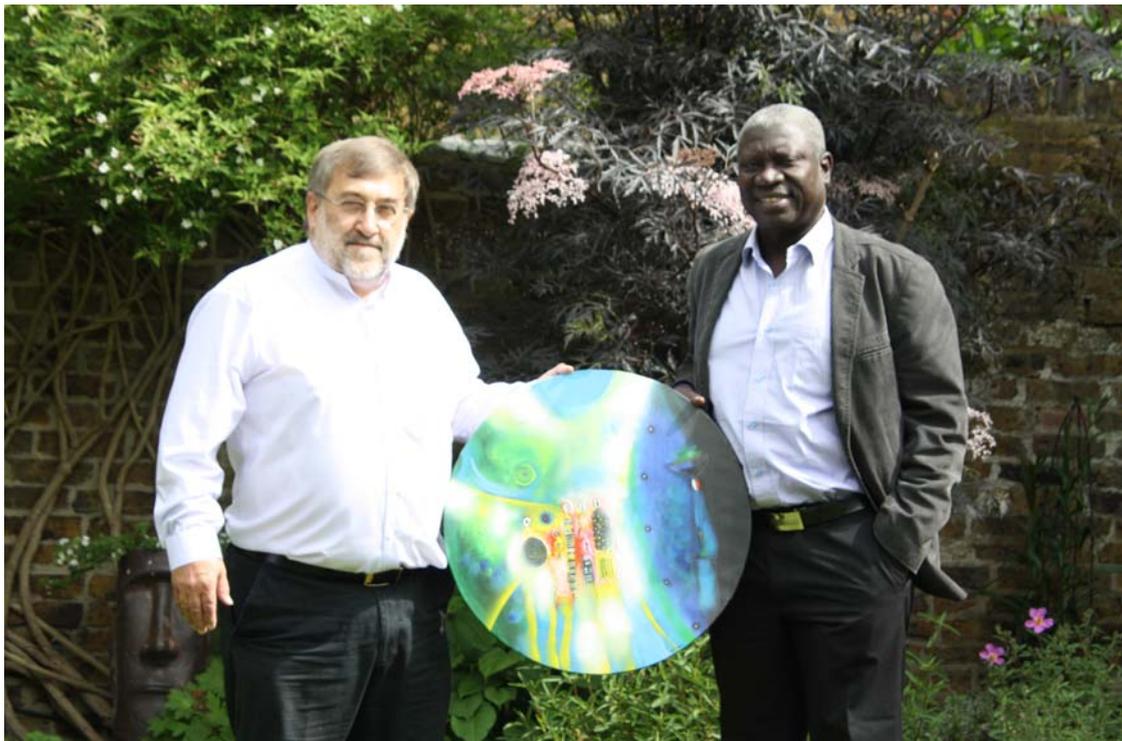


60 years young

**Happy Birthday
Adama**



The Adama Bah story.

I have known Adama Bah for over 34 years now and he has been my associate in many tourism projects and I have never regretted knowing him and working with him over the years.

Adama and I with a few friends founded Tourism Concern, ASSET and now The Institute of Travel and Tourism of The Gambia.

Adama is a missionary, visionary and a diplomat. He does not have time for himself but find time for other people business. He is a person who believes in people's development and society at large.

Adama shares whatever he has with the poor and needy and always ends up having nothing for himself. He always shares his brilliant ideas with those who care to listen. He is a good listener and never claims to know it all, but yet he has a lot to offer with pleasure.

His vision for tourism is always top on his daily agenda and strongly believes in the promotion of both responsible and sustainable tourism which he is known for all over the world.

Adama respects his culture which has strong family values which he always promotes. He cherishes and adores his lovely family.

His admirable wife Lisson must have seen these good qualities in him and agreed to marry such an enviable man.

I and the entire ITTOG staff wish Adam and happy and blessed 60th birthday with wishes for long life, peace, progress and prosperity.

Sheikh Tejan Nyang, A trusted friend and partner.

I remember, as if yesterday, Charles Jarra introducing you to me in Roehampton all those years ago when you had come to the UK to argue for the Foreign Office advisory to be lifted on The Gambia. It was the beginning of a fruitful, creative and important working relationship for both of us. Gambia Tourism Concern and Asset were the beginning of a transformation that you have used indefatigably to bring about change. No wonder you're now grey-of-hair!

We're both twenty years older now - but I know you'll manage the Big Sixty with the same aplomb as I've seen you handle everything else. Have lots of fun and hey - find time to relax! A Big Hug, Tricia

Dear Adama,

From a quick meeting in the Thomas Cook office in The Gambia 5 years ago, who'd have thought it would have led to the projects and activities that we're now working on together! It's been an absolute privilege for me to work with you during this time and to see how our joint efforts are making such a difference.

I hope that you can celebrate your 60th birthday with lots of lovely memories of all the things that you've achieved both professionally and personally.

I do hope we continue to be colleagues and friends.

With lots of love, Jo xxx

Happy 60th Birthday Adama - you are living proof that age is just a number! It is a pleasure knowing and working with you - being around you is something I always find inspiring but even more importantly fun. Have a great day! Simon Pickup

Happy Birthday and Congratulations on your 60th. Now you are an 'elder' as well as the 'leader' you have always been. You are an inspiration to many people here in the UK and beyond - because you get on with what needs to be done, working hard, trying new things, changing lives - making a difference and better places to live and visit. Enjoy your celebrations of life. John de Vial



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www.artforum.info/adamabah.html

Calm, integrity, diplomacy, pragmatism and loyalty to the principles of justice; Adama oozes these from every pore. One of the most inspiring people I've ever met. He shared and passed on the love of his country to me and I've learned so much from him over the years, particularly how to, and how not to, handle cultural differences. Thank you Adama and a very happy birthday. I know this affection and attention from so many of your friends will all make you squirm! But you'll live!

Much love from Fran xx

Adama - thanks for introducing me to the great work of ICRT West Africa.

Best Wishes Simon Woodward

Mr. Adama Bah is a role model to me he is honest man. A great communicator, enthusiastic, hardworking and inspiration man, it has been a pleasure working with and listening to Adama Bah's ideas. He likes to work with the communities and to improve their life.

Modou Ndimbalan.

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Many congratulations on your 60th birthday, Adama.

To mark the occasion, the team at The Travel Foundation is sending you our very best wishes and a few pics to remind you of the years we have worked together.

Your contribution towards creating a more sustainable future for those who work in and on the fringes of tourism in the Gambia is immense. When I first met you there in 1995 you were already driving the agenda and your achievements since then have been huge. I'm sure I am not alone in holding the view that without you, Adama, the many initiatives - award winning and other - to develop more sustainable tourism in the Gambia would not have happened. You are central to it all and those of us trying to support this work from overseas rely on your absolute commitment, passion and tireless willingness to keep trying new approaches until something works. Thank you!

It has been and continues to be a pleasure to work together, Adama. Here's to the next chapter.

With warmest wishes,

Sue and all the team at The Travel Foundation



Adama has been an invaluable part of the Travel Foundation team in the Gambia for a number of years now. He has been instrumental in the success of numerous projects including Roots and GIG and has gained the respect and admiration of many in the process. He is one of those rare and special people who teaches and inspires others with his wisdom and warmth and we count ourselves lucky to have him as a colleague.

It is with much anticipation that we look to working with Adama in the future on the next phase of exciting and life changing projects.

Salli Felton, Head of Programmes

I've known Adama for the past 3 years and first met him at an annual Travel Foundation Programme's Managers Meeting. Adama was very integral in welcoming me as part of the TF overseas team. Adama has a wealth of knowledge regarding the travel industry and the work that he's doing in the Gambia and is always so willing to share ideas with the rest of the team. He has been a great source of encouragement to me whenever we've met. Happy Birthday Adama, I wish you all the best on this new milestone. They say that 60 is the new 40. So happy 40th again! All the best - Charmaine

Charmaine Sealey, Project Manager, Caribbean

"Well I have the opportunity to meet with Adama Bah during the meetings with Travel Foundation and I was always impressed with his professionalism and also of his love of what he was doing and the enthusiasm when he was talking about his country. I wish him happy birthday and many more productive years because the sustainable community needs him ! "

Philippos P. Drousiotis, Chairman, CSTI



Congratulations on making it to the big 60! I have to admit that for a minute watching you hurl yourself from the ferry into the sea below, breaking your arm in the meantime, it was a close call. We nearly both got squashed beneath that lorry.

Glad you made it and what an inspiration you are, not only in your work but as an amazing family man- committed to your beautiful wife and all the children around you.

Enjoy your celebrations! Love Rachel, Rachel James Programmes Officer

Dear Adama,

Very pleased to meet you in UK in last May. Wish you a very Happy Birthday and a healthy life!

Sema Atay,, Taste of Fettiye project, Turkey

Adama Bah is the inspiration that made me believe during the seven years I worked with him at ASSET that those little sustainable initiatives can have a positive impact in the lives of so many people and their businesses in The Gambia. Adama's most popular phrases I will always remember are:

"The membership of ASSET is so complex that if we (ASSET) do not help our members nobody will"

"When working with the local communities, we should always allow them to take the lead and we follow"

"The only satisfaction I get in working with the communities is not monetary but rather to see that I have contributed in improving their lives"



Photo of craft works by children in the village of Juffureh, one of the most popular tourist attractions in The Gambia, after Adama in collaboration with the Travel Foundation UK had initiated the establishment of a children's centre in 2010 to help occupy children with meaningful and educational activities, as opposed to the begging and hassling the tourists.

Daouda Niang



I met Adama at a people and places get together a few years ago, and worked in The Gambia with GIG last August. One of the attached pics shows him holding a cashew nut, he helped plant the trees three years previously and was very proud of the fruits of his labours!

Nigel Pegler

Adama is a very special man - his insight and guidance in the community work we do together is very important to me personally and people and places in general. These are some words that come to mind when I am asked to describe Adama, tireless advocate for those less fortunate, humanity, humility, entrepreneur, trail blazer, realist and mentor. I am very blessed to count him as a colleague and a friend. Sallie Grayson

"Adama was a great host during our trip to the Gambia, his relaxed and informal style helped us ease into the country much quicker than perhaps we would have done otherwise. Have a great birthday and save me a slice of cake. Steve Barnes - ABTA"

Adama is a very good friend when you're sick in a foreign country, needing a doctor, pharmacist and medicine, but daren't leave your room. He always has time to help find the person or service you need to get a job done. There are only a very few people in the Gambia who don't know Adama and respect him greatly. He is also a very good host when out socialising. From Yvonne Coulson (in the Gambia Jan /Feb 2011 and also Feb/ March 2012

It is individuals who change tourism and Adama has achieved more change than most. The impact of his work has spread well beyond The Gambia, Adama has been an important contributor to the International Conferences on Responsible Tourism in Destination. I am proud to count Adama as one of my closest friends, he has been an inspiration to me and to many others in the Responsible Tourism Movement of which he is a leader.

Like so many others I have learned from, and with, Adama. As Adama turned 60 in July 2012 it seemed appropriate to establish this web page to celebrate his contribution and to say thank you.

Harold





To my dear friend (and business partner) on the occasion of your 60th birthday ... thank you ... for helping me to better understand and appreciate our cultural differences and shared values; for being patient with me; for being my friend ... and for being kind enough to dance with me !!!

I look forward to knowing you and learning from you for many years to come!

Happy Birthday, Adama. With Love,
Kate xoxoxo

Happy 60th Birthday Adama

To my father,

You have been an inspiration to me ever since I can remember.

You thought me to be strong, dignified, honest and above all you thought me to believe in what is right. You always put others before you and consider the right thing in everything you do.

Which is why you believe in doing what you are good at... Tourism.. Enlightening the travellers of tomorrow the right way!

Your commitment to Responsible Tourism is a manifestation of your honesty and humility.

You inspired me to pursue my MSc in Responsible Tourism and so far it has been the most remarkable journey I have been on.

I want you to know that you have been an amazing mentor, a phenomenal teacher and above all the best dad anyone can ever ask for. For that I will always be thankful. For obvious reasons I cannot be there while you read this- but I know are pleased I just made you a grandpa.