

Communique

**AfCFTA and tourism entrepreneurship
in West Africa: Lessons from the field**

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Host:



Adun Okupe PhD
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Speakers:



Sirili Akko
CEO, Tanzania Association of
Tour Operators



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Hospitality Consultant, Service Quality



Daniel Gray Mwanza
Vice President and COO,
Mmutle Systems

Theme:

AfCFTA and Tourism entrepreneurship in West Africa: Lessons from the field

 May 5, 2021 | 10 am WAT

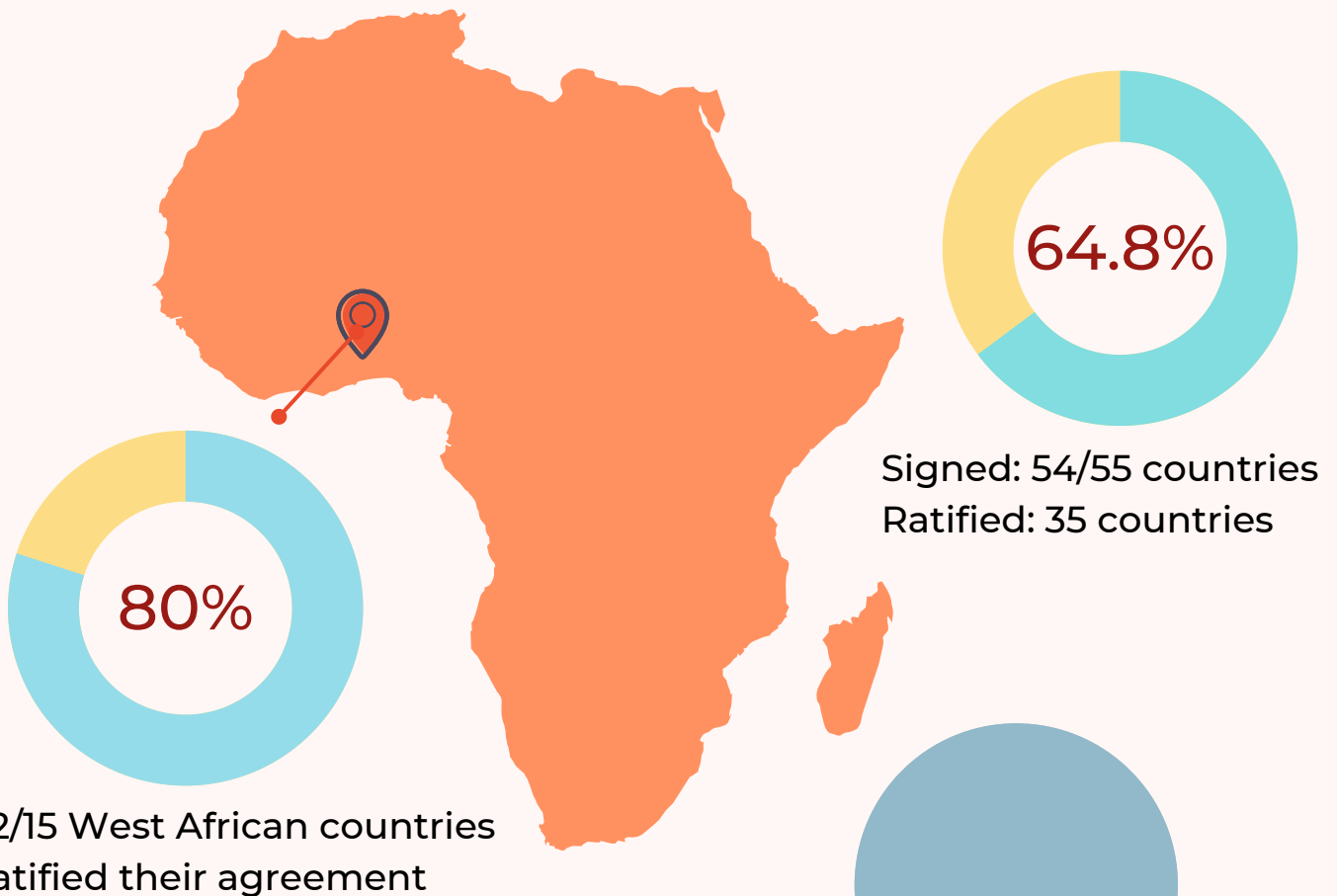
→ Register here: <http://bit.ly/WATRoundtable2>

Event Partner:  Radisson Blu
AMORHART HOTEL
Lagos

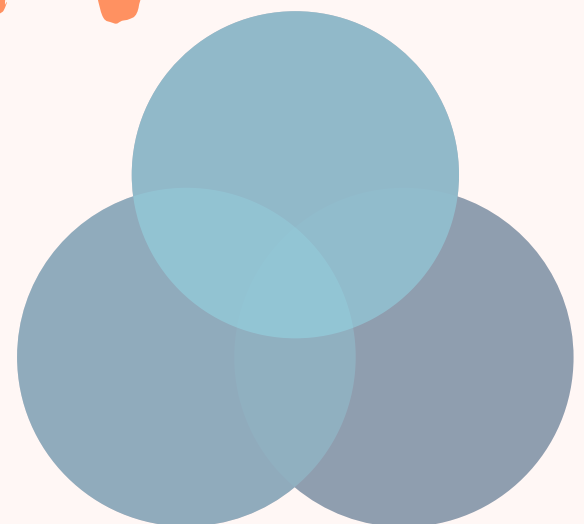
About AfCFTA: Origin, Goal and Objectives

Key Facts:

African Continental Free Trade Area
Became operational in January 2021
Seamless and borderless trade facilitation
Opportunities for trade, travel and tourism

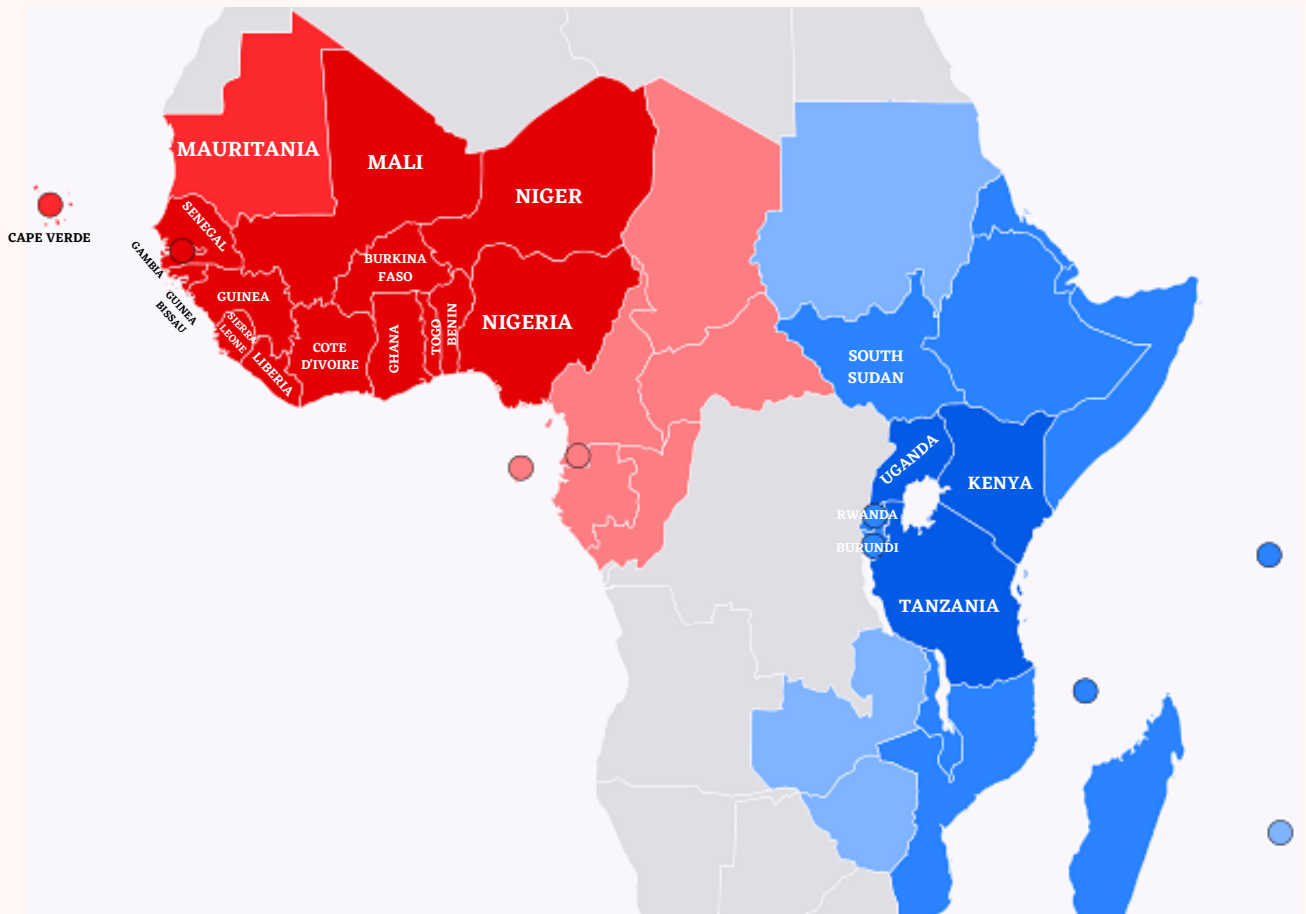


A single market for free
movement of persons, goods,
services, and investment



- Enhanced competitiveness
- Continental Free Trade Area
- Seamless trade and travel
- Increased DFI
- Equal opportunities for all

Regional Tourism Analysis: West and East Africa



West Africa

- Weak regional tourism collaborations and the absence of a regional tourism framework
- Undefined regional tourism market focus, despite similarities in resources
- Fragmented industries with service quality gaps
- Low regional tourism branding and marketing
- Lack of concerted interest by governments in tourism funding and marketing

East Africa

- Strong tourism networks, regional cooperations and strategic collaborations between ministries and organizations
- Clear market focus - safari and ecotourism
- Sustainable wildlife conservation practices
- Effective regional tourism branding and marketing
- Private and public funding in tourism - investments in SMEs

Key points from the roundtable breakout sessions

Q: Expected benefits of AfCFTA on tourism entrepreneurship

1. AfCFTA creating a single borderless region for travel, trade and tourism will have direct and increased economic impact on tourism SMEs, and contribute to GDP and livelihoods.
2. AfCFTA has given West Africa the opportunity to engage in exchange programs and compare notes on tourism and human capacity development with East and South African countries whose local and regional tourism systems are way ahead.
3. AfCFTA will contribute to healthy regional competitiveness and improve West Africa's global competitiveness rankings.
4. It will also contribute to achieving the goals and objectives of the ECOWAS free movement protocol for improved trade, travel and tourism within the sub-region
5. Increased inward and foreign direct investments, leading to better quality regional tourism products and services.

Q: AfCFTA and trade in services - paths to develop service in West Africa

1. Stronger and more aggregated private sector partnerships, better and borderless travel routes within West Africa, digitalization, regional tourism operations, and strategic collaborations between sectors in the economy
2. Creation of stronger value chains between tourism, trade, hospitality and travel service providers and destinations
3. Harmonization and standardization of tourism products, services, and structures across West Africa
4. Accessible tourism financing opportunities - funding, grants, and investments from the public and private sector.
5. A systems approach towards regional tourism development to harmonize tourism systems and structures set up within and across tourism organizations

Key points from the roundtable breakout sessions

Q: Creating enhanced systems for tourism entrepreneurship

1. Strategic enlightenment of the public, government, and other stakeholders on the understanding of tourism, the value chain, and the financial ripple effects it has on the economy.
2. Senior-level tourism practitioners need to pool resources together in training entry and mid-level colleagues in the tourism industry.
3. Tourism entrepreneurship needs proper policing and enforcement of tourism-friendly policies, skill development and capacity-building programs, and access to funding for MSMEs.
4. Standardization, regulation and aggressive marketing of regional tourism products and services across West African countries.
5. Food safety, hospitality standards, security, service quality and immigration policies must be top-notch and in line with global best practices.

Q: Importance of hospitality service control for tourism businesses

1. Service quality and control will help to effectively cater to the growing opportunities that increasing hotel developments in West Africa provides, and ensure the needs of an increasingly discerning and demanding clientele are being met.
2. It helps to improve and sustain customer-service provider relationships in hospitality businesses where service focus is key.
3. Service quality should be seen as a lifestyle, and not as a favor reserved for a certain class of customers.
4. Tourism and hospitality is primarily a service-based industry, and a high level of service control and regulation is essential in customer satisfaction and retention.
5. It is important to bridge the service quality gap by promoting human development and capacity-building through education, training opportunities, and professional certification.

Some pictures from the roundtable



Some pictures from the roundtable



Participants:

1. Abba StMark, Project Coordinator, AlphaGravida Consulting
2. Abby Williams
3. Adedamola Idowu, Managing Partner, Irin Ajo Travel and Tours Ltd
4. Adekoyejo Sofoluwe, Founder and Lead Coordinator, Kingfisher Echo
5. Adeyinka Oduniyi, Media Consultant and President, Independent Television Producers Association of Nigeria (ITPAN)
6. Aduke Gomez, Customer Service Practice and Strategy Consultant
7. Belinda Nwosu, Ph.D., Lecturer, Lagos Business School, Pan-Atlantic University
8. Boluwaji Akinlade, Project Consultant, AlphaGravida
9. Bukola Arowosafe, Executive Chef and Culinary Director, Guava Culinary Concepts Ltd
10. Chinyere Akachukwu, Assistant Team Lead, Legal Counsel, Kenna Partners & Creative Artist
11. Chioma Ikenna, Assistant Secretary, Travel, Tourism & Hospitality Committee, NBA-SBL
12. Chioma Nwachukwu, Lagos State Employment Trust Fund (LSETF)
13. Daniel Gray Mwanza, Advisory Board Member, African Council for Trade, Tourism and Investment (AfCOTTI), Chief Operating Officer (COO) & Vice President, Mmutle Systems
14. Doyin Obikanye, Project Manager, Comprehensive Project Management Services Ltd
15. Enitan Rewane, Chairman, Travel, Tourism & Hospitality Committee, NBA-SBL
16. Esther Ebeh, Executive Assistant, TVP Adventures
17. Felix Olafusi, Aviation Security Officer, Federal Airports Authority of Nigeria (FAAN)
18. Femi Lawson, Chief Innovations and Strategy Officer, Skyview Communications
19. Feyisara Fadairo, Department of Business Management, Nelson Mandela Metropolitan University (NMMU)
20. Funke Shonekan, Regional Director, NEXUS Africa
21. Funmi Oyatogun, Travel Experience Director, TVP Adventures
22. Geoffrey R. Mwangela
23. Idris Yusuf, Founder, RightSilicon
24. Ikechi Agbugba Ph.D., Advisory Board Member, African Council for Trade, Tourism and Investment (AfCOTTI)
25. Irene (Brand Revie)
26. John Bee, Member, AfCFTA Advisory Board
27. John Obajinmi, CEO, Fix Africa Development Foundation
28. Josephine Nzerem, Director, Venture and Fellowship, Ashoka Africa
29. Khadijah Junaid, Head of HR, InterContinental Hotels Group
30. Kojo Bentum-Williams, Senior Expert on Communications in Africa, UNWTO
31. Laetitia Meyer, Hospitality Consultant
32. Lydia Bebe Kum, UNWTO Regional Department for Africa
33. Michael Ogunbiyi, Founder, SM Sunrise Global Visions
34. Moeschel Friederike, Immediate Past Director, Goethe-Institut Nigeria
35. Odawayi Ukandu, Creative Project Manager, Open House Lagos
36. Ore Aje Olubunmi Ogbori, Co-Founder and CEO, Trobz Media
37. Olufemi Oyinsan, General Manager, Harbour Point Ltd
38. Peter Thomas, Representative, The British Deputy High Commission
39. Prince Olu Kosoko, Founder and CEO, AlphaGravida Consulting Ltd
40. Ronald Stiling, Founder and Managing Director, Zebra Hospitality
41. Sam Adeleke, Founder and Director, TravelWithSamGlobal
42. Sirili Akko, CEO, Tanzania Association of Tour Operators
43. Toni Ukachukwu, CEO, Aviators Africa
44. Tunde Adesokan, Consultant, Holman Fenwick Willan (HFW), UK
45. Zainob Fashola, Content Creator, ZeeGoes

Travel Advisory Levels

1 Exercise normal precautions

2 Exercise increased caution

3 Reconsider travel

4 Do not travel

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

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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.

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