



CORPORATE NEWSLETTER

WHO WE ARE

The Gambia Tourism Board was established by an ACT OF PARLIAMENT named The Gambia Tourism Board ACT 2011. This is responsible for the coordination, administration and marketing of tourism in The Gambia and for other tourism related matters. The Gambia Tourism Board administers and regulates the tourism industry through the Gambia Tourism Board Regulations of 2011.

CORPORATE VISION

Our vision is to make The Gambia, a World Class Tourist Destination and a Business Centre.



MISSION STATEMENT

The Gambia Tourism Board is dedicated to give tourists a unique and rewarding experience through an integrated high-quality product/service offering that would promote responsible and valued partnerships in tourism for the socio-economic benefit of the Gambian people.



THE BOARD IS RESPONSIBLE FOR

- Coordinating all stakeholder activity within the tourism industry.
- Strategic development and growth of tourism.
- Advising Government on tourism development, performance and growth.
- Tourism product development.
- Marketing The Gambia locally and internationally as an attractive tourist destination through the use of appropriate promotional and marketing tools.
- Ensuring that tourist facilities and amenities are of high international standard.
- Classify hotels according to the standard of facilities and services in line with international standards.
- License and maintain registers of hotels, nightclubs, casinos, tourist guides and any other tourism enterprise.
- Collect or ensure the collection of fees, levies and royalties as may be imposed by the board with the approval of the Minister.
- Recommend the declaration of Tourism Development Areas and ensure their subsequent development.

NEW BUSINESSES

1)	Business Registration	Attorney General's Chambers
2)	Income Tax Certificate	Gambia Revenue Authority
3)	Social Security registration	Social Security & Housing
4)	Expatriate Quota Payment receipts	Gambia Revenue Authority
5)	Fire Inspection Certificate	Chief Fire Officer, Banjul
6)	Staff Health Screening Certificate	Dept. of Health, Banjul
7)	Fresh Food Certificate	Dept. of Health, Banjul
8)	Building Control Certificate	Physical Planning Depart.
9)	Electricity Certificate	NAWEC, /Gambia Electrical.
10)	Hunting Licence (for hunting camps)	Wild Life & Parks
11)	Public liability Insurance	Insurance Companies
12)	Police Liquor License	Police, Kairaba Station,
13)	GT Board Inspections	Gambia Tourism Board
14)	GT Board Licence Application Form	Gambia Tourism Board
15)	GT Board Licence Fees	Gambia Tourism Board

RENEWALS

1)	Business Registration	Attorney General's Chambers
2)	Public Liability Insurance	Insurance Companies
3)	Staff Health Screening	Dept. of Health, Banjul
4)	Expatriate Quota Receipts	Gambia Revenue Authority
5)	Hunting Licence (for hunting camps)	Wild Life & Parks
6)	GT Board Inspection	Gambia Tourism Board
7)	GT Board Licence Fees	Gambia Tourism Board

THE CORE VALUES OF THE GAMBIA TOURISM BOARD

TEAMWORK:

Provide support to one another, by working together listening to and respecting each other's views whilst working together to achieve mutually beneficial results

HONESTY:

Being open and sincere in all our dealings and maintaining integrity at all times

EXCELLENCE:

Always do what we do best and strive for the best in everything we do.

COMMITMENT:

Work with passion and dedication

with the objective of collective success

OWNERSHIP:

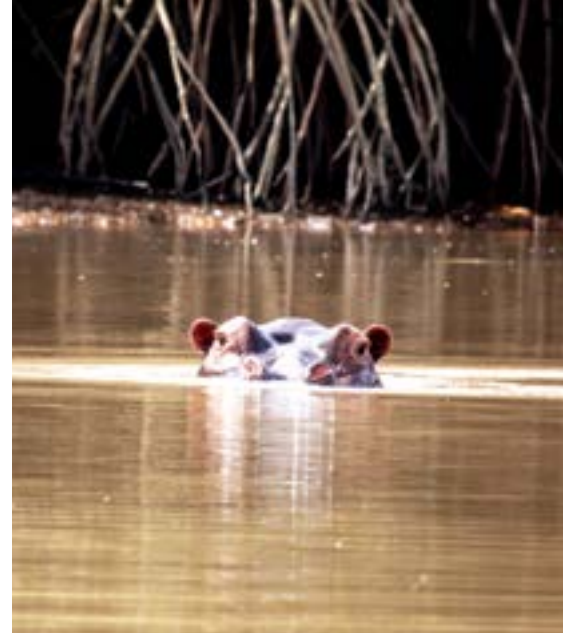
Taking responsibilities for our actions and being accountable to delivering effective and professional service

RECOGNITION:

Rewarding, Commitment, Teamwork, Honesty, Excellence, Ownership and Professionalism

PROFESSIONALISM

Undertake to provide quality service in a manner that is responsible, time-bond, and with integrity.



DOMESTIC TOURISM

In our quest to promote and administer Domestic Tourism the Gambia Tourism Board has deployed Regional Tourism Officers in all the regions, for the first time in the history of Gambian Tourism. The Regional Officers are tasked to work alongside with the regional stakeholders and authorities to mainstream tourism in their operations and programmes, ensure environmental upkeep and security of visitors to attraction sites, and ensure compliance to standard operating procedures by regional tourism outfits. Most critically, assess infrastructural needs as far as tourism is concerned and prepare an inventory of tourism attractions and appropriately advise regional stakeholders on tourism friendly policies and practices to develop tourism at regional level.

WHAT'S NEW IN DESTINATION GAMBIA

The Gambia Tourism Board under the auspices of the Ministry of Tourism and Culture, and in collaboration with tourism Stakeholders recently oversaw the maiden flights of the 2022-23 Winter Tourist Season at the Banjul International Airport-Yundum. The traditional welcome ceremony for each international Tour Operator was headed by the Director General of the Gambia Tourism Board, Abubacarr S. Camara, and Senior Staff of the Board. The ceremonies also saw a rousing traditional entertainment by cultural troupes.

Some of the major prominent International Tour Operators flying into Destination Gambia include but are not limited to; TUI UK, TUI Belgium, and the Netherlands, Gambia Experience UK, Vueling from Spain, TAP from Portugal, and Corendon from the Netherlands. Overall, Destination Gambia post-Covid-19 is expected to receive 50+ weekly flights for the 2022-23 Winter Tourist Season.



“Operational Licence is a Requirement for all Hotels, Motels, Guest Houses, Camps, Lodges Restaurants, Bars, Night-Clubs etc..”

REGULATED ACTIVITIES

- Hotels
- Villas
- Motels
- Inns
- Hostels
- Eco-lodges
- Hunting Camps
- Homestays
- Guest Houses
- Members Clubs
- Service Apartment
- Safari/Camps
- Health and Spa Resorts

RATIONALE FOR REGULATION


- Creates a favourable business environment
- Eliminates unscrupulous operators and protects tourists/customers
- Creates investor confidence
- It's a prerequisite before classification
- Help enforcement of standards thus ensuring quality service and customer satisfaction
- Foster destination attractiveness
- Helps licensee in promoting/marketing their facilities.
- Helps licensee get access to government incentives/loans
- Helps licensees be accepted in membership to associations where avenues for advocacy.




Gambia Tourism Board
The Smiling Coast of Africa

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