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2021 AND 3RD EDITION
AFRICA YOUTH IN TOURISM INNOVATION SUMMIT & CHALLENGE
IN COLLABORATION WITH
UNWTO & GHANA TOURISM AUTHORITY

Theme: Empowering African Youth in Tourism through Innovation, Education and Investments in a changed World

Date: 28 - 30 July 2021

Masterclass: Accra Tourism Information Centre

Summit Venue: Alisa Hotel - North Ridge

TIC

“

a continental
platform
for youth in

CLICK HERE TO, REGISTER NOW

travel, tourism,
hospitality, aviation,
academia and all
related industries.

”

30 #AYTIS2021



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ABOUT AFRICA TOURISM PARTNERS (ATP)

Count on 35 years of seasoned tourism and hospitality experience, delivered by passionate experts providing tailored solutions for every client.

We appreciate that clients want to partner with an adviser who knows their business and understands the broader operating environment. Founded on strong, lasting relationships, at BDO, we are committed to what drives our clients and their businesses.

Our customised solutions delivered by our teams of exceptional people include:

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- ▶ Valuations & due diligence
- ▶ Market research
- ▶ Strategy formulation & reviews
- ▶ Economic impact studies
- ▶ Quality assessment and grading

Clients trust our people to deliver the quality of service expected from a leading global professional services firm, with a personal and tailored approach.

Christelle Grohmann

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MESSAGE FROM UNWTO



Elcia Grandcourt

Regional Director for Africa /
UNWTO

Tourism is one of the world's leading employers, generating around 1 in 10 of all jobs globally. Tourism is also a hub of entrepreneurship, allowing people of all ages and backgrounds to make their own opportunities and transform the sector for the better.

As global tourism restarts and recovers from the impacts of the COVID-19 pandemic, we are presented with a unique chance to rethink the sector. In particular, through embracing digitalization and innovation, young entrepreneurs are in a position to develop new business models and activities, strengthening tourism's contribution to the 2030 UN Agenda for Sustainable Development and its 17 Sustainable Development Goals (SDGs).

In this sense, upskilling, capacity building and training will be paramount if we are to empower and cultivate the talent of the next generation of tourism professionals. They will be required to identify the most impactful and disruptive ideas and solutions in order to tackle the challenges that the world is currently facing, including building back from crisis.

The Agenda for Africa – Tourism for Inclusive Growth is the 10-point plan guiding the program of work of the UNWTO Regional Department for Africa. It recognizes youth empowerment through tourism as one of the main priorities to be fulfilled with a view to creating employment opportunities, generating added value for the sector, and spurring socio-economic development.

With 60% of the population under the age of 25, Africa is the world's youngest continent. It will therefore heavily rely on youngsters to lead the future economic growth of the continent. This can be achieved through unlocking the potential of the tourism sector to serve as a catalyst to attract investments and as a key pillar to promote the uniqueness and the diversity of African destinations worldwide, allowing them flourish and thrive.

MESSAGE FROM ATP



Kwakye Donkor

Chief Executive Officer /
Africa Tourism Partners

It is with great pleasure to hold the Africa Youth in Tourism Innovation Summit (AYTIS) & Challenge during unprecedented times of COVID 19 pandemic that has negatively affected the tourism industry world over.

Organised by Africa Tourism Partners (ATP) in collaboration with the United Nations World Tourism Organisation (UNWTO), Ghana Tourism Authority (GTA) and BDO South Africa, the programme is the "one and only" pan-African Youth and start-ups in Tourism Summit on the continent. It provides Africa youth, start-ups and entrepreneurs and key stakeholders, such as mentors, innovators, academics and funders in tourism, travel and cross-cutting industries the opportunity to connect, engage, learn, innovate and grow with African industry leaders, funders, academics and tourism authorities on annual basis.

Held under the theme, "Empowering Africa Youth in Tourism through Innovation, Education and Investments in a changed world", this year, the Summit will serve as an exclusive gathering in

unprecedented times. With the support of our long standing National Tourism Organisation (NTO) partners, namely; Ghana Tourism Authority, South African Tourism, South Africa Convention Bureau and Rwanda Convention Bureau, this year's gathering aims to create lifelong partnership, market access, mentorship and funding opportunities for Pan-African tourism growth through youth development, entrepreneurship and innovation.

Since inception in 2018, the Africa Youth in Tourism Innovation Summit & Challenge has become a pan-African gathering that brings together youth, start-ups (leisure & MICE) and MICE professionals. We would like to express our gratitude to all supporting partners MasterCard Foundation and partners, Rwanda Development Board, KwaZulu-Natal Tourism, NEPAD, Ikaze PCO (Rwanda), Rwandair, Kenya Airways, Voyage Afria, STTA (Kenya), University of Brighton (UK), Aviadev (UK) and ATC Uganda for contributing to the success of our youth through this programme. At the 2021 Summit and through our media platforms, the top 5 finalists of the 2021 Africa Youth in Tourism Challenge will be introduced to industry leaders, mentors and potential funders and/or partnerships. The finals will take place on the margins of the annual Africa Tourism Leadership Forum (ATLF) and Awards scheduled to take place in Rwanda in mid-November.

We express our greatest appreciation to all participants and speakers as well as the host partner, the Government of Ghana under the auspices the Ministry of Tourism, Arts and Culture and Ghana Tourism Authority for hosting the 4th Africa Youth in Tourism Innovation Summit and Challenge 2021.

MESSAGE FROM BDO



Christelle Grohmann
Director of Advisory Services /
BDO South Africa

As our youth you play an important role across the tourism value chain:

- you are our tourists of today and tomorrow - are we offering and delivering the experiences you want and reaching you on the platforms you use?
- you are our students - are we teaching you what you need to know to perform and succeed in our industry?
- you are our current and future employees - are we fostering good work environments that attracts and retains you in the industry?
- you are our current and future business owners - are we creating opportunities for young entrepreneurs to enter and succeed and become established operators?
- you are our stakeholders - are we operating responsibly to leave you a sound industry to be proud of in the future?

BDO is looking forward to robust dialogue and sound outcomes across all of the above touchpoints during the 2021 Africa Youth in Tourism Summit.

**Discover
Africa with us
today**



MERCHANTRY WORLDWIDE

About Us

Merchantry Worldwide is an international travel and destination management company . We currently offer services in travel for leisure, business and entertainment. Our aim is to provide our clients with travel services that over exceed their expectations and educate them about different cultures in the process.

Our Services

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1. BACKGROUND

1.1 Africa Youth in Tourism Innovation Summit & Challenge

- The Africa Youth in Tourism Innovation Summit (AYTIS) & Challenge is the “one and only” pan-African Youth and start-ups in Tourism Summit on the continent. Since inception in 2018, it has served as a pan-African gathering that brings together youth, start-ups (leisure & MICE) and MICE professionals. Among key strategic and supporting partners are UNWTO, BDO, MasterCard Foundation, NEPAD, SITE Global and ICCA Africa.
- It provides key stakeholders, mentors, innovators, academics and funders in tourism, travel, hospitality, aviation, academia and related industries the opportunity to connect, engage, learn, innovate and grow with African youth and start-ups in tourism on annual basis.
- It also serves as an exclusive gathering for innovative African youth in travel, tourism and MICE looking for partnership, market access, mentorship and funding opportunities to present their projects to the global marketplace in order to find the required support.

1.2 Africa Youth in Tourism Innovation Challenge

- This is a platform that welcomes innovative ideas and solutions that goes beyond technology but are travel, tourism and MICE industry related projects for review and adjudication by a preeminent panel of industry leaders. Through the summit and other media platforms, the top 5 finalists of the Africa Youth in Tourism Challenge are introduced to industry leaders, mentors and potential funders and/or partnerships.
- To give shortlisted Innovation Challenge nominees an opportunity to compete in the UNWTO Global Innovation Challenge and hopefully participate in UNWTO Commission for Africa Meeting and General Assembly as observers subject to resource availability.
- The finals of the Youth Innovation Summit and Challenge will take place on the margins of the annual Africa Tourism Leadership Forum (ATLF) and Awards scheduled to take place in Rwanda in mid-November.

1.3 About Africa, Youth, Entrepreneurship and Innovation in Tourism

During the last decade, Africa has experienced an increase in international arrivals with an average annual growth rate of 5%, in coherence with the world's rate (5%), dynamizing national economies and their contribution to their communities.

In 2019, the continent received 71,9 million international arrivals and 38,5 USD billion in international tourism receipts, which represents the 9% of total exports of the region.

On the other hand, Africa stands out for its youth and entrepreneurial population. The Global Entrepreneurship Monitor 2019/2020 Global Report highlights Madagascar, Morocco and South Africa as 3 active players in the Middle East and African ecosystem due to their Total early-stage Entrepreneurial Activity (TEA) and their Established Business Ownership (EBO) rate. In this same vein, the tourism and hospitality provide a wide range of opportunities: “within Sub-Saharan Africa, the sector is diverse in terms of the size of businesses included, ranging from single individuals who work independently to large-scale businesses. The sector offers both employment and self-employment opportunities to young people”.

Regarding UNWTO Innovation programmes, African entrepreneurs are the most active segment in terms of applications, demonstrating that they are keen to transform tourism and to benefit from its varied opportunities. Nevertheless, only 7% of the UNWTO's Top Start-ups 2020 come from the region, showing a gap of scalability and traction in comparison with other latitudes. Against this background, it is possible to confirm that entrepreneurs need more capacity building and skills development to grow their businesses and deliver the best positive impacts.

Likewise, the MasterCard Foundation agrees with this UNWTO insight by signaling that “one of the key challenges to harnessing the potential of this sector is in addressing the skills deficit between what employers need and what candidates possess”. For these reasons, leadership, entrepreneurship, skills and innovation may become the cornerstone of the proposed UNWTO Tourism Tech Adventures.

2. ABOUT UNWTO

2.1 About UNWTO

The World Tourism Organization (UNWTO) is the United Nations agency responsible for the promotion of responsible, sustainable and universally accessible tourism.

As the leading international organization in the field of tourism, UNWTO promotes tourism as a driver of economic growth, inclusive development and environmental sustainability and offers leadership and support to the sector in advancing knowledge and tourism policies worldwide.



Through its Innovation, Education and Investments Department, it has led 7 Global Startup Competitions and 6 Innovation Challenges gathering over 15.000 participants from more than 150 countries. Likewise, it has carried out over 15 “UNWTO Tourism Tech Adventures” forums and has built an Innovation Network of 8.700+ members, including corporations, public institutions, education centres, incubators/accelerators, investors, and other relevant tourism stakeholders, supporting entrepreneurs to grow in all global regions for the development of sustainable tourism.





3. WHY ATTEND?

The event aims at:

- Providing career guidance for fresh high school and university graduates interested in travel and tourism and MICE eco-system careers;
- Creating a new & exclusive marketplace African Youth and Start-Ups and SMMEs in leisure tourism, business tourism and MICE;
- Providing insights into supply-chain linkages, market access, funding, business recovery and continuity opportunities between start-ups established & big industry stakeholders across leisure and business travel as well as MICE;
- Supporting and guide SMME businesses (leisure and MICE) in navigating post covid-19 “new world” challenges and opportunities – technology, financing and market access;
- Stimulating synergies amongst public sector entities (including National Tourism Organisations, Convention Bureaux and Conference Centres), start-ups, academia, corporations, investors, accelerators and venture builders;

- Linking the local and regional innovation and entrepreneurship ecosystem with international tourism leaders to support start-ups in scaling up their businesses;
- Providing a platform for the exchange of knowledge, business models and successful case studies;
- Encouraging a robust innovation culture in tourism and MICE based on skills development for business growth;
- Creating business opportunities and promote the host country and its innovation ecosystem incorporating business travel and MICE;
- Stimulating creative tourism solutions through the application of disruptive technologies for leisure and business travel as well as MICE and;
- Equipping African youth & start-ups with new skills in – travel & tourism technology, new quality standards and health & safety opportunities;

4. WHO SHOULD ATTEND?

Attendees will include 100 in-person and 250 virtual participants who are interested in tourism innovation, technology, youth development, entrepreneurship, tourism career guidance and development. These may include executives of start-ups, entrepreneurs, youth in tourism, students as well as representatives of corporations, international development organisations, financial institutions, public institutions, youth ministries, education centres, universities, civil society organisations, investors and incubators/accelerators. Others are leisure tourism, business tourism and MICE organisations interested in succession planning and youth development across Africa.

The event will be held in HYBRID FORMAT and registrations are required by both physical and virtual delegates.

**“REGISTER TODAY,
SPACE IS LIMITED”**



**Africa
Tourism
Partners**

Africa Tourism Partners (ATP), UNWTO Distinction Award Winner is a Pan-African tourism development and strategic destination marketing advisory firm. We specialize in strategy formulation, research, master planning and strategic marketing development in the travel, tourism, hospitality, aviation and golf sub-industries. Our firm leverages the expertise it has established through our global strategic partners and global networks to ensure that we continually execute impactful and uniquely designed programmes with measurable outcomes.

Being based in Johannesburg, South Africa, ATP has strategic key partnerships in Angola, Botswana, China, Ghana, Côte d'Ivoire, Nigeria, Rwanda, Singapore, Scotland, Tanzania, USA and Zimbabwe. These teams of experienced experts, representatives, global partners and networks, allow us to execute uniquely designed and impactful programs for our clients.

OUR SERVICES

STRATEGY FORMULATION
& PROJECT MANAGEMENT



INVESTMENT FACILITATION



STAGING OF SIGNATURE
BUSINESS TOURISM EVENTS
AND EXHIBITIONS



TRAINING IN MARKET
READINESS, ACCESS, &
DEVELOPMENT



MICE & CONVENTION
BUREAU STRATEGY
FORMULATION & CAPACITY
BUILDING



GOLF TOURISM ADVISORY
& PROJECT MANAGEMENT



10 MAY TO 25 JUNE 2021

AFRICA YOUTH IN TOURISM INNOVATION CHALLENGE

DAY 1 – 28 JULY 2021 (ALL VIRTUAL)

Programme Director:

Yasmine-Hannah Fofana - Culinary Content Creator and Tourism Consultant, Côte d' Ivoire

09:00 - 09:05

INTRODUCTIONS

Kwaky Donkor - Chief Executive Officer, Africa Tourism Partners, South Africa

09:05 - 09:15

KEYNOTE MESSAGE

Unveiling Africa Tourism Academy - Free Business training and skills development academy for Africa Tourism start-ups and small businesses.

York Zucchi - Chairperson, Centre for Unconventional Entrepreneurship (CUE) | Founder, Start-up Tribe, Switzerland

DESTINATION SHOWCASE AND MASTERCLASS

09:15 - 10:00

VISIT GHANA DESTINATION SHOWCASE AND MASTERCLASS

Abeiku Aggrey - Managing Director, Kaya Tours and Media Practitioner

Betty Kobi - Acting MICE Director, Ghana Tourism Authority

10:00 - 10:30

SOUTH AFRICA SHOWCASE AND DESTINATION MASTERCLASS WITH THE CITY CAPE TOWN

Lisa-Ann Hosking - Destination Management Executive, Cape Town Tourism

Amanda Kotze-Nhlapo - Chief Convention Bureau Officer, South Africa Tourism, South Africa

Dialogue , Questions and Answers

Facilitator: Judy Kheper-Gona - Executive Director, Sustainable Travel & Tourism Agenda (STTA), Kenya

10:30 - 10:45

NETWORKING AND REFRESHMENT BREAK

10:45 - 11:30

IN CONVERSATION WITH AFRICA YOUTH IN TOURISM

Gaining insights into African Youth in Tourism needs and challenges - Young practitioners and experts perspective

Aline Murekatete - Founder, Spree Rwanda & Winner - 2020 Africa Youth in Tourism Innovation Challenge

Francine Zana - Director, Exclusive Hospitality, South Africa and Winner 2020 Africa Women in Tourism in Leadership Award (ATLF 2020, Durban)

Nnennaya Fakoya-Smith - Founder, Nene-Uwa Hub Ltd, Nigeria and 2019 Runners-up Africa Youth in Tourism Innovation Challenge

Luze Kloppers - Founder, The Recycling Lab, Namibia and 2020 Runners-up Africa Youth in Tourism Innovation Challenge

11:30 - 11:40

Dialogue , Questions and Answers

Facilitator: Prof. Nellie Swart (Certified Meetings Professional - CMP) - Tourism Management, Department of Applied Management, University of South Africa (UNISA), South Africa

11:40 - 12:10	MASTERCLASS Masterclass in intra-African travel & tourism market access for African Tourism Start-ups and entrepreneurs Dr. Salifou Siddo – CEO, SME TradeLinks, South Africa
12:10- 12:45	YOUTH TRAVEL IN AFRICA An untapped opportunity for resetting domestic and intra-African travel Prof. Marina Novelli - Professor of Tourism and International Development and Academic Lead - Responsible Futures Research and Enterprise Agenda, Brighton Business School, UK Joseph Amartey - Youth in Tourism Ambassador, Ghana Hannah Bamwerinde - Co-Founder, Adventurers with Locals and Runner-up 2020 Youth in Tourism Innovation Challenge Sibane Nxumalo - Co-founder, TORI Branding & Communications Manager, Vatel Rwanda Runner-up: 2020 Africa Youth in Tourism Innovation Challenge
12:45 - 13:00	Participants' views and Questions and Answers Moderator: Bernadine Galliver - Associate Director, Strategic Development and Advisory, BDO South Africa
13:00 - 13:30	NETWORKING AND REFRESHMENT BREAK
13:30 – 14:35	SESSION 1 Authoring your own future: Insights and career guidance for career development in travel, tourism, hospitality and aviation. Global Professionals' Insights Kim Szpiro - Associate Director, Hanga Ahazaza Initiative, Cornell University, USA Joep Schoof - Director, Operations, Valor Hospitality Africa Oriane Ruzibiza - Acting Country Manager, EF Education First Christopher Wetcher - Program Officer for Culture and Heritage, Commission for UNESCO, Ghana Nandipha David - Lecturer: Applied Management, University of South Africa (UNISA), South Africa
	Dialogue, Questions and Answers
	Facilitator: Dianne Dusaidi - Program Partner, MasterCard Foundation, Rwanda.
14:35 - 14:50	SESSION 2 Social innovation: A practical approach to developing an inclusive and high impact youth entrepreneurship, opportunities and employment in Tourism. Assia Riccio - Founder, Evolvin Women, Dubai
14:50 - 15:00	SUMMARY OF OUTCOMES AND THE WAY FORWARD Christelle Grohmann - Director - Advisory Services, BDO South Africa

DAY 2 – 29 JULY 2021

INNOVATION, TOURISM TECH AND EDUCATION MASTERCLASS

09:00 - 09:05

INTRODUCTIONS

Kwakyi Donkor - Chief Executive Officer, Africa Tourism Partners

09:05 - 09:10

WELCOME

Akwasi Agyeman - Chief Executive Officer, Ghana Tourism Authority

09:10 - 09:20

KEYNOTE MESSAGE

The role of Innovation, Education and Investment in Africa Tourism Development in a new era.

Natalia Bayona - Director: Innovation, Education and Investment, UNWTO

09:20 - 09:30

KEYNOTE MESSAGE

Social Entrepreneurship: The next chapter in creating sustainable rural tourism nodes in Africa for youth development.

Elcia Grandcourt - Regional Director for Africa, UNWTO

09:30 - 09:40

GUEST OF HONOR

Institutional and policy reforms - Thought leadership approach to creation of multi-dimensional small tourism enterprises in Africa.

Hon. Dr. Ibrahim Mohammed Awal - Minister of Tourism, Arts and Culture, Ghana

09:40 - 10:20

SESSION 1

Industry start-ups Business Strategy & Market Access for tourism start-ups in Africa: African Practitioners' Perspectives.

Interactive Expert Panel Discussions

Sarah Radebe - Head: Entrepreneurship Department, University of South Africa (UNISA)

Lebogang Phasha - General Manager, Africa Management Institute, South Africa

Septi Bukula - Founder, Seeza Tourism Growth Network, South Africa

Teta Ndejuru - Managing Director, Inkomoko, Rwanda

10:00 - 10:30

Dialogue, Questions and Answers

Facilitator: Prof Shirley Keolebogile Motaung – Director: Technology Transfer and Innovation, Durban University of Technology (DUT), South Africa

10:30 - 10:45

REFRESHMENT BREAK & PHYSICAL VIRTUAL NETWORKING SESSION

10:45 - 11:35

SESSION 2

Unpacking international best practice in Tourism Innovation, Travel Technology and the entrepreneurship future we need.

Market Leaders Exchange

Raquel Rodrico - Partnerships Manager, Amadeus

Ignacio Villoch - Ecosystem Builder/Open Innovation, New Business Models / Clinet Solutions, BBVA

Derrick Gakvu - Co-founder and CTO of Ifarm Agritech - No poverty, Kenya

Daphne Tseveni - Co-founder and CFO, Clio Muse Tours | Winner of the UNWTO SDGs Global Start-up Competition in the category SDG8 - Good jobs and economic growth

Velma Corcoran - Regional Lead for Middle East and Africa, Air BnB

11:35 - 11:45	<p>Dialogue, Questions and Answers</p> <p><i>Facilitator: José Ricardo Díaz Ardila - Senior Specialist: Department of Innovation, Education and Investments, UNWTO</i></p>
11:45 - 12:15	<p>SESSION 3</p> <p>Understanding career and entrepreneurship pathways in Aviation for the youth: Learnings from an industry practitioner and international best practice.</p> <p>The case of Africa Aviation Industry</p> <p>Anthony Safo - Country Manager Ghana, Kenya Airways John Friel - Country Manager, TravelStart, South Africa</p>
12:15 - 12:25	<p>Dialogue, Questions and Answers</p> <p><i>Moderator: Jon Howell - Chief Executive Officer and Managing Director, AviaDev, UK</i></p>
12:25 - 13:00	<p>SESSION 4</p> <p>Education and Digital Transformation: Insights into energising youth in tourism and entrepreneurship ecosystem.</p> <p>African Expert 's Presentation & Dialogue</p> <p>Ashwin Ravichandran - Managing Director, Meltwater Entrepreneurial School of Technology (MEST), Ghana</p> <p>Dialogue, Questions and Answers</p> <p><i>Facilitator: Amanda Kotze-Nhlapo - Chief Convention Bureau Officer, South Africa Tourism, South Africa</i></p>
13:00 - 13:45	LUNCH & PHYSICAL AND VIRTUAL NETWORKING SESSION
DESTINATION SHOWCASE	
13:45 - 14:00	RWANDA DESTINATION SHOW - RWANDA CONVENTION BUREAU
14:00 - 14:40	<p>SESSION 5</p> <p>Learning and understanding of Start-ups Investment and Youth Financial Inclusion - Critical Success Factor for Tourism and Hospitality Development in Africa.</p> <p>Christelle Grohmann - Director - Advisory Services, BDO South Africa York Zucchi - Chairperson, Centre for Unconventional Entrepreneurship, South Africa Founder, Start-up Tribe Frederick Kwabena Adomako-Ansah - Head: Commercial Banking, Prudential Bank Limited</p> <p>Dialogue, Questions and Answers</p> <p><i>Facilitator: Lee-Anne Bac - Director - Advisory Services, BDO, South Africa</i></p>
14:45 - 15:15	<p>SESSION 6</p> <p>The future of work in travel, tourism and hospitality.</p> <p>Akwasi Obeng-Adjei - Director of Audit: Investment Management and Insurance, ABSA South Africa</p>
15:20 - 15:30	<p>SESSION 7</p> <p>The Do's and Don'ts in conceptualising start-ups - From Ideation to Reality.</p>

Chairperson: *Ashwin Ravichandran* - Managing Director, Meltwater Entrepreneurial School of Technology (MEST), Ghana
Members of Jury: *Akwasi Obeng-Adjei* - Director of Audit: Investment Management and Insurance, ABSA South Africa
Thomas Muller - CEO, Rainmaker Digital, Namibia
York Zucchi - Chairperson, Centre for Unconventional Entrepreneurship, South Africa
José Ricardo Díaz Ardila - Senior Specialist: Department of Innovation, Education and Investments, UNWTO
Barry Clemens - Chief Executive Officer, Hospitality EQ, United Kingdom
Kojo Bentum-Williams - Publisher, Voyages Afriq and UNWTO Communication Expert for Africa, Ghana
Prof Shirley Keolebogile Motaung – Director: Technology Transfer and Innovation, Durban University of Technology (DUT), South Africa

15:35 - 16:25 **Innovation Challenge Elevator Pitch:**
 5 Shortlisted competitors

16:25 - 16:30 Synthesis and Key Outcomes.
Dr. Kobby Mensah - Lecturer: Department of Marketing and Entrepreneurship, University of Ghana Business School



YOUTH SUMMIT

DAY 3 – 30 JULY 2021

AFRICA YOUTH IN TOURISM INNOVATION SUMMIT & INNOVATION CHALLENGE

09:00 - 09:05 **WELCOME**
Akwasi Agyeman - Chief Executive Officer, Ghana Tourism Authority

09:05 - 09:50 **SESSION 1**
 Innovation and Travel Technology: Business Unusual for Africa tourism start-ups and fresh graduates in COVID-19 era
Dialogue with Practicing Innovators
Richard Perez - Founder and Director, Hasso Plattner School of Design Thinking – University of Cape Town, South Africa
Prof. Issahaku Adam - Associate Professor, Department of Hospitality and Tourism Management of the University of Cape Coast, Ghana | Senior Research Associate at the School of Tourism and Hospitality of the University of Johannesburg
Assia Riccio - Founder, Evolvin Women, Dubai
Regina Honu - Chief Executive Officer, Soronko Academy, Ghana
Prof Shirley Keolebogile Motaung – Director: Technology Transfer and Innovation, Durban University of Technology (DUT), South Africa

09:50 – 10:00 Dialogue, Questions and Answers

Facilitator: Elcia Grandcourt - Regional Director for Africa, UNWTO

10:00 - 10:50 **SESSION 2**
Investment and Crowd Funding Conversations

Think Tank Roundtable

Marc Wachsberger - Chief Executive Officer, Capital Hotel Group, South Africa

Christelle Grohmann - Director - Advisory Services, BDO South Africa

Gideon Asare - CEO, Adansi Travel and Tours, Ghana

Natalia Bayona - Director: Innovation, Education and Investment, UNWTO

10:50 - 11:00

Dialogue, Questions and Answers

Facilitator: Lee-Anne Bac - Director - Advisory Services, BDO South Africa

11:00 – 11:15

REFRESHMENT BREAK & PHYSICAL AND VIRTUAL NETWORKING SESSION

11:15- 12:00

SESSION 3

Expert Practitioners Panel

Social Innovation: A practical approach to developing an inclusive and high impact youth entrepreneurship, opportunities and employment in tourism.

Charity Kabango - Co-founder and Chief Executive Officer of Entrepreneurial Solutions Partners (ESPartners), Canada

Kennedy Agyapaang - Chief Executive Officer, Afrochella, Ghana

Anthea Rossouw - Founder: Programmes Leader, Dreamcatcher South Africa

Gcina Nomsa Dlamini - Owner and Founder Merchantry Worldwide, South Africa

12:00 - 12:10

Dialogue, Questions and Answers

Facilitator: Dr. Carmen Nibigira - Destination Management & Tourism Policy Analyst /Chair - Rwanda Board of Directors / Davis College, Rwanda

12:10 – 12:20

SESSION 4

Synthesis and Key Learnings

Emmanuel Frimpong - Executive Secretary, Ghana Tourism Federation

12:20 – 12:30

Announcement: 3 (three) shortlisted Innovative Competitors.

Ashwin Ravichandran - Managing Director, Meltwater Entrepreneurial School of Technology (MEST), Ghana

12:30 – 12:40

CLOSING REMARKS & CERTIFICATES OF ATTENDANCE

John Yao Agbeko - Chief Director, Ministry of Tourism, Arts and Culture, Ghana

Akwasi Agyeman - Chief Executive Officer, Ghana Tourism Authority, Ghana

30 & 31st JULY 2021

PANAFEST – CAPE COAST, CENTRAL REGION, GHANA

30 JULY 2021

Activity - Pan-African Concert: Performances from Ghanaian Musicians

Time: 19:00 PM

31 JULY 2021

Activity - Reverential Night

Time: 10:00 PM

Dress Code: All White



**Hon. Dr. Ibrahim
Mohammed Awal**

*Minister of
Tourism, Arts and
Culture / Ghana*



John Yao Agbeko

*Chief Director of the
Ministry of Tourism, Arts and
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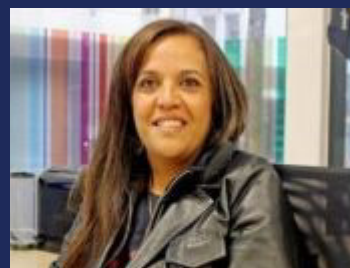
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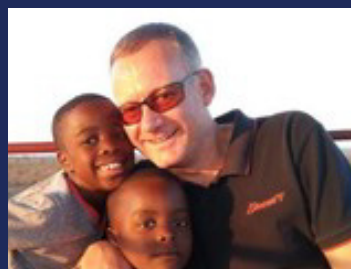
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Abeiku Aggrey

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John Friel

*Country Manager /
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Anthony Safo

*Country Manager Ghana /
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Christopher Wetcher

*Program Officer for Culture
and Heritage /
Commission for UNESCO*

6. ABOUT YOUTH IN TOURISM INNOVATION CHALLENGE

6.1 Youth in Tourism Innovation Challenge

This is an exclusive platform being provided to innovative African youth in travel and tourism looking for funding, partnership and mentorship opportunities to present their projects to the global market place in order to find the required support for their programmes.

6.1.1 Objectives

- To select top three most innovative projects and present to potential funders, partners and mentors
- To allow parties interested in innovation to connect and do business
- To create B2B match-making platform for young innovators

6.1.2 Competition Criteria

- The project promoter must be a citizen of African Union Member State
- Promoter must be between the ages of 18 and 35

- The project must show evidence of innovation
- The project must be solving a challenge relating to Africa's tourism industry
- The project must be a sustainable and scalable business model
- The project must show proof of authenticity.
- <https://www.tourismleadershipforum.africa/youth-summit-form/> to sign up now.

6.1.3 Shortlisted and Elevated Pitch

- Entries - 10 May 2021
- Deadline for Awards and Competition entries close on 25 June 2021.
- Adjudicators will shortlist top 5 entries based on an approved scoring system - 01 - 09 July 2021
- Shortlisted project promoters will be informed by 12 July 2021.
- 360 minutes of Mentorship for elevator pitches – 12 - 26 July 2021
- Shortlisted projects promoters will make a 5-minute presentation at the Summit
- Announcement of winners and runners-up – November 2021 at 2021 Africa Tourism Leadership and Awards in Kigali, Rwanda.

6.2 Benefits to Winners and Runners-up

- Mentorship, partnership, potential funding support and career opportunities
- Part of an established network of Africa Youth in Tourism, Mentors and Innovators





7. MENTORSHIP PROGRAMME FOR AFRICA YOUTH TOURISM INNOVATORS

7.1 Background

The Africa Tourism Partners' Mentor Programme, first of its kind in the Africa's Travel and Tourism industry. This programme was launched during 2019 Africa Youth in Tourism Summit & Innovation Challenge in Durban, South Africa. However, the programme lost momentum in 2020 due to COVID-19 virus as it has resulted in not only the collapse of many start-up and entrepreneurship tourism businesses, but also of lack of career and employment opportunities for many fresh graduates and scholars.

This is deeply regrettable for African Youth who have aspired to become industry game-changers, but unfortunately have limited industry networks and relationships.

The pandemic further poses a whole different challenge for start-ups and newly employed professionals as they are missing out on being trained, skilled and introduced to industry Thought Leaders, a process which is critical for African youth in tourism to harness future opportunities. More so, the situation has also blocked the youth in receiving guidance, insights and knowledge to grow both professionally and personally. It is in the light of this, that ATP would like to intensify this mentorship programme mechanism to catalyse the development of Africa Youth in Tourism in this difficult time.

7.2 The Strategic Intent

The programme acts as catalyst for established industry leaders, achievers and changemakers to give back, inspire and guide industry start-ups, young professionals and fresh graduates to get the best start as the Africa tourism industry gears-up for a fresh start. In the long-term, the programme intends to help catalyse succession planning across the industry.

The mentee in this case, is defined as a new professional, a fresh graduate or entrepreneur in the tourism industry, aged between 18 and 35 living in Africa, with no more than two (2) years of experience. For a mentor to adopt a mentee, both will be matched according to sub-sectors, expertise, needs of the mentees and interest.

**“ADOPT A MENTEE
TO HELP BUILD
BACK BETTER”**

7.3 The Objective

The programme aim to:

- develop, train and capacitate mentees to sharpen their business plans to make their businesses viable and sustainable in the context of new business, business recovery, continuity and build resilience through viable and ethical fund raising models including social entrepreneurship.
- assist and guide them to build their own professional network, gain industry knowledge and be inspired.
- provide professional career guidance and nurturing fresh graduates as well as offering job or business opportunities where possible.
- motivate, guide and provide a positive influence by offering thoughts, knowledge, and constructive feedback honestly and openly to mentee.
- help mentees seek funding, secure investors and crow fund for the business or projects where possible.
- assist mentees to expand their network.

7.4 Becoming a Mentor

To join the programme prospective mentor should:

- have more than 10 years of experience in the travel, tourism, hospitality and aviation industry.
- be able to provide a duration 12-month mentorship period, renewable on annual basis at no cost to the either Africa Tourism Partner or the mentee.
- be able to offer a minimum mentorship hours of 2 hours per month as arranged and agreed between the mentor and mentee.
- be able to provide inspirational toolkit for the mentee where possible.

7.5 Why join and support the programme

- To give mentors an opportunity to contribute with their knowledge, share their visions and perspectives of the industry and on the other hand, get to know the views, new perspectives and skill sets from

from newcomers.

- To provide mentors a platform to give back by contributing to the development of social entrepreneurship network across Africa.
- To offer a platform for Thought Leaders and opinion leaders to contribute to the professionalisation of Africa tourism industry by offering unique opportunities to young achievers and change makers.
- To give back and make a difference – both for the mentee and the industry at large.
- To become a change maker; be the change you want to see in the world through your efforts of instilling seeds of growth in the new generation.
- To part of an Africa Tourism Partners mentors network and leading industry partners, with whom mentor can network, share knowledge and gain insights.
- Act as the guide, advisor to bring out the best in your mentee by learning about his/her strengths and leveraging it to co-create solutions.



Contact details:

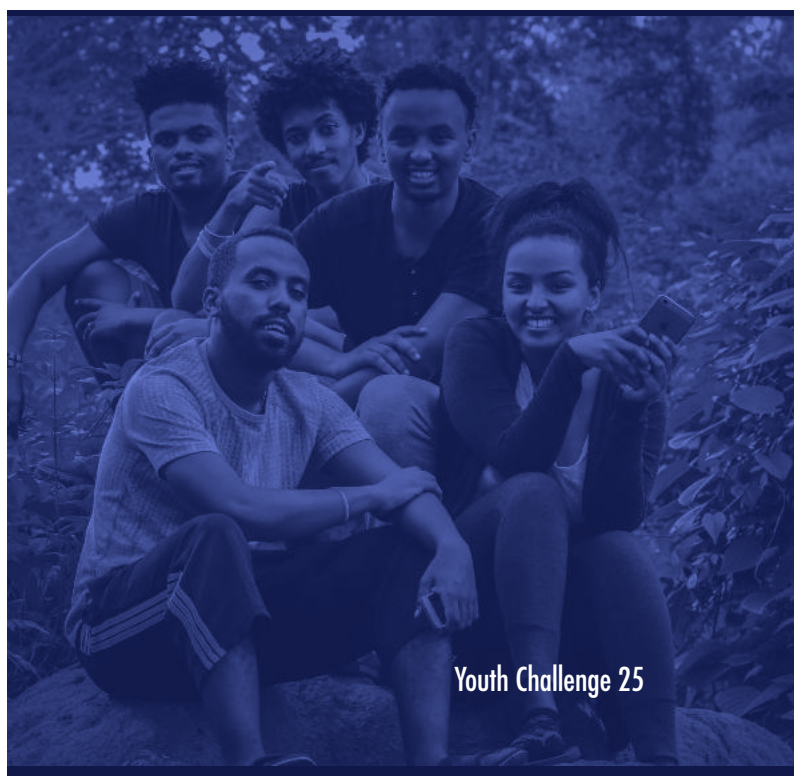
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Projects' Co-ordinator

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8. GALLERY



SCENES FROM 2018 | 2019 | 2020 EVENTS







9. ASSOCIATE MEMBERSHIP PROGRAMME (AMP)

9.1 About ATP Associate Membership Programme (AMP).

The associate Membership Programme is uniquely designed and positioned to offer professional and expert support to small and medium enterprises, as well as start-ups in the travel, tourism and hospitality industry.

9.2 Who Should Join?

Our AM programme is restricted to Small and Medium tourism, travel and hospitality enterprises as well as destinations, facilities, service providers and related organizations with not more than 20 staff, as well as non-profit organizations, social enterprises and students.

9.3 Why Join?

Gain access to the following:

- Market Access to Digital & Social Media Marketing
- Access Traditional Tourism Marketing
- Brand Management & Brand Communications
- Capacity building, Skills Development, Coaching & Mentorship
- Product Development & Destination Marketing
- Research & Knowledge Management
- Digital transformation & Innovation
- Career Guidance & Development For Start-Up & Youth

9.4 Contact Details

To join and for the more information on the Associate Membership Programme contact:

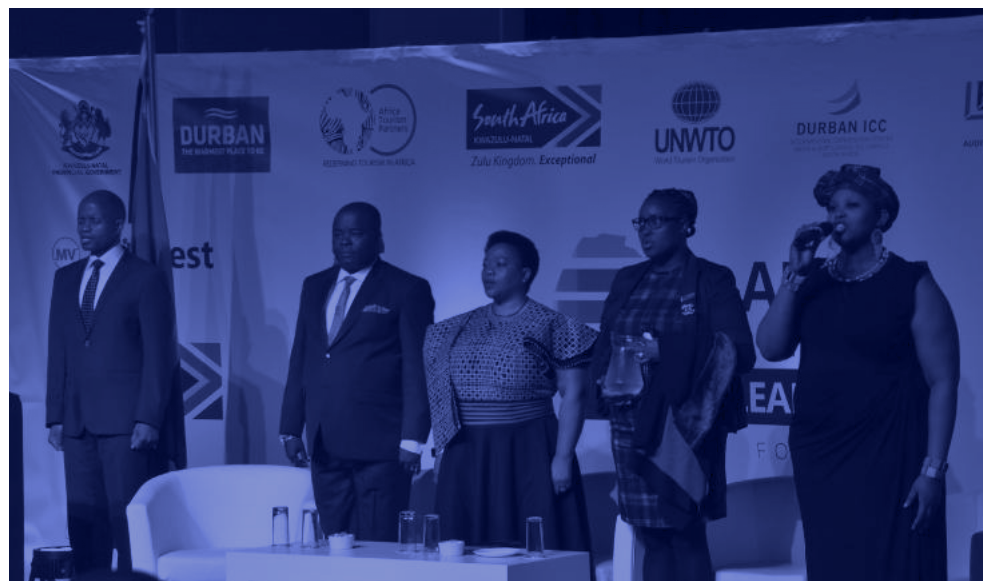
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SCENES FROM 2018 | 2019 | 2020 EVENTS

10. AFRICA TOURISM PARTNERS (ATP)

Africa Tourism Partners (ATP) is an UNWTO Distinction Award winner and Pan-African tourism development and strategic destination marketing advisory firm. We specialise in strategy formulation, master planning and strategic marketing development in the travel, tourism, hospitality, aviation and golf sub-industries. The firm leverages the expertise it has established, global strategic partners and global networks to execute impactful and uniquely designed programs with measurable outcomes.

Based in Johannesburg, South Africa, Africa Tourism Partners (ATP) has country offices and key partners in Angola, Botswana, Ghana, Nigeria, Rwanda, Singapore, Scotland, Tanzania, USA and Zimbabwe. With demonstrated expertise of our leadership team, experienced global partners, representatives, and networks we execute uniquely designed with impactful results for all our clients.

With over 50 years combined experience and extensive network in a number of African countries and the rest of world, ATP is uniquely positioned to understand and meet the needs of all our clients. Among our areas of work includes but not limited to:

- Research, tourism strategy formulation
- Master planning and project management
- Destination marketing, strategy formulation and implementation
- MICE (Meetings, Incentives, Conferences and Exhibitions/Events)
Strategy development Capacity building
- Skills Development and Training in MICE Tourism investment facilitation and promotion
- Designing, creating and staging of signature business events & exhibitions
- Market access development and sales representation
- General tourism advisory services



11. PAST AND PRESENT STRATEGIC PARTNERS





“

2021

**AFRICA YOUTH IN TOURISM INNOVATION
SUMMIT AND CHALLENGE**

”

REGISTER NOW, SPACE IS LIMITED

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