Developing Community Tourism in Uganda

The Tourism Optimization Management Model

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Purpose of Workshop

- To explore the suitability of the TOMM as an approach for developing community tourism in Uganda

- To assess the strengths and weaknesses of a TOMM approach

- To initiate the development of an appropriate process for future implementation

Agenda

- Introduction
- Overview of Tourism Optimisation Management Model (TOMM) & workshop
- Review Participants' areas of expertise & break out groups
    - environmental; economic; market opportunities; socio-cultural; and visitor experience
- Breakout groups: Identify Desired outcomes of community tourism
    - environmental; economic; market opportunities; socio-cultural; and visitor experience for the case study location
- Breakout groups: Developing key indicators
- Participants reconvene in their breakout groups to suggest 2-3 key indicators of the desired outcomes
- Presentation of breakout group recommendations
- Each group presents their suggested indicators
- Next steps
- Discussion of model and wrap-up

Who are we?

- Introduction of stakeholders/participants

- Expectations of stakeholders/participants

Why TOMM?

- Tourism growth and development is a catalyst for change
- Change brings good and bad impacts
- Impacts bring conflict

- TOMM focuses on optimizing positive change to avoid conflicts through mutually shared desired outcomes

Why TOMM?

- Optimisation means:
- defining and pursuing optimal conditions
- measuring and sharing progress
- understanding relationships and
- using the new understanding to experiment with alternatives

What is TOMM?
TOMM Objectives

- monitor and quantify the key benefits and impacts of tourism activity

- assess emerging issues and alternative future options for sustainable tourism

- prove the interdependence of the dimensions of sustainable tourism

- change the culture of the tourism industry and its stakeholders

What does TOMM consider?

- economics
- market opportunities
- Visitor experiences
- Resident experiences
- the physical environment

TOMM Structure: 3 Parts

- **Context identification**
  - Defines current situation

- **Monitoring program***
  - What to measure and expect

- **Management response**
  - Identifies what relationships exist and helps to decide a response

Context Identification

- Existing policies and plans
- Community values
- Product character
- Growth trends
- Positioning
- Possible issues (natural disasters, health, dominant operator, etc.)

A Case Study – Workshop Steps

- Identify case study location
- Identify participant areas of expertise
- Break into expertise groups
- Develop optimal condition(s) for area
- Develop indicators for optimal condition
- Assess indicators and refine
- Report back to group

What is an optimal condition?

- 'a desirable and realistic state that tourism activity is striving to achieve, that will make it more sustainable'

- should relate to the main type of tourism in the area

- should be achievable

- should be able to be recognised when such a condition is realised

- Economic OC: "Visitors to Uganda will stay in Kampala at least 2 nights"

What is an indicator?

- 'a tangible measure of the state of an optimal condition
- has an acceptable range
- a realistic range of measurement that is consistent with an optimal condition

- *Annual average of number of nights stayed in Kampala*

Indicator Assessment Criteria

- representativeness of the optimal condition
- already generating data or needed to be created
- relative cost

Report * Summarize * Refine

- Optimal conditions by dimensions
- Indicators for each condition
- Refine the experiential dimension
  - then the marketing, economic, socio-cultural and environmental dimensions, based on the experiential dimension

Next step in a typical TOMM process

- Clarify implementation issues: such as
- establishing an acceptable range
- what type of organisational structure could be established to implement a "TOMM"

  - www.tomm.info

Next steps

- Will this work?
- Adaptations
- Shared understandings
- Use dimensional assessments to help select communities
- Revise framework for our context