

MESSAGE FROM MR. SIANDOU FOFANA

Minister of Tourism and Leisure of Côte d'Ivoire

The official celebration of World Tourism Day in Côte d'Ivoire, around the theme "Tourism for inclusive development", resonates as an anthem of unity of the entire global tourism community, under the auspices of the UNWTO. It is a new opportunity for the revival of our sector, with a view to the prosperity of our valued populations. Before the outbreak of the COVID-19 pandemic, the tourism industry had demonstrated, through its transversality and job-creation capacity, that it was a powerful lever to fight against poverty and to promote the social and economic inclusion of vulnerable groups. This is the precisely the meaning and essence of the inclusive nature of Tourism.

*Moreover, with a clear and ambitious strategy called "**Sublime Côte d'Ivoire**", our country, which opens its arms to you with its legendary hospitality, has proved that there is enormous tourism potential that is just waiting to be realized in order to allow the harmonious development of the territories, offer a reservoir of jobs and constitute a source of revenue and value creation for the State and communities, without losing sight of the exigencies of sustainable and equitable tourism. Côte d'Ivoire also intends to respond to the major challenges of digitalizing the tourism sector by promoting startups and through a more resolute policy to deploy digital technology at all levels of the value chain.*

During this pandemic crisis, our country and the tourism sector have shown their resilience. In this regard, the attractiveness of Côte d'Ivoire as a destination has been repeatedly reaffirmed, and thus we welcome you with open arms and with the smile that befits our hospitable tradition. Rich in its diversity and the talent of our artisans, Côte d'Ivoire will offer a sublime experience with its inexhaustible creativity.

A land of hope and hospitality, it is the embodiment of the capacity for resilience that tourism is showing in the face of COVID-19, thanks to the combined actions of all public actors with a more ambitious and dynamic policy that has unleashed the energy of all strata of society.

Indeed, dear tourism stakeholders, World Tourism Day will be an opportunity to think about the tourism of tomorrow. Côte d'Ivoire, a country of hospitality, a land of hope, welcomes you.

Akwaba to your home...

SIANDOU FOFANA
MINISTER OF TOURISM AND LEISURE
OF CÔTE D'IVOIRE