



# UNWTO Sub-regional Capacity Building Course in Ghana

## *Tourism Marketing: from Product to Experience*

Accra, Ghana  
12-17 October 2017

### Agenda

#### 11 October, Wednesday

Arrivals of delegates, followed by check-in, in respective accommodation booked

#### 12 October, Thursday (Day 1)

08:00-09:00	Registration of the Participants
09:00-09:30	<b>Opening Ceremony</b> <ul style="list-style-type: none"><li>• Welcome remarks by Mrs. Lydia Bebe Kum, Programme Officer, Regional Programme for Africa, World Tourism Organization (UNWTO) <b>Screening of Travel.Enjoy.Respect Campaign video</b></li><li>• Statement by Okatakyie Nana Anim 1. National President, Ghana Tourism Federation</li><li>• Opening speech by Mrs. Catherine Ablema Afeku (MP), Minister of Tourism, Arts and Culture of Ghana</li></ul>
09:30-09:45	Group photo
09:45-10:00	<b>National Presentation of Ghana</b> by Dr. Sonne, Ag. Chief of Directors, Ministry of Tourism, Arts and Culture of Ghana
10:00-11:15	<b>Module 1: Key issues and trends in Tourism Marketing</b>
11:15-11:30	Coffee break
11:30-13.30	Module 1 cont.
13:30-14:30	Lunch break
14:30-16:15	Module 1 cont.
16:15-16:30	Coffee break
16:30-17:15	<b>Module 2: Enhancing the Tourism Experience</b>
17:15-18:00	Introduction and briefing on the Technical Visit
18:00-19:00	Cocktail reception hosted by the Ministry of Tourism, Arts and Culture of Ghana

### **13 October, Friday (Day 2) - Technical Visit Day 1 (on sites)**

08:00-20:00	Visit to sites from Accra
	Lunch offered on site by the Ministry of Tourism, Arts and Culture of Ghana
18:00	<b>Return to Accra</b>

### **14 October, Saturday (Day 3) - Technical Visit Day 2 (Accra)**

09:00-09:30	Perspectives of Tourism Marketing in Africa Presented by Mr. Kwakye Donkor, Chief Executive Officer (CEO), Africa Tourism Partners - <i>Case study of the SADC Region</i>
09:30-10:15	Panel of stakeholders
10:15-11:00	Participants coordination meeting
11:00-11:15	<i>Coffee break</i>
11:15-12:30	Participants' coordination meeting cont.
12:30-13:30	<i>Lunch break</i>
13:30-15:30	Preparation for technical visit presentations
15:30-15:45	<i>Coffee break</i>
15:45-17:00	Participants' Presentations on technical visit

### **15 October, Sunday (Day 4)**

09:00-10:30	<b>Module 2 Enhancing the Tourism Experience (cont).</b>
10:30-10:45	<i>Coffee break</i>
10:45-11:45	Module 2 cont.
11:45-13:30	Group work
13:30-14:30	<i>Lunch</i>
14:30-16:30	<b>Module 3 Bringing Experiences to the Market</b>
16:30-16:45	<i>Coffee break</i>
16:45-18:00	Module 3 cont.

### **16 October, Monday (Day 5)**

09:00-10:30	Module 3 cont.
10:30-10:45	<i>Coffee break</i>
10:45-13:30	Module 3 cont.
13:30-14:30	<i>Lunch</i>
14:30-15:45	Module 3 cont.
15:45-16:00	<i>Coffee break</i>
16:00-17:30	Module 3 cont.
17:30-18:00	Preparations for final presentations

## 17 October, Tuesday (Day 6)

09:00-11:00	Participants' Presentations, Discussion and Wrap-up
11:00-12:00	<b>Closing Ceremony</b> <ul style="list-style-type: none"><li>• Closing remarks by Dr. Edith M Szivas, Course Coordinator, UNIWTO.Themis Foundation</li><li>• Closing remarks by Hon. Mrs. Catherine Ablema Afeku, Minister of Tourism, Arts and Culture of Ghana</li></ul> <b>Presentation of Certificates by:</b> <ul style="list-style-type: none"><li>• Hon. Mrs. Catherine Ablema Afeku, Minister of Tourism, Arts and Culture of Ghana</li><li>• Hon. Dr. Ziblim Barri Iddi Deputy Minister of Tourism, Arts and Culture- of Ghana</li><li>• Mrs. Lydia Bebe Kum, Programme Officer, Regional Programme for Africa, World Tourism Organization (UNWTO)</li><li>• Dr Edith M Szivas, Course Coordinator, UNIWTO.Themis Foundation</li></ul>
12:00	Group Photo
	End of the activities
Afternoon	Social programme at leisure/free