Promoting Sustainable Tourism through the Safeguarding of Intangible Cultural Heritage: Sierra Leone as a Case Study

MINISTRY OF TOURISM AND CULTURAL AFFAIRS

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BACKGROUND INFORMATION

Tourism as a Priority Sector

42% Increase in International Tourism in 2021

51% Increase in Domestic Tourism in (2021)

2400 Women in Coastal areas trained and supported

Tourism offer diversified to heritage and sports tourism

SIERRA LEONE
COVID-19 CHALLENGES, LESSON LEARNT AND OPPORTUNITIES FOR TOURISM AND INTANGIBLE CULTURAL HERITAGE

- **CHALLENGES DURING THE PANDEMIC**
  loss of employment, reduced income for businesses, business shut down, loss of revenue generation for government, reduced tourist arrivals and visits to tourist attraction sites

- **LESSONS LEARNT**
  More focus to be paid on Domestic Tourism
  Create a strong resilient MSME to withstand crisis shock
  Save for the bad times
  Enhance the operation of cultural and creative industries
  Promote preparedness

- **Opportunities**
  - Digitalization
  - Local communities
  - Rural tourism
ACTIVITIES UNDERTAKEN IN PROMOTING TOURISM AND INTANGIBLE CULTURAL HERITAGE

- Training conducted for teachers of performing arts countrywide
- Training for Directors Play writers and Stage-managers around the Country
- Capacity building of citizens and security forces on the implementation of all UNESCO conventions
- International Trainers secured for people in the Creative and Cultural industries
- Ratified all six UNESCO conventions between 1954–2005
- Afro-Carribean Festival
- World Heritage Sites
- Inventory making of Heritage Assets around the Country
- Proclamation of new sites around the Country
- Women in Tourism
DIGITALISATION OF TOURISM AND CULTURAL HERITAGE

- E-tourism strategy
- Mapping of tourism and cultural assets
- Digitise archives on heritage tourism
RECOMMENDATION

- Promote skills development in the tourism, cultural and creative industries
- Diversify product offer
- Promote rural tourism and inclusiveness
- Take advantage of digital technology