



UN Tourism

69th Meeting of the UN Tourism Regional
Commission for Africa (CAF)

UN Tourism Activities in Africa: Progress, Partnerships and Impact

International Development and Cooperation (IDC)

LIU Shijun, Executive Director, UN Tourism



IDC in Africa: Delivering the Secretary-General's Vision

Supporting African Member States through practical technical cooperation, stronger institutions, capacity building, partnerships and sustainable tourism development



Member States at the Core



Collaboration



Stronger Institutional Foundations



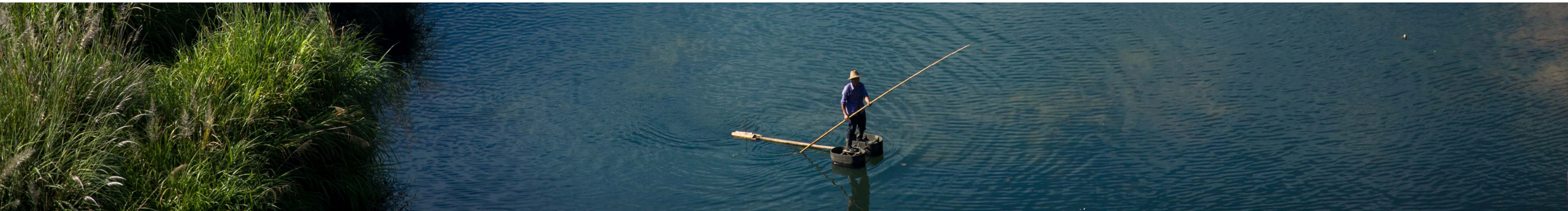
Sustainability



Capacity Building



Depth and Quality of Delivery

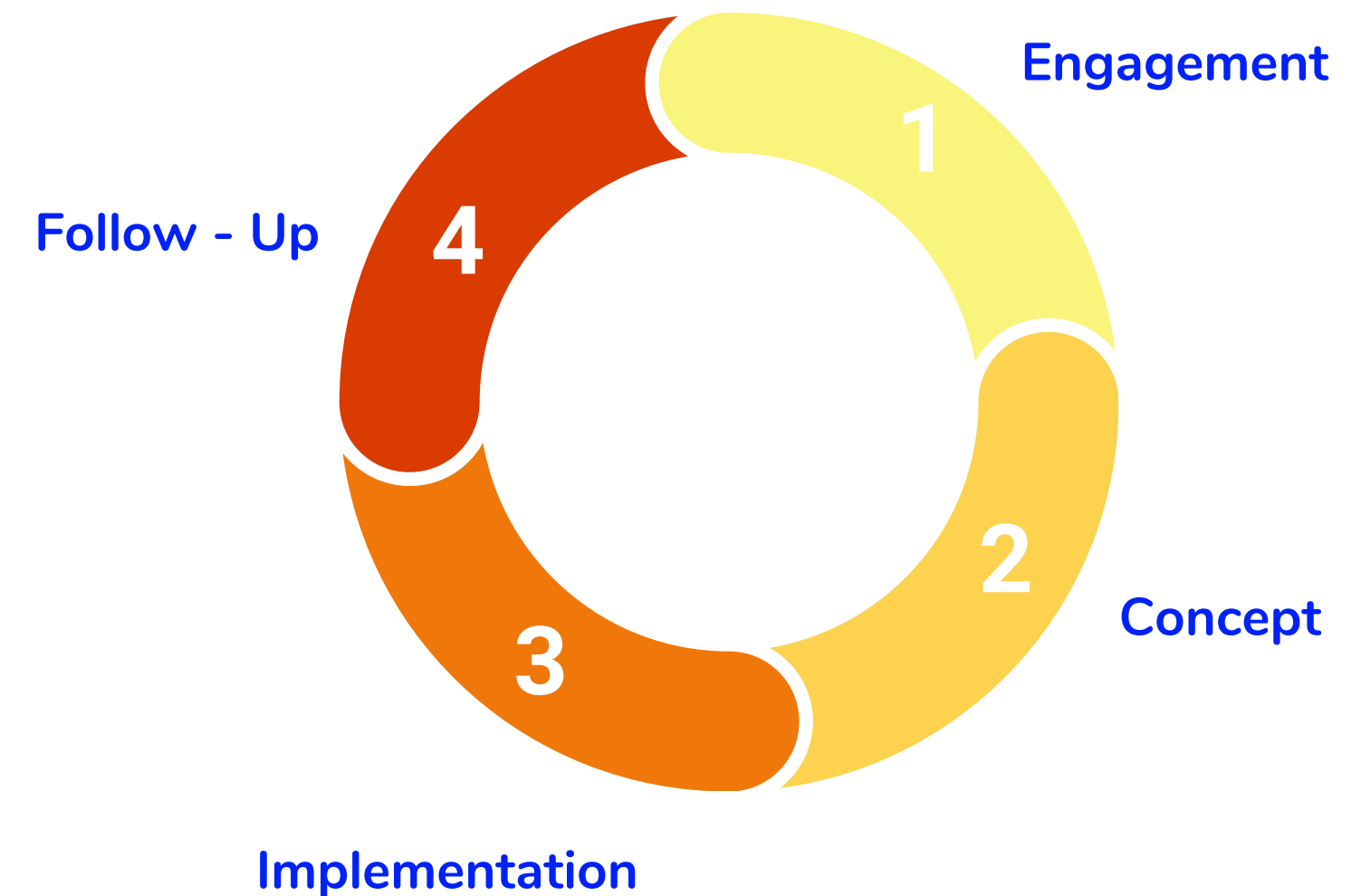




IDC: From Priorities to Implementation

IDC is UN Tourism's **primary delivery platform** for technical cooperation, supporting Member States with tailored, evidence-based and implementation-driven solutions.

- Supports Member States through practical, demand-driven technical cooperation
- Provides direct support to Member States
- Fosters cross-regional collaboration & cooperation
- Covers the entire project development cycle: engagement > design > implementation > follow up





Global Portfolio and Impact since 2023

85

Projects delivered
across all regions
since 2023

- Strengthened governance, crisis preparedness, and tourism statistics
- Improved air connectivity, visitor experience, and quality standards
- Supported innovation, entrepreneurship, and community-based tourism

Delivering practical, measurable and sustainable results for Member States worldwide

IDC Africa Portfolio since 2023: Practical Delivery for Member States

20 completed, ongoing or pipeline initiatives supporting tourism statistics, strategic planning, quality standards, human capital, investment readiness and sustainable destination development.



AREAS OF SUPPORT



8 Foundations



8 Capacity Building



7 Sustainability



1 Strategic Planning

Projects may contribute to more than one area of support.



PROJECT STATUS



9 Completed



4 Ongoing



7 In the Pipeline

20 Projects delivering for African Member States

15 African Member States strengthened in tourism statistics and TSA-related work



BUDGET RANGE



7 \$0-100K



1 \$100K-250K



3 \$250K-500K



4 \$500K+



5 TBD



IDC's Contribution to the Secretary-General's Priorities in Africa



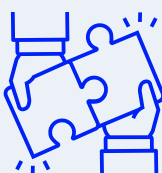
Foundations

Strengthening institutions, governance, tourism statistics, data systems and quality standards.



Capacity Building

Supporting skills development, training and institutional know-how.



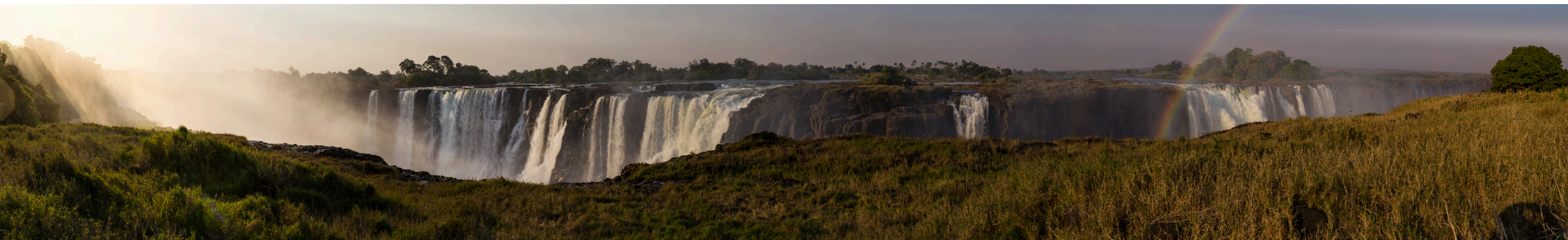
Collaboration

Mobilizing partnerships with Member States, development partners, UN entities and financial institutions.



Sustainability

Advancing sustainable destination development, community-based tourism, resilience, ecotourism and climate-related priorities.





UN Tourism

On the Ground Partners in Africa

Combining technical expertise, partner resources and national ownership to move from project ideas to implementable solutions



UNDP



World Bank



Europamundo
Foundation



China International
Development Cooperation
Agency



Partnerships



Financing



Implementation



Impact



Angola

Strengthening the tourism
statistics of the country

Project Area _____

Tourism Statistics

Donor _____



Ministry of Culture, Tourism and Environment of Angola

Impact _____

Strengthening data quality and institutional capacity for
evidence-based tourism policy.

Benin

Hotel Classification and
Licensing

2021 - 2024

Project Area

Hotel Classification and licensing

Guide training

Tourism Statistics

Donor



World Bank

Impact

Supporting tourism governance, quality standards and sector competitiveness in partnership with the World Bank.

Botswana

The Tourism Development and
Promotion in Tourism
Development Area 1- Gaborone

2023 - Completed

Project Area

Urban Tourism Planning

Investment Guidelines

Donor



Ministry of the Environment and Tourism of Botswana

Impact

Helping position Gaborone as a more competitive and sustainable urban tourism destination.

Cabo Verde

Evaluation of the System of
Tourism Statistics (STS) of
Cabo Verde

2026 - Ongoing

Project Area _____

Tourism Statistical Systems

Donor _____



Ministry of Transport and Tourism of Cabo Verde

Impact _____

Improving the reliability of tourism data for planning and policy decisions.

Republic of the Congo

Capacity Building in Hotel
Classification

2025 - Ongoing

Project Area

Hotel Classification

Donor



*Ministry of Tourism and Leisure of the Republic of the
Congo*

Impact

Strengthening quality assurance, regulatory clarity and
institutional capacity.



Seychelles

Human Resources Strategy

2023 - Completed

Project Area

Human Resources Strategy

Donor



Ministry of Tourism and Culture of Seychelles

Impact

Aligning tourism skills development with the needs of a competitive and sustainable sector.



Seychelles

Hotel Classification Training Programme

2025 - Completed

Project Area

Hotel Classification Training

Train-the-Trainer Programme

Hotel Assessments

Donor



Ministry of Foreign Affairs and Tourism of Seychelles

Impact

Strengthened national capacity to implement hotel classification standards, improve quality assurance and sustainability practices, and manage tourism quality systems independently through a new pool of trained assessors and national trainers.



Seychelles

Tourism Satellite Account (TSA)

2018 - Completed

Project Area

Tourism Satellite Account

Donor



Ministry of Foreign Affairs and Tourism of Seychelles

Impact

- First experimental (TSA) aligned with international standards
- 17.3% of Gross Value Added (GVA)
- SCR 3.4 billion (2019)

Tanzania

Enhancing Sustainable and
Competitive Tourism
Development in Tanzania

Project Area

Tourism Planning

Tourism Statistics

Ecotourism

Human Resources Development

Donor



*China International Development Cooperation Agency
(CIDCA)*

Impact

Flagship cooperation initiative combining national ownership, partner support and multi-component technical cooperation to strengthen competitiveness, sustainability and investment readiness.

To start Q4 2026

Tanzania

Development and Promotion
of Sustainable Forms of
Tourism in the Usambara
Mountains

2025-2026 - Ongoing

Project Area

Sustainable Tourism Development

Capacity-building

Donor



Fundación Europamundo (Spain)

Impact

Strengthening local capacities to develop sustainable tourism initiatives that support economic development while conserving natural and cultural heritage.

Zambia

Tourism Satellite Account (TSA)
Strengthening, Institutionalisation
and Tourism Data Systems
Modernisation

To Start Q3 2026

Project Area

Tourism Satellite Accounts

Tourism Data Systems

Donor



Government of the Republic of Zambia

Impact

Improving tourism statistics and institutional capacity for evidence-based policymaking.



Looking Ahead: Delivering More for African Member States



IDC will continue to support African Member States through practical, demand-driven technical cooperation that **strengthens institutions, builds capacity, mobilizes collaboration** and **advances sustainable tourism development**.



IDC stands ready to work with African Member States to develop **practical, fundable and implementation-ready technical cooperation projects** aligned with **national priorities** and the **Secretary-General's vision**.



Thank you

LIU Shijun
Executive Director, UN Tourism



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