



BURKINA FASO

Project No: 2017-BFATOURI-353

Project Title: Strengthening the Resilience of Tourism Sector against Crises through Communication

Project Owner: Ministry of Culture and Tourism of Burkina Faso

Project Partners: Côte d'Ivoire and Niger

Cooperation Area: Tourism

Implementation Year: 2018

Project Purpose: One of the policy recommendations adopted in the 33rd COMCEC Ministerial Session in tourism cooperation area was “increasing awareness of resilience and crisis, including the identified stages of a crisis and how to prepare for and respond to each stage”. In order to realize this recommendation, the project was designed to minimize the impact of the crises on the tourism industry and shorten the recovery process by utilizing crisis communication strategies.

Project Activities:

- Training on crisis management and effective communication tools