

Launch of a participatory action-research for the definition of a plan for sustainable tourism in Kaolack Region (Senegal), in collaboration with Liguria Region (Italy)



Following the conclusions of the first national edition of the Summer School held in Kaolack in June 2015, two experts of the Liguria Region, Anna Cossetta (Genoa University) and Michele Pagani (Tourism Sector, Liguria Region), returned to Senegal from the 14th to the 23rd of November 2015 to examine, with local actors, the feasibility and the modalities for the development of a participatory plan of integrated tourism.

The mission began with a visit to the delta of the Sine Saloum, an important tourist pole, part of the natural region of the delta of the river Saloum, which comprehends two regions: Fatick and Kaolack. Then, a day of visits to local authorities was organized, in preparation of a series of more technical meetings. The group encountered the elected representatives of the Departments of Nioro du Rip and Kaolack, and the decentralised services of the areas, in particular the regional tourist service, the chamber of commerce and the chambers of handicrafts and trades, representatives of the hotel sector of the Department of Kaolack, the regional culture centre and the actors of the cultural sector.



Each meeting was informal, to give the actors the freedom to express themselves and to collect their points of view and important information on the real situation of tourism in the region. After meeting individually the different categories involved, the next day in Kaolack a final workshop brought together all the actors consulted during the previous days.



During this workshop, the Italian experts introduced the issue of tourism with a presentation of the approach to development focusing on integrated tourism and on the participatory methodology used in this process. Later, the participants started a *SWOT- Strengths, Weaknesses, Opportunities, Threats* analysis of the region, from the tourist point of view, and the Italian experts presented a possible scheme for the organization of the work to do, in order to elaborate a participatory plan for integrated tourism.

The scheme proposed includes the organization of thematic tables that will involve all the actors of the tourist sector.

