



**RED CLAY**

# **Communique**

**Sustainability in tourism: How can sustainability thinking become more relevant in tourism development in West Africa?**

**1 September 2021**

**Paul Onwuanibe**

**Joel Omeike**

**Olivia Ruggles-Brise**

Speakers:



**Paul Onwuanibe**  
CEO, Landmark Africa



**Olivia Ruggles-Brise**  
Director, Greenview



**Joel Omeike**  
Global HR Advisor and Speaker

*Theme:*

## **Sustainability in tourism:**

How can sustainability thinking become more relevant in tourism development in West Africa?

 September 1, 2021 | 10 am WAT

→ Register here: <http://bit.ly/WATRoundtable4>

Event Partner:  Radisson Blu  
ANCHORAGE HOTEL  
LAGOS

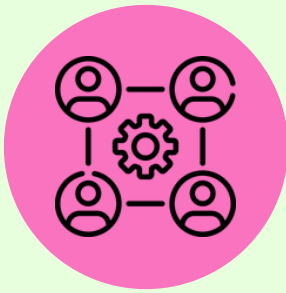


## The journey to sustainable tourism development in West Africa



### For destinations

- Conserve natural heritage and biodiversity
- Make optimal use of environmental resources that constitute a key element in tourism development
- Ensure equal distribution of socio-economic benefits to stakeholders
- Respect socio-cultural authenticity of host communities
- Maintain a high level of tourist attraction



### For human resources

- Build quality customer experiences (CX) and employee responsiveness
- Best practices in talent management & high customer centricity
- Embrace, promote and optimize workplace and tourist diversity
- Sustainable training programs and HR practices for Generation Y and Z in the industry - training and development, compensation, etc.
- Positive workplace culture for employee retention and productivity - policies, work procedures and empowerment



### For tourism and hospitality investors

- Implement sustainable and effective ESG strategies - environmental (to reduce carbon emission & save energy), social (impact on host communities) and governance (leadership skills and initiatives for individuals and organizations)
- Promote increasing cultural understanding and preservation of cultural heritage
- Promote the use of local materials and indigenous labour for food production and construction
- Redefine tourism success and how it measured; shift from visitor numbers and spendings to conservation, cultural heritage protection, local supply chains and reduction of carbon emissions
- Design and construct eco-friendly hotels and destinations with energy-saving materials

## Key points from the roundtable breakout sessions

### Q: Sustainability in the built environment: Challenges & opportunities

- **Security in local communities** (proper local community policing) for protection of natural and cultural resources, and **enforcement of tourism-friendly policies and incentives for investors.**
- **Increased digital and social awareness of tourism destinations in West Africa** - the opportunities for travel and tourism influencers, travel writers, experience curators, etc. are limitless for West Africa in their efforts to promote domestic and regional tourism.
- **Connecting airports, hotels, cab drivers, traders, host communities and destinations to create better customer arrival experiences at airports, hotels and destinations.**
- **Upskilling entry and mid-level frontline staff in the tourism and hospitality industry through focused training and expertise.**
- **Prioritize heritage protection, retain the socio-cultural authenticity of host communities, revive neglected existing tourism spaces and long-term maintenance of natural and man-made destinations.**

### Q: Human capital development: What do employees want?

- Employees want **better remuneration and incentives** from their organizations - performance bonuses, thirteenth salary, annual leave granted as at when due, organization-sponsored travel packages for bleisure trips, health insurance benefits, etc.
- Employees are motivated to remain in organizations that promote **inclusiveness and equity** irrespective of gender, race, educational or social background, and that their **opinions are given due consideration** when high-level decisions are made on behalf of the organization.
- Employees want **focused capacity-building programmes and courses** that **fulfil both their individual self-development goals and organization's interests.**

- Employees want to see a **clear path to career development and promotion** within an organization when their individual KPIs are achieved - organizations with ambiguous staff growth, promotion and reward strategies cannot retain dedicated staff for the long term.
- Organizations that are **human-centric and see their staff beyond tools for achieving the company's goals and objectives** are more likely to retain motivated workers; even when staff leave the organization, the possibility of the organization leaving long-lasting positive impressions in the minds of the employees are high.

## **Q:** How to drive data-driven decision making in the tourism industry

- Formation of a **private-sector driven committee equipped with relevant data, insights and practicable strategies** to effectively engage with policymakers and public sector stakeholders.
- **Regular data collection, traveller profiling, engagement and requests for customer feedback** at visitor-attraction facilities and points of entry - airports, terminals, tourism destinations, restaurants, hotel reception desks, etc.
- Policies and tourism development strategies must be backed up by **sufficient historical data, current trends in standards and practices in the industry, and analytical projects based on data patterns**; by the use of real-time data, the past data patterns, the decision-making process for policymakers becomes confident, reliable, and sustainable.
- **Prioritization of industry goals and objectives** by the tourism stakeholders - vision must be unified, focused, sustainable and easily achievable in order to measure the overall success of its implementation.
- **Transparency and accountability** is essential to all parties involved in the tourism industry - accurate data collection management helps to ensure record keeping and compliance to industry standards for employee satisfaction, improved efficiency and productivity, proper monitoring and reporting of data for informed decision-making.

## Some pictures from the roundtable



## Some pictures from the roundtable





## Participants

1. Abiola Ogunbiyi, Tourism and Hospitality Management Consultant
2. Ahunne Joel-Omeike, Business Skill Coach
3. Akiubo Blessing, Commercial Executive, Air Côte d'Ivoire
4. Allan Sudi, Architect at T.U.B.E. Studio
5. Anthony Denyo, Regional Coordinator, Youth-Arise-Organization, and Entrepreneur
6. Bakare Abiola Hakeem, Sales Manager, Air Côte d'Ivoire
7. Benjamin Carey, Managing Director, Carey Tourism, Scotland
8. Chinyere Agbugba-Ezebuiro, Process Development Senior Scientist and Auditor, CAJO Limited
9. Dipo Adebo, Chairman, DAA Architects
10. Donald Eke, Executive Director, Hope for the Addicts Initiative
11. Enitan Rewane, Chairman, Travel, Tourism & Hospitality Committee, NBA-SBL
12. Folarin James
13. Hafees Keshinro, Founder, Butterfly Tourism Nigeria
14. Hannah, Executive Assistant to the MD/CEO, Landmark Africa
15. Haruna Jimoh PhD, Lecturer and Researcher, University of Lagos
16. Joel Omeike, Business Growth and Transformation Consultant. Founder/Lead Consultant, P4PE
17. Kazeem Muideen, DexterFist Innovatives
18. Ladege Mayowe, Commercial Executive, Air Côte d'Ivoire
19. Lookman Oshodi, Project Director, Arctic Infrastructure
20. Olabode Orelaja PhD, Lecturer and Researcher, University of Lagos
21. Olanrewaju Emmanuel Okedele
22. Olivia Darby, Director of Programmes and Policy, WONDER Foundation
23. Olubowale Sangosanya, IT/OT Cybersecurity & Risk Management Consultant
24. Oluwafolajimi Akinsiku
25. Oluwatomi Lawal, Public Relations and Communications Specialist
26. Oluwatosin Aloba, Communications Lead, Planners Without Borders
27. Patience Obekpa Ene, Customer Service Administrator at Landmark Africa
28. Patricia Narai, Assistant Director, Domestic and Eco-Tourism Promotion, Federal Ministry of Tourism, Culture and National Orientation
29. Paul Onwuanibe, CEO and Founder, Landmark Africa
30. Raphael Olope, Finance Manager at The Infrastructure Bank Plc
31. Rasheed Osinowo TPL, Managing Partner, Osinowo and Associated Ltd
32. Sheriff Alaraba, Real Estate Consultant and Analyst
33. Thiemy Tehe, Country Manager, Air Côte d'Ivoire
34. Toni Olayinka, Founder and CEO, Shine like Diamond
35. Tosin Oshinowo, Principal Architect, CMDesign Atelier
36. Vera Sharon Ohioma, Founder, GateHub and Project Lead at Tourism Invest Africa (TIA Initiative)
37. Vinod Kaurani, CEO, Tripberry.com Limited

## Next Steps

- How sustainable is the hotel you manage/use during my travel within Nigeria and West Africa? Are the designs eco-friendly and the practices/operations energy-saving? As a hotel user, document a review of your findings and share them with the hotel management team. As a hotelier, you can invite a hospitality advisory team focused on sustainable strategies for a hotel review and recommendations.
- As a public/private tourism stakeholder (destination manager, high-level ministry official or policymaker), how sustainable is the tourism destination(s) within your purview? Are your facilities, practices and curated experiences sustainable? Are you open to destination review and strategy recommendations? **You can contract the services of a trusted tourism consultancy firm.**

## Get Involved

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

## 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.

We are open to working with private and public travel, hospitality and tourism organizations and would like to know about your projects. Let us know how we can work together by completing our [Project Brief Form](#).

## Contact Us

Email: [contact@redclayadvisory.com](mailto:contact@redclayadvisory.com)

Social Media: @redclayadvisory (Instagram, LinkedIn, Facebook, Twitter)

Website: [www.redclayadvisory.com](http://www.redclayadvisory.com)

