

## **Profile of Hon Dr Walter Mzembi**

### **The African Union endorsed candidate for the post of United Nations World Tourism Organisation**

#### **Brief Profile**



Hon Dr. Walter Mzembi (MP) has held various positions in both the public and private sectors in Zimbabwe and internationally. In February 2009, he was appointed to his current position of Zimbabwe's Minister of Tourism and Hospitality Industry. He is a former member of the United Nations World Tourism Organization (UNWTO) Executive Council, and he is the current UNWTO Regional Commission for Africa Chairperson, comprising 54 African countries and their respective tourism ministers.

Dr Mzembi was elected to Parliament in 2004. He was subsequently appointed Head of the Zimbabwe Delegation to the African-Caribbean and Pacific-European Union (ACP-EU) Joint Parliamentary Assembly in Europe.

In 2007, he was appointed Deputy Minister of Water Resources and Management. Dr Mzembi has expertly championed tourism development in his country, and advanced tourism policy at the African Union level for mainstreaming into the AU Agenda 2063.

Dr Mzembi is a recipient of numerous national and international accolades and awards, amongst them African Tourism Minister of the Year (2011), Public Service Manager of the Year (2012, Zimbabwe Institute of Management), three time President of the New York based Africa Travel Association (ATA), and International Board Member of the Berlin based Institute of Cultural Diplomacy (ICD). He is a sought after speaker at home and abroad, accredited by the prestigious London Speakers Bureau.

Dr Walter Mzembi (MP), was conferred with Honorary Academician to the European Tourism Academy by the European Council on Tourism and Trade in 2013, a recognition that demonstrates his expertise, innovation and creativity in transforming tourism for sustainable growth and development.

In January 2015, the New York Times in its publication of the **World 52 Must Visit Destinations** scored Zimbabwe **number 14**, citing it as a **“Once avoided-Now a must visit”** destination, a rating largely attributed to the re-engagement, rebranding and marketing efforts that Dr. Walter Mzembi has led with great success.

Dr Mzembi has a passion for tourism and biodiversity conservation management. He has contributed to the discourse regionally and internationally on the subject of **“Tourism and Biodiversity: Zero Tolerance to Poaching in Africa by 2020”** that led the UNWTO commissioning a study on **“Towards Measuring the Economic Value of Wildlife Watching Tourism in Africa”**, a document available online.

Dr Mzembi is a Registered Professional Engineer with the Engineering Council of Zimbabwe, a Fellow of the Zimbabwe Institute of Engineers and a Member of the Engineering Institute of Zambia. Apart from his engineering qualifications, he holds a Bachelor of Business Studies degree, Master of Business Administration and he is a recipient of field research-based doctoral degree entitled **“An Exploratory Study of Conservation Management in Zimbabwe: A Governance Perspective”** that he attained in 2015 from Aldersgate College, Philippines.

Dr Mzembi oversaw the successful co-hosting of the 20<sup>th</sup> Session of the United Nations World Tourism Organization (UNWTO) General Assembly in Victoria Falls in 2013 by Zimbabwe and Zambia, the third time in the history of UNWTO General Assemblies that this has happened on the Africa soil after Egypt and Senegal held them in 1995 and 2005 respectively.

Dr Mzembi has been deployed by the Government of Zimbabwe to contest the position of Secretary General of the United Nations World Tourism Organization (UNWTO). Subsequently, he was endorsed by the Southern African Development Community and the Assembly of African Union Heads of State and Government as Africa’s candidate for the same position. Dr Mzembi is a dynamic global tourism leader whose transformational agenda proves that Africa is providing its best into the international tourism civil service. True to his character and competence, he is “Africa’s Man for the World” who is ready to serve the world at the highest level of the global tourism body, the UNWTO.

For information, kindly visit his website [www.waltermzembi.org](http://www.waltermzembi.org).