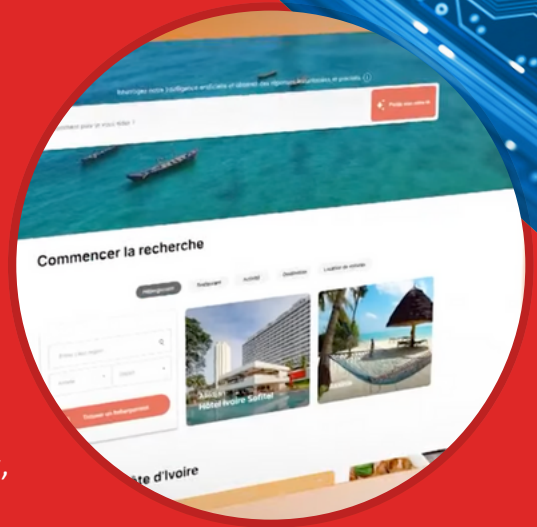


Boosting Tourism Growth through the eTourism Platform

Fueled by rapidly evolving technological advances, the African continent is embracing digital technologies and unlocking their immense potential to address today's challenges in education, health, food security, energy, tourism, and beyond.

Leveraging deep local knowledge and global expertise, the American technology company Cybastion is delivering a suite of customized digital solutions that empower African governments and businesses alike to thrive in the digital age.



Overview

Côte d'Ivoire's tourism industry offers tremendous opportunities for advancing economic growth, job creation, and development progress. The eTourism Platform project aims to leverage digital tools to promote Côte d'Ivoire as a global tourism destination, enhance governance within the Ivorian tourism sector, and generate new revenue streams. It will be implemented as a public-private partnership over a 10-year period.

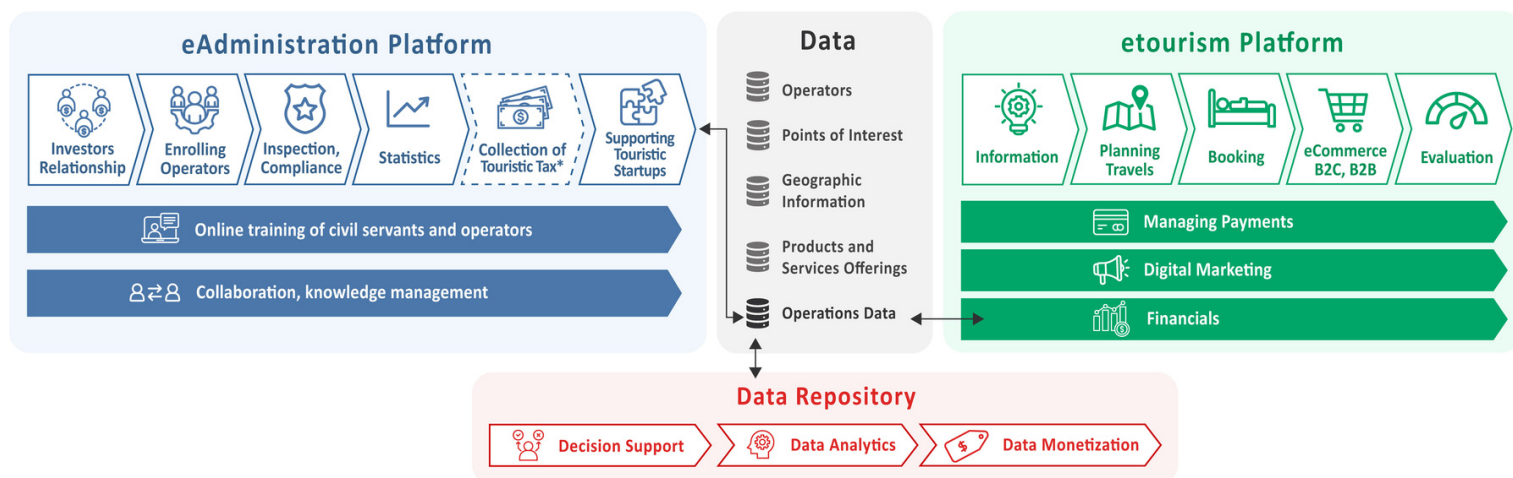
The Opportunity

Boost the digitalization of the country's administrative procedures for tour operators to enhance productivity, improve service quality for users, and increase parafiscal revenues.

- **Provide Côte d'Ivoire with a national tourism portal:** Côte d'Ivoire does not currently have a national tourism portal to promote Côte d'Ivoire as a destination for tourists from all over the world. The major tourist countries have such platforms, enabling tourists to obtain information, plan their trips, and make hotel reservations.
- **Increase compliance of tourism operators:** A majority of tourism operators (hoteliers, restaurateurs, travel agencies, etc.) are not in compliance with the country's tourism code. The eTourism Platform will give the Ministry of Tourism and Leisure the appropriate digital tools to systematically monitor the compliance of tourism operators, including the planning and management of control operations and the collection of fees.
- **Optimization of the management of parafiscal revenues:** The management processes for administrative acts and associated parafiscal revenues will be optimized and computerized, speeding up file processing and boosting the productivity of the Ministry's teams.

Cybastion Solution

Cybastion will deliver a robust online tourism platform with two primary components: one for tourism operators and the other for tourists.



E-Administration Platform

- **Investor Relations:** Increases visibility of tourism and investment opportunities for investors.
- **Facilitation of operator registration:** An online registration service simplifies the process for tourism operators. It contributes to better accessibility of services, improves processing quality, and reduces the time required to obtain administrative documents.
- **Monitoring & Evaluation:** Implements a control and evaluation system with secure mobile terminals to enhance compliance and revenue tracking.

E-Tourism Platform

- **Tourism Information:** Serves as a reference site for popular destinations and visitor conversion metrics.
- **Trip planning & Booking:** Follows global standards for booking trips and making online reservations, generating commission income and tourist tax deductions.
- **eCommerce marketplace:** Features business-to-consumer and business-to-business options for tourism and leisure products and services.
- **Tourist Reviews:** Allows tourists to rate services, adding a social dimension to the platform.
- **Online Payments:** Supports multiple electronic payment methods, including mobile money and an e-wallet tied to the Tourism Development Fund.

Expected Impact

- For **tourism operators**, the initiative will streamline administrative processes for registration and statistical collection while providing access to a new digital distribution platform for their products and services. Additionally, operators will benefit from the introduction of innovative services, such as issuing dematerialized policy forms.
- For **tourists**, this platform will lead to better access to information on Côte d'Ivoire as a tourist destination, simplifying travel planning and preparation. It will also enable an on-demand online reservation system with integrated payment options and the creation of a customer service channel for feedback on tourist services.
- For the **government**, the digitalization of management processes will increase the efficiency and effectiveness of service delivery, offering the authorities new tools such as portable control terminals to monitor tourism operators' compliance. The initiative will also facilitate improved statistical data collection for better tax management and provide new functionalities for collaboration, knowledge sharing, and online training.

ABOUT CYBASTION

Cybastion is an American technology company that delivers world-class digital and infrastructure solutions to accelerate digital transformation in Africa. Its mission is to empower Africa's digital future by creating secure, resilient, and reliable digital ecosystems that drive innovation, growth, and long-term prosperity.