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## Minister shares Ghana's tourism experience with NYU students

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Accra, April 21, GNA – Mrs Elizabeth Ofori-Adjare, Minister of Tourism, Culture and Creative Arts, has shared Ghana's tourism experience with the students and leadership of the New York University (NYU) Tisch Centre for Hospitality and Tourism in New York.

She was there as a guest of the Faculty of Hospitality and Tourism, and presented a paper on Ghana's tourism product, its offerings and the investments opportunities.

Mrs Ofosu-Adjare said Ghana's greatest asset is its people and every traveler wanting to experience that unique trait should choose destination Ghana.

She repeated a quote from the Secretary General of the United Nations World Tourism Organization (UNWTO) Dr Taleb Rifai, saying: "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".

Mrs Ofosu-Adjare said Ghana's safety and security was unique in the region adding that investment opportunities abound in all spheres of the tourism sector.

The sector Minister said Ghana's goal is to develop a sustainable tourism industry pivoted on Ghanaian Culture and Creative Arts as a key driver to accelerated national development, saying the Ministry is putting in place appropriate measures to ensure that the tourism, culture and the creative arts industry becomes the lead sector in Ghana's economy.

Mrs Ofosu-Adjare spoke briefly on the Ministry's flagship project, the Accra marine drive project which she said would be a game changer in the effort to make the capital city and its coast a spectacular tourism enclave.

The New York University Africa House expressed appreciation to the Minister for sharing with them interesting and insightful thoughts on Ghana's tourism industry.

She also recalled the existing working relationship with the Ministry of Tourism, Culture and Creative Arts and the institution and expressed the hope that it would be intensified with annual lectures and seminars.

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

**Source:** Ghana News Agency

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