AFRICA TOURISM DAY

PRESENTATION FROM CHAMBER FOR TOURISM INDUSTRY GHANA

PRINCE NTIAMOAH BOAMPONG- CEO

TOPIC: HANESSING THE POWER OF YOUTHS TO LEAPFROG TOURISM

Mr. Chairman, all protocols observed, by 2050 Africa will have more youth population than any continent in the world. While this is true it will require our concerted effort to find Jobs or create opportunities for them. The African Union through its agenda 2063 proposes to use tourism to solve a lot of Africa’s youth unemployment problems. To this end it requires all of us pulling our efforts from different countries to make tourism a vehicle that the youth can use for job creation and also harnessing Africa’s tourism potential.

In 2020 alone, it was projected by the UNWTO that, over 300 million young people will travel the world over, putting into various economies as much as 320 billion dollars. Though COVID-19 did not allow these projections to materialize, it shows us the power of youth tourism and how transformational that could be for the African economy alone. In the 1980’s alone youth tourism contributed 15 percent of the worlds tourism figures a decade later this number has jumped to 20%.

Mr. Chairman, Ladies and gentlemen, for the past 8 years Accra’s oldest district has hosted the Chale Wote festival which has gathers hundreds of thousands from all over the world. A youthful project which initially brought together art and music lovers became an international event from the onset through the power of social media. The festival gathers more international media houses than any festival in Ghana. It does not only gather the youth but it also employs a lot of young people during the weeklong programme.

Ghana’s year of return which brought a lot of people from the diaspora also used a lot of young people as ambassadors especially in America to drive traffic to the country. Ghana’s Dance hall artist Shata Wale together with other African youth produced music with Beyonce taking Africa to the world. This raked in revenue and gained Ghana a lot of international attention.

Currently Africa has over 620 innovation hubs in the continent, this according to the World Bank will create a snow ball effect. The world bank adds that this number will increase by more than 15 percent every year. Tourism innovations could easily key into these opportunities with the youth.

In conclusion I encourage investors, government institutions, CSOs and the international community to focus its efforts on developing the youth to be economically empowered and lead in driving Africa’s tourism efforts in being a major foreign exchange driver.

Thank you for the opportunity.