



MINISTRY OF TOURISM, CULTURE & CREATIVE ARTS

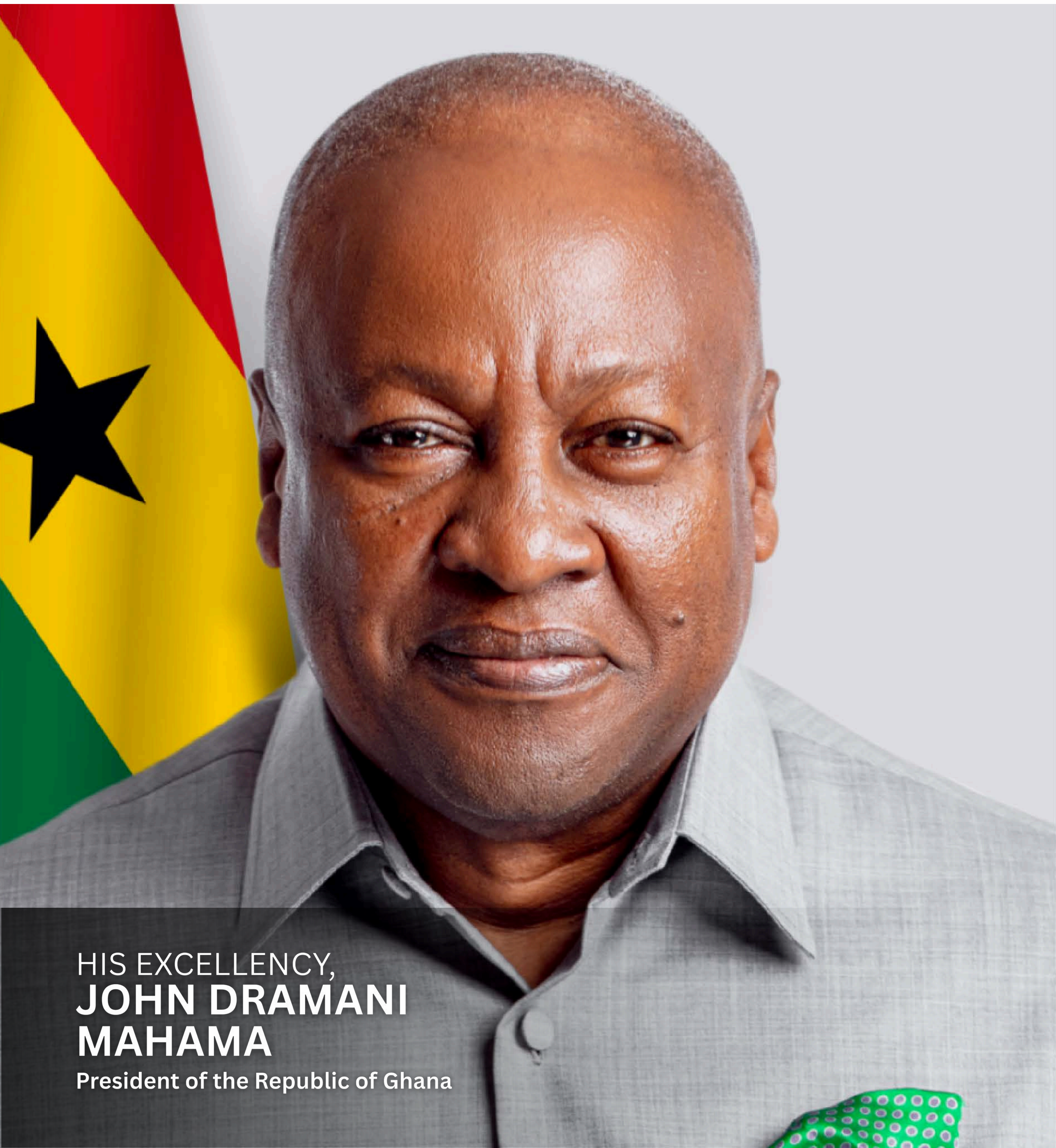
MONTHLY E-NEWSLETTER

January - May 2025

OFFICIAL PUBLICATION: PUBLIC RELATIONS UNIT, MINISTRY OF TOURISM, CULTURE & CREATIVE ARTS

Ministries, Accra | info@motac.gov.gh | (+233) 25 603 2996

www.motac.gov.gh



HIS EXCELLENCY,
**JOHN DRAMANI
MAHAMA**

President of the Republic of Ghana



HON. ABLA DZIFA GOMASHIE (MP)

Minister for Tourism, Culture
and Creative Arts

HON. YUSSIF ISSAKA JAJAH (MP)

Deputy Minister - Ministry of
Tourism, Culture and Creative Arts



MISSION

The Ministry exists to create a conducive environment for sustainable growth and development of Tourism, Arts and Culture to contribute enormously to GDP through effective and efficient use of appropriate policies, plans, programs and projects. It is also to develop and sustain public private partnership with the Diaspora for resource mobilization and investment.

Ghana Celebrates 2025 National Chocolate Week with a Call to “Eat Chocolate, Stay Healthy, Grow Ghana”



Accra, Ghana – Ghana’s 2025 National Chocolate Week was celebrated in grand style from February 3rd to 14th, with a nationwide campaign to promote the health benefits of cocoa, encourage local chocolate consumption, and boost domestic tourism. Held under the theme “Eat Chocolate, Stay Healthy, Grow Ghana”, and the sub-theme “Chocolate for All: Taste, Share, and Care”, the event was spearheaded by the Ghana Tourism Authority (GTA) in collaboration with COCOBOD and the Cocoa Processing Company (CPC), under the auspices of the Ministry of Tourism, Culture and Creative Arts.

Originally rooted in National Chocolate Day, which coincides with Valentine’s Day, the expanded Chocolate Week has evolved into a powerful platform for national pride, economic empowerment, and health education.

Key activities included nationwide media sensitization, exhibitions, culinary contests, educational sessions for school children, and community engagements such as church and mosque visitations, cocoa farm tours, and hospital outreach programs. The celebration culminated in a colourful street float and chocolate feast in Accra, and tasting events at the Kotoka International Airport.

Stakeholders emphasized cocoa’s role in improving health—such as reducing stress. and boosting immunity—while also spotlighting the sector’s economic importance. The week-long event highlighted the growing impact of local cocoa processing, with Ghana’s per capita cocoa consumption reportedly increasing from 0.45 kg to 1 kg in recent years.

Despite its success, organizers acknowledged challenges such as affordability and called for more industry participation to make chocolate accessible to all. Future editions aim to deepen cocoa tourism, empower farmers, and encourage innovation in product development.



The 2025 National Chocolate Week reinforced Ghana’s global reputation as a top cocoa producer and showcased chocolate not just as a symbol of love, but as a tool for national development.



Tourism Minister Rallies Support for Ghanaian Chocolate in Parliament

CHOCOLATE DAY IN GHANA'S PARLIAMENT



Parliament on the 14th of February marked National Chocolate Day with a passionate statement from the Minister for Tourism, Culture and Creative Arts, Hon. Abla Dzifa Gomashie, who called on Ghanaians to celebrate and support the local cocoa industry by consuming more Ghana-made chocolate.

Addressing the House, Hon. Gomashie underscored the importance of the day in promoting domestic tourism, healthy lifestyles, and national pride. “Chocolate is not just a treat—it is a symbol of Ghana’s heritage, the sweat of our farmers, and a gift to the world,” she stated.

She urged citizens to patronize locally processed chocolate and cocoa products, emphasizing that increased consumption directly benefits Ghanaian farmers and supports the creative efforts of chocolatiers and agro-processors.



The Minister also paid tribute to Tetteh Quarshie, the pioneer of cocoa cultivation in Ghana, whose legacy continues to power the nation’s economy. She described the day, themed “Eat Chocolate, Stay Healthy, Grow Ghana,” as a national call to action for health, heritage, and economic empowerment.

President John Mahama Launches the Black Star Experience in Accra



Ghana officially launched “The Black Star Experience” on Thursday, May 1, 2025 at a high-profile event held at the Black Star Square in Accra, marking a transformative new chapter in the country’s cultural and economic development.

The initiative is designed to position Ghana as Africa’s cultural and creative epicentre through an ambitious year-round showcase of festivals, art, music, fashion, cuisine, film, and heritage.

The ceremony, graced by a cross-section of dignitaries, creatives, and international media, had His Excellency John Dramani Mahama, President of the Republic of Ghana, delivering a keynote address to officially inaugurate the initiative.

The Minister of Tourism, Culture and Creative Arts, Hon. Ablah Dzifa Gomashie (MP), said the Blackstar Experience was pivotally designed as a stimulus that moved the nation's creative impulses and culture from the fringes to the center of national development.

-PR- UNIT MoTCCA

Minister Backs Ghanaian Film Industry at The Last Stop Premiere Invitation



A delegation led by Ms. Akofa Edjeani was at the Ministry of Tourism, Culture and Creative Arts on Tuesday, 25th March 2025, to invite the Minister, Hon. Abla Dzifa Gomashie, to the premiering of the film The Last Stop. Hon. Abla Dzifa Gomashie congratulated the crew and took the opportunity to discuss issues affecting the growth of the movie and the theatre industry. She assured industry players of her support and that the Ministry would be present at the screening.

2025 KWAHU PARAGLIDING FESTIVAL

Ghana Celebrates 20th Kwahu Paragliding Festival with Thrills, Culture, and Tourism Boost

Kwahu Atibie, Ghana – April 21, 2025

Ghana marked the 20th edition of its flagship Kwahu Paragliding Festival this Easter, drawing hundreds of visitors to the Odweanoma Mountain in Kwahu Atibie. The four-day event, held from April 18–21, was organized by the Ministry of Tourism to promote both domestic and international tourism under the theme “The 20th National Paragliding Festival”, in collaboration with the Black Star Experience.

In his keynote address, Deputy Minister Hon. Yussif Issaka Jajah emphasized the festival’s growing role in making tourism a key contributor to Ghana’s GDP. He highlighted the unique blend of adventure and culture that the event brings, showcasing Ghana’s hospitality and scenic beauty.

Seven certified pilots, including one Ghanaian, gave over 200 people a breathtaking aerial view of the Kwahu landscape. Ground activities featured traditional games like oware and ludo, cultural displays, music performances, and food vendors, making the event inclusive and family-friendly.

Despite minor setbacks including delayed launches and high food prices, the festival was hailed as a success. Organizers aim to improve seating, punctuality, and pilot availability in future editions.

The festival continues to position Kwahu as a premier adventure tourism destination in West Africa.

Ghana and Greece Strengthen Tourism Ties as Greek UN Tourism Candidate Visits Accra



The Greek candidate contesting for the position of Secretary-General of the United Nations Tourism Organisation (UN TOURISM) paid a courtesy call on the Hon. Abla Dzifa Gomashie (MP), at the Ministry of Tourism, Arts and Culture on Monday, 28th April 2025.

The purpose of the visit was to formally seek Ghana's support for his candidature in the upcoming election for the UN Tourism Secretary-General role. He was accompanied by the Honorary Consul of Greece to Ghana, Madam Marianna Gabriel and three others.

The candidate outlined his vision for global tourism, emphasizing sustainable development, inclusive growth, Visa Issues and connectivity to enhance air travels and strengthened partnerships between member states, among others. He highlighted the strategic importance of Africa in the future of global tourism and expressed a strong commitment to supporting tourism development across the continent.

The Hon. Minister, Abla Dzifa Gomashie, welcomed the candidate and team and appreciated the gesture of directly engaging Ghana in his campaign. She encouraged the candidate and wished him the best in his bid for the leadership of the UN Tourism Organisation and indicated to him that Ghana had also presented a candidate for the same position and prayed that the best candidate wins.

The meeting took place in a cordial atmosphere and demonstrated the candidate's diplomatic outreach and recognition of Ghana's role in international tourism diplomacy. The engagement concluded with a symbolic presentation of gifts and a reaffirmation of the strong bilateral relations between Ghana and Greece.

Day Two of Kwahu Paragliding Festival Soars with Paragliding, Games, and Ghanaian Cuisine



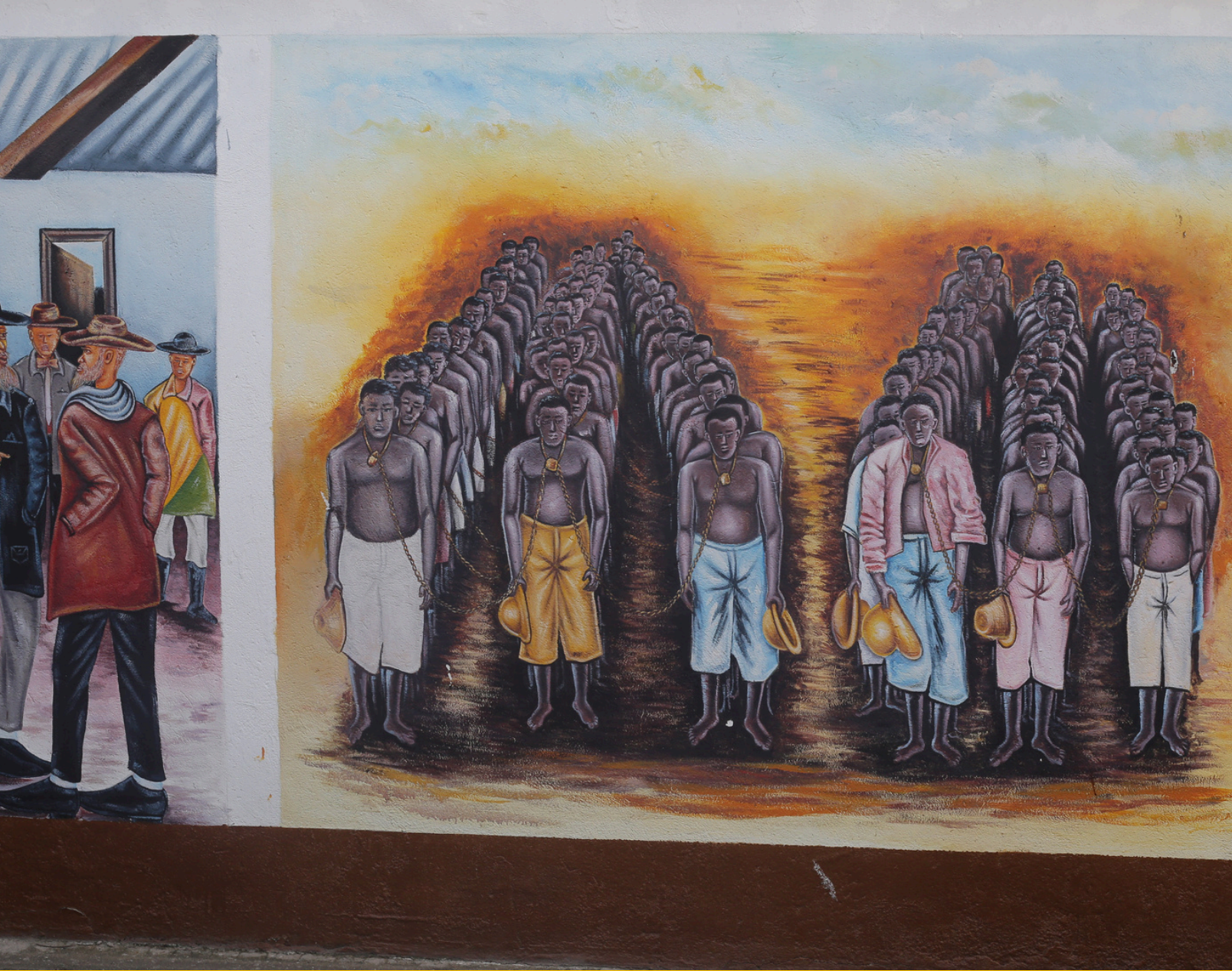
The second day of the Kwahu Paragliding Festival was fun-filled, packed with vibrant activities and memorable moments. The Ag. Chief Director, Mr Vittus Otto Langmagne and staff of the Ministry of Tourism, Culture and Creative Arts, as well as the CEO of the Ghana Tourism Authority, Mrs Maame Efua Houadjeto, together with her deputies and staff, were there to make the occasion memorable.

A key highlight of the day was the visit by the Inspector General of Police (IGP), Mr Christian Tetteh Yohuno, who was accompanied by his team.

A Ghanaian professional boxer, Braimah Kamoko, popularly known as 'Bukom Banku' was also there to add a touch to the occasion.

Attendees were captivated by the breathtaking paragliding performances, others enjoyed engaging in games such as Ludo, Uno, Visual Games, and Pool or Snooker. The atmosphere was full of excitement, lively and filled with joy.

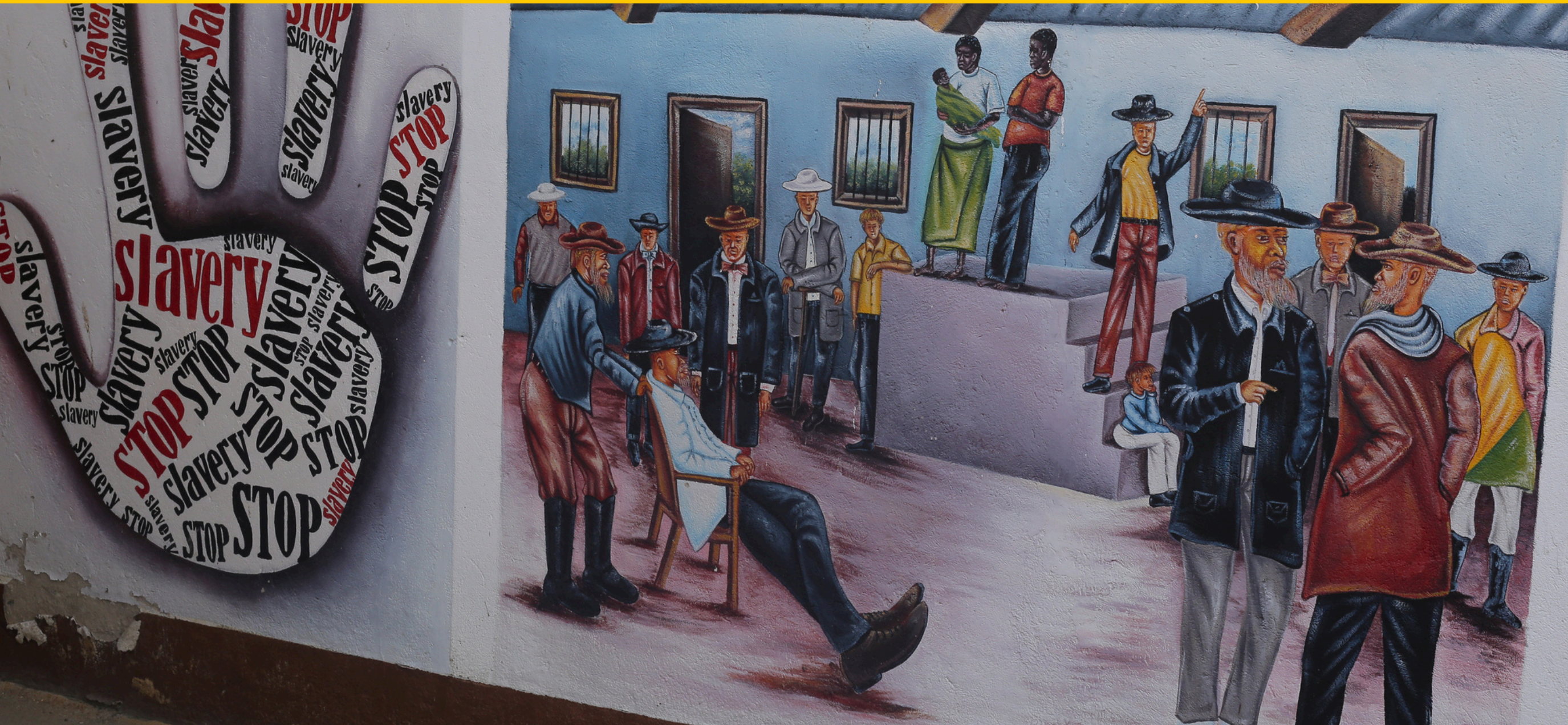
Guests were also treated to various mouthwatering local dishes, including banku, fufu, and ampesi. The presence of one of the major sponsors of this year's festival, Blowchem Industries, producers of Bel-Aqua, Bel-Beverages, and Bel-Pack, added to the vibrant experience.



**HED- ADZIDO
SLAVE MARKET
MEMORIAL**

The Hedzranawo-Adzido Slave Market Memorial Centre, located in Ghana's Volta Region, is part of the Coastal Volta Enslaved Route Project (CVERP), which also includes the Hedzranawo Slavery Museum and the Adafienu Palace Slavery Museum. These sites aim to preserve and share the painful histories of the transatlantic slave trade along Ghana's eastern coastline, highlighting the resilience of local communities.

*Remember to pass through
anytime you are in the Volta
Region*



Visit WLI water falls to enjoy natures beautiful gift in the Volta region



Wli Waterfalls is the tallest in West Africa, with an 80-meter drop, offering breathtaking views and a refreshing swim in its base pools.

The hike through the Agumatsa Wildlife Sanctuary, home to diverse wildlife including monkeys, baboons, and over 200 bird species, provides an immersive nature experience.

Cultural Immersion

- Visitors can engage with the local Ewe community, experiencing traditional music, dance, and cuisine, fostering a deeper understanding of the region's heritage.
- The Wli Falls Festival, celebrated annually in September, offers a unique opportunity to witness local customs and thanksgiving rituals.

Community and Economic Impact

- Tourism at Wli Waterfalls supports the local economy by providing employment opportunities and promoting local crafts, contributing to sustainable development.

In summary, a visit to Wli Waterfalls not only offers stunning natural landscapes and cultural experiences but also supports local communities and conservation efforts, making it a meaningful destination for travellers.

Ghana and Russia Discuss Tourism Partnerships and Cultural Exchange Opportunities



A three-member Russian delegation led by Mr. Viktor Kolikov, paid a courtesy call on Hon. Abla Dzifa Gomashie (M.P.), and Minister for Tourism, Culture and Creative Arts, on Monday, 28th April 2025, to explore opportunities for collaboration between Ghana and the Russian Federation in travel and tourism.

The delegation, made up of private sector practitioners, expressed keen interest in forging stronger ties with Ghana's private sector in the areas of tourism promotion, travel exchange programmes, and joint destination marketing. They highlighted Ghana's growing reputation as a cultural and heritage tourism destination and emphasized the potential for increased Russian tourist arrivals through targeted campaigns and bilateral arrangements.

Hon. Abla Dzifa Gomashie welcomed the delegation and said Ghana is open to strategic partnerships that enhance international tourism and cultural diplomacy. She outlined the Ministry's current efforts to diversify Ghana's tourism offerings and emphasized the importance of investment in tourism infrastructure and digital promotion.

Present at the meeting was the Director for Culture and Creative Arts at the Ministry, Mr. Divine K. Owusu-Ansah.

Ghana Launches 'Accra By Night' to Boost Night Tourism

ACCRA, GHANA – JUNE 2025

The Ghana Tourism Development Company (GTDC), in partnership with the Ghana Tourism Authority (GTA) and under the auspices of the Ministry of Tourism, Culture and Creative Arts (MoTCCA), has launched the first-ever “Accra By Night” tour—an initiative aimed at promoting Accra as a vibrant nightlife destination.

The launch event, held at the Accra Tourist Information Centre (ATIC), was officiated by the Honourable Minister for Tourism, Culture and Creative Arts, Abla Dzifa Gomashie, and attended by directors of the Ministry, heads of its 13 agencies, and members of the diplomatic corps.



The occasion featured traditional drumming, dancing, and storytelling, reflecting Ghana's rich cultural tapestry.

In her keynote address, the Minister emphasized the tour's role in the broader “Black Star Experience” and the government's push for a 24-hour economy. She highlighted the potential of night tourism to stimulate local businesses and offer both Ghanaians and international visitors a new way to experience Accra.





Guests enjoyed a guided tour aboard a branded bus, making stops at iconic locations such as the Jamestown Lighthouse, Kwame Nkrumah Memorial Park, and the bustling Osu Night Market. The night ended with live music and cultural mingling at Republic Bar & Grill.

Set to run on the last Friday of every month, Accra By Night aims to become a recurring highlight in Ghana's tourism calendar, offering a fresh and immersive experience of the capital's energy after dark.

PR- UNIT -MoTCCA

Chinese Ambassador Pays Courtesy Call on Ghana's Minister for Tourism, Culture and Creative Arts to Deepen Bilateral Ties



The Ambassador of the People's Republic of China to Ghana, H.E. Tong Defa, paid a courtesy visit on Hon. Abla Dzifa Gomashie (M.P.), Minister for Tourism, Culture and Creative Arts, at the Ministry on Tuesday, 29th April 2025.

The meeting focused on strengthening bilateral cooperation between Ghana and China in tourism promotion, cultural exchange and support for Ghana's creative arts sector.

H.E. Tong Defa expressed China's continued interest in deepening cultural diplomacy and highlighted several opportunities for joint initiatives, including Ghana's participation in fairs and exhibitions, investment in tourism infrastructure, and cultural exchange programmes. Both parties acknowledged the strong historical and cultural ties between the two nations and emphasised the importance of mutual respect and collaboration in promoting heritage and innovation.

The Hon. Minister underscored the Government's commitment to making Ghana a hub for cultural tourism in West Africa and welcomed technical and financial support from China to achieve this vision. She used the opportunity to invite the Chinese Embassy to participate in upcoming cultural events and explore co-organised projects in film, music and heritage preservation.

The Hon. Minister took the opportunity of the bilateral meeting to discuss the rehabilitation of the National Theatre of Ghana of Ghana with the Ambassador.

Present at the meeting were Hon. Yusif Issaka Jajah (M.P.) and Deputy Minister for Tourism, Culture and Creative Arts, Mr. Geoffrey Tamakloe, Director for Tourism and Mr. Divine K. Owusu-Ansah, Director for Culture and Creative Arts. H.E. Tong was accompanied by Eason Wong, an official of the Chinese Embassy in Accra.



IN PIX: TAFI ATOME MONKEY SANCTUARY - VOLTA REGION



Female MPs Trained in Ada to Push for Gender Reforms in Parliament



A two-day training workshop was organised by the National Commission for Civic Education (NCCE) to sensitise Ghanaian female Members of Parliament (MPs) on the Affirmative Action (AA) Law was held from 6 -7th May 2025.

The workshop held at the Aqua Safari Resort in Ada aimed at providing the MPs with lobbying skills, advocacy and the necessary tools for the act to be fully enforced.

Madam Kathleen Addy, Chairperson of the NCCE, opening the workshop, said the sensitisation was important for the female MPs to help materialise the benefits envisaged in the law.

Madam Addy said there were a lot of reforms to be made to help more women emerge as parliamentarians, citing Rwanda, where 64 per cent of its parliamentarians are females.

Madam Addy said the AA law must impress upon political parties to reserve a percentage of their parliamentary seats for women, an intervention she believes would make women part of policymaking.

She lamented that Ghana has 50 per cent of its population being women but only 14 per cent of women in Ghana's parliament are women.

The MPs expressed satisfaction about the workshop, acknowledging that women have always been marginalised and less catered for.

The Minister for Tourism, Culture and Creative Arts, Hon. Abla Dzifa Gomashie, and MP for Ketu South and a queen mother in the Aflao Traditional Area, said that a female child could equally be raised by her parents to perform tasks of all kinds, rather than segregating duties to be performed with gender identification.

She said aside what biologically identifies us as men and women, and may be our strength levels, every other thing can be done by both genders, adding that countries that have women in leadership are doing better than Ghana.

The MP for Salaga South, Madam Zuwera Mohammed Ibrahimah, added her voice and said the Affirmative Action Law, which was passed and assented to last year, would not be one of the many laws that are not in use.

According to her, female MPs would get themselves acquainted with the law, engage various stakeholders, and then disseminate an action plan to the citizenry to empower and encourage many women to accept leadership positions in the country.

Ghana Launches Fleet Pool Management Service to Boost Tourism Transport Experience



On Monday, May 7, 2025, the Minister of Tourism, Culture and Creative Arts and MP for Ketu South, Hon. Abla Dzifa Gomashie launched the Fleet Pool Management Service (FPMS), a transport service by the Ghana Tourism Development Company (GTDC) that aims to solve the transportation challenges in the tourism sector.

According to Hon. Abla Dzifa Gomashie, the goal of the initiative is to ensure that movement between destinations in Ghana is as enjoyable as the attractions themselves.

She stated that tourism is not just about the sights. It is about the experience, and the experience starts the moment a tourist lands in Ghana. If transportation is poor, we risk losing visitors and damaging our reputation.

Hon. Abla Dzifa Gomashie stressed the need for better connectivity and called on African countries to work together to improve direct flight connections within the continent. According to her, travelling across Africa is expensive and tiring. We therefore need partnerships with countries that have national carriers to make this easier, she stated.

The Fleet Pool Management Service (FPMS) is designed not just as a short-term strategy, but as a model for long-term transformation. It will help support better driving standards, compliance with national regulations, and overall growth in the tourism ecosystem.

The minister urged other tourism-related businesses, such as hotels, restaurants, and cultural institutions, to also reflect Ghana's identity in what they offer by playing Ghanaian music in their hotel lobbies, decorating the place with local art, and serving Ghanaian food in creative ways. She asked hoteliers to let tourists feel the culture at every turn.

Concluding her address, she urged stakeholders to embrace innovation and a spirit of service, which has Ghana's development at the forefront. She expressed confidence that, with collective effort, tourism could become a key pillar of the nation's economic growth.

The Ag. The Chief Executive Officer of the GTDC said the FPMS will use the Private Public Partnership Approach to improve transportation in the tourism sector, with GTDC doing the legwork to get the customers.

To do this, he said the GTDC will ensure that there is a database on drivers to organise tour driving and track to give accurate information to tourists.

Though he acknowledged that collecting data in Ghana is cumbersome and challenging, he said GTDC will support by organising this using a different kind of orientation.

The initiative is a way to position Ghana by helping to overcome the challenges for us to achieve the Black Star Experience.

According to Prof. Kobby Mensah, FPMS is a forward-looking transport network that would ensure a professional system that has a dependable supply system in place.

Ghana Reaffirms Commitment to Africa's Tourism Growth at FITA 2025 in Tunisia



The Deputy Minister for Tourism, Culture and Creative Arts, Hon. Yussif Issaka Jajah, represented the Honourable Minister at the 8th Edition of the Financing Investment and Trade in Africa (FITA 2025), held in Tunis, Tunisia. The theme for the Ministerial Panel on Tourism was “Capitalising on Africa’s Tourism Potential to Boost the Economy.”

The panel featured high-level representatives, including ministers and deputy ministers from Tunisia, Mauritania, the Democratic Republic of Congo, Libya, Tanzania, Madagascar, and Ghana, alongside private sector stakeholders such as Mr. Mossadeck Bally, Founder and CEO of Azalaï Hotels Group.

In his submission, the Deputy Minister highlighted the performance of Ghana’s tourism sector, noting the sector’s contribution to GDP, jobs, and landmark initiatives such as the Year of Return and Beyond the Return. He also emphasised Ghana’s commitment to digital tourism innovation, diaspora engagement, and sustainable destination management.

The discussions reflected strong alignment among African states on the need to prioritise regional integration, harmonise visa regimes, strengthen public-private partnerships, and establish a Pan African Tourism Investment Facility.

The Deputy Minister concluded by reaffirming Ghana’s readiness to collaborate, co-create, and contribute meaningfully to Africa’s tourism transformation agenda.

Tourism, Culture, and Creative Arts Minister Engages Sector Stakeholders



Hon. Abla Dzifa Gomashie, Minister for Tourism, Culture, and Creative Arts, held a crucial engagement session with stakeholders in the culture and creative arts sector to discuss pressing concerns and strategic initiatives aimed at fostering the sector's growth.

The meeting, held on May 8, 2025, at the National Theatre's Exhibition Hall, served as a platform for stakeholders to highlight key challenges, including funding and infrastructure development. It also allowed the Minister to gain first-hand insights into the industry's needs and expectations.

Welcoming attendees, Hon. Abla Dzifa Gomashie emphasized the importance of collaboration among agencies, stressing that strong partnerships are essential to advancing the sector. She assured stakeholders of her commitment to ensuring that the ministry operates effectively to meet their expectations.



An interactive session followed, where stakeholders openly shared their concerns. In response, Hon. Gomashie reaffirmed her dedication to addressing these challenges and championing unity and innovation as critical drivers of transformation.

The meeting underscored the government’s unwavering commitment to establishing Ghana as a global cultural hub, reinforcing its ambition to build a thriving tourism and creative arts industry.



Stakeholders present included representatives from the Ghana Tourism Federation, Ghana National Association of Garment Makers, Ghana Hotels Association, Ghana Association of Writers, Film Crew Association, National Theatre and Heritage Food and Drinks Association among other relevant agencies under the ministry.
Public Relations Unit MOTCCA

GHANAIAN CULTURE UNBOUND: LIVING OUR IDENTITY BEYOND FRIDAYS

Bella, a young entrepreneur in Accra, once dismissed the idea of wearing Ghanaian prints daily. To her, traditional wear was reserved for special occasions, Fridays at best. Her wardrobe was filled with imported fabrics, believing they were more “modern” and professional. But one day, she found herself in a bustling fabric market, watching a skilled woman meticulously weave Kente patterns with a technique passed down through generations.

Curious, she struck up a conversation. She explained how each thread represented a story, how every pattern carried meaning, a legacy of the past woven into the future. More than that, the sale of just one piece of fabric fed families, sustained communities, and kept centuries-old craftsmanship alive.

That moment changed Bella’s perspective. She realized that every time she chose foreign prints over her heritage, she was not only neglecting Ghanaian artisans but also the economy that thrived when people embraced their own. Since then, she’s made it a mission to proudly wear Ghanaian fabrics daily, not out of obligation, but because it reflects who she is, a proud Ghanaian investing in her people’s craft and future.

Why must anyone convince you to wear Ghanaian-made fabrics? Why should African prints be reserved only for Fridays while other prints dominate our wardrobes throughout the week? This mindset does more than just dictate fashion choices; it speaks volumes about how we value our heritage and economy.

Every stitch of Ghanaian fabric carries history, craftsmanship, and an economy that thrives when we choose to wear what is ours. Each piece purchased fuels employment, putting money directly into the pockets of tailors, textile workers, and designers who, in turn, contribute to the local market, sustaining a cycle of economic growth. It’s more than fashion, it’s empowerment.

The reality is simple: supporting Ghanaian-made products, whether fabrics, food, or crafts, isn’t just an act of patriotism but an investment in our identity and prosperity. The push to embrace our culture should not rely on persuasion. It should be an innate understanding that preserving and promoting Ghanaian creativity is everyone’s responsibility.

The Black Star Experience, envisioned as a program, is not merely an initiative; it is a lifestyle. It is a call to immerse ourselves in the richness of Ghanaian hospitality, cuisine, and traditions that make us distinct. Our daily choices should reflect our pride; from the foods we eat to the garments we wear, and the stories we tell the world.

Let us move beyond scheduled cultural appreciation and make Ghanaians wear a daily declaration of who we are. Let our support for local industries be an ongoing commitment, not just an occasional token. This is our identity; this is our economy. Let’s own it—every day of the week.

Written by: Mabel Delassie Awuku

Public Relations Officer

Ministry of Tourism, Culture and Creative Arts

Fun Sessions



Brain Teaser

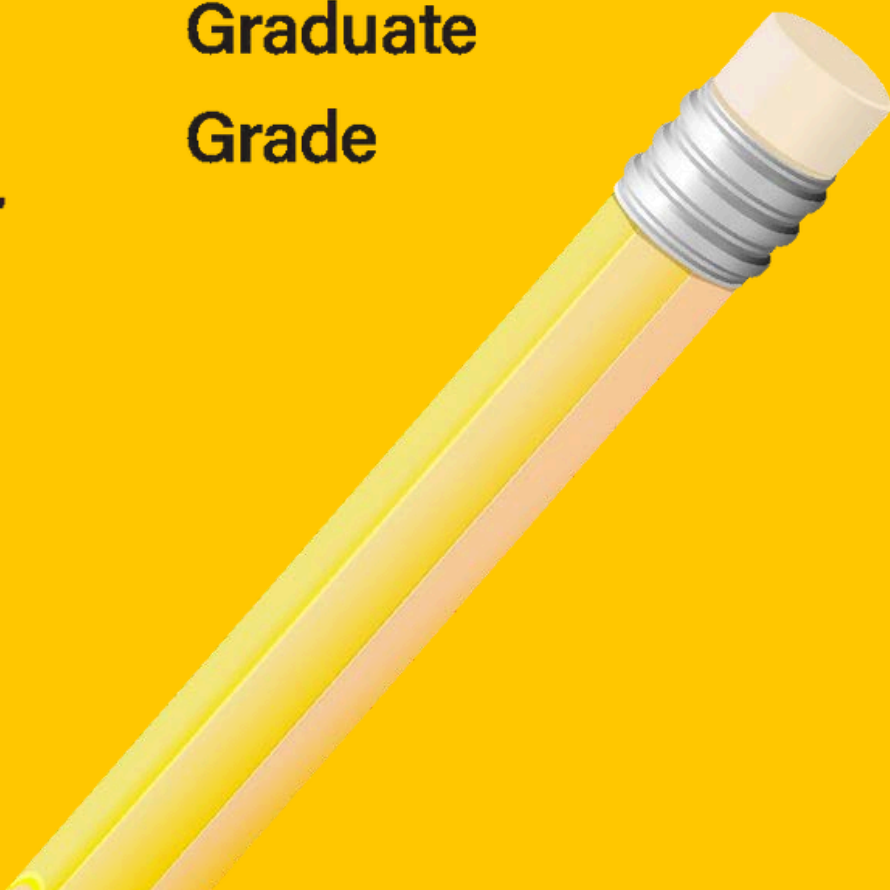
I speak without a mouth and hear without ears. I have no body, but I come alive with the wind. What am I?

Ans:

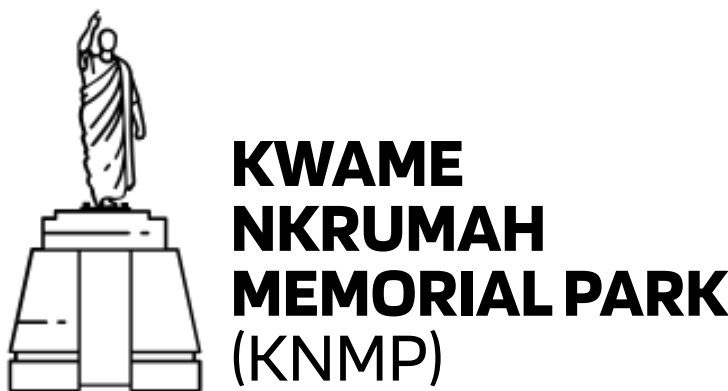


C U R R I C U L U M U U N
P T R A N S R I P T E O N
E E S I D S B M L U I E R
D D I S S E R T A T I O N
A A C G R A D U A T E P D
G R L A Y S H T N T S O Y
O G A O B S I O S D I A C
G N S A L D E R E R N S A
Y A S S E S S M E N T O R
L S Y R P T H E S I S L E
U O C I S Y L L A B U S T
T C S T A T I O N E R Y I
A S C H O L A R S H I P L

Curriculum
Pedagogy
Syllabus
Assessment
Scholarship
Literacy
Class
Dissertation
Accreditation
Lecture
Stationery
Thesis
Transcript
Tutor
Research
Mentor
Graduate
Grade



Agencies under the Ministry of Tourism, Culture and Creative Arts (MoTCCA)



W.E.B. Du Bois Centre



Hotel, Catering & Tourism
Training Institute
Preparing you for a career, not just a job



IN ORDER OF APPEARANCE

- Ghana Tourism Authority (GTA)
- National Theatre of Ghana (NTG)
- National Commission on Culture (NCC)
- Ghana Tourism Development Company (GTDC)
- Kwame Nkrumah Memorial Park (KNMP)
- W.E.B. Du Bois Centre
- Hotel Catering and Tourism Training Institute (HOTCATT)
- Bureau of Ghana Languages (BGL)
- Ghana Museums and Monuments Board (GMMB)
- National Folklore Board (NFB)
- Pan African Writers Association (PAWA)
- National Film Authority (NFA)
- Creative Arts Agency (CAA)

MOTCCA MANAGEMENT



Joseph Kwasi Amoah
Chief Director



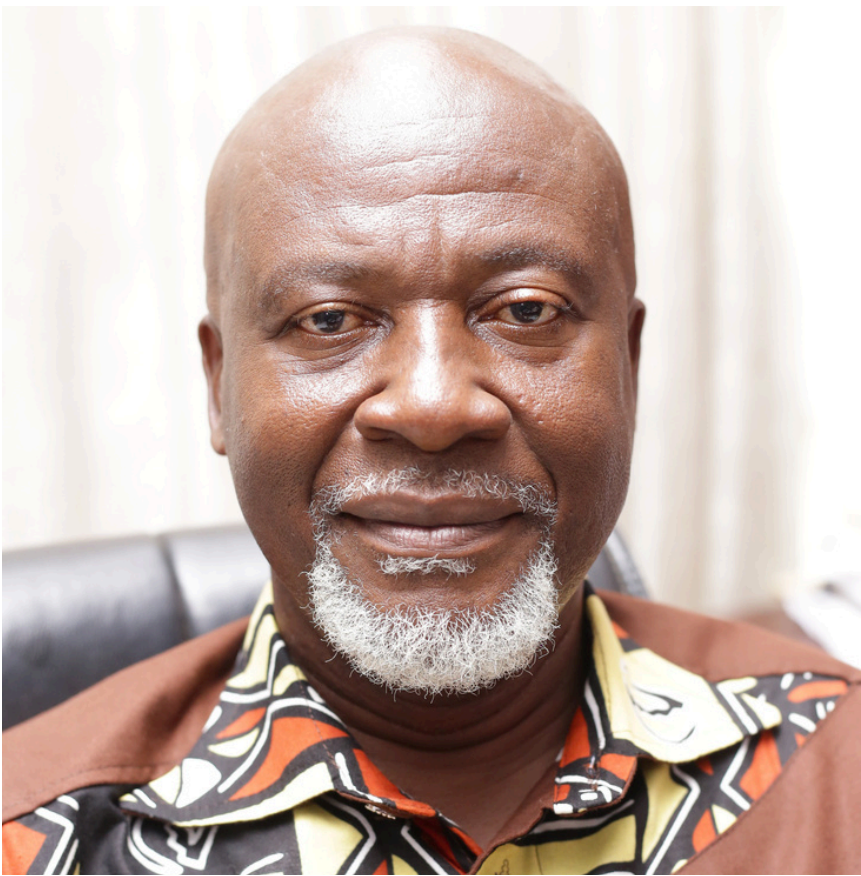
Vitus Otto Langmagne
Director, HR



Mabel Cudjoe
Director, RSIM



Kofi Ohene Benning
Director, F&A



Dr. Geoffery Tamakloe
Director, Tourism



Solace Buame
Head, Accounts



Divine Kwame Owusu-Ansah
Director, Culture & Creative Arts



Dr. Alphonse Kumaza
Ag. Director, PPBME



Harriet O. Aidoo
Chief Treasury Officer

EMY Africa Courts Tourism Ministry for Strategic Partnership Ahead of Landmark Events Across Africa

ACCRA, GHANA – MAY 15, 2025



The Executive Director of EMY Africa, Kojo Soboh, has paid a courtesy call on the Minister for Tourism, Arts and Culture, Hon. Abla Dzifa Gomashie, as part of efforts to deepen collaboration between the government and the private sector in promoting Ghanaian culture on the international stage.

During the meeting, Mr. Soboh shared EMY Africa's upcoming slate of high-profile events aimed at celebrating African excellence and promoting cultural exchange. Key among them is the Africa Rising Symposium, slated as the opening ceremony for their broader event calendar, which will take place in South Africa in September, Nigeria in October, and culminate in the main EMY Africa Awards in November.

According to Mr. Soboh, EMY Africa’s events, including past showcases like the EMY Africa Awards in London, serve as powerful tools for marketing Ghana globally. “Through fashion, arts, and storytelling, we bring Africa’s beauty and talent to the world. We are eager to partner with the Ministry to amplify Ghana’s cultural footprint,” he added.

Hon. Abla Dzifa Gomashie, warmly receiving the team, expressed admiration for EMY Africa’s vision and echoed the importance of intentional cultural packaging. “We need to re-look at how we present Ghanaian culture, even something as simple as yam and garden eggs can be transformed into a fine dining experience,” she said, pointing to global examples such as Morocco's tourism model.

She lamented missed opportunities in past international events where Africa was underrepresented or misrepresented, emphasizing the need for authentic storytelling and high standards. “We are descendants of storytellers. We must do better at telling our own stories with excellence,” she stated passionately.

The Minister reaffirmed her personal commitment to supporting EMY Africa's initiatives and welcomed further collaboration between the Ministry and the brand. She also highlighted the importance of partnerships over competition between government and private cultural stakeholders.

“This is not a competition. If we have people doing what we’re supposed to be doing, we must embrace them as collaborators. Your proposal is not only different; it speaks to a higher level of engagement and visibility for Ghana,” Hon. Gomashie concluded.

The meeting also saw the presence of Mr. Divine Kwame Owusu Ansah, Director for Culture at the Ministry, signalling official interest in ongoing dialogue between EMY Africa and government agencies as Ghana positions itself as a top destination for cultural and creative experiences across the continent.

Source: Public Relations Unit
MoTCCA

“If you don’t come back, you block the opportunity for others.” — Minister Dzifa Gomashie tells Ghanaian delegation departing for Poland.

ACCRA, MAY 15, 2025



The Minister for Tourism, Culture and Creative Arts, Hon. Abla Dzifa Gomashie, has urged a team of young Ghanaian creatives to represent the country well as they embark on a cultural exchange tour in Poland.

Speaking during a courtesy call at the Ministry in Accra, the Minister commended Mr. Thomas Fynn, Ghana’s Photographic Tourism Ambassador, for creating opportunities for young people in the creative sector, particularly in photography.

“Mr. Fynn has always been committed to supporting the next generation. When he approached the Ministry about this project, I saw it as a way to highlight photography, which doesn’t always get the attention it deserves,” she said.

“I hope this opens more doors. Travel well, represent Ghana with pride, and return to share your experiences. If you don’t come back, you block the opportunity for others.” The team’s departure marks the launch of the Ghana-Poland Photographic Collaboration, a cultural initiative led by Polish photographer Mr. Wojciech Zaremba in partnership with Mr. Fynn. The collaboration includes exhibitions and cultural engagements in Poland, with a focus on photography as a tool for storytelling and cultural exchange.

The delegation includes three young Ghanaian photographers: Mary Ama Odurowaa Sarkodie, Theophilus Seth Opoku, and Ernestina Fynn. Their participation reflects Ghana's support for youth development and international collaboration in the arts.

The project is organized by The Kownketsia Foundation and FYNNexhibits Limited, with support from the Ministry.



Ghana's Tourism Minister commends Emirates at grand opening of Travel Store in Accra

ACCRA, MAY 14, 2025



Ghana's Minister for Tourism, Culture and Creative Arts, Hon. Abla Dzifa Gomashie who doubles as the Member of Parliament for Ketu South Constituency has lauded Emirates for its continued investment in Ghana's aviation and tourism sectors. Speaking at the grand opening of the Emirates Travel Store in Accra on Wednesday, the Minister praised the airline's commitment to service excellence and its growing footprint in the West African market.

The Emirates Travel Store, designed as a one-stop hub, offers a modern and inspiring space where customers can plan their trips, book Emirates experiences, and receive expert travel advice. The facility aims to enhance convenience for travellers and boost Ghana's appeal as a regional tourism and business destination.

"I am excited that you have been able to upgrade your service to our country," Hon. Gomashie said. "Our customers and compatriots, as well as the West African hub as a whole, stand to benefit significantly from this."



She emphasized the importance of learning from Emirates' globally recognized service standards, adding that Ghana's own tourism and hospitality industries must adopt similar best practices.

"Those of us who have had the privilege of flying with many airlines know that the service on Emirates is not what you typically find elsewhere. People don't just pay for cake, they pay for how it is served. And that's something Emirates does exceptionally well," she noted.

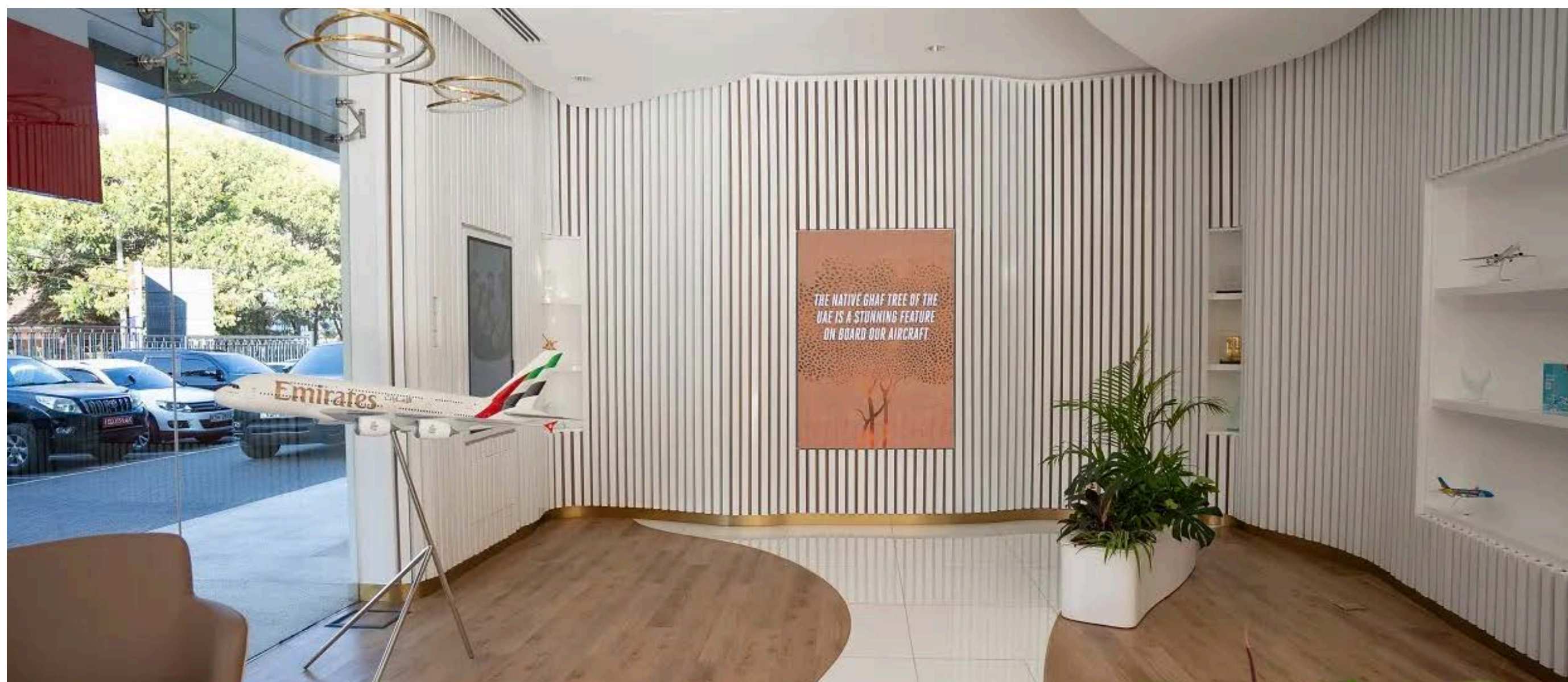
Reflecting on recent national efforts to develop Ghana's aviation industry, the Minister referenced a presidential task force commissioned last week by H.E. President John Dramani Mahama to explore the re-establishment of a national airline. She remarked that Emirates' success offers valuable lessons for Ghana as it seeks to build a competitive and service-oriented airline.

"We should not only experience Emirates but learn from the quality of service they provide. If we want to position Ghana as a destination of choice, it's not just about flying, it's about how we serve, how we welcome, how we treat others. That warmth is our competitive edge," Hon. Gomashie said.

She also shared a personal reflection, expressing admiration for the Emirates team and encouraging staff to take pride in their roles.

"Working with an airline like Emirates was something I aspired to as a child, so make it count. Let it reflect in the service we offer not just here, but across all sectors in Ghana."

Ghana's Minister of Transport and a member of parliament for Saboba Constituency, Hon. Joseph Bukari Nikpe, expressed gratitude to Emirates for its role in connecting Ghana to the global network and investing in local infrastructure.



“Emirates has carried passengers from Ghana to the rest of the world. The comfort and convenience we see here today is not just for workers but for all passengers and business travellers. We hope Ghana, as a growing connectivity hub, can someday play the same role through our own national carrier,” he said.

The launch of the Emirates Travel Store marks another breakthrough in the airline’s engagement with Ghana and reinforces its role as a major partner in the country's tourism and aviation development.

Management of Emirates, led by Mr. Saood Al Aqili – Country Manager, and Mr. Adil Al-Ghaith – Senior Vice President Commercial Operations Centre both emphasized the airline’s commitment to fostering deliberate and strategic dialogue with the Government of Ghana. The objective, they noted, is to explore areas of mutual interest where both parties can exchange knowledge, align activities, and work together to support the sustainable growth of Ghana’s aviation and tourism sectors.

Emirates expressed a strong desire to share its global expertise with Ghanaian stakeholders. This includes initiating collaborative efforts with Ghana’s tourism board to engage more actively with the Arabian travel market. The airline also proposed the introduction of joint promotional campaigns, the organization of industry workshops, and the involvement of leading international partners to help position Ghana as a key travel destination in the region.

Management reiterated that such partnerships would not only boost tourist arrivals but also contribute meaningfully to building Ghana’s reputation as a premier tourism and connectivity hub in West Africa.

Source: Public Relations Unit

Ministry of Tourism, Culture and Creative Arts
(MoTCCA)

PRESS STATEMENT

International Museum Day
Issued by the Ghana Museums and Monuments Board
Date: 18th May 2025

Each year on 18th May, the International Council of Museums (ICOM) observes International Museum Day to highlight the vital role museums play in society. This global celebration draws attention to the transformative power of museums by focusing on relevant and timely themes. This year’s theme, “The Future of Museums in Rapidly Changing Communities,” emphasizes the evolving role of museums in a world undergoing significant social transformation. As technological innovations and environmental challenges reshape our communities and threaten fragile cultures, museums must adapt and lead by example. The 2025 theme closely aligns with the United Nations Sustainable Development Goals (SDGs) 8, 9, and 11:

- SDG 8 (Decent Work and Economic Growth): Museums contribute to local economies by creating jobs and empowering individuals through knowledge.
- SDG 9 (Industry, Innovation, and Infrastructure): Museums foster creativity and embrace technological advancements.
- SDG 11 (Sustainable Cities and Communities): As cultural hubs, museums support sustainable urban development and heritage preservation.

In Ghana, museums are essential to the nation’s historical narrative. They serve as custodians of both colonial legacies and indigenous cultural heritage. This vision was championed by Osagyefo Dr. Kwame Nkrumah, who established the Ghana Museums and Monuments Board (GMMB) on the eve of independence in 1957 to promote national identity and unity.

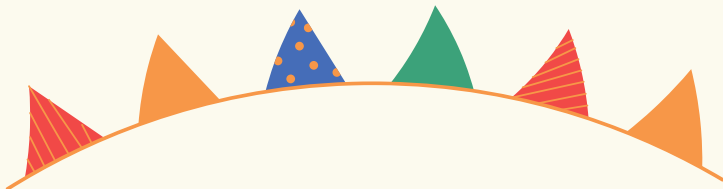
While GMMB has not always been fully empowered to fulfill the aspirations of Ghana’s founding fathers, it has nonetheless played a pivotal role over the years in preserving the cultural identity of the Ghanaian people through public education and community engagement. Museums in Ghana also significantly contribute to economic growth, particularly through tourism and educational initiatives.

In recognition of International Museum Day, the GMMB is pleased to announce that all basic and senior high schools will enjoy free admission to our museums nationwide from 18th to 25th May 2025. This initiative reaffirms GMMB’s commitment to its mandate of providing cultural and historical education to the youth – the future leaders of our nation.

We use this opportunity to encourage all Ghanaians to actively patronize museums as spaces for cultural renewal, reflection, and reorientation. We also call on the Government of Ghana to provide increased support for modernizing the laws that govern the GMMB to make it more dynamic, accessible, and resourceful for the benefit of the public.

Finally, to all museum staff across Ghana who tirelessly work to preserve and promote our nation’s rich cultural heritage – we say Ayekoo!

Signed,
Ag. Executive Director
Ghana Museums and Monuments Board (GMMB)
18th May 2025



Happy
Birthday
Vitus Otto





REPUBLIC OF GHANA

MINISTRY OF TOURISM, CULTURE & CREATIVE ARTS

www.motac.gov.gh

Ministries, Accra | info@motac.gov.gh
(+233) 25 603 2996

