

Peer2Peer (P2P) International

A pro-activist, impact-oriented and collaborative capacity building approach for inclusive growth



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UNWTO, Government of Jamaica and World Bank Group
**Conference on Jobs and Inclusive Growth:
Partnerships for Sustainable Tourism**

Montego Bay, Jamaica 27-29 November 2017

Conceptual Framework...

- **Tourism Diversification/Development & Sustainability**

- *innovative rural diversification cluster-based approach in regional development, reconciling community development and environmental conservation*
- *modelling, monitoring and evaluation of community based tourism, evaluation of implementation challenges and impacts in rural areas.*
- *rural women empowerment through capacity building and inclusion in tourism value chain (i.e. craft-making, food production, tour-guiding, hospitality)*

- **Authenticity/Transformative/Conscious Travel & Tourism**

- *critical reflections on the values, practices and impact of own research, consultancy and teaching*



Peer2Peer International

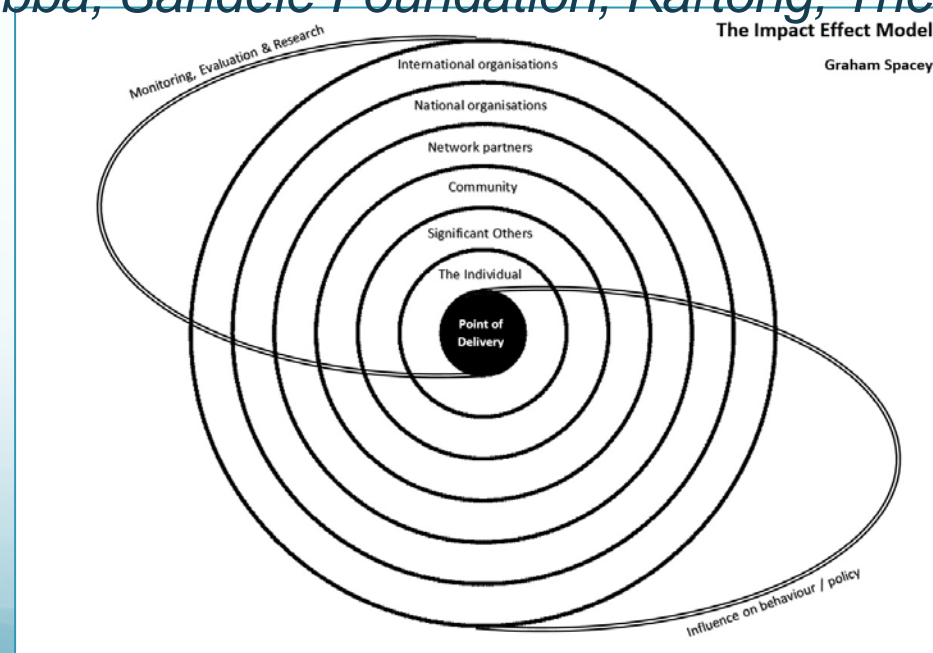
Capacity Building for Job Creation and Inclusive Growth through Niche Tourism in The Gambia

Peer2Peer (P2P) International

Over the past 10 years, there have been a number of micro-enterprises which have emerged and proliferated in our locality. Turtle SOS The Gambia, Sandele Craft Experience, Kartong Riverside and Oyster Processing experience are just few examples...we have managed to grasp the principles of niche business development and we have taken these forward with the help of a number of other educational programmes run following the same principles of P2P International...P2P has had an impact far beyond tourism”



Simon Gibba, Sandele Foundation, Kartong, The Gambia





Transformative/Conscious Travel & Tourism

...sustainability through 'research
led teaching' practices

Development Southern Africa Vol. 27, No. 5, December 2010

Peer-to-peer capacity-building in tourism: Values and experiences of field-based education

Marina Novelli & Peter Burns

Routledge
Taylor & Francis Group

2.17 Peer2Peer (P2P) International:
A transformative educational travel experience

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84 UNWTO • Africa Magazine Report: Malawi tourism

Ensure inclusive and equitable quality
education and promote lifelong learning
opportunities for all

UNWTO • Africa Magazine Report: Malawi tourism

Marina Novelli and Adam Jones, Centre of Sport, Tourism and Leisure
Studies, University of Brighton

Advancing tourism in Africa

€2.7trillion

Turtle SOS
The Gambia

Tourism, Culture and Mobility Strategy Plan
2011-2020