

African Tourism Meeting Opens In Banjul

19 May, 2010 06:10:00

According to state media, monitored in Banjul, a four-day Africa Travel Association (ATA) 2010 World Congress opened Monday 17th May at the Sheraton Resort Hotel in Brufut. The congress was reported to have brought together more than 300 travel experts and industry professionals, including tourism ministers, tourism board heads, travel agents and tour operators who specialize in the Africa Market, airline representatives, trade, media and hoteliers, hospitality, tourism and African studies faculty and students from Africa, Asia, Europe and America. The report stated that it is the aim of organizers to engage international delegates in discussions on a broad range of industry topics, such as marketing and branding, niche markets and emergent trends, responsible tourism, sustainable travel and hospitality education amongst other things.

Delegates are also expected to explore leading sites in The Gambia, including the Roots Heritage Tour and the world renowned Mandina Eco-Tourism Lodge in the Makasutu Forest. Declaring the congress open on behalf of the Gambian leader, VP Aja Isatou Njie-Saidy, expressed Gambia government's aim to serve as a source of strength for growth, development, unity, peace and preservation of the fauna and flora and rich cultural diversity. She expressed confidence that the forum would not only be successful but also accord The Gambia the opportunity of exposure.

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