



aethmic
Associació de turisme sostenible



ITTOG
INSTITUTE OF TRAVEL & TOURISM
OF THE GAMBIA

No women left behind
BUILDING CAPACITY FOR VULNERABLE WOMEN THROUGH RESPONSIBLE
TOURISM IN THE GAMBIA

The project **No women left behind. BUILDING CAPACITY FOR VULNERABLE WOMEN THROUGH RESPONSIBLE TOURISM IN THE GAMBIA** aims to train, capacitate and foster employability of socially excluded women to become responsible and sustainable tourism professionals in The Gambia, while encouraging their human and gender rights. It is aimed at vulnerable women like those returning from immigration, exploited as domestic workers and those that have worked as prostitutes in tourist areas. It foresees to improve their empowerment and entrepreneurship, preventing immigration and promoting their employability and fair work. The Gambia (and the region as a whole) needs local experts to develop a new model of tourism based on the social economy, and respectful for the environment, according to SDGs, local lifestyle and cultural practices, and promote dignity and egalitarianism.

Aethmic of Catalonia and ITTOG of The Gambia, with the collaboration of Women's Initiative of The Gambia manage the project, and have the financial support of the Catalan Agency of Development and Cooperation (ACCD) of the Catalan Government (Generalitat de Catalunya). The Institute of Travel and Tourism of Gambia (ITTOG), referring to the region in the field, leads and manages the design, organization and local promotion of the course, its academic management and coordination of practices. The Ethnic Association of Catalonia is responsible for coordinating the project, providing methodological and logistical support, especially for entrepreneurship, innovation and management models, and is responsible for communication, dissemination and awareness raising activities from Barcelona.

Goals

The general goal of this project is to promote vocational training of women in a situation of social exclusion and their empowerment in civil rights, for their socio-professional insertion as agents of transformation towards a model of responsible and sustainable tourism in Africa, within the framework of the social economy. More specifically, the project will create, organize and establish in The Gambia a training course for 30 vulnerable women. The participants will be trained as independent professionals in the sustainable and responsible tourism (SRT) sector. The project will also empower women on human and gender rights, with a specific new program, and will support their social and labour inclusion with a mentoring program to increase their employability.

Activities

1. Management, Administration, Operation and Continuous Evaluation of the Project

Aethmic and ITTOG will manage and administer the project with a team composed of professionals and experts in the field of cooperation to development, SRT and human and gender rights.

2.1. Identification of needs. Process of participation. Promotion of the project among future rights holders.

Identification, with the support of the academics in ITTOG and members of WIG of the general training needs to be covered by the project, and the potential participants, as well as the general contents of the mentoring and human and gender rights program.

2.2 Design of the Portfolio of the Course.

ITTOG and Aethmic will define the format of the course, in accordance with the needs detected in the previous activity, will define its methodology, curricular contents, evaluation mechanisms and operation, incorporating technological elements and pedagogical innovation. They will establish its operation and administration, the mechanisms of enrolment and graduation.

3. Organization, teaching and evaluation of the theoretical-practical course

- 3.1 Promotion and territorial diffusion of the course
- 3.2 Administration and management: registrations, management and assistance
- 3.3 Inaugural ceremony.
- 3.4 Teaching: face-to-face classes and workshops on
 - Tourism management and responsible tourism training
 - Workshops and practical training activities in cooking and gastronomy and in the elaboration of practices
- 3.5 Tutorials and individualized evaluation
- 3.6 Organization and celebration of the group graduation

4. Creation of a Mentoring and Support Program for Social Integration and a Training Program on Gender, Equal Opportunities for Women, Personal Empowerment and Global Justice

4.1 Personalized mentoring.

ITTOG will offer personalized mentoring to women rights holders participating in the course to culminate their process of empowerment and employability through guidance to individual professional entrepreneurship or jobs in companies in the TRS sector.

4.2 Training on gender and human rights.

With the support of the WIG, a specific training program in human and gender rights, personal empowerment and global justice will be given as part of a complementary module of the course.

5. Visibility of the harmful effects of traditional tourism, especially on the rights and opportunities of disadvantaged women, the environment and the socio-economic model (*EpD activities*)

5.1 Creation of a digital platform to raise awareness of the situation of women's rights in the global tourism sector in Africa, with direct testimonies from the rights holders and results of the Project and Facebook, Instagram and Twitter profiles of the Project

5.2 Realization and circulation of an Exhibition on the violation of women's rights and the solutions provided in the framework of the global tourism activity

5.3 Organization and holding of an International Conference on "Transformation of the tourism sector towards the SDGs. The role of women and other social actors"

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