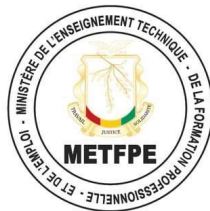




DEVELOPMENT AND PROMOTION OF GREEN JOBS, AN OPPORTUNITY FOR PUBLIC EMPLOYMENT SERVICES

Conakry, 18 to 21 December 2023



Sustainable Tourism: An Opportunity for Sustainable Employability in Guinea

Sustainable Tourism: An Opportunity for Sustainable Employability in Guinea



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Interregional conference AMSEP ON GREEN JOBS



Theme: Sustainable tourism:
*An opportunity for sustainable
employability in Guinea.*

Contribution from the National
Tourist Office "ONT GUINEE SA

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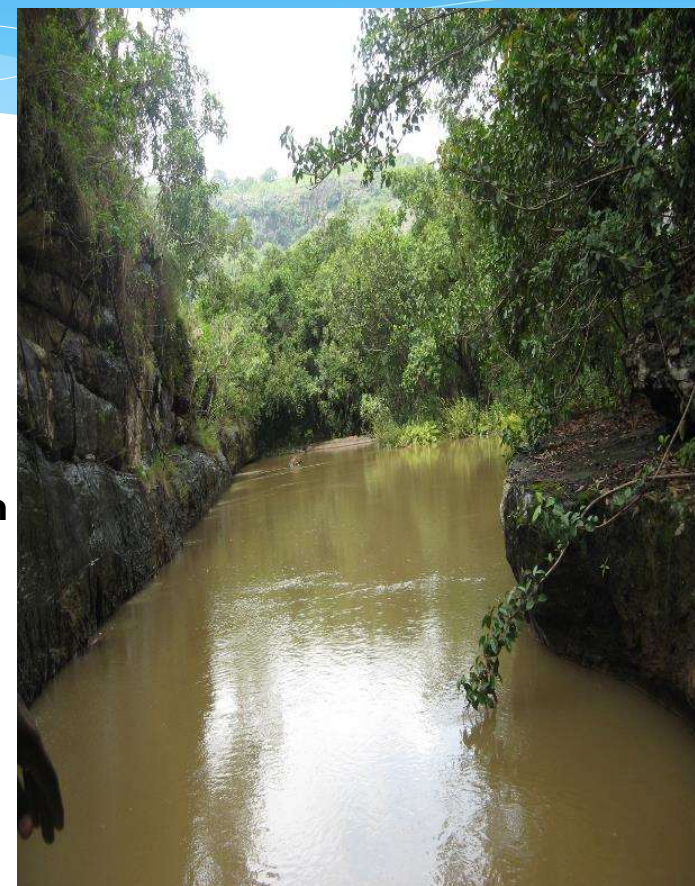
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1 Objective



The purpose of this presentation is to draw the public's attention to the potential of the tourism sector to create sustainable jobs in Guinea.

The aim is to encourage governments and investors to increase investment in sustainable tourism.

3. Introduction



Guinea is a country of exceptional natural and cultural wealth. It has a diverse natural heritage, with tropical forests, mountains, beaches and wetlands. It also has a rich and varied cultural heritage, with ancestral traditions and customs.

Tourism is a booming sector in Guinea. The country has welcomed more than 180,000 visitors in 2019, 120,000 in 2020, 302,000 in 2021 and 400,000 visitors in 2022, a growing increase compared to previous years. This growth is due to a number of factors, including the country's political and economic stability, improved infrastructure and the promotion of sustainable tourism.

4. Definition



Green tourism is a type of tourism that focuses on preserving the environment. It aims to minimise the negative impact of tourism on natural and cultural resources.

Green tourism is an opportunity for Guinea to create sustainable jobs and contribute to the country's economic and social development.

5. The constraints of sustainable tourism



Sustainable tourism has to face up to the following constraints:

- ❖ Make optimum use of environmental resources by preserving ecological processes;
- ❖ Respecting the socio-cultural authenticity of host communities, preserving their built and living cultural heritage, as well as their traditional values;
- ❖ Ensuring viable long-term economic activities, in particular stable employment and income opportunities.

6. The national strategy



The national tourism development strategy focuses on sustainable tourism.

As the Republic of Guinea's public operator for the development and promotion of tourism, the ONT is focusing its efforts on environmentally-friendly tourism.

7. Sub-sectors potentially providing green jobs



Green tourism can create jobs in various sub-sectors of tourism, including :

- **Hotels and restaurants ;**
- **Travel and tourism agencies;**
- **Leisure and adventure activities ;**
- **Cultural activities.**



8. The nature of jobs



The jobs created in the green tourism sector are generally low-income jobs.

However, they can help to improve the living conditions of local people, who are often extremely poor.

9. A type of tourism adapted to Guinea



The people of Guinea are extremely warm and hospitable. This is confirmed by all the professionals in the sector and their customers.

Community tourism can be developed anywhere in Guinea: on the outskirts of protected areas, near cultural sites and by the sea.

10. The challenges of developing green jobs



The development of green tourism in Guinea faces a number of challenges, including

- **The poverty of local populations ;**
- **Lack of infrastructure and services ;**
- **Weak governance.**

11. Measures to be taken to develop green tourism



To meet these challenges, the following measures need to be taken:

- **Developing community development programmes;**
- **Investing in the development of tourism infrastructure;**
- **Strengthen governance to create a favourable environment for the development of tourism.**













THANK YOU VERY MUCH

