



What can the public and private  
sector do to support  
digitalization of cultural tourism?

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# About Ojoma Ochai

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- Managing Partner, The (Africa) Creative Economy Practice at CC Hub
  - Global Expert Facility Member (UNESCO 2005 Convention), Projects in The Gambia, Jamaica, Zimbabwe, Nigeria etc. and global projects
  - Board Member
    - Btrust
    - Africa technology and Creative Group (Chair)
    - Music Museum Foundation of Nigeria
  - Associate Fellow (Nigeria Leadership Initiative)
  - Fellow , DEVOS Institute of Arts Management, University of Maryland, USA
  - Independent Consultant ( Creative Economy, Digital Transformation of Creative Economy, Arts Management)
  - Past Roles have included Regional Director, Arts and Creative Economy Programmes, SSA, British Council
  - Past Clients have included World Bank, National and Regional Governments in Africa, Caribbean and Europe.

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## What does Digitalisation of Cultural Tourism look like?

### Travel Marketing and Management

Digital Marketing, Travel websites, online travel search, booking and planning, social media sharing, sharing economy platforms, AI for better customer targeting and enhanced planning

### Documentation and Archiving

Documenting, archiving and preservation of tangible and intangible heritage – photography, audio recordings, 3d scanning,

### Immersive and Virtual Consumption

Extended Reality used to enhance experiences in cultural sites

Extended Reality used to engage virtual audiences with cultural sites

Mobile apps to enhance visitor experience at tourism sites

# Public Sector

Policies and Action Plans to enhance technology application in cultural tourism including preservation, promotion of heritage, etc.

Skills and Education for existing and potential tourism sector professionals around various technologies and their application

Funding for R and D to create and enhance approaches for technology application in cultural tourism

Digitisation of heritage institutions for operations as well as audience engagement

Awareness raising on opportunities for digitalisation of tourism

Incentives to promote technology application

# Private Sector



Innovation and customisation of product offerings using data and insight



Support for R and D including through linkages with academia



Investment in emerging technologies



Support for skills development e.g., through apprenticeships and placements