



Ghana Tourism Development Project (GTDP) Mail

Ghana Centre Of The World

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Special Point of Interest:

Due to the high interest in the Ghana Tourism Development Project (GTDP) Grants application and proposals, the deadline for submission of applications and proposals was extended from was extended by two weeks (August 16, 2022).

(See page 4 for statistics of the applications and proposals)

Look out for special edition of the newsletter for updates on the grants awards and other project related developments.

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President Launch GTDP \$10m Grants



His Excellency Nana Addo- Dankwa Akufo-Addo

Nana Addo Dankwa Akufo-Addo launched the \$10 million Grants under the Ghana Tourism Development Project (GTDP) in Accra on Wednesday July 6, 2022.



Country Director of the World Bank, Mr. Puerre Larporte

The President said the disbursement of the Grants is in line with the government's efforts to support Small Medium Enterprises (SMEs) in the Tourism, Arts and Culture value chain to recover quickly from impact of the COVID 19 pandemic and help create jobs for the people.

He noted that the hospitality and creative arts sectors were a significant part of the national

economy adversely affected by the pandemic, resulting in a 75 per cent decline in international tourism arrivals in 2020 and a 45 per cent reduction in 2021. "Thus, it was imperative that the requisite support is offered to the sector to drive recovery", the President added.

He commended the World Bank for supporting the Ghana Tourism Development project; "We continue to value the partnership of the World Bank in our development journey." the President added.

He said the Grants would target 60 per cent of the women in the Tourism, Arts and Culture sector because majority of operators in the sector are females.

The Minister of Tourism, Arts and Culture Dr. Ibrahim Mohammed Awal, reiterated that the sector is key to the transformative

agenda of the country for which reason the government will work assiduously to ensure that the sector was provided with the right policies and support to turn things around.

He added that this would enable the sector to contribute to the development of the country through increased foreign exchange earnings, employment provision and wealth creation. Dr. Awal appealed to industry players to apply for the grants and use it judiciously.

The Country Director of the World Bank,

Pierre Laporte said the funding for the tourism development project is a testament to the relationship between Ghana and the World Bank.

He added that Ghana could use the project to grow its economy in the face of the global recession and appealed to recipients of the grants to apply the funds wisely.



Minister of Tourism - Dr. Ibrahim Mohammed Awal

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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About Ghana Tourism Development Project

The Ghana Tourism Development Project (GTDP) is a USD\$ 40 million grant support from the World Bank. It is implemented by the Ministry of Tourism, Arts and Culture (MoTAC) through the Project Coordinating Unit (PCU). The project 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 aims to address the following tourism enabling constraints most likely to have transformative impact on the tourism sector in Ghana: (i) training and skills development of the industry, (ii) aviation and entry visa policy, and (iii) tourism branding and marketing;

Component 2: Developing Tourism Sites and Destinations:

This component seeks to diversify the leisure tourism offering in Ghana by identifying and upgrading the most promising destination areas. These are sites that show significant public goods requirements and circuit-tourism potential, and can draw increased demand from both domestic and international visitors;

Component 3: Tourism Enterprise Support Program:

This component's objective is to provide tourism SMEs with the opportunity to improve their business planning, formalize their businesses, and apply for matching grants to upgrade their tourism products and services. The component will finance the costs of tourism enterprise matching grants, business development services, and training, and will also target women-owned SMEs.

Component 4: Project Management:

This component will provide support to MoTAC to manage and coordinate the project

Kintampo Waterfalls Washroom Facility Completed

A brief ceremony to handover washrooms facilities supported under the GTDP took place at Kintampo Waterfalls. The Board chairman of the Kintampo Waterfalls, Nana Owusu commended the Ministry of Tourism, Arts and Culture for the support. The Kyiremankumah and Krokrohene of the Nkoranza Traditional Area, Nana Effa Guakwro IV, charged the management of the waterfalls to make good use of the collection of the entry fees and tolls.



Some members of the PCU inspecting the facility



Board Chairman making remarks after receiving the keys to the facility.



Ceremonial brick laying at KNMP for renovation works

Facelift for KNMP Begins

A rehabilitation work of the Kwame Nkrumah Memorial Park (KNMP) to allow for a facelift of the edifice has begun in Accra.

The Minister of Tourism, Arts and Culture, Dr. Ibrahim Mohammed Awal during sod-cutting ceremony said, “the current status of the park is not attractive to visitors, and it is also not able to generate sufficient revenue to sustain itself”.

With the park not seeing any rehabilitation since 1992, due to no budgetary allocations from subsequent governments, leading to its deterioration, the government has allocated \$3

million under the Ghana Tourism Development Project (GTDP) for the rehabilitation. The Minister added that, the facility is expected to attract about 400,000 annual visitors and to create over 50 additional direct jobs after the face-lift.

Dr. Awal said the park will be modernized to include, a presidential library, a freedom wall, a arboretum, a well-lit up musical fountain among others.

The World Bank Group's Programme Leader and Lead Specialist, Dr. Patrick Mullen, said there is a need to expand the economic impact of tourism to bring massive benefits for Ghanaians.

“The decision to renovate this facility is a feasible strategy that the World Bank supports, and it is proud to be associated with a nation such as this with a proud history. This is important not just for Ghanaians to memorialize and celebrate Dr. Kwame Nkrumah, but the entire region and the world,” Dr. Mullen noted.

Information Minister Mr. Kojo Oppong Nkrumah urged media organizations, particularly radio and television stations, to design tourism-related programmes which drive visitor traffic into the country.

The work is expected to be completed by April 2023.

National Validation Workshop on Citizen and Tourists Satisfaction Survey Held

The Project Coordinating Unit of the Ghana Tourism Development Project (GTDP) held a face- to face and virtual national validation workshop on residents and tourists satisfaction survey in Accra on Friday August 12, 2022.

The Residents and Tourists Satisfaction Survey was conducted on Twenty-Five (25) selected sites receiving intervention under the Ghana Tourism Development Project.

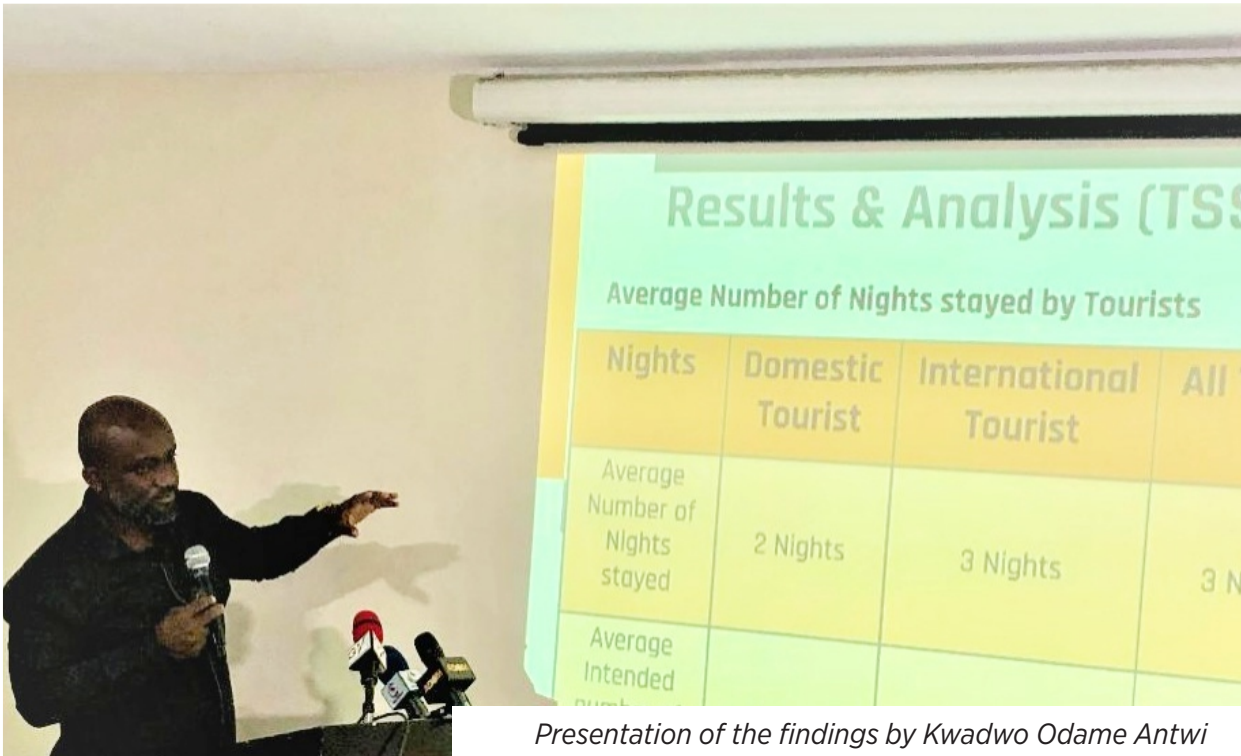
The survey sought to obtain direct beneficiaries’ feedback on visitors’ satisfaction at sites with approved safety, access and/or quality improvements and to further ascertain the level of satisfaction of residents with regards to these tourism developments at the targeted destinations. It also explored other related domestic tourism data that supports and give meaning to visitors and residents satisfaction levels at the destination to inform policy.

The findings of the survey was presented to the stakeholders who were engaged during the survey to ascertain whether the report is a true reflection of their inputs and to engage the stakeholders in the Tourism, Arts and Culture landscape for their input on the findings.

Overall, the satisfaction of

residents about interventions at tourist sites was high. Residents were satisfied with additions that have been made by the project interventions with regards to improvement in environmental conditions and creation of opportunities for development in the communities. Tourists rated their satisfaction in terms of reception at the tourist facilities as high, albeit they suggested improvements in areas such as restrooms, facilities for children, roads, accessibility to tourist sites and restaurant services.

The full report of the survey will be published and will be made available to the public using the MoTAC website and the link will be posted on our social media handles and that of the Ministry’s implementing agencies.

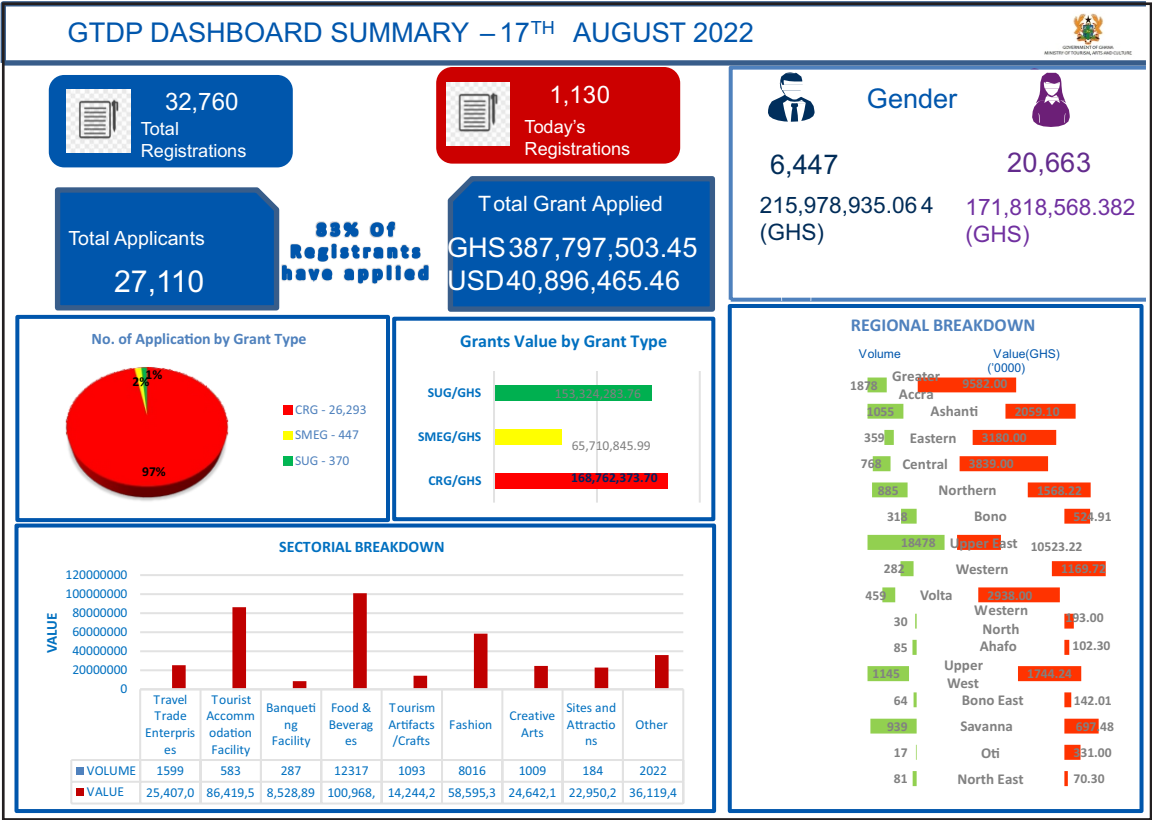
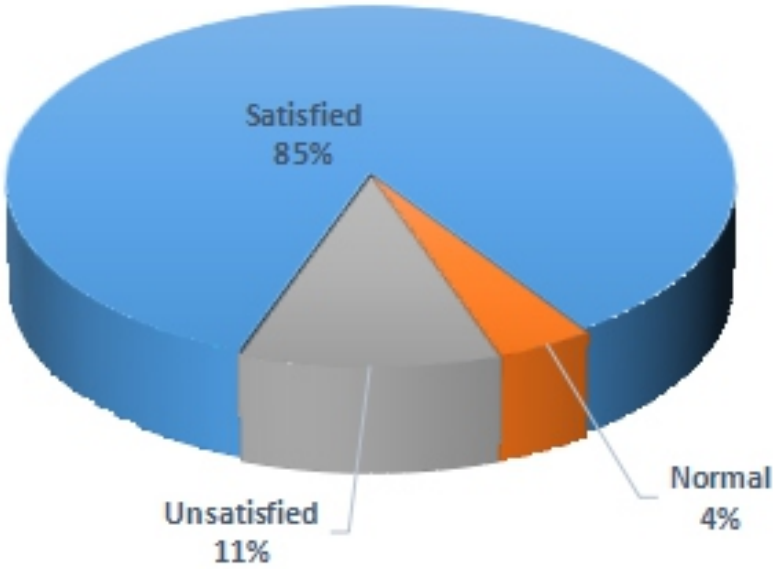


Presentation of the findings by Kwadwo Odame Antwi



Some of the participants at the validation workshop

Resident satisfaction



GTDP Grants Committee Inaugurated

The Minister of Tourism , Arts and Culture (MoTAC) Dr. Ibrahim Mohammed Awal inaugurated the Grants Committee in Accra to oversee the evaluation of applications and shortlisting of successful applicants for the Grants scheme. Members of the committee are:

General Committee

PROF. JOSHUA YINDENABA ABOR
UNIVERSITY OF GHANA BUSINESS SCHOOL
NANA OSAFO KANTANKA
PROJECT COORDINATOR
GTDP

MRS. NELLY MIREKU
PRINCIPAL ECONOMIST
MINISTRY OF FINANCE

MR. GEORGE OFOSUHE
CEO - BOND SAVINGS AND LOANS LIMITED

DR. EDWARD ACKAH-NYAMIKE
PRESIDENT
GHANA HOTELS ASSOCIATION

MRS. ALISA OSEI ASAMOAH
PRESIDENT
TOUR OPERATORS UNION OF GHANA (TOUGH)

Technical Committee

MR. KINGSLEY NTIAMOAH
EXECUTIVE DIRECTOR
GHANA MUSEUMS AND MONUMENTS BOARD (GMMB)

MR. AKWASI AGYEMAN
THE CHIEF EXECUTIVE OFFICER
GHANA TOURISM AUTHORITY

MR. KWADWO ODAME ASANTE
THE CHIEF EXECUTIVE OFFICER
GHANA TOURISM DEVELOPMENT COMPANY
PROF. GABRIEL ESHUN -GRANTS MANAGER
TECHNICAL ADVISOR
GTDP

Grants Sensitization Workshop Held Nationwide

In preparation for the launch of the \$10 million grant application, the Project Coordinating Unit (PCU) organized a nationwide sensitization workshop for relevant stakeholders across the country. The workshop was undertaken by dividing the country into 4 geographical zones. The Ashanti region zone comprised of stakeholders from: Ashanti, Bono East, Ahafo and Oti regions; Northern region zone were; Upper East, Upper West, Northern, Savana and North East regions; Central region zone were, Central, Western and Western North regions whereas the Eastern Region zone were, Eastern and Volta Regions.

An additional workshop was also held in Accra for all Ghana Tourism Authority (GTA)Regional Managers.

The grants is targeted at stakeholders within the Tourism, Arts and Culture value chain to enable them to contribute to the growth of the industry.

The disbursement is in three categories namely the Site Upgrade Grants (SUGs), Small and Medium Enterprises Grants (SMEG) and Covid-19 Relief Grants (CRG).



Some of the Committee members and staff of the PCU with the Minister

GTDP Events in Pictures



The President in a chat with Minister for MoTAC



The GTDP Technical Advisor during one of the grants sensitization workshop



Some of the participants at the grants sensitization workshop being led by the Task Force Chairman



Minister of MoTAC being assisted to cut the sod for work to begin at KNMP



Some of the participants at the grants sensitization workshop



The President and some dignitaries at the Grants



Deputy Minister, MoTAC and World Bank Mission Team in a pose with PCU Team



MoTAC Minister and some of the dignitaries in a group photo with some of the Engineers at KNMP



A visit by the Grants Committee members to Bisa Abrewa Museum, one of the sites supported under the GTDP



World Bank Group's Programme Leader and Lead Specialist at KNMP sod cutting



Participants at the Grants sensitization workshop



GTDP Technical Committee Members with the Minister of MoTAC



The Deputy Minister of MoTAC in a chat with the World Bank Team at a soiree to round off the Mission.



Participants at the Grants sensitization workshop at Koforidua for the Eastern Region zone



Participants at the Grants sensitization workshop at Kumasi for the Ashanti Region zone



Traditional rulers offering prayers at KNMP sod cutting

Contractors of KNMP Trained on Environmental /Social Safeguards

Following the clearance and disclosure of an Environmental and Social Management Plan (ESMP) for Kwame Nkrumah Memorial Park (KNMP) by the World Bank, key personnel of the contractor for the project (Awacon Ghana Limited) have been trained by the Environmental and Social Safeguards Consultants on the Ghana Tourism Development Project (GTDP).

The training was conducted on August 5, 2022 at the project site.

The participants were taken through the entire ESMP particularly, the need to properly manage potential and actual environmental and social impacts associated with the project; such as workplace harassment, gender-based violence, dust generation, occupational, public health and safety and waste generation. The Grievance Redress Mechanism and how it is to be implemented was also explained to participants.

The Managing Director and Contracts Manager of Awacon underscored their commitment to ensuring that all the safeguards requirements for the project are adhered to and implemented to ensure the project is undertaken in an environmentally and socially friendly manner. is expected to be completed by April 2023.



Photo update on KNMP facelift

**We are on
the web**



**SOCIAL MEDIA
HANDLE**

Twitter
<https://twitter.com/GTDP10>

Facebook
<https://facebook.com/GtdpMoac>

Youtube
https://www.youtube.com/channel/UC6sv9RvZraDoDQ8D_IWa64Q

Disclosure of ESMP for rehabilitation of KNMP

NOTICE IS HEREBY GIVEN TO THE GENERAL PUBLIC OF THE ENVIRONMENTAL AND SOCIAL MANAGEMENT PLAN FOR THE REHABILITATION WORKS AT KWAME NKURUMAH MEMORIAL PARK (KNMP) AS PART OF THE REQUIREMENT OF THE GTDP SAFEGUARDS COMPLIANCE MEASURES



Social Safeguards Consultant training the contractors on site

The ESMP can be accessed by clicking on this link:
<https://drive.google.com/file/d/106YKIMTFbErkGPWARQF7qRgzgkLiKJH4/view?usp=sharing>

Copies of the ESMP are available to the public at the following offices:

Office of the Chief Director,
Ministry of Tourism, Art and Culture, Accra
Ghana Tourism Authority, Accra
Ghana Tourism Development Project (GTDC).
Accra
Ghana Museum and Monument Board, Accra

Additionally, copies of the ESMP can also be accessed from the MoTAC website:

www.motac.gov.gh

The ESMP is also disclosed at the World Bank's website.

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