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New York University Africa House and CTED

**Contacts:** Edward Eshun (Ghana); Andrea Papitto (NY)

**Mobile:** +233 0540 11 39 30; +1 212 992 6583

**Email:** [efe1@nyu.edu](mailto:efe1@nyu.edu); [amp330@nyu.edu](mailto:amp330@nyu.edu)



**NYU AFRICA HOUSE AND CTED HIGHLIGHT THE ROLE OF TOURISM & TECHNOLOGY IN ECONOMIC GROWTH & DEVELOPMENT**

*Unlocking Rural Tourism Potential in Africa  
Focus on Apps, Technology, and Cultural Heritage Preservation*

**KUMAWU, ASHANTI REGION, GHANA, 21 December 2015** – New York University (NYU) Africa House and the Center for Technology and Economic Development (CTED) organized the Ghana Rural Tourism Development Forum convening public and private sector leaders, practitioners, academics, farmers, park rangers, and community stakeholders. Under the theme “Unlocking Africa’s Rural Tourism Potential,” the forum attracted more than 300 participants to discuss the role of rural tourism and technology in economic development.

Professor Yaw Nyarko, Director of New York University Africa House and CTED, said, “Tourism is a largely untapped sector that has tremendous potential to catalyze economic growth in rural communities in Africa. Rural communities, in particular, have the potential to thrive when cultural heritage and technology intersect.”

Hon. Elizabeth Ofosu-Adjare, Minister of Culture, Tourism and Creative Arts, Republic of Ghana delivered the keynote address where she announced the launch of a partnership between the Ghana Ministry of Culture, Tourism and the Creative Arts and NYU Africa House and CTED. The partnership includes an extensive research collaboration between NYU Africa House and CTED and the Ministry of Tourism to explore best practices for rural tourism development in Ghana, and across Africa; capacity building of Ghana’s hospitality and tourism training schools; and the development of apps and implementation of technology to drive tourism growth.

NYU Africa House and CTED inaugurated the Kumawu Palace Museum, which showcases cultural heritage documentary films on a biography of a people, Kumawu tourism attractions, rich wildlife of the Bomfobiri Wildlife Sanctuary, and geo mapping and agriculture. The dedication was led by Professor Nyarko, Barima Sarfo Tweneboah Kodua (Kumawumanhene), and Minister Ofosu-Adjare.

The program also included a Mobile App Lab, which highlighted the role of technology and mobile apps to spur economic development. The Mobile App Lab included presentations by Mohamed Kessir Adjaho, Research Assistant/Software Developer, NYU-CTED and Alfred Afutu, Software Engineer, NYU-CTED, in which they showcased the innovative CTED apps using drone data and imaging collection and agricultural trading for rural farmers and buyers. CTED-trained farmers demonstrated the apps to guests.

Furthermore, the event included the Ghana launch of the 3rd Edition of the *Africa Tourism Monitor*, a joint research publication produced by African Development Bank, NYU Africa House, and the Africa Travel Association, which contains tourism arrival and employment statistics and industry case studies on travel and tourism in Africa.

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## About NYU Africa House

New York University (NYU) Africa House is an interdisciplinary institute devoted to the study of contemporary Africa, focusing on economic, political, and social issues on the continent and programs in the Arts. Part of Africa House's core mission is to advance the understanding of the links between Africa and the rest of the world, through the social, historical, economic and other lenses. To learn more, please visit: [www.nyuafriahouse.org](http://www.nyuafriahouse.org).

## About NYU Center for Technology and Economic Development (CTED)

CTED is a research center at New York University (NYU) that focuses on the development of innovative and cutting edge technologies that can significantly impact economic development with a specific focus on problems faced in under-developed areas around the world. CTED is headquartered in Abu Dhabi with branches in New York, Accra, and Kumawu in the Ashanti Region of Ghana. CTED houses several research projects that aim to tackle a wide range of developmental problems across five areas including food and water, healthcare, financial access, energy, and education. To learn more, please visit: [www.ctedkumawu.org](http://www.ctedkumawu.org).



**Photo Details (Top Left to Right):** 1. Director, Professor Yaw Nyarko, opening the NYU Africa House and CTED Ghana Rural Tourism Development Forum. 2. Opening of the Kumawu Palace Museum. 3. Mapping presentation by Mohamed Kessir Adjaho during the NYU Africa House and CTED Mobile App Lab. 4. Keynote address delivered by Hon. Elizabeth Oforu-Adjare, Minister of Culture, Tourism and Creative Arts, Republic of Ghana. 5. Demonstration of apps by NYU Africa House and CTED trained farmers during the Mobile App Lab. 6. Ribbon-cutting ceremony for the Kumawu Palace Museum. **Photos by:** Francis Atsuvi Mawuli and Kojo Bentum Williams.