



## NYU schooled on Ghana's tourism sector

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**Source:** Ghana Tourism Authority



*Minister in a pose with the Leadership of the Faculty*

The Minister of Tourism, Culture and Creative Arts, Mrs. Elizabeth Ofosu-Adjare has shared Ghana's tourism experience with undergraduates, postgraduate students, and the leadership of the New York University Tisch Centre for Hospitality and Tourism in New York.

Speaking as the guest of the Faculty of Hospitality and Tourism, the sector Minister presented a paper on Ghana's

tourism product, its offerings and the investments opportunities in the sector.

She said, Ghana's greatest asset is the people, and every traveler wanting to experience that unique trait should choose Destination Ghana.

Quoting the Secretary General of the United Nations World Tourism Organization (UNWTO), Dr. Taleb Rifai, Mrs. Ofosu-Adjare stated that "there is nothing like the experience of being with the wonderful, beautiful, warm and hospitable people of Ghana, If you haven't visited Ghana yet, then you don't know what you are missing".

She said Ghana's safety and security was unparalleled in the region and travelers are safe. She added that, the investments opportunities abounds in all spheres of the tourism sector.

Mrs. Ofosu-Adjare told the gathering that Ghana's goal is to develop sustainable tourism pivoted on Ghanaian Culture and Creative Arts as a key driver to accelerated national development. She added that, the Ministry is putting a lot of measures in place to ensure that the tourism, culture and creative arts industry becomes the lead sector in Ghana's economy.

Touching on the Ministry's flagship project, she noted that the Accra marine drive project which is a game changer in the plan in making the capital city and its coast a spectacular tourism enclave.

The Dean of the Faculty Kristin expressed her appreciation to the minister for sharing with them interesting and insightful thoughts on Ghana's tourism industry.

The Director of the New York University Africa House Prof Nyarkoh also recalled the working relationship with the Ministry of Tourism, Culture and Creative Arts, and hope to intensify it more with annual lectures and seminars.

Mrs. Elizabeth Ofosu-Adjare was earlier awarded by the institution for a dedication and leadership role in the area of sustainable tourism.

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