

[View this email in your browser](#)

[Subscribe](#)

[Past Issues](#)

[Translate](#)



The Highlights

DISPATCHES FROM OUR STAKEHOLDER ENGAGEMENTS

[Follow @tdrgp](#)

[See More in #TDRGP](#)

[Download App](#)

Boosting MSMEs in Tourism: A Close-Up on The Gambia's TDR Project



Curated by
Rohey Samba-Jallow, Communication and Stakeholder Engagement

As part of the World Bank-funded Tourism Diversification and Resilience in The Gambia (TDR) project, the "Support the Increased Participation of Tourism-Related MSMEs within Selected Destinations" initiative promises to be a game-changer. This 3.5-year engagement under Component 1B of the TDR project seeks to uplift over 200 tourism-related MSMEs through a comprehensive blend of training, capacity building, technology transfer, and improved access to finance and markets. I had the privilege of shadowing one of the Business Development Management (BDM) teams during a critical MSME diagnostics exercise. This key stakeholder engagement activity was more than just an evaluation; it was a golden opportunity to gather firsthand communications materials for the TDR communications outreach.



 Video: Shadowing a BDM Team During an MSME Diagnostics Exercise



Photo Gallery



Visits to Violence Against Girls Art Boutique

A Strategic Approach to Empowerment

The project is meticulously designed to enhance the business acumen and management practices of MSMEs, thereby strengthening their contractual relationships with leading firms and buyers within the tourism sector.

● Here's a closer look at the high-level activities driving this initiative:

ID Identification: Building partnerships with innovative lead firms in the tourism sector, which are well-positioned in the market, to identify existing and potential MSMEs as suppliers of goods and services.

🌀 Designing: Creating diagnostic tools tailored for growth-oriented MSMEs within tourism value chains. These tools are instrumental in customising capacity-building services for MSMEs.

🔧 Upgrading: Delivering targeted capacity-building services with clear objectives to meet the requirements of lead firms. This includes identifying investment needs and building capacity on "investment readiness" for the project's matching grant scheme.

🔗 Foster Linkages: Facilitating connections between key MSME suppliers and major buyers to establish contractual agreements that ensure sustainable business relationships.

📊 Feedback and Reporting: Ensuring continuous feedback from MSMEs and lead firms on the capacity-building services to align with market demands. Documenting lessons learned and disseminating ecosystem-level data to refine processes and strategies.



Business name- GAMBIA NATIONAL TOURIST DRIVERS ASSOCIATION



Business Name: FINE JEWEL ADDRESS: FINE JEWEL DENTON BRIDGE.
NAME OF OWNER: ADAMA SAMBA LINE OF BUSINESS: RIVER TRANSPORTATION / BOAT 🚤



Name of owner: NDEY AWA CEESAY Name of Business: NATURE'S GIFT CARE
Type of Business: MAKING NATURAL BODY CREAMS & MASSAGE CREAMS
Place of Business: WELLINGARA, Kombo North, WEST COAST, REGION

Expertise and Execution

The project's success hinges on the expertise of a dedicated team comprising eight key and five non-key experts. These professionals, both local and international, bring a wealth of experience in MSME development, entrepreneurship, training, and capacity building. Their skills in business coaching, ecosystem building, business linkages, and facilitating access to vital resources are pivotal to the project's goals.

This multifaceted approach is not just about immediate gains but fostering long-term resilience and growth in The Gambia's tourism sector. By equipping MSMEs with the necessary tools and connections, the TDR project is paving the way for a more robust, diversified, and resilient tourism industry in The Gambia.



Some other MSMEs



The Tourism Diversification and Resilience in The Gambia Project, funded by the World Bank and implemented by the Project Implementation Unit of the Ministry of Tourism and Culture (MoTC) aims to

achieve diversification, resilience, and climate adaptation within the tourism sector, fostering sustainable growth and inclusivity.



Join our Facebook Page

Sign up for exclusive live updates, and more. We promise an enjoyable experience ,
and you can unsubscribe at any time.

Sign me up



Copyright (C) *|2024|* *|TDRGP*. All rights reserved.

You are receiving this email because you have an interest in World Bank projects.

Our mailing address is:

Project Implementation Unit
Tourism Diversification and Resilience in The Gambia Project,
Ministry of Tourism and Culture
Bertil Harding Highway, Kotu.
The Gambia

Want to change how you receive these emails?

You can [update your preferences](#) or [unsubscribe](#)

