

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</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</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>protected areas</p> <p>1.3 Support the development of information/ interpretation centres at each site, in addition to other facilities as appropriate (toilets, restaurant and retail facilities)</p> <p>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</p> <p>1.5 Develop toolkits (steps) for stakeholders on how to develop public-private partnerships; establish CBEs; and broker joint-venture partnership agreements</p> <p>1.6 Support local eco-tourism fayres between formal private sector hotels, ground handlers, ASSET members and other CBOs</p>	<p>compared with the baseline year</p> <p>Number and use of interpretation centres</p> <p>Awareness of key issues among tourists and local community members</p> <p>Evidence of a documented toolkit</p> <p>Number of joint-venture partnerships signed or in process</p> <p>Number of fayres organised, number of CBEs with stalls and number of attendees from different organisations</p>	<p>Stakeholder views and perspectives from participatory surveys</p>	
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<p>to foster mutually beneficial and improved coordination and cooperation</p> <p>1.7 Support processes to extend Sanyan Community Forest to the sea, and development of 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 Tumaní 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</p>	<p>Evidence of business plan and extension of forest area to sea. Number of visitors to Sanyan 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 Tumaní Tenda</p> <p>Changes in market positioning of the targeted eco-tourism/ community tourism ventures being marketed in this manner.</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>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 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</p>	<p>Changes in the number and type of visitor bookings</p> <p>The number of families benefiting from such alternative livelihoods as compared with the baseline year</p> <p>Changes in waste and sewage disposal methods/infrastructure as compared with baseline year</p>		
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hygienic working conditions			
2. Main Result 2 (Component 2) Developed mechanisms for sustainable tourism governance and management	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	Project reports Coastal zone multi-partner meetings and reports Stakeholder views and perspectives from participatory surveys	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
Activities contributing towards Result 2:			
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 2.2 Support and test the implementation of the Responsible Tourism Guidelines for the Gambia, the Tourism Masterplan, and the Ecotourism Strategy (approved 2007)	Evidence of the feedback and results provided to the multi-partner group and evidence of policy revisions Evidence of a sustainable coordination mechanism for destination planning at the demo sites Number of recommendations on changes in policy, regulation and standards made, and the number approved Use of these guidelines and strategy with demo project areas	Project publications and website resources Meeting reports and recommendations Stakeholder views and perspectives from participatory surveys Partner organisation reports	

<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 development</p> <p>2.9 Commission a consultancy to examine options for sustainable financing approaches for community tourism</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 raised</p> <p>Consultant report and recommendations (link to 2.6 above)</p>	<p>Consultancy report</p>	
<p>3. Main Result 3 (Component</p>	<p>Evidence of consistency</p>	<p>Project publications and</p>	<p>Suitable locally based research,</p>

<p>3) Delivered training and capacity building in sustainable eco-tourism using an integrated approach</p>	<p>between the training needs assessment and training design and delivery</p> <p>Evidence of locally available training courses on the topics originally designed and promoted by the demo project</p>	<p>website resources</p> <p>Stakeholder views and perspectives from participatory surveys</p>	<p>education or training organisation is interested to partner with the project to develop local stakeholder capacity in sustainable eco-tourism management</p>
<p>Activities contributing towards Result 3:</p>			
<p>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</p> <p>3.2 Commission a consultancy to undertake a training needs assessment for stakeholder and community level training and design and deliver training</p> <p>3.3 Training support for GTA, DPWLM, ASSET and Denton Bridge Assoc, KART in the area of eco-tourism</p> <p>3.4 Support exchange visits between Gambian and other regional eco-tourism initiatives for capacity building purposes</p>	<p>Nature and effectiveness of the MoU as measured by the number and diversity of trainings held</p> <p>Training needs assessment report and the number of trainings design and delivered during the demo project period</p> <p>Number and type of individuals and community associations who have benefited</p> <p>Number of stakeholders benefiting from the training and exchange visits. Changes in</p>	<p>Project publications and website resources</p> <p>Stakeholder views and perspectives from participatory surveys</p> <p>Partner organisation reports Consultancy reports</p> <p>Visit reports</p>	

	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 tangible information on socio-economic	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	

and environmental improvements			
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