

Strengthening local support for community tourism (in Uganda) through University – Community Partnerships

J.M. Campbell, K.J. Mackay, D.J. Walker
& C. Dranzoa















CIDA AUCC TIER II Project Background

- Project: Universities Partnerships Cooperating for Development
- Canadian International Development Agency
- University of Manitoba and Makerere University

Project Overview and Background

- Project Goals – Biodiversity conservation through local development - tourism
 - Masters Curriculum in Wildlife Tourism and Recreation Management
 - Strategic Stakeholders Network in Uganda
 - Community Tourism Demonstration Projects and Practicum Placements
 - Each of these elements are incorporated to mitigate weaknesses identified in current models through previous research and a series of multi stakeholder workshops and interviews



Why Tourism?

- Tourism recognized as a poverty reduction strategy for low-income nations
- Despite the negative associations of the cautionary approach (Jafari, 1999) tourism can be a pro-poor strategy
 - Low barriers to entry
 - Opportunities for women and youth
 - Frequently occurs where other economic activity is lacking
 - Does not require high degree of literacy
 - Opportunities for downstream linkages (ODI, 2003)

Project Background

- Uganda at Independence was the premier tourism destination in all of Africa
- Numerous conflicts resulted in reduced wildlife populations decreased security and a near collapse of the tourism industry
- Yet tourism is the Uganda's most important industry and is # 1 foreign income earner



EKAZ 33

EKAZ 29

EKAZ 25













Background

- Poverty reduction a central concern
 - GNI of \$250/annum (World Bank 2006)
 - 61% live on less than \$1/ day
 - Human development index of 113 (out of 144)
- Tourism Policy for Uganda (2003) identifies tourism as a priority export sector exceeding all others in GDP
- Rapidly expanding population
- Increased pressure on land

Background

- A number of Community tourism initiatives have been undertaken in east Africa under the direction of NGO's – e.g SNV's Tanzanian community tourism project
- While good programs they are unable to adapt and change to emerging markets and conditions, particularly when sponsor NGO's depart
- Reflects the lack of linkages with higher education and development of in-country expertise

Uganda Background

- Rich natural and cultural heritage
- Wildlife populations are recovering
- Uganda is home to 50% of the world's remaining endangered mountain gorillas
 - Primates in general
- Over 1000 species of birds, many rare Albertine endemics
- Source of the Nile













Uganda Background

- Ability to plan for and manage visitors is seriously limited at all levels of the industry
 - Poor training in planning and policy implementation
 - Lack of local ability to conduct and apply much needed tourism research
 - Weak institutional linkages and poor university community service record
 - Minimal local training for interpretation
 - Need for increase in basic services at community level

Project Activities

- Curriculum development
 - DACUM Process -
 - Curriculum approved MAK senate July 08
 - GIS LAB and Training
- Stakeholders Network
 - Partnership embedded in Master's curriculum
 - Practicum placements
 - Community – Ruhija, Kyanawara
 - NGO – BMCT, ITFC, Ucota
 - Govt. – UWA, UFA, MTTI, UTB
 - Private -
 - Not for profit
 - Iterative and adaptive process of identifying partners
- Community partnerships and demonstration projects

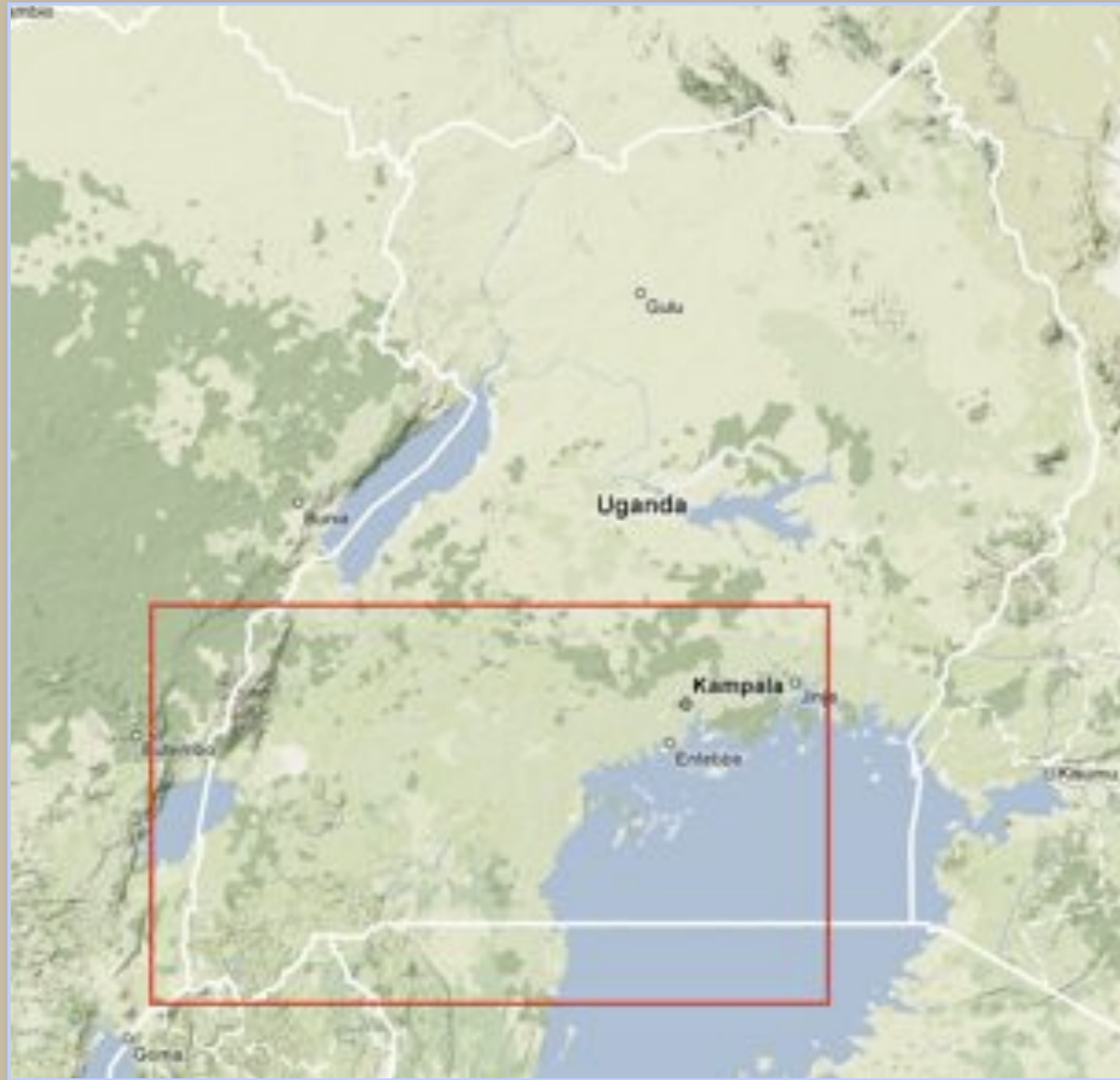




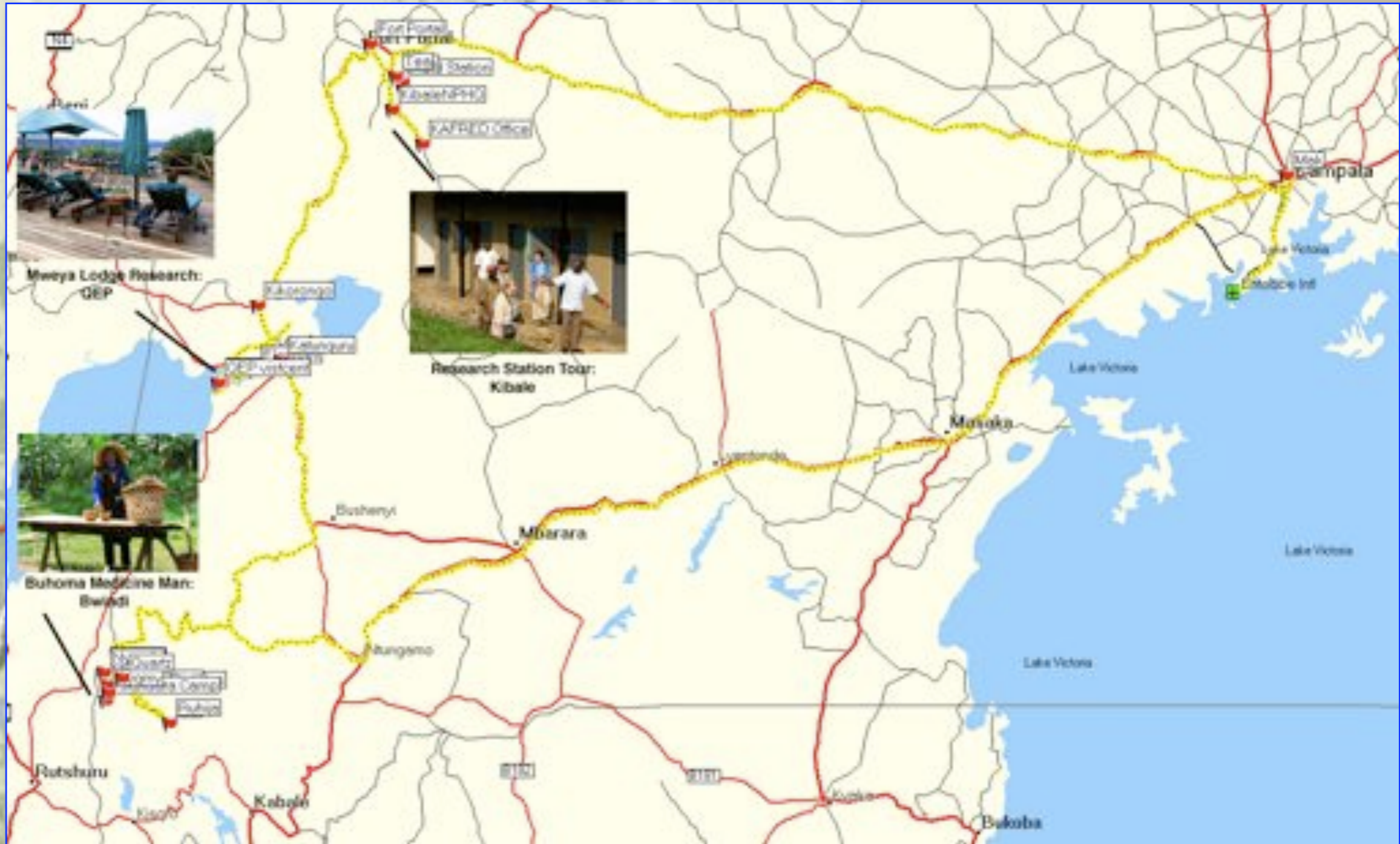
Case study – Ruhija-Kitojo Kabale district

- 2007-2008 as series of RRA's and PRA's* was undertaken in the areas surrounding 3 protected areas (Bwindi, Kibale, QENP) to identify potential community university partners
- Short list of 9 communities identified in 2007 further refined to 5 through PRA
 - Ibura-Kyanyawara, Ishasha, Ruhija, Nyindo, Katunguru B
 - *Rapid Rural Appraisal/Participatory Rural Appraisal

Study Area



Study Area



- Ruhija was selected as the first community on the basis of ranking according to criteria (amalgam of need and potential) and the impending opening of habituated gorilla group for tourism (Began in July 2008)
 - indicated need to move rapidly
 - As a result initiation of community project begun in advance of practicum placements

- To facilitate community engagement 2 U of M Students and 2 MAK students engaged community throughout 2007-2008

Key role Communication, advise and maintaining community connection

Five footed

Group	1	2	3	4
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Ruhija Partners

- Post PRA, Volunteer Planner from UCOTA engaged community to develop community plan for project initiatives
 - Resulted in three tourism related initiatives and a number of downstream linkages to agriculture
 - MOU developed – signed
 - Enhanced partnerships – LC5, Ambassador visit

Ruhija Progress

- 4 community groups have been initially targeted for program activities – closest relationship to tourism
 - Role of partners – BMCT, LC5 – agric and water
- Gorilla Friends Community Camp
- Ruhija Beekeepers
- Parkside Womens Group
- Ruhija Orphans group



Ruhija Progress

- Beekeepers selected 2 members for training at the National Beekeepers Institute in Nakasongola
 - Hive construction
 - Sanitation and Hygiene
 - Financial management (accounting, pricing, marketing)
 - Product enhancement – What to do with beeswax





Ruhija Progress

- Gorilla Friends Community Tented Camp
 - Training
 - Tents and furnishings
 - Landscape plan – and site development advice
 - Platform contractor/consultant

















Ruhija progress

- Project implementation has already begun to result in new partnerships and enhanced outcomes for the community
 - Institute for Tropical Forest Conservation (ITFC)
 - Provide site on-contact, hospitality training, leveraging of other project funds
 - Bwindi Mgahinga Conservation Trust (BMCT)
 - Political voice for water development, agricultural training, advice and supplies (cultivars, seed, etc)

On to new communities

- Challenges & Responses
 - University politics
 - Communication -
 - “Parallelism” – NGO’s & others working independently and in parallel
 - Managing expectations
 - TRUST

Onward

- Ibura - Kyanyawara in Kibale National Park
 - Unlike Ruhija has limited direct tourism potential at the moment - location
 - Cooperating with small NGO – Chimp –n- Sea, KAFRED
 - Initial PRA identified strong community champion
 - Well organized women’s arts and crafts group
 - Working on developing of export market for crafts through UCOTA and Friends of Banff Park
 - Concept to partner “Friends of” groups between UG and CDA Parks











Onward

- Queen Elizabeth National Park
 - Possible communities – Ishasha, Katunguru B, Katwe
 - Partners?







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Questions?

