

Training Course on “Strategic Planning for Sustainable Tourism Development”

Welcoming Remarks

Director General of SESRIC

29 June 2020

12:00 pm Turkey Time

بِسْمِ اللَّهِ الرَّحْمَنِ الرَّحِيمِ

Distinguished Participants, Ladies and Gentlemen,

ASA and Very Good Afternoon

- I am pleased to welcome you all to the **Training Course on “Strategic Planning for Sustainable Tourism Development”**, which we, at SESRIC, are proud to organise it within the framework of SESRIC OIC Tourism Capacity Building Programme.
- At the outset, I would like to extend my deep thanks and appreciation to H.E. Mr. Adébayo Aristide ADJIBODOU, Secretary General of the Ministry of Tourism, Culture and Arts of the Republic of Benin for accepting our invitation and nominating Mr. Sosthène CAPO-CHICHI to provide this important training course for the benefit of participants from the Ministry of Culture, Tourism and Leisure of the Republic of Togo.
- My sincere thanks and appreciation are also extended to H.E. Madame Lamie KORIKO SANVEE, Secretary General of the Ministry of Culture, Tourism and Leisure of Republic of Togo for accepting our proposal to organize this training course for the benefit of the Ministry’s staff through distance learning facilities.

- We, as SESRIC, have initially planned to organize this course physically as usual through sending an expert to Togo. However, due to the outbreak of COVID-19 pandemic and in an attempt to respond to this extraordinary situation, we decided to conduct this training course online instead of postponing it to another date.
- As we all know, over the last few decades, tourism has become one of the main economic activities and an important source of foreign exchange earnings and employment in many OIC member countries. Tourism sector plays a significant role in the socio-economic development of these countries, particularly due to their rich and diverse natural, geographical, historical, and cultural heritage assets.
- Recognizing the significant role and contribution of the tourism sector in the economic growth and development of the OIC member countries, we, at SESRIC, have initiated many years ago the “OIC Tourism Capacity Building Programme”. This Programme aims at enhancing the technical capacities of our member countries in this important domain through facilitating the transfer and exchange of knowledge, know-how, and experience among the relevant national institutions working in this important domain. This is usually done based on the existing needs and capacities of these institutions through different modalities such as providing training courses, organizing training workshops and study visits.
- Within this framework and considering the importance of achieving sustainable tourism development in our member countries, I believe that this

training course will add value to the participants' knowledge and experience in sustainable tourism development. I hope that during the course, the participants will learn some practical tourism strategic planning tools and methods, which will contribute to the advancement of the tourism sector in Togo, and hopefully generate a positive impact and add value to the work and expertise of the participants.

- Before concluding, I would like to thank you all once again and wish you a fruitful exchange of experiences and a successful training throughout the upcoming days.

Thank you, Wassalamoalikom.