

Enhancing Rural Livelihoods Through Sustainable Community Tourism

CIDA Project

Workshop Report On Community Tourism Development Framework

Uganda June 21st, 2007



TOMM Workshop with Kelly MacKay leading discussions

Summary

A stakeholder development workshop focusing upon the TOMM (Tourism Optimization management Model) as a possible framework for sustainable community tourism planning process was held in Kampala. Participants were grouped according to 4 dimensions: socio-cultural; environmental; market opportunities/economics; and visitor experience and developed a series of desired outcomes and indicators for their dimensions using Kampala as the destination case. Participants generally agreed that with some minor adaptations and language adjustments, the TOMM approach would be useful for communities considering development of sustainable community tourism.

Arranged/ Put on by: The Dean Faculty of Veterinary Medicine for CIDA-Makerere-Manitoba collaboration.

VENUE: Shangri-La hotel, Kampala

TIME STARTED: 9:40 AM TO 1PM

Facilitator: Professor Kelly MacKay (University of Manitoba, Canada)

Invited Participants:

- Ministry of Tourism, Trade and Industry
- NGO Forum
- Uganda Community Tourism Association (UCOTA)
- Uganda Tourism Association (UTA)
- Uganda Tourism Board (UTB)
- Director of Women and Gender studies
- Dean, Faculty of Forestry and Nature conservation
- Dean, Faculty of Veterinary Medicine
- Director MIUENR
- Head of Department Zoology
- Head of Department Botany
- Head of Department WARM
- Director Graduate School
- Director Uganda Wildlife Authority
- Director Field Operations, UWA
- Prof. Nyakaana Jockey, Head of Department Geography ,arts
- Prof Obua Joseph, Faculty of Forestry and Nature conservation
- Associate professor Christine Dranzoa
- Dr John Bosco Nizeyi, WARM Department
- Dr Consolata Kabonesa
- Prospective masters and PhD students/candidates from different faculties as the course/program will be multidisciplinary.

The project Director CIDA-makerere project welcomed the participants to the workshop.

The facilitator, Dr. MacKay welcomed the workshop participants and gave a brief overview of the workshop agenda. This was followed by self introductions before progressing with the agenda.

Dr MacKay, presented an overview of the Tourism Optimization Management Model as a possible framework for sustainable community tourism planning process. A copy of the presentation is attached to this report.

The participants were grouped according to 4 dimensions: socio-cultural; environmental; market opportunities/economics; and visitor experience and developed a series of desired outcomes and indicators for their dimensions using Kampala as the destination case. Results from the groups are recorded below.

SOCIO CULTURAL

Optimal conditions:

- i) Visitors knowledgeable about Kampala people and culture
- ii) Kampala Residents feel valued, respected by visitors, visitors respect cultural norms and values.
- iii) At least 50% of visitors visit the Uganda Museum, and the cultural sights, Kasubi tombs, matyrs shrines
- iv) At least 50% of visitors visit Oweno Market
- v) At least 75% of Visitors purchase one local product, and crafts, fabrics etc
- vi) Consume local products
- vii) Visitors learn local languages—at least the greetings
- viii) Visitors have opportunities to interact with Kampala residents (e.g. Visitors have opportunities to experience home touring stays)
- ix) One tourist in one thousand adopts one orphan
- x) One tourist in one hundred makes at least one friend
- xi) Visitors give feedback on how they want Kampala residents to improve their welfare so they stay longer.

Indicators:

- i) Visitors visit museum and other cultural venues
 - Number of visitors as percentage of total visitors visit sites and sign guest book. (data gap – people visiting museum and other sites are not counted and differentiated as visitors)
 - Number of tourists who include Kampala museums and other sites in their tours (75% of vsitors go to Kasubi and the Museum) aim for 100 %
 - Forest, Chimp Island etc

- ii) Purchase of Crafts and local products
 - 75 % of visitors buy at least one local product. How measure? Sales records – don't keep track of visitor's purchases
 - UWA , UCota records of who buys products
- iii) Opportunities for Interaction with Kampala residents
 - Number of visitors who have opportunity to interact with residents.
 - Tour company record, itineraries.

ENVIRONMENTAL DIMENSION

In Kampala City, we considered the Makerere University community and other biodiversity.

Desired Outcomes:

- i) Visitors will enjoy the existing biodiversity cover (green belts)
- ii) Visitors will enjoy clean compounds, roads, and houses
- iii) Visitors will enjoy the existing museum and architectural designs (built environment)

Indicators:

- i) For greenbelts/biodiversity conservation
 - Number of green belts
 - Sites of the green belts
 - Special distribution of the green belts
 - Composition of the green belts
 - Number of information points
 - Checklists
- ii) For cleanliness
 - Amount of waste collected
 - Frequency of waste collection
 - Rate of waste removal
 - Availability of collection points (# & distribution)
 - Availability of drainage channels (# & distribution)
- iii) For built environment
 - Number of historical buildings
 - Maintenance without modifications
 - Number of drawn pictures, information cards

ECONOMIC/MARKET OPPORTUNITIES

Desired Outcomes:

- i) Visitors stay 4 nights in Kampala
- ii) Visitors spend 1200
- iii) Increase the number of middle range of hotel rooms
- iv) Implement a tourism tax (bed tax) to support infrastructure (2%)
- v) Increase the # of tourism sites visited/guides in Kampala by 50% with a focus on the communities
- vi) Provide ability to use credit cards for purchases in at least 50% of (tourism-based) establishments

Indicators:

- i) Data available from UGHOA
- ii) Visitor length of stay as proxy; visitor surveys
- iii) Data available from UGHOA
- iv) URA implementation
- v) Data collection needs to be set up – Assn Uganda Tour Operators; MTTI
- vi) Bank data; merchant data

VISITOR EXPERIENCE

Desired Outcomes:

- i) Credit cards and ATM payment more widely accessible and financial information about small dollar and year of currency available
- ii) Enhanced website for tourism in Uganda with links to hotels and reservations, tour companies, maps, etc. with accurate information on financial matters and up to date visitor information
- iii) Visitor Information (Centre) that includes maps, information on security, code of conduct, etc.

Indicators:

- i) 50% of the hotels/restaurants and upscale shops accept direct payment/ credit cards.
- ii) Times visited; comments/reactions
- iii) Number of tour bookings; 75% of hotels have safes in rooms or at reception; cross-cultural information on website; security block guards.

Discussion of Results and TOMM Approach

Participants generally agreed that with some minor adaptations and language adjustments, the TOMM approach would be useful for communities considering development of sustainable community tourism.

The workshop was closed with a word of thanks to the participants for their continued support and involvement in tourism and conservation activities for a better world by the project directors from the two universities i.e. Manitoba and Makerere.

The Dean, Faculty of Veterinary Medicine, represented by the head of Department of WARM (Wildlife Animal Resource Management), gave closing remarks.