



MoTAC Minister Participates in World Travel Market 2022



Dr. Awal At World Travel Summit 2022

Market, 2022 event at the ExCel Centre in London.

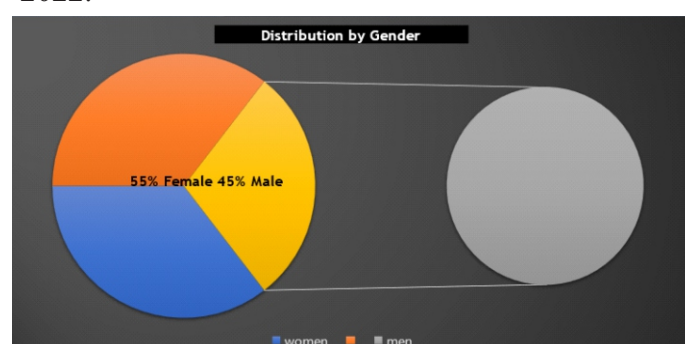
The market leading travel event had Ministerial representations from 35 nations across the world. Close to 36,000 travel professionals participated in the event to network and share good practices the attract travelers. It took place from 7th -9th November 2022.

The Minister was accompanied by the Project Coordinator of GTDP Nana Osafo Kantanka and the Chief Executive Officer of the Ghana Tourism Authority (GTA), Akwasi Agyeman.

As part of efforts to unlock business opportunities for inbound and outbound for the Tourism, Arts and Culture sector in Ghana, the Minister of Tourism, Arts and Culture Dr. Ibrahim Mohammed Awal, participated in the World Travel

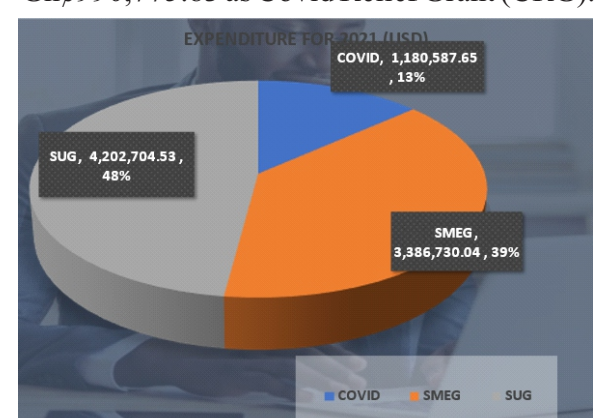
55% Females Benefit From GTDP Grants

At least Five – Five percent (55%) of the GTDP grant beneficiaries are females in line with the promise made by the President during the launch of the grant in June 2022.



According to the grants disbursement status report, 80% of the Grants were disbursed to Covid Relief Grant (CRG), 17% to Small Medium Enterprise Grant

(SMEG) 17% and 3% to Site Upgrade Grant (SUG). The report also indicates that a total of Gh¢5,330,006.15 was disbursed as Site Upgrade Grant (SUG) whereas Small Medium Enterprise Grant (SMEG) was Gh¢3,618,900.70 and about Gh¢990,775.83 as Covid Relief Grant (CRG).



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Ghana Tourism Development (GTDP) Mail will be published quarterly by the Project Coordinating Unit (PCU) to share relevant and valuable information about the project with all stakeholders and partners in the Tourism, Arts and Culture industry.

It will also be used to provide regular updates of activities and accomplishments of the project.

Articles/ contributions are welcome but we reserve the right to edit materials at our discretion.

Views and opinions expressed in GTDP Mail are not necessarily those of the GTDP/PCU nor does the inclusion constitute an endorsement of the view or opinion.



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GTDP Upcoming Training/Workshops

As part of efforts to make the Tourism, Arts and Culture industry in Ghana a key economic driver the following activities have been lined up for the new year.

- Training of regional heads, focal persons and site managers and supervisors on environmental and social safeguards and EPA permit conditions and community engagements.
- Tourism Investment Summit
- Training of Ghanaian film makers on film production and marketing
- Training of transport service operators on tourism product knowledge and customer service
- Media capacity training on the role of the media in Tourism, Arts and Culture promotion.

About Ghana Tourism Development Project

The Ghana Tourism Development Project (GTDP) is a USD\$ 40 million credit facility from the International Development Association (IDA) of the World Bank. It is a Government of Ghana, (GoG), IDA project implemented by the Ministry of Tourism, Arts and Culture, (MoTAC) through the Project Coordinating Unit (PCU). The project development objective is to improve the performance of tourism in targeted destinations in Ghana

It has four main components as follows:

Component 1: Strengthening Tourism Enabling Environment:

- This component seeks to address constraints most likely to have transformative impact on the tourism sector in Ghana.

Component 2: Developing Tourism Sites and Destinations:

- It component seeks to diversify the leisure tourism offering in Ghana by identifying and upgrading the most promising destination areas

Component. 3: Tourism Enterprise Support Program:

- This component seeks to finance the costs of tourism enterprise matching grants and business development services training.

Component 4: Project Management:

- This component seeks to provide support for the management and coordination of the project.

PROJECT MEMBERS COLUMN



Godfred Allotey
Environmental Safeguards Consultant, GTDP

Sustainable Development is key for any project; and at GTDP, safeguarding environmental and social resources is an integral part of the overall project implementation. My role is to ensure that every project under the GTDP is compliant with good international industry practice and is guided by Ghana and World Bank standards and requirements for environmental and social issues associated with the projects.

The safeguards process begins with the preparation of the relevant E&S instrument for a project; which could be an ESIA or ESMP, depending on factors such as the scale and location of the project. Environmental and

social action plans are drawn from the instruments to form the basis for monitoring how the prescribed E&S measures are incorporated into a project as its implementation progresses. The E&S safeguards process also involves training of personnel of contractors undertaking construction works to be abreast with the E&S requirements for their work. Regular visits to the site are done to observe the measures and review the action plans where necessary.



Faustina Acheampong is the Executive Assistant to the Project Coordinator. Prior to joining the MoTAC- GTDP in October 2022, Faustina worked with the Millennium Development Authority (MiDA) as HR Administrative Assistant under the Ghana Power Compact 2 from June 2013 to Sept 2021. She was also the Front Desk & Administrative Officer at MiDA under the Millennium Challenge Account Compact 1 program in May 2008 to May 2013.

She worked at C. A. Construction Limited as a Secretary and later as an Administrative and Accounts Officer at Evolution Technology Limited -Tema.

Faustina has had a diverse and rich 10+ years of work experience in general administration, office management and overall human resource functions.

She holds a Bachelor's Degree in Human Resource Management from the Dominion University College (DUC). She also has certificates in Effective Front Desk Management from the University of Ghana Business School (UGBS), Office Management & Administration from Management Development & Productivity Institute, Accra and Business Administration - (Management & Administration) from the Graduate School of Governance & Leadership, Accra.

I'm looking forward to putting my diverse experience to use and forming working relationships in which we can all depend on one another for assistance to achieve the objectives of GTDP . And I'd like to put my teamwork expertise to good use, particularly my skills in human resource and Office Management.

New Addition to the GTDP Team



Patience Aba Tekyi-Arhin is my name. I read Bachelor of Science Home Economics Education in the University of Education Winneba. I am currently having my national service with MoTAC - GTDP. I am interested in leveraging my knowledge and people skills to positively contribute to organization's corporate objective while gaining valuable experience. I am confidence and poised in interacting with individuals at all levels. I am ambitious and focused while appreciating the need to remain flexible. I am motivated by internal standards of excellence to achieve expectations and exceed all set goals.



Isaac Adjei drives for GTDP. Isaac has been a professional driver for over ten years.

Since 2006, he has worked extensively with a variety of businesses. COTVET, Bel Aqua Beverages Limited, Whirlpool, and Coca-Cola Company Limited are among them.

Isaac is seeking to use his driving experience to safely transport documents and PCU Team from one location to another in a professional manner that will contribute to the Project's success.

GTDP Holds Creative Arts Stakeholders Dialogue on Pension

As part of efforts to encourage those in the creative arts industry to prepare for their retirement, the Ministry of Tourism Arts and Culture, (MOTAC) under the GTDP organized a dialogue in Accra for stakeholders of the industry. The dialogue was on the theme, ‘Creative Arts Stakeholders, Pension Conversation; Plan to Retire, Don’t Retire to Plan’ was opened by the Deputy Minister of MoTAC, Mr Mark Okraku Mantey. He said the initiative is to provide the practitioners and insurance providers

the opportunity to dialogue about their retirement and how to design a suitable pensions scheme for those in the industry. Some of the institutions present at the dialogue included, Social Security and National Insurance Trust (SSNIT), Standard Chartered Bank, Hollard Insurance, and Quality Life Assurance Company Limited.



Deputy Minister of MoTAC, Mr. Mark Okraku Mantey addressing the participants

GTA Trains Stakeholders On New Tourism Site Regulation, LI 2393



Stakeholder Engagement/sensitization Workshop for LI 2393, Greater Accra

Ahead of the implementation of the new Tourism Sites Regulation, the Ministry of Tourism Arts and Culture through Ghana Tourism Authority (GTA) under the auspices of the Ghana Tourism Development Project (GTDP) has organised training and orientation workshops for the stakeholders of tourists' sites across the country.

The workshop was held in three zones, Accra, Kpando, Koforidua, Takoradi, Wa, Tamale, Sunyani and Kumasi respectively.

The workshop is aimed at training and equipping industry players with the relevant information, skills and training needed for quality service delivery to move the industry forward.

The regulation, L.I 2393, was enacted in 2019 and enjoins GTA to register, classify, license, regulate interpret and set the minimum requirements for the activities of tourist sites.

Customer Service Training For Industry Players Held

Customer Service Training was held for players in the Tourism, Arts and Culture sector under the Ghana Tourism Development Project. The training seeks to provide private sector tourism practitioners with the opportunity to improve their knowledge and skills in customer experience to enable them to be more responsive to customer needs in the course of their work.



A Section of Participant at the Customer Service Training

GTDP FUNDED PROJECTS

EXPANSION & RENOVATION WORKS AT KWAME NKRUMAH PARK ONGOING



BONWIRE KENTE MUSUEM



KINTAMPO WATERFALL



ANKASA FOREST RESERVE



NZULEZU RECEPTIVE FACILITY



GUSHEGU SMOCK VILLAGE PHASE 1



AKWAMUFIE MUSEUM



GTDP Events in Pictures



Capacity Building for Audit, Procurement and Account Officers in Preventing Audit Infractions



Creative Arts Stakeholders Pension Dialogue, Accra



Capacity building for Tourism Officers, Aburi



Capacity Building for Agency Heads and Directors



Customer service training for tourism practitioners in Accra



Two(2) days training on finance for hospitality and tourism practitioners at UGBS

GTDP Events in Pictures



Dr Ibrahim Mohammed Awal at the World Travel Market 2022



PCU members being taken through internal auditing process by a staff of Ministry of Finance



Stakeholder engagement / sensitization workshop for LI 2393 in Kumasi



Stakeholder engagement / sensitization workshop for LI 2393 in Sunyani



Stakeholder engagement / sensitization workshop for LI 2393 in Tamale



Stakeholder engagement / sensitization workshop for LI 2393 in Wa



Stakeholder engagement / sensitization workshop for LI 2393 in Takoradi

Media Coverage of GTDP Activities

T News
www.ghananews.com.gh
TUESDAY, AUGUST 2, 2022
GHANAIAN Times

Digitalisation of tourism sites best in ensuring economic growth

By EMMANUEL ADU
GYAMFI, NNIPAHAMMOA

The digitalisation of tourism centres and sites in the country is an integral part of the global paradigm for an improved tourism sector, according to the Ghana Tourism Development Project (GTDP) Minister, Mr. Joseph Appah, who said the digitalisation of tourism sites is the best way to ensure economic growth.

He said that "I am happy to announce that we have launched a telephony network at Buihwa, Pema, to enhance telecommunication network reception for the people, especially tourists, who visit the monkey sanctuary".

Mr. Appah said that as part of the Green Ghana Day, trees were planted on 60 acres land around the Buihwa caves and has colony site, to promote eco-tourism and reforestation.

He said Bono Manso, according to oral tradition, was the cradle of man in the first ancient kingdom, and has promised to preserve the community and its sites.

Mr. Appah said that the Bono East Regional Co-ordinating Council (BERCC) would seek public-private partnership, to develop the unknown tourist sites in the region.

The Bono East Regional Director, Ghana Tourism Authority (GTA), Joseph Appah, said the area was endowed with numerous tourism centres including Teller Falls, Dyes National Park and Fortinham Bono shrine and caves. Others are the geographical centre of Ghana in Kintampo, Bono Manso slave market, Kintampo waterfall, Buihwa ecosystem, Kintampo canopy walkway, and Tandoane sacred Grove and rock formations.

Mr. Appah disclosed that the region plans to celebrate the annual Emancipation Day at Bono Manso and Kintampo in the year ahead, to promote the rich cultural heritage of the people.

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SS02
Daily Graphic, Tuesday, September 27, 2022
SPECIAL SUPPLEMENT

Ghana eyes ultimate tourism destination spot

By Mary Mensah

OFFICIALS in the tourism sector are working around the clock to position Ghana as the most preferred tourism destination in Africa, the Minister of Tourism, Arts and Culture Dr. Mahamud Ibrahim, has said.

The minister said to help make Ghana a tourism destination, the country has launched a series of initiatives to improve the tourism sector.

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Online
Daily Graphic, Monday, July 11, 2022

Women to get 60% of \$10m tourism grant

From Haruna Yusuf Wumpi, KOFORIDUA

SOME 60 per cent of the \$10 million grant to improve the tourism sector will be given to women, the minister of Tourism, Arts and Culture, Dr. Mahamud Ibrahim, has said.

He said the COVID-19 pandemic adversely affected the tourism sector, which was dominated by women, leaving them worse off.

He said any operator that fell within the category could apply for the facility to be considered on the individual's merits.

The Chief Executive Officer of the GTDP, Kwadwo Agyem, said any person in the tourism sector whose business was adversely affected by COVID-19, the Russian-Ukraine war or the general economic hardship in the country qualified for the grant.

The prospective beneficiaries must apply through the GTDP website. "If your business is not registered in Ghana, then automatically you are not qualified to benefit from the grant," Mr. Agyem explained.

Hospitality industry tasked to place premium on customer care
BY VIVIAN ARTHUR

OPERATORS in the hospitality industry have been urged to place premium on customer care to enhance the tourism sector.

According to the Technical Advisor at Ghana Tourism Development Company (GTDC), Professor Gabriel Eshun, quality customer care service would help improve the tourism industry and make it the number one contributor to the country's Gross Domestic Product (GDP).

Prof. Eshun was speaking at a customer service training workshop organised by GTDC, under the auspices of Ministry of Tourism, Arts and Culture for stakeholders in the tourism value chain in Accra yesterday.

The training aimed to build the capacity of operators in the tourism value chain to improve on service delivery.

Prof. Eshun said it was imperative for businesses, especially those in the tourism industry to invest in customer service to ensure customer satisfaction.

He emphasised the need for a change in attitude as far as customer service was concerned, in order to improve Ghana's corporate image of visiting most tourists.

"In as much as we are looking at globalisation and international best practices, we should also look at the local context in the tourism sector. Ghanaian have that African spirit and our sense of hospitality must be re-energised to give us that unique standing even in the international community," he added.

The Chief Executive Officer of the GTDC, Mr. Kwadwo Agyem, said operators ought to be equipped enough to ensure that tourism establishments and facilities live up to standards.

He expressed optimism that operators would tap the potential of the tourism industry to improve their businesses to meet the changing business trends in the sector.

A consultant and a member of United Kingdom Advisory Board, Mr. Linda Wayne, said customer care service were often times undermined by many which could go a long way to impact on the business, especially those in the tourism industry to invest in customer service to ensure customer satisfaction.

He emphasised the need for a change in attitude as far as customer service was concerned, in order to improve Ghana's corporate image of visiting most tourists.

"In as much as we are looking at globalisation and international best practices, we should also look at the local context in the tourism sector. Ghanaian have that African spirit and our sense of hospitality must be re-energised to give us that unique standing even in the international community," he added.

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It is the vision of the government to move tourism from being the third largest contributor to our GDP, to becoming the leading contributor by 2024.

Improve customer service in tourism sector — Customer service expert
By Yvonne Kyei and Elizabeth Kyei

A CUSTOMER service expert, Celia Bate, has called on operators in the hospitality industry to project the cultural heritage and traditions of the country through improved customer service delivery.

She said the tourism landscape in the country was becoming increasingly competitive, while customers were also becoming sophisticated, demanding and expecting high quality services.

Speaking to the Daily Graphic in Accra last Monday on the occasion of Global Tourism Day, she said that training and education for staff in the industry to get value for their customers through the provision of premium service to their satisfaction would go a long way to build a sustainable tourism industry.

Addressing the challenges of poor customer service experienced by visitors at hotels, restaurants, airlines and other places of attraction in the country, Mr. Bate said there was the need for the sector to take a critical look at recruitment of personnel as that was the main source of most customer service issues.

That, he said, could be attributed to the nature of recruitment by most organisations in picking personnel with the required experience to handle customer service and to create the needed customer service culture.

Mr. Bate, however, called on operators of facilities in the hospitality industry to invest in recruiting qualified personnel as good customer service resulted in customers playing a vital role in enriching the tourism industry of the country.

The customer service expert indicated that a benchmark of having a better experience for customers was to work on the "power smile".

He explained that the power smile was a genuine, not a forced, smile that radiates the quality of the business, adding that smiling at customers went a long way in building relationships which is business service was important for sustainable business.

The power smile, Mr. Bate said, was also a way to express the readiness of commitment to make service better by treating customers with the needed respect and the provision of good service by way of smiling to customers even when faced with uncomfortable situations.

He mentioned all players in the tourism industry to show their smile to customers as their little way of communicating Global Tourism Day to help enrich the industry, while also generating extra revenue for the businesses and the country.

@ a glance
ADEHYEMAN
15 years of providing loans to women

Some 60 per cent of the \$10 million tourism grant to improve the sector will be given to women who run businesses in the sector.

Prof. Gabriel Eshun, the Technical Advisor of the Ghana Tourism Development Project, addressing participants at the seminar in Koforidua last Friday.

**Script: Jim Edgar
Art: Martin Asbury**

Regional Spotlight
Daily Graphic, Saturday, October 15, 2022
From Emmanuel Modesty, WA

Stakeholders at tourist sites: schooled on new L.I.

THE Upper West Regional Director of Ghana Tourism Authority (GTA), Mr. Ndehugri, has said new regulations for tourist sites are being introduced to ensure the safety of stakeholders at tourist sites.

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Ghana Tourism Authority sensitises sector players on new regulations
October 8, 2022 / GNA
Philip Tanguu

WASHINGTON, Oct. 8 (GNA) — The Ghana Tourism Authority (GTA) has held a sensitisation workshop for actors in the sector in the Upper West Region on the new Tourism (Tourist Sites) Regulations, which was passed into law by Parliament in 2019.

The workshop was part of efforts of the GTA to hold wider stakeholder engagement on the new regulations to let the actors know the requirements of the regulations and to seek their inputs and concerns on it for redress.

It was under the World Bank-funded Ghana Tourism Development Project (GTDP) being implemented by the Ministry of Tourism, Arts and Culture (MOTAC) through its implementing agencies, including the GTA.

Mr. Zolani Tanka Mueh, the Communications Expert for the GTDP project, in a message on behalf of Nana Osei Kwame, the Project Coordinator, in the during the workshop, noted that the new legislation to standardise tourist sites operation in Ghana towards promoting the development of tourism in the country.

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Tourism, Arts and Culture players urged to provide after-care services
By Julius K. SATSI, Accra

Businesses operating in the tourism, arts and culture space have been urged to go the extra mile to provide top-notch customer service delivery including after-care services.

The aftercare service delivery includes following up on the client to confirm whether the service or products they procured met their expectations or otherwise.

A Customer Service Consultant, Madam Linda Wayne made the call when taking players in the tourism, arts and culture sector through a day's customer service training organised under the Ghana Tourism Development Project.

The training is aimed at improving the knowledge and skills of practitioners in customer service enabling them to be more responsive to customer service needs in various business areas.

Madam Wayne said aftercare service delivery is one critical area that ought to be prioritised to ensure that the customer is fully satisfied with the product or service.

She said the time is ripe for the tourism, arts and culture players to embrace customer service as a different angle, noting that Ghanaians are naturally service-oriented and that all that is needed is the professional touch, which would help propel the sector.

She said professionalism has to do with the mindset that one has towards a service they are delivering, noting that people who are not committed would not put in their best to serve the customer more effectively.

Madam Wayne said service delivery does not only end with the delivery of product or service to the customer but that customer experience starts even before the customer encounter the product, noting that it starts from the website, purchase of the product accompanied with the service rendered, and when the client is using the product or service.

In an interview with the Technical Advisor to the Ghana Tourism Development Project (GTDP), Prof. Gabriel Eshun, said the agenda to make tourism the number one contributor to the country's Gross Domestic Product (GDP) would remain a major agenda unless all stakeholders share a vision to share the vision.

He noted that the training is part of the measures to bring on board all sector players to share the vision of making tourism the number one contributor to the country's GDP.

Prof. Eshun said the Ministry is preparing the industry players to adhere to best international practices through the training.

He said "Inasmuch as we are looking at globalisation, international best practices, we should also be looking at the 'Ghanaisation' — having that local content embedded in international best practices.

He said there is more room for improvement in our customer service as a country, noting, "We should always see the brighter side of things as Ghanaians can be able to do better today and tomorrow."

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