

IIPT Kampala, Uganda

Key Issues

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Peace through Tourism

- A symbiotic relationship exists between peace and tourism
- A range of possibilities for fostering peace are available through interaction of travelers and host communities
- Existence of museums introduces tourists to explore causes of past conflict understand the effects and encourage forgiveness
- The strengthen of communal peace making in Africa provides opportunity for foreign tourists to understand these mechanisms.

Tourism & Poverty Reduction

- Review of Economic policies to identify specific ways to help the poor not GDP assessment e.g. clear indicators of impact assessment through tourism
- Involvement of the poor in tourism related activities as part of the pro-poor strategies
- Control of tourism leakages arising from importation of most tour related luxurious products and repatriation of funds by owners of tourism related facilities
- Repackaging tourism for the domestic, regional and the back packers markets.

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- Promotion of inter-agency collaboration between governments, the tourism industry and the communities
 - Recognition and appreciation that problems of certain countries do not get categorized as “their problem.” Impact of the problem can have ripple effects on others
 - Intensify use of technology to market tourism internationally
 - Africa needs to take advantage of the World Bank's changing perception on tourism to access technical expertise, finance, skills development and markets

- Critical need for Africa's image change in potential tourism markets - from the perception of a one country full of war, famine and strife has to be removed
- Establishment of an environment promoting public and private investment in tourism and tourism destination communities
- This requires a deliberate national, regional and continental Africa re-branding strategy
- Equity in benefits of tourism to host communities reduces poverty and the incidence of conflict thereby promoting peace

Innovative Approaches - Expanding Marketing Opportunities For Africa

- Africa needs to act collectively in order to change its image through a concrete plan of action. We need to stand on our feet
- There is need to educate those in the tourism sector to use the internet in a professional way. The internet is an effective way to search for opportunities and do business.
- It is important for the content of the websites to be well packaged and focus on show casing Africa in a positive way

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- Countries and tour companies need to register under the umbrella of DOT TRAVEL which provide direct contact with tourists, increased hits due to an assured and ascertained legality and registration
- Along with brochures, CD's, Websites and documentaries, stories should be told that **enrich the minds** of the potential tourists. This may be through personal experiences that ignite the passion into the notion of travel.

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- Invite travel writers to experience Africa and Uganda in particular
- Uganda needs to reach out to other countries in Africa. There is need for regional and domestic tourism.
- Innovative thinking. Even artifacts of war or disaster can be a tourist attraction. Innovation means thinking through the mind of the potential tourist/traveler.

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- The youth have to be both empowered and included in the development of tourism.
- We need to know how to deal with the press in order to prevent constant negative reporting

Conclusion

It is possible to use tourism for substantial reduction of poverty, increase the chances for conflict resolution and achieve sustainable peace



Thank You