

IN THE FIRST SESSION OF THE SEVENTH PARLIAMENT OF THE FOURTH REPUBLIC OF GHANA



**REPORT OF THE JOINT COMMITTEE ON
TRADE, INDUSTRY AND TOURISM AND
YOUTH SPORTS & CULTURE**

ON THE

**2018 ANNUAL BUDGET ESTIMATES OF
THE MINISTRY OF TOURISM, ARTS AND
CULTURE**

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**REPORT OF THE JOINT COMMITTEE ON TRADE, INDUSTRY AND TOURISM AND
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THE MINISTRY OF TOURISM, ARTS AND CULTURE**

1.0 INTRODUCTION

The Budget Statement and Economic Policy of the Government of Ghana for the 2018 Financial Year was presented to the House on Wednesday, 15th November, 2017 by the Hon. Minister of Finance, Mr. Ken Ofori-Atta.

The Rt. Hon. Speaker referred the 2018 Annual Budget Estimates of the Ministry of Tourism, Arts and Culture (MOTAC) to the Joint Committee on Trade, Industry and Tourism and Youth, Sports and Culture for consideration and report in accordance with Article 179 of the 1992 Constitution of Ghana and pursuant to Orders 140(4) and Orders 159 and 187 of the Standing Orders of the House.

In considering the Annual Budget Estimates, the Committee met with the Hon. Minister for Tourism, Arts, and Culture, Mrs. Catherine Abelema Afeku, the Deputy Minister, Dr. Ziblim Iddi and the technical team from the Ministry.

The Committee is grateful to the Hon. Minister and officials from the Ministry for their immense contributions.

2.0 REFERENCE DOCUMENTS

The following documents served as reference guide during the Committee's deliberations:

- i. 1992 Constitution of the Republic of Ghana;
- ii. Standing Orders of the House;

- iii. MDAs 2017 Actuals;
- iv. 2018 Budget Statement and Economic Policy and;
- v. 2018 Budget Estimates of the Ministry of Tourism, Arts and Culture.

3.0 BACKGROUND

The Ministry of Tourism, Arts and Culture (MOTAC)) is mandated to provide a strong, stable policy environment for effective mainstreaming of Ghanaian culture into all aspects of national life and to ensure the emergence of a solid and vibrant creative economy to improve and advance the tourism industry.

The Ministry exist to create a conducive environment for sustainable growth and development to enable it contribute enormously to Gross Domestic Product (GDP) through effective and efficient use of appropriate policies, plans, programmes and projects. It is also to develop and sustain Public-Private-Partnership (PPP) with the Diaspora for resource mobilization and investment.

The Ministry is to facilitate the interface between the government and its implementing bodies in tourism, culture and the creative arts as well as international Civil Society Partners and Groups.

The Ministry has oversight responsibility over fourteen (14) Agencies and Subvented Organisations namely;

- i. Ghana Tourism Authority
- ii. Hotel Catering and Tourism Training Centre (HOTCATT)
- iii. Ghana Tourism Development Company
- iv. National Commission on Culture
- v. Bureau of Ghana Languages
- vi. Ghana Museums and Monuments Board
- vii. National Theatre of Ghana
- viii. Kwame Nkrumah Memorial Park

- ix. W.E.B. Dubois Memorial Centre
- x. National Symphony Orchestra
- xi. Ghana Dance Ensemble
- xii. Abibigromma Theatre Company
- xiii. National Folklore Board
- xiv. Pan African Writers Association

4.0 OBJECTIVES

The objectives of the Ministry as derived from the National Medium-Term Development Policy (NMTDP) framework are as follows:-

- i. Diversify and expand the tourism industry for accelerated job creation;
- ii. Intensify the promotion of domestic tourism;
- iii. Promote sustainable tourism to preserve historical, cultural and national heritage;
- iv. Develop a competitive creative arts industry and
- v. Harness culture for national development.

5.0 2017 Performance

5.1 Financial

Status of 2017 Budget

In the year under review, Parliament approved an amount of **Forty-Three Million, Nine Hundred and Forty-Eight Thousand, Four Hundred and One Ghana Cedis (GH¢43,948,401.00)**. However, as at September, 2017 the actual releases for the year amounted to **Twenty-Eight Million, Eight Hundred and Eighty-Six Thousand, One Hundred and Fifty-Two Ghana Cedis, Three Pesewas (GH¢28,886,152.03)**. The variance of **Fifteen Million, Sixty-Two**

Thousand, Two Hundred and Forty-Eight Ghana Cedis, Ninety-Seven Pesewas (GH¢15,062,248.97) amounted to 34% of the total budgetary allocations to the Ministry (see Table 1).

Table 1: Total amount budgeted and released as at September, 2017

Item	Approved Budget (GH¢)	Amount Released (GH¢)	Variance (GH¢)	% Variance
Compensation	28,299,055.00	21,224,291.25	7,074,763.75	25
Goods and Services	4,272,846.00	1,231,991.89	3,040,854.11	71
Assets	1,000,000.00	-	1,000,000.00	100
IGF	10,376,500.00	6,429,868.89	3,946,631.11	38
Total	43,948,401.00	28,886,152.03	15,062,248.97	34

Source: 2018 Budget Estimates of the MOTAC

5.2 Non-financial

5.2.1 Tourism Product Development Programme

The Ministry undertook a number of activities under its Tourism Product Development Program. These included, the commencement of the Marine Drive Tourism Investment Project which covers 241 acres of land, stretching from the Christianborg Castle to the Arts Centre.

For the year under review, the Master Plan and infrastructural designs were prepared and anchor developers were also selected. The project is expected to transform the beachfront into a leisure and business tourism enclave and create over 36,000 local jobs. It will further increase the sector's contribution to Gross Domestic Product and establish Ghana as the premier tourism destination in West Africa; rehabilitation and commissioning of the Kintampo Waterfalls with safety and security measures put in place to safeguard tourists.

The Ministry organized the Chocolate Day, Paragliding Festival, Emancipation and Panafest day with the Diaspora and local communities to boost domestic tourism, promote the local economy and generate income as well as encourage national cohesion and international appreciation of Ghana's culture and tourist attractions.

5.2.2 Tourism Research and Marketing Programme

The World Tourism Day was celebrated under the theme: "Sustainable Tourism, a tool for development" and climaxed at Kintampo. In order to position Ghana's tourism in the global market, the Ministry participated in eight international fairs including, 51st International Tourismus - Bourse (ITB) Tourism Fair, Berlin, China's Outboard Travel and Tourism Market (COTTOM) in Beijing, China and the Akwaba Fair in Nigeria.

The See Ghana, Eat Ghana, Wear Ghana and Feel Ghana programme was launched to boost the local economies and enable Ghanaians appreciate their heritage.

The Ministry also appointed 30 Ambassadors to champion the promotion of Made in Ghana products on their international and local platforms.

5.2.3 Tourism Quality Assurance Programme

The Ministry trained 640 personnel from the private sector in the areas of customer care and sensitization on the collection of the one percent Tourism Levy.

In partnership with the United Nations World Tourism Organisation, the Ministry organized a five-day Capacity Training Workshop for 70 public and private sector personnel with participants drawn from Gambia, Nigeria, Liberia, Togo, Cameroon and Sierra Leone.

5.2.3 Culture, Creative Arts and Heritage Management Programme

The National Commission on Culture technically supported Traditional Authorities and Local Communities to organize festivals and cultural events such as SALAFest and Zongofest (Accra), Kundum (Axim), Kente (Kpetoe), Akwantukesie (New Juaben) and Akwantutenten (Worawora).

The Ministry in partnership with the Gushegu Assembly and the Traditional Authorities secured a land to construct a craft village in Gushegu in the Northern Region.

As part of the efforts to conserve historical heritage, the Ministry rehabilitated and commissioned Paa Grant's Grave at Axim.

6.0 OUTLOOK FOR THE MINISTRY (2018)

6.1 Financial

In 2018, the Ministry is allocated a total amount of **Seventy-Five Million, Two Hundred and Seventy-Nine Thousand, One Hundred and Nineteen Ghana Cedis (GH¢75,279,119)** for its operations (see Table 2). Table 3 also shows expenditure to the various programmes by source of funding with Culture, Creative Arts & Heritage Development programme taking the largest share (54%) of the total allocation.

Table 2: Budget for 2018 by Economic Classification

Item	Amount (GH¢)
Compensation	33,432,533
Goods and Services	12,456,610
Assets	16,774,420
IGF	12,615,556
Total	75,279,119

Source: 2018 Budget Estimates of the MOTAC

Table 3: Programme by Source of Funding

Programmes	GoG	IGF	Total
Management and Administration	18,455,593.00	-	18,455,593.00
Tourism Product Development	2,852,917.00	2,695,630.00	5,548,547.00
Tourism Research and Marketing	1,885,349.00	1,925,000.00	3,810,349.00
Tourism Facilities Monitoring	3,496,329.00	3,080,298.00	6,576,627.00
Culture, Creative Arts & Heritage Development	35,973,375.00	4,914,628.00	40,888,003.00
Total	62,663,563.00	12,615,556.00	75,279,119.00

Source: 2018 Budget Estimates of the MOTAC

6.2 Non Financial

6.2.1 Tourism Product Development Programme

- i. The Ministry will organize 40 seminars and durbars in 2018 for traditional rulers and opinion leaders on conservation of community based eco-tourism to create an opportunity for mutual benefit between host communities and tourists,

- ii.** The Ministry will continue to implement the Marine Drive Tourism Investment Project by attracting local and foreign direct investments into the construction of hotels, amphi-theatres, craft villages, shopping malls, and conference halls, among others. Besides, the Ministry will also implement the Memorandum of Understanding signed with the Traditional Authorities to ensure that the local people derive benefits from the project in terms of employment, royalties and corporate social responsibilities,
- iii.** The Ministry will collaborate with Infrastructure for Poverty Eradication Programme for a major sanitation drive in a number of selected public beaches and construct toilet facilities. These will include Elmina, Sakumono, Kokrobite, La Nungua, Busua, Keta, among others.
- iv.** To drive the Tourism, Arts and Culture investments in the three (3) Northern regions, the Ministry will conduct feasibility studies in the Northern Zone to reveal investment potentials within the Zone;
- v.** The Ministry will facilitate the construction of the Cocoa Museum at Mampong-Akuapem;
- vi.** The Ministry will establish five (5) Districts offices in selected Districts by 31st Dec.2018. These are in the Axim/Nzema East Municipal Assembly, the Damongo/West Gonja District, the Winneba/Effutu Municipal Assembly, the Obuasi/Adanse West and the Ada Foah/East District Assembly;
- vii.** The Ministry has planned to rehabilitate 33 facilities at Tourist Attractions Sites across the country.

6.2.2 Tourism Research and Marketing Programme

In 2018, a festival will be organised to showcase Ghanaian foods and recipes through cooking competitions throughout the country as part of efforts to promote Ghanaian cuisine. It will continue to pursue the “See Ghana, Eat Ghana, Wear Ghana, Feel Ghana,” campaign in 2018 to promote Ghana in diverse ways.

The Ministry will continue to market Ghana through the participation in international Fairs & Exhibitions by 31st December 2018, The fairs include, Vakantiebeurs in Holland, MATKA in Finland, COTTM in China, FITUR in Spain, ITB in Germany, Party in the Park in UK, Ghanafest in USA and World Travel Market in the UK.

6.2.3. Tourism Quality Assurance Programme

In 2018, the Ministry will initiate a Public-Private Partnership Programme to facilitate the construction of the Ghana Hospitality Institute. It will also partner the private sector to construct a Hotel Management Training School and develop standards for new tourism enterprises.

The Ministry of Tourism, Arts and Culture will undertake registration, inspection and licensing of all new tourism enterprises to include the Function & Leisure Centres, Movie Houses, Outdoor and Airline Catering, Golf Courses and Spa/Health Farms.

The Ministry will also complete the rehabilitation of the Hotel, Tourism and Catering Institute (HOTCATT) to offer quality training to personnel working or intending to work in the industry;

In order to attract more tourists into the country, the Ministry will upgrade the paragliding site to include facilities such as restaurants, hot balloons take-off

point at Atibie (Kwahu), design and build the iconic “Centre of Ghana” facility at Kintampo.

6.2.4 Culture and Heritage Management Programme

- i.** The Ministry will provide General Administrative support services to the National Commission on Culture (NCC) and the Centres of National Culture (CNC). It would complete Master Drawings for a new office and renovate the head office building for the National Commission on Culture (NCC).
- ii.** The Ministry will organise the National Drama Festival (NADRAFEST 2018) for 2nd cycle schools. The Ministry would further organise 10 Regional Festivals of Arts and Culture and the National Festival (NAFAC 2018) in the Eastern Region.
- iii.** The Ministry will develop and review the Culture and Creative Arts Strategic Plan 2018 -2023. It will visit all the regions to monitor and evaluate activities, projects and programmes at the Regional Centre for National Culture (CNCs).
- iv.** The Ministry would also complete Regional Theatre buildings in Koforidua, Sekondi, Sunyani, Ho and Bolga and would relocate the Centre for National Culture (CNC)/Arts Centre in Accra to Kawukudi at Kanda.
- v.** The Ministry will organise seminars/conferences on the use of Folkloric materials to improve patronage of such materials. It would also rehabilitate and furnish the National Folklore Board office.
- vi.** The Ministry will procure a multi-purpose printing machine to enable Bureau of Ghanaian Languages (BGL) to be competitive with other printing houses to maximize revenue from Internally Generated Fund (IGF). In addition to this the Ministry will review contents of books to include security features to combat pirating, orthography and to meet the current market demands to enable Bureau of Ghanaian Languages (BGL) reclaim the market.

7.0 OBSERVATIONS AND RECOMMENDATIONS

7.1 Marine Drive Investment Project

The Committee was informed that the Ministry will commission the Marine Drive Investment Project in December, 2017 this year. The master plan and infrastructural designs have been prepared and anchor developers have been selected and a Memorandum of Understanding (MoU) signed with the Traditional Authorities. The project is expected to transform the beach front into a leisure and business tourism enclave to create jobs and increase other economic activities.

The Committee is urging the Ministry to finalize preparations for the commencement of the project to exploit the tourism potentials of the area. It is also of the view that the Ministry goes beyond the signing of Memorandum of Understanding to a binding legal agreement with all stakeholders and parties to the project.

7.2 Bureau of Ghana Languages

The Committee observed that the Bureau of Ghana language is charged with the responsibility to develop textbooks and reading materials for the basic, secondary and tertiary institutions. The Organization has inadequate personnel, lacks equipment, logistics such as printers, machines, modern computers, scanners and binding machines as well as sales depots in the regions.

It is recommended that the Ministry of Finance should release the funds for the provision of equipment, logistics and also for the establishment of sales depots in the country. Additionally, the premises of the agency needs to be given a face-lift and also furnished to enhance performance. The Committee also urges the Finance Minister to allow the agency retain part of the Internally Generated Funds (IGF) to enable it compete favourably.

7.3 Ghana Tourism Authority

The Committee also observed that the Ghana Tourism Authority which is the focal tourism implementing agency is understaffed and it is yet to receive clearance from the Ministry of Finance to recruit new staff. It was also pointed out that data collection on arrivals was one of its challenges, hence the need to collaborate effectively with frontline officers at the country's entry points for information.

It is the expectation of the Committee that the Ministry be given the financial and technical clearance for the recruitment of staff to enhance the work of the Authority.

7.4 Hotel Tourism And Catering Training Institute

The Committee's attention was also drawn to the fact that the Institute has put in place a training programme designed to improve the capacity of the students and ensure quality service delivery.

It is recommended that the financial and technical clearance be obtained from the Ministry of Finance for the recruitment of staff for the institution. The Committee also urges the institute to draw up a strategic plan for training to turn around the industry.

7.5 Ghana National Commission on Culture

The Committee noted with satisfaction that the Commission has deepened collaboration with all stakeholders in the culture and creative industry. Various engagements were held with stakeholders including musicians, artists, film directors and producers, craft producers, among others.

Members also expressed concern about the few well-equipped offices for the National Commission on Culture. Most projects earmarked as regional offices for the Commission have been abandoned.

It is recommended that immediate steps be taken by the Ministry to start work on all the abandoned Regional Centers of National Culture to salvage the deplorable state that some of them are in now. Such gradual rehabilitation works will save the country a lot of money.

7.6 National Theatre of Ghana

The Committee also expressed worry about the current state of the building. Equipment such as central air conditioners, stage-sound and lighting systems would have to be replaced. The absence of the regional theatres for the agency also calls for concern.

It is recommended that the Management of the National Theatre take urgent steps to liaise with the Ministry to come up with an arrangement to partner a private investor to rehabilitate the facility.

7.7 Inauguration of Constitutionally Mandated Boards and Advisory Boards

The Committee commended the Minister for inaugurating the various constitutionally mandated Boards as well as other advisory Boards for the various Agencies. The Various Chief Executive Officers and Board Members were changed by the Committee to find innovative ways of solving some of the many challenges being faced at their respective agencies.

8.0 CONCLUSION

In conclusion, the Committee having carefully examined the 2018 Annual Budget Estimates of the Ministry of Tourism, Arts and Culture recommends to the House to adopt its report and approve the sum of **Seven-Five Million, Two Hundred and Seventy-Nine Thousand, One Hundred and Nineteen Ghana Cedis (GH¢75,279,119.00)**.

Respectfully submitted.



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