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**EXPLORING ECOTOURISM POTENTIALS OF COMMUNITY
OWNED WILDLIFE RESERVE IN THE GAMBIA
BOLONG FENYO AS A CASE STUDY**



**Dissertation submitted in Partial fulfillment Msc/MA in protected area
Management at the International Institute of Water Environmental Engineering
By OUSAINOU TOURAY**

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SUMMARY

The objective of this study is to assess the ecotourism potentials of Bolong Fenyo as a case study for the promotion of environmental conservation management and socio-economic development that involves community participation for poverty alleviation in Gunjur village (Kombo South) in the Gambia.

The Bolong Fenyo community reserve is owned by the community of Gunjur village (Kombo South) under the guidance of the Gunjur Environmental Protection and Development Group (GEPADG). Since 2000, the area has been under serious monitoring for its ornithological importance as an African Water bird Census area. It has been gazetted in 2008 as the first community owned wildlife sanctuary of the country.

This present study covered the whole of the Gunjur Village. It involved collection of field data and review of the existing secondary information on the study area, with secondary data being acquired from various government and non-government sources and primary data through field inventory and observation, and informal interviews and in-depth discussions with various stakeholders. The stakeholders: GEPADG staff, lodge owners and/or operators, members of NGOs, CBOs and some local residents. Attempts were also made to informally interview few tourists.

The study revealed many difficulties and shortfalls in the sustainable management of the Reserve and tremendous potentialities of ecotourism development.

Major outcome: The implementation of the proposed development and marketing plans will cater for the availability of a sound management system and foster sustainable and viable management financing system for the area. Finally it will create opportunities for greater community ownership of the resources and socio-economic development in and around the village.

Key Words: Bolong Fenyo, Biodiversity, Ecotourism, community, infrastructure, involvement, ownership, stakeholders, sustainability.

LIST OF ABBREVIATIONS

BFCWR	Bolong Fenyo Community Wildlife Reserve
DOSTC	Department of State for Tourism and Culture
DPWM	Department of Parks and Wildlife Management
EIA	Environmental Impact Assessment
GEF	Global Environmental Facility
GEPADG	Gunjur Environment Protection And Development Group
GOTG	Government of The Gambia
GTA	Gambia Tourism Authority
HQ	Head Quarters
2IE	International Institute of water engineering and the environment
ICAM	Integrated Coastal and Marine Biodiversity Management
LGA	Local Government Administration
MOU	Memorandum of Understanding
NBSAP	National Biodiversity Strategy and Action Plan
NCAC	National Council for Arts and Culture
NEA	National Environmental Agency
NGO	Non Governmental Organization
PC	Project Coordinator
PRA	Participatory Rural Appraisal
PRCM	Programme Régional de Conservation Côtière et Marine
PSC	Project Steering Committee
SMC	Site Management Committee
TA	Technical Assistant
TDA	Tourism Development Area
TDMP	Tourism Development Master Plan
TOR	Terms of Reference
UK	United Kingdom
UNDP	United Nations Development Programme
UNWTO	United Nations World Tourism Organization
WWF/WAMER	World Wide Fund for Nature/Western African Marine Ecoregion
WTTC	World Travel and Tourism Council

INTRODUCTION

The development of tourism in The Gambia has been a long-term 'success story' for nearly forty years. Whilst there may be debates about issues such as the distribution of benefits, social impacts and environmental changes, there is no doubt that the contribution from the macro-economic viewpoint – foreign exchange, employment, etc. – has had a major beneficial effect in a small economy.

More importantly, tourism still has the potential to make a major contribution to the Government's efforts to grow the Gambian economy, helping address issues such as poverty reduction. The Gambia needs to encourage the development of its tourism business such that it supports the economic and social aims of the country.

As the recommendations of the Tourism Development Master Plan (2006) reveals, it will be important to encourage widespread community participation in the development process. This will give the local communities the opportunity to develop tourism initiatives and/or participate actively in the promotion of river activities, camping facilities and possible small-scale accommodation to name a few.

It is along these policy lines and priorities that the community of Gunjur village, in the southern part of the Gambia, initiated the gazettelement of the Bolong Fenyo community wildlife reserve to cater for the greater need of community participation in conservation endeavours but also enhance its livelihood.

This report comprises of three sections: -

- ✓ Methodology, scope and findings,
- ✓ Section 1. eco-tourism development plan
- ✓ Section 2. eco-tourism market plan

These two plans outline (i) key stakeholders, (ii) mechanism for diversification of the tourism products and activities, (iii) proposed infrastructure development, (iv) information packages to promote eco-tourism, (v) suggested strategies for the various tourism products through information centers, (vi) eco-tourism marketing and community based guided tours, etc, all in an integrated manner.

SCOPE, METHODOLOGY AND FINDINGS

Over the past several decades, The Gambia has made great progress in the establishment and management of protected areas. With support from World Bank funded Integrated Coastal and Marine Biodiversity Management Project (2005-2008), the Department of Parks and Wildlife Management in collaboration with other national and international stakeholders assisted to establish Bolong Fenyo, an important biodiversity sanctuary, as the first Community Wildlife Reserve in Gunjur village (Kombo South). The Bolong Fenyo community Wildlife Reserve was gazetted in 2008, under the management of the Gunjur Environmental Protection and Development Group (GEPADG), an indigenous non Governmental Organization of Gunjur.

Scope of the study and Methodology: The hypothesis of this study is summed up in the following statement: ***Ecotourism can be a viable source of income and socio economic development in and around community owned reserve.*** The research study was undertaken from May 15th towards the end of September 2009 and arranged as the following:

1. Preparation and bibliographic research (may 18th June - 5th 2009)
2. Survey, field interviews and results processing (June 8th – July 10th)
3. Memoire write up and document finalization (July 13th - August 24th)
4. document submission and presentation (August 27th-end of September)

The Gambia Tourism Authority, Lamin lodge, Tanji museum, Makasutu cultural forest, Abuko Nature Reserve, Bijilo forest park, Tanji and Bijol Islands nature reserve and Bolong Fenyo community wildlife reserve were visited. Individuals interviewed include lodge owners, management staff of protected areas, site management committee members in Gunjur village, village heads, women group and a selection of the village youths were all consulted. Further interview was also conducted targeting visiting tourists in these localities. In the process of information gathering on potential tourism products to be offered in the Bolong Fenyo, consultations were held with the above mentioned stakeholders. Based on an interview guide (Appendix 2), field investigations should make it possible to update certain data, and gather new information. This information is aimed at collecting viable information such as number of tourists who know about Bolong

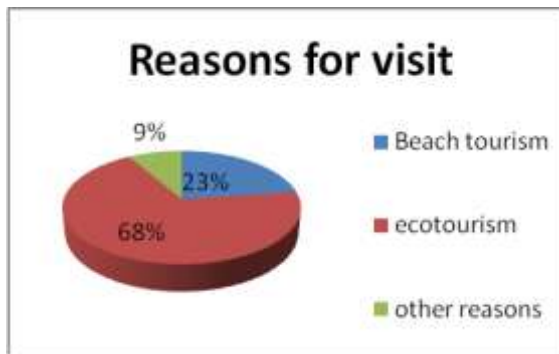
Fenyo, How much are they willing to pay for a visit, what experience they would like to have of the area. Stakeholders' consultations and meetings will allow local communities to provide viable information for the planning, design and possible implementation process of the ecotourism ventures. It will also provide opportunities for the community to identify self-employment activities to be conducted in the framework of the ecotourism development programme in the reserve and also highlight their roles and responsibilities in the process.

Through desktop studies and fieldwork interviews of wide range actors, the following assessments have been carried out

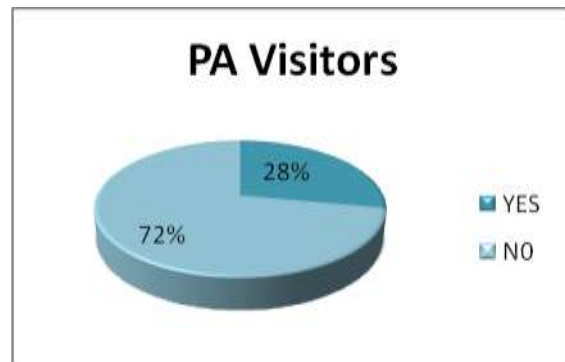
- To identify stakeholders in ecotourism development: These include policy-makers, tourists, the local population, commercial stakeholders, international and national organizations, researchers and academics. Key stakeholders such as local communities members to participate in all stages of the project, from the identification of problems and their appropriate solutions and will play an important role in the implementation of activities and benefit-sharing.
- To assess problems/constraints: Lack of ecotourism facilities, lack of structures to display handicrafts; eating places, toilet facilities or picnic spots, Lack of promotion and marketing of the area. Unclear land tenure status and boundary line; poor governance and management will also hinder ecotourism development.
- To analyze potential development and conservation strategies: This is forming the basis of the study and are called "Ecotourism development Plan" in section I and "ecotourism marketing plan" as section II. These two plans are detailed and proposed strategies for the smooth implementation of ecotourism development in the area.

Findings: 185 survey forms were distributed and 89 duly filled were collected. Most of the lodges and tourists complained that they are routinely asked to fill these kind of forms and that the results are available for processing. The following charts are the results of the assessment of the forms collected and processed:

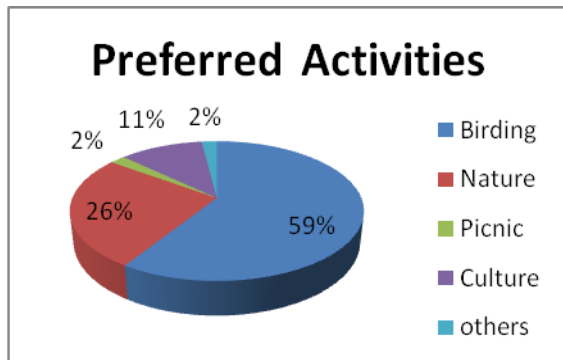
1. Primary reason for visiting The Gambia



2. Plan protected areas visit before arrival



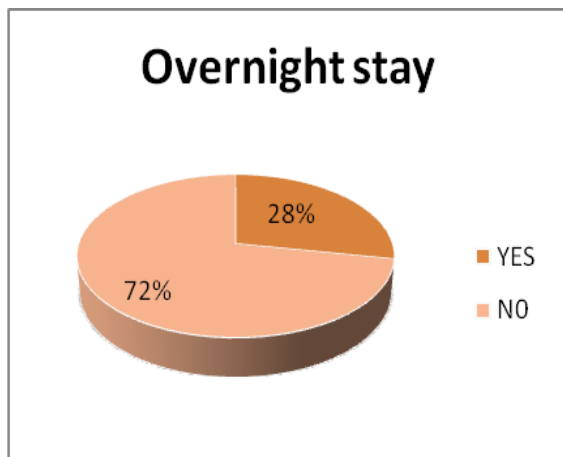
3. Preferred activity in protected areas



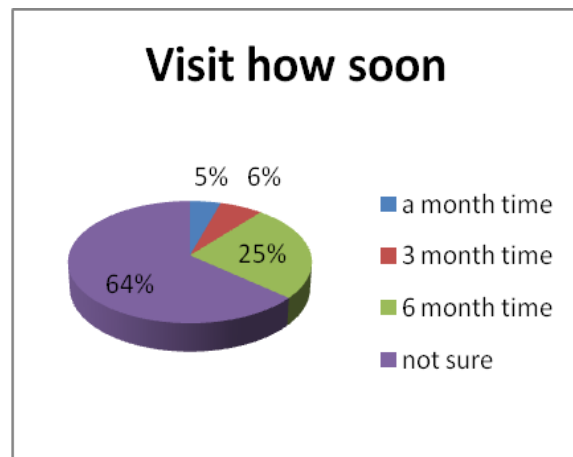
4. Interest to visit Bolong Fenyo



5. Willingness to stay overnight in Gunjur



6. How soon to visit the area



The findings of the survey are in conformity with the earlier preliminary surveys conducted during the preparation of the Gambia Tourism Development Master Plan (2006), yet showing more potentials in terms of tourism and ecotourism ventures than previously thought. It is worth noting that reports had indicated a core of potential visitors, some of whom would like to visit a well developed ecotourism area with many attractions like in the southern part of Africa: Kenya, Zambia, South Africa, etc.

The most valuable and important answer provided by more than 90% interviewed tourists is that Bolong Fenyo is not known to the general public. As it is a newly gazetted protected area, the implementation of the proposed marketing strategy in section II is tantamount to attract visitors and potential funding opportunities for the development of the reserve. Investigations in Bolong Fenyo reveal that there are few researchers or students preparing their thesis and some tourists who visit regularly the area. Despite that, there is no record available as to the number of visitors or researchers. More importantly there is no available report from those visiting researchers on their accomplished works. There is a great need to regulate the fund generating scheme of the reserve because lot of funds are diverted and could have been properly utilized by the SMC to manage the area. It was even evident to note that the SMC members did not know that the researchers are supposed, or are paying some token amount to the management of the reserve.

Major study outcome: ecotourism is a great source of opportunity for conservation sustainable financing and socio-economic development of local communities.

SECTION I: BFCWR ECO-TOURISM DEVELOPMENT PLAN



A view of the water catchment area in the Bolong Fenyo - Source: O. Touray, 2007

I. CURRENT ECOTOURISM SITUATION IN THE GAMBIA

Ecotourism in The Gambia is currently in its infancy, with only a handful of *true* ecotourism projects operating, for example Tumani Tenda and Makasutu Culture Forest. Many of the tourists who visit The Gambia come here because of the sun, beach and sea, and because the destination is relatively cheap.

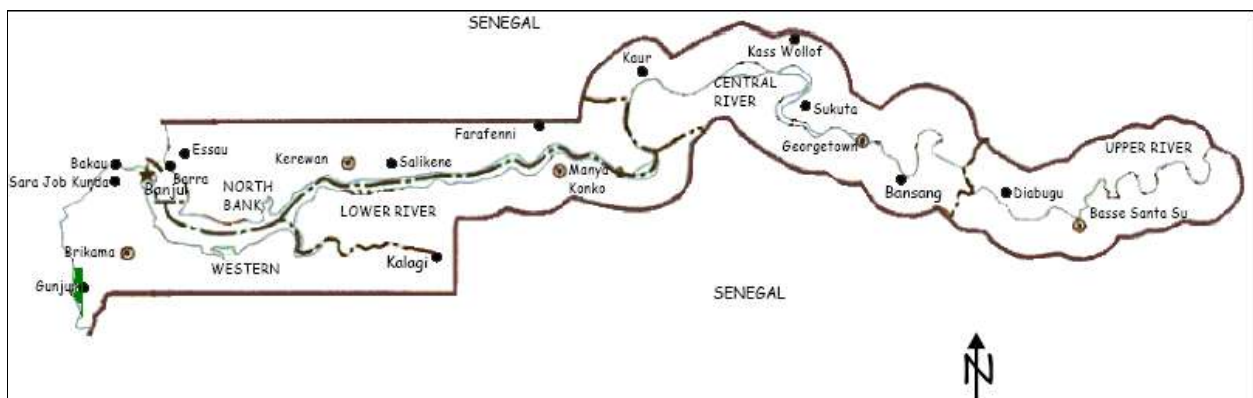
Generally wildlife tourism (for example bird watching) is well represented and many British wildlife tour operators especially (e.g. Naturetrek, The Travelling Naturalist, and Limosa etc.), run regular bird watching trips to The Gambia that travel throughout the length and breadth of the country. The Gambia's bird life has also received good attention in many bird-orientated publications that are read by potential visiting birdwatchers. Nature tourism (which is based mainly around visiting natural areas and covers all aspects, not just wildlife) has never really taken off in The Gambia, despite having fairly good protected areas and a wealth of smaller wildlife species such as butterflies, dragonflies, monkeys, reptiles and wild flowers present in the country. The major reason for this appears to be because there is almost a complete lack of interpretation material and field guides regarding these species in The Gambia, and tourists want to be able to identify what they see (GTDMP, 2006).

Adventure tourism is not represented in The Gambia in the form seen in many other countries due to the lack of rapids in the rivers and of mountains, for example. However, one pastime that appears to be well supported by a growing number of specialist operators is sports fishing. Indeed one of the largest freshwater fish (over 700lbs in weight) ever to be caught by a rod and line, anywhere in the world, was taken in the River Gambia, and the destination has received good coverage on European TV. Cultural tourism appears to be growing slowly. Small tour operators run regular holidays to The Gambia that includes a good proportion of cultural-related.

II. BOLONG FENYO ECOTOURISM SITUATION

In this section, all informations pertaining to the description of Bolong Fenyo are sourced from the recent validated management plan of Bolong Fenyo Community Wildlife Reserve of 2008. Bounded to the west by the miles of splendid beach, the Kombo's give the capital a pleasant rural hinterland, easily accessible and scenically attractive. According to Tomkinson (1987) the first Mandingos found a safe and peaceful heaven here after their 14th –15th century trek west. With time most villages or settlements founded by marabouts that came to Kombo from Sonko –Godwin (1995) the villages include Gunjur, NJambur, Sanyang, and Kartong.

According to reports gathered during staff interview, the reserve currently receives very small number of visitors (tourists and researchers) per year, and this has been attributed to lack of basic tourism facilities and inadequate marketing strategy to promote the area's attractions. The idea to develop BFCWR ecotourism started during the implementation of the first phase of the ICAM project. Following the conception, minimal progress has so being made. Although insignificant revenue has been generated from the reserve over the years, unconfirmed sources indicates that, nothing has so far trickled down to local communities, to provide incentive for the protection of the natural resource base. Sustainable ecotourism that promotes benefit-sharing can be a deterrent to ongoing human activities causing environmental damage.



The village of Gunjur shown at the southern tip of the Gambia
source: The Gambia Tourism Development Master plan, 2006)

Ecotourism potentials : There are several ecotourism attraction sites. These include its proximity to major tourist centres and urban cities (like Banjul, Serekunda and Brikama), the existence of pristine bolong or creek, Mangrove forest and related wildlife (monkeys, antelopes). There is rich variety of birdlife (woodland and water bird species), butterflies, reptiles (snakes, turtles), opportunity for sport fishing expedition in the ocean, traditional and cultural rites exploration, ancient fishing practices, traditional Mandinka cultural dance among others.

It is worthy to note that in the history of the locality, a very important visit of a reknown Islamic scholar (Alagie Omar Foutiyou Tall) has been registered and a mosque is built on his praying site which nowadays attracts Islamic scholars to perform pilgrimage at the sacred site. This can be very beneficial to tourism circuit with good interpretation programme.

The Marlborough link is an initiative that has twined the village of Gunjur and Marlborough in the United Kingdom. This programme has facilitated lot of exchange visits, knowledge and experience between the two villages and numerous projects were implemented to the benefits of the community.

Tourism potential in and around Gunjur village has not been fully tapped. With no eco-tourism areas opened up for leisure walks to appreciate and explore the contextual uniqueness of different vegetation types and their inherent natural structural complexity. Initiatives for developing eco-tourism in the area are well spelt out in the Gambia Tourism Development Master Plan for the TDA and indeed in the management plan of the reserve, and include: Production of tourist information materials, Opening and maintaining of tracks and trails, Establishment of a cultural interpretation and tourist information centre, Providing bird hides and towers for bird viewing and Linking the reserve through infrastructure development and advertisements.

Further research, education and awareness campaigns directed to potential visitors and researchers may positively impact on the financial gains of the area and its community if proposed development programmes discussed in the following sections are well coordinated and implemented

1. General Informations

Location: Bolong Fenyo Community Wildlife Reserve is situated along the Atlantic coast of West Africa, in the Gambia. The geographical coordinates of the site are 16°46'E - 16° 47' E - 13°09'N -13°29'N (16°46'E-13°09'N). In addition to its important location, the site is situated within easy access of existing centers of population such as the capital city Banjul (35 Km), Serekunda and other areas like Bakau and Brikama. The reserve includes 400 Meters of coastline, open beach. The Bolong Fenyo Community Wildlife Reserve is a protected area owned by the community of Gunjur, covering 320 hectares. It has a very important and high diversity of avi-fauna. It is an important roosting and feeding area for terns, gulls and other WATER BIRD species. The Bolong Fenyo Community Wildlife Reserve is gazetted as the first Community owned Wildlife Reserve in March 2008 and has since been part of annual water bird monitoring program called African Waterfowl Census area beginning 2000.



Arial photo of the bolong Fenyo.; Courtesy: Google earth

Conservation values: The Bolong Fenyo Community Wildlife Reserve; incorporates mangroves, dry woodlands and coastal dune scrub woodland. The area has exceptionally high habitat diversity within its comparatively small area including marine, estuary, fresh water marsh, coastal dune, mangrove, woodland savanna and tickets.

Flora: Since there has never been any comprehensive ecological assessment of Bolong Fenyo Community Wildlife Reserve, there is no reliable data on communities in the reserve. However from the checklist drawn by the rangers (see appendix 6), the two

most common species that occur in the mangrove saltpan area are the red mangrove *Rhizophora racemosa* and the white mangrove *Avicenna nitida*. The mangrove forest which lost its provision of salt water because of the sand deposit at the mouth of the bolong, supposed to provides fish nursery and breeding ground for crab, shrimps, mollusks and other crustaceans. With the availability of fresh water during the rainy season, the area is a prime nesting site and roosting areas for multitudes of shorebirds, rare and migratory birds. Characteristic plants in the scrub and woodland areas of the reserve are *Acacia* spp, Thinning polio stigma (*Poliostigma thonningii*), African locust bean (*Parkia biglobosa*), mango (*Mangifera indica*), baobab (*Adansonia digitata*), fig (*Ficus* sp), rhun palm (*Borassus senegalensis*). This more or less open area has basically primary vegetation type, that has been affected by anthropogenic factors over the years..

Fauna: To date a total of 16 mammal species and 11 reptilian species have been recorded (appendix 5). Offshore there are three-crab species, humped back dolphin, upside-down jellyfish and mudskipper. Since there has never been any comprehensive inventory of the fauna, the above being results of casual observation probably reflect the characteristic species. The green turtle (*Chelonia mydas*) a nationally threatened species also occur within the area and breeds along the coast. For mammal, the following were recorded: Epaulet fruit bats, western red colobus, calithrix monkey, Senegal bush baby, Bush buck, red flanked duiker, clawless otter, pardine crested genet, serval, porcupine, Gambian mongoose, hyena (spotted), Sun squirrel, and ground squirrel, cane rat, Gambian giant porch rat, hare. The following reptiles were also recorded: African rock and royal pythons, Puff adder, spitting cobra, African bush snake, black forest cobra, sand snake, Nile monitor, Nile crocodiles, leatherback and green turtles, chameleon, red flank and armetage skink, skinless and geckoes. For offshore fauna, the humped back and bottlenose dolphins, pilot, Bayde's and Minke whales occur. There has been no investigation into the diversity of invertebrates apart from some sporadic study of the lipidoptera, which has yielded 31 species (L Bannet, pers. Com). Species that are considered the most important for conservation in the area are the green and leatherback turtles (*Chelonia mydas*), and the hump backed dolphin and the very fragile mangrove ecosystem. There is no official data on the status of amphibians and fish species that occur within BFCWR.

Avi-fauna: is probably the most known component of the area. According to Sanyang et al (2006) 74 species of birds from 61 families, were recorded from the reserve (see checklist on appendix 4).

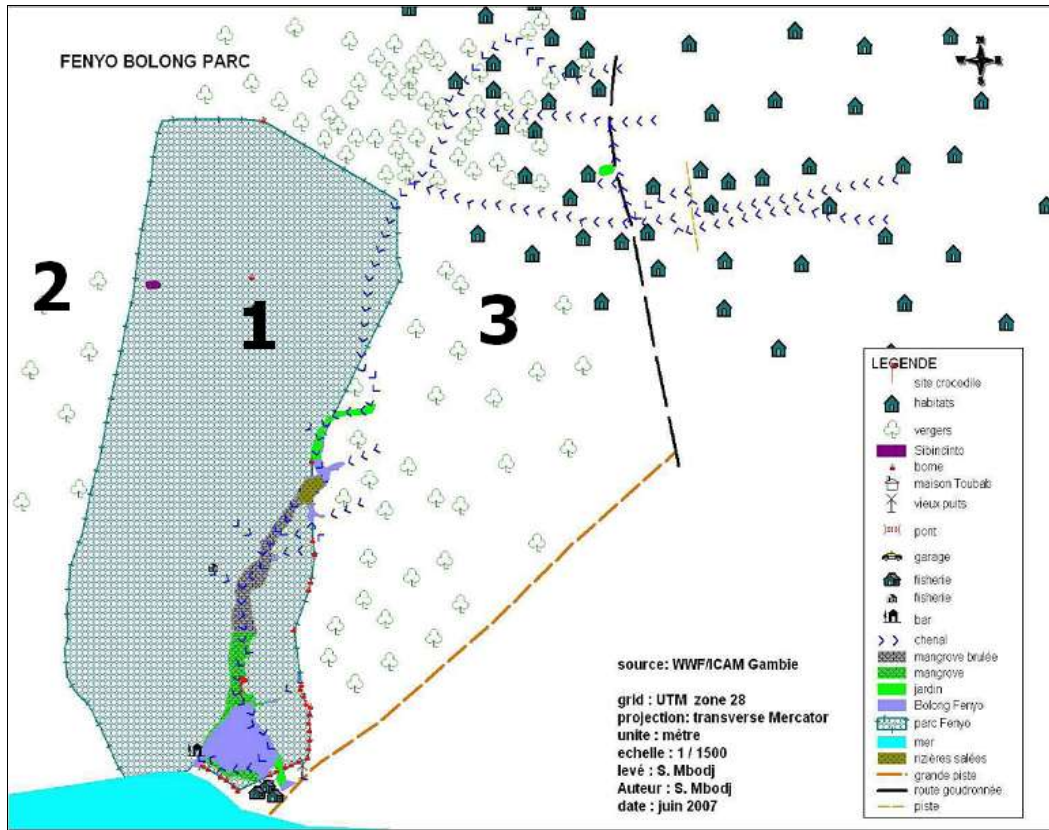
Socio-economic values: In the recent past, the swamp areas of Gunjur were used for growing rice and some other cash crop production. Other forms of past land use include some fire wood extraction, horticultural production, palm leave gathering, palm wine tapping, oyster collection, palm nut extraction for palm oil, hunting, grazing and access to and from fishing pirogues. There is a limited cattle grazing and access to and from the fishing area. There is a fishing center and ice plant as well as the processing and marketing of fish and other product.

2. Zonation of the area

Strictly reserved zone: The strict conservation zone is right at the heart of the reserve (indicated 1 on the map below), an area called Fabadinka, which stretch 100 meters on either side the bolong. The area still retains its naturalness as no development is allowed since the creation of the park. There are no trails, and is used for monitoring and research purposes. Except for management purposes, no one is allowed to venture into the area.

Limited used zone: It is the biggest area of the reserve, which encompasses the coastline, the seasonal swamp area, and the rest of the wetland area, the grassland, and some part of the woodland areas. With an estimated area more than 65% (as shown on the map as zone 2) of the total area of the reserve, it is set aside for potential tourism activities. The bolong is a very important feature in the whole set up because being the wildlife corridor. Only bikes and foot users are supposed to rally along the trails, which lead to the village. Non-consumption exploitation of natural resources and activities are only allowed in there.

It is in this area where there is forest cover with the thick forest, having animals like hyenas, bush buck, rats and grass cutters. Parts of this area are used for palm wine tapping, firewood, and fencing materials harvesting. Long time ago it used to be an upland rice farming area.



Zonation map of Bolong Fenyo community wildlife reserve Source: ICAM hydrological survey, 2007

Intensive used zone: It is a stretch covering the area between the road leading to the fisheries center at the beach side and the mangrove fringe on the eastern border of the reserve. This area will be a suitable place for planned office building to be constructed. The area consists of 40ha of dry woodland where the cattle is grazing, controlled logging or pole collection by adjacent community members. Palm wine tapping, palm nuts and leaves collection are allowed in the area but under serious monitoring. The authorization of this kind of exploitation will be centralized at the management headquarters and an acquisition of permit will be enforced. Cattle grazing activity must be monitored and an acceptable level of impact on the vegetation be established for scrutiny. This savannah woodland area will be suitable for such activities because it can help in maintaining the area as open as possible for potential grazing patch for the nocturnal antelopes occurring in the reserve.

3. Proposed activities

This will consist of building traditional house with locally available materials in the reserve (namely dead rhun palm trees as poles, raffia branches, leaves and other tree species) that can be used in the construction of the office block. It should be envisaged to construct a toilet facility not far away from the office using the same environmental friendly materials. Similar materials are to be used to erect bird hides and even a surveillance and bird watching tower at a location to be identified. The lucrative activities to be undertaken in the reserve (Bird and Nature Viewing, Research and School visits, Camping and picnic excursions, Traditional Mandinka village, rites and cultural sites visits, Exposition and sale of handicraft) have been thoroughly discussed in the market planning (refer to section III, I titled products review).

4. Major stakeholders

Coordination among all stakeholders and other interested and affected parties will be essential for a successful implementation of the two proposed plans:

- ✚ **Department of Park and Wildlife Management (DPWM):** The DPWM has overall technical responsibility for the development and management of protected areas and wetlands of wildlife conservation and sustainable significance in the country. As the focal point for the CBD and implementer of the NBSAP, the DPWM is the technical adviser and overall policy guidance of the BFCWR. This important role was clearly defined in the Memorandum of Understanding signed between the DPWM and GEPADG.
- ✚ **Site Management Committee:** Within the framework of its mandate as the village sole representative responsible in the overall management and administrative oversight of the reserve, conflicts resolution, approval of quarterly and annually work plans and budgets for the sustainable management of the reserve.
- ✚ **Gunjur Environmental Protection And Development Group (GEPADG):** Consistent with its mandate as conservation oriented non governmental organization (NGO), the organization and administrative structure of the Bolong Fenyo Community Wildlife Reserve as an entity of its own has been working for the area for more than a decade. This entity is mandated by the village of Gunjur as responsible for the overall day- to-day management and supervision of the Bolong Fenyo Community Wildlife Reserve and its remaining resources.

- ✚ **Policy-makers:** including Ministry of Forestry and the Environment, Ministry and department of Tourism, the Gambia Tourism Authority, the Forestry Department, relevant government officials, and politicians, other active NGO'S and CBO'S.
- ✚ **Tourists:** International and domestic tourists, eco-tourists, study tours, school visits.
- ✚ **Local Population:** farmers, urban and rural residents, women, youths, among others.
- ✚ **Commercial stakeholders:** Lodge and camp owners and operators, tour operators, curio dealers and handicraft sellers, hotel and restaurant owners/operators, taxi owners/operators and tour/travel agencies.
- ✚ **International and National Organizations, NGOs and CBOs:** WWF, IUCN, PRCM, WABSA, for technical and financial back-stopping.
- ✚ **Researchers/Academics/Conservationists/Educators:** University, national and international researchers for fundamental research studies



Sketch drawing of a consultative meeting

5. Vision & Development Objectives

With reference to the management plan of the area; agreements were reached under this study by the student consultant, the staff members of GEPADG and the site management committee members; to develop ecotourism in the area based on the following principles:

Vision: to develop a model of eco-tourism project for Bolong Fenyo Community Wildlife Reserve (Gunjur village) in order to foster sustainable environmental conservation and socio-economic development of the area.

Development objectives:

- i. Improved conservation management structures of the reserve,
- ii. Increased community participation in the conservation of Bolong Fenyo,
- iii. Constructed management structures (offices, toilets..) in the reserve,
- iv. created self employment opportunities for local communities,
- v. Built environmental awareness and capacity to manage eco-tourism ventures,
- vi. Constructed tourism infrastructures and targeted visitors markets,
- vii. Provided eco-tourism revenue for the local community and BFCWR through the initiation of eco-tourism activities.

6. Development Action Plan

Activities	Actions	Responsibility	Time frame	Resources needed
Building Management infrastructure	Collect or harvest construction materials	GEPADG	45 days	poles, branches, thatch grass
	Clear allocated land for office building block	GEPADG	1 day	Rakes, cutlass
	Measure perimeters and dig foundations pillars	SMC	1 day	Tape line, rope, identifiers
	Construct the office building	GEPADG, SMC, local com	15 days	People for Labour, mails, and harvested materials
	Install all materials, equipments and others	GEPADG	3 days	Vehicle, fuel, labour force
Bird and Nature Viewing	Identify location of trails and tracks	GEPADG, SMC	1 day	Map
	Clear bush to open tracks and trails	GEPADG	7 days	Cutlass, rakes
	Build concreted signs for trail interpretation	GEPADG	15 days	Bolder stones, cement
	dress a checklist of bird species at the entrance	GEPADG	15 days	Cement, iron rods, markers
	Design leaflets with bird pictures for advert	GEPADG	15 days	Experts ,printing service
	Distribute leaflets to hotels, lodges	GEPADG	7 days	Transport fare to and from
Research and School visits	Draft TOR Template for research and studies	GEPADG	7 days	Expert
	Lobby with international institutes to cooperate	GEPADG	3 months	e-mails, adverts
	Draw a detailed awareness plan and program	GEPADG	1 month	Expert
	Organize awareness programme in schools	GEPADG	regularly	Awareness tools
	Invite schools of the area to visit	GEPADG	regularly	Expert
	Organize regular guided tours of school pupils	GEPADG	regularly	Expert
Camping and picnic	Identify camping or picnic areas	GEPADG	1 day	Expert
	Clear the camping or picnic area	GEPADG,SMC	4 days	Rakes and cutlasses

excursions	Design pamphlets, leaflets for adverts and explain clear conditionalities	GEPADG	10 days	Expert
	Train guides for customer care and accommodation settings	GEPADG, SMC	2 days	Trainer, site, food and beverages, logistics
	Distribute advert materials to hotels and lodges	GEPADG	7 days	Transport fare
Traditional Mandinka village, rites and cultural sites visits	Demarcate village rites and cultural sites	GEPADG, SMC	1 day	Expert
	write all culture and rites informations	GEPADG, SMC	15 days	Expert
	Build traditional house setting and utensils	GEPADG, SMC, Comm. members	15 days	expert, mud block, branches, thatch grass, traditional furnitures and utensils
	Train guides to interpret the history	GEPADG, SMC	2 days	Expert, venue, kits, food
	Train communities to perform ritual dances	GEPADG, SMC	10 days	Expert, kits
	Design adverts materials	GEPADG, SMC	10days	Expert, printing services
	Distribute advert materials to hotels and lodges	GEPADG	7 days	Transport fees

7. Calendar of Activities

Actions	Week 1	Week 2	Week 3	Week 4	Week 5	Week 6	Week 7	Week 8
Collect or harvest construction materials								
Clear allocated land for office building block								
Measure perimeters and dig foundations pillars								
Construct the office building								
Install all materials, equipments and others								
Identify location of trails and tracks								
Clear bush to open tracks and trails								
Build concreted signs for trail interpretation								
dress a checklist of bird species at the entrance								
Design leaflets with bird pictures for advert								
Distribute leaflets to hotels, lodges								
Draft TOR Template for research and studies								
Lobby with international institutes to cooperate								
Draw a detailed awareness plan and program								
Organize awareness programme in schools								
Invite schools of the area to visit								
Organize regular guided tours of school pupils								
Identify camping or picnic areas in the reserve								
Clear the camping or picnic area								
Design pamphlets, leaflets for adverts and explain clear conditionalities								
Train guides on customer care techniques								
Distribute advert materials to hotels and lodges								
Demarcate village rites and cultural sites								
write all culture and rites informations								
Build traditional house setting and utensils								
Train guides to interpret the history								
Train communities to perform ritual dances								
Design adverts materials								
Distribute advert materials to hotels and lodges								

8. Impacts enhancement and mitigation measures

Increased numbers of tourists may disturb community activities and compete for recreation places and other services. Poorly planned ecotourism development can lead to congestion, littering, vandalism and crime. Other negative impacts may occur where local traditions become commercialized and lose their integrity and authenticity. Negative impacts are more common when communities are not given choices or have no control over their involvement with ecotourism. So it is important that those affected by cultural change be the ones that decide whether the change is acceptable.

Tourism brings increased demand for goods, services and facilities. As the visitor number increases the demand for basic services also increase. Wealthy foreign visitors may see economic opportunities and take control or buy out local business and it will lead to increased foreign ownership and raised property values.

9. Economic Implication

Involving the community is a critically important part in a successful ecotourism programme. Properly planned and executed ecotourism programme would yield opportunities for the upliftment of the economic standard of the community. Hence community participation in all aspects of ecotourism activities should be ensured.

For the enhancement of the economic standard of the community in Gunjur village, following measures should be taken:

1. Revenue earned by selling entrance tickets, research fees, donations, should be transferred to a bank account maintained by the Site management committee for future management of the site.
2. Local labour should be used in construction work and any related activity.
3. Appropriate Vocational training should be provided to selected community members to enhance their capacities and engage in ecotourism related business.
4. Tour Operators should use appropriately trained local residents (GEPADG Staff members) as interpreters and should encourage the tourists to buy local products.

As the assessment of eco-tourism potentials discussed in the first section of this document did highlight many opportunities for the development of eco-tourism in the area, it will be recommended to the promoters (GEPADG and sponsors) to implement to the letter, the salient propositions illustrated in this part.

To bridge all for a genuine development of the ecotourism ventures of the area, the smooth implementation of the following section (which is to deal with the marketing aspect for clients targeting and the dissemination of valuable informations) will facilitate aims to maximize gains and opportunities for the benefit of the reserve and local communities. So this last section is and remains just a defined track for implementing all proposed development aspirations.

SECTION II: BFCWR ECO-TOURISM MARKETING PLAN



Scenic view of the bolong Fenyo. Picture taken by O. Touray, 2009

Bolong Fenyo Community Wildlife Reserve has vast potential for eco-tourism development for sustainable socioeconomic development and nature conservation, which can be realised through a holistic approach and genuine involvement of all stakeholders as proposed in the previous two sections of this document. The Government of the Gambia has already provided the enabling working environment for effective co-ordination amongst the stakeholders. To implement the proposed development plan, the different stakeholders including lodge owners/operators, NGOs, city council, and local people must work together.

This section outlines proposals that can lead to the realisation of ecotourism benefits in an integrated manner. The vision is to initiate and consolidate eco-tourism development in Gunjur Village for sustainable environmental conservation and management and provide a unique wildlife experience without upsetting the integrity of the ecosystem's resources, especially the birdlife, in line with the Gambia Tourism Development Master Plan of 2006 and the Mission of the Gambia Tourism Authority (GTA). This is to enhance the economic and social well-being of Gunjur village and its people through increased foreign exchange earnings, creation of jobs and consumption of goods and services while enhancing the physical and aesthetic environment and the cultures of the people, and ensuring the conservation and the sustainable use of this jewel.

The plan will ensure an acceptable number of activities that the ecosystem can accommodate with high levels of satisfaction of the visitors and great positive impacts on resources, the society, economy and culture of the area. Expected outputs will include; potential tourism revenue for the local community and GEPADG through a diversification of tourism base products, reduced pressure on natural resources caused by anthropogenic activities, increased community participation and involvement in conservation, promotion of nature based plans that support development of tourism infrastructure and markets and more importantly improved management and conservation of bird-life and other natural resources.

The proposed projects are foldered here in a major programme geared towards the collection of substantial revenues for the rational management of the reserve and in the same vein, assist in enhancing community livelihood standard by created opportunities.

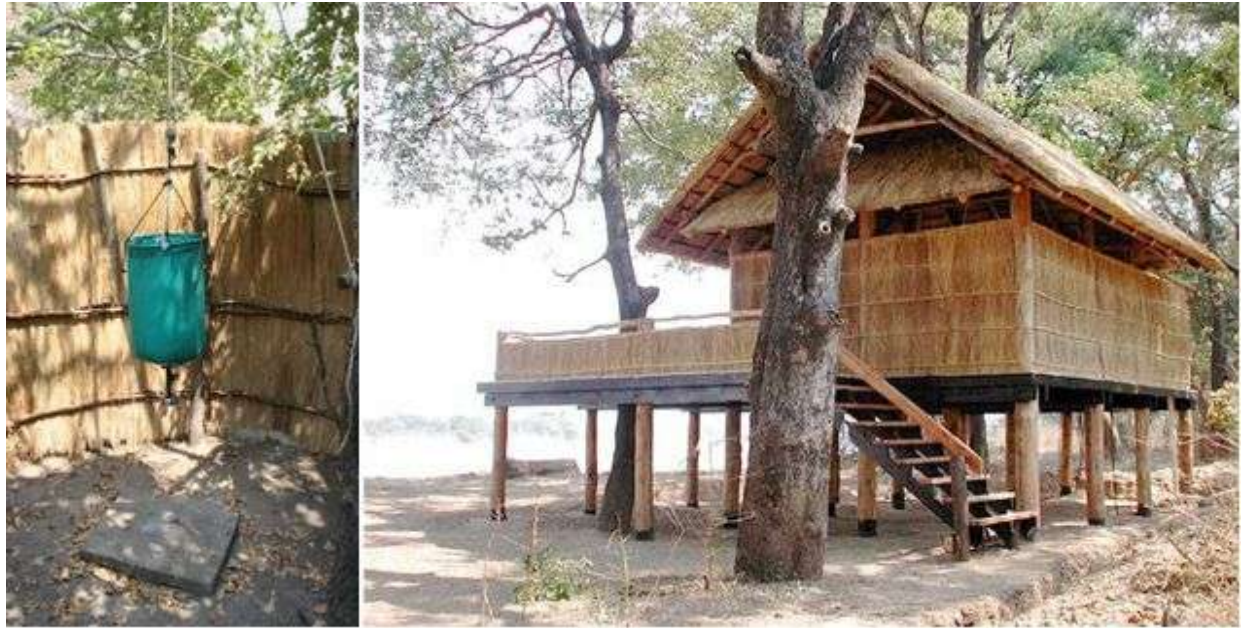
III. PRODUCT REVIEW

Eco-tourism Infrastructure Development in Bolong Fenyo is to support the strategy for promoting sustainable economic growth by improving the environment and attractiveness of tourist areas, improving access, and ensuring required and skilled human resources for the smooth operation of ecotourism activities on a sustainable basis. With reference made to the PRA exercise done earlier on by the ICAM I, and the recent consultation meetings for the purpose of this study, it was unanimously agreed to build an office structure (as seen in the picture below) for centralized and on site management of the reserve. Agreements were reached to start work as soon as the rainy season finishes (early september2009).

1. Management structures

Office building: This construction will initially kick start the development of ecotourism activities and provide shelter for the staff members of GEPADG, visitors and other interested parties of the reserve. The building is to be designed in harmony with the environment using sustainable building materials, constructed and landscaped without any unnecessary disruption of the environment. Community members should participate in the construction work. The infrastructure to be erected (at a location already selected) will composed of items and materials collected from the reserve in order to minimize any financial input for the construction. The site management committee will provide the services of some qualified carpenters from the village, staff and volunteers of GEPADG shall participate in all labour work. Only nails and ropes will be purchased for the job. Dead rhun palm trees, thatch grasses and branches should be harvested in the reserve or at any suitable places around the village. The building will consist of three office rooms (5m x 3m each) and a large meeting room (10m x 5m), all under a single roof. Electricity installation will be done alongside the construction and the available generator will be placed 25 to 30 meters away from the building to supply energy to the computer set and other materials. After completion, a night watchman will be needed to secure the area.

A local made toilet and Washroom facilities including hygienic toilets with running water, first aid facilities etc. should be provided and placed 100m away.



Ecotourism structures, source: B.Chardonnet, presentation Master GAP 2008-2009

Visitor Center: The meeting room should be seldom used as the visitor Center. The Center should provide the basic facilities for the visitors such as all necessary information concerning the reserve and other relevant information (brochures, posters, leaflets, see templates attached as appendices).

2. Information Material

Information involves provision of data, facts and advices to visitors concerning the reserve, its locations of facilities, rules and regulations, and appropriate behavior. To disseminate proper information, high quality information material in the form of leaflets, guide books, or in any other publication form should be available at the center for sale as well as for reading. These should provide all information related to the area including biological diversity, maps etc.

3. Bird and Nature Viewing

Nature Trails: The ecotourists should be provided with all necessary opportunities to visit these areas and get a firsthand experience of the sites. To fulfill the said requirement, proper nature trails should be designed and developed. The biodiversity hotspots already identified by the research study during the PRA and subsequent monitoring programmes in the reserve can be used for this purpose and important places should be marked with display boards that are in harmony with the environment. The design of these boards should take into consideration the proximity of the ocean and for this, concreted signposts should be required. Trails demarcation should involve the technical guidance of the department of parks and wildlife management. It is worthwhile to note that tracks and trails are never designed like highways but very small and undulating footpaths with constructed benches along for frequent stop over for food and relaxation and all in remote places where sporadic viewing of animal species occurs.

Interpretation: Interpretation involves providing information to visitors in such a way that they will be stimulated to learn more and gain more appreciation. Hence interpretation is more than presentation of data and facts, but includes binding them together so that visitors come to understand and appreciate the values for which the reserve has been established, a high quality interpretation facility is a pre-requisite for a successful ecotourism venture. Thus the interpreters should be well trained and should possess a comprehensive knowledge of the biophysical and cultural aspects of the surrounding as well as all aspects of ecotourism. GEPADG staff members should be given a proper training on ecotourism and related activities.

4. Research and School visits

University students and researchers should be encouraged to do research on all aspects of management but also on ecotourism related activities and the outcome of the research work should be incorporated into the improvement of ecotourism activities and other conservation measures of the reserve. The proposed research fee (\$300) will go a long way in enhancing conservation measures and maintaining work force on the ground. For awareness rising, school visits should be very much encouraged in the reserve and very experienced interpreters among the staff should lead the groups and explain the reasons

for conservation, the identification features of the various species and the history of the area. This latter should be on free charges and for the future benefits of conservation awareness. Under this per view, there is great possibility to liaise with the research and development unit of the DPWM. This will enable the Bolong Fenyo to have linkage with international students interested in conducting research in the Gambia. As the first community owned area, there are opportunities for overseas students and researchers to explore community involvement in natural resources protection concept.

5. Camping and picnic excursions

Most eco-tourists and researchers would pay anything to have an organized camping or picnic adventure in the mangroves. Tents purchased under the ICAM I project can be rented during those occasions and other environment friendly camping or picnic materials (shown below) procured and made available upon a modest fee to the interested visitors.

Local community members should be trained to cater such services. In the wetland, a temporal shelter is to be built as the same structure like the office or tent structures and be placed within the vegetation for the use of these excursion visitors. This will also allow proximity viewing of the birdlife available on the bolong and diversify the choice of visitors for some who will pay for anything to have the “feet wet in the mud” as an experience in African jungles.



Picnic structures. source: B.Chardonnet , Presentation Master GAP: 2008-2009

6. Traditional Mandinka village, rites and cultural sites visits

The initiation and diversification of eco-tourism products will allow communities to participate and benefit from the development of the reserve more than in the past. It can contribute to an improvement of living conditions through the creation of jobs and generation of income. As we agreed that a well-planned ecotourism programme may contribute meaningfully in the socio-economic development, then it will be great to organize people around some traditional dancing performance. This will expose the cultural values of the village and facilitate the exchange of cultural heritage with interested visitors. It will be recommended that the planners should prepare this activity with the structures already available on the ground as a start and progressively embark on the training and organization of the youth folk of the village to enhance Excellency in performance.



Cultural rites dancers in the republic of Benin, source: O.Touray 2009

It has been reported that a group of women living in the village perform cultural dance upon invitation and contract with lodges owners in the village. Most of these women are strangers living among the community of Gunjur. It will be ideal to organize the indigenous people of the area in order to promote indigenous knowledge sharing and encourage active participation in the reserve conservation strategy.

This activity will require the technical guidance of experts working with eco-tourism traditional venture promoters at the Department of Tourism.

Initiatives like Tanji village museum should be emulated and smartly implemented in the benefit of community members of the area. The traditional and cultural activities of the area should be fully taped just like in Tumani Tenda where Mandinka traditional village set up and utensils are exposed in order to better interpret cultural beliefs and customary behaviors of indigenous people living in the area in the past.

The implementation of this component should be very well studied through the past history and available documentation narrating the life style of the first settlers in the area. The mosque located along the beach and believed to have been a veneration site of the reknown Islamic scholar Alagie Omar Foutiyou Tall, can be identified as part of an initiated ecotourism circuit involving many other undiscovered areas in and around the village. The advisory role of the National council for arts and culture and that of the tourism department will be highly recommended in the set up of this venture.

7. Exposition and sale of handicrafts



Jewelry exhibits. Picture source: B.Chardonnet, Presentation Master GAP: 2008 -2009

It has been reported that a great number of youth in the village has acquired some artistic knowledge and regularly display home made bracelets and some other artifacts to visiting tourists in the area. It will only take some organization to put together all these skills. There are some women also engaged in tie and die and soap making. These were

initiated by some projects implemented in the past. The interested young men and women should be trained to manufacture articles shown in the pictures below.

An exposition shelters made out of environmental friendly materials should be erected near the office for the display of the products.

IV. MARKET DESCRIPTION

For market targeting, and as per the survey undergone for this study and subsequent ones done before for the compilation of the Gambia Tourism Development Master Plan, the following segments should be considered:

Nationally: Primary school pupils, High school and university students, government officials, researchers and local consultants.

Place to be targeted: primary schools in Gunjur, Kartong, Sifoe, Sanyang, Kiti and other villages in the area, the University of the Gambia (especially the faculty of science and environment)

Internationally: international researchers and students, bird watchers and nature lovers, international consultants and other interested persons abroad. Place to be targeted: European countries like England, Norway, Sweden, Holland, and Germany.

V. BUSSINESS ENVIRONMENT

The Kombo covers nearly all the country major tourism industries and related activities. Until now, there are few spots for ecotourism activities such as the Lamin Lodge but a bit far away from the area. As the Gambia is considered as a bird watching heaven, there are the few parks and reserves providing the service such as the famous Abuko Nature reserve, Tanji River and Bijol Islands Bird Reserve, the Bijilo Forest Park, Tanbi National Park and other spots in country. The Tanji Village and the national museums are the only known entities proposing cultural attractions especially on traditional living style of indigenous people. So this initiative will complement the available ventures and pave the way for new tourism packaging in community owned protected areas.

With a more aggressivity in information dissemination strategy proposed under this plan, the Bolong Fenyo Community Wildlife Reserve will be the first protected area in the country to propose such complete and diverse initiative. The success of this Endeavour will depend entirely on the willingness and expertise of the promoter to implement to the letter the proposed programme and to monitor the outcomes for subsequent rearrangements.

The Gambia is a third world country and enjoying a long and outstanding peace, with a very good economic growth (more than 4% annually since 1996). Since the military coup that brought Sheikh Prof Dr Alagie Yahya AJJ Jammeh to power, the country is enjoying a remarkable growth in terms of infrastructural development mainly but also in other components of the national economy. Politically and socially stable, the Gambia is the only state in the sub region spared with the experience of civil war, military or social unrest.

VI. COMPETITIVE REVIEW

In light of all the above information on the business environment presently available in the area, there is limited potentially for competition. All these available initiatives on ecotourism can be complementary to the proposed programme scheduled in this document for Bolong Fenyo Reserve and to be implemented soon. A greater competition can be met in the sub region like in Senegal and Mauritania. The competition can be advantageous to the Bolong Fenyo with regards to pricing, cost of living in countries, low cost of employment, and many other criteria. The lack of experience in programme implementation, tourism services and catering, financial and personnel management, will be a big stumbling block for a quick and smooth implementation of the activities. Nonetheless there is great hope that with the commitment and devotion of all parties involved, these problems will fade away as time elapses to give place to prosperity.

VII. DISTRIBUTION REVIEW

As we are experiencing the boom of information technology and the proliferation of the most used internet system, connecting people around the world is faster and cheaper that

it previously was. As the planet earth is commonly called today as a village because of the web, potential customers should be targeted via the following means of information distribution:

Locally:

- ✓ National TV, Radio (GRTS), Brikama FM and private radio stations.
- ✓ News papers (The Daily Observer, the Point, the Gambia Daily,...)
- ✓ At the gate of parks and reserves (Abuko, Tanji, Bijilo,...)
- ✓ Hotels, Bars and Restaurants, Tour operators' offices, travel agencies,...)
- ✓ Markets and major public places.

Internationally:

- ✓ Internet services (web pages, web adverts, e- mails)
- ✓ Airport and landing port
- ✓ Through the Marlborough Link
- ✓ Friends and well-wishers abroad

VIII. DEVELOPMENT OBJECTIVES

- ✓ Initiate ecotourism activities in the village by December 2009
- ✓ Influence ecotourism visitation of the area by December 2010.
- ✓ Generate sufficient funds for the implementation of the unaccomplished section of the management plan by the end of 2010
- ✓ create and sustain local community revenue generation ventures by 2011

IX. MARKET STRATEGY

Marketing being the process of planning and executing the conception, the pricing, the promotion and distribution of ideas, goods and services to create exchanges that satisfy individual needs and organizational goals , is indeed very complex, energy demanding but very important. For this programme, the strategy or technique to be adopted is to develop and sustain satisfying products, create value for money, influence volume in the

number of tourists, and determine new trend of seasonal pattern of site visits. To implement a sound marketing venture of eco-tourism products and activities of the area, the strategy will focus in new innovations and approaches summed up here as the 4P's +2P's and this is defined in the following six (6) components:

Products: the following is a summary of suggested actions:

- ✓ Support the development of effective community-based Eco-tourism groups and Organisations outside the reserve,
- ✓ support basic ecotourism infrastructure development,
- ✓ Mobilization and registration of community based Eco-tourism groups, Capacity building through Training, Education and awareness
- ✓ Training conducted, and environmental awareness materials produced ,
- ✓ Create a credit line for local people who would like to venture into eco-tourism,
- ✓ Promotion of safari walks and development of nature trails within the ecosystem. Many young people from the local area are trained and engaged in the nature walk activity and an increasing number of tourists are opting for nature walk. This may be a way of creating employment opportunities for local people as well as diversifying tourism development,
- ✓ Provision for litter disposal and other wastes should be made available at selected areas in the reserve,
- ✓ A tourist information center to be established in the reserve where a huge signboard and pamphlets about various tourists' activities, facilities and opportunities could be made available to the ecosystem visitors. Various brochures and posters be developed which can act as guidelines.
- ✓ There is need to widen the viewing base of the reserve. Special attention should be given to interesting attractions small mammals, birds, plants, and general ecology and static viewing - establishing of observation points and towers.
- ✓ It is suggested that a tall watchtower be mounted at a selected point for scenery viewing, where visitors can get out and spend time as a way of diversifying viewing.

Price: For the reserve entrance fee, differential multi-tier fee system should be enforced, with a lower charge of 50 dalasi for domestic residents and a higher one of 100 dalasi for foreign tourists. A research fee of \$300 may be charged for foreign university students and professional researchers. All these revenues should be managed by the SMC Committee with the financial expertise of the financial assistant already trained for that purpose.

The other activities (cultural dance, handicraft products, and cultural sites visits) should be charged according to the average standard of the area and also according to the product at hand. There is a need to establish a consensual pricing scheme for the area in order not to frustrate some of the visitors.

Place: The Bolong Fenyo Community Wildlife Reserve is situated within easy access to the capital city Banjul (35 Km), Serekunda and other areas like Bakau and Brikama. The reserve includes 400 Meters of coastline, open beach. It incorporates mangroves, dry woodlands and coastal dune. Along the seashore, there are a series of lagoons which form the Fenyo (tail) of the bolong (creek).

The area has exceptionally high habitat diversity within its comparatively small area. Such habitats include marine, estuary, fresh water marsh, coastal dune, mangrove, woodland/savanna and ticket. With the availability of fresh water during the rainy season, the area is a prime nesting site and roosting areas for multitudes of shorebirds, rare and migratory birds.

Promotion: The products and services to be introduced is to attract attention, create interest of the consumers, visitors and provide reliable informations for potential clients. The promotional tools to be used should assist in awareness creation of all potential customers and soon after a demand for the service will start to take form. The following should be used for promotion:

- ✓ Advertising: Brochures, leaflets (see templates on appendices 7 &8), radio and TV spots.
- ✓ Merchandising: T-shirt, key holders, national and sub regional trade fairs.

All the means of information dissemination should be used to reach more people that can be interested in the venture and come forward for booking and visiting. The promoter needs to be more creative and initiative oriented minded in order to conquer all interested parties. There is no doubt that the internet, trade fairs and websites are all available in every country around the world, and the target audience will be those who are constantly connected and in search of better tourism destination.

People: for greater success in targeting a segment of the audience, the promoter needs to know the kind of people that will be interested in the programme and subsequently patronizing it. At the beginning because of the start of initiatives and the need for more financial sustainability, there will be no choice in the types of income earners (from low to middle and high income earners) to target. A prioritization of target segments as a genuine management choice will be considered later in order to regulate the flux of visitors in the area and control overcrowding. As of now, the greater spectrum is the target audience, the better it is for the reserve. This spectrum will vary from the strictly nature lover to the demanding and challenging researchers

X. PLANNING:

Activities	What	When	Who	Where
Building Management infrastructure	To collect or harvest construction materials	Sept1st – Oct15 th , 2009	GEPADG staff	In and around the reserve
	To clear allocated land for office building block	Oct 16 th , 2009	GEPADG, SMC	Designated area
	To measure perimeters and dig foundations	Oct 16 th , 2009	GEPADG, SMC	Designated area
	To construct the office building	18 th – 31 st Oct, 2009	GEPADG, SMC, local comm	Designated area
	To install all materials and equipments	1 st - 3 rd Nov, 2009	GEPADG	New blocks built
Bird and Nature Viewing	To identify location of trails and tracks	1 st Nov, 2009	GEPADG, SMC	In the reserve
	To clear bush to open tracks and trails	2 nd - 8 th Nov, 2009	GEPADG	In the reserve
	To build concreted signs for trail interpretation	16 th - 30 th Nov, 2009	GEPADG	In selected sites in the reserve
	To design a big board with a bird checklist	16 th - 30 th Nov, 2009	GEPADG	In front of the new office building

	To design leaflets with bird pictures for advert	16 th - 30 th Nov, 2009	GEPADG, DPWM	expert computer
	To distribute leaflets to hotels, lodges	1 st - 6 th Dec, 2009	GEPADG	Hotels and lodges
Research and School visits	To draft TOR Template for research and studies	1 st - 6 th Dec, 2009	GEPADG, DPWM	expert computer
	To lobby with international institutes	Sept 1 st -30 th Nov, 2009	GEPADG	Through internet and web sites
	To draw a detailed awareness plan and program	1 st - 30 th Nov, 2009	GEPADG, DPWM	Expert's computer
	To organize awareness programme	From 1 st Dec onwards	GEPADG	in schools of the village and surroundings
	To invite schools for visit	From 1 st Dec onwards	GEPADG	Schools in the area
	To organize regular guided tours of school pupils	From 1 st Dec onwards	GEPADG	In and around the reserve
Camping and picnic excursions	To identify camping or picnic areas in the reserve	1 st Nov , 2009	GEPADG	In the reserve
	To clear the camping or picnic area	2 nd - 8 th Nov, 2009	GEPADG, SMC	designated
	To design pamphlets and leaflets for adverts	16 th - 30 th Nov, 2009	GEPADG, DPWM	Expert's computer
	To train guides for customer care and guiding skills	3 rd and 4 th Dec, 2009	GEPADG, SMC, DPWM	The meeting room of the new office block
	To distribute advert materials	1 st - 6 th Dec, 2009	GEPADG	Hotels, lodges, internet
Traditional Mandinka village, rites and cultural sites visits	To demarcate village rites and cultural sites	1 st Nov , 2009	GEPADG, SMC	In the reserve
	To write all culture and rites informations	1 st - 15 th Nov, 2009	GEPADG, SMC, DPWM	Expert's computer
	To build traditional house setting and utensils	16 th - 30 th Nov, 2009	GEPADG, SMC, Comm. members	Selected area next to the new office block
	To train guides to interpret the history	3 rd and 4 th Dec, 2009	GEPADG, SMC	The meeting room of the new office block
	To train communities to perform ritual dances	3 rd and 12 th Dec, 2009	GEPADG, SMC	The meeting room of the new office block
	To design adverts materials	16 th - 30 th Nov, 2009	GEPADG, SMC	Expert's computer
	To distribute advert materials	1 st - 6 th Dec, 2009	GEPADG	to hotels and lodges

XI. BUDGET

Activities/ products	Unit price	N. of items	Total price
To collect or harvest construction materials	No cost		
To clear allocated land for office building block	No cost		
To measure perimeters and dig foundations	No cost		
To construct the office building			
Nails 2, 4 and 6 inches	D 80	50 kilos	D 4,000
Other ornamental materials			
Labour cost	No cost		
To install all materials and equipments	No cost		
To identify location of trails and tracks	No cost		
To clear bush to open tracks and trails	No cost		
To build concreted signs for trail interpretation			
bags of cement	D 210	40	D 8,400
Trip of bolders	D 5,000	02	D 10,000
To design a big board with a bird checklist			
Iron rods	D 195	10	D 1,950
Bolders	Already budgeted		
Labour	Free		
Drawing cost			D 7,500
To design leaflets with bird pictures for advert			
Conception fee			D 5,000
Printing fee of leaflets, brochures, posters			D 25,000
To distribute leaflets to hotels, lodges:			
Transport fare	Fuel cost for the	motorbike	D 3,000
To draft TOR Template for research and studies	No cost		
To lobby with international institutes	No cost		
To draw a detailed awareness plan and program	No cost		
To organize awareness programme	No cost		
To invite schools for visit	No cost		
To organize regular guided tours of school pupils	No cost		
To identify camping or picnic areas in the reserve	No cost		
To clear the camping or picnic sites	No cost		
Training and capacity building sessions			D 45,000
Demarcate village rites and cultural sites	No cost		
write all culture and rites informations	No cost		
Build traditional house setting and utensils	Already budgeted		
Total			D 109,850

XII. CONTROL METHOD

a) Marketing control: is a continuous process, which involves measuring and evaluating the result of the strategy put in place and constantly taking corrective measures to ensure that the objectives are fully met. This is also to ensure that basic standard are available and that the provision of quality service is adhered to at all time. Monitoring exercise should be done continually at two levels.

- ✓ Communicating with the villagers to avoid or reduce unnecessary and unwanted impacts; and
- ✓ Communicating with ecotourists to ensure that their expectations have been met and what they suggest to improve the experience for future visitors. Assessment or control method should be used on:

- Revenue collected for a pre-determined period
- Number of visitors
- Feedback from visitors

b) Monitoring & Evaluation

Positive impacts

Impacts	Indicators	Enhancement measures
Increase in the number of activities related to tourism	Number of ongoing activities	Improve implementation whilst consolidating achievements
Increase in revenue collection	Availability of funds for other activities	Good financial management of collected revenues
High number of visitors	List of visitors	Continuous monitoring of market trend

Negative impacts

Impacts	Indicators	Mitigation measures
High number of visitors	List of visitors, pollution	Regulate number of visitor for a define period
Environmental disturbance	Increase in viewing distance	Seasonality for visitors and closing period .
Conflict between users	Complaints, disputes	Sensitization and awareness
Lack of proper customer care service	Dissatisfaction of the clients	Training and capacity building
Cultural erosion	Youth imitating western style, drinking, dress code etc	Sensitization of indigenous culture in the area

Monitoring is a very important aspect in ecotourism development so as to maximize benefits it can deliver. Remember, promoters must rule ecotourism. If not, when ecotourism rules, the potential problems it can create become festering sores.

CONCLUSION AND RECOMMENDATIONS

As the 21st Century unfolds, the further development of the tourism industry globally and nationally has been foreseen as a great source of conservation financing scheme.

In the Gambia, approaches were considered non aggressive compared to other parts of the world. There is great need to be more pragmatic and to emulate the others for better resources protection and conservation. This is a matter of must if we know that our governments allocate very meager resources to cater for wildlife. Tourism and especially ecotourism is the new concept and way to embark on. As it is never too late, this is a proposed stepping stone for a bigger and successful jump towards prosperity.

Even if the objective of this present report is not meant to find ways and means to solve all conservation and management problems of Bolong Fenyo Community Wildlife Reserve, it is possible to initiate debate over the financial sustainability of protected areas in the Gambia and more especially in community owned wildlife reserve. The model of Makasutu Cultural Forest (the only viable example in the country) is to be reciprocated everywhere for the sustainable management of conservation areas in the country. Even though all models have yield positive results but best practices must be emulated.

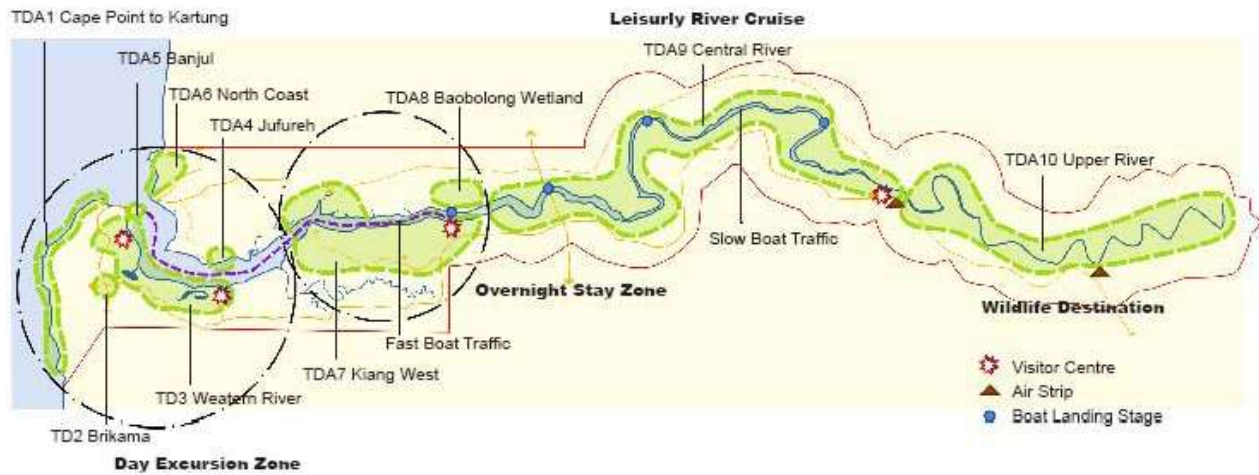
This study has clearly indicated that ecotourism is a potential financial source for development and for bringing tangible benefits to the local people. With these plans, it will now be easier to attract funding for the protection of this magnificent, still relatively unspoilt wetland. We congratulate GEPADG for the work they have managed to achieve so far, and strongly encourage them to move forward from here to deliver the outcomes that they have foreseen! We similarly hope that managers in other parks and reserves home and abroad will consider ecotourism as one of the potentially promising ways to translate the wise use concept into reality!

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Appendix 1: The Ten Tourism Development Areas (TDAs)

Tourism Development Framework



Appendix 2 : eco-tourism Survey Form

BOLONG FENYO COMMUNITY NATURE ESERVE

(Gunjur Village-Kombo south): eco-tourism Survey Form

The Department of Parks and Wildlife Management (DPWM) and the community of Gunjur Village (Kombo South) are promoting Bolong Fenyo (Gunjur Village) as a new eco-tourism destination.

please answer the following questions:

Primary reason for visiting The Gambia: Beach- tourism Eco-tourism other

Did you plan on visiting protected areas before arriving in The Gambia? Yes No

What is your preferred activity in protected areas? Birding Nature Picnic Culture other.....

Would you be interested to visit the Bolong Fenyo Community Nature Reserve? Yes No

Are you willing to have an overnight stay in the area? Yes No

How soon would you like to have a visit in the area? in: 1 month time, 3 months time 6 months time

Please rank according to importance (from important to fair) the following facilities to be provided

Interpretations signs

Trails for birding and spawning areas

Picnic and barbecue shelters and places

Environmental education materials and interpretation (posters, brochures, leaflets...)

Ethnic traditional culture presentations (the village traditional culture: dance, rites,...)

Bar and restaurant (Traditional food and beverage)

How much are you willing to pay to visit the area if all your expectations are met? D.....

Please give your opinion (in few lines) on how we should provide a better service in the area?

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Thank you for your help in improving Biodiversity conservation in the smiling Coast of Africa

Appendix 3: STUDY TERMS OF REFERENCES

MEMOIRE MASTER ON PROTECTED AREA MANAGEMENT

Subject: **Design of a tourism development and market planning for the Bolong Fenyo community wildlife reserve, (Gunjur village).**

Objective:

1. **To assess the potentialities of the Bolong Fenyo Wildlife Community Reserve for sustainable funding opportunities in order to ascertain rational conservation of the area.**
2. **A comprehensive tourism development and market plan document as framework in the implementation of sustainable management of the Bolong Fenyo Community Wildlife reserve.**

Methodology

- ✓ Introduction and induction meetings:
 1. Resource persons at the DPWM and project leaders: the student shall meet the conservation authorities of the country and project leaders to discuss the final modalities of the assignment, clarify the objectives of the study and agree on a modus operandi for the smooth implementation of the study. The occasion will also enable the collection of available tourism development strategy of the country and the Department for bibliographical needs
 2. Gambia Tourism Authority: to collect data on national tourism development strategy for bibliographical needs
 3. Prominent local tour operators: To ascertain the needs of the industry and the clients on tourism and ecotourism products for potential market development purposes.
 4. Gunjur stakeholders (GEPADG, SMC members, VDC members, Chief, Local Community): to collect views and informations of the concerned parties in order to ascertain their willingness to establish ecotourism activities for revenue generation and sustainable management of the BFCWR reserve.
- ✓ Bibliographic research:
 1. the student will visit some eco-tourism ventures (Lamin lodge, Denton Bridge Tanji museum, Makasutu, Toumani Tenda, etc.), and some protected areas (Abuko Nature Reserve, Tanji and Bijol Islands nature reserve, Bijilo Forest park, etc.) in the view of gathering informations on potential tourism products to be offered in the Bolong Fenyo and administer a questionnaire for tenant to fill in.
 2. Literature research at the library and on the internet for other models in the country and the sub-region.
- ✓ Propose a document contents: the student shall present to project leaders a table of contents of the document to be developed and seek review, comments and approval.

- ✓ Elaborate the first draft of the document
- ✓ Present the document for validation: submit a first draft to resource persons at the DPWM and GEPAD for review and comments two weeks before the validation workshop (NB; the validation workshop shall be conveyed by the project on a date to be determined in order to exchange information and validate the report)
- ✓ Submit final document to project leader: 5 hardcopies and 1 softcopy of the final report will be submitted to the project leaders and three copies (hard and soft) to the Zie in Ouagadougou for the student memoir.

Area of Study

The study area: Bolong Fenyo Community Wildlife Reserve, (BFCWR), Gunjur Village

Local counterparts

Counterpart must be identified early on in the project. Proposed is biologist Mawdo Jallow (Head of R&D Unit) and Kebba Bajo, GEPADG ecotourism development officer. These two officers will assist in the collection of data and informations pertaining to the potentiality of the area for ecotourism development and shall be exposed in the methodology utilized

Period	May 4th -8th	May 11th -15th	May 18th -22nd	May 25th -29th
Activities		Arrival of the student in Banjul,	Introduction & induction meetings	Introduction & induction meetings
Period	June 1st-5th	June 8th -12th	June 15th – 19th	June 22nd-26th
Activities	Bibliographic research & doc content proposal	Conduct a Survey	Conduct a survey	Process survey result
Period	July 6th -10th	July 13th -17th	July 20th – 24th	July 27th -31st
Activities	Process survey result	Thesis writing	Thesis Writing	Thesis Writing
Period	August 3rd -7th	August 10th - 14th	August 17th – 21st	August 24th – 28th
Activities	Review of the first draft	Validation of the document	submission of the final document	Departure of the student to Ouaga

Appendix 4 : Checklist of bird species

NO.	NAME OF BIRDS	SCIENTIFIC NAME
1.	Pink-Backed Pelican	Pelecanus Rufescens
2.	Hammer Kop	Scopur Umbretta
3.	Long tailed Cormorant	Phalacrocorax africanus
4.	Cattle egret	Bubulcus Ibis
5.	Squacco Heron	Ardeola Ralloides
6.	Black egret	Egretta Ardesiaca
7.	Western Reef Heron	Egretta Gularis
8.	Little egret	Egretta Garzetta
9.	Great White egret	Egretta Alba
10.	Grey Heron	Ardea Cinerea
11.	Purple Heron	Ardea Pururea
12.	White faced whistling Duck	Dendrocygna Viduata
13.	Osprey	Pandion haliaetus
14.	African Harrier Hawk	Polyboroides typus
15.	Pied Crow	Corvus Albus
16.	Hooded Vulture	Necrosyrtes Monachus
17.	Red Necked Falcon	Falco Chicquera
18.	Double Spurred Francolin	Francolinus bicalcaratus
19.	Spur Winged Plover	Vanellus Spinosus
20.	Wattle Plover	Vanellus Senegallus
21.	Grey Plover	Pluvialis Squatarola
22.	Ringed Plover	Charadrius Hiaticula
23.	Whimbrel	Numenius Phaeopus
24.	Common Green Shank	Tringa Nebularia
25.	Common Sandpiper	Actitis Hypoleucos
26.	Black winged stilt	Himantopus Himantopus
27.	Ruddy Turnstone	Arenaria interpres
28.	Grey Headed gull	Larus Grocephalur
29.	Lesser Black Backed gull	Laris Fuscus
30.	Caspian Tern	Sterna Caspia
31.	Royal Tern	Sterna Matima
32.	Sandwich Tern	Sterna Sandvicensis

33.	Little Tern	Sterna Albifrons
34.	Laughing Dove	Streptopelia Senegalensis
35.	Blue Spotted Wood Dove	Turtur Afer
36.	Red Eyed Dove	Streptopelia Semitorquata
37.	Vinaceous Dove	Streptopelia Vinacea
38.	Piapiac	Ptilostomus Afer
39.	Senegal Coucal	Centropus Senegalensis
40.	Diederik Cuckoo	Chrysococcoyx Caprius
41.	Black Wood Hoopoe	Rhinopomastus Aterrimus
42.	Green Wood Hoopoe	Phoeniculus Purpureus
43.	Malachite King Fisher	Alcedo Cristata
44.	Broad Billed Roller	Eurystomus Glaucurus
45.	Blue Bellied Roller	Coracias Cyanogaster
46.	Little Bee-eater	Merops Pusillus
47.	Senegal Parrot	Poicephalus Senegalus
48.	Violet Turaco	Musophaga Violacea
49.	Western Grey Plaintain Eater	Crinifer Piscator
50.	Yellow Fronted Tinker Bird	Pogoniulus Chrysoconus
51.	Red Billed Horn Bill	Tockus Erythrorhynchus
52.	African Grey Horn Bill	Tockus Nasutus
53.	Grey Wood Pecker	Mesopicos Goertae
54.	Fine Spotted Wood Pecker	Campethera Punctuugera
55.	Crested Lark	Galerida Cristata
56.	Fanti Saw-Wing	Psaldiprocne Obscura
57.	Red Crested Swallow	Thruno Lucida
58.	African Golden Onole	Oriolus Auratus
59.	Fork Tailed Drongo	Dicrurus Adsimilis
60.	Common Bulbul	Pycnonotus Barbatus
61.	Brown Babbler	Turdoides Plebejus
62.	Tawny Flanked Prinia	Prinia Subflava
63.	Green Backed Eremomela	Eremomela Pusilla
64.	Grey Backed Cameroptera	Cameroptera Breachyura
65.	Beautiful Sun Bird	Nectarinia Pulchella
66.	Black Crowned Tchagra	Tchagra Senegala
67.	Yellow Crowned Gonolek	Laniarius Barbarus
68.	White Crested Helmet Shrike	Prionops Plumatus

69.	Greater Blue Eared Glossy Starling	Lamprotornis Chalybaeus
70.	Long Tailed Glossy Starling	Lamprotornis Caudatus
71.	Grey Headed Sparrow	Passer Griseur
72.	Northern Red Bishop	Euplectes Franciscanus
73.	Black Winged Red Bishop	Euplectes Hordeaceus
74.	Village Weaver	Ploceus Cucullatus

Appendix 5 : Animal species checklist

NO	NAME	SCIENTIFIC NAME
1	Mudskipper	Porogobius schlegelii
2	The green turtle	Chelonian mydas
3	Fruit bat	Lysonycteris anagolesis smithii
4	Western red colobus	Piliocolobus badius temminckii
5	Calithrix monkey	Chlorocebus sabaesus
6	Senegal bush baby	Galago senegalensis
7	Bush buck	Tragelaphus s. scriptus
8	Red flanked duiker	Cephalophus rufilatus
9	Clawless otter	Aonyx capensis
10	Pardine genet crested	
11	Serval	
12	porcupine	
13	Gambia mongoose	Mungos gambianus
14	Hyena {spotted}	Crocuta crocuta
15	Sun squirrel	Heliosciurus
16	Ground squirrel	Xerus erythropus
17	Cane rat	Thryonomys swinderianus
18	Gambian giant porch rate	Cricetomys gambianus
19	Hare	Lepus saxatilis/orcytolagus cuniculus
20	African rock	
21	Royal pythons	
22	Puff adder	Bitis arietans
23	Spitting cobra	Naja nigricollis
24	African bush snake	Philithamnus semivariatus
25	Black forest cobra	
26	Sand snake	Psammophis sibilans/psammophis rukwae
27	Nile monitor	Varanusn. Niloticus
28	Nile crocodiles	Crocodylus niloticus
29	Leather back	Dermochelys coriacea
30	Red flanked and armetage skink	
31	Skinless and geckoes	
32	Humped back dolphin	Sousa teuzii

33	Bottlenose dolphin	Tursiops truncates
34	Pilot bayde	Globicephala macrohynchus
35	Minke whales	Balaenoptera acutorostrata

Appendix 6: Plant species checklist

NO	NAME	SCIENTIFIC NAME
1	Baobab	Adansonia digitata
2	Rhum palm	Borassus aethiopum
3	Ironwood	Prosopis Africana
4	Winterthron	Acacia albida
5	Mohogany	Khaya senegaleensis
6	Ginger bread plum	Parinari macrophylla
7	Silk cotton	Ceiba pentandra
8	African rosewood	Pterocarpus erinaceus
9	Fara	Piliostigma thonning
10	Kobo	Ficus vogelii
11	Soto	Ficus
12	Jallo	Detarium senegalense
13	Kosito	Dialium guineense
14	Soto-kuro	Ficus capensis
15	Mampato	Parinan excelsa
16	Wolo	Terminalia albida
17	Bembofingo	Lannea microcarpa
18	Bembomso	Lannea velutina
19	Raftia palm	Raphia palma-pinus
20	Oil palm	Elaeis guineense
21	Mimosa	Dychrostachys
22	West African laburnum	Cassia sieberianna
23	Guinea peach	Nauclea latifolia
24	Loust bean	Parokia biglobosa
25	Mandingo kola	Cola cordifoia
26	Black plum	Vitex doniana
27	Kaba	senegalensis
28	Folay	Landolphia heudelafii
29	Cashew	Anacardium occidentale
30	Red mangrove	Rhizophora racemosa
31	White mangrove	Avicenia
32	Thinning polio stigma	Poliostigma
33	Mango	Mangifera indica

**BOLONG FENYO
COMMUNITY
WILDLIFE RESERVE**



GEPADG

GEPADG WISHES TO PROPOSED:

- TRACKS & TRAILS FOR BIRD VIEWING
- PICNIC & CAMPING
- GUNJUR VILLAGE MUSEUM
- CULTURAL DANCE
- TRAIL TO CULTURAL SITES IN THE VILLAGE
- ENVIRONMENT EDUCATION

AND MANY OTHER ECOTOURISM ACTIVITIES



FOR ONLY D100

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IN HEAVEN**

**VISIT BOLONG FENYO
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BIRDS IN HEAVEN AND
SUPPORT COMMUNITY
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PIONEERS**

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THE GAMBIA**

**TEL : 00 220 888 09 86
00 220 995 50 63
e-mail : gepadg@yahoo.com**

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IN HEAVEN**

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VIEWING BIRDS IN HEAVEN

The Bolong Fenyo Community Wildlife Reserve is situated along the Atlantic coast of West Africa, in the Gambia. Located in the village of Gunjur, Kombo South.



In recent years, a shift in the approach to community conservation has been increasingly evident and necessary especially in developing countries where governments' main priorities relate to strengthening the economy and where resources are progressively scarcer. The reserve includes 400 Meters of coastline, open beach.

The Reserve is a roosting and feeding area for terns, gulls and other species. The Bolong Fenyo Community Wildlife Reserve is gazetted in March 2008 and has been under close monitoring as an African Waterfowl Census area since 2000.

The green turtle (*Chelonia mydas*) a nationally threatened species occur within the area and breeds along the coast. For mammal, the following were recorded: Epaulet fruit bats, western red colobus, calithrix monkey, Senegal bush baby, Bush buck, red flanked duiker, clawless otter, pardine crested genet, serval, porcupine, Gambian mongoose, hyena (spotted), Sun squirrel, and ground squirrel, cane rat, Gambian giant porch rat, hare. The following reptiles were also recorded: African rock and royal pythons, Puff adder, spitting cobra, African bush snake, black forest cobra, sand snake, Nile monitor, Nile crocodiles, leatherback and green turtles, chameleon, red flank and armetage skink, skinless and geckoes. For offshore fauna, the humped back and bottle-nose dolphins, pilot, Bayde's and Minke whales occur.

The avi-fauna is probably the most known component of the area. According to Sanyang et al (2006) 74 species of birds from 61 families, were recorded in the reserve .



**Gunjur Environment
Protection and Develop-
ment Group (GEPADG)**

**GUNJUR VILLAGE
KOMBO SOUTH
THE GAMBIA**

**TEL : 00 220 888 09 86
00 220 995 50 63
e-mail : gepadg@yahoo.com**