



PEACE, PROSPERITY AND  
REGIONAL INTEGRATION

## OFFICIAL STATEMENT

**H.E. WORKNEH GEBEYEHU (PhD)**

IGAD Executive Secretary

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### **Launch of the IGAD Sustainable Tourism Master Plan (STMP)**

**2024-2034**

Addis Ababa, Ethiopia

Thursday, 19<sup>th</sup> September 2024

#### **Salutations**

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- Your Excellency **Amb. Nassie Chali**, Minister of Tourism for the Federal Democratic Republic of Ethiopia and our gracious host.
- Your Excellency, **Mohamed Warsama Dirieh**, Minister of Commerce and Tourism of the Republic of Djibouti and IGAD Tourism Chair.
- Honourable **Ministers Responsible for Tourism** in IGAD Member States.
- Mr. **Claver Gatete**, Executive Secretary of the Economic Commission for Africa (UNECA).
- Mr. **Deo Ndikumana**, World Bank Regional Representative for Africa and Middle East and North Africa.
- Mr. **Kebour Ghenna**, Executive Director, Pan-African Chamber of Commerce.
- Eminent **Representative of the AUC Chairperson**.
- Representative of our sister **Regional Economic Communities and Mechanisms**.
- Distinguished Representatives of IGAD **Development Partners**.
- Esteemed IGAD colleagues, Ladies & Gentlemen,
- Good morning,



1. IGAD is grateful for the courteous consent of your Excellency Amb. Nassie to officiate the launch of the IGAD Sustainable Tourism Master Plan 2024-2034 that will guide us for the next decade.
2. Alongside our Honourable Ministers for tourism from IGAD member states and our partners you have all been resolute champions of our efforts to transform the IGAD region into an integrated, globally competitive, and sustainable tourism destination.
3. Our activities over the past 2 days alone are ample evidence of your commitment. First, we assembled on Monday to launch the Tourism Satellite Accounts (TSA) for the Federal Democratic Republic of Ethiopia. Then again only yesterday, we put our minds together to review and validate the IGAD Sustainable Tourism Master Plan.
4. The Tourism Satellite Accounts (TSA) directly addresses one of the biggest challenges the IGAD Sustainable Tourism Master Plan seeks to address – namely, the need for the IGAD region to have its own reliable data that can be used to independently and accurately measure the impact of tourism national GDP, employment and capital investment.
5. By integrating these two components, we will gain deeper insight into the contribution of tourism in national and regional economies. It will empower our policymakers to make informed and targeted decisions regarding tourism development and investment strategies.



6. The IGAD Sustainable Tourism Master Plan 2024-2034 that we are gathered to launch today, serves as a comprehensive framework for policymakers across the region.
7. It aims at promoting regional collaboration among our member states and setting the stage for institutional frameworks that facilitate the integration of tourism into national development strategies.
8. By prioritizing responsible tourism strategies, improving regional connectivity, and fostering peace and security, we are confident that this 10-year plan will unlock the extensive potential of our tourism sector, thereby benefiting our economies, communities, and the environment.
9. As we inaugurate this Sustainable Tourism Master Plan 2024-2034, we urge all stakeholders—including governments, the private sector, civil society, and development partners—to collaborate effectively towards its successful implementation.
10. By focusing on sustainability and working together with every one of our stakeholders, we can increase the benefits of tourism for all while protecting our natural and cultural resources for future generations.



11. Together, let us embark alongside our Member States, partners and most of all, our warm and hospitable people on this transformative journey to establish the IGAD region as a beacon of sustainable tourism excellence.
  
12. Let me say that while the IGAD region faces numerous challenges, we remain optimistic and firmly believe in the transformative power of tourism to connect people through curiosity. By harnessing our abundant cultural and natural resources, we can foster unity and drive development across our member states.
  
13. Sustainable tourism holds the promise of not only enhancing economic growth but also foster greater understanding, tolerance and appreciation across countries, cultures and communities. It is one of the most valuable tools in our mission as IGAD to promote peace and stability, that ultimately leads to greater regional integration.
  
14. Finally, today is the first day in a brighter future for tourism in our region. Together, let us embrace this opportunity to build this vision for our communities and ensure that the IGAD region stands as a shining example of resilience and collaboration in the global tourism landscape.

**Thank You Very Much.**