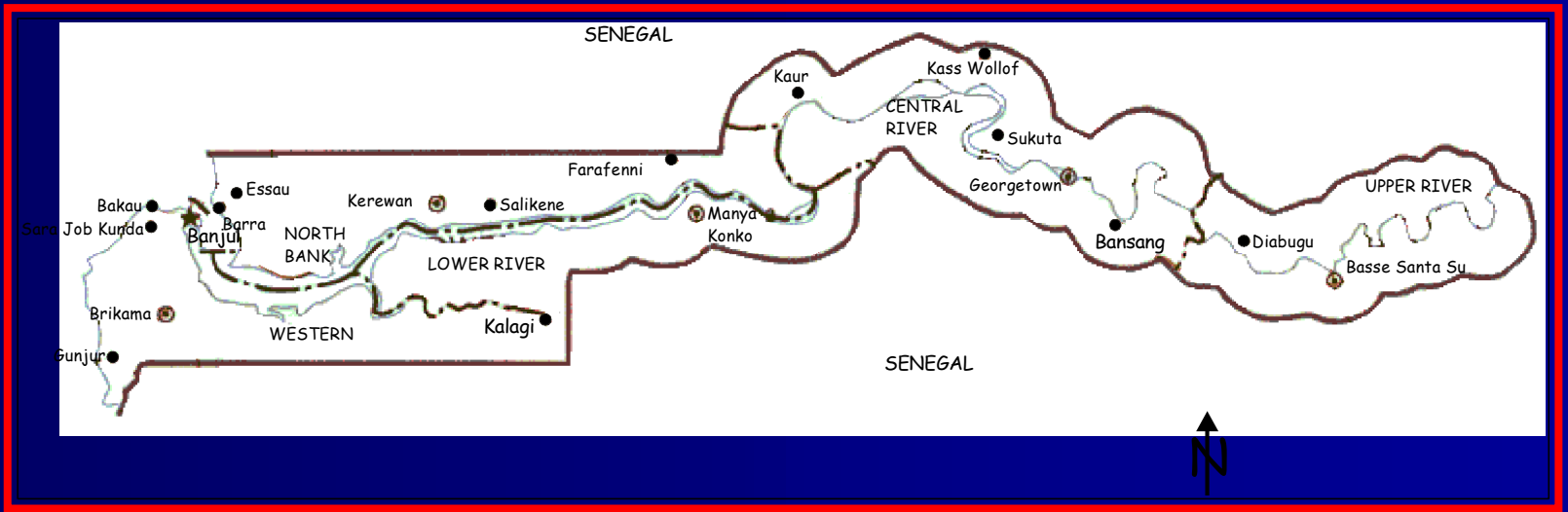


Value-Based Tourism- Getting the most of the tourism dollar

The Gambian Experience

The Gambia



Profile

Smallest country in Africa:

- Situated in West Africa, surrounded by Senegal
- 480 Km in length and 50 Km wide
- Population of 1.5 million.
- One of the least developed countries: 160th of 173 (UN Human Development Index)
- Per Capita Income: \$ 320 / year
- Agrarian economy

In the Beginning.....

- 1965- Private investor – the Tour operator (TO) decided the beaches and the sun were the best products and took control marketing (Winter/Sun destination).
- The TO therefore decided the product (3s) and did the marketing.

Then what.....?

- 1972-Government white paper-
'Bafuloto' studies recommended:
- Tourism Development Area (cluster).
- Infrastructure investment
- 'Bendula' Concept
- 1995-2000- Policy involving stakeholders.

Know the implication...

- How to deal with Tour Operator control?
- You are not marketed for makes you unique but what gives TO profit.
- Dependency syndrome-putting all your eggs in one basket.
- Enclave development: All-inclusive
- Questions of National interest-Linkages and leakages.
- Impacts: Triple bottom line issues

National Tourism Strategy

- Look at the opportunities
- Issues of Sustainability and Responsibility
- Linkages: Improving access for informal sector and SME
- Linkages with food, local craft and soft furnishing
- Diversify the product.
- Transfer of knowledge
- Building local entrepreneurship
- Building associations
- Public and Private sector partnerships

Defining the roles

- Is it who leads or Roles to make it work?
- Tourism is business- every one is an investor and therefore a stakeholder.
- Private sector: develop the business
- Public sector: Regulations, National interests- pro-poor development, support to local business
- Partnerships: Responsible Tourism Partnership- Impacts; Security and Sensitisation committee- Security and awareness building; HR Development Committee; Tourism Stakeholders Marketing and Promotion Group.
- NGOs: Advocacy and pressure group
- Associations: GHA, TTA and ASSET

Destination Cluster Concept

- Value retention, addition and creation
- Advantages: Helps in planning; helps in Branding and sharing of knowledge etc.
- Disadvantage: Enclave situation:
Solution: Ensure community participation and benefit.

Last words.....

“It’s never too late - in fiction or
in life – to revise”

Nancy Thayer