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Below: Passionate and capable leadership at Achas University led by Madam Ngwa Patience (centre-left), Madam Asongu Mercy (centre-right), Mr. Ndele Wang (far-left) and Dr. Abam Evaristus (far-right).

Above: Overseen by the representative of the Honourable Minister of Higher Education, Achas University signs the convention to offer Masters' degree programmes under mentorship of the University of Dschang.

Below: Students are at the heart of the academic revolution at Achas University. Guided and empowered by passionate lecturers, our students become champions in industry, research and entrepreneurship.

Below: Field work is the name of our game. Our students learn, explore and practice.



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This edition of Achas Safari Africa Magazine focuses on culture and its unique potential to unlock tourism from the stranglehold of the COVID-19 pandemic and simultaneously mitigate the impacts of climate change.

Tourism sector recovery and climate change mitigation have been described as urgent imperatives for humanity in the current decade and beyond. Curiosity on the subject of tourism recovery and climate change stems from the fact that tourism is an instrument for development while climate change is the unintended negative by-product of the development process. The central challenge is therefore how to foster development and mitigate climate change. In this edition of Achas Safari Africa Magazine we highlight the role that cultural tourism stands to play in achieving both tourism recovery and climate change mitigation in Africa.

Culture can be described as the indelible marks of history that chronicle the origin, progress, aesthetics and civilisations among a group of people. Simply articulated, culture describes the way of life that is peculiar to a group of people. The United Nations World Tourism Organization (UNWTO) defines cultural tourism as travel that is motivated by the desire to admire, engage with and learn more about a specific community and the way of life of its people. It includes activities such as participating in festivals, ceremonies and rituals, visiting sites and monuments, learning about nature, folklore, art and pilgrimages among others.

Cultural tourism is affirmed to be the fastest growing tourism niche and

THE POWER OF **CULTURE** IN TOURISM RECOVERY AND CLIMATE CHANGE MITIGATION IN AFRICA

constitutes about 39% (516 million) of all international trips. Within the cultural tourism domain, the tangible heritage (traditional clothing, tools, buildings, artwork, monuments, and modes of transportation) attracts the greatest number of visitors, followed by the intangible heritage (folklore, customs, beliefs, traditions, knowledge, and language) and contemporary culture (e.g., film, performing arts, design, fashion and new media, among others). Before the onset of the COVID-19 pandemic, cultural tourism growth was forecast to increase by up to fifteen times in the coming years. These positive indicators justify the hope that many experts have placed on cultural tourism as the solid foundation from which the tourism sector can spring to recovery. But the benefits of cultural tourism go beyond economic gains to include travelling to experience other cultures in order to gain direct appreciation of cultural diversity, establishing new cultural ties, and helping to keep cultural heritage alive.

It is a widely stated truism that the African continent is richly endowed with natural and cultural resources. However, much attention has been dedicated to the exploitation of the continent's mineral wealth, with comparatively little reference to the indigenous and cultural prowess spread across various destinations in Africa. Paradoxically, cultural resources have a great potential to bridge the access gap and orchestrate broad-based economic benefits. The fundamental reason for this lies in the fact, as a way of life, every member of the community is born into the cultural practices and gains access according to the prescripts of the cultural norms. This lends credibility to the assertion that harnessing cultural resources as tourism assets presents a great opportunity for achieving the goals set out in agenda 2063 by the African Union (AU) and the Sustainable Development Goals (SDGs).

On the other hand, experts have noted that climate change represents one of the greatest threats facing culture today. Increasing fires, floods, droughts,

desertification and ocean acidification are threatening both cultural and natural heritage, while rising sea levels, particularly in the world's Small Island Developing States (SIDS) put entire ways of life at risk. However, other experts such as Ernesto Ottone, (UNESCO Assistant Director-General for Culture) assert that culture can be an important resource for both climate change mitigation and adaptation. These experts allude to intangible cultural heritage practices such as traditional land and water management practices, traditional food security strategies, and the use of traditional architecture and building materials as instruments that can help communities mitigate and adapt to climate change.

Achas Safari Africa Magazine therefore suggests that the next time you plan your holiday, consider a cultural tour in the knowledge that in addition to having a memorable time among friendly communities, you could be sustaining livelihoods and saving the planet. It is all in your hands.

“

Cultural tourism is affirmed to be the fastest growing tourism niche and constitutes about 39% (516 million) of all international trips.

”

African

CONTINENT

fast facts

54 countries
1.2 billion people
3000 tribes
2000 languages

The most captivating and remarkable tribes and cultures on the African continent with their uniqueness in colour, customs, gastronomy and practices:

TRIBE 1: The Maasai of Kenya and Tanzania

The estimated 840 000 red-clad Maasai of Kenya and Tanzania inhabit the Great Plains and savannahs of Africa. They are renowned warriors and pastoralists who have walked the wild of East Africa for hundreds of years.

Origin and the cattle bond

Mythology has it that the first Maasai, Maasinta, received a gift of cattle from the sky god known as Ngai who lowered them to earth on a leather thong. Since that time, cattle have been considered as sacred and of great value among the Maasai. In fact, the value attached to cattle is only rivalled by the value of their children, hence, a large herd and a large family are the marks of a truly successful Maasai. It is common among the Maasai to pray for the Creator to give one "cattle and children". Cattle bring individuals, families and clans together.

The fertile savannah fields that currently constitute famous parks such as the Ngorongoro, Amboseli, Serengeti, the Masai Mara, and Tsavo were once harmoniously shared by the nomadic Maasai people, their herd and wild life. The over 300 years of colonial pillage and cultural desecration have left the Maasai relatively unscathed as the Maasai have fought to preserve their way of life. Indeed, a sight of colorful Maasai, herding their cattle, walking along roads, or dancing the adumu is unmissable during any East African safari.

Notable among the Maasai traditions are the jumping dance, the wearing of colorful shuka, spitting, and the drinking of blood.



Colour

The vibrant red-coloured cloth worn by the Maasai is known as shuka. Red is considered to be a sacred colour and represents blood. This is the basic colour for all shuka. The red colour is also believed to protect the Maasai from wild animals.

The **Orange** colour represents hospitality, warmth, and friendship.

The **blue** colour symbolises the sky which provides the rain for the cattle.

Green is nourishment and production and yellow is for fertility and growth.

Colour, therefore, does not only make the Maasai distinctive but equally represents a functional way of life. Colour carries with it coded meaning among the Maasai of East Africa.

Saliva

Unlike in western traditions where saliva is a strictly private, the Maasai culture and tradition associate saliva with exceptional good luck when shared. Moreover, saliva is believed to ward off evil spirits. Therefore, it is common practice to spit in one's palm when shaking the hand of an elder, it is important to spit in one's palm to keep away evil spirits.

One must spit onto the head of a newborn baby.

Drinking of blood

The Maasai are hematophagous, meaning that they drink blood for nourishment. Paradoxically, while the Maasai drink the blood from cows, often mixed with milk, the eating of wild animals is prohibited. In fact, the consumption of beef is reserved for special occasions only.

Burial

The Maasai do not have a formal burial ceremony. Tribe members that have died are left out in the fields for scavengers. Only great chiefs are buried. This is because the Maasai believe burial to be harmful to the soil.

Religion

The Maasai believe in one god – Enkai or Engai. Traditionally this god is manifested in two forms: the benevolent black god and the vengeful red god.



Adamu

(The jumping dance)

The Adamu is the jumping dance that is performed as part of the initiation right when young adults become men. Accompanied by song, pairs of men take turns to see who can jump the highest. The ritual is performed to show prowess and fitness and forms part of the celebrations marking the rite of passage when the boys become eligible bachelors. The man with the highest lift during the jump attracts the most beautiful bride.

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estimated
about 50 000
people of Himba
origin in the
northwest of
Namibia

The friendly Himba people have successfully maintained their traditional way of life despite experiencing near genocide and notorious adversity.

Himba Tribe of Namibia:

Inhabiting the Kunene region of Namibia, the Himba are resilient Hunter-gatherers and pastoralists.

The Himba and the Herero migrated with other Bantu-speaking people from east Africa into present day Namibia and Botswana. This migrant group then separated around the 1800's, with larger moving further south and becoming known as the Herero, while the ancestors of Himba people stayed behind.

A common sight among the Himba cultures is the style and beauty of the women who are photographed on almost every occasion. Typically identified by their intense red ochre coloured skin, the Himba women and children are adorned with handmade jewellery and intricate hair styles. Himba women, sitting on their loincloths and goatskin miniskirts, spend many hours attending to their beauty care and grooming.

Their dreadlocked and braided hair is intricately styled and they wear jewellery made from materials such as shells, copper and woven reeds. The women wear heavy metal rings around their ankles and those that are married wear a small headpiece made of soft skin on their heads.

Livelihood and economy

The Himba are predominantly livestock farmers who breed fat-tailed sheep and goats. Farming of crops such as maize and millet is also widely practiced among the Himba (OvaHimba – plural of Himba). Wealth is measured in terms of the number of cattle owned. Livestock are the major source of milk and meat for the OvaHimba. Their main diet is sour milk and maize porridge, supplemented by cornmeal, eggs, wild herbs and honey.

Religion

Life among the Himba revolves around the holy fire called Okuruwo. Okuruwo. Smoke from the fire symbolizes a connection with their ancestors, who are in direct communication with their God Mukuru. The fire burns at the center of the village and is never allowed to go out and each family has a fire-keeper whose job it is to tend the sacred blaze.

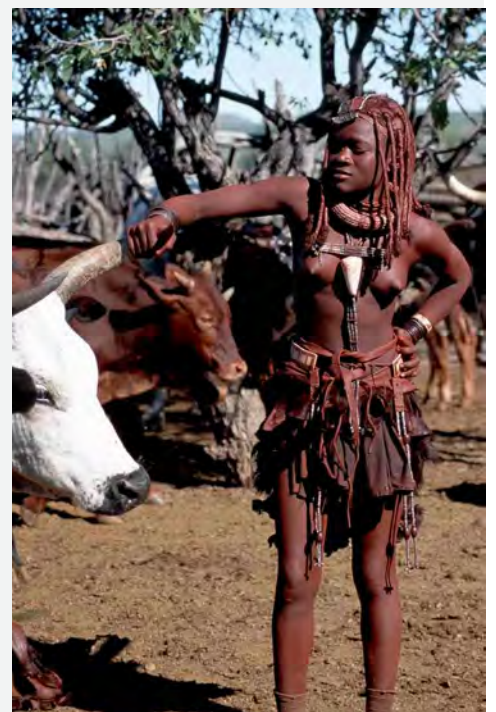
Besides the Okuruwo, Okuruwo, each family has its own sacred ancestral fire, which is kept by the fire-keeper. The fire-keeper approaches the sacred ancestral fire every seven to eight days in order to communicate with Mukuru and the ancestors on behalf of his family. Often, because Mukuru is busy in a distant realm, the ancestors act as Mukuru's representatives.

Customary practices

Polygamy is widely practiced among the Himba with the average Himba man having two wives.

Though illegal in Namibia, arranged marriages with girls as young as ten years of age being betrothed to male partners chosen by their fathers is still widespread.

Daily chores are gender-oriented with the females performing more labour-intensive tasks than males. Women and girls perform tasks such as carrying water to the village, milking cows, building homes, and raising children while the men attend to politics and tend livestock.





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TOP 5 celebrity-champions *inspiring* the African Youth



David Adeleke

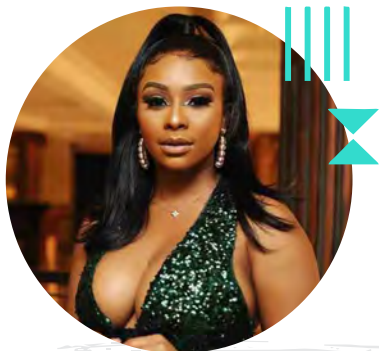
Song writer, Singer and producer
– Nigeria

With over sixteen million followers on Instagram, David Adeleke, popularly known as Davido definitely has an established presence as a song writer, Singer and record producer. Born on November 21, 1992, Adeleke studied

Business Administration at Oakwood University before moving on to make beats and record vocal references. Davido rose to fame after releasing "Dami Duro", the second single from his debut studio album *Omo Baba Olowo* (2012), from which six additional singles—"Back When", "Ekuro", "Overseas", "All of You", "Gbon Gbon", and "Feel Alright"—were taken. In 2012, Davido won the Next Rated award at The Headies. Between 2013 and 2015, he released the hit singles "Gobe", "One of a Kind", "Skelewu", "Aye", "Tchelete (Goodlife)", "Naughty", "Owo Ni Koko", "The Sound" and "The Money".

In January 2016, Davido signed a record deal with Sony Music and a few months later founded the record label Davido Music Worldwide (DMW), to which acts Dremo, Mayorkun, Yonda, Peruzzi and the group's first female act Liya are currently signed. In July 2016, Davido signed a record deal with Sony's RCA Records. In October 2016, he released the 5-track EP *Son of Mercy*, which was supported by the singles "Gbagbe Oshi", "How Long" and "Coolest Kid in Africa". In April 2017, Davido re-negotiated his contract with Sony due to creative control

issues and later that year he released five singles including "If" and "Fall". "If" generated worldwide social media activity while "Fall" became the longest-charting Nigerian pop song in Billboard history. Davido released his second studio album *A Good Time* in November 2019. It was supported by the previously released singles "If", "Fall", "Assurance", "Blow My Mind" and "Risky". Davido was cited as one of the Top 100 most influential Africans by *New African* magazine in 2019. Davido released his third studio album *A Better Time*, on 13 November 2020. In February 2021, *Time* Magazine named him on their *Time100 Next* list.



Boitumelo Thulo,

popularly known as Boity, is a South African television personality, rapper, actress, businesswoman and model.

In 2019, Thulo was named as one of *Forbes Africa's 30 Under 30* for her contribution in the music and entertainment sector.

Born on the 28th of April 1990 in Potchefstroom, North West Province, Thulo is the only daughter of Modiehi Thulo. She studied psychology and criminology at Monash University, but later dropped out because her mother could not afford to pay for her varsity fees. She then signed to a casting agency which resulted her in appearing on a *Wimpy* commercial in 2010.

Thulo's television career began when she presented the YOTV educational show "Crib

Notes" in 2011. She then was a co-host on the SABC 1 *The Media Career Guide Show*, which she hosted alongside Thomani Mahlaba. She also served host duties in several television shows, including *SkyRoom Live*, *Ridiculousness Africa*, *Club 808*, *Zoned*, *Change Down*, and *Big Brother Africa*. In 2012, Thulo starred on the drama series *Rockville*, which was her first starring role. She appeared for all 4 seasons playing "Mpho Bogatsu". Thulo's film debut was in 2014 when she starred on a comedy short-film *Dear Betty*, where she played "Betty". She also was featured in the film *Mrs Right Guy* (2016) where she played "Marie" which was not a huge role.

Thulo made her rapping debut on the *Migos Culture Tour* in South Africa on 21 October 2017 at *TicketPro Dome*. As *Migos* delayed by a few hours, Boity joined *Nasty C* as one of the opening acts until the trio arrived.

On 30 August 2018, Thulo released her debut single "Wuz Dat", featuring *Nasty C*. The song would become the first ever single by a female rapper in South Africa to be certified Platinum and this making it the best-selling record of all time by female rapper in the country. It was also nominated at the 2018 South African Hip-Hop Awards for the category "Best Collabo". On 8 February 2019, she released her second single titled "Bakae". On 4 December 2020, she released the EP *4436*, focusing mainly on Boity, and containing features from *Ricky Rick*, and a variety of other artists.

Community support - Boity Thulo Foundation

Boity's personal history, generosity and kind-heartedness led her to launch the Boity Thulo Foundation in support of vulnerable children. Through her foundation Thulo shares her wealth with vulnerable children through various charitable activities. The foundation has participated in paying school fees and providing sanitary wear to less-privileged communities.

Exemplary family relationship

Through her reality show, "Own Your Throne" which Premiered on BET on 5 January 2020 and airs on Dstv channel 124 every Wednesday evening at 21:30, Boity also opened up about her family, her ancestry and her commitment to helping women and girls in various ways. Thulo also gave insight of the typical mother-daughter relationship she shares with her mother, Modiehi Thulo. She cherishes the unbreakable bond between the pair, despite the occasional challenges.



Liya Kebede

model, clothing designer, actress and maternal health advocate – Ethiopia

Liya Kebede was born on 1 March 1978 in Addis Ababa, Ethiopia. She is a model, maternal health advocate, clothing designer, and actress. She has had three appearances on the cover of Vogue.

Kebede has also served as the WHO's Ambassador for Maternal, Newborn and Child Health since 2005.

Kebede is the only daughter in the family, having four brothers. She attended the Lycée Guebre-Mariam high school in Addis Ababa where she learnt and became fluent in French. It was also during her studies at the Lycée Guebre-Mariam school that she was spotted by a film director spotted and introduced her to a French modeling agent. Upon completing

her studies, Kebede moved to France to pursue work through a Parisian agency. Kebede later relocated to the US, initially to Chicago then New York City.

In July 2007, Kebede earned \$2.5 million in the preceding 12 months' period and was named by Forbes as the eleventh in the list of the World's 15 Top-Earning Supermodels. The following year, casting agent James Scully likened her to "an exotic Grace Kelly". In 2009, Kebede starred in the film-adaptation of the bestselling autobiography Desert Flower by former supermodel Waris Dirie. The film recounts Dirie's childhood in Somalia, her rise to stardom and subsequent awareness campaign against female circumcision. It premiered at the Venice Film Festival and received a standing ovation. Kebede has also had minor roles in The Good Shepherd (2006) and Lord of War (2005). She featured as a 'Face of the Moment' in May 2009's US Vogue. In 2011, Kebede was among the models featured in Lacoste's "new look" campaign in January, with ads shot by Mert and Marcus, showing models wearing white Lacoste polo shirts worn over black eveningwear. She is currently on the list of "New Supers" by models.com.

Lemlem

Kebede launched Lemlem (meaning to bloom), a clothing line, in 2007. Lemlem features hand-spun, woven and embroidered women and children's clothing. Kebede founded the line to help preserve the art of traditional weaving in Ethiopia, and to offer work opportunities to local artisans. The line is sold in 150 retailers.

Liya Kebede Foundation – Giving back to

the community

In 2005, Kebede was appointed as WHO Goodwill Ambassador for Maternal, Newborn and Child Health. She then founded the Liya Kebede Foundation, whose mission is to reduce maternal, newborn and child mortality in Ethiopia and around the world. The organization funds advocacy and awareness-raising projects as well as providing direct support for low-cost technologies, community-based education, and training and medical programs. In one health center that the foundation works with, hospital deliveries rose by over 50% in 12 months.

Kebede has traveled to Ethiopia to support maternal health projects on multiple occasions. In 2009, she worked with the Bill & Melinda Gates Foundation as part of their Living Proof Project. Kebede served as a High-Level adviser for the Center for Global Development's 2009 report "Start with a Girl: A New Agenda for Global Health".

Kebede writes for The Huffington Post about maternal and child health, and has been featured in Vogue and on The Daily Beast. She is also part of the Champions for an HIV-Free Generation, an organization of African leaders led by former President of Botswana Festus Mogae.

Awards

In 2013, Kebede was named one of Glamour's Women of the Year for her philanthropic work through her Liya Kebede Foundation.

Personal life

In 2000, Kebede married Ethiopian hedge fund manager Kassy Kebede with who they have two children: son Suhul (September 2000) and daughter Rae (August 2005). Unfortunately, the couple separated in 2013,



Nasibu Abdul Juma

recording artist, actor, dancer, philanthropist and a businessman – Talent with a philanthropic heart – Tanzania

Nasibu Abdul Juma, popularly known by his stage name Diamond Platnumz, and often referred to as "Simba" or "The King of Bongo-Flava" is a Tanzanian bongo flava recording artist, actor, dancer, philanthropist and a

businessman from Tandale, Dar es Salaam. The Multiple award winning artists and media entrepreneur is the owner of one of east Africa biggest private media company Wasafi and brand ambassador to multinational companies like Pepsi voda and Simba Fc.

Community support

Nasibu is also into humanitarian assistance as he has taken upon himself to provide basic social care like healthcare to more than 200 households from his community.



Audrey Nabila Monkam

Beauty queen with a heart of gold - Cameroon

Twenty-five-year old Audrey Nabila Monkam has the complete make up (DNA) of a perfect queen (beauty, brains and passion for serve the community). Nabila is Cameroon's beauty queen as she holds the prestigious title of Miss Cameroon 2020. Born on April 1, 1995 to a humble but loving family in Tiko – Cameroon, she holds a degree in Banking and Finance

from the University of Buea in Cameroon. This success comes to add to her other achievements of Miss Seme Beach 2017, Miss earth Cameroon 2018 and runner up Miss Arts and Culture 2016. Nabila is passionate about projects that bring educational to the less privileged.



Amazing stories OF CLIMATE CHANGE ACTION IN AFRICA: MEET THE REAL ACTORS

Climate change has been defined as a broad range of global phenomena created mainly by burning fossil fuels such as coal, crude oil, and natural gas which add heat-trapping gases to the Earth's atmosphere. These phenomena include the increased temperature trends described by global warming, but also include changes such as sea-level rise; ice mass loss in Greenland, Antarctica, the Arctic and mountain glaciers worldwide; shifts in flower/plant blooming; and extreme weather events.

Experts have warned that the African continent is particularly vulnerable to climate change. Specific reasons that justify this assertion are the following:

Water resources: There is a high potential for conflict and the need for regional coordination particularly in water basins that are shared by a number of countries. An example can be seen in the Nile river basin and the current tensions between Egypt, Sudan and Ethiopia.

Food security: Unpredictable climatic conditions pose a threat to food security.

Natural resources productivity: Climate change poses a risk of irreversible loss to biodiversity.

Coastal zones: Coastal areas are susceptible to sea-level rise, particularly roads, bridges, buildings, and other infrastructure that is exposed to flooding and other extreme events

Exacerbation of desertification by changes in rainfall and intensified land use.

In the event where global warming increases at a rapid pace, large areas of Africa might experience rainfall variability particularly between the months of December–February or June–August.

Fortunately, there are communities, organisations and individuals on the African continent who are championing the fight against climate change and dedicating their time and resources to the course of sustainable development. Here, we acknowledge some good examples of this good fight:

COMMUNITIES TAKING ACTIONS AGAINST CLIMATE IN AFRICA

Nkala Community – Democratic Republic of Congo

The world's second-largest rainforest covering over 400 million acres is found in the Congo basin which stretches across six countries. The Democratic Republic of Congo (DRC) harbours nearly 60% of the rain forest. However, environmental experts have called for urgent action to save the forest from irreversible destruction due to

the alarming rate of deforestation. The DRC is received significant attention due to the large part of the forest that it occupies.

Hence, in early 2016, the government of the DRC passed a law that paved the way for primary forest to be distributed to individual villages, with the expectation that local ownership would lead to sustainable management of the forest resources. Through this process, 70 communities have been allocated a total of 3.5 million acres. The Nkala community with 300 inhabitants received its portion of 12,000 acres in late 2018.

The village is located 150 miles northeast of the capital, Kinshasa and requires three days of driving or a wooden boat ride up the Congo River. Hunting and trapping wildlife in the forest has long been a way of life for the people of Nkala. The village chief, Kinzoma Gaspard explain that generations of their parents used to live off hunting and fishing so much that there is “almost nothing, left”.

Under the community forest program, a local conservation group and the regional government helped the village decide how to divide its land between protected areas — where the forest can regenerate, and wildlife goes untouched — and development areas, where small-scale

agriculture and hunting are permitted. The concession is managed by 11 elected villagers.

The bonobos are a big part of the plan. Last year, 30 tourists each paid \$100 for up-close, guided encounters with the endangered great apes. The COVID-19 pandemic has stalled efforts to draw more visitors.

Trackers trained by the World Wildlife Fund, the trackers follow the bonobos every day to monitor their health and behavior, as well as keeping tabs on their location, in order to hike in with tourists for visits. Each tracker earns \$150 a month, a good income in a country where 72% of people live on less than \$1.90 a day. For now, the WWF pays most of the salaries, but the hope is to eventually draw enough tourists to make the project self-sustaining.

Another part of the forest has been set aside to grow arrowroot trees. Women use the leaves to make mats, which they sell in nearby towns through a newly formed cooperative.

Nkala has also diversified its crops, adding peanuts, corn and pineapples to its plantations in an effort to improve nutrition and protect the food supply from droughts and uneven rains. The WWF helped build a mill to turn cassava, a hearty root vegetable, into flour.

Villagers speak with pride about the changes and say their living standards are rising, though the project is still in its early stages and remains highly dependent on investment by outside groups. One woman affirmed, "It's allowed me to become a businesswoman. It's given me freedom."

The fate of the rainforest matters not only for villages like Nkala but for the world's climate. Forests are major carbon sinks, and only the Amazon stores more than the Congo Basin.

Environmentalists view local ownership and management as a small but significant part of the solution to saving the rainforest. They expressed the hope that the blueprint could be applied across the country in order to reduce the huge deforestation.

NASHULAI MAASAI CONSERVANCY IN KENYA: FIRST AWARD WINNING MODEL OF CONSERVATION AND LIVELIHOODS

The Nashulai Maasai Conservancy has achieved international recognition for a number of reasons. Firstly, it is the first known wildlife conservancy that is community-owned and managed. Secondly, after winning the UNDP EQUATOR PRIZE WINNER 2020, the Nashulai Maasai conservancy established a record as the pioneer community-owned wildlife conservancy to have won the award. Thirdly, the conservancy has a unique model for the sustainable co-existence of wildlife and community livelihoods. The Nashulai Maasai Wildlife Conservancy has therefore established itself as a benchmark, model and inspiration for communities with abundant tourism resources, not only in East Africa but across the world.

The Maasai Story

The Maasai people are believed to have journeyed along the Nile River until they found the vast plains and high mountains of the Great Rift Valley, referred to by some people as the cradle of humankind). Land is treasured among the Maasai primarily because they are pastoral people. Their livestock grace on the land as the Maasai migrate across vast landscape in search of pasture. Culturally and historically, the Maasai have co-existed with wildlife (big and small) for centuries, hence, the interconnection between land and livelihoods runs quite deep.

Reincarnation of the bond between the Maasai, livelihoods, land and nature.

Ancestors of the Maasai had nurtured and pastured their flock (livelihood) on this piece of land in the Maasai Mara for centuries, a long time ago before the birth of the Nashulai Maasai Conservancy on the 28th of November 2016. The launch of the conservancy simply formalised a governance and management structure. The Maasai therefore, understand the ecosystem intimately, and have sustained themselves and their herds in harmony with the natural life. The privately governed and managed Nashulai Maasai Conservancy covers 5000 acres bordering the Mara National Reserve.

Unique Operating Model of the Nashulai Maasai Conservancy

So, what makes the operating model of the Nashulai Maasai Conservancy unique? It is worthy of note that the Nashulai Maasai Conservancy is neither the first nor the only conservancy in the Maasai Mara. In its mission statement the Nashulai Maasai Conservancy indicates that its focus is to conserve wildlife, preserve culture and reverse poverty. However, the combined pressures of climate change, habitat depletion, external development, land commodification and poverty have been increasing steadily over the years, impeding the area's capacity to sustain the life—human, pastoral and wild—that depend on it. On the other hand, land was being fenced off and sold off to the highest bidders.

In reaction to the depressing downward spiral, the landowning families of the Maasai community were motivated to form the conservancy with the aim of committing to a common usage system, remain on the land, remove the fences and to regenerate the habitat. Thus, the first ever community-owned wildlife conservancy—created, managed by and for the Maasai people who own not just the land but also direct the initiative was founded.

The Nashulai Maasai Conservancy adopts a holistic approach that is guided by the community's deep-rooted indigenous knowledge of living in harmony with nature in combination with cutting-edge science in wildlife conservation and grasslands management.

The Nashulai have demonstrated that humans and wildlife can coexist in a manner that benefits the land, wildlife, and people. Their appreciation and protection of the land for centuries has resulted in an intricate relationship between their ancestors, stories and practices. The Nashulai understand the crucial importance of maintaining a balance between conservation and livelihoods.

Champions of climate change action in Sub-Saharan Africa.

Chibeze Ezekiel – Ghana

Following the decision of the Chinese energy company, Shenzen Energy Group to build a 7,000-megawatt coal power plant in the Ekumfi district in Ghana, Chibeze Ezekiel raised concerns and alerted community members on the potential risks of wastewater, ash pit and mercury emissions from the proposed plant posed to health and local community livelihood such as fishing and farming. He also drew attention to the threat that the project posed with regards to access to clean drinking water due to the plant's sulfur dioxide emissions and associated acid rain. Building a 7,000-megawatt coal power plant in the Ekumfi district would indisputable have an impact on the regional climate, Ezekiel added.

Through his NGO which focuses on good environmental governance, Ezekiel launched a successful grassroots youth movement to stop the construction of the \$1.5 billion plant, which included a shipping port to bring in coal.

He ran a social media campaign emphasizing the threats of the proposed plans to the environment and local communities, detailing the possible long-term job creation opportunities that might come with a shift to renewable energy.

The successful social media campaign caused the Ghanaian government to cancel the project in 2016, with the president, Nana Akufo-Addo, committing to new power policies based on renewable generation technologies such as wind and solar.

Meanwhile, Ezekiel was awarded the prestigious Goldman Environmental Prize for Africa on November 30, 2020, which honors the achievements and leadership of grassroots environmental activists.



Ayakha Melithafa – South Africa

Ayakha Melithafa is a seventeen years old South African climate activist on a mission to change the world. Born in a suburb of Cape Town, Ayakha is one of the continent's youngest activists. She pursued climate activism after experiencing first-hand the effects of drought on her mother's farm in South Africa. After some research, she found out about climate change and how they are susceptible to more prolonged and severe droughts, "I knew from then on that I wanted to educate people about what I had learnt," she says.

In 2018, Ayakha joined Project 90 by 2030, an environmental organization that strives to bring about significant change to realize a low-carbon future by 2030 from where she got most of her information about climate change. Project 90 led her to African Climate Alliance, which is a youth initiative that peacefully protests against climate inaction and injustices.

She was made a spokesperson and a recruitment official for the alliance's youth wing.

In September 2019, Ayakha was one of 16 teenage petitioners who presented a landmark official complaint to the United Nations to protest the lack of government climate action. She is incredibly passionate about inclusivity in climate activism and believes that, "It's very important for poor people and people of colour to go to these protests and marches because they are feeling the wrath of climate change the most. It's important for them to have a say, for their voice and their demands to be heard."

"I knew from then on that I wanted to educate people about what I had learnt,"



Nnimmo Bassey – Nigeria

Nnimmo Bassey is a Nigerian architect, environmental activist, author and poet. Bassey can be described as a forerunner and pioneer of modern climate activism in Africa considering that he started his activism as far back as the 90s.

He is also the co-founder of the Nigerian advocacy NGO, Environmental Rights Action (ERA), which has dealt with environmental human rights issues in Nigeria since 1993. Nnimmo led the ERA as Executive Director for two whole decades and is currently the chair of its Management Board.

Raised in the oil-rich Niger Delta region of Nigeria, Bassey has seen first-hand the damaging effects of oil spillage and so his activism was focused on combating destructive oil and gas extraction activities in the country and beyond. In addition to its work on oil spills, the ERA has actively campaigned against gas flaring and won a landmark ruling by a Nigerian High Court back in 2005; a ruling that gas flaring is unconstitutional, damages people and the environment, and must stop.

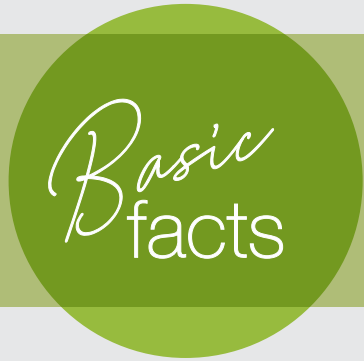
In 2009, Bassey was recognized as one of Time Magazine's Heroes of the Environment. In 2010, he was named a Laureate of the Right Livelihood Award, and in 2012 he was awarded the Rafto Prize. He continues the green fight today serving as Director and member of the Advisory Board of environmental advocacy organization Health of Mother Earth Foundation.

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The United Republic of Tanzania (Kiswahili: Jamhuri ya Muungano wa Tanzania), is a country in East Africa; bordered by Kenya, Uganda, Democratic Republic of the Congo, Mozambique, Zambia, Burundi, Rwanda, Malawi. Tanzania is a result of the unification of Tanganyika (the mainland) and the Zanzibar islands. Tanganyika and Zanzibar united on 26th April 1964, forming the United Republic of Tanzania.



Isinuka Mud Caves and Sulphur Pools: *Healing waters of the Eastern Cape.* South Africa



Have you ever dreamt of a therapeutic holiday? Yes, you heard me right. A holiday that results in healing, in addition to fun and relaxation. If this is the type of holiday you have been wishing to enjoy for so many years, then “wish” no more. It is happening right here in the Eastern Cape Province of South Africa.

The Isinuka Mud Caves and Sulphur Pools are located next to the Isinuka village which is located in OR Tambo District Municipality, Eastern Cape,

South Africa. The name "Isinuka", means "place of smell", which refers to the odour of the sulphur which diffuses from the springs. This name was given by the Mpondo people of the Eastern Cape who regard this site as a sacred area. The springs are also visited by thousands of tourists who seek relief from various ailments yearly.

TOURISTIC TREASURES OF THE EASTERN CAPE

Presented by your Provincial expert guide, Ludwe Ndolose

The Eastern Cape Province in South Africa is astoundingly diverse and, in parts, deliciously unspoilt. In winter, snow sometimes dusts its distinctive mountain peaks, and in summer, its sparkling coastline lures throngs of surfers, swimmers, and sun lovers.

From the sea to the inland desert, the scenery of the Eastern Cape is spectacular. And there are so many things to do: sightseers can explore everything from ancient forests and gaping valleys to craggy sea cliffs and the lush coastline stretching from the Tsitsikamma section of Garden Route National Park to the subtropical Wild Coast.

For the most beautiful pictures, visit at sunrise or especially at sunset, when the deep golden glow of your places with glowing honey. The wildlife in the park is diverse and varied. Visitors can see many species of birds, as well as animals such as the Cape buffalo, buffalo, gazelle, and long-eared fox. The nearby town of Graaff-Reinet is also a major tourist attraction for its Karoo architecture and architectural history. Apparently the Reinet House, once beautiful in the Cape Dutch way, is now a museum with a large collection of 18th and 19th century farm furniture and equipment, as well as a collection of World War I dolls.

Here are a few must-explore attractions selected especially for you by the provincial expert guide: spectacular natural wonders in the Eastern Cape

In Camdeboo National Park, around the town of Graaff-Reinet, the **Valley of Destruction** is one of the most spectacular natural wonders in the Eastern Cape. The access road climbs up to 1,500 meters and ends in a park with tears reserved for air traffic on the cliffs. Here, visitors can enjoy a spectacular view of the dolomite rock surrounded by the surrounding landscape where ever-changing light plays on the expansive landscapes. To the south are the driest regions of the Great Karoo; east, Graaff-Reinet; and to the north, the steep slopes of the Sneeuberg Mountains.

The Wild coastline, which stretches north-east of East London, is a fascinating country. Deep hills, windy skies, lush forests and mountains covered with golden green grass symbolize this pristine forest, which falls on the north coast of the Eastern Cape, from the Mtamvuna River in the north to the Great Kei River in the South. Part of the Wild Coast is the ancestral territory of the Xhosa people, as well as other tribes whose lands made the land uninhabitable. During apartheid, the Wild Coast was part of the Transkei, one of the four states declared independent of South Africa, until it merged in 1994 with the Eastern Cape.

The Storms River Suspension Bridge is one of the most popular attractions in the Tsitsikamma National Park, a spectacular coastal reserve along the famous Garden Route, a 200 km plus scenic drive, stretching from the Eastern Cape to the Western Cape, part of the Garden Route National Park. The 77-meter-long bridge spans the foaming, foamy water of the Storms River estuary, which swings less than seven meters below the bridge and splashes as it merges with the Indian Ocean. Visitors stand on the bridge and feel as if they are floating above the stormy sea. To access the bridge, visitors walk through 900 meters of beautiful bird-rich forests with waterfalls and many vantage points to stop and rest while admiring the sea views. Two smaller suspension bridges lead hikers back to the road for their return journey. After the rewarding hike, which takes about 30 minutes each way, hungry hikers can fill up at the lodge restaurant nearby.

The Bloukrans Bridge, on the border of the Eastern and Western Cape provinces, near Nature on the City of Route Road, is the most beautiful destination in South Africa. The arch bridge overlooking the Bloukrans River was built in the 1980s and is the longest in the country. The Bloukrans bungee jump is the world's most commercial jump at 216 meters – over 700 feet. Jumping is fast on the adrenaline rush, but performance, including the appearance of the adrenaline facial, is more focused on safety. Holds one connecting link to minimize injury.

So, if you're not ready to jump, but still want to feel something called an adrenaline buzz, you can follow the trail below the bridge to the point. If you go with it, you will get the height of the bridge without jumping into it. It is also a great place to celebrate brave friends or family members

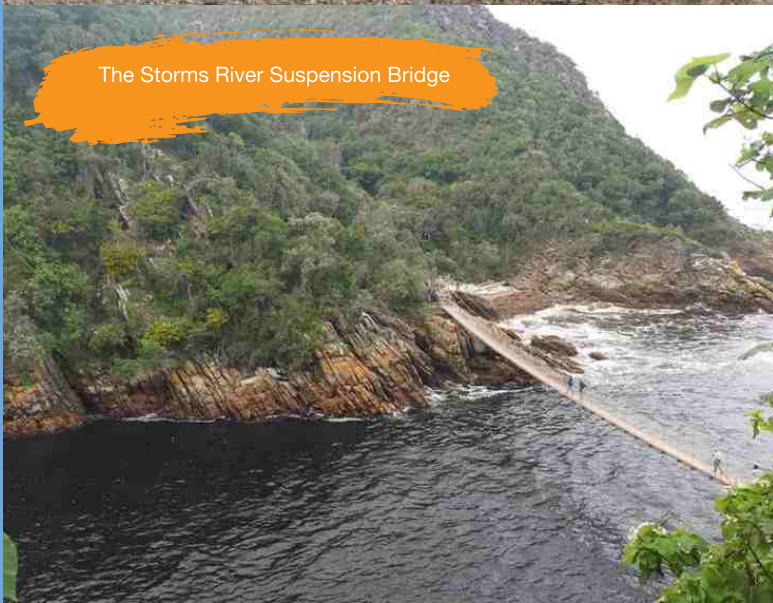
The Valley of Desolation



The Wild Coast



The Storms River Suspension Bridge



Bloukrans Bridge Bungee Jump



Impossible is not Cameroonian: First country to successfully host a major event during the COVID-19 pandemic

Cameroon has once again proven to the world that things which seem impossible elsewhere can be possible through hard work and commitment. The onset of the COVID-19 pandemic in January 2020 led to a total or partial shutdown of economic activities across the world. The highly infectious nature of the corona virus meant that all social events were deemed to be super spreaders and highly risky. This led to the cancellation of all sports, religious, and cultural events. It is against this background that Cameroon's successful hosting of the 2021 Total African Nations Championship (CHAN) is seen as a formidable achievement.

Having missed out on the opportunity to host the 2019 African Cup of Nations, Cameroon stepped up to the challenge of hosting the

CHAN amidst the raging pandemic. In addition to the COVID-19 pandemic, the threat of insecurity caused by the ongoing political crisis in the Southwest and Northwest Regions of Cameroon cast doubts on the ability of the country to host a continental tournament like the CHAN 2021.

So, the big question lies in how Cameroon successfully hosted the CHAN-2021 tournament amidst a deadly pandemic and an ongoing armed insurgent? Many reports attribute the success of the tournament to good stakeholder management on the part of the Cameroonian administration. From the Head of State deploying both the financial and human resources to the administrators on the ground enforcing the covid-19 protocols and security measures. The relatively low rate of

the corona virus infections in Cameroon has been seen as contributing to absence of any serious incidences of the pandemic spreading during the tournament. This, despite some of the spectators seen not wearing masks. Other unsubstantiated reports have suggested that the high humidity in Cameroon and the central African region is not favourable to the spread of the corona virus. Whatever the validity or not of some of these explanations, it is indisputable that Cameroon remains the only country to have hosted a soccer tournament of this magnitude during the covid-19 pandemic. Countries wishing to host events of this nature with spectators might want to investigate further and learn a few lessons from the government and people of Cameroon.

Tourism in Cameroon

Cameroon's geographical location makes the country ideal for tourism development and a perfect holiday. Firstly, Cameroon is strategically positioned in the Gulf of Guinea which gives it access a 360 km coastline stretching from the border with Equatorial Guinea, south of the Campo River estuary to the Nigerian border north of Akwayafe River. Secondly, being located between west and central Africa and the Gulf of Guinea means the country enjoys a wide diversity of climates and natural regions such as coastline, mountains, savanna, deserts, and tropical forests. This places Cameroon among the countries with the richest biodiversity in the world with twenty-two million hectares of the Congo Basin forest ecosystem where 9,000 plant species, 900 bird species, and 320 mammal species live, included 156 endemic plants, eight endemic birds, and 14 endemic mammals. The border with Nigeria has one of the highest concentration of biodiversity in Africa.



the corona virus infections in Cameroon has been seen as contributing to absence of any serious incidences of the pandemic spreading during the tournament. This, despite some of the spectators seen not wearing masks. Other unsubstantiated reports have suggested that the high humidity in

Major tourists' attractions in Cameroon

- The Sultan's palace in Foumban
- The hanging bridge in Korup National park
- Achas university students on educational tour of Kribi
- Kribi falls
- Achas University students explore the Buea mountain volcanic rocks
- Buea mountain with the volcanic rocks

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INCREDIBLE WOMEN MAKING TOURISM

News



United Nations Secretary-General, António Guterres

The United Nations Secretary-General, António Guterres marked International Women's Day with the phrase "the COVID-19 crisis has a woman's face" to draw attention to the disproportionate way in which women have been affected by the covid-19 pandemic. From a tourism perspective, data from the World Tourism Organisation (UNWTO) reveals that women make up 54% of the tourism workforce. Sadly, Women in tourism are often concentrated in low-skilled or informal work. This means that they are feeling the economic shock caused by the crisis more acutely and quicker than their male counterparts. In many cases, women are cut off from the social and healthcare protections that are so vital in a global pandemic.

However, the UNWTO Secretary-General Zurab Pololikashvili has observed that, "Tourism is a proven driver of equality and opportunity" so gender equality and empowerment must become the new focus as tourism activities restart and move into accelerated recovery.

Based on the key findings and recommendations of the Global Report on Women in Tourism, the UNWTO issued the following Action Plan providing concrete steps that will help actors in the private and public sectors boost tourism's empowering potential for women.

Continue reading at:

<https://www.achassafariafrica.com/2021/03/11/women-empowerment-the-focus-of-tourism-recovery-the-unwto-issues-a-special-guide/>



Captain Joyce Beckwith

WTTC "Safe Travels" Certification Response to COVID-19 anxieties: Health and Safety First.



The World Travel and Tourism Council (WTTC) launched its "Safe Travels" certification programme in May 2020 and to date the certification has been endorsed by 200 tourism destinations worldwide. The Safe Travels initiative is the world's first-ever global safety and hygiene programme aimed at restoring traveller confidence in the tourism sector as it struggles to re-emerge from the devastating effects of the COVID-19 pandemic. Through the Safe Travels programme, the WTTC alongside its Members, governments, health experts and other industry associations hope to ensure the safety of customers as they travel, visit attractions and stay in accommodation establishments around the world. In an effort to fast-track effective recovery of the tourism sector, the WTTC developed protocols and toolkits for interaction & implementation to ensure that people are and feel safe.

Read more at:

<https://www.achassafariafrica.com/2021/01/06/wttc-safe-travels-certification-as-a-response-to-covid-19-anxieties-health-and-safety-first/>

Kenya's first female hot air balloon pilot has it all; talent, beauty and Smiles

Captain Joyce Beckwith is not only a qualified hot air balloon pilot but also a Hotel and Tourism Management Graduate. Since obtaining her commercial pilot license (CPL) in 2018, she continues to fly customers daily across the Maasai Mara game reserve. Her passion and dedication to service are evident as Captain Joyce has been affectionately nicknamed "Captain smiles".

Captain Joyce first went to the Maasai Mara as an intern, but her interest in flying hot air balloons was kindled as she accompanied her friends on hot balloon flights and game drives across the reserve. Her marriage to a hot air balloon pilot further fuelled her interest in hot air balloons as she took advantage of any empty seat on his balloon basket to join him on regular flights.

After completing her training in Albuquerque New Mexico with Airborne Heat Balloon School, Joyce obtained her Kenyan Commercial Balloon License, making her the first African female hot air balloon pilot on the continent. Sun Africa Hotels who operate 'Balloon Adventure' out of Keekorok Safari Lodge in the Masai Mara quickly spotted Captain Joyce's talent and made her part of their team. Now, Capt. Joyce rules the skies over the undulating plains around Keekorok where she and her support crew spread beautiful memories among numerous tourists as they land the balloon time and again.

<https://www.achassafariafrica.com/2020/12/28/kenyas-first-female-hot-air-balloon-pilot-has-it-all-talent-beauty-and-smiles/>



Ngozi Okonjo-Iweala

Ngozi Okonjo-Iweala's appointment as Director-General of the World Trade Organisation: A fairy-tale motivation for the African child.

Upon taking the helm of the World Trade Organisation (WTO) as Director-General on the 1st of March 2021 Dr Ngozi Okonjo-Iweala became the first female Director-General of the WTO. As former president Nelson Mandela put it, "It always seems impossible until it is done." Hence, the name Okonzo-Ijeawala has become synonymous with "first". She is not only the first woman to be appointed Director General of the WTO, but also the first person of African origin to be at the helm of the prestigious organisation. It should be recalled that Dr Okonzo-Ijeawala was also the first female to be appointed Minister of Finance in her home country, Nigeria. She also served as Minister of Foreign Affairs, equally maintaining her track record as the first female to occupy the position. During her 25 years of service at the World Bank, Dr Okonzo-Ijeawala became the first woman to run for the position of World Bank President. The good Dr is currently on the board of Directors of twitter and chairs the GAVI vaccine alliance and is special envoy for the World Health Organisation (WHO).

The World Trade Organisation as the catalyst for tourism growth

Tourism flourishes where there is freedom, leisure and a fair degree of certainty. As the organisation that oversees the rule of law and "order" in international trade, the WTO has been at a crossroads for some time. The former US administration under Donald Trump all but crippled the WTO and even threatened to leave the global body. Travel restrictions, tariffs and barriers to trade are a direct threat to tourism so the US trade war with China and China's practices that are perceived as unfair to global trade seemed to have made matters worse for the smooth functioning of the WTO. However, Dr Okonzo-Ijeawala has emphasised that "It is clear that a rules-based system without a forum in which a breach of the rules can be effectively arbitrated loses credibility over time." She further observed that "The WTO appears paralyzed at a time when its rule book would greatly benefit from an update to 21st century issues such as ecommerce and the digital economy, the green and circular economies." It seems clear that Dr Okonzo-Ijeawala is focused on re-engineering a well lubricated WTO

system and a functional arbitration mechanism suited for the current world scenario. This will minimise the unilateral and ad hoc imposition of barriers and tariffs by individual countries thereby creating certainty, order and facilitating the freedom of movement.

Why does the story of Dr Okonzo-Ijeawala matter?

In the context of the Black Lives matter movement and the general derogatory narrative that has plagued people of African descent, Dr Okonzo-Ijeawala's fairy-tale of persistent triumph despite the double prejudice of being female and African follows that of heroic African leaders such as the late Nkwame Nkrumah of Ghana, Sékou Touré of Guinea, Julius Nyerere of Tanzania, Jomo Kenyatta of Kenya, Kenneth

Kaunda of Zambia, Samora Machel of Mozambique, Sam Nujoma of Namibia, Kofi Annan of Ghana, and Nelson Mandela of South Africa. These revered leaders changed the course of history for the African child from the marginalised and oppressed to born-frees, from limitations to exploration of new heights, from subservience to role models, CEOs, Directors and leaders at the United Nations. Through the tireless sacrifices, hard work, courage, foresight and wisdom of these leaders the consciousness of the African has been awakened forever to the truth that earning the title "first" is not reserved for others. The African child can attest to the fact that impossible is actually a target to be humbled and made possible. The African child now understands that words like poverty, crime, disadvantaged, sickness, etc do not define the African but are adversaries to be subdued and conquered on our way to affluence and greatness. After all, all heroes and heroines are known by the magnitude of the enemy they overcame. Every African child reading the story of Dr Okonzo-Ijeawala's ascendancy to the position Director-General of the WTO should now realise it is not an isolated event but a pattern and way of life. Like lions and lionesses waiting for prey, the secret ingredients in the DNA of the African child are courage, resilience, wisdom and timely execution of strategy.

More at:

<https://www.achassafariafrica.com/2021/02/27/ngozi-okonjo-iwealas-appointment-as-director-general-of-the-world-trade-organisation-a-fairy-tale-motivation-for-the-african-child/>

"We need women who are so strong they can be gentle, so educated they can be humble, so fierce they can be compassionate, so passionate they can be rational, and so disciplined they can be free."

- Kavita Ramdas

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