Table 8.3: Tourism Interventions and the Respective Actors Interventions Actors Objective 1: Promote domestic and inbound tourism 1. Review and implement a national tourism marketing strategy targeting both elite and mass tourism segments by: a. Brand Image: Build a positive and competitive image of the destination by increasing market presence in key source markets and improving destination awareness in domestic and key source markets; b. Build Market Structures to promote access to Source Markets through trade representation and Tourism Information centres; c. Establish a Market Intelligence Framework to monitor trends and status of Tourism Growth. UTB, MTWA, LGs, MoFA, UIA, Private Sector, Cultural & Religious Institutions, UWA, Media/UBC, MoICT & NG 2. Develop international, regional and domestic connectivity with countries already attracting large numbers of tourists and for domestic markets. In particular, upgrade and expand Entebbe airport and regional aerodromes. MoWT, UNRA, UCAA, Uganda Airlines, UTB, CAA 3. Develop a more robust public/private sector system to collect and analyse information on the industry in a timely fashion. In particular, establish partnerships with domestic, regional and international airlines/carriers. Uganda Airlines, Private sector 4. Upgrade handling and negotiation capacity of frontier services and foreign intermediaries a. Train Ugandan diplomats to support tourism marketing and handling, and Visa/consular staff in customer care; b. Introduce mechanisms to allow online purchase or pre-approval of visas. Uganda Airlines, MoFA, MOIA MTIC, MTWA, UEPB, and UTB. Objective 2: Increase the stock and quality of tourism infrastructure 1. Expand, upgrade and maintain tourism national transport infrastructure and services: a. Improve the road for southern access to Bwindi National Park; b. Build a bridge across the Nile at Murchison Falls National Park; c. Relocate and upgrade the airstrip at the periphery of Kidepo Valley National Park; d. Expand, upgrade and/or maintain National tourism roads; MoWT, UNRA, UCAA 101 NATIONAL PLANNING AUTHORITY 102 Interventions Actors e. Improve infrastructure around Mt Elgon; f. Improve and/or maintain access to Protected Areas; g. Construct/rehabilitate/upgrade marine/water routes including 20 docking piers on Lake Victoria and Lake Albert. h. Develop and improve the roads to cultural heritage sites of Bigo Byamugenyi archaeological heritage, Nyero, Patiko, Emin Pasha’s fort 2. Support the development and/or upgrade of accommodation and conference facilities of all types and sizes as well as leisure attractions and facilities (including, restaurants, bars and cafes): a. Increase the number of hotel rooms and food and beverage facilities; b. Facilitate the establishment of International hotel chains; c. Construct a National Convention centre to scale up MICE tourism. MLHUD, UWA, MoWT, Private sector, MTWA, MWE, MoFPED, UIA, KCCA 3. Support the private sector to provide low-cost accommodation facilities in protected areas MTWA, Private sector 4. Develop digital capability in the tourism industry to market and improve access to products: a. Provide fast, accessible and reliable internet connectivity in all wildlife protected areas and other major tourists’ attractions; b. Promote use of e-tourism services. UCC, ICT 5. Construct water dams in Toro Semuliki Wildlife Reserve, Lake Mburo National park, Kidepo Valley National Park, Murchison Falls National Park, Pian Upe Wildlife Reserve and Bokora-Matheniko Wildlife Reserve savannah wildlife protected areas MWE, UWA 6. Establish trade and service facilities, including; insurance, banking, sports and recreation, cultural and craft facilities and services at the different tourist attraction points and tourist information centres. MTIC, UWA, Private Sector, MTWA, MOES, MoFPED, IRA, UEPB, NCS, MoGLSD 7. Develop international, regional and domestic connectivity with countries already attracting large numbers of tourists and for domestic markets. In particular, upgrade and expand Entebbe airport and regional aerodromes. MoWT, UNRA, UCAA, Uganda Airlines, UTB Objective 3: Develop, conserve and diversify tourism products 1. Develop new tourist attraction sites profiled by region to include new products such as: Community tourism; Adventure tourism further enhanced by developing hiking, climbing and cable cars in the Rwenzori Mountains; Water-based (marine) tourism; e.g. from Semuliki National Park to East Madi wildlife reserve through Lake Albert, Semuliki river and River Nile; MICE; Agro-tourism. MTWA, UWA, LGs, UTB, MoICT & NG, MLHUD, MWE), Cultural & Religious institutions, UWEC, MAAIF 2. Upgrade, maintain and redevelop existing tourist attraction sites profiled by region to include new products like dark tourism, culinary tourism, adventure tourism, wellness ‘tourism, war tourism MTWA, UWA, LGs, UTB, MoICT & NG, MLHUD, MWE), Cultural & Religious institutions, UWEC, MAAIF 3. Diversify tourism products (eg cultural) and map potential across the country including conducting hazard risk and vulnerability mapping for tourism areas MTWA, OPM, LGs 4. Establish and enforce quality marks/standards for the tourism industry and its subsegments through regular inspection and grading of tourism-related facilities such as accommodation, attractions, beaches, restaurants and travel as well as enforce service standards for tour operators UTB, MTWA, MoH, KCCA, LGs, Tourism Police, Private Sector, UWA 5. Develop competitive tour packages (including transportation, lodging, and excursions) Private Sector, MTWA, MoFPED, MTIC, UTB and UWA THIRD NATIONAL DEVELOPMENT PLAN (NDPIII) 2020/21 - 2024/25 103 Interventions Actors 6. Provide security at tourist attraction sites including addressing human-wildlife conflicts MoDVA 7. Develop and implement a framework for conserving natural and cultural heritage MTWA, UWA, UPDF, LGs 8. Strengthen enforcement against tourism crime MTWA, UWA, UPDF, LGs 9. Remove evasive species in protected areas. UTB, MTWA, MAAIF, MTIC, Private Sector, UIA, UCDA, UWA, UEPB, MoWT, UNRA, MoLG, LGs Objective 4: Develop a pool of skilled personnel along the tourism value chain and ensure decent working conditions 1. Implement the tourism curriculum at the Uganda Hotel and Tourism Training Institute (HTTI). UHTTI, UWRTI, MOES, NCDC 2. Provide tailor-made training for actors across the entire tourism value chain. a. Develop the Jinja and Kasese institutes to international standards; b. Provide a financing framework for this training. MTWA, MOES 3. Incentivize the private sector to provide skills through internship and apprenticeship programmes. MTWA 4. Nurture local hospitality sector enterprises for participation in local, regional and global tourism value chains. MTWA 5. Establish and operationalize a tourism investment fund to enable private investors get access to affordable finance. MoFPED, MTWA, MTIC, UTB, Enterprise Uganda 6. Strengthen/develop the legal and policy framework and mechanisms to ensure decent working conditions in the industry so as to reduce incidences of exploitation MOGLSD, MTWA, Objective 5: Enhance regulation, coordination and management of the tourism 1. Develop a Tourism information Management System MTWA, UTB 2. Establish and operationalize a tourism investment fund to enable private investors get access to affordable. MoFPED, MTWA, MTIC, UTB, Enterprise Uganda, UDB 3. Establish quality marks/standards for grading of tourism-related facilities such as accommodation, attractions, beaches, restaurants and travel MTWA, UTB 4. Strengthen inspection and enforcement of service standards for tourism facilities and tour operators UTB, MTWA, MoH, KCCA, LGs, Tourism Police, Private Sector, UWA 5. Strengthen institutional partnerships for tourism development OPM, MTWA, LGs, UWA, UTB, Private sector