

Annual Progress Report 2011

- Project Title** : Support for Development of Inclusive Markets in Tourism
- CPAP Outcome** : Increased productivity competitiveness and employment in selected sectors Particularly benefiting women and youth.
- CPAP Output** : Functional and inclusive markets in Agriculture, Trade and Tourism in place
- Project Outputs** : Output 1: Market linkages developed and operationalized.
Output 2: Innovative pro-poor tourism products and services developed and promoted.
Output 3: Capacity of business enterprises and selected tourism support institutions built.

Implementing Partner : Uganda Tourism Board

Responsible Party : Enterprise Uganda
Brief Description

Tourism in Uganda has not realized its full potential due to a highly fragmented private sector, lack of sufficient public sector support, lack of adequate skilled human resources particularly in tourism promotion, inadequate research and development of pro-poor tourism products and the narrow product diversity. The project will support the government of Uganda in development of the markets in tourism, focusing on participation of the poor and local communities in the tourism sector as entrepreneurs, employees and consumers. This will contribute to increased benefits for the poor in terms of improved access to labour and markets and increased opportunities for the decent work and incomes. These will be achieved through creation of market linkages, development and promotion of new niche products that are also pro-poor, and building the capacity of key tourism support institutions and associations.

ANNUAL PROGRESS REPORT (Oct – Dec 2011)

EXPECTED OUTPUTS Include indicators	ANNUAL TARGET	ACHIEVEMENTS	RESOURCES		CHALLENGES
			BUDGET	AMOUNT UTILIZED	
<p>Output 1: Market linkages developed and operationalized</p> <p>Indicators: Number of business linkages identified</p> <p>Target 2: 40 SMEs and Tour Operators selected for business linkages</p> <p>Indicator: Number of viable SMEs and MSMEs selected</p>	<p>1.1 Potential business linkages identified among the actors along the tourism value chain</p>				
	<p>Review of the ITC sector survey report to inform choice of Value chains to be analyzed in detail and select the value chains for more detailed analysis</p>	<p>ITC Report reviewed and products for detailed VCA selected. The</p> <p>The criteria used for Value Chain selection was as follows</p> <ul style="list-style-type: none"> -Benefits the poor people derive from the linkages -Potential for increased employment -Access to the market -Increase in income -Potential for participation in SMS and MSM -Size of a specific value chain in terms of cash flows 	8,000,000/=	8,000,000/=	There was delayed submission of the ITC report. The review was dependent on receipt of the report.

	<p>-Existing natural resources that is, it should be near the attractions</p> <p>-Products should be local</p> <p>-Consideration of marginalized groups</p> <p>The following were chosen for deeper analysis:</p>		
<p>Select specific Value Chains for development of linkages</p>	<p>The criteria used for Value Chain selection was as follows</p> <ul style="list-style-type: none"> -Benefits the poor people derive from the linkages -Potential for increased employment -Access to the market -Increase in income -Potential for participation in SMS and MSM -Size of a specific value chain in terms of cash flows -Existing linkages with the market -Existing natural resources that is, it should be near the attractions -Products should be local -Consideration of marginalized groups <p>4 main value chains were selected:</p>		

		<p>Souvenirs Community tour guides Cultural performances 2. Hotels/Restaurants Food Labour Home stays Souvenirs 3. Entertainment Cultural groups 4. Transport Labour</p>	14,400,000	14,400,000	
	<p>Conduct a study of selected value chains and baseline and produce a report</p>	<p>Field survey conducted as follows; Murchison Pakwach Circuit: 7th – 9th Dec. Anyayo Hotel, Pacer Village Black Smiths Community, Bero Pamungu Community Based Organization, Bero Pamungu Drama and Farmers Group Mbarara – Kisoro Circuit; 12th – 15th Dec Igongo, Lake Mburo, Batwa Cultural Centre Crafts Shop and Booking Office, Batwa Development Program and Birds Nest Tourist Hotel Fort Portal circuit; 19th – 22nd Dec Kyanninga Lodge, Nubian-Njara Muslim Women Catering and Hiring Services Group, KAFRED – Bigodi Wetlands Sanctuary & Women's group and</p>			<p>The geographical spread and distances between the locations of the VCA beneficiaries limited the number of respondents on the survey. The time available could not allow the team to transverse the whole country.</p> <p>A draft report has been submitted by Enterprise Uganda</p>

		<p>Kabarole Tours and Travel, Virina Gardens Hotel, Rwenzori Nature Adventures and Koogere Foundation</p> <p>Survey team visited tourism facilities and Communities around Murchison Falls NP and Karuma falls; Lake Mburo National Park, Kabale (Lake Bunyonyi area) Bwindi; Kibale NP, Rwenzori NP</p>			
	Monitoring		7,706,000/=	7,706,000/=	
	Presentation of the VCA and baseline report to stakeholders	Not held	14,000,000	0	Delayed finalization of report due to delays in funds disbursement and long festive season

<p>Output 2: Innovative pro-poor tourism products and services developed and promoted</p> <p>Target 6 innovative pro-poor products developed and promoted</p> <p>Indicators:</p> <ul style="list-style-type: none"> • Number of niche pro-poor products developed and implemented • Increase in no. of tourists visiting selected niche tourism sites 	<p>2.1 Carry out a desk review of existing documentation</p>	<p>ToRs were prepared together with UNDP. Actual review exercise not undertaken</p>	<p>7,117,500</p>	<p>0</p>	<p>Delayed procurement of the consultant and the review was rescheduled for January 2012. Consultant now on board</p>
<p>Output 3: Capacity of business enterprises and selected tourism support institutions built</p> <p>Targets: 6 interventions implemented</p>	<p>Half day workshop to present findings to technical/beneficiary steering committee</p>	<p>Not Done</p>	<p>11,950,000</p>	<p>0</p>	<p>Document review not done</p>
<p>Output 3: Capacity of business enterprises and selected tourism support institutions built</p> <p>Targets: 6 interventions implemented</p>	<p>3.1 Undertake a capacity assessment of the selected tourism support institutions to identify the critical capacity gaps</p>				

<p>Indicators: No. of enterprise support interventions implemented</p>	<p>3.1.1 Conduct consultative meetings with tourism sector stakeholders</p>	<p>Six tourism support associations selected for the capacity assessment, these are;</p> <ul style="list-style-type: none"> • Uganda Tourism Board. • Association of Uganda Tour Operators, • Uganda Safari Guides Association, • The Uganda Travel Agents Association, • Uganda Tourists Association, • Uganda Community Tourism Association • Uganda Hotel Owners Association 	<p>24,000,000</p>	<p>24,000,000</p>	<p>There was some degree of reluctance from some of the tourism support institutions to divulge information during the assessment</p>
<p>3.1.4 Conduct a capacity assessment and baseline survey of selected enterprises, institutions and business support organizations</p>		<p>All 6 institutions assessed Report to be submitted in January 2012.</p>	<p>24,000,000</p>		