO.

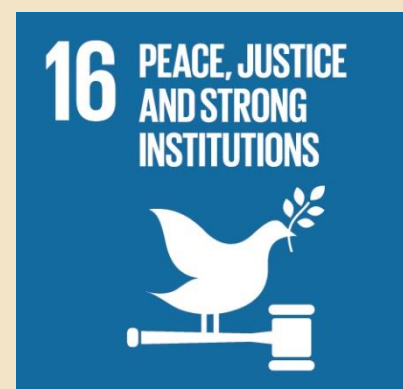
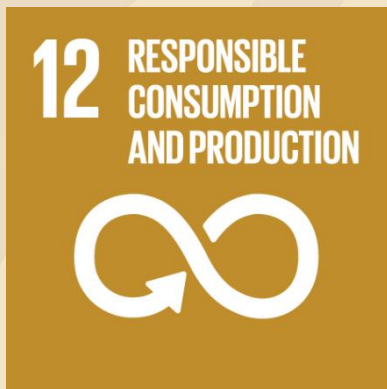
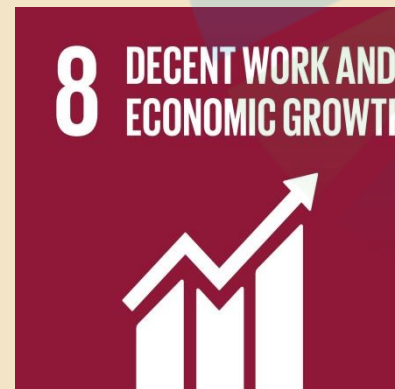
# Tourism fosters inclusivity

- In countries where tourism is dominant, the vulnerable employment rate is lower (ILO, 2012)
- Globally, 50 per cent of the tourism labour force are aged 25 or younger. Tourism can thus contribute to the demographic dividend through providing opportunities for youth
- Tourism is a sector where women can thrive: More than 30% of tourism businesses are run by women, and 36% of tourism ministers are women



# Tourism contributes to achieving the SDGs

EDAR discusses tourism's impact on the following SDGs:





# **African Union tourism target and outlook of tourism sector in Africa**

- **African Union tourism target**
  - First Ten Year Implementation Plan 2014-2023 of Agenda 2063: double the contribution of tourism to GDP from 2014 to 2063
  - To achieve this target, tourism must grow faster
- **Current outlook of tourism sector in Africa**
  - Tourism's direct contribution to GDP forecast to grow from US\$73 billion in 2015 to US\$121 billion in 2026 (WTTC)
  - Number of international tourist arrivals to the continent forecast to grow from 57 million in 2014 to 134 million in 2030 (UNWTO)

**Achieving the AU's tourism target requires a set of supportive policies to amplify the contribution of the sector**

# Policy recommendation #1: Strengthen intersectoral linkages



To ensure greater capture of tourists' expenditure by local economy

Support the development of viable downstream and upstream industries

Integrate into regional and global tourism value chains

# **Strengthen intersectoral linkages and reduce leakages**

Tourism associated with **operating in isolation and suffering from leakages that** contribute to **significant losses in foreign exchange earnings and limited retention of economic benefits** in local communities in tourism destination

A **conducive policy framework** critical in fostering economic diversification, local sourcing and promoting local value addition



## **Policy recommendation #2: Tap the potential of intra-African tourism**

**Intra-African and intra-regional tourism matter and should be supported by regional integration**

### **The case for intra-African tourism**

- Smooths seasonality
- Stronger linkages and weaker leakage due to stronger demand for local products
- Cultural exchange with positive impact on peacefulness

# **Policy recommendation #2: Tap the potential of intra-African tourism**

Regional integration can support intra-regional tourism through:

- **Free movement of persons / easing visa requirements**
  - E.g. in Rwanda, abolition of visa requirements for fellow members of EAC in 2011 helped increase intraregional tourists from 283,000 in 2010, to 478,000 in 2013
- **Open skies**
  - Advance on implementation of Yamoussoukro Decision
- **Convertible currencies**
  - Introduction of currency restrictions in 2005–2015 may be associated with a 10% lower growth in international tourism receipts
- **Tourism policies**
  - Recognize the value of the regional market and plan for it

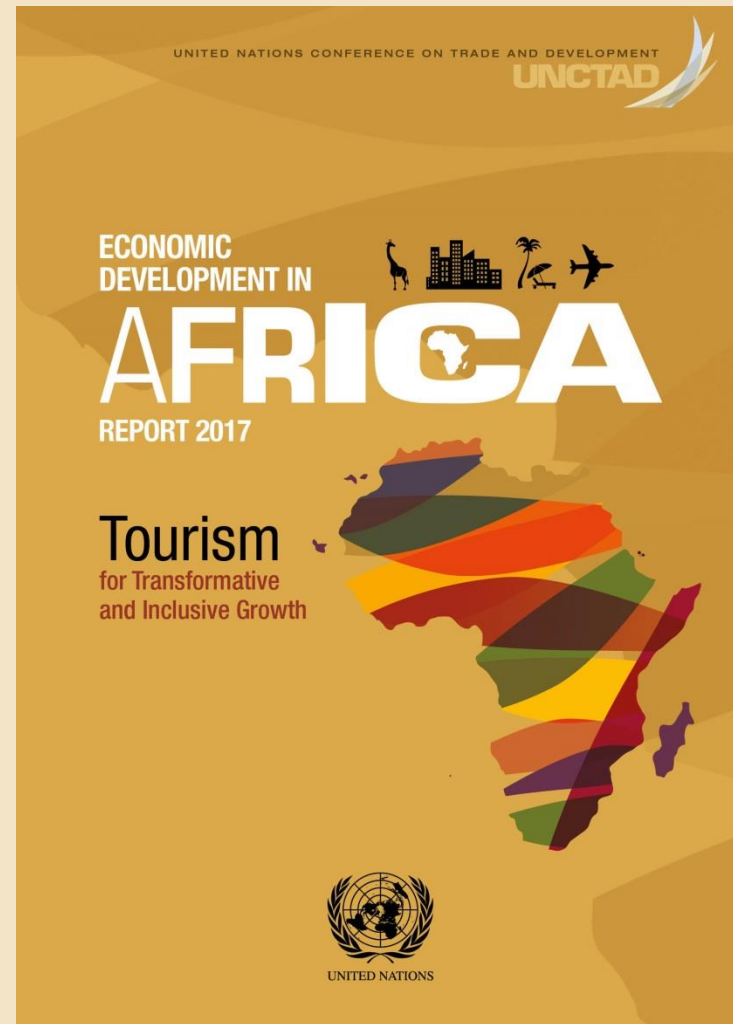
# **Policy recommendation 3: Promote the capacity of tourism to foster inclusiveness**

- Tackling poverty requires promoting decent work and reduce vulnerability
- Tourism **reaches rural areas** where poverty is widespread and deep
- **Integrate poor** into tourism value chains
- **Match education and skills of youth with tourism jobs**; promote vocational skills training
- **Encourage female participation** through training, improving working conditions, and encouraging female entrepreneurship

# **Policy recommendation #4: Use the mutual beneficial relationship between tourism and peace**



Thank you  
for your attention!



Report in English: [http://unctad.org/en/PublicationsLibrary/aldcafrica2017\\_en.pdf](http://unctad.org/en/PublicationsLibrary/aldcafrica2017_en.pdf)

Report in French: [http://unctad.org/fr/PublicationsLibrary/aldcafrica2017\\_fr.pdf](http://unctad.org/fr/PublicationsLibrary/aldcafrica2017_fr.pdf)