

**REPORT OF THE EXPERT WORKSHOP ON TOURISM AND CULTURE:
PROMOTING SUSTAINABLE TOURISM THROUGH THE SAFEGUARDING OF
INTANGIBLE CULTURAL HERITAGE, AT THE 1ST UNWTO GLOBAL CONFERENCE
ON LINKING TOURISM, CULTURE AND CREATIVE INDUSTRIES: PATHWAYS TO
RECOVERY AND INCLUSIVE DEVELOPMENT**

14TH NOVEMBER, 2022 AT NATIONAL THEATRE, IGANMU, LAGOS.

SESSION I: ENHANCING CULTURAL TOURISM PRODUCTS THROUGH INTANGIBLE HERITAGE

The workshop presentation was done by Ms. Linda Pereira, CEO of L&I Communications Group. She started her presentation by stating that Africa has fifty-four (54) countries with a population of approximately 1.4 billion people of which 70% are under the age of 30.

2. She went ahead to define Heritage Tourism Market as a traveling to experience the story of the human past. A story composed of every detail of everyday life, having in mind culture, creating detailed stories/narrative, telling the stories, visit to sites and experimental emotions. She stated that it is necessary for the stories to be told by trained individuals who understand the story and understand the audience he relates to.

3. The Heritage Tourism consists of Market Opportunities, Visitor Expectations and Economic Opportunity. The Tourism Heritage Market has a population over 50% increasing for cultural tourism, growth in specialist travel and also foresee/predict 21% growth.

4. Who should be able to experience Heritage Tourism? Everyone with an enquiring mind is a potential target. What stimulates these targets? Celebrity sites (create sites that tell the stories of every country). She also stated that Cultural Tourism is more of the moments and not the monuments. Through this, tourists get to know where they fit by understanding the following:

- Authenticity;
- Uniqueness;
- Self Improvement (to leave the site better than when you met);
- Cultural Immersion (the feeling of emotions);
- Experimental (to be able to connect by involving the audience);
- Special Interest; and
- Educational (necessary that people learn).

5. The speaker also indicated the following as tourist's expectation and what they get pleasure from:

- A ceremonial approach;
- The ambience of the destination;
- Unobtrusive convenience;
- Formal introduction;
- Somewhere to sit and wonder;
- Somewhere to refuel;
- To be allowed to imagine;
- To be able to shop/make purchases; and
- To be able to take photographs.

6. In conclusion, Heritage Tourism is a growing market that has a sustainable product, long term (modernized, updated, keep growing it). It is essential that this sector do the following:

- Brings jobs and create wealth (growing of product) that create jobs;
- Identify and expose the ambience of places;
- Provide high quality, clear information;
- Creates jobs and opportunities;
- The story should be told by someone who understands it; and
- Ask for payment for experience and explain why; and make every visit special and interactive.

7. The session came to an end with questions and answers by participants.

SESSION II: CULTURAL TOURISM AND DIGITALIZATION

8. This session was led by Mrs. Angelica Mkok, of Amadeus IT Group. She informed the workshop of her organization's capacity to power better journeys through travel technology. She stated that Amadeus work with Airlines, Airports, Online Travel Agencies, Railways, Retail Agencies, etc. At Amadeus, she further stated that they help tourists create impeccable experiences as experiences are the main reason why people travel.

9. She further went on to say Amadeus powers more personalized and authentic travel experiences. Their hospitality solutions are designed to enhance every stage of the traveler journey through the help of hospitality providers, destinations detail information, services, retain guests by profitably driving demand, increase operational effectiveness and converting them into loyal fans

10. She also listed the benefits of digitalization in the Tourism Industry. as follows:

- Promote local Companies and aligned with best destination strategy;
- Contribute to the digitalization of SMEs and activities at destinations;
- Book for tickets in advance in a simple way;
- Increase collaboration between the local Companies to generate more business;

SESSION III: THE CREATIVE ECONOMY PRACTICE

11. The session was led by Ojoma Ochai, CcHub (Co-Creation Hub). She stated that CcHub is Nigeria's first open living lab and pre-incubation space designed to be a multi-functional, multi-purpose space where creative social tech ventures take place. The organization liaises with technologists, social entrepreneurs, government, tech companies, and impact investors to co-create new solutions to the many social problems in Nigeria. She went on to state that the organization invest in outliers that achieve unprecedented growth in their respective sectors. They help build significant capacity as an organization in the sector.

Mrs. Ojoma said that digital network and mobile Apps can be used to enhance Tourism activities by digitalization of heritage sites.

INTERACTIVE DISCUSSION: PRESENTATION OF LOCAL CASE STUDIES

12. The moderator, Ms. Linda Pereira, CEO of L&I Communications Group stated that different case studies would be presented for better understanding of improving Tourism and Culture in Nigeria.

A PRESENTATION ON THE SUKUR CULTURAL LANDSCAPE (AFRICA'S FIRST CULTURAL LANDSCAPE AND NIGERIA'S FIRST WORLD HERITAGE SITE) BY MRS. MALAME MANGZHA – DIRECTOR GENERAL, AFRICAN INTERNATIONAL DOCUMENTARY FESTIVAL FOUNDATION (AFIDFF)

13. Mrs. Malame Mangzha, Director General (AFIDFF) made a presentation on Sukur Cultural Landscape and Nigeria's first world Heritage Site. She informed the workshop that Sukur Cultural Landscape is a UNESCO World Heritage Site located on a hilltop which stands at an elevation of 10.45metres above the village of Sukur in Madagaili LGA of Adamawa State, Nigeria. It is situated in the Mandara Mountains close to its border with Cameroun. Its UNESCO inscription is based on the cultural heritage material culture

and naturally terraced field. Sukur is the Africa's first Cultural landscape to receive World Heritage List Inscription.

14. She further talked about the calendar of traditional festivals, ceremonies, rites and incantations which keep the community in touch with their ancestors as inherited intangible heritage that are regularly celebrated. It bears a testimony of exceptional relationship between the dead and the living.

15. The Director General (AFIDFF), further stated that the organization has been able to remarkably achieve the following:

- Raising Awareness;
- Involve young people as Volunteers;
- Community Engagement;
- Restoration Activities;
- Empowerment for Men, Women and Youths;
- Strengthen sustainable cooperation; and
- Mainstream gender equality.

16. Mrs. Malame Mangzha called on well meaning Nigerians and the Government to join hands to assist in the preservation of the World Cultural Heritage Site for posterity. She also appreciated all stakeholders that have been of immense support to her team and to the Sukur people.

17. She equally enumerated the challenges faced by the cultural community to include but not limited to as follows:

- Climate change
- The invasion of the Boko Haram insurgents
- Inadequate health facilities
- Inadequate schools
- Insecurity, etc

A CASE STUDY BY MR. MOHAMED JALLOH, DIRECTOR OF TOURISM, MINISTRY OF TOURISM AND CULTURAL AFFAIRS, SIERRA LEONE O PROMOTING A SUSTAINABLE TOURISM THROUGH SAFEGUARDING INTANGILE CULTURAL HERITAGE.

18. Mr. Mohammed Jalloh, stated that Sierra Leone Government has considered Tourism as a priority sector which experiences increase in 2021 by 42% in International Tourism and 51% in Domestic Tourism. He also mentioned that Covid-19 pandemic was

a huge challenge in the Tourism Industry Sector but there were opportunities for Tourism Intangible Cultural Heritage.

19. The Director stated that the following challenges and opportunities experienced in Sierra Leone during the pandemic:

Challenges:

- Loss of jobs;
- Reduction in income as business were completely shutdown;
- Loss of revenue generation for Government;
- Reduction in tourists arrivals and visits to Tourist attractions/sites;

Opportunities:

- Digitalization: it brought about E-Tourism strategy and digitization of archives on Heritage Tourism;
- Local Communities it made them to focus on Wild Life and rural Tourism;
- The Director also listed the activities undertaken in promoting Tourism and intangible Cultural Heritage as follows:
 - Training were conducted for teachers of Performing Arts Country wide
 - Development of World Heritage site;
 - Proclaiming of new sites around the Country;
 - Capacity building of citizens and security forces on implementation of all UNESCO conventions; and
 - Was able to secure International Trainers in the creative and Cultural Industries.

GAMBIAN TOURISM AS PRESENTED BY MR. ABUBAKAR CAMARA, DIRECTOR GENERAL OF THE GAMBIA TOURISM BOARD

20. Mr. Abubakar S. Camara, Director General, Gambia Tourism Board informed that The Gambia is an ideal Tourism Destination with powerful tourism products. Below are the reasons why The Gambia is an ideal Tourism destination.

- Politically safe destination, peace and tranquility
- Investment friendly
- Has gorgeous beaches
- UNESCO World acclaimed heritage sites. Particularly for culture loving tourists
- Variety of resorts and accommodation in all categories at affordable prices
- International award winning ecotourism lodges
- Authentic cultural experience

- Strategic location of hotel (along beaches)
- Navigable river Gambia ideal for cruising and fishing.

21. The Tourism products of The Gambia are: Ecotourism lodges, Bird watching, Community and responsible tourism, Fashion, Rich cultural diversity, Variety of hotel facilities, River cruises, Horse and camel riding, Sea and exciting beaches etc. He also stated priority areas for tourism investment as follows:

- River cruising
- Development of high end hotels
- MICE (meetings, incentives , conference and exhibition)
- Community and tourism
- Domestic and sub regional tourism.