



Senegal Action Plan

Cultural Heritage & Sustainable Tourism TDD
Tokyo, Kyoto - Japan
June 11-15, 2018



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WORLD BANK GROUP
Social, Urban, Rural & Resilience

SENEGAL Key Takeaways from TDD

1. **Holistic vision** (patrimonies/ urbanization, and sustainable tourism)
2. If you think that **Building a consensus** is a wasting time, try conflict !
3. Saint-Louis is not Kyoto but both are former capital of their country with an important cultural heritage : **Facing the same issues but solutions to be adapted to the local context**
4. You want to do it quick for political reason ? Do it without **planning** and implement without **coordination ! And be fair: don't expect Results and Impact !**
5. Japanese Case studies / Site visits : The more it looks difficult, the more you have opportunities **to be creative : Let's make Saint-Louis great again !**
6. Cultural Heritage is good for local economic growth ! But **Human value** MUST be the reason of [preservation !



Replace with Photo

Implications

1. Develop a relevant stakeholder engagement
2. Inventory of cattered documents (laws, reglations, studies, etc)
3. Stet up a technical to prepare the territorial conference



Actions to be Taken

- **Short-term:**
 - Territorial conference on Cultural Heritage and Sustainable Tourism in the Saint-Louis region – Objective : Validate the consensus on the vision and the objectives – Organized by the Municipality and the Regional Agency for Development
 - Creation of a consolidated data base on the cultural heritage in the Region of Saint-Louis – By ARD
- **Medium-term:**
 - Design in integrated Saint-Louis cultural and touristic resilience project
 - **Component 1: Urban and cultural heritage renewal**
 - **Component 2 : Touristic Development :** New touristic zone to be created (upgrading the offer, renewal of existing equipment) ; International and national marketing of the destination : diversification of the products (mangrove ecosystem, new circuits, the Senegal river itself become a touristic production, etc); Stratégie de marketing touristique: réalisation de supports pour la vente de la destination, mission de promotion, événements de rayonnement culturel, etc).
 - **Component 3 : Improving the living environment: Sustainable waste management;**
 - **Component 4 : Support self-job creation in in the sector of tourism, including based on ICT.**
 - **Component 5 : Institutional support : Coordination and management,** governance, capacity building
- **Long-term:**
 - Implementation and monitoring
 - Impact evaluation, capitalization



Lending and TA Active or Needed

- **Technical Assistance Work Planned:**
 - Organizaiothn of the territorial debate (Methodilogy, best practices, knowledge sharing, etc.) - Cost Estimates : 100 mille \$
 - Sutudies – Planification - Cost Estimates : 600 mille \$
 - Capacity building : Cost Estimates: 300 mille \$

- **Investment Work Planned: Global cost: \$60 million**
 - **Component 1: Urban and cultural heritage renewal – \$ 30 million (National budget and Municipalities , Development partners)**
 - **Component 2 : Touristic development (Private sector – PPPs) : \$ 5 million**
 - **Component 3 : Improving the living environment: Sustainable waste management; in the selected zones (Saint-Louis metropole) - \$ 5 million**
 - **Component 4 : Support self-job creation in in the sector of tourism – Matching grant - \$10 million (Crowdfunding) – Private sector0**
 - **Componet 5 : Institutional support : Coordination and management, governance, capacity building : \$5 millon, including 2 million for communicaiotn/Marketing**



Senegal : Support Needed

- World Bank:
 - Technical assistance (expertise – financial ingeeniering – advosries)
 - Financing of the global project to leverage private sector financing
- TDL Program (Japan)/UNESCO
 - Capacity building (Support for the methodology – Knowledge sharing – Training)
 - Marketing
 - Identify and/or provide experts

Knowledge Products (Case Studies, Policy Notes, etc.)

- Concept note on the Gloa strategy
- Cartography of the touristic areas
- Economic aspect of cultural and natural heritage in the selected area
- Risk assessment of mass tourism on the sustainability of fragile tangible and intangible cultural and natural heritage in the selected area) (WTO – UNESCO – WBG)



Give chance to next generation to have this king of photo because if we fail, maybe Saint-Louis will simply disappear !

**JEREJEF
DEWENATI**

