

PROJECT SUMMARY

Project title: NATIONAL TOURISM DEVELOPMENT PLANNING

Country: GHANA

Region: AFRICA

Current status: Ongoing Concluded

Duration (est.)/dates: July 2012 – December 2012

Category: Tech. Cooperation MDG-F

Partner entities: Government of Ghana, UNDP, UNECA

Main project objectives:

The Government of Ghana has set itself the target of increasing the country's per capita GDP to US\$3,000 and has formulated the Ghana Shared Growth and Development Agenda as a policy guide for achieving this goal. Tourism is considered an important vehicle to stimulate economic growth and social upliftment as the industry is known for its ability to create jobs, bolster foreign reserves, provide entrepreneurship opportunities, build skills and spread wealth to rural areas. In collaboration with the United Nations Development Programme (UNDP), the United Nations Economic Commission for Africa (UNECA), UNWTO implemented a project to review the existing National Tourism Development Plan of Ghana to assess the status of implementation and lessons learnt, and to formulate a new and updated Tourism Plan reflecting current realities and development paradigm to ensure that the tourism sector plays its rightful role in Ghana's shared growth agenda.

Project focus (Choose all applicable):

- Policy Planning & Economic Development**
 - Tourism Policy/Master Plans & Strategic Development Plans
 - Legislation & Regulation
 - Physical Planning/Infrastructure/Resort Development
 - Institutional Strengthening & Public-Private Partnerships
 - Economic Impact/Value Chain Analysis & Local Development
- Human Resource Development**
 - Manpower Planning
 - Capacity Building Programmes/Hospitality Skills & Tourism Business Development
- Statistics**
 - Statistical Strengthening
 - Development of Tourism Satellite Account (TSA)
- Quality Standards**
 - Hotel Classification
 - Destination Quality Performance
- Product Development, Marketing and Promotion**
 - Marketing & Promotion Planning
 - Product Development & Diversification

Main project outputs/deliverables:

An updated National Tourism Development Plan, 2013 – 2027, which built on the foundations set by the previous Plan by identifying barriers that are still impeding growth of certain markets and recommending solutions, particularly through proposed phased spatial development. The Plan presents a 15-year spatial strategy that will strengthen and expand the range of products throughout the country, spreading economic benefits, extending the length of stay of visitors and contributing to poverty alleviation. This is supported by a strong marketing and brand development strategy, recommendations on improving the institutional and policy framework for tourism, on developing an accurate and effective statistical system and on improving the economic performance of the sector and encouraging investment, and the formulation of a human resources strategy to enhance the quality of tourism services.