



MALI

Project No: 2017-MLITOURI-444

Project Title: Training on Crisis Communication in Tourism for Selected OIC Member Countries

Project Owner: Ministry of Tourism of Mali

Project Partners: Burkina Faso, Mauritania, Niger and Senegal

Cooperation Area: Tourism

Implementation Year: 2018

Project Purpose: Following the policy recommendations adopted in the 33rd COMCEC Ministerial Session, this project was designed to increase awareness and improve institutional capacity regarding the crisis management in tourism industry. To that end, the project focused on understanding the potential impacts of crises on tourism as well as development and implementation of a crisis communication plan for the partner countries.

Project Activities:

- Training on crisis communication strategies