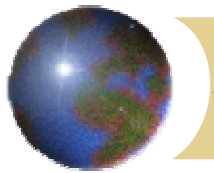


*Rural Development
Pro-Poor Approaches:
The Gambia*

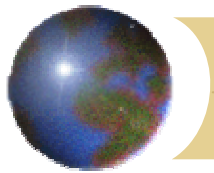
Dr Harold Goodwin

International Centre for Responsible Tourism &
Responsible Tourism Partnership



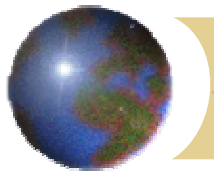
The Gambia: project context

- Smallest country in Africa – 160th on the HDI
- An LDC with more than 50% of the population living on less than 1USD per day
- 75% of population are subsistence farmers
- Tourism 5000 direct and 6000 indirect jobs
- Primarily a winter sun destination
- Around 100,000 international arrivals in a good year.
- In 1998/1999 there was a lot of conflict between the formal and informal sectors and within the informal sector



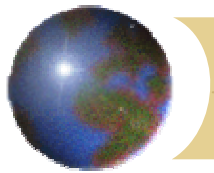
Project Objectives

1. To build multi-stakeholder consensus about what needed to be done and what could be done – ASSET & RTP
2. To improve market access for poor producers
3. To increase net earnings and the numbers employed in the informal sector.



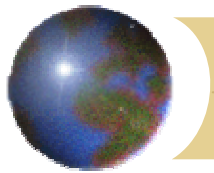
Stakeholders & Implementation

- ASSET (Association of Small Scale Enterprises in Tourism), the hotels and ground handlers in The Gambia, the UK operators and the Gambian Tourism Authority
- Participatory Research => stakeholder workshops => stakeholder conferences => agreed locally owned work programme and implementation.



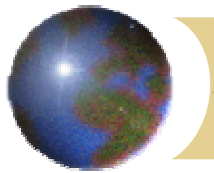
Major Challenges

- Conflict between the formal and the informal sectors
- Conflict within the informal sector
- Seasonality and lack of complementary product
- Sustainability
- Consultant fatigue



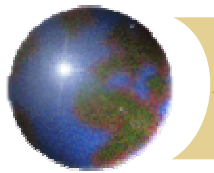
Indicators Used

- Earnings – measured net incomes before and after the interventions
- Employment – measured numbers employed in specific places
- Institutional sustainability – maintained links with ASSET, the GTA and the Responsible Tourism Partnership



Project Achievements and Lessons Learned

- Increase earnings of Fruit Sellers by 50% and of craft workers by 100%+
- Increased numbers of jobs
- Possible to “create better places for people to live in and for people to visit”.
- ASSET and the GTA are still functioning and the UK FTO are now working closely with them.
- Still need to roll this out.....



Conclusion

- Demonstrated can work in multi-stakeholder partnerships to enable poor producers to access the market
 - ✓ Remove barriers
 - ✓ Improve practices
- Need to engage private sector and government in this process.
- Avoided being only a project – but roll out is still lacking.