

**UNESCO/ AFRICAN UNION SADC REGIONAL TECHNICAL MEETING ON
CULTURE, TOURISM AND DEVELOPMENT
(Harare, 30 – 31 July 2009)**

Allow me first of all to express my sincere gratitude to the organizers of this seminar, the Government of Zimbabwe, African Union, SADC and UNESCO for having associated the Observatory of Cultural Policies in Africa, OCPA, to this reflection for which I would like to congratulate them and commend the initiative.

CULTURE OVERALL

Indeed culture and creativity are vital factors of development and unique guarantee for people to survive and stand tomorrow. Without culture, development remains incomplete and cannot be sustainable, culture is an essential resource for development, and cultural development must be a fundamental objective of overall development policies. There is a need in this perspective to develop and improve cultural policies and their harmonization with policies of other sectors of social and economic development especially when culture, as an administrative subject is spreading in a series of state administrative structures: tourism, cultural tourism, crafts, heritage, new technologies, creative industries, etc. Creative Africa is a new slogan for African Union and it is relevant.

THROUGH NETWORKING

In Africa, Southern Africa from its initiation SADC was operating through a network, through cultural networks of experts, officials, ministers supporting cultural communication and cultural co-operation. It was organized following a particular scope and common aims, joining members from different countries and thus contributing to the formation of incubators of new ideas, stimulating dialogue, magnifying specificities, harmonizing initiatives and styles and, in the end, contributing to building and strengthening regional integration. Integration in defining a line of common heritage, rock art from the Cape to Namibe and Benguela, integration in promoting comparative studies, stone enclosures and ruins from Manyikeni in Mozambique to Mapungubwe in South Africa through Great Zimbabwe and Khami Ruins in Zimbabwe. Integration in International recognition, thanks to UNESCO, Nyau in Tete and Nyasa in Mozambique connected to Nyau in Zambia and Malawi.

All cultural itineraries guiding visitors in search of identities from Fort Jesus in Mombasa through Kilwa, Mozambican Island, Sofala on the coast and in inland Caravan Road from Sankuru in Congo to Bagamoyo in Zanzibar via Tanganyika and Tabora. Along these itineraries, monuments, museums, festivals will make familiar these significant historical sites and events and will help maintain an alert on the need for illustration and defense of our civilization.

STRATEGY

Once a political will is established or re-established a need should be stressed for building capacity and providing technical assistance for an inventory of cultural goods, training of technical staff, setting of security and safety systems to protect and preserve cultural goods and institutions, increasing the awareness among holders, curators and other actors.

PLANNING

If the opportunity of the forthcoming world cup football in 2010 should be seen as an occasion for designing a relevant and coherent approach, it should be considered that a long term strategy needs to be elaborated and mechanism put in place. Yes, a set of performances, exhibitions, festivals can be selected and probably rescheduled Tulipamwe in Namibia, Busara in Zanzibar, and Maitisong in Botswana, all activities to happen in South Africa and in neighbouring countries in close co-operation between them. It remains that we should look beyond the world cup and consider a long term program.

- A. What could be the elements for such a long term strategy?
 - a. Collect and analysis of data and information: existing events, festivals etc.
 - b. Inventory of main physical infrastructures and intangible significant common oral traditions
 - c. Initiation of a marketing, technical studies on cultural indicators and cultural statistics
 - d. Production of brochures, guidelines and promotion material
 - e. Training of guides and experts in planning and management
 - f. Establishment of a coordination mechanism
 - g. Harmonization of cultural events
 - h. Search of partnerships worldwide
 - i. Integration of the global strategy in national cultural policies

- B. What are the conditions for the success of such a planning?
 - a. Revise the common regional cultural policies and rehabilitate culture and information sector in SADC administration
 - b. Revitalize professional associations such as SADCAMM, OTASA
 - c. Create new professional associations for tourism with and orientation to cultural tourism
 - d. Revise regulations of immigration and implement policies for a regional integration.

- C. What can be OCPA's contribution in this enterprise? The five following areas can be considered
 - a. Information and communication
 - b. Studies and Research
 - c. Co-ordination of institutions and NGOs
 - d. Partnership mobilization

- e. Evaluation through an international conference on cultural itineraries in 2011

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