



MMDAs asked to help improve tourism opportunities in rural areas

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The Minister of Tourism, Elizabeth Ofori Adjare has asked Metropolitan, Municipal and District Assemblies(MMDAs) to work closely with rural destination managers to develop rural tourism products for the purpose of opening up local tourism.

“Our tourism policies and strategies which focus on product development, tourism marketing, human development, tourism infrastructure and tourism research and information, must be reviewed with the aim of providing equal access of tourism opportunities in rural areas,” she added.

She said facilitating the coordination of rural tourism development initiatives among relevant stakeholders and creating an enabling environment for rural tourism development to stimulate job creation would unlock the potentials.

Ghana's success in unlocking Africa's Rural Tourism Potential for the benefits of rural communities depend on creating a platform to share knowledge of best practice, development opportunities and challenges in rural areas for tourism development, she noted.

Mrs Ofosu-Adjare was speaking at the inauguration of the Ghana Rural Tourism Development Forum in Kumawu, in the Sekyere Afram Plains District of the Ashanti Region.

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