

Mapping The Gambia's Cultural Heritage

Interim Report of Data and Summary Analysis



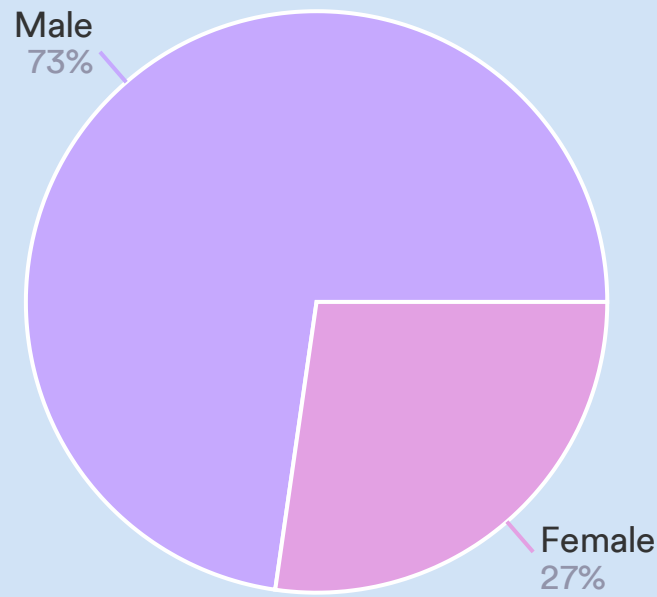
HERITAGE

THE HERITAGE MANAGEMENT ORGANIZATION

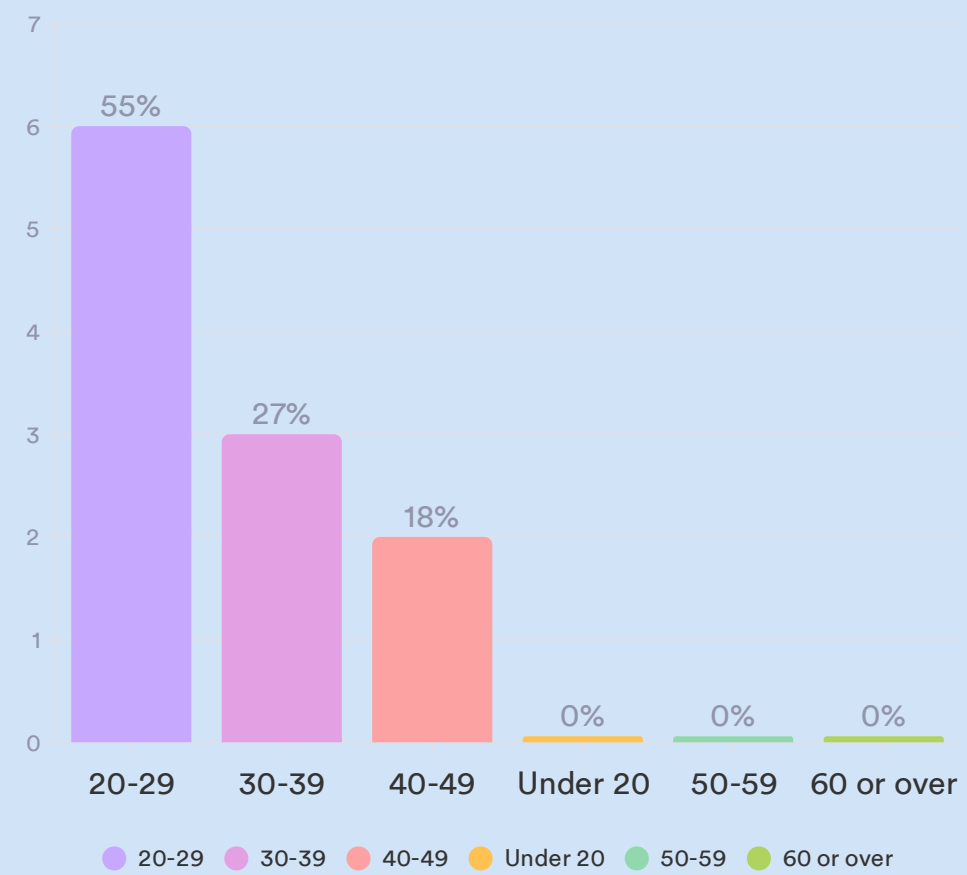


United Nations
Economic Commission for Africa

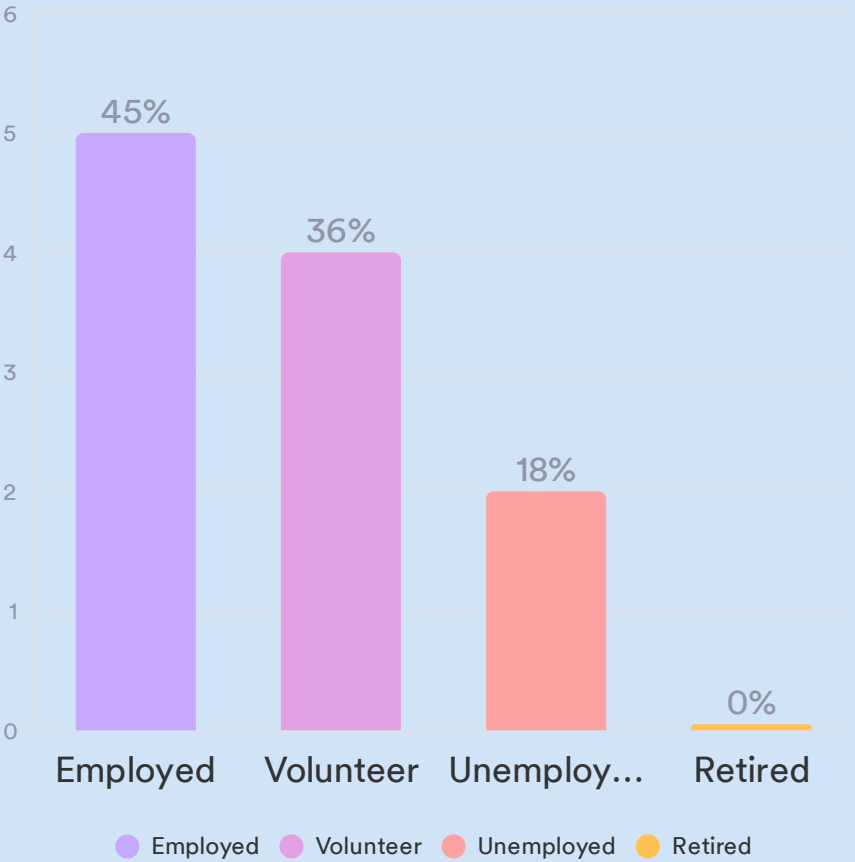
Gender representation of the respondents



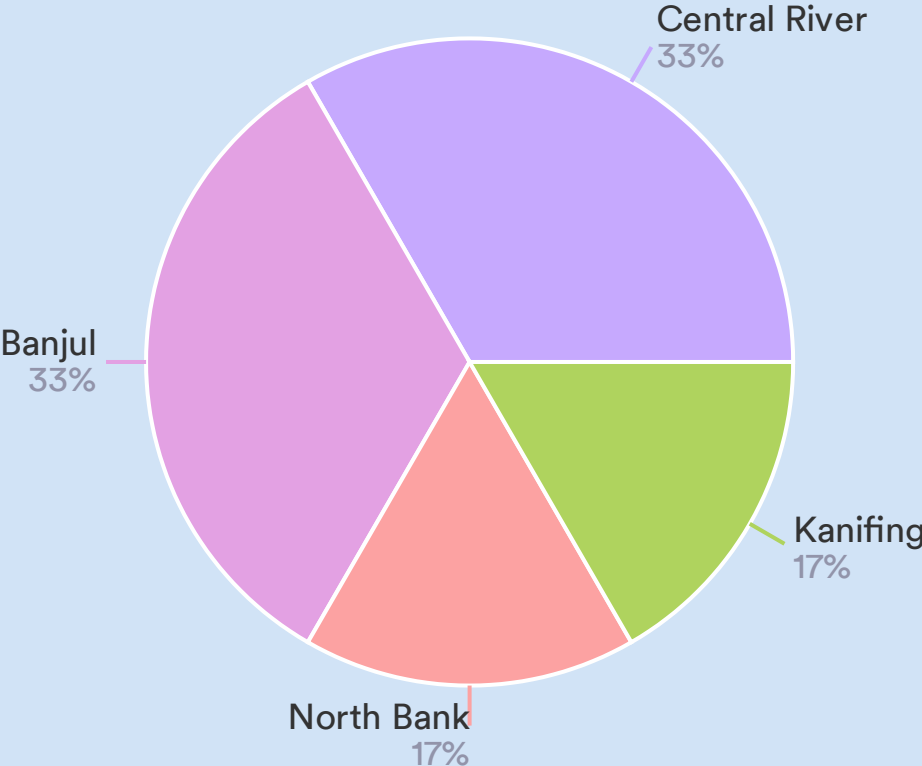
Age groups representation of the respondents



Current work status of the respondents



Respondents location by region

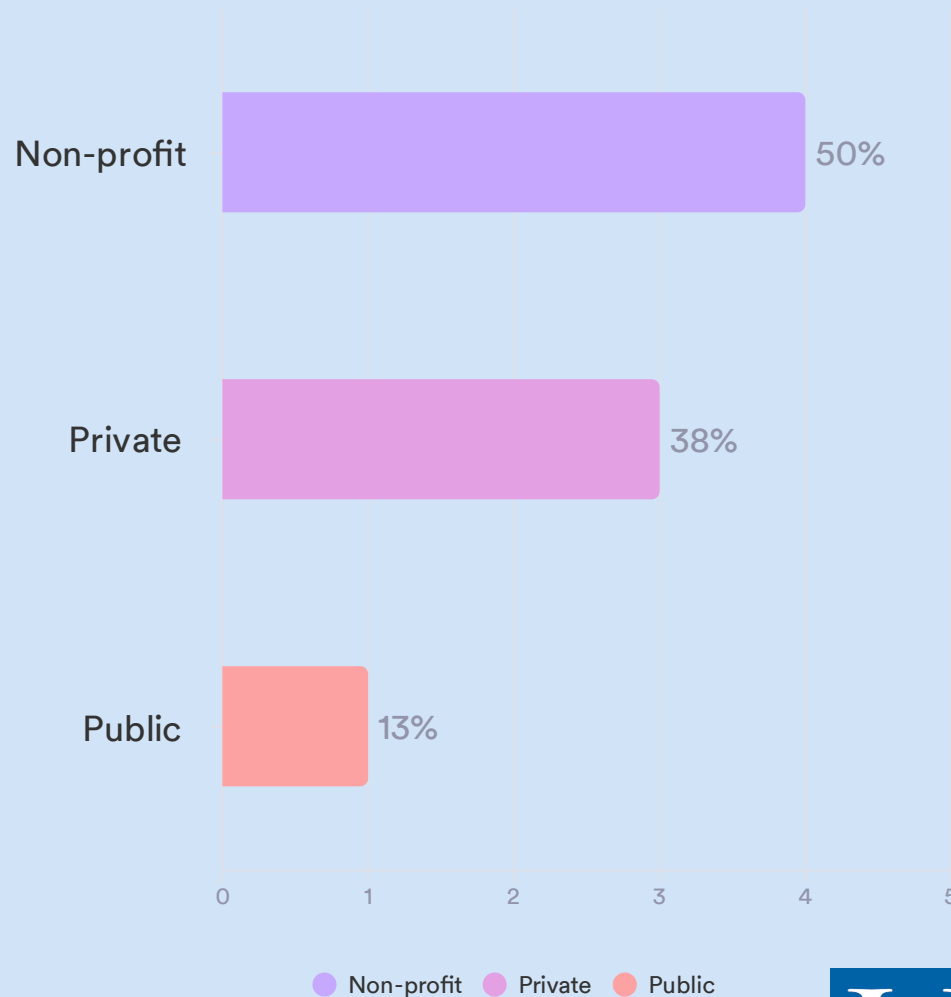


Organizations of the respondents

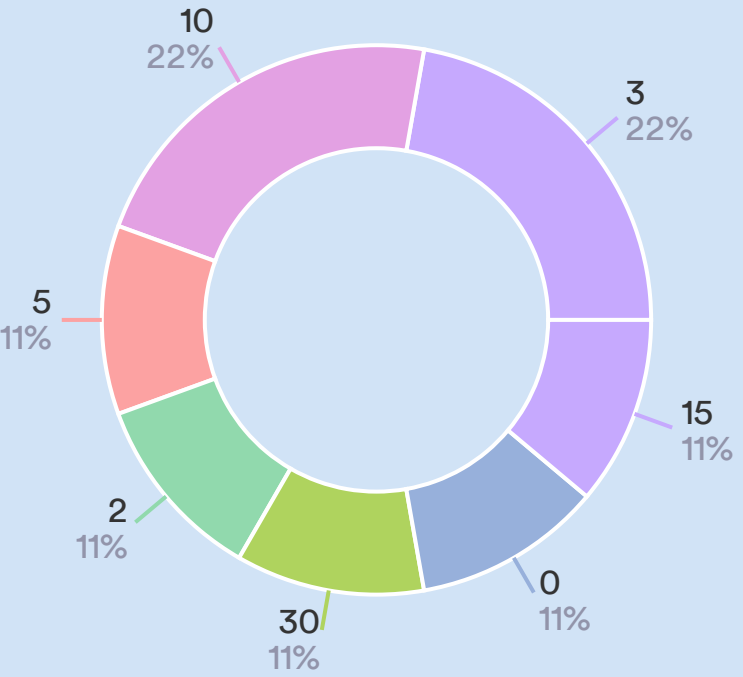
Data
Janjanbureh Kankurang Festival
NCAC
Fort Bullen Festival
Just Act Gambia
Chamber of Commerce of Gambia
Gambia tourism and hospitality institute
Smilingsafaris
Oral history division of The Gambia
Brufut marathon association
Gambia Wrestling association
Loud Media

Subscript: Some of the individual respondents are occupying positions in more than one of the aforementioned organizations

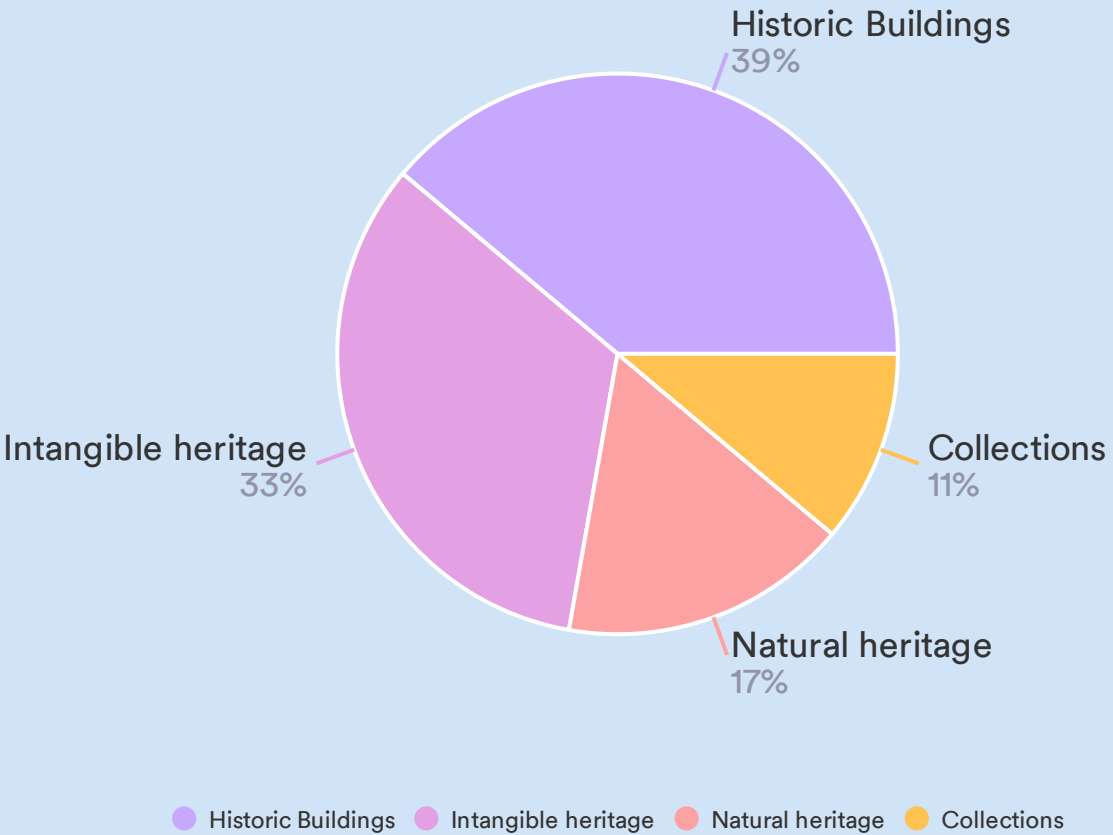
Type of respondent organizations



Years of working experience of the respondents

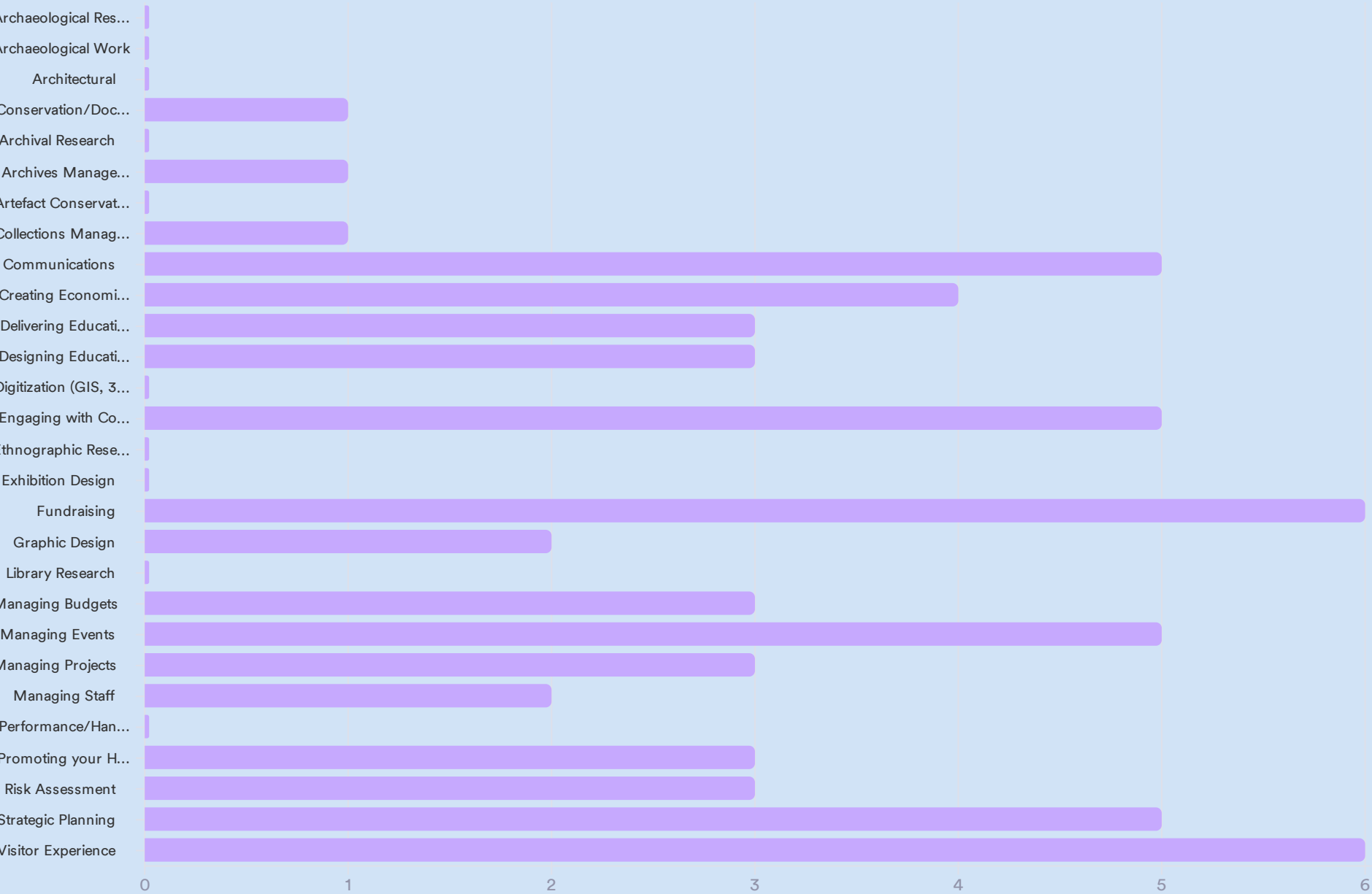


Types of Heritage represented



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Analytical table of the tasks and responsibilities of the respondents in their current positions.

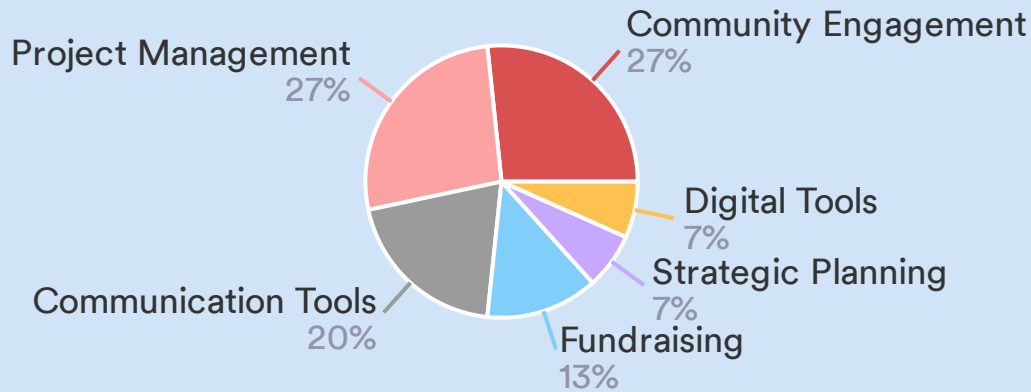


● I am responsible for (tick as many as apply)

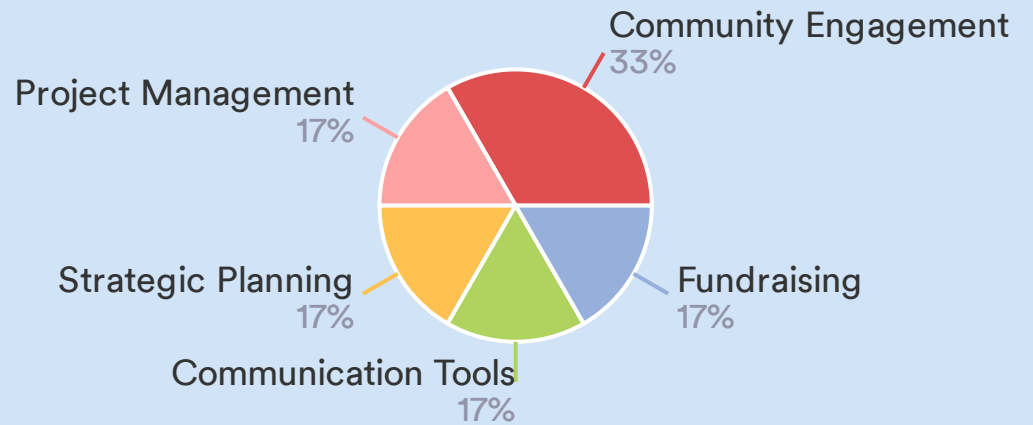


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Individual survey forms/training needs interim evaluation



Organizational survey forms/ training needs interim evaluation



Subscript: The questionnaire surveys is a dynamic process and therefore the representation of the results in this report are in continuous formation.

Training preferences stated during the interview process

Hassoum	Ceesay	NCAC	Community Engagement
Sheikh Omar	Jallow	NCAC	Community Engagement
Katrin	Pfeiffer	Hamburg Univeristy	Project Management
Ebrahima	Jammeh	NCAC	Community Engagement
Lamin	Yarbo	Independent	Communication Tools
Alieu	Secka	Chamber of Commerce	Strategic Planning
Raimund	Moser	ITC	Project Management
Bala	Saho	Oral history division in The Gaml	Community Engagement
Baba	Ceesay	NCAC	Community Engagement
Red	Tobin	Foreign aid to the Gambia	Community Engagement
Liza	Gijanto	St Mary's College of Maryland	Project Management
Omar Jetto	Jammeh	Just Act Gambia	Community Engagement
Ebrima	Suwareh	Gambia Wrestling Association	Community Engagement
Aba	Hydara	Fort Bullen Festival	Community Engagement



Sample Comments

Semi-structured interviews' comments

"Decentralization in this country is never given much attention. Communities need support and connections between them to protect heritage". Omar

"Community engagement is mostly widely inclusive and empowering". Aba

Sample further notes on the questionnaires

Data

Capacity is very low among community members. Community engagement is a need to transform our long neglected communities

This part my organization need more training in other have a better idea on how to manage project on the area heritage , culture activities within the festival periods

This is a great survey to help design, the sites and build peoples capacity in what the're doing to unlock the potential and i will be very happy to be part of this great initiative. Thank you

Your initiatives are so empowering. Community based tourism needs further support

I'm glad to see progress of youth in the Gambia who are really ready to work but need fund to build up our skill,. I as a professional cookery student recommend such institution to be supported. Thank you



Summary Analysis

Preliminary analysis of the results collected from the individual and organizational questionnaire survey forms as well as a plethora of one-to-one semi-structured interviews, clearly pinpoint a direct need for customized training.

It is evident from the preliminary report that there is a rather active participation of young individuals in community-based actions, like festivals, events, and touristic endeavors. Non-profit organizations and private enterprises are more involved in the heritage sector, to support, maintain and develop it. Intangible heritage and historic buildings are in the focus of attention, and it has been multiple times supported in the interviews with heritage stakeholders that there is a need for attention to oral heritage. In addition, it has been clearly stated that in order to support actions of preserving and enhancing the aforementioned areas, the engagement of local communities is of substantial value. Heritage community does not necessarily coincide with the local community creating disparity and communication gaps.

Individuals in their positions are highly multitasking, particularly focusing on the areas of community engagement, fundraising, communications, strategic planning, events, and visitor experience. There is a lack of formal training in those areas according to their verbal statements, and substantive support in those areas is highly appreciated and necessitated.

In conclusion, stemming from this interim report, the general highlighted areas for targeted training include Community Engagement, Project Management, and Communications. Interestingly, the heritage stakeholders' interviews survey reveals that important stakeholders are urgently seeking Community Engagement training, which has been identified as a first essential step for their work. Finally, this find has been concurred both by the unstructured senior stakeholders' interviews as well as the questionnaires of senior staff that responded to individual forms' surveys.

Therefore, based on those results we highly recommend tailored training in **Community Engagement for The Gambia**.



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