

# 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 backpackers 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

## Cont'd

- 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.

## Cont'd

- 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.

# Cont'd

- 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

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



Thank You