



1st INVESTOUR Workshop on Financing in the tourism Sector

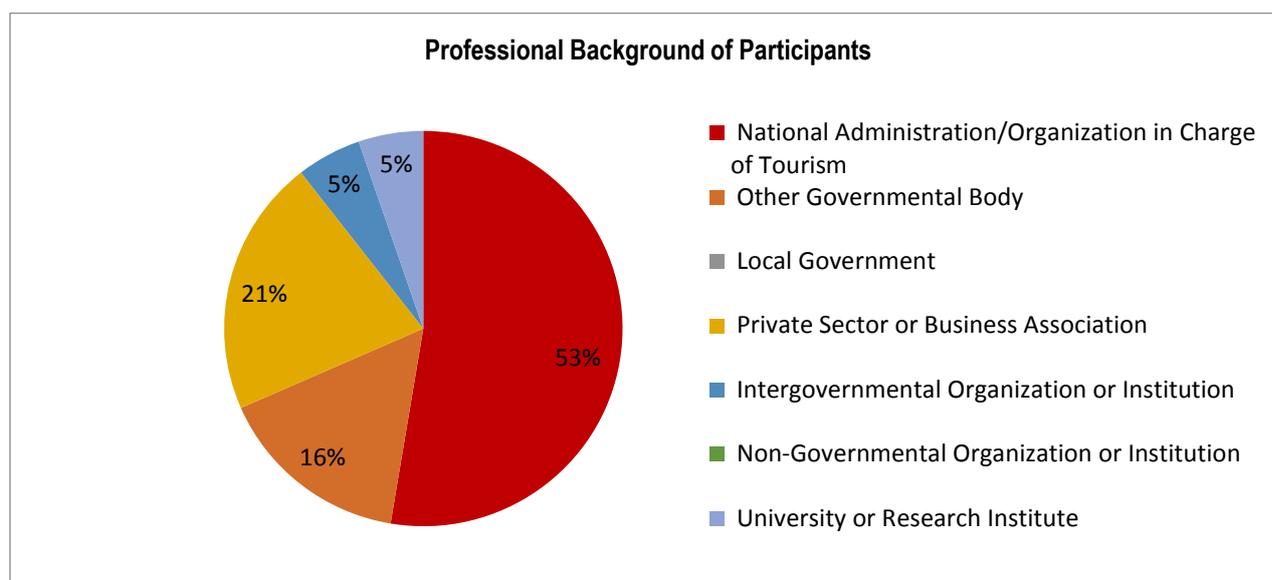
Casa África Headquarters
Las Palmas de Gran Canaria, Spain
Date: 16-17 October 2017

EVALUATION FORM REPORT



Upon completion of the 1st Investour Workshop on Financing in the tourism sector, held in Las Palmas de Gran Canaria, Spain, from 16-17 October 2017, evaluation forms were disseminated amongst all participants. The Evaluation form consisted of eight questions on participants' inputs regarding the content, structure, and logistical aspects of the workshop. The form was filled by 19 representatives from ten countries namely, **Angola, Cameroon, Côte d'Ivoire, Djibouti, Guinee Bissau, Kenya, Democratic Republic of the Congo, Sao Tome and Principe, Seychelles, and South Africa.**

GENERAL INFORMATION

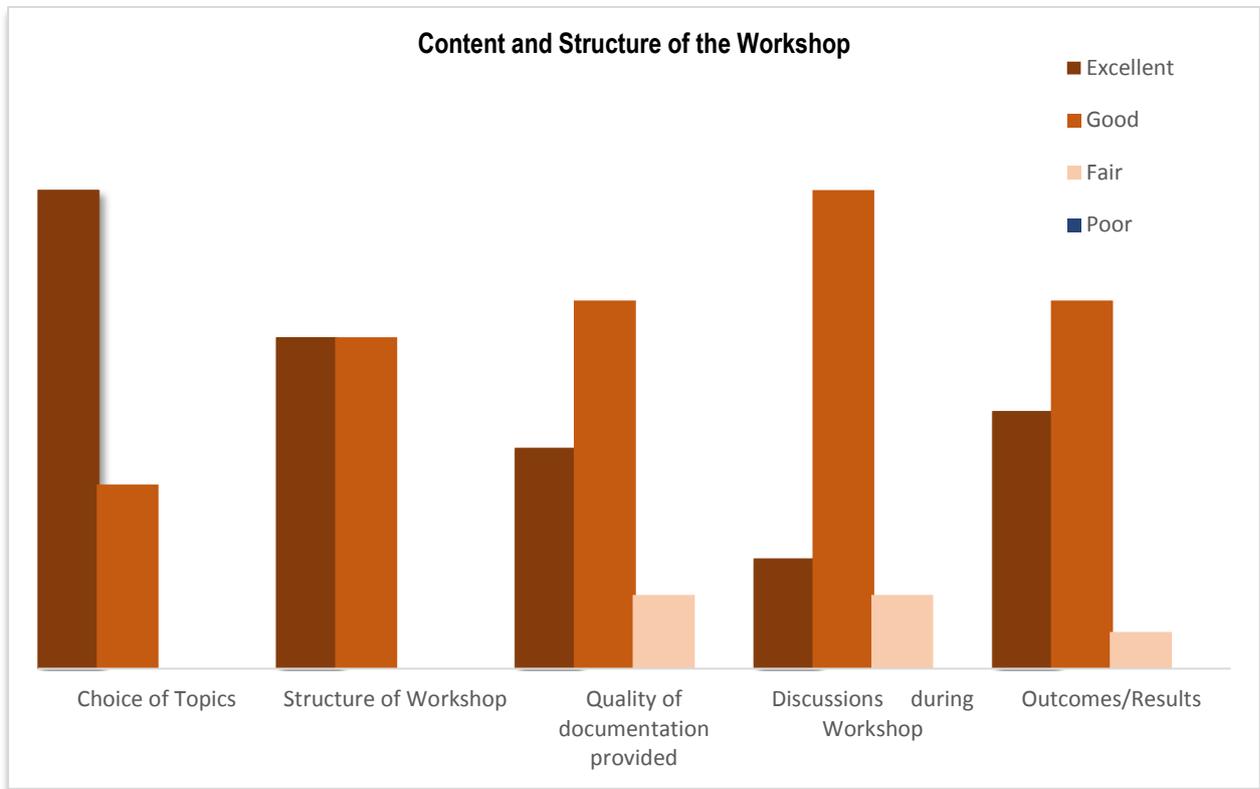


Most of the participants were representatives from the National administration office and ministries responsible for tourism, constituting 52% of total participants followed by Private Sector (21%) and other Governmental bodies (16%).

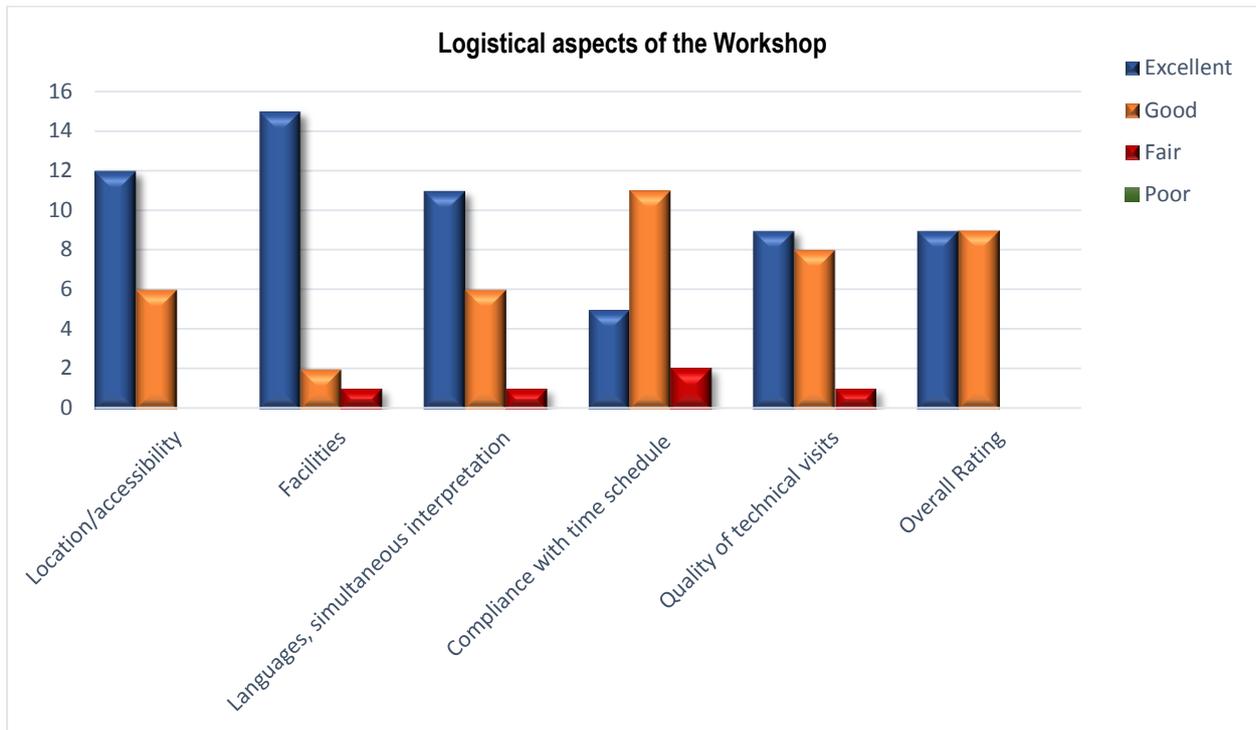


Participants were asked to identify to what extent was the 1st Investour Workshop on financing in the tourism sector useful to their current and future professional activities. The vast majority of participants responded that it is very useful. (82%)

RATING OF THE WORKSHOP



The Majority of participants were above all very satisfied with the choice of topics and structure of the workshop. A small percentage of participants recorded weaker feedback regarding the quality of documentations provided and the discussions during the workshop, although the majority were satisfied. None has rated the choice of topics, structure of the workshop, quality of documentations, discussions or the outcomes as poor.



Some of the main weaknesses of the workshop, as illustrated by participants, were the following:

1. Duration of the workshop was too short for the degree of intensity of the content
2. Adherence to time
3. Limited time to study the documentations prior to the workshop.
4. Very intense programme.
5. Inability to further elaborate each topic due to time constraints.

On the other hand, participants have recorded the following inputs regarding the main strengths of the workshop:

1. Content:

Participants were particularly interested in two of the sessions moderated by the Consultant, namely session 2 on *attracting investment for the tourism sector: A breakdown on the components of a successful project plan*. Participants have expressed that the session provided them the necessary guidance needed to identify funding sources. More specifically, they noted that the Consultant delivered specific examples of funding institutions in the region which they believe was extremely helpful. Participants were also very pleased with the exercise of the Executive Summary Writing.

2. Presentations

Most of the participants included the comprehensive presentations and professionalism of the Consultant in engaging the participants as the main strengths of the workshop. They have expressed that the presentations were very informative and educative and that the Consultant was able to engage the crowd to participate in a dynamic and active manner.

Furthermore, participants found the last interactive session which comprised of group presentations and role play, as extremely beneficial as it stimulated valid discussions. Participants were assigned to take on the role of investor, government or local community and were to discuss how each entity would view the setting up a new investment project and further discuss the concerns of each party.

3. Facilities and Technical Visits

Participants also expressed their appreciation for the excellent facilities put at their disposal and the technical visits offered by the Host.

RECOMMENDATIONS

Participants were asked to provide recommendations on how to improve workshops of this nature. The following recommendations were recorded:

Logistical aspects:

1. Duration of workshop to be increased in order to enable participants to go into more details on each of the topics.
2. Venue of next edition workshop to be in African country due to proximity.
3. Better coordination and information on transport of delegates between venues.
4. Receive all documentations prior to the workshop in order to give participants more time to revise it.

Content and Structure:

1. One-on-One Meetings with the Consultant to assist them with the preparation of the projects.
2. Cover more topics and subject related to the issue of investments in the tourism sector.
3. Focus on Case studies and Good practices.
4. Organize an annual event with two phases: Evaluation of Finances/ Implementation of projects.
5. Do a follow-up workshop focused on approaching and attracting investors.