

# PROJECT PROPOSAL: INCLUSIVE TOURISM IN GAMBIA



## PROJECT OBJECTIVE

The project aims at responding to some of the trade related development priorities of The Gambia as identified in its Diagnostic Trade Integration Study (DTIS) such as the strengthening linkages between local producers and the tourism industry, sensitization of young Gambians about the importance of tourism, upgrading and expanding tourist attractions and facilities. The proposal's objective is to reduce poverty through activities that strengthen targeted sectors' competitiveness, promote new business opportunities in domestic, regional and international markets and generate additional income and create employment. The International Trade Centre (ITC) through its Inclusive Tourism Programme plans to enhance and expand the linkages between agriculture (particularly poultry, horticulture) and handcraft with tourism and improve the range and quality of products and services to increase the benefits of tourism for communities and stakeholders.

## THE CONTEXT

In The Gambia, agriculture and tourism are the two main economic sectors of activity. Tourism is The Gambia's top net foreign exchange earner generating as much as all other exports combined (Tourism generated 79.4% of total exports in 2012<sup>1</sup>).

<sup>1</sup> World Travel & Tourism Council, Travel & Tourism Economic Impact 2013

Tourism is a major contributor to employment and thus poverty reduction. Nevertheless, the great majority of leisure tourism expenditures occur in the greater Banjul area, providing few opportunities for regional and remote communities to diversify their livelihoods increase their standards of living and create jobs. The project ally specific targets, the poultry sector and the horticultural sector in accordance with The Gambia Tourism Master Plan.

## PLANNED ACTIVITIES

ITC, through the ongoing Enhanced Integrated Framework (EIF) programme, conducted an opportunity study that offered a clear situation analysis which helped draw a list of potential interventions and its expected impact on local poor communities. The project proposal is articulated around three outcomes: **(1) Tourism market opportunities converted into sustainable and inclusive trade of high-value local products:** the targeted beneficiaries are selected groups of producers of crafts, vegetables, maize and poultry, sector associations, the Ministry of Agriculture and the National Codex Sanitary and Phytosanitary committee; **(2) Tourist expectations met through world-class product provision:** the targeted beneficiaries are identified communities with weaknesses in the quality or absence of services and products within the greater Banjul area and along The River Gambia. Sector associations such as the Association of Small Scale Enterprises in Tourism (ASSET) would contribute and benefit from the implementation and development of the project. And **(3) Improved understanding by tourism support institutions of trends in in-bound tourist preferences as means of intensifying backward linkages in the local economy:** the targeted beneficiaries include tourism actors on national, provincial and local level, including governmental and private sector, as well as civil society. In addition, as part of the opportunity study, ITC conducted an assessment on operating costs, which showed the existence of a strong unfulfilled demand for local horticultural and poultry products that confirmed high leakages at each node of the agro-tourism supply chain.

## EXPECTED IMPACT ON THE POOR

The project plans to contribute to The Gambia's poverty reduction through job and income creation and capacity building by improving business performance especially for firms in the tourism and hospitality sectors and linkages between small producers and domestic and international markets. Expected verifiable project results are:

- 1,500 artisans will acquire both knowledge and skills to efficiently supply the tourism stakeholders.
- 50 farmers and unskilled workers will benefit from the poultry sector's support. Women farmers groups will also be supported to ensure an improvement of the conditions under which broilers are kept.
- 200 women farmers from 10 villages (working with GamHope) will benefit from the horticultural sector's support. Additionally, 150 hospitality sector trainees in hotel institutes and restaurants are planned to attend a training programmes.
- Market linkages between the tourism industry and local suppliers of activities, crafts, horticultural, poultry products and processed foods will be created and strengthened by supporting a quality assurance framework and a structured sales network and thus increasing the share and the volume of Gambian products in both stakeholders and visitors' expenditure.

## FUTURE DEVELOPMENTS AND SUSTAINABILITY OF THE INTERVENTION

The Gambian people, represented by the Ministry of Tourism and Culture, would own the project. Special attention would be paid to include women and youth. In addition, ITC would promote the use of green technology and address wider environmental challenges when required. ITC will closely work with local implementation partners such as The Gambia Chamber of Commerce and Industry (GCCI), the Agribusiness Service Plan Association (ASPA), The Gambia Association of Horticultural Producers and Exporters (GAMHOPE) and The Gambia Association of Industrial Fisheries Companies, among others.

## FOR FURTHER INFORMATION, PLEASE CONTACT



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