

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**

SIERRA LEONE

51%

**Increase in Domestic
Tourism in (2021)**

**2400 Women in
Coastal areas trained
and supported**

**Tourism offer
diversified to
heritage and
sports tourism**

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-Caribbean 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
- ☐ digitise archives on heritage tour



RECOMMENDATION

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