



RISK AND CRISIS MANAGEMENT IN GAMBIA 'S TOURISM SECTOR

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BACKGROUND

- An Ebola outbreak in 2014 caused considerable disruption to destination Gambia and the rest of the West African Sub-Region.
- Chains of negative effects were severely felt in 2014 and 2015, such as the low arrival figures than otherwise expected thus leading to a corresponding low revenue for the sector and Government

BACKGROUND

The political impasse in December 2017 led to the evacuation within 48 hours of all foreign tourist as well as some ethnic tourist out of the country

Also there was an influx of Gambian refugees Southern and Northern Senegal





- The Gambia's almost entire tourism infrastructure is located along the coast,
- Therefore a rise in sea-levels will significantly affect the tourism product and the country's infrastructure generally, including fisheries farming and horticulture and particularly the Capital City and the Seat of Government, Banjul .

PRE-CRISIS CONTINGENCY PLANNING

- This would have ensured the safety of guests and hosts in the destination.
- However this is none existent and instead all contingency measures such as the immediate evacuation of the visitors were undertaken by Tour Operators

EMERGENCY PHASE: PROTECTIVE ACTIONS



This is also non existent and the task was performed by International Tour Operators and National Ground Handlers



ACTIONS TAKEN

In order to recover from the most recent political impasse in January 2017 the Gambia Tourism Board

- engaged PR firms and Tour Operators to promote positive stories in time for the 2017-18 season.
- FAM trips for journalists and tour operators to eliminate the 'fear factor'
- The GTB is working closely stakeholders such as the Gambian Hotel Association.

ACTIONS TAKEN

- In Collaboration with GCAA and GIA reduce landing fees at the main airport,
- Hoteliers reduced their hotel costs.
- The GTBoard reduced the cost of licensing hotels for the whole of 2017.
- The GTBoard has also worked with GCAA, GIA and NAWEC to reduce the cost of aviation fuel and the cost of energy and water in hotels



RESOLUTION PHASE

Gambia does not have a crisis management plan in place, and is now working towards creating one – especially building on recent experiences

It may be possible to access funding from COMCEC to support this process

CONCLUSION



The lesson learned from the most recent crisis is that the tourism Board need response programme in place in order to ensure the safety of their customers in the event of an emergency.

**THANK YOU FOR
YOUR KIND ATTENTION!**

