

**LIGURIA REGION AND THE KIP INTERNATIONAL SCHOOL:  
PARTNERS OF THE CIDES SALOUM IN THE REFLECTION ABOUT  
SUSTAINABLE TOURISM IN THE SINE SALOUM (SENEGAL)**

The final workshop of this first phase of reflection and writing of a document about integrated tourism in the Pole of Sine Saloum (Senegal) was held on January 24, 2018 at the Hotel Relais in Kaolack, led by the CIDES Saloum and elaborated together with public and private actors of the sector. This was the last activity of a series of meetings financed by the Liguria Region (Italy) through the Universitas Program of the KIP International School (KIP IS) and is the continuation of the work done during the programs: CIDEL of the Ministry of Territorial Governance, Development and Territorial Planning (MGTDAT) and PIDES of the Ministry of Women, Family and Gender (MFFG), both funded by the Italian Cooperation and implemented with the technical and methodological support of KIP IS.



This process was technically supported by the tourism policy sector of Liguria Region and the University of Genoa, and, importantly, has contributed to strengthening the awareness of local actors to the issue of sustainable and integrated tourism for the development of their territory. Participants gathered around the same table to discuss 4 main topics: tourism products and networks, education and training, promotion and communication, as well as the identification of strategic projects and fundraising. Moreover, they discussed: the

possibility of creating employment - as foreseen in the Emerging Senegal Plan (PSE); the promotion of local resources, in line with the value chain strategy implemented by CIDES; the differentiation of tourist itineraries (religious, cultural, sports, etc.) that would allow both natives and foreigners to take advantage of the treasures of this country.

The atelier, opened by the Governor of the Kaolack Region, saw the participation of public and private actors from the three regions (Kaolack, Kaffrine and Fatick) operating in the tourism sector such as: departmental councils, regional tourism services, chambers of commerce, hoteliers, tourist operators and promoters, cultural actors, young people and other partners. The strategic importance of this activity consists in the merging of the three regions, through an idea of a "pole" that legally does not exist yet but which is strongly linked to the socio-economic development of the three regions themselves.

The session was opened by the CIDES Saloum team, who recalled the creation and functions of the Center, the objectives of the work done and the importance of creating a sustainability strategy as indicated in the action research supported by the KIP International School.



Following the introduction, the draft of the document on Tourism - previously sent to all participants – was presented; this allowed a broader debate among the different actors regarding the strengths and weaknesses of the intervention and a deeper exchange

regarding the modification to be made to the document itself. In fact, during the week before the event, the Director of CIDES met some international donors present in Dakar to share with them the document, invite them to Kaolack and propose partnerships according to their sector of intervention.

The most debated issues concern:

1. The scarcity of statistical data and the need for its continual updating;
2. The centrality of an effective and differentiated communication strategy according to the potential client;
3. The conception of concrete and strategic projects related to the tourism sector and linked to the broader development of the territory;
4. The fundamental importance of the joint drafting of this document, by local actors.

By the end of February 2018, once the feedback from all the participants has been received, the CIDES and its partners will use this valuable tool for drafting potential projects to be submitted to international donors for possible funding.

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