Tourism and Intangible Cultural Heritage: A Winning Partnership

FOCUS ON:
Festival du Folkore et des Percussions de Louga - FESFOP
• NGO CISV

Berlin, 08 March 2013
About CISV and Fondazioni4Africa...

Founded in 1961, CISV (Community, Commitment, Service, Volunteering) is a non governmental organization engaged in fighting against poverty and in promoting human rights within international cooperation and global citizenship education.

CISV is representative of the component Responsible Tourism of the five-year program Fondazioni4Africa in Senegal; the project has implemented capacity building actions for 06 community tourism facilities in Senegal and a vast campaign of promotion and marketing (www.incontrasenegal.it) in partnership and collaboration with AITR, Viaggisolidali and the Association of Senegalese Migrants in Turin.
About Louga...

Louga is a crossroad of cultures and economies in northern Senegal. The region has a rural vocation (principal in agriculture of subsistence and local trade) and it is also characterized by high migration flows (of which about 55% to Italy).
About FESFOP...

The FESFOP is an international festival of percussions and folklore which takes place in Louga. The Festival is an important meeting for many African and European performers (dance and music). The meaning is to let people meeting and exchange about their differences and richness in art, music and culture.

FESFOP aims to connect intangible culture with tourism, communitarian et responsible tourism.
Still on FESFOP...

✓ YEARLY EDITIONS SINCE 2000
✓ Every year, period from 28 December to 02 January
✓ Participations: European, African, Senegalese artistic groups
✓ 15 performances in town, and 02 artistic events in rural villages
✓ Free entry to all concerts for all
✓ The event is proposed for local and international tourism

In order to generate a long term impact in the area, FESFOP has created different economic activities linked to responsible tourism offer: museum of percussions, workshops for percussion and dancing, web, radio and a touristic village.
Touristic Village FESFOP...

✓ Permanent and temporary jobs
✓ Business and Social Goals.
- BeP: 600 visits/year

<table>
<thead>
<tr>
<th>Year</th>
<th>Visits</th>
</tr>
</thead>
<tbody>
<tr>
<td>2010</td>
<td>711</td>
</tr>
<tr>
<td>2011</td>
<td>893</td>
</tr>
<tr>
<td>2012</td>
<td>611</td>
</tr>
</tbody>
</table>

- The revenues generated from activities in 2011 was about 30,000 euro. In percentage terms, this contribution is 20% of assets on FESFOP.
Village FESFOP...
FESFOP and linkages between public and private ...

Thanks to valorization of culture (heritage) FESFOP aggregates a multi-level partnership:

- CISV
- AFRICALIA
- Asbl Namur
- ...

Senegalaise civil society, NGO

Local and National Authorities
- City of Louga
- Louga Region
- Ministry of Culture, Ministry of Tourism

International organizations
- OMT Program STEP
- EU Program SUKAT

Commercial partnership
- www.viaggisoldiali.it
- www.taranna.com
- www.incontrasenegal.it
Thanks for your attention

See you in Louga!