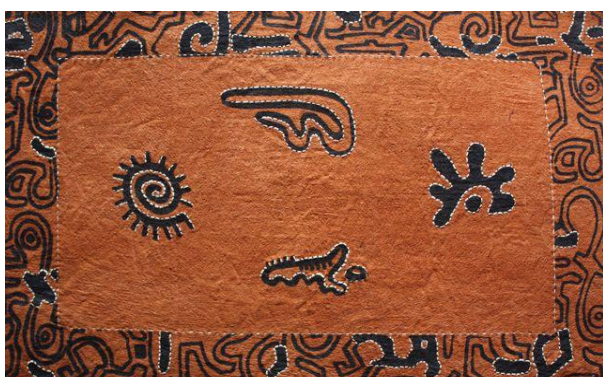


# PROJECT PROPOSAL: INCLUSIVE TOURISM IN UGANDA

LINKING CRAFT AND LOCAL FOOD TO TOURISM



## PROJECT OBJECTIVE

The project responds to Uganda's trade related development priorities such as income generation and distribution, employment, competitiveness and economic and social well-being; priorities identified in its Diagnostic Trade Integration Study (DTIS) and Vision 2040. The proposal's objective is to reduce poverty through job creation and generation of revenues, by reinforcing the local supply chains, the management and the promotion of the Ugandan tourism industry.

## THE CONTEXT

In Uganda, millions of subsistence farmers live in remote, scattered areas throughout the country. Remoteness makes people poor insofar as it prevents them from benefiting from the country's steady economic growth and dynamic modernization. Taking into consideration the increasing number of visitors to the country every year (Uganda received 1,684,000 visitor arrivals in the year 2013 representing an increase of 32% from 2010<sup>1</sup>) and the geographically dispersed key tourism sites, pro-poor tourism orientation in touristic areas can have a strong impact on poverty reduction in the country.



<sup>1</sup> Uganda Ministry of Internal Affairs and Bureau of State

The project would be implemented through the Uganda Tourism Board (UTB) and the Uganda Export Promotion Board (UEPB). ITC, through partner organizations and in close collaboration with Uganda Ministry of Tourism Wildlife and Antiquities (MTWA), would coordinate and provide technical assistance to the project. The key target beneficiaries are selected groups of producers of woods carving, textiles, clothing, jewellery and handmade eligible products already selling or interested in selling to the tourists. The focused target group would be the rural and disadvantaged producers, especially women and youth in Nebi, Kisoro, Mukoro, Gulu and Karamoja districts.

## PLANNED ACTIVITIES

ITC, in collaboration with MTWA, UTB and UEPB, conducted an opportunity study that offered a clear situation analysis which helped draw a list of potential interventions and its expected impact on local poor communities. The field research has shown the need to look at products other than those usually supported by NGOs and produced in most Ugandan communities over the last ten years such as basketry, music instruments and paintings. The study showed that tourists are looking rather for products like wood carvings, jewellery and clothing. The findings of the opportunity study were presented to and further elaborated by Ugandan tourism stakeholders at a roundtable in Kampala in November 2011. The project would support the craft subsectors of woods carving, textiles, clothing, jewellery and handcrafted edible products (jam, juices, honey to be supplied to lodges and hotels) with the objective to directly benefit the livelihoods of local communities. This would be achieved by increasing the sectors' competitiveness on the level of production (product development, product design, supply chain management, production techniques, conformity with standards and other quality related training interventions while strengthening the existing quality control infrastructure, packaging), the level of market access (linkages to tourism, costing & pricing, marketing customer handling, marketing and branding of Ugandan products), as well as on the level of institutions building (raising awareness and capacity of support institutions to develop products to be sold to tourists and promote sustainable tourism). The project would foster a holistic approach with diverse implementation modes, including pilot incubation centres, training sessions and on the job coaching.

## EXPECTED IMPACT ON THE POOR

The project will contribute to Uganda's poverty reduction through job and income creation by linking vulnerable local producers of crafts and processed food to the tourism sector as well as by enhancing local tourism stakeholders' awareness of sustainable tourism and their capacity to design and implement sustainable tourism projects. Expected verifiable project results are:

- Increased jobs and income for at least 3,000 rural producers generated from the sales of crafts and processed food to tourism industry.
- Reduction of production costs of at least 10 existing products reflecting increased productivity and resource efficiency.
- Proportion of local products aimed at tourists in relation to imported products increased.
- Increased domestic supply volume by Hotels, Tour operators and tourist etc.

## FUTURE DEVELOPMENTS AND SUSTAINABILITY OF THE INTERVENTION

Once funding has been secured, ITC would coordinate project implementation and provide its expertise to ensure that all project outcomes are achieved. ITC would ensure that public and private tourism stakeholders take better informed decisions about development of tourism products and services. This, it would achieve by strengthening the capacity of the Uganda Ministry of Tourism, Wildlife and Antiquities (MTWA), UTB, UEPB, private sector tourism and craft associations.

## FOR FURTHER INFORMATION, PLEASE CONTACT



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