

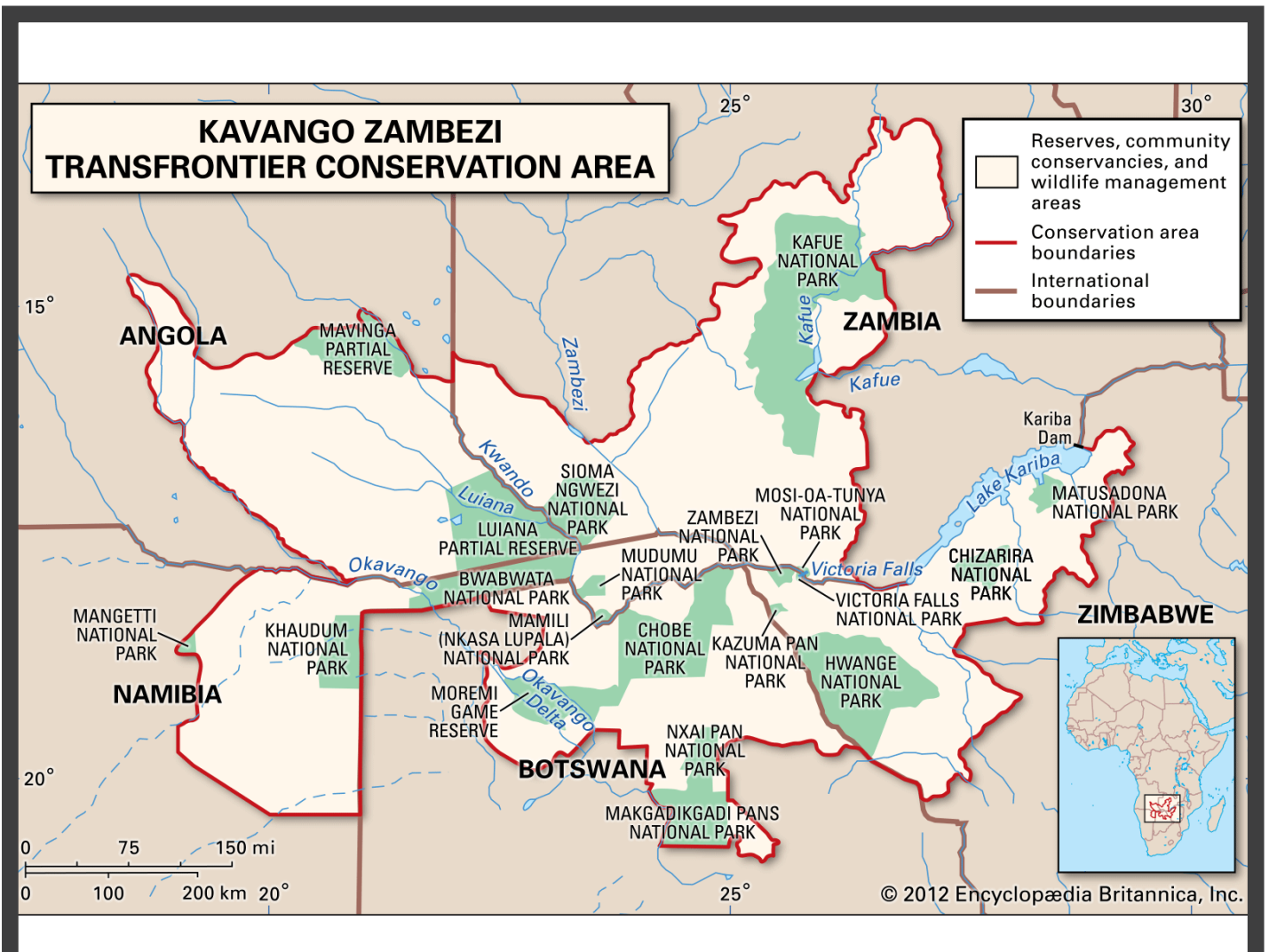
# EAST AFRICA TOURISM PLATFORM

**EATP:** A PACE-SETTER  
FOR KAZA **UNI-VISA**

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Nairobi, January 15, 2017





# EATP: A PACE-SETTER FOR KAZA UNI-VISA

## INTRODUCTION

- Tourism has a substantial and growing impact as a key economic driver in Southern and Eastern Africa. However, it remains highly fragmented and globally uncompetitive, with greater restrictions than the world average (UNECA 2013).
- For instance, evidence suggests that tourism demand is being stifled by the lack of policy and regulatory integration, such as visa facilitation (Dihel and Goswami, 2016).
- Regional tourism cooperation initiatives can help increase regional and national competitiveness of the sector through:
  - a) Communicating the value of a region's tourism assets (i) to consumers, by jointly branding and promoting the region and its multi-destination products, and by mounting coordinated crisis response initiatives; and (ii) to policy makers and populations, by carrying out research, harmonizing national statistical gathering systems, monitoring and evaluating tourism's impacts, and undertaking high-level advocacy.
  - b) Improving the quality of the visitor experience through implementing quality standards for products and facilities, increasing wildlife conservation, coordinating workforce development, improving the business climate, attracting investment and facilitating labor mobility.
  - c) Facilitating access through physical infrastructure improvements (investing in road, port, rail and air infrastructure) and policy reforms (removing visa restrictions, reducing tourist taxes and airline fees, deregulating aviation and easing border crossing formalities) (Dihel and Goswami, 2016: 160).

## SHARED TOURIST VISAS

- Since its inception, East Africa Tourism Platform has significantly lobbied EAC partner states to address the aforementioned three areas, resulting in the creation of a shared East Africa Tourist Visa (EATV).
- Learning from the experience of EATV, the Governments of Zambia, Zimbabwe, and Botswana have adopted Kaza Uni-Visa. By paying for only one visa, visitors to Zambia and Zimbabwe are able to travel between the two countries, and even take day-trips to Botswana, without any additional charges.
- Covering 65 countries, the visa is valid for 30 days as long as visitors remain within Zambia and Zimbabwe and restrict themselves to park visits in Botswana.
- Plans are underway for electronic visa application and even to extend the visa to Angola and Namibia to further encourage regional tourism.
- Public and private sector driven solutions like this, are as a result of strategic advocacy and lobbying.

## PARTING SHOT

- EATP has always being at the forefront in advocating for the curbing of visa-restrictions and talks with partners across Africa are finally bearing fruit.
- Rwanda, for instance, has opened its borders to all Africans and through its policy it is evident that free movement of people has more advantages than disadvantages. It has particularly seen an increase in tourism by 24% and trade by over 50% (Nkosazana Dlamini-Zuma, 2016).
- As EATP, we are delighted to see other regional blocs follow our example of a Single Tourist Visa. However, visa-restriction is still a major constraint in many countries in the continent. As a remedy, African Union Commission Chairperson Nkosazana Dlamini-Zuma argues that freedom of movement of African citizens on the continent would be more advantageous than detrimental.
- We should never rest in our laurels. We need to continuously lobby for adoption of shared visas to enhance the competitiveness of our region and by extension our continent.

## Upcoming Events



### **Pearl of Africa Uganda Tourism Expo**

February 17-19, 2017

<http://poate.visituganda.com>



### **ASTA Destination Expo 2017 - Kenya**

February 24-26, 2017

[www.astaade.org](http://www.astaade.org)





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