RESPONSIBLE TOURISM Opportunities for Women and Youths. "Strengthening Entrepreneurship in Africa's Tourism Sector"

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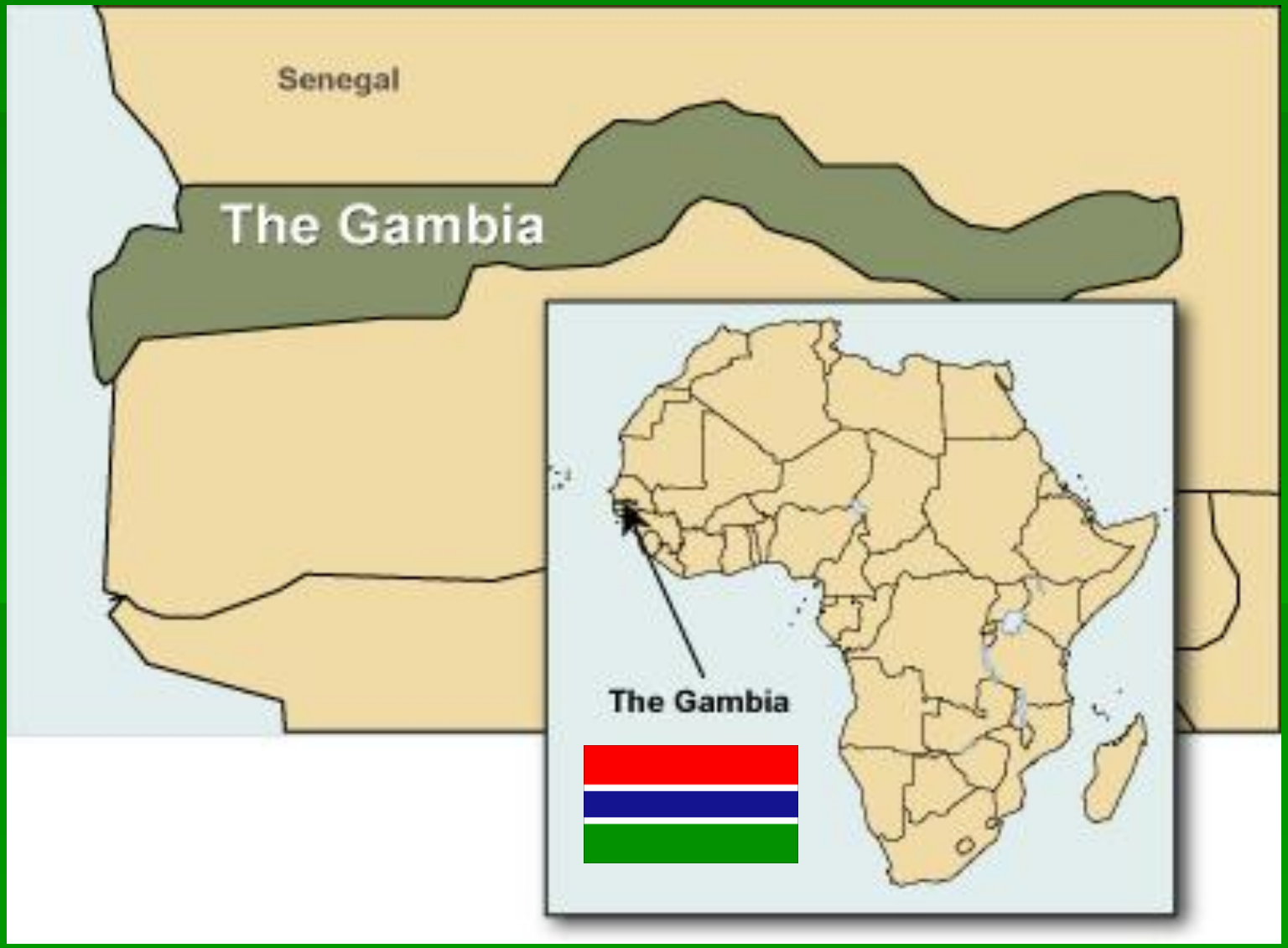
COUNTRY PROFILE



Capital City: Banjul

Population: 1.5 Million

Ethnic Groups: Mandinka, Wolof, Fula, Jola, Serere,

Area: 11,000 km^2

Weather: 'hot semi-arid' & 3 months of rain

Independence: 1965 from Britain

Tourism Arrival: 150,000 in 2011 & 16% of GDP

Source Markets: UK, Holland, Germany, Scandinavia, Spain

ROLE OF ASSET

- The Association of Small Scale Enterprises in Tourism was founded on the 24th. April 2000.

- The main aim of the organisation is to assist and support small-scale enterprise in tourism to trade fairly and pursue sustainable tourism development which contributes to the conservation of the physical environment and the social and economic welfare of the community in the Gambia.

ASSET AREAS OF INTERVENTION

- Training & Product Development
- Marketing & Fund Raising
- Climate Care Awareness

ADOPTION OF A RESPONSIBLE TOURISM POLICY IN 2004

- minimises negative economic, environmental, and social impacts;
- generates greater economic benefits for local people and enhances the well-being of host communities, improves working conditions and access to the industry;
- involves local people in decisions that affect their lives and life chances;
- makes positive contributions to the conservation of natural and cultural heritage,

HOW DID WE IMPLEMENT THE POLICY?

By Setting up the Responsible Tourism Partnership with all the tourism stakeholders namely

- Big hotels
- Small scale tourism businesses
- Overseas tour operators
- Ministry of Tourism & the Promotion & Marketing Agency (GTA)

SUPPORTING WOMEN ENTREPRENEURS TO SUCCEED

- PARTNERSHIP WITH BANESTO

-Micro finance scheme ;Fajara skills Centre and Try Women Oyster Association.

-Training Programmes: food and Hygiene, Customer Care, Basic IT, Sustainable Tourism and Book Keeping.

CHALLENGES

- More access to Land Ownership:
- Market access:

- SUCCESS STORIES OF WOMEN ENTREPRENEURS IN THE GAMBIA

-TRY WOMEN OYSTER ASSOCIATION

-COMMUNITY BASED EXCURSION

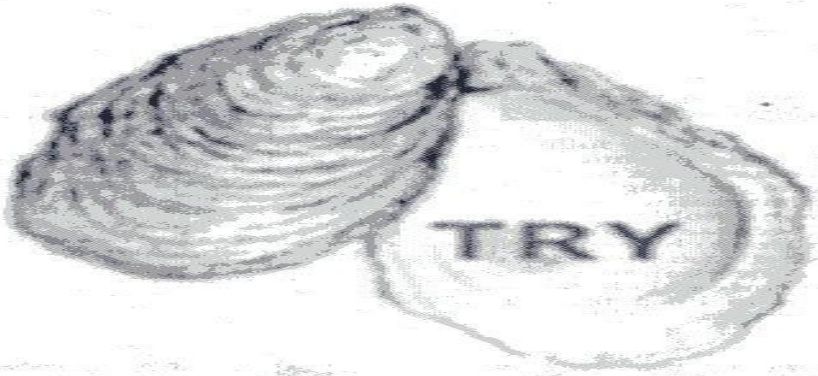
-KOTU BEACH WOMEN FRUIT VENDORS

-FAJARA SKILLS CENTRE

- Try Women Oyster Association

TRY OYSTER WOMEN'S ASSOCIATION

SMOKED oysters for sale at the TRY Centre in Old Jeshwang opposite the New Market. Neatly packaged fresh oysters ready for cooking and traveling.



Please contact us at
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if you have any questions or concerns.

COMMUNITY BASE EXCURSIONS WITH ENTRANCE FEES

KOTU BEACH WOMEN FRUIT VENDORS

From fruit plates to fruit stalls

- “When women thrive, all of society benefits, and succeeding generations are given a better start in life”. – *Kofi Annan*

- Thank you for your kind attention.