INTERVENTIONS IN COMMUNITY TOURISM MARKET ACCESS

Adama Bah
Institute of Travel and Tourism of The Gambia
1965- Investor in tourism
300 Scandinavian tourists
1972- White paper on tourism-40 Km of beach-
Tourism Development Area
1973- Cluster Development-”Bendula Concept”
TOURISM PRODUCT

MAINLY WINTER SUN MASS TOURISM

HIGH REPEATER VISITOR NUMBERS - 40%

“PEOPLE” MOTIVATOR
KEY INTERVENTIONS
INFORMAL SECTOR

2000-2002
Multi-stakeholders took part
Build capacity
Development of Codes
Licensing backed up by badging
Insurance required for ‘high risk’
Information at “welcome” meetings

ASSET
2011- Tourism Act – Formal Businesses
SMALL BUSINESS
MOSTLY INFORMAL SECTOR
NINKE NANKA ENCOUNTERS
NEW INITIATIVES IN COMMUNITY BASED TOURISM

......where Culture, River Gambia and Responsible Business meet
Figure 1. Ten key areas of work for NNT destination development plan

1. **Responsible management of interaction between tourists & local people**: codes of conduct, child protection, awareness-raising activities, responsible giving scheme & product/activities design

2. **Responsible standards for tour operators & ground handlers**: NNT code of conduct, terms of trade, sustainability certification & capacity building

3. **Quality (classification/standards & ‘sense of place’) of CBT infrastructure**: toilets/showers, accommodation, bars/restaurants, jetties, visitor information

4. **Health, safety, licensing & emergency planning**: on the river and all CBT products along the NNT

5. **Marketing & sales**: in-country and internationally

6. **Communication and transparency**: communicating NNT objectives and business model to all stakeholders

7. **Community capacity building**: building on ITC/YEP CBT training and development, interpretation & guide training, tourism business & skills training (GTH, ITTOG etc)

8. **New SME income generation opportunities**: NNT merchandising and crafts, sale of local produce, guiding, services/activities delivered by local people/SMEs

9. **Environmental management**: water, waste, recycling, sustainable technologies, river pollution

10. **Monitoring and evaluation of impacts of NNT**: nature & distribution of local benefit and impacts.