



Uganda
Hotel
Owners
Association



ECONOMIC OPPORTUNITIES FOR YOUNG PEOPLE IN THE TOURISM AND HOSPITALITY INDUSTRY IN UGANDA



Tourism Sector Working Group

25/03/2021



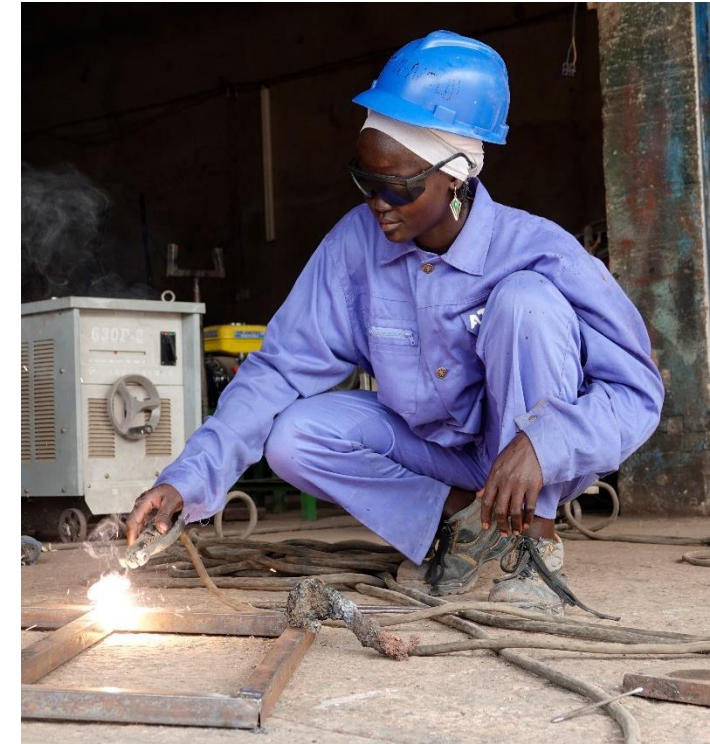
We create opportunities

Who we are, vision & what we offer

We are a leading partner organisation for the **implementation of international development projects**. **Founded in 1959** and registered under Swiss law, we are an **independent** non-profit organisation.

“We promote inclusive economic, social and ecological development to make an effective contribution towards sustainable and widespread prosperity in developing and emerging economies”

We offer **Project Management, Advisory, Training and Research** based on global best practices.



**Project
Management**



Advisory



Training



Research

Facts & Figures 2019



120 Projects in **38** Countries



Source of funds

Annual Budget
CHF 100 million

67%

Public clients - Switzerland

19%

Public clients - International

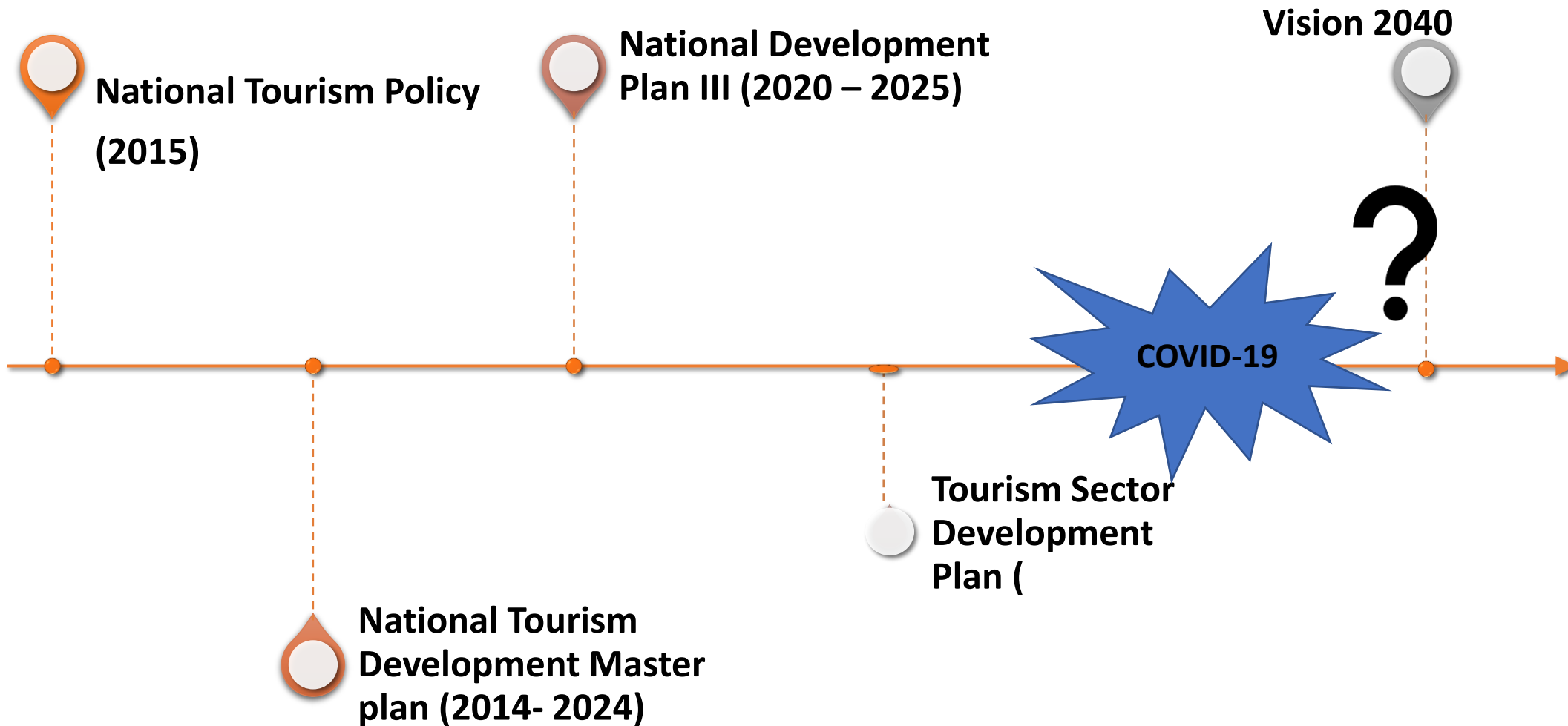
14%

Private Donors

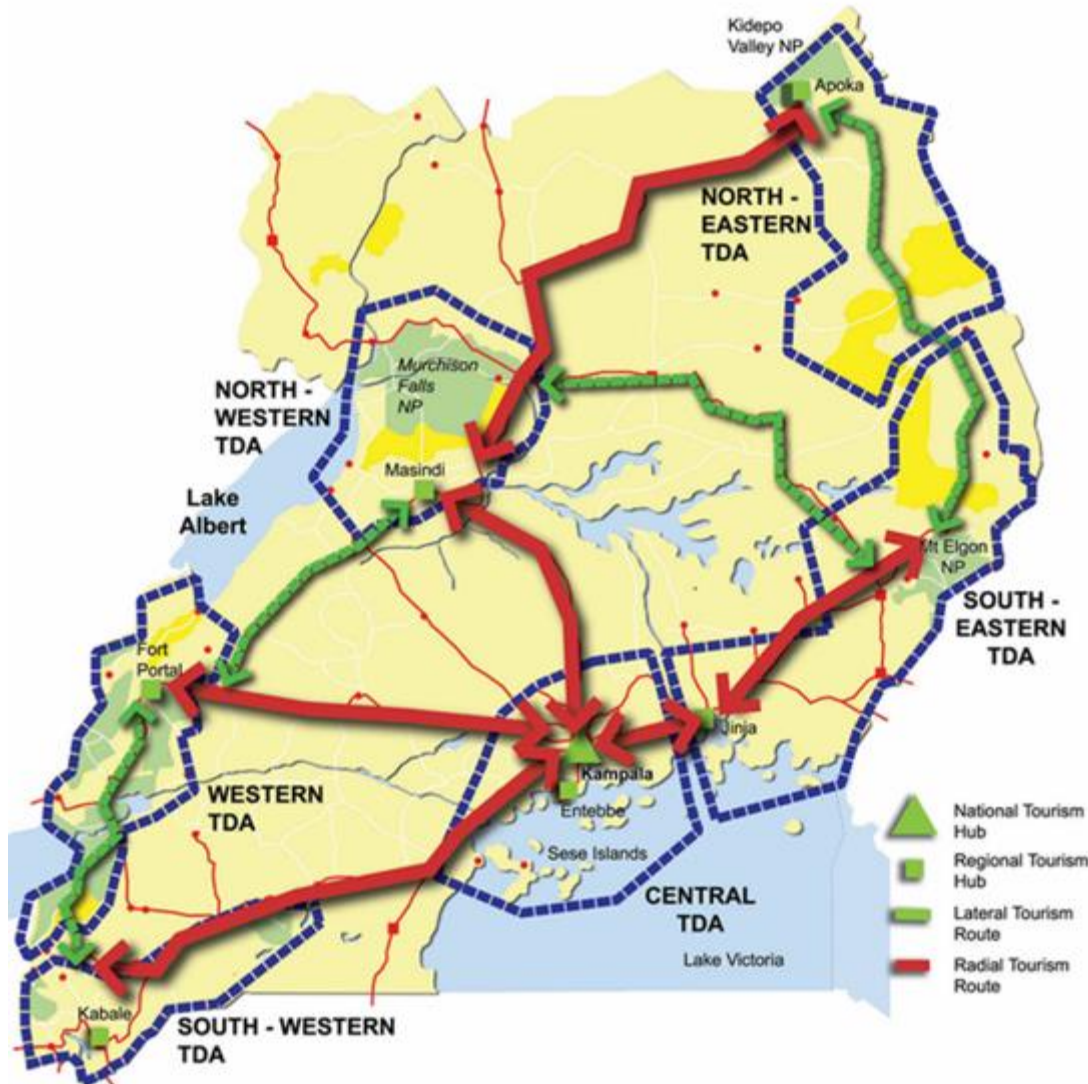
Overview of current projects in Uganda

Project	Project Objective	Target group	Working Area & Sector		Funding
Inclusive Markets Uganda (IMU)	Increasing incomes, employment opportunities and livelihoods.	<ul style="list-style-type: none"> • Smallholder cocoa farmers & beekeepers • 13 districts 	Enterprise promotion	Agribusiness	<ul style="list-style-type: none"> • Swiss Agency for Development & Cooperation (SDC) • Medicor Foundation
Local Skills Development For Youth (LSDY)	Supporting youth with tailor-made training opportunities to increase their employment chances and entrepreneurship opportunities.	<ul style="list-style-type: none"> • Youth (18-24 years) • 13 districts in Eastern Uganda 	Skills Development	<ul style="list-style-type: none"> • Agribusiness • Construction • Hospitality 	<ul style="list-style-type: none"> • Happel Foundation • SDC • Green Leaves Education Foundation
ULearn	Supporting Ugandan and Tanzanian youth with tailor-made training opportunities to increase their employment chances and entrepreneurship opportunities.	<ul style="list-style-type: none"> • Youth (18-24 years) • 13 districts in Central & Western Uganda 	Skills Development	<ul style="list-style-type: none"> • Agribusiness • Construction • Hospitality 	Mastercard Foundation
Credit Suisse - Swisscontact initiative to promote entrepreneurship & innovation	Improving the survival rates for start-ups around the world and fostering their growth by promoting entrepreneurship and innovation in collaboration with donors, investors and local actors.	<ul style="list-style-type: none"> • Entrepreneurs • In Uganda, Rwanda, Vietnam, Cambodia, Peru and Guatemala 	Enterprise promotion	Cross-cutting	Credit Suisse
CASA – Commercial Agriculture for Smallholder and Agribusiness program	Improving the livelihoods of smallholder farmers and their families by stimulating investments in emerging agrimarkets (sesame and beans) – NIRAS as lead agency.	<ul style="list-style-type: none"> • Smallholder farmers • In Uganda, Malawi and Nepal 	Enterprise promotion	Agribusiness	DFID
NUTEC - MD	Increasing income and climate-resilience of poor men and women (Sunflower, Soya bean, Sesame, Rice) – Palladium as lead agency.	<ul style="list-style-type: none"> • Smallholder farmers • In Northern Uganda 	Enterprise promotion	Agribusiness	DFID

Tourism - Priority in Uganda



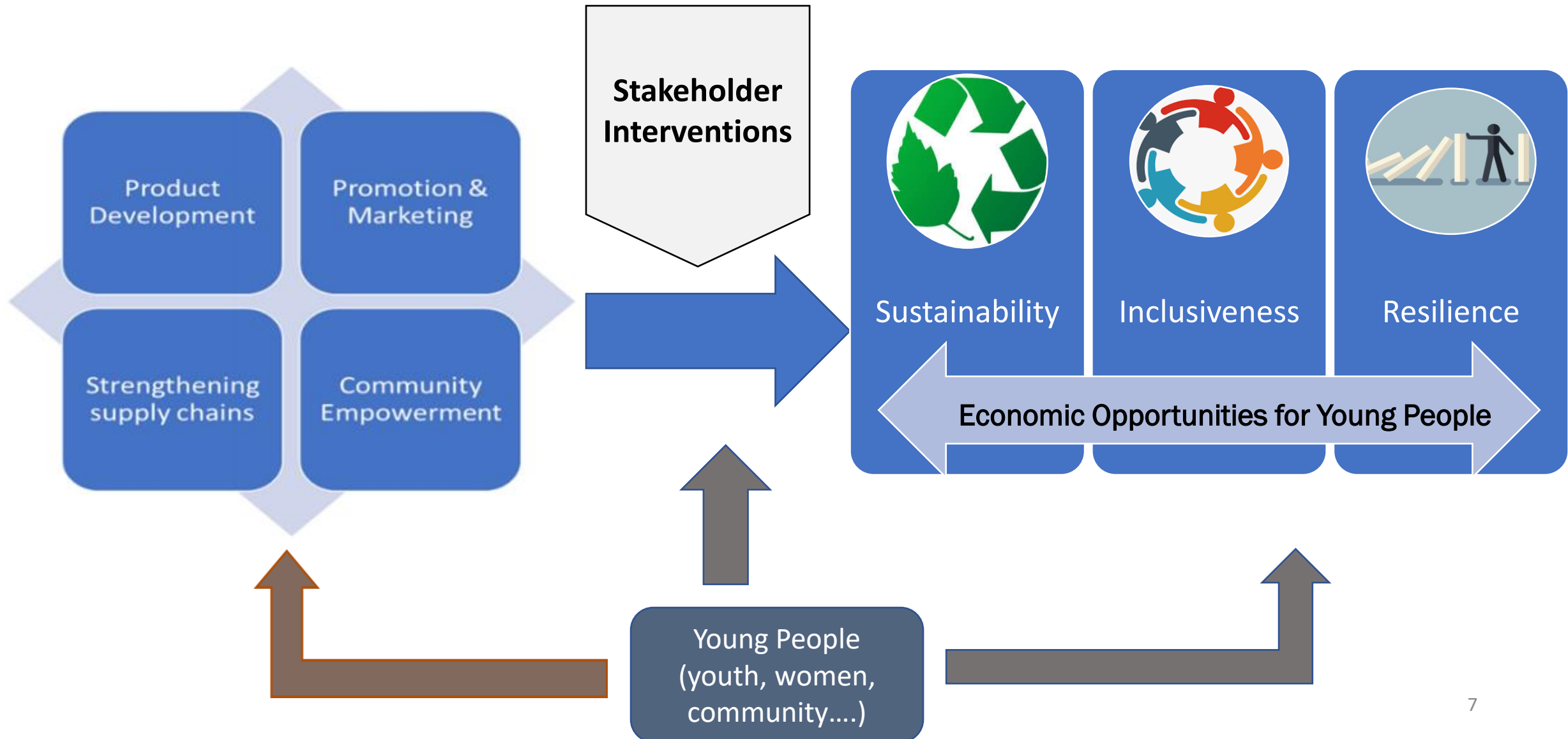
Tourism Development Areas (TDA)



Tourism in Uganda

- Tourism Development Area (TDA) approach
- Largely wildlife based
- Uneven spatial development of tourism
- Vast unharnessed opportunities for young people
- Challenges of COVID 19 recovery

Approach



Product Development



Current State

- Narrow product offer
- Uneven spatial distribution
- Less inclusive
- Less competitive
- Vast unharnessed resources

Proposed Strategies

1. Policy & planning framework
2. Capacity Building
3. Enabling Environment



Agrotourism



Religious Tourism



Community based
Cultural Tourism



Culinary Tourism



Water Based Tourism



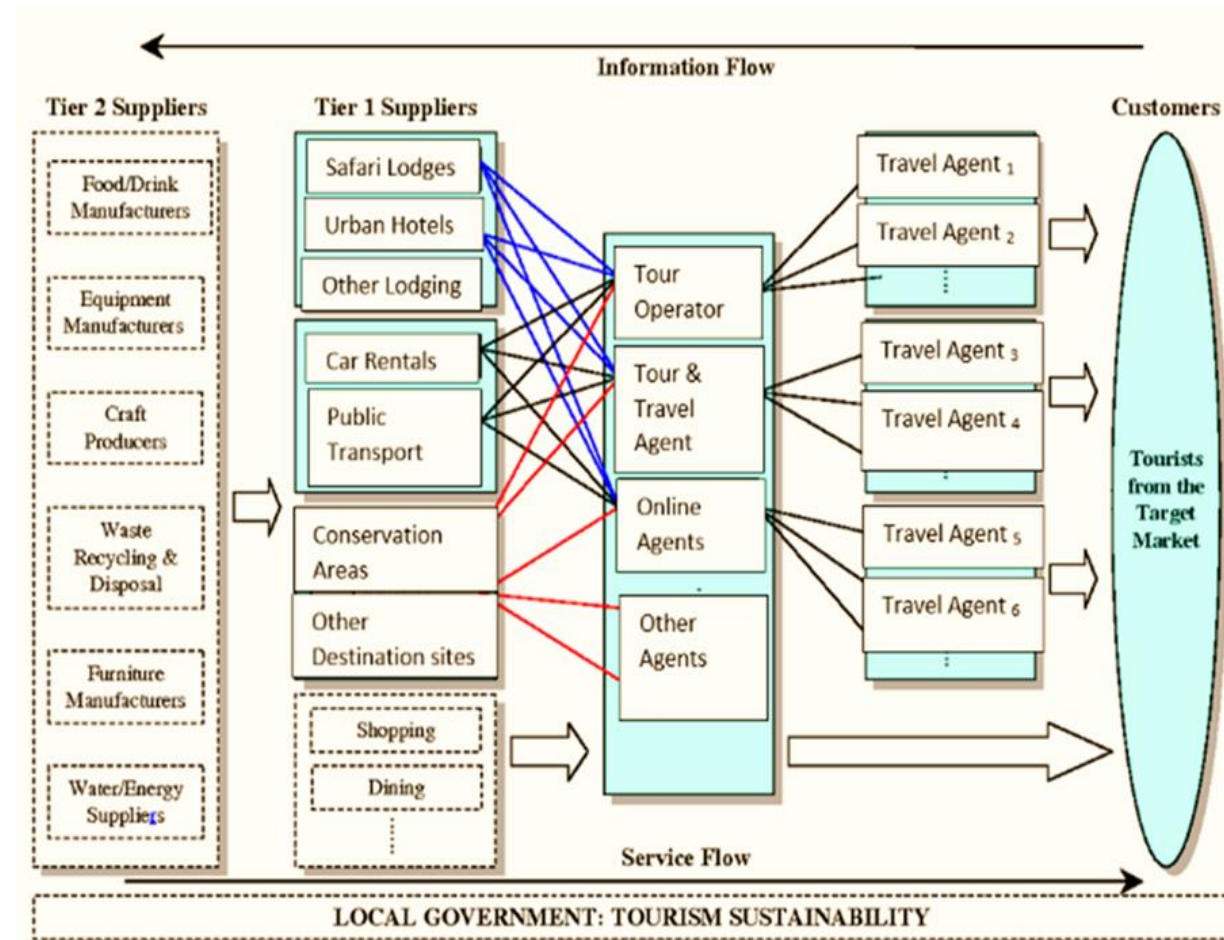
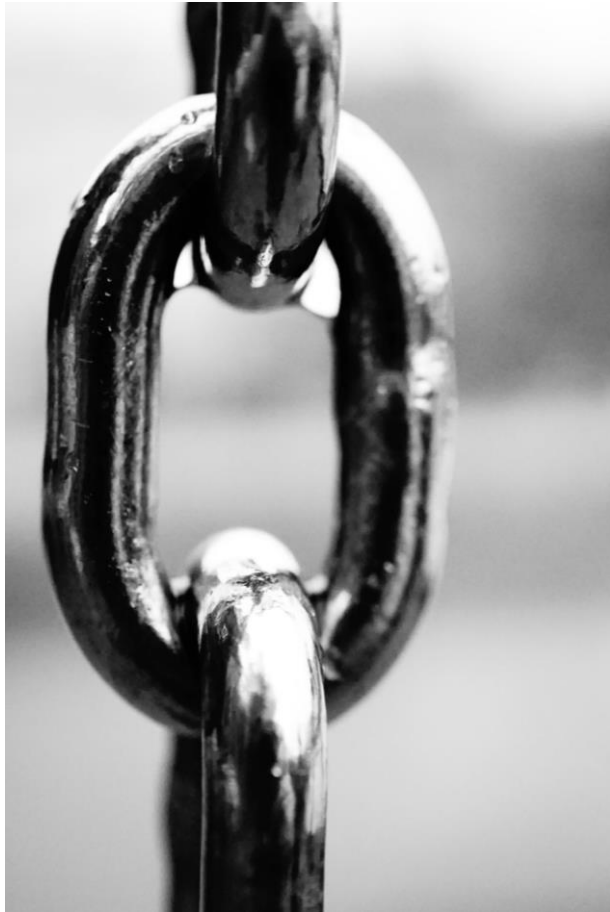
MICE

Marketing & Promotion



- Tap into emerging source markets
- Attract adventure travelers
- Profile range of experiences
- Market products in lesser-known regions
- Stimulate product development
- Digital marketing strategy
- Enhance digital marketing skills
- Develop national branding strategy
- Establish a sustainability training and accreditation across the sector

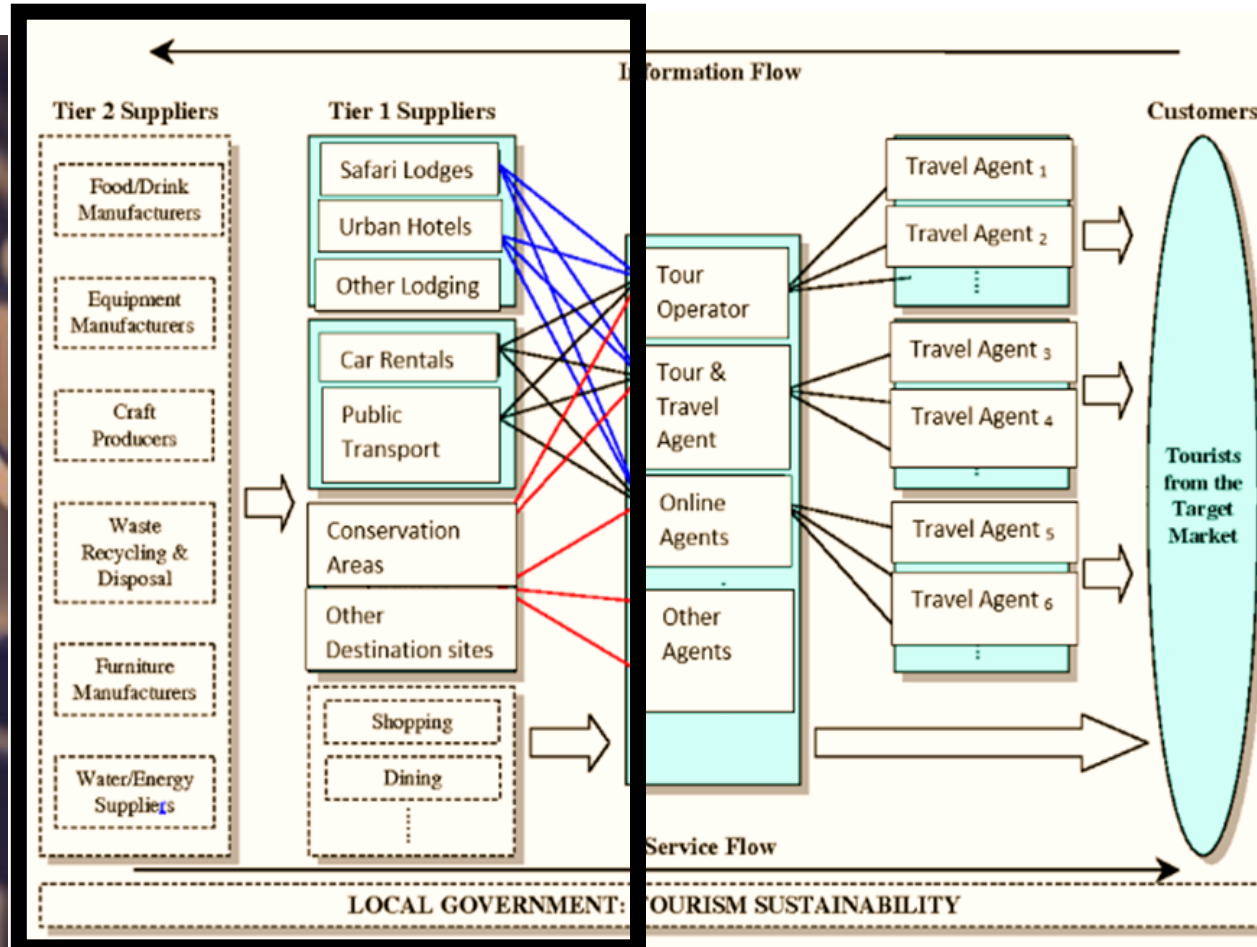
Strengthening Supply Chains



- Ensure effective demand management
- Support formal relationships across tiers
- Enhance public-private-community partnerships
- Increase information flow across actors
- Enhance product development coordination structure
- Government provide tourism development enabling environment

Community Empowerment

Community Empowerment



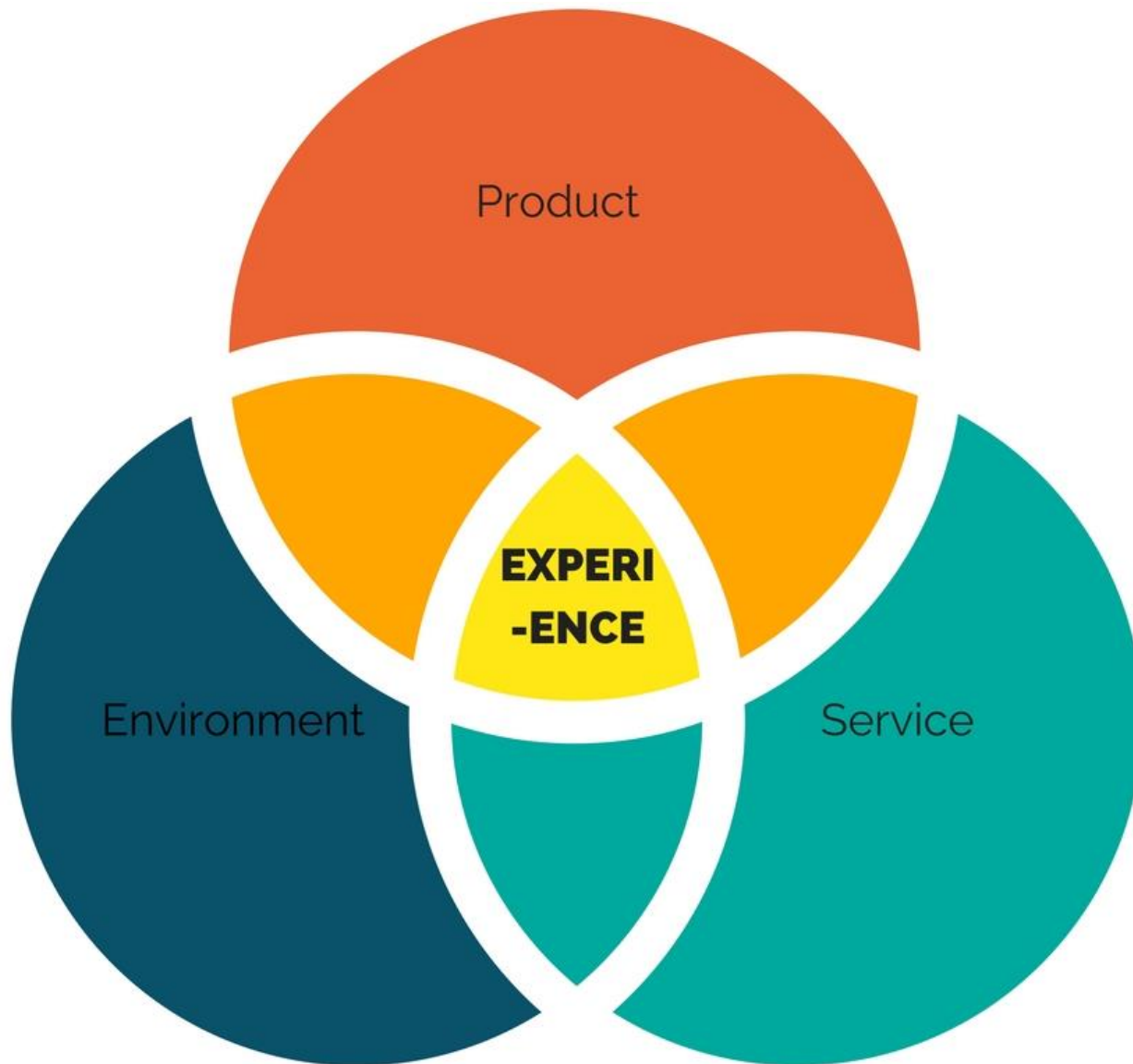
- Establish guidelines and standards to support MSMEs
- Sensitise young people on available opportunities
- Train youth – knowledge & skills
- Support forming of SACCOS
- Provide affordable financing

Intervention Mapping

Development Partner	Project title	Implementing Agency	Status
1. Tourism Product Development			
USAID	STAR – improvement of trails	USFS, UWA	Completed
UNDP	Innovation Challenge Award	UTB, Private sector	Ongoing
European Union	Green Economy Investment Fund for SMEs	UDB	Ongoing
World Bank	Matching Grant MSME's in Tourism	PSFU	Completed
World Bank	CEDP – strengthen public & private sector	PSFU	Completed
2. Marketing and Promotion			
World Bank	Competitiveness and Enterprise Development	PSFU, private sector	Ongoing
3. Capacity Building - Human Resource Development			
Booking Cares, GIZ	Ukarimu – curriculum & skilling	Mango Tree, EOW	Ongoing
Irish Aid	SDF – tour guide & hospitality skilling – Karamoja	ENABEL	Ongoing
European Union Trust Fund	SDF - skilling for refugee/ host communities - Northern Uganda / Kiryandongo	ENABEL	Ongoing
Belgian Government	SDF - assessment – Albertine-Rwenzori & Karamoja	ENABEL	Ongoing
MasterCard	U-LEARN II – Youth vocational/technical training	Swisscontact	Closing
ILO, Min. Gender, Labour, Social Devt	Apprenticeship for young tourism trainees in host refugee areas	MoLGSD, UHOA	Ongoing
USAID	'HIV AIDS awareness and prevention program'	RTI, UHOA	Completed
World Bank	Skills Development Facility	PSFU, MoFPED	Ongoing
World Bank	Re-development and upgrading (UHTTI)	UHTTI, MoTWA	Ongoing
4. Tourism Management and Enabling Environment			
DFID, TradeMark East Africa	Strategic plan development for tourism associations	UTA	Completed
DFID, World Bank	Uganda Tourism Status Report	MoTWA, UBOS	Completed
GIZ	East African Tourist Guides Portal project	USAGA	Ongoing
GIZ	Marketability of the East African Cultural Crafts	UTA	Suspended
MasterCard	Lead Firm Structure for Youth Employment	PSFU	Ongoing
MasterCard, PSFU	The Covid 19 Economic Recovery Program	PSFU, UTA	Ongoing
European Union	Greening the Tourism Sector in Uganda	Gaiker, UTA	Ongoing
NOREC	Community Based Tourism Businesses Support	UCOTA	Closing
Netherlands Embassy	Sustainability, certification, digital marketing	RVO, CBI	Planned
UNDP	Improving Policies and Regulations	MoTWA	Completed
UNDP	Kidepo Critical Landscape Conservation project	UWA, NEMA, NFA	
UNDP	Review of Tourism Act, 2008	MoTWA	Ongoing
UNDP	Uganda Tourism Ecosystem Platform (UTEP)		
World Bank	Capacity building support	MoTWA	Ongoing
Chinese Embassy	Donation of laptops to UWA	UWA	Completed
European Union	Protection of Historical Buildings	Cross-Cultural Fdn	Completed
USAID	Uganda Tourism for Biodiversity Program	AWF	Completed

Need for:

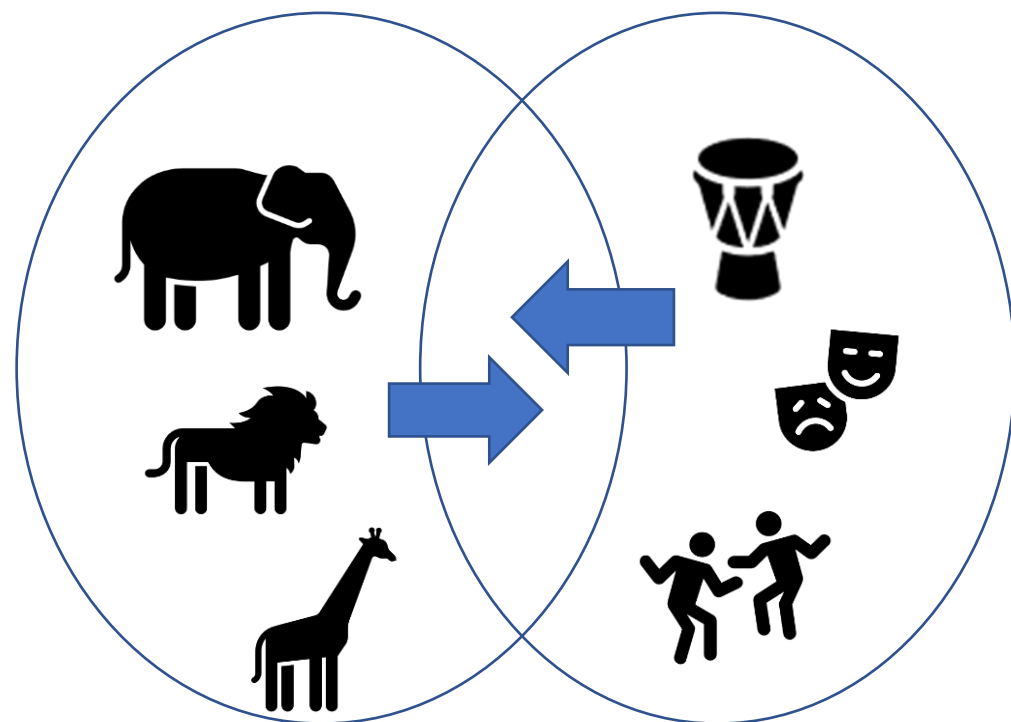
- Coordination
- Build synergies
- Alignment with NDP III & MTWA sector development Plan(s)
- Mainstream young people
- Involvement and benefit



Proposed Tourism Projects

Product Development Project(s)

Integrated Wildlife and Culture Product



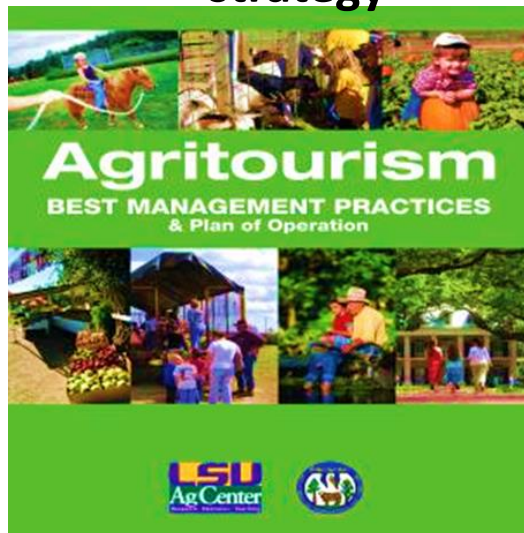
Project Title	Wildlife and Cultural Tourism Integrated Product Development
Region	North Eastern Uganda – Karamoja, Karenga, Pian Upe area
Situation analysis	<ul style="list-style-type: none"> Currently both products are offered to tourists separately Limited linkage/synergies between culture and wildlife tourism Community perspective and indigenous knowledge of wildlife conservation and management is therefore overlooked As a result, tourists visit national parks spend few days and leave with limited interaction with the community Narrows the opportunities for young people within the community to participate and benefit from tourism development
Project objective	Enhance visitor experience, contribute to tourism product diversification and make wildlife tourism more competitive
Potential Activities	<ul style="list-style-type: none"> Profile and Interpret culture and wildlife resources conservation – indigenous knowledge Develop a culture and wildlife tourism product integration framework Sensitise youth about available opportunities Develop guidelines and design training handbooks Train youth adjacent to conservation areas in cultural tourism (tangible and intangible interpretation) and how to integrate it with wildlife-based tourism Develop trails and interpretation facilities
Potential partners	MTWA, UWA, UCOTA, UTA

Capacity Building Project(s)

E-marketing training



Agrotourism Enhancement
strategy



Community Tourism
Certification (CTC) system



MICE Entrepreneurship Capacity
Building



Assessment & Training Packages



Tourism Online Information
Portal



Enabling Environment Project(s)

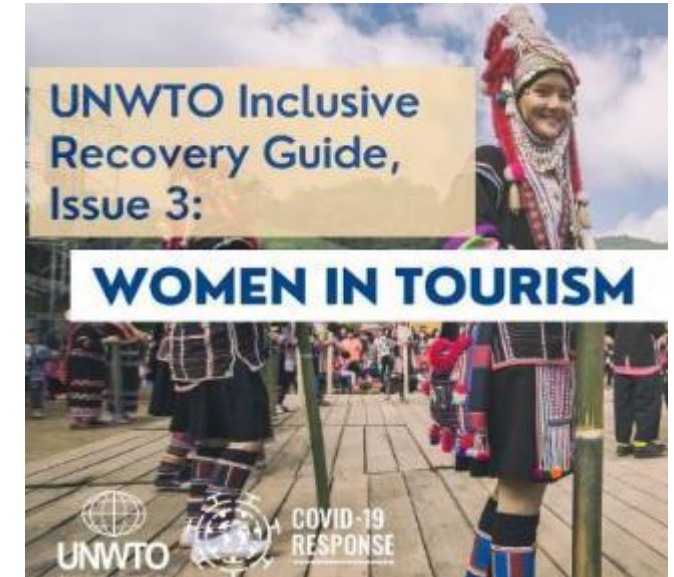
Tourism Research Center/
Observatory



Tourism Policy Support



Women in Tourism



Technical support & Capacity
building at Uganda Hotel &
Tourism Training Institute
(UHTTI)



We create opportunities