

SUPPORT PLAN FOR WORK OF VOLUNTEERS AT ITTOG 2018-2019

This plan describes ways in which volunteers can help this project to develop their aims and goals.

Comments are based on the work of volunteers in the period up to December 2017, and are derived from questionnaires completed by the projects and reports written by the volunteers. New aims and actions, if any, are shown in green and these have either been identified from requests made by the projects or have arisen from the work done by volunteers. Any completed aims or actions are shown in blue.

AIMS	ACTIONS AND COMMENTS
<p>1. To help students at ITTOG understand how the tourism industry operates</p>	<ul style="list-style-type: none"> • Some volunteers have talked to students about their jobs to provide personal experiences of working in the tourism industry. Future volunteers could continue to provide first-hand information to students considering employment in this sector. • Some volunteers have delivered lessons to the travel and tourism students on aspects such as the practicalities of working in the tourism industry. Future volunteers could also make use of their knowledge and experience to deliver similar lessons. • One volunteer used her expertise to provide training in IT which helped the students achieve success in their exams. Future volunteers may be able to use their specific subject knowledge in a similar way. • One volunteer planned and delivered a lesson for the students on international tourism, focusing on the impact of tourism on heritage sites, and the challenges this provides for those working in the tourism industry. Future volunteers could use their own knowledge and experience to deliver similar lessons.

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	<ul style="list-style-type: none">• Volunteers could help to develop the institute's resources by providing case studies about their experiences of the tourist industry which could be used in future years by ITTOG staff. Some volunteers have left teaching resources they produced at ITTOG and future volunteers could add to these. One volunteer produced a training guide for students which they are continuing to use and find very helpful.• Volunteers with appropriate experience may be able to provide specialist training in an aspect of the tourist industry, for example IATA certification
2. To help students understand the practicalities of running a tourism business	<ul style="list-style-type: none">• Volunteers could organise trips for the students to local hotels and tourist attractions to demonstrate the workings of the tourism industry. They would need to use their financial contributions or help the students raise money to fund this.• Volunteers could help students to develop their own business plans for an aspect of the tourism industry. They could deliver lessons on what a good business plan should look like and work with groups of students to help them develop their initial ideas. Some volunteers have helped to review business plans which the students have already produced.• Volunteers who come to ITTOG in the second half of the year could work with the young people who have just left ITTOG and have won funding to establish their own business linked to the tourism sector. They could help to evaluate their plans and present ideas for the establishment and further development of the business. As courses at ITTOG have developed in a different direction, this is no longer offered.• Volunteers could help students belonging to the Ecotourism Society of The Gambia with events planning, business skills, social media operations for businesses, book keeping etc.

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<p>3. To help ITTOG to evaluate the training they provide</p>	<ul style="list-style-type: none"> • One volunteer conducted research into the training courses provided by ITTOG for local businesses which are members of ASSET (Association of Small-Scale Enterprises in Tourism), interviewing course participants across the country and collating information from questionnaires. Future volunteers may be able to contribute to similar training courses and/or research projects, if and when appropriate to local needs.
<p>4. To help build the capacity of the teaching and support staff at ITTOG</p>	<ul style="list-style-type: none"> • Volunteers could work with staff to develop course materials and teaching strategies for their courses. • Volunteers could work alongside staff to prepare and deliver training to local businesses. • Volunteers with appropriate technical skills could work alongside the computer technician to provide advice and training in aspects such as maintenance procedures and purchasing new hardware. • Volunteers with experience in the hospitality industry, particularly food and cookery, would be welcomed to improve the capacity of trainers.
<p>5. To support staff and students in the development of new initiatives in responsible tourism (for example the development of community responsibility strategies).</p>	<ul style="list-style-type: none"> • Volunteers could work alongside students to help them evaluate the potential for responsible tourism within the community. • Volunteers could help students to develop research skills and methods of stakeholder consultation. • Volunteers could help students to devise the strategies necessary to implement new initiatives inclusively and successfully.
<p>6. To help ITTOG with fund raising initiatives</p>	<ul style="list-style-type: none"> • Volunteers could help with fund raising activities that the Institute is planning to start in 2016