



***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



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NINKINANKA ENCOUNTERS

NEW INITIATIVES IN COMMUNITY BASED TOURISM

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



NEXT?

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

