

TOURISM

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



KARAMOJA REGIONAL TOURISM OPPORTUNITIES



KARAMOJA
TOURISM
ACADEMY



KARA
TUNGA
TOURS

1. WILDLIFE & BIRD WATCHING



2. LANDSCAPES

3. CULTURE & HISTORY



4. ARCHEOLOGY



5. HIKING & CYCLING

KARAMOJA REGIONAL TOURISM CHALLENGES



KARAMOJA
TOURISM
ACADEMY



KARA
TUNGA
TOURS

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



TOURISM & HOSPITALITY SUPPLY ASSESSMENT

JANURARY 2021



**KARAMOJA
TOURISM
ACADEMY**



**KARA
TUNGA
TOURS**

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.

KARAMOJA HOSPITALITY AND TOURISM SURVEY FORM

KARAMOJA TOUR GUIDES ASSESSMENT FORM

9

districts



4

protected
areas



KARAMOJA
TOURISM
ACADEMY



KARA
TUNGA
TOURS

179

businesses



91

guides



TOURISM & HOSPITALITY BUSINESSES PER DISTRICT



KARAMOJA
TOURISM
ACADEMY



KARA
TUNGA
TOURS

30%

Moroto

19%

Kotido

11%

Abim

10%

Karenga

10%

Napak

9%

Kaabong

5%

Nakapiripirit

4%

Amudat

3%

Nabilatuk

BUSINESS CATEGORIES



KARAMOJA
TOURISM
ACADEMY



KARA
TUNGA
TOURS



71

hotels



41

restaurants



16

bars



15

car rentals



35

tour operators
travel agents

HOTEL STAFF



46%
Male



54%
Female

PROSPECTED GROWTH HOTEL FACILITIES



KARAMOJA
TOURISM
ACADEMY



KARA
TUNGA
TOURS

2021



1309
rooms

2023



+654
rooms

new hotels / expansion plans

HOTEL STAFF RECRUITMENT

NOW



612
staff



+314
staff

manager / accountant / cook /
service / housekeeper

2023



**KARAMOJA
TOURISM
ACADEMY**



**KARA
TUNGA
TOURS**

GUIDES & TOUR BUSINESSES



25%

wildlife
safaris



75%

cultural
tours



60%

hiking &
trekking



10%

bird
watching



2%

driver
guide

GUIDES



90%
Male



10%
Female

GUIDES EMPLOYMENT



SUMMARY KARAMOJA REGIONAL SKILLING DEMAND



TRAINING OF
CURRENT STAFF:

543

staff

88%

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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TOURISM
ACADEMY**



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TOURS**