



National Seminar
**“The Gambia’s tourism sector:
Measuring its value chain and exploiting its potential”**

Programme

23-24 May 2019

Coco Ocean Resort, Bijilo, The Gambia

This seminar is part of the UNCTAD – The Gambia project on services trade in Africa, funded by the United Nations. The project aims at unlocking the potential of services trade of partner countries by increasing capacity to measure the contribution of services to regional value chains and to explore the value added by domestic and foreign firms. In The Gambia the focus is on the tourism sector owing to its strategic relevance to the economy. The national seminar will sensitize key national stakeholders about the importance, tools and their roles in measuring the tourism value chain, and how this supports Gambia’s capacity to design policies which promote a higher degree of integration into regional value chains.

DAY 1 – Thursday, 23 May

9h-9h30 Registration

9h30 -10h Welcome remarks

- Mr. Hamat N.K Bah, Honorable Minister for Tourism and Culture
- Mrs. Cordu L. Jabang-Senghore, Permanent Secretary, Ministry of Tourism and Culture
- Ms. Seraphine Wakana, United Nations Resident Coordinator
- Group photo

10h-11h Introduction – Why this seminar? (Ms. Ya Awa Nyassi, Senior Planner, Ministry of Tourism and Culture; Ms. Claudia Roethlisberger, Project Coordinator, United Nations Conference on Trade and Development)

- The importance of the tourism sector for The Gambia's economy
- The importance of value chains for international trade and better regional and global integration
- Challenge: Measuring value chains

11h – 11h15

Coffee break

11h15 – 12h30

Measuring value chains (Mr. Ali Yedan, Associate Statistician, United Nations Economic Commission for Africa; Mr. Masanneh Ceesay, Senior Labour Statistician and Economist, Gambia Bureau of Statistics;)

- Introduction of quantitative instrument based on input-output tables
- Introduction of qualitative instrument based on enterprise questionnaire
- Examples and illustrations

12h30-13h30

Conditions for success for enterprise questionnaire (Ms. Ya Awa Nyassi, Senior Planner, Ministry of Tourism and Culture; Mr. Masanneh Ceesay, Senior Labour Statistician and Economist, Gambia Bureau of Statistics; collective brainstorming)

- Target value chain: Goods and services consumed by Nigerian tourists and the origin of these goods and services
- Tailoring questionnaire
- Participation of service operators and key stakeholders

13h30 - 14h

Measuring linkages between tourism and creative industries (Ms. Panneh Ngoneh, Tourism Adviser, International Trade Centre)

14h – 14h30

Break

14h30-15h

Next steps (Ms. Ya Awa Nyassi, Senior Planner, Ministry of Tourism and Culture; Ms. Claudia Roethlisberger, Project Coordinator and Economic Affairs Officer, UNCTAD)

- Interview period and sharing of results
- Overview of knowledge sharing platform

15h – 15h15

Closing remarks (Government)

Packed lunches

DAY 2, Friday, 24 May

9h – 9h15	Recap of Day 1 (Ms. Claudia Roethlisberger, Project Coordinator and Economic Affairs Officer, UNCTAD)
9h15 - 10h45	Measuring value chains – Use of input-output tables (Mr. Ali Yedan, Associate Statistician, UNECA) <ul style="list-style-type: none">• Estimating domestic and foreign value added through input-output tables• Quality of data• Interactive discussion
10h45 - 11h	Coffee break
11h – 11h30	Estimating the contribution of tourism to GDP in The Gambia (Mr. Abdou Touray, United Nations Development Programme)
11h30 – 11h45	Training resources (Ms. Claudia Roethlisberger, Project Coordinator and Economic Affairs Officer, UNCTAD) <ul style="list-style-type: none">• Training resources on knowledge sharing platform and UNCTAD Services training course
11h45 - 12h	Closing remarks (Ms. Ya Awa Nyassi, Senior Planner, Ministry of Tourism and Culture, Ms. Claudia Roethlisberger, Project Coordinator and Economic Affairs Officer, UNCTAD) Packed lunches