



Ministry of Tourism, Wildlife and Antiquities



**Promoting Entrepreneurship for
Tourism Industry Competitiveness
in the OIC Countries, on
16th October 2023**

The 12th Tourism Working Group (TWG) held on October 16-17th 2023

Outline

- Overview of tourism industry in Uganda
- Government agenda to tourism development and competitiveness in Uganda
- Challenges to tourism development in Uganda
- Tourism Industry Entrepreneurial Opportunities in Uganda
- Important information

Overview of tourism industry in Uganda

- Uganda is one of the OIC Member States for 49 years now – since 1974 when H.E. Gen. Iddi Amin was still president.
- The OIC member states reportedly enjoy a considerably young population of 350.8 million youths, accounting for 18.5% of their total population and 29% of the world's total youth population as of 2022.
- Thus, OIC states have several initiatives to encourage young people to engage in entrepreneurial activities including in tourism.

Overview of tourism industry in Uganda

- Globally, tourism is considered as the largest and fastest growing industry with the total international tourist arrivals reaching 1.4 billion and foreign exchange earnings USD 1.451trillion in 2018.
- In Uganda, tourism industry grew at an average annual rate of 21% - prior to COVID-19 pandemic.
- For example, in 2018, Uganda's tourist arrivals grew by 7.4 percent from 1.402 million in 2017 to 1.505 million visitors

Overview of tourism industry in Uganda

- The country's foreign exchange earnings grew by 10.1 percent from US\$ 1.45 billion in 2017 to US\$ 1.6 billion.
- And, a total of 667,600 (mainly youthful) people were directly employed in the Travel and Tourism industry in 2018.
- According to World Bank (2023), Uganda is one of the most biodiverse countries on the planet with millennia of history and thriving cultural traditions. And yet it remains an underrated tourist destination.

Government agenda to tourism development and competitiveness in Uganda

- Moreover, the government is aware of tourism's potential to create jobs for the hundreds of thousands of new job seekers in Uganda, as tour guides, tour operators, hospitality workers, and marketing professionals, among many others.
- However, achieving this demands the government makes a deliberate efforts to support (youth) entrepreneurship in the tourism sector.

Government agenda to tourism development and competitiveness in Uganda

- So far;
- 1. The policy and legislative framework are in place and enables the initiatives for creative and innovative change which are the core of entrepreneurship.
- The government and its various structures identify, source and support the potential entrepreneurs to invest in the tourism and hospitality sector in various parts of Uganda.
- The government also provides tax holidays and exemptions

Government agenda to tourism development and competitiveness in Uganda

UGANDA LABELLED INVESTMENT DESTINATION

Uganda has a competitive tax and non-tax incentive regime, including a 10-year tax holiday for agricultural investors, developers and operators of industrial parks, along with manufacturers who export 80% of their output.

Agriculture, ICT, mining, and tourism offer vast investment opportunities.

Robert Mukisa, the Uganda Investment Authority's director general, says it's no surprise that the country is Africa's top investment destination after being named East Africa's best.

In 2004, Uganda established the Uganda Registration Service Bureau to assist the Uganda Investment Authority. The agency seeks to simplify business registration and protect Ugandan intellectual property. It has helped register thousands of firms and ensured they receive all the support they need to commence operations.

MAJOR INVESTORS

Foreign direct investment (FDI)

In Uganda rose to \$1.3b (about \$4.1 trillion) in 2008. Uganda received 161 greenfield investments between 2015 and 2019, with Kenya contributing 30% (that includes financial services investments). Other major investors included India, South Africa, the US, and the UAE.

Uganda is one of the few African countries that attract a considerable amount of



Tourists exploring Uganda on a boat at Murchison Falls National park



Hippopotamuses basking in water at a river in Uganda

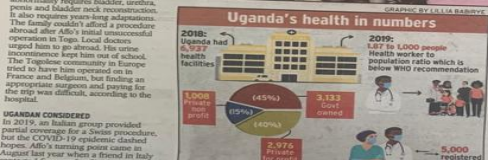
Happy Independence Day!

UGANDA RIPE FOR MEDICAL TOURISM

Eighteen-year-old Alfo Mosew is in his second year of paediatric surgery at St Mary's Hospital in northern Uganda. The hospital is in northern Uganda. The hospital is in northern Uganda. The hospital is in northern Uganda.



Records
Experts say medical tourism data is difficult to get due to the lack of centralized reporting, national regulation and the fact that many patients prefer not to reveal their medical treatment overseas.



RECONSTRUCTIVE SURGERY
The hospital in Gulu said the complications required one reconstructive surgery. Uganda compared to four in 100, which was free, George Mukisa Uganda's president. Also demonstrates our abilities.

COMPREHENSIVE CARE
Patients with cardiovascular and thoracic disorders come from outside Uganda, receive comprehensive medical care at this centre. Over the years, government and commercial companies have constructed numerous other specialty health institutions that may give specialised medical care to foreigners. They include Kumi Orthopaedic Centre, a private bone and joint facility; the Entebbe Children's Surgical Facility (ECFS); The Children's Hospital of Uganda (CHU), which specialises in paediatric neurosurgery; CoRSU, a private, non-profit, non-governmental organisation that provides subsidised surgery and rehabilitation for vulnerable patients, as well as Mulago Specialised Women and Neonatal Hospital.

According to global healthcare accreditation, South Korea saw 248,000 patients last year, largely for cosmetic surgery. In Africa, South Africa had 500,000 cosmetic surgery, while Kenya received 70,000 patients for fertility treatment, cosmetic surgery, orthopaedics, while Morocco received 50,000 fertility, orthopaedic and cancer patients. In 2018, Tanzania saw 5,000 dental, orthopaedic and fertility patients and Uganda 2,500.

TREATMENT ABROAD
Some African governments want to enhance incoming medical tourism and demand national, which costs Uganda dollars in exchange revenue. (WHO) making its healthcare system doctor to patient ratio of 1:1,000. 5.9% of the GDP on healthcare, with a Tanzania spend 3.6% with a ratio of 1:30,000. At least every regional medical practitioner has a graduate of Makerere University, Africa's 10th best university.

Other specialty hospitals include Mulago Specialised Women and Neonatal Hospital, Uganda Heart Institute, a total of 2,976 (60%) of health institutions were private for profit, with over 90% in Greater Metropolitan Kampala, and 1,008 (29%) were private.

TRACK RECORD
"We (Uganda) have an excellent track record in managing epidemics such as Ebola," says Uganda Tourism Board head of public relations, John Simpkinson Gessa. The DR Congo, Uganda, serving Uganda.

Government agenda to tourism development and competitiveness in Uganda

- 2. Government works in partnership with universities, I(NGOs) and industry to foster youth innovations.
- For example, in 2020, the President of Uganda, H.E President Yoweri Kaguta Museveni launched the Youth4Business Innovation and Entrepreneurship Facility (Y4BF).
- The Facility was designed to respond to the effects of COVID-19 and beyond by driving social economic transformation – to address the problem of youth unemployment in Uganda.

Government agenda to tourism development and competitiveness in

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Government agenda to tourism development and competitiveness in Uganda

- 3. Government in partnership with the private sector is also focusing on increasing the quantity and quality of accommodation facilities, improving the quality of related services, such as skilling the staff in the hospitality industry.



Government agenda to tourism development and competitiveness in Uganda

- 4. Government is also promoting domestic tourism through
various initiatives to encourage locals to explore and experience
the beauty of their country. These initiatives include: a drive
dubbed *Tulambule Uganda* undertaken by Uganda Tourism
Board; publicizing of Uganda Martyrs through production of a
movie called Final Flames of Uganda Martyrs and development
of the Uganda Martyrs trail which include 16 visitation sites.

Government agenda to tourism development and competitiveness in

Uganda

Uganda launches campaign to promote tourism in Bunyoro

📅 Sep 28, 2023

According to (Rtd) Col. Tom Butime, Minister for Tourism, Wildlife and Antiquities, guests are expected to visit several tourism sites in the different parts of Bunyoro sub region



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Challenges to tourism development in Uganda

- Despite several attempts by government to promote tourism entrepreneurship and competitiveness, there are still systematic challenges, among them are:
- **Inadequate and unskilled manpower/personnel:** The quality of personnel available to work in the tourism sector is generally low. At lower skill levels, there are also problems given the weakness of available training institutions

Challenges to tourism development in Uganda

- Low presence of international branded hotel operators: The country still has a shortage of quality accommodation capacity in and around National Parks, with very low presence of international branded hotel chains.
 - As of June 2019, only 4 international hotel chains were operating in Uganda i.e. Marriott International Group (Sheraton Hotel and Protea Hotel brands); Louvre Hotels Group (Golden Tulip Canaan brand); and Hilton Garden Inn and Latitude 0

Challenges to tourism development in Uganda

- **Uncompetitive Destination:** The World Travel and Tourism Council (WTTC: 2018) research, forecasts that between 2016 and 2026, the 10 fastest growing destinations for leisure-travel spending will be India, followed by Angola, Uganda, Brunei, Thailand, China, Myanmar, Oman, Mozambique and Vietnam.
- **Infrastructure Challenges:** Whereas the Government has done much in recent years to address the problem of poor road infrastructure there is still more work to be done.

Challenges to tourism development in Uganda

- **Limited to no inter and intra sectoral coordination in tourism development:** This is especially true for key sectors e.g., transport connectivity (road, air, water and rail); inadequate tourism data collection; standards enforcement; statistics/data collection; etc.
- **Quality Assurance Challenges:** There is inadequate quality regulation in the sector.
- **Inadequate Funding from the government due to competing demands:**

Challenges to tourism development in Uganda

- **Incomplete Regulatory framework:** The current lacks the operational regulatory framework regarding the development and management of the tourism development Levy, Tourism Development Fund and licensing fees for tour operators and tour guides.
- **Market Segmentation Gaps:** Inadequate market segmentation and targeted destination marketing for both domestic and inbound markets have led Uganda's share of the leisure and holiday segment from key markets in America and Europe to shrink.

Challenges to tourism development in Uganda

- **Accommodation Challenges in Protected Areas:** The density of tourists per km² in Uganda's game parks is one-tenth that of Kenya or South Africa indicating that there is plenty of room to grow.
- **Undeveloped and Narrow Product Range:** Uganda boasts of large water bodies, the River Nile, tall mountains, culture and heritage, diverse avian life and a strong entertainment sector but little of these have been developed for tourism.

Tourism Industry Entrepreneurial Opportunities in Uganda

- Increasing Tourism Products: Government conducted an audit of tourism products, including profiling aimed at empowering local communities to improve and develop the attractions in their respective regions
- Government now promoting Meetings, Incentives, Conferences/Conventions and Events/Exhibitions (Mice): In a bid to diversify Uganda's tourism offerings to encompass more than leisure, the sector is prioritizing the promotion and development of business tourism (MICE).

Tourism Industry Entrepreneurial Opportunities in Uganda

- Market Destination Representatives (MDRS) Firms: Six Market Destinatipresentative (MDR) firms have been recruited and are representing Uganda in 6arkets as follows: P.H.G for USA/Canada, P.H.G (China) in China; Aviareps for Japd the Gulf States; Kamageo for UK/Ireland; and KPRN for Germ.
- Working with Embassies and Diaspora to Market/Promote Uganda

Tourism Industry Entrepreneurial Opportunities in Uganda

- Political will to support development of the tourism sector
- Untapped tourism resources i.e. MICE, culture, marine tourism, etc.
- Numerous international platforms for destination promotion and representation
- Enhanced transportation: highways, airports/aerodromes and airlines

Tourism Industry Entrepreneurial Opportunities in Uganda

- The expanding regional East African market under the Single Tourist Visa
- Uganda now owns carrier: Uganda Airlines
- Advances in information technology: bookings, ticketing, data collection.
- Growing private sector investment in the tourism sector

Tourism Industry Entrepreneurial Opportunities in Uganda

- Growing private sector investment in the tourism sector
- Partnerships with Government agencies i.e. CAA, UNRA, URSB, UBOS, etc
- Untapped domestic tourism market
- Emerging market segments in Africa, Asia, Nordic countries and the Middle East that are not necessarily biased by cultural or colonial ties/considerations

Tourism Industry Entrepreneurial Opportunities in Uganda

- Available funding for the tourism sector from development partners and international bodies i.e. UNWTO, World Bank, etc.
- Available avenues for generation of Non-Taxable Revenue (NTR)
- Increased destination connectivity and access by global airlines including the revival of Uganda Airlines for direct flight connections

The End!

Thank you for listening.

Questions