



RED CLAY

Communique

The West Africa Tourism Roundtable on Health, Safety and Security for Destination Competitiveness

7 July 2021

**Dr. Adun Okupe
Anita Mendiratta
Dr. Tagbo Azubuike**

Host:



Adun Okupe PhD
Senior Advisor, Red Clay Advisory

Speakers:



Dr. Tagbo Azubike, MBA
International Health Management
Consultant



Anita Mendiratta
Special Advisor to Secretary
General, UNWTO

Theme:

Health, Safety and Security

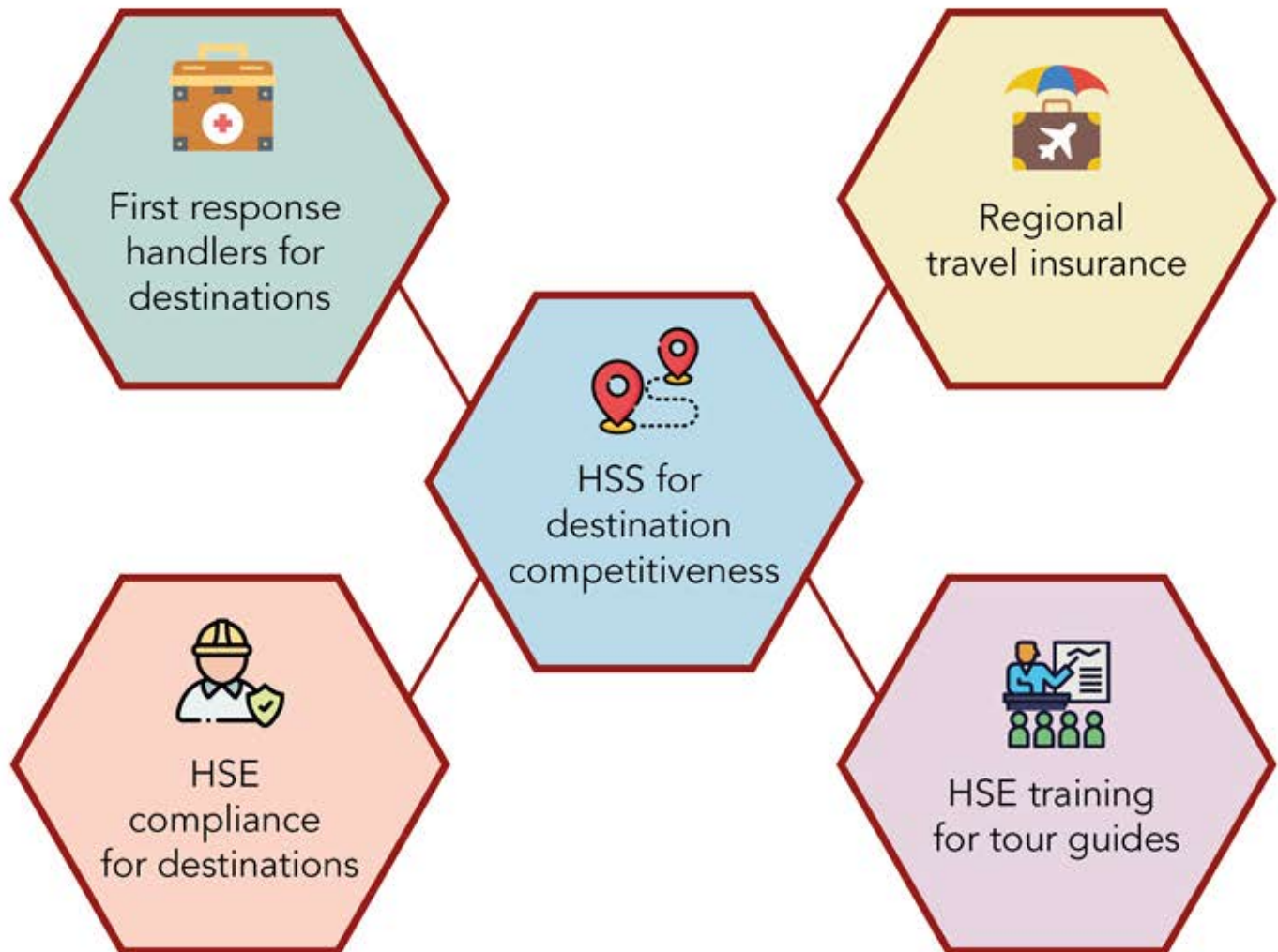
Destination Competitiveness in West Africa

📅 July 7, 2021 | 10 am WAT

📍 Register here: <http://bit.ly/WATRoundtable3>

Partner: 

Recommendations from the roundtable on destination competitiveness



Key points from our Roundtable Breakout Sessions

Q What are the areas of safety and security that West Africa tourism businesses can prepare for?

1. Effective information management and control for safe and secure travels
2. Data collection and management for travelers and tour operators for security and protection.
3. Education, standardization, and regulation of HSE standards for tourism businesses across West Africa
4. Standardization of travel insurance as part of requirements for local and regional travel - medical insurance packages can be made affordable and flexible.
5. Regional tourism branding and marketing to spotlight the beauty of West Africa.

Q How can West Africa position itself as a safer and healthier tourist destination?

1. Proper and effective urban planning - siting of parks, recreational areas, and tourist destinations within safe and secure environments.
2. Community inclusiveness and partnerships in tourism activities
3. Inter-sectoral synergistic collaborations with health and security organizations, as well as other allied industries.
4. Cultural storytelling - changing the narrative about West Africa through the depiction of our cultural strengths and values.
5. Educating communities within and across destinations on the direct and indirect social and economic opportunities of tourism

Some pictures from the roundtable



Participants:

1. Abiola Ogunbiyi, Tourism and Hospitality Management Consultant
2. Ada Olaoye, Manager, Data Protection Pro
3. Adebayo Onigbanjo, Senior Director of Business Operations, GE Transportation
4. Adedamola Idowu, Managing Partner, Irin Ajo Travel and Tours Ltd
5. Aduke Gomez, Customer Service Practice and Strategy Consultant
6. Alametun Oshodi (Dr.), Medical Doctor, Lagoon Hospitals, Lagos
7. Allen Effeh, CEO, Footprint Hospitality
8. Andrew Ogunbayo, CEO, FidoL Trip and Services
9. Anita Mendiratta, Special Adviser to the Secretary-General, UNWTO
10. Ayo Adesanya Jnr. (Dr.), Emergency Medical Specialist, Spring, Texas
11. Bakare Abiola Hakeem, Sales Manager, Air Côte d'Ivoire
12. Belinda Nwosu, Ph.D., Lecturer, Lagos Business School, Pan-Atlantic University
13. Charles Emere, Screenwriter and Film & Television Director, Trifocal Studios Ltd
14. Christopher Isaiah, Sales Manager, Kenya Airways
15. Clara Okoro, COO, My Beautiful Africa
16. David M. Rice, President and CEO, Sunbury International, U.S.
17. Eyewuene Murphy, Associate, Primera Africa Legal
18. Fatima Aigbomian, Managing Associate, Primera Africa Legal
19. Femi Daniel (Dr.), Consultant, Evercare Hospital, Lagos
20. Femi Lawson, Chief Innovations and Strategy Officer, Skyview Communications
21. Haruna Jimoh Ph.D., Lecturer and Researcher, University of Lagos
22. Ifedayo Andrew-Ogunbayo, CEO, FidoL Trip and Travel Services
23. Ime Usen Udo, Founder, Leadway Tours and Travel Ltd
24. Jason Destein, Adjunct Professor, Criminal Justice, Southern New Hampshire University
25. Kojo Bentum-Williams, Senior Expert on Communications in Africa, UNWTO
26. Lola Adefope, Managing Director, Business Travel Management (BTM) Ltd
27. Lola Azubike, Banker and Financial Consultant
28. Makanjuola Ibrahim, MD, GETTOME Travels
29. Mariam Adu, PA to MD/CEO, South Shore Women's and Children's Hospital, Lagos
30. Masirending Njie (Dr.), Medical Doctor, Serrekunda General Hospital, The Gambia
31. Moses Ohiomokhare, Director, Quintessence, Lagos
32. Nneka and Isaac Moses, Tourism Ambassadors and Founders, Goge Africa
33. Nnenna Fakoya-Smith, Founder, Nene-Uwa Hub Ltd
34. Olabode Orelaja Ph.D., Lecturer and Researcher, University of Lagos
35. Olajuwon Alabi (Dr.), MD/CEO, South Shore Women's and Children's Hospital, Lagos
36. Olawale Rasheed, Director, African Railway Roundtable
37. Oluade Jumoke, Manager, Edaulo Media
38. Oluwatoni Abraham, Business and Management Consultant
39. Oluwatosin Aloba, Communications Lead, Planners Without Borders
40. Omelebele Adebayo, Principal Partner, Transformer Managers
41. Percival Uwechue, Managing Partner, Aether Consulting Services Ltd
42. Şolá Akíntúndé, Founder, West Africa Shared Cultural Heritage Trust
43. Sunmonu Gbenga, Managing Consultant, Complete Hospitality Services Ltd.
44. Tagbo Azubike (Dr.), International Healthcare Management Consultant
45. Taibat Lawanson (Prof.), Lecturer and Researcher, University of Lagos
46. Toni Ukachukwu, CEO, Aviators Africa
47. Viola Opara, Sales Director, eSite Power Systems AB
48. Yomi Jones, Executive Chairman, Elite Digital Solutions Ltd.
49. Zainab Mustapha, Researcher and Postgraduate Student, Poznań, Wielkopolskie

Travel Advisory Levels



Next Steps

West African countries should release their travel advisory and be featured on websites and social media platforms

Would you like to join our Creative and Tourism Public Sector Engagement Committee? Please send us a message at research@redclayadvisory.com for more details

Get Involved

Would you like to attend the next edition(s) of our Roundtable Series?

Pre-register now by visiting our website at redclayadvisory.com/roundtable/

About Us

Red Clay Advisory is a boutique tourism advisory practice working to harness the transformative potential of sustainable tourism development in West Africa.

We specialize in tourism strategy development and review, destination development and management, market research and intelligence, policy advisory, and training and capacity development for tourism and hospitality-focused businesses, agencies, organizations, and governments in West Africa.

Contact Us

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