

The Philippines is a country in Asia and is made up of over 7000 islands. The Philippine government has a vision for developing a highly competitive and environmentally sustainable tourism industry that is focused on creating growth both economically and socially.

The main reason for visiting the Philippines is for leisure purposes at 56.37%, this is mainly for beach holidays and other nature-based activities. The second most common reason is for visiting friends and relatives at 8.80%. The third is for business at 7.59%. Other reasons given for travelling to the Philippines were education purposes, attendance at conventions and incentive meetings and medical reasons.

The latest government tourism development plan for the Philippines recommends expansion of tourism provision by encouraging development of the following categories:

- cruise and nautical
- nature-based including adventure
- cultural
- sun and beach
- leisure and entertainment
- MICE
- health, wellness and retirement
- diving and marine sports.

Currently there are 4.7 million tourism workers in the Philippines which represents 12.4% of total employment. It is hoped by expanding tourism provision that employment will increase in tourism-related industries.

Fig. 1.1

Tourism in The Gambia

The Gambia is one of the smallest countries in West Africa. The country is divided horizontally by the River Gambia and the total land area is 11 295 square km, 50% of which is used for farming.

- The Gambia has one of the world's highest emigration rates (Gambians leaving the country to live abroad).
- Tourism accounts for more than 20% of the country's GDP and is a growing source of employment.
- Most of the 162 000 tourists who visited The Gambia in 2017 were Europeans.
- Most tourists booked trips with tour operators, meaning much of the money did not stay in The Gambia.
- The government hopes to prevent tourism leakage by attracting more African tourists and by encouraging the creation of more local businesses.

Back to Nature Reserve in The Gambia.

The Back to Nature Reserve is in the Makasutu Forest in The Gambia. In the forest are the Mandina Lodges, which offer complete peace and tranquillity amongst the mangrove trees. There are many opportunities for tourists to bird and nature watch and see monkeys swinging through the trees.

The nine beautifully designed lodges are connected by wooden walkways. Tourists can visit the local craft markets where they can buy carved wooden masks, bowls and animals, colourful textiles and clothing, jewellery and many other souvenirs. Tourists can also try local food such as Chicken Yassa, rice dishes and salad, as well as fried fish plus tapalapa, a local bread.

Fig. 2.1

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