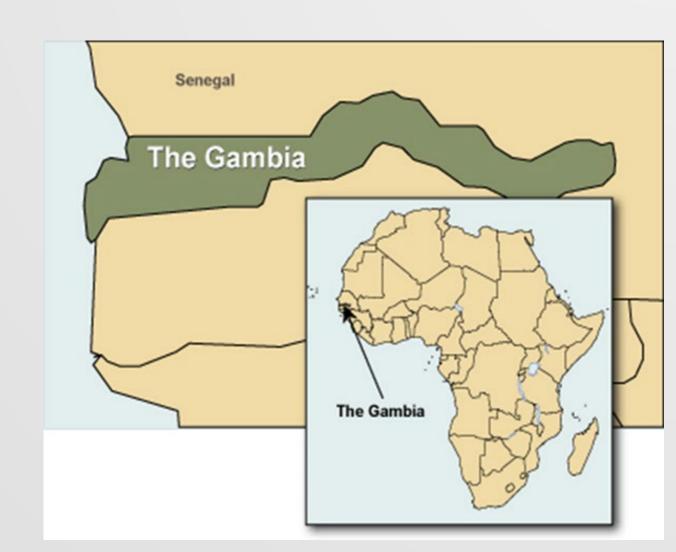
INTERVENTIONS IN COMMUNITY TOURISM MARKET ACCESS

Adama Bah
Institute of Travel and Tourism of The Gambia

TOURISM DEVELOPMENT

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

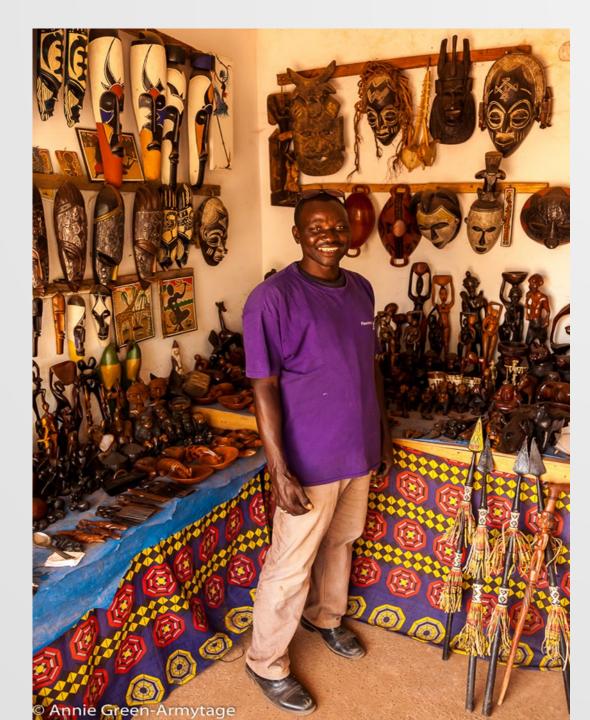
2011- Tourism Act - Formal Businesses

SMALL BUSINESS MOSTLY INFORMAL SECTOR















NINKINANKA ENCOUNTERS

NEW INITIATIVES IN COMMUNITY BASED TOURISM

.....where Culture, River Gambia and Responsible Business meet



NEXL\$

Figure 1. Ten key areas of work for NNT destination development plan

- Responsible management of interaction between tourists & local people: codes of conduct, child protection, awareness-raising activities, responsible giving scheme & product/activities design
- Responsible standards for tour operators & ground handlers: NNT code of conduct, terms of trade, sustainability certification & capacity building
- Quality (classification/standards & 'sense of place') of CBT infrastructure: toilets/showers, accommodation, bars/restaurants, jetties, visitor information
- Health, safety, licensing & emergency planning: on the river and all CBT products along the NNT
- Marketing & sales: in-country and internationally
- Communication and transparency: communicating NNT objectives and business model to all stakeholders
- Community capacity building: building on ITC/YEP CBT training and development, interpretation & guide training, tourism business & skills training (GTHI, ITTOG etc)
- New SME income generation opportunities: NNT merchandising and crafts, sale of local produce, guiding, services/activities delivered by local people/SMEs
- Environmental management: water, waste, recycling, sustainable technologies, river pollution
- Monitoring and evaluation of impacts of NNT: nature & distribution of local benefit and impacts.



