#### TOURISM

Decades of isolation and conflict made the Karamoja subregion of Northeastern Uganda unthinkable as a destination. Until recently...





## KARAMOJA REGIONAL TOURISM OPPORTUNITIES





- 1. WILDLIFE & BIRD WATCHING
- 2. LANDSCAPES
- 3. CULTURE & HISTORY
- 4. ARCHEOLOGY
- 5. HIKING & CYCLING









## KARAMOJA REGIONAL TOURISM CHALLENGES

- 1. RELATIVE PEACE
- 2. TOURISM PRODUCTS
- 3. MARKETING & PROMOTION
- 4. SKILLED STAFF
- 5. INFRASTRUCTURE







## TOURISM & HOSPITALITY SUPPLY ASSESSMENT

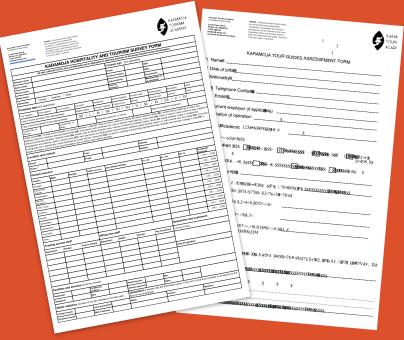




**JANURARY 2021** 

The goal of the first annual assessement was to understand the current and future capacity and skilling demand of tourism-enterprises in Uganda's Karamoja sub-region.

270 surveys were conducted under business owners, representatives and guides in January 2021. The surveys were done by phone and in person by a team of 10 people.





districts





protected areas







179



businesses

91
guides



## TOURISM & HOSPITALITY BUSINESSES PER DISTRICT





30%

19%

11%

10%

10%

Moroto

Kotido

**Abim** 

Karenga

Napak

9%

Kaabong

5%

Nakapiripirit

4%

**Amudat** 

3%

Nabilatuk

### **BUSINESS CATEGORIES**







71

hotels



41

restaurants



16

bars



15

car rentals



35

tour operators travel agents

### **HOTEL STAFF**





46%
Male



54% Female

## PROSPECTED GROWTH HOTEL FACILITIES





2021



2023



new hotels / expansion plans

### HOTEL STAFF RECRUITMENT





2023



+314

staff

**NOW** 



612 staff manager / accountant / cook / service / housekeeper

# GUIDES & TOUR BUSINESSES















25%

cultural tours

75%



hiking & trekking

10%

bird watching

2%

driver guide

wildlife safaris

### **GUIDES**





90% Male



10% Female

## **GUIDES EMPLOYMENT**





## SUMMARY KARAMOJA REGIONAL SKILLING DEMAND





TRAINING OF CURRENT STAFF:

**543** 

88%

staff

of current staff

RECRUITMENT OF NEW STAFF:

+314

new staff

**50%** 

of current staff

Tourism is inclusive
Tourism fosters conservation
Tourism fosters peace
Tourism creates meaningful jobs
Tourism preserves cultural heritage

Tourism for sustainable development





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