



**West Africa Tourism Peace  
and Economic Integration  
Organisation (WATPECO)**  
Tourism for Peace and Humanity

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## OUR VISION

To build the nexus between Tourism, Peace and Economic Integration in West Africa.

## MISSION STATEMENT

The West Africa Tourism Peace and Economic Integration Organisation (WATPECO) is a not for profit organisation dedicated to fostering Domestic and International Peace Tourism initiatives that contributes to promoting; economic cooperation, cross cultural understanding, peaceful coexistence, environment, cultural diplomacy, heritage preservation, poverty reduction, building reconciliation and post conflict transformation in achieving SDGs, Sustainable Peace and Sustainable Responsible Tourism. Its scope is to cover all 15 ECOWAS member states and wider Africa in general.



**GO SOMEWHERE,  
EXPLORE THINGS  
YOU HAVEN'T  
KNOWN .....**



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## COORDINATION AND IMPLEMENTATION STRATEGY

Generally activities of the organization will be executed using two pronged approaches; namely,



1

Thematic Country specific projects. This will involve identifying country specific needs and challenges and working with governments donors and partners to address them – Peacebuilding, conflict resolution, climate change and environment and wildlife.

2

Regionally based projects on peacebuilding, conflict transformation and reconciliation in conflict affected areas using cultural tourism as a vehicle

3

Regional sectoral programmes- This will target separate programmes for Anglophone, Francophone and Lusophone countries

4

Cross border projects in implementation of ECOWAS protocol on Free Movement of Persons, ACFTA, the AU and ECOTUR 19-23 policy

## OBJECTIVES

- Representing and supporting the interests of tourism and peace stakeholders, such as international, national, and regional associations of travel agents, airlines, hotels, and destinations in West Africa
- Work in collaboration with ECOWAS, AU, ACFTA and UN to develop tourism for the promotion of regional peace and security and economic prosperity
- Research, surveys and analytics to providing information and promotion to public and private sectors in peace tourism and economic contribution to enhancing growth and capacity of youths and women in the sub region
- Strengthening the capacities of West Africa, museums, national parks and wildlife sanctuaries
- Provide strategic partnerships to governments in setting standards and rules for the tourism industry, such as regulatory bodies and government bodies
- Strengthen capacity skills and job creation gaps for tourism, local communities stakeholders in developing tourism as tool for poverty reduction and civic awareness



## OBJECTIVES

- Collaborate with government and private sector in organizing regional arts, festivals, exhibitions and trade shows in promoting peace and social cohesion
- Lobby local and international donors and partners to support governments drive in tourism promotion as a source of skills, job creation and foreign exchange earners
- Support training and educational institutions at all levels through development of curricular, infrastructure and facilities for tourism and peace education and training
- Develop and lobby governments for mainstreaming gender and disabilities in programs and strategies in tourism, peace and economic development programmes
- Strengthen the capacity of tourism stakeholders, communities and government on climate change action and tourism impacts
- Promote tourism investments and innovation in the hospitality, cultural and entertainment industries in west Africa



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- Regional security forces.
- Local Authorities in the region.
- Entertainers and culture and Arts/crafts practitioners.
- Embassies of member countries.
- International Diplomatic corps in the region.
- Border crossing points authorities and bodies.
- Media houses.
- Leading public and private sector Economic Institutions in the region.
- ECOWAS, MRU, OSIWA and other Regional Organ.



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## KEY PARTNERS

The World Bank, UN Tourism, ECOWAS, African Union, UN/ UNOWA, MRU, Government, Private Sector, NGOs and Civil Society, Religious bodies, Tourism Boards/ Commissions/ Institution, Hospitality Industry, traditional leaders and Tourism and Peace Stakeholders

## BENEFICIARIES

Government officials from public sector

Women, Youths, SMEs and service providers in the regional tourism sector

Tourism promoters and professional bodies in the private sector

International NGOs in the region

Civil societies organizations in the region

Public and private sector stakeholders in Economic Integration in the Region.

## ACTIVITIES

- 1 Peace promotion, peacebuilding and Tourism at regional level in supporting ECOWAS, AU and UN activities in West Africa with particular reference to the Sahel region
- 2 Tourism project financing and investments in West Africa through partnerships
- 3 Building capacity of member states for responsible tourism products (e.g. fairness to local community/pro-poor);
- 4 To support community-based tourism projects in alleviate/eradicate poverty through programmes such as Sustainable Tourism for Eliminating Poverty
- 5 To create a flagship attraction that represents a geographic hub in a parts of the region allowing other complementary products to be developed to create a cluster for thematic flagship
- 6 Training capacity building and knowledge transfer of technology in Peacebuilding, hotel and tourism sectors
- 7 Support the implementation of ECOWAS Conflict Prevention and Early Warning Mechanisms and the ACFTA and Protocol on Movements of Persons
- 8 Partner with UN Tourism and the World Bank and other partners in implementing and popularization of policies, programmes in West Africa
- 9 Undertake Consultancies in the areas of Tourism, Peace and Economic Development
- 10 Research and Publications in Tourism Peace and Economic Development

## OUTCOMES

- ◆ A well-defined regional strategy to representing and supporting the interests of tourism stakeholders, such as international, national, and regional associations of travel agents, airlines, hotels, and destinations.
- ◆ Enhanced collaboration with ECOWAS, AU, ACFTA and UN to develop tourism for the promotion of regional peace and security and economic prosperity.
- ◆ Accurate and reliable data to support the promotion of peace tourism and economic development for public and private sectors in enhancing growth and capacity of youths and women in the sub region
- ◆ Strengthen the human and institutional capacities of West Africa, museums, national parks and wildlife sanctuaries.
- ◆ Enhanced strategic partnerships with governments in standards and rules for the tourism industry, such as regulatory bodies and government bodies.
- ◆ Bridged capacity skills and job creation gaps for tourism stakeholders as tool for poverty reduction and civic awareness
- ◆ Organized regional arts, festivals, exhibitions and trade shows in promoting peace and social cohesion
- ◆ Strong partnerships Lobby of local and international donors and partners to support governments drive in tourism promotion as a source of skills, job creation and foreign exchange earners
- ◆ Strengthen educational institutions at all levels through development of curricular, infrastructure and facilities for tourism and peace education and training
- ◆ Engendered governments for mainstreaming gender and disabilities in programs and strategies in tourism and peace programmes



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