

# 查芒·曼·阿尤巴 (Chaimang Mang Ayuba) Speech World Rural

## Tourism 2025

Advancing Rural Tourism in Africa - Q2 Strategic Outlook

推动非洲乡村旅游发展——第二季度战略展望

Presented at the World Rural Tourism Meeting | 世界乡村旅游会议演讲

Presented by: Mang Chaimang (Doctoral Student, Peking University, China)

| 演讲者: 查芒·曼·阿尤巴 (Chaimang Mang Ayuba) (北京大学博士生)

Date: 2025-05-09 | 日期: 2025 年 5 月 9 日

### Introduction | 引言

Africa is embracing rural tourism as a catalyst for inclusive growth.

非洲正将乡村旅游作为包容性增长的催化剂。

Q2 strategic actions focus on sustainability, local empowerment, and innovation.

第二季度战略聚焦可持续性、地方赋能与创新。

### Community-Based Tourism Development | 社区旅游发展

Kenya: Loita Hills Maasai project expands cultural homestays and artisan support.

肯尼亚: 洛伊塔山马赛项目扩展文化民宿与手工艺人支持。

Ghana: Tafi Atome Monkey Sanctuary upgraded with local training and facilities.

加纳: 塔菲阿托姆猴类保护区通过本地培训与设施升级。

Q2 Target: Support 25 new CBT initiatives with capacity building.

第二季度目标: 通过能力建设支持 25 个新社区旅游项目。

### Infrastructure Expansion | 基础设施扩展

Rwanda: Feeder road improvements around Musanze boost access to rural villages.

卢旺达: 穆桑泽周边支线道路改善, 提升乡村可达性。

Morocco: High Atlas rural development enhances lodging and trails.

摩洛哥: 高阿特拉斯山区乡村发展升级住宿与步道。

Q2 Target: Upgrade infrastructure in 10 rural tourism clusters.

第二季度目标: 升级 10 个乡村旅游集群的基础设施。

### Cultural Heritage & Eco-Conservation | 文化遗产与生态保护

Ethiopia: Rural circuits in Lalibela blend heritage, cuisine, and trekking.

埃塞俄比亚: 拉利贝拉乡村线路融合遗产、美食与徒步。

South Africa: Venda Sacred Forests Trail integrates culture and conservation.

南非：文达神圣森林步道结合文化与生态保护。

Q2 Initiative: Launch "Voices of Rural Africa" global digital campaign.

第二季度计划：启动“非洲乡村之声”全球数字宣传。

#### Digitalization and Marketing | 数字化与营销

Uganda: Launch of rural tourism app connecting travelers to local experiences.

乌干达：推出乡村旅游 App，连接游客与本土体验。

Senegal: WhatsApp groups manage bookings in Casamance villages.

塞内加尔：卡萨芒斯村庄通过 WhatsApp 群组管理预订。

Q2 Goal: Train 500 entrepreneurs via Africa Rural Tourism Digital Academy.

第二季度目标：通过非洲乡村旅游数字学院培训 500 名创业者。

#### Investment & Partnerships | 投资与合作伙伴

AfDB: Piloting a Rural Tourism Investment Fund in Mozambique & Malawi.

非洲开发银行：在莫桑比克和马拉维试点乡村旅游投资基金。

UNWTO & NEPAD: Hosting Pan-African Rural Tourism Forum in July.

联合国世界旅游组织与非盟发展署：7 月举办泛非乡村旅游论坛。

Q2 Goal: Mobilize \$20 million in blended finance for rural hubs.

第二季度目标：为乡村枢纽筹集 2000 万美元混合资金。

#### Conclusion | 总结

Africa's Q2 plan champions inclusive, sustainable, and community-driven tourism.

非洲第二季度计划倡导包容、可持续和社区驱动的旅游模式。

From Kenya to Morocco, rural regions are being empowered through tourism.

从肯尼亚到摩洛哥，乡村旅游正赋能乡村地区。

Let us build resilient and vibrant rural tourism ecosystems together.

让我们共同构建韧性且充满活力的乡村旅游生态系统。

Thank You for listening | 感谢聆听

# Advancing Rural Tourism in Africa - Q2 Strategic Outlook

Presented at the World Rural Tourism Meeting

Presented by:

**Mang Chaimang (Doctoral Student, Peking University, China)**

Date: 2025-05-09

# Introduction

- u Africa is embracing rural tourism as a catalyst for inclusive growth.
- u Q2 strategic actions focus on sustainability, local empowerment, and innovation.

# Community-Based Tourism Development and Infrastructure Expansion

## COMMUNITY-BASED TOURISM DEVELOPMENT

- u Kenya: Loita Hills Maasai project expands cultural homestays and artisan support.
- u Ghana: Tafi Atome Monkey Sanctuary upgraded with local training and facilities.
- u Q2 Target: Support 25 new CBT initiatives with capacity building.

## INFRASTRUCTURE EXPANSION

- u Rwanda: Feeder road improvements around Musanze boost access to rural villages.
- u Morocco: High Atlas rural development enhances lodging and trails.
- u Q2 Target: Upgrade infrastructure in 10 rural tourism clusters.

# Cultural Heritage & Eco-Conservation and Digitalization and Marketing

## CULTURAL HERITAGE & ECO-CONSERVATION

- υ Ethiopia: Rural circuits in Lalibela blend heritage, cuisine, and trekking.
- υ South Africa: Venda Sacred Forests Trail integrates culture and conservation.
- υ Q2 Initiative: Launch "Voices of Rural Africa" global digital campaign.

## DIGITALIZATION AND MARKETING

- υ Uganda: Launch of rural tourism app connecting travelers to local experiences.
- υ Senegal: WhatsApp groups manage bookings in Casamance villages.
- υ Q2 Goal: Train 500 entrepreneurs via Africa Rural Tourism Digital Academy.

# Investment & Partnerships

- u AfDB: Piloting a Rural Tourism Investment Fund in Mozambique & Malawi.
- u UNWTO & NEPAD: Hosting Pan-African Rural Tourism Forum in July.
- u Q2 Goal: Mobilize \$20 million in blended finance for rural hubs.

# Conclusion

- u Africa's Q2 plan champions inclusive, sustainable, and community-driven tourism.
- u From Kenya to Morocco, rural regions are being empowered through tourism.
- u Let us build resilient and vibrant rural tourism ecosystems together.



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u Thank You for listening