

**Work Plan Outlines for: 2011**

**Demonstration Project Work plan (Kartung, Tumani Tenda and Denton Bridge Demo Sites)**

ACTIVITY	YEAR 2011	
	S1	S2
1.1 Develop baseline environmental, social and economic indicators for each BAP or BAT intervention (3 sub sites)	X	X
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	X	X
1.3 Support the development of information/ interpretation centres at each site, in addition to other facilities as appropriate (toilets, restaurant and retail facilities)		
1.4 Disseminate codes of conduct (and develop for Oyster creek) incorporating cultural and social themes, and environmental issues, for both tourists and local community members		X
1.5 Develop a detailed land use and tourism development plan, guidelines and regulations for the Lobe falls area		X
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		X
1.7 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		
1.8 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?)		
1.9 At all Community 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, local mangroves, estuary fishing and bird guiding; development of mangrove boardwalks; direct employment)		
1.10 Develop environmentally appropriate waste and sewage disposal infrastructure at all CBE enterprises to protect the wetlands and ensure hygienic working conditions		
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), NGOs and the private sector to improve communication, cooperation and reduce overlapping issues and resolve conflicts within the tourism sector		X
2.2 Support and test the implementation of the Responsible Tourism Guidelines for the Gambia, the Tourism Masterplan, and the Ecotourism Strategy (approved 2007)		X
2.3 Clarify institutional mechanisms incorporating coordination and cooperation between stakeholders at local, district and		X

provincial levels to support smooth implementation of the masterplan in TDA areas (Kartong zone)		
2.4 Review institutional mandates relating to community-based ecotourism in Oyster Creek and make recommendations for a longterm solution		
2.5 Raise public and investor awareness regarding policy and regulations on sale of land within TDAs, and enforce them		
2.6 Consider introducing entry and resource-use fees to market-related levels to raise revenue for conservation and community development		
2.7 Commission a consultancy to examine options for sustainable financing approaches for community tourism		
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 and specifically within the demo sites	X	X
3.2 Deliver training based upon TNA priorities	X	X
3.3 Training support for GTA, DPWLM, ASSET, Denton Bridge Assoc, KART and other key stakeholders in the area of eco-tourism		X
3.4 Support exchange visits between Gambian and other regional eco-tourism initiatives for capacity building purposes		
4.1 Targeted awareness raising to encourage enforcement of natural resource sustainable use within tourism development areas (in TDAs) and in protected areas	X	X
4.2 Design and disseminate HIV/AIDS and gender awareness materials widely within the demo project area in order to address equity concerns	X	X
4.3 Raise awareness about GIPFZA (a one-stop shop for tourism investors)	X	X

4.4 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		
5.1 Project administration and implementation	X	X
5.2 Reporting and evaluation	X	X
5.3. Publications and publicity	X	X

The Action Strategies, cost and the exact period of implementation will be finalized when the management committee sits.