

**ANNEX A 2: THE GAMBIA - NATIONAL DEMONSTRATIONS FOR TESTING
BEST AVAILABLE PRACTICES AND BEST AVAILABLE TECHNOLOGIES FOR
SUSTAINABLE TOURISM**

Sub Component – 1.b: Eco-tourism and poverty alleviation

Gambia:

In The Gambia, tourism was introduced more than 40 years ago and there is increased pressure exerted on coastal beaches as a result of rapid expansion and intensification of the tourist industry along the coastal areas. The tourism industry has become a leading sector in the national economy, with direct and indirect benefits estimated at 17% of GDP. The sector is also one of the country's largest sources of foreign exchange. Net foreign exchange earnings are projected to increase from an estimated \$40 million in 2004 to \$130 million in 2020. Tourism generated employment is projected to increase from an estimated 16,000 jobs in 2004 to around 35,000 jobs in 2020. This level of economic impact makes tourism economically significant to The Gambia and to the Gambian people; In the Gambia, this sector provides employment for about 10,000 people directly and 15,000 people indirectly. Present bed capacity is estimated at just above 6,000 beds. Tourist arrivals are increasing annually, as the number of (tourist) hotels nearly doubled from 18 in 1989 to 33 in 1997.

The majority of these hotels (and beach bars and restaurants) are situated along the 80 km stretch of coast. north of Serekunda, the Atlantic Coast resorts of Bakau, Fajara, Kotu and Kololi- these are the heart of Gambia's tourist industry, with some 20 hotels along a 10km stretch of beach. At the Southern end of the coastal strip at Kololi is the small wildlife reserve, Bijolo Forest Park, and just upstream from the capital, Banjul, is the Abuko Nature Reserve. The long-term vision sees tourism in The Gambia developing through ten differentiated Tourism Development Areas (TDA's)

Tourism and related activities are having an impact on the coastal vegetation because of the construction of lodges and tourist camps along the estuaries where large areas of mangrove vegetation are being removed. During the period 1972 to 1988 the forest cover of The Gambia declined from some 30% of total land area to just 6%. Much of the remaining natural heritage is protected in national parks and reserves that cover around 4% of the national land area. The Nuimi National Park, situated in the northwest corner of the country, gazetted in 1996 proposed as a Ramsar site, is also under pressure from the expansion of tourism including the building of more guesthouses. Tourism development along the coast has also changed much of the natural environment. Beach erosion is a major threat to coastal tourism in The Gambia. Information is compiled from various sources, including National Reports, World Tourism Organisation (UNWTO), and the Regional Tourism Organisation for Southern Africa (RETOSA). The key institution leading the tourism sector in the Gambia is the GTA (Gambian Tourism Authority). The Tourism Master Plan developed and reviewed recently under the supervision of this authority highlighted among other as key issues for tourism in the country the bumster problem¹ which appears as key priority for the country. The diversification of community based enterprises in tourism (eco tourism) is also a priority as it appears as an income

¹ The Bumster problem is a term used to refer to young (normally male) adults who try to sell services and tourism packages to international visitors on the streets and beaches.

generating activity as well as an effective response to address drift to urban areas. In this regard, the Kartung ecotourism project and the Makasutu culture forest are considered as success stories even though improvements are awaited. They have been selected as pilot demonstration projects for the country in the past. Even though coordinating mechanisms were identified as weaknesses, GTA is planning to improve its relations with NEA (National Environment Agency) in order to address environmental issues related to tourism development.

Country:	The Gambia		
Title:	Strengthening community-based ecotourism and joint-venture partnerships		
Executing body:	Gambia Tourism Authority and the National Environment Agency		
Cost of Project:	US\$451,507	GEF	US\$283,829
			Co-financing
	US\$167,678		
Linkage to Project Priority Demonstrations:			
<p>I.B: Development of eco-tourism to alleviate poverty, through sustainable alternative livelihoods and generate revenues for conservation of biodiversity and the benefit of the local community.</p> <p>The project priority demonstrations are most directly linked to I.B but are highly relevant to I.A. which focuses on the establishment and implementation of Environmental Management Systems and Voluntary Eco-certification and Labeling Schemes</p>			
Linkage to National Priorities and Programmes:			
<p>The demonstration is well aligned with national priorities and programs, such as the Second Strategy for Poverty Alleviation (SPA II), and the long-term growth strategy of Vision 2020. It is also aligned with others such as; the Responsible Tourism Guidelines for the Gambia, the Draft Tourism Masterplan and the Ecotourism Development and Support Strategy (EDSS). The initiative will promote poverty alleviation through the development of more diverse ecotourism opportunities for rural communities, and by promoting linkages between different stakeholder groups and building their capacity in environmentally and socio-economically sustainable ecotourism.</p>			
Global and Regional Benefits:			
<ul style="list-style-type: none"> • Reduction of pollution from coastal tourism, by mobilising local communities in control and management of natural resources and installing waste management facilities in each area. • Protection of threatened habitats / ecosystems (including mangroves), by supporting CBOs in ecologically sensitive zones and providing alternative livelihoods. • Conservation of globally significant biodiversity, integrating biodiversity criteria into tourism planning processes, increasing awareness of Ramsar sites revenues for use in conservation. • Strengthening of institutional capacities, by increasing participation in planning, product development and management; ecotourism criteria into tourism planning • Restoration of the productivity and health of ecosystems, by design of low impact resorts, public-private partnerships • Sustainable Coastal Resource Use by making the tourism more sustainable at a community and destination level by reducing threats to the key resources, reducing pollution minimising wastage and using resources more efficiently; ensuring community participation in planning, managing and benefiting from tourism. 			
Name and Post of Government Representative endorsing the Demonstration Activity:			
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For Operational purposes:

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Project Objectives and Activities:

Background:

The Gambia has yet to fully exploit the ecotourism market to attract bird-watchers and wildlife enthusiasts. The entire coast of The Gambia has been designated a sensitive area, and a series of biodiverse protected areas with emerging community-based ecotourism initiatives and potential for new ecotourism and joint-ventures. Sites that have been highlighted for potential ecotourism development include Tanbi Wetland complex, Tanji River Bird Reserve, Bao Bolon Wetland Reserve, Kotai Stream Complex and Kiang West National Park. Of these only Kiang West has existing tourism facilities. Coastal community-based ecotourism (CBE) initiatives are at different stages of development and would benefit from assistance in capacity building, strengthened policy and regulatory frameworks, awareness raising and publicity and marketing, establishing joint venture partnerships, and waste and sewage disposal infrastructure. The development of ecotourism in these locations will provide sustainable alternative livelihoods for local communities, and therefore help to alleviate of poverty, generate revenues for conservation, and will also reduce unsustainable use and pollution of natural resources.

Protected areas include:

- *Tanji River Bird Reserve (TRBR)*: 612 ha reserve, gazetted in 1993, due to diversity of avifauna, and it is a biodiversity hotspot, designated as an important Bird Area and RAMSAR. Bird breeding site, wealth of marine mammals, cetaceans, and turtles.
- *Tanbi Wetland Complex (TWC)*: 6,000 ha on the southern River Gambia estuary. Wetland and biodiversity hotspot, with low mangrove forest designated as a RAMSAR. Supports a diversity of invertebrates and resident and migratory avifauna. Local population dependent on agriculture, subsistence fishing, and oyster collecting. The area is threatened by agriculture, industry, and sewage.
- *Bao Bolon Wetland Reserve (BBWR)*: 21,900 ha, wetland on the north bank of the River Gambia, 100 km from the river mouth, designated RAMSAR site with high mangrove to seasonal freshwater marsh, diverse fauna and breeding ground. Local communities dependent on cattle, rice cultivation, subsistence fishing and firewood. Mangroves harvested for construction. Cattle grazed in Reserve in the dry season.
- *Kiang West National Park (KWNP)*: 11,000 ha, on the south bank of the River Gambia. Woodlands, rangelands, mangroves and bolongs support a diversity of birds, and mammals such as the clawless otter and the Manatee. The ecosystem supports over 3000 people with a wide range of resources, services and commodities.
- *Kotai stream complex*: Stream that empties in the Atlantic ocean with large water bird population

Key issues in the area are:

- Overexploitation of natural resources, and fragmentation of habitats.
- Loss of faunal diversity due to hunting of protected species and bush fires.
- Loss of coastal vegetation and degradation coastal habitats by cattle grazing and trampling threatening shoreline stability and leading to coastal erosion.
- Land degradation due to urban expansion, industrial development and agriculture, fishing, sand mining, and resulting in loss of natural vegetation and fragmentation of habitat.
- Local management of protected areas is limited, and illegal hunting is prevalent.
- Unsustainable land management practices (e.g. bush fire and wood cutting).
- Sand mining activities threaten coastal habitats, shoreline stability and contribution to coastal

erosion.

- Education and training required in tourism and conservation management
- Poor environmental standards and waste disposal.
- Lack of community participation in planning and decision making
- Need for realistic expectations from ecotourism
- Cultural and social traditions threatened by tourism and by uncontrolled involvement (e.g. bumsters)
- Limited private sector partnerships with communities, and limited access by communities to tourism markets
- Potential economic returns from tourism as an alternative livelihood strategy.
- Current low level of business skills among CBT enterprises, including hospitality, marketing etc.
- Capacity building required at all levels and within all institutions.

Eco-tourism Sites selected are located along the coast of The Gambia for inclusion in the project:

Community ecotourism initiatives:

- *The Tumani Tenda* CBE Project one of the first CBE, promoting the village and surrounds, specifically their culture, handicrafts, cuisine and history.
- *The Sanyan Community Forest* (inland) is searching for partners to assist them.
- *Oyster Creek* tourist-boat owners operate mangrove and fishing tours and need coordination.
- *The Kartong Community Ecotourism Site* has basic accommodation and restaurant facilities. A joint venture is being formed between the community and the private sector enterprise, Gamspirit.

Objectives & Activities:

The overall OBJECTIVE of the Demonstration is to promote the improved conservation, management and monitoring of coastal biodiversity, and to enhance and diversify sustainable local livelihoods through ecotourism as a means of alleviating poverty.

Institutional capacity building:

- Support the development of a multi-partner stakeholder group, including government departments of forestry, wildlife and tourism, community based organisations (e.g. ASSET), NGOs and the private sector to improve communication, cooperation and reduce overlapping issues and resolve conflicts.
- The key role of The Gambia Tourism Authority has to be strengthened and equipped with adequate financial, human and technical resources. Cooperation between the public and private tourism sector in a close partnership relationship is a key issue for any future development.
- Build institutional capacity within DPWLM to work with communities, the private sector and GTA to facilitate ecotourism development within and around the protected areas.
- Support institutional strengthening within ASSET and KART (Kartong Association for Responsible Tourism), not only in forming linkages with tour operators and the formal private sector but also developing new linkages with tourists seeking community products.
- Facilitate the development of an association to represent the boat operators at Oyster Creek, and cooperation with ASSET and facilitate improved marketing and improved access to tourists through brokers.

Outcome will be improved institutional capacity in conservation and responsible ecotourism.

Strengthening policy and regulatory frameworks:

- Support the implementation of the Responsible Tourism Guidelines for the Gambia, the Draft Tourism Masterplan and the Ecotourism Strategy.
- Develop institutional mechanisms incorporating coordination and cooperation between stakeholders at local, district and provincial levels to enforce implementation of the plan – particularly in relation to ad-hoc development in ecologically sensitive locations. Zones should include areas for conservation; habitation; sustainable resource use; no-resource use; and tourism and multiple use.
- Review and evaluate institutional analysis relating to community-based ecotourism in relation

- to overlapping authorities (e.g. clarify the Oyster Creek boat operators site).
- Enforce agreed national processes and policies and legislation (e.g. water abstraction strategic environmental assessment and cumulative impacts assessment).
 - Enforce regulations regarding tourism development and natural resources use within protected areas.
 - Develop participatory destination plans for the sites, including coastal profile and integrated coastal management and macro-zoning, using technical assistance.
 - Implement participatory planning processes, with technical assistance support, for CBE initiatives and surrounding natural environments.
 - Support planning permission for environmentally friendly designs of tourism infrastructure, and tourism business plans that incorporate socially and environmentally responsible activities.
 - Plan and implement environmentally appropriate and responsible sewage and waste management processes.
 - Ensure inclusive local stakeholder and local community participation in participatory planning activities.
 - Incorporate indigenous people's issues by including community visioning exercises regarding ecotourism and protected areas.
 - Support processes to extend Sanyan Community Forest to the sea, to improve biodiversity conservation and increase tourism potential.
 - Demarcation of tourism development area for Kartong
 - Clarify land and tree tenure issues, by developing and publishing maps of local tenure systems. In particular raise awareness regarding policy and regulations on sale of land, and enforce them.
 - Support sustainable natural resource management, including fishing and harvesting products within forests and protected areas.
 - Develop baseline environmental, social and economic indicators for each site.
 - Consider adjusting entry and resource-use fees to market-related levels to raise more revenue for conservation and community development.

Outcome will be improved policy and regulatory frameworks, enhanced institutional capacity, improved law enforcement, greater transparency of natural resource rights, and improved participation of stakeholders in planning and coordination processes.

Knowledge dissemination and awareness creation:

- Build expertise at all levels of DNPWLM, private sector and local communities in legislation and regulations relevant to natural-resource use, land designation and establishing ecotourism businesses within parks and reserves, by developing and disseminating clear information.
- Provide access to training, mentoring and exchange programs in tourism, hospitality and enterprise development for community members, including themes on product development, quality, hospitality, interpretation (e.g. guiding) and maintenance.
- Raise awareness about GIPSA (a one-stop shop for investors)
- Develop interpretation centres at each site, in addition to toilet facilities,
- Through participatory processes, develop and disseminate codes of conduct incorporating cultural and social themes, and environmental issues, for both tourists and local community members.
- Provide tourists with information about the Gambian situation and also codes of conduct (i.e. do's and don'ts) and sensitisation local people to tourists
- Develop toolkits for stakeholders on how to develop public-private partnerships; establish CBEs; and broker joint-venture partnership agreements.
- Operate workshops between formal private sector hotels, ground handlers, ASSET members and other CBOs to foster mutually beneficial and improved coordination and cooperation. Use the process to reduce conflict and improve opportunities for commercially beneficial partnerships.
- Support exchange visits between Gambian and regional CBE initiatives (e.g. Tumani Tenda is already assisting other communities by advising them on the development of CBE in this way)

- Disseminate lessons of best practice and advances in Gambian community-based ecotourism through case studies that include tangible information on socio-economic and environmental improvements.

Outcome will be improved knowledge and awareness regarding responsible ecotourism development and operation among tourism stakeholders, and improved coordination between them. Community-based enterprises will have better access to information and best practice, that will facilitate more effective and commercially viable enterprises.

Ecotourism initiatives:

- Develop concessions for interpretation centres, accommodation, restaurants and retail facilities, ensuring local participation in a meaningful economic sense.
- Work with the private sector and local people to identify attractive areas for accommodation and tourism activities, recognizing the need for viable access but minimizing negative environmental impacts.
- Develop a concessioning system that includes: (a) local community equity (e.g. joint ventures with local communities), (b) local employment, training and procurement (e.g. local products and services); (c) EIAs and Environmental Management Systems; (d) conservation management. Ensure that the tender process is transparent and well controlled
- **Joint-venture partnerships:** At Kartong Support the development of responsible joint-venture between the Kartong community and Gamspirit through the facilitating of formal and equitable agreements between the parties.
- At Tumani Tenda facilitate the development of a **partnership between the CBE and a private sector** operator, to help mentor the community to improve the quality of their tourism product; the range and diversity of activities offered; infrastructure design, construction and maintenance; and improve market linkages.
- **Community-based tourism initiatives:** Support the development of a self-financing central booking and reservation system for CBE accommodation and activities, to reduce barriers the poor face in accessing the market.
- Assist the Sanyan Community Forest group in the development of ecotourism business plans, exploring options for accommodation, activities and products related to the forest attraction (including partnerships with the private sector and/or NGOs).
- At all CBE enterprises, explore options for sustainable alternative sources of income based on natural resources (e.g. sale of fishing products; honey production; crab farming, bush tea, fruit products) and tourism (e.g. local mangrove, estuary fishing and bird guiding; development of mangrove boardwalks; direct employment; enterprise development)
- Development of ethical, environmental, socioeconomic and quality codes/guidelines for community based tourism enterprises, and support for their implementation, in order to benefit from joint marketing initiatives.
- Develop environmentally appropriate waste and sewage disposal infrastructure at all CBE enterprises to protect the wetlands and ensure hygienic working conditions.

Outcome will be more diverse ecotourism enterprises, community-based enterprises and public-private partnerships, that will generate more revenue for the conservation of biodiversity, reduction of pollution and sustainable alternative livelihoods to reduce poverty.

End-of Project Landscape (Outputs):

By the end of the project the demonstration project will have well managed coastal natural resources with improved conservation, management and monitoring of coastal biodiversity, with lower levels of pollution. Greater levels of revenue will be available to finance conservation management and monitoring. Sustainable local livelihoods will also have been enhanced and diversified through ecotourism and poverty will be reduced.

Project Management Structure and Accountability:

The project would be executed by National Advisory Committee composed of the National Environment Authority (NEA) and Gambia Tourism Authority (GTA), private sector and technical

advisors. Project Focal Coordinators from NEA and GTA would oversee on the ground activities coordinated by a Demo Field Coordinator, working with a local management committee comprising; Provincial and Municipal Government (Environment, Tourism, Fisheries, and Lands), Private sector; local NGOs, community representatives / community based organisation representatives. The outline structure is depicted in Figure 1:

1. Director of EPA (project executing agency)
2. National advisory group consisting of various stakeholders
3. EPA and Gambia Tourism Authority as the National focal points
4. Demo project coordinator (recruited for the project period on an annual renewable contract basis with a specific TOR and set of duties)
5. Pro bono Stakeholder committees from the project demo site.

Involvement of Stakeholders and Beneficiaries:

- Gambia Tourism Authority, National Environment Agency,
- Department of Tourism, Gambia Ports Authority, Department of Fisheries, Department of Parks and Wildlife management, Department of Physical Planning and Housing,
- Local government authorities and councils
- Village Development Committees and Community Forestry Committees
- ASSET (Association of Small Scale Enterprises in Tourism) and KART (Kartong Association for Responsible Tourism)
- Local private sector promoting responsible ecotourism in the local area, including Gamspirit and Masakutu

Sustainability:

i) The demonstration will address financial sustainability by generating income from sustainable and commercially viable ecotourism practices and joint-ventures, which promote biodiversity conservation and poverty alleviation.

ii) The development of an appropriate institutional structure has been proposed by the country focal points with regard to sustainability, so that initiative will fit within the appropriate ministries at the termination of the project.

iii) The local traditional authorities, local private sector and local CBOs are supportive of the initiative. The initiative will support associated initiatives to implement Responsible Tourism Guidelines in the Gambia.

Co-Financing:

This needs to be clearly agreed during the inception phase/first year with commitments at each activity level within the demo site areas agreed for each year's work plan.

Key sources of co-financing to the project include:

- Government agencies – hosting meetings, office space and facilities, personnel, in-country transportation
- The Private Tour Operators and other tourism representative organisations – hosting meetings, mobilising members to provide meeting venues, accommodation, (in kind or at subsidised rates)
- Other donor agencies / NGOs with programmes that can link with this project – part financing of training and awareness activities, policy development activities, community mobilisation, meeting facilitation.

Replicability:

The pollution threats from coastal tourism and tourism activities that are practiced along The Gambian coast are common to other areas in West Africa. The institutional fragmentation and limited enforcement of conservation legislation is also similar in the region, although The Gambia's resources are comparatively well managed. Demonstrating how coastal ecotourism can alleviate pollution and maximise local economic opportunities through participatory planning and coordinated development will be of value throughout the region. Lessons in the development of public-private partnerships,

tender processes, institutional strengthening, training and enterprise development will provide best-practice models for the region.

Monitoring & Evaluation Process:

During the first six months of the implementation phase, project partners will need to develop a responsibility matrix for M& E data collection. Some of the suggested criteria and indicators which may be selected for inclusion in this matrix are listed below:

1. Increase in benefits at the local/ destination level e.g.

- Economic benefit to the community and to organizations (direct economic benefits overall and per capita, accessibility of microfinance and tourist spend)
- Social benefit (number employed, measures of increased health, waste management, infrastructure provided by the project in the community and more broadly)
- Environmental benefits (area under management, specific measures of key ecological benefits such as area protected, area rehabilitated, species conserved)

2. Equitable sharing responsibilities and benefits e.g.

- allocation of resources – (distribution among community members, sectors, gender, social unit, SMEs)
- distant water (e.g. not-local/transboundary)/ coastal state benefits (specific attribution to improvement in water, species, erosion control)
- poverty monitoring (allocation of benefits such as jobs, income, ownership, access to social services by cohort, Contribution towards poverty alleviation)
- local involvement in participatory development and coordination of tourism plans

3. Sustainability of benefits, e.g.

- sustainable tourism indicators, specifically competitiveness, participatory monitoring techniques applied
- local ownership in tourism and related enterprises (% of enterprises totally or partially owned by local people)

4. Good governance at local and national levels (Process Indicators), e.g.

- implementation of Code of Conduct and best practice for tourism enterprises and tourists (% adopting)
- transparency, accountability, democracy, coordination, conflict resolution etc.
- % participation of community and key stakeholder groups in co-management
- human and institutional capacity indicators at local level (to be considered) , % of establishments with management & business plan

Currently there is little environmental or socio-economic data available in the area, and therefore new data collection tools and collation databases will need to be compiled. There is limited capacity for monitoring currently, but significant potential for improvement and expansion using interested local stakeholders from communities, the private sector, and authorities.

The Gambia Demo Project: – Revised Logical Framework

Overall Objective: To promote improved conservation, management and monitoring of coastal biodiversity, and to enhance and diversify local livelihoods through eco-tourism as a means of alleviating poverty.

Narrative	Objectively Verifiable Indicators (OVI)	Means of Verification (MoV)	Assumptions/Risks
<p>1. Main Result 1 (Component 1) Developed and tested BAPs and BATs for reducing land-sourced pollution and environmental degradation resulting from tourism</p>	The number of BAPs and BATs tested and developed namely; one on water recycling and efficiency, one on eco-tourism partnerships and one on EMS, eco-labelling and certification	<p>Project publications and website resources</p> <p>Stakeholder views and perspectives from participatory surveys</p>	BATs and BAPs can be developed and tested with significant results within a 3-4 year time period
Activities contributing towards Result 1:			
<p>1.1 Develop baseline environmental, social and economic indicators for each site</p> <p>1.2 Review and promote the rights of indigenous peoples by identifying community needs (through community visioning exercises) particularly regarding ecotourism developments and subsistence resource use in protected areas</p> <p>1.7 Support the development of</p>	<p>Regular collection, collation and analysis of demo project data</p> <p>Evidence in the form of a vision statement and action plan pathway for communities to work towards</p> <p>The number and type of community-based initiatives being marketed through local hoteliers and operators compared with the baseline year</p> <p>Number and use of interpretation</p>	<p>Project publications and website resources</p> <p>Stakeholder views and perspectives from participatory surveys</p> <p>Consultancy reports</p>	Interest from private and public sector bodies to work in joint venture developments with the identified communities

<p>information/ interpretation centres at each site, in addition to other facilities as appropriate (toilets, restaurant and retail facilities)</p>	<p>centres</p>	<p>Stakeholder views and perspectives from participatory surveys</p>	
<p>1.8 Disseminate codes of conduct (and develop for Oyster creek) incorporating cultural and social themes, and environmental issues, for both tourists and local community members</p>	<p>Awareness of key issues among tourists and local community members</p>		
<p>1.9 Develop toolkits (steps) for stakeholders on how to develop public-private partnerships; establish CBEs; and broker joint-venture partnership agreements</p>	<p>Evidence of a documented toolkit Number of joint-venture partnerships signed or in process</p>		
<p>1.6 Support local eco-tourism fayres between formal private sector hotels, ground handlers, ASSET members and other CBOs to foster mutually beneficial and improved coordination and cooperation</p>	<p>Number of fayres organised, number of CBEs with stalls and number of attendees from different organisations</p>		
<p>1.7 Support processes to extend Sanyan Community Forest to the sea, and development of</p>	<p>Evidence of business plan and extension of forest area to sea. Number of visitors to Sanyan</p>		

<p>ecotourism business plans, activities and products related to the forest attraction</p> <p>1.8 Provide Technical assistance and support, for eco-tourism initiatives and sustainable use of surrounding natural environments</p> <p>1.9 At Tumani Tenda area facilitate the development of a partnership between the community and a private sector operator, to help mentor the community to: improve the quality of their tourism product and facilities; the range and diversity of activities offered; infrastructure design, construction and maintenance; and improve market linkages</p> <p>1.10 Support the development of a self-financing central booking and reservation system for community based eco-tourism activities, to reduce barriers the poor face in accessing the market (check with ASSET on how far this is developed?)</p> <p>1.11 At all Community enterprises, explore options</p>	<p>Community Forest</p> <p>Number of consultancies and technical inputs to resolve specific issues/needs</p> <p>Number and type of mentoring inputs provided. Documentation of outcomes from these mentoring inputs and changes in market positioning of Tumani Tenda</p> <p>Changes in market positioning of the targeted eco-tourism/ community tourism ventures being marketed in this manner. Changes in the number and type of visitor bookings</p> <p>The number of families benefiting from such alternative livelihoods</p>		<p>NB> This activity is too general and needs to have more specific focus</p> <p>NB> The nature of the support input here needs to be more specific once discussions with ASSET has been concluded</p>
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<p>for sustainable alternative sources of income based on natural resources (e.g. sale of fishing products; honey production; crab farming, bush tea, fruit products, local mangroves, estuary fishing and bird guiding; development of mangrove boardwalks; direct employment)</p> <p>1.12 Develop environmentally appropriate waste and sewage disposal infrastructure at all CBE enterprises to protect the wetlands and ensure hygienic working conditions</p>	<p>as compared with the baseline year</p> <p>Changes in waste and sewage disposal methods/infrastructure as compared with baseline year</p>		
<p>2. Main Result 2 (Component 2) Developed mechanisms for sustainable tourism governance and management</p>	<p>A coastal zone task force or multi-partner group with diverse representation of stakeholders is meeting on a regular and effective basis, and is able to influence government and private sector initiatives within the same zone</p>	<p>Project reports</p> <p>Coastal zone multi-partner meetings and reports</p> <p>Stakeholder views and perspectives from participatory surveys</p>	<p>The existing stakeholders will welcome the COAST project and be willing to take on and promote the recommendations arising from the demo sites, thereby providing a mechanism for influencing governance and future policy</p>
<p>Activities contributing towards Result 2:</p>			
<p>2.1 . Support the development of a multi-partner stakeholder group, including government departments of forestry, wildlife and tourism, community based organisations (e.g. ASSET),</p>	<p>Evidence of the feedback and results provided to the multi-partner group and evidence of policy revisions</p> <p>Evidence of a sustainable coordination mechanism for</p>	<p>Project publications and website resources</p> <p>Meeting reports and recommendations</p>	

<p>NGOs and the private sector to improve communication, cooperation and reduce overlapping issues and resolve conflicts within the tourism sector</p> <p>2.2 Support and test the implementation of the Responsible Tourism Guidelines for the Gambia, the Tourism Masterplan, and the Ecotourism Strategy (approved 2007)</p> <p>2.3 Clarify institutional mechanisms incorporating coordination and cooperation between stakeholders at local, district and provincial levels to support smooth implementation of the masterplan in TDA areas (Kartong zone)</p> <p>2.4 Review institutional mandates relating to community-based ecotourism in Oyster Creek and make recommendations for a longterm solution</p> <p>2.5 Raise public and investor awareness regarding policy and regulations on sale of land within TDAs, and enforce them</p> <p>2.6 Consider introducing entry and resource-use fees to market-related levels to raise revenue for conservation and community</p>	<p>destination planning at the demo sites</p> <p>Number of recommendations on changes in policy, regulation and standards made, and the number approved</p> <p>Use of these guidelines and strategy with demo project areas</p> <p>Clarified linkages and mandates documented and being utilised for new investments</p> <p>Clarified roles and documented and agreed mandates</p> <p>Documentation and the number of disseminated materials for public and private investors within the TDAs. Number of investors following the regulations</p> <p>Documented outcome from entry /user fee assessments. If introduced, amount of revenue</p>	<p>Stakeholder views and perspectives from participatory surveys</p> <p>Partner organisation reports</p> <p>Consultancy report</p>	
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development 2.9 Commission a consultancy to examine options for sustainable financing approaches for community tourism	raised Consultant report and recommendations (link to 2.6 above)		
3. Main Result 3 (Component 3) Delivered training and capacity building in sustainable eco-tourism using an integrated approach	Evidence of consistency between the training needs assessment and training design and delivery Evidence of locally available training courses on the topics originally designed and promoted by the demo project	Project publications and website resources Stakeholder views and perspectives from participatory surveys	Suitable locally based research, education or training organisation is interested to partner with the project to develop local stakeholder capacity in sustainable eco-tourism management
Activities contributing towards Result 3:			
3.1 Identify and establish an MoU with a locally based training and/or research institute in order to build sustainable eco-tourism management capacity within The Gambia 3.2 Commission a consultancy to undertake a training needs assessment for stakeholder and community level training and design and deliver training 3.3 Training support for GTA, DPWLM, ASSET and Denton Bridge Assoc, KART in the area of eco-tourism 3.4 Support exchange visits	Nature and effectiveness of the MoU as measured by the number and diversity of trainings held Training needs assessment report and the number of trainings design and delivered during the demo project period Number and type of individuals and community associations who have benefited	Project publications and website resources Stakeholder views and perspectives from participatory surveys Partner organisation reports Consultancy reports Visit reports	NB> this needs to build upon the work of Dr Harold, ICRT/Pathways Foundation/Auroville (?spelling?)

between Gambian and other regional eco-tourism initiatives for capacity building purposes	Number of stakeholders benefiting from the training and exchange visits. Changes in management practices resulting from such visits at demo sites		
4. Main Result 4 (Component 4) Captured, managed and disseminated information to assist in replication and uptake of best practices and lessons	Number and type of the BAPs and BATs documented and disseminated Number and type of media used to disseminate the project results	Project publications and website resources Stakeholder views and perspectives from participatory surveys	Stakeholders within the demo project area are willing to share their experiences with other areas and organisations beyond the demo project site
Activities contributing towards Result 4:			
4.1 Targeted awareness raising to encourage enforcement of natural resource sustainable use within tourism development areas (in TDAs) and in protected areas 4.2 Raise awareness about GIPFZA (a one-stop shop for tourism investors) 4.3 Design and disseminate HIV/AIDS and gender awareness materials widely within the demo project area in order to address equity concerns among stakeholders 4.4 Disseminate lessons of best practice and advances in Gambian community-based ecotourism through case studies that include	Number, type and extent of awareness raising events Number and type of materials produced and the extent of their dissemination Number and type of information materials produced and the extent of their dissemination Availability of such information in GTA, NEA, DPWLM, hotels and tour operator offices, and their visitor packages	Project publications and website resources Stakeholder views and perspectives from participatory surveys	

tangible information on socio-economic and environmental improvements			
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