

DISCOVER THE GAMBIA'S YOUTH-LED COMMUNITY-BASED TOURS

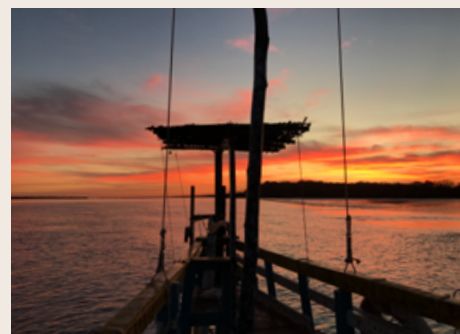


FEEL-GOOD EXPERIENCES FOR THE ADVENTURE TRAVELER

The Gambia's community-based tours offer unique opportunities for travelers to enjoy fun and interactive, cultural activities with warm welcoming communities taking part in responsible and inclusive tourism practices.

The tours have been created by village communities with the leadership of youth trained on community-based tourism, giving travelers the opportunity to contribute directly to community development and youth employment in a sustainable, safe, and feel-good way. The tours are flexible for different audiences to discover the fascinating culture of The Gambia, told by the local community itself, surrounded by beautiful West African fauna and flora.

The CBT tours are part of the Ninki Nanka Trail being developed by The Gambia Tourism Board and a wide range of partners including the International Trade Centre. See the Info-Kit page on events and scheduling a meeting to obtain more information.



THE GAMBIA'S NINKI NANKA TRAIL

Offering adventurous, responsible river-based and overland excursions where you can experience the legend of the Ninki Nanka dragon while discovering a wide variety of natural and cultural heritage with communities along the River Gambia.

The trail offers a variety of itineraries catered to:

- * Birdwatching
- * Wildlife spotting: from hippos to baboons!
- * Community-based cultural tours
- * Educational study tours
- * African history tours
- * Kayaking and bike tours



TRAVEL ON THE NINKI NANKA TRAIL

FIND THE SOURCE OF THE SMILING COAST OF AFRICA



Janjanbureh for gems of Gambian tradition

An exotic mixture of history and cultural traditions. Visitors are introduced to Gambia's masking traditions, Kankurangs, associated with rituals of initiation listed by UNESCO as intangible cultural heritage of humanity.



Jamali's traditional community and architecture

An interactive discussion with the village chief, a lovely walk around the women's organic garden, and tasting the best groundnut rice pudding is the short list of activities guests can enjoy.



Ndemban to dive deep into the local life

Visitors are immersed into the rhythm of life of this Jola village to experience daily life activities and staying overnight with a home stay family; visiting the bakery and fortune teller; traditional cultural activities around the campfire and enjoying the natural beauty of the creeks and mangrove forest.



Tabanani to master traditional dance

First greetings include a cultural performance for a chance to learn traditional Fula dance moves, followed by walk in the village to meet the local artisans and learn to cook delicious Gambian local foods.



DISCOVER THE GAMBIA AT ITB BERLIN 2019

EVENTS, MEETINGS AND VISITING THE GAMBIA STAND

The ITC team can provide more information about all of these tours, which can be booked directly through your DMC or ground handler partner. On request, the ITC team can also recommend a local partner ground handler in The Gambia, with experience in your target markets.

Schedule a meeting for more information

Contact: Mr. Marlon Van Hee

email: m.vanhee@eceat-projects.org

Mobile during ITB: +33 (0) 7 83 53 77 81

Visit The Gambia Tourism Board Exhibitor Stand

Location: Hall 21.A-107

Attend one of our events

Wednesday, 6 March 2019

Press Conference

Women and Youth in Responsible Tourism: Gambia, Kenya, and Ghana

Time: 15:00-16:00

Location: Lindau 3, Meeting Bridge A

Wednesday, 6 March 2019

Meet and Greet Mingle with Gambia, Kenya and Ghana

Time: 16:30-18:00

Location: Hall 21.1, Stand 113

About the International Trade Centre and Tourism Development in The Gambia

ITC is the lead implementing agency for the "Gambia Youth Empowerment Project" (YEP) funded by the European Union (EU). The project directly support the development of the local economy by (i) enhancing employability and self-employment opportunities for youth, with a focus on vocational training and the creation of micro and small-sized enterprises, and (ii) creating and improving employment opportunities in tourism and other sectors through value addition and internationalization.

For more information after ITB on the youth-led community-based tours supported by the Youth Empowerment Project at the International Trade Centre, contact Ms. Amelia Diaz, adiaz@intracen.org, www.yep.gm

