

Sustainable Tourism





Tourism Vision

Uganda
established as
Africa's top
sustainable
tourism
destination

Planning Frameworks

National Vision 2040, National
Development Plan, NRM Manifesto

Focus; Social Economic
Transformation by creating a Skilled
Productive and Competitive
Economy

Target: Achieving Four Million
Visitors

Tourism ;
**should be Inclusive,
Sustainable and Green**

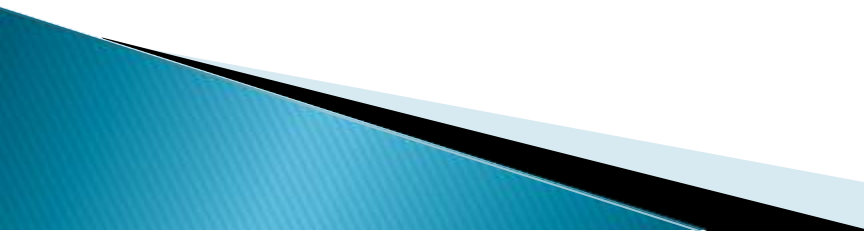
Tourism
**should create Jobs and
spur economic Growth**

Sustainable Tourism



Green tourism is the concept of visiting somewhere as a tourist and trying to make a positive impact on the environment , mindful of the future and local community
green tourism has been used interchangeably with such concepts as ecotourism, nature tourism, and responsible tourism

Principles of Sustainable Tourism

- ▶ Increasing use of renewable energy – Consuming less water Minimizing waste – Using biodegradable products for guests Conserving biodiversity, cultural heritage and traditional values
 - ▶ Supporting intercultural understanding and tolerance Generating local income Integrating local communities Enabling tourism business to make long term investment
 - ▶ Enhancement of social economic benefits and involvement of local communities
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Going Green

Why Does it matter?



They
plan to make more
eco-friendly choices in
the next

12 MONTHS

According to



Survey 2012
(Kelly Bricker)

Eco-conscious consumers travel more frequently than the average consumer. During 2009, nearly 76% took at least two vacations away from home and 22% took five to eight vacations during that time. CMI Green Traveler Study 2010.

NEW TRENDS AND MARKET OPPORTUNITIES

related to *environmental quality*:

Adventure,
Gastronomy/slow food,
Wellness

Green Destinations Standard

The main themes:

- ▶ 1. Destination Management
 - ▶ 2. Nature & Scenery
 - ▶ 3. Environment & Climate
 - ▶ 4. Culture & Tradition
 - ▶ 5. Social Well-being
 - ▶ 6. Business & Hospitality
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Grading and Classification

The purpose

- Grading is a Promotional & Competitive Tool
 - Facilitate informed Choice
 - Facilitate Destination Marketing
- Grading is a Regulation Tool
 - Quality assurance
 - Licensing Tool (fair assessment

The situation

- ▶ **Few Classified Establishments**
- ▶ Why a high failure rate
- ▶ Why a high rejection rate
- ▶ Financing Classification

The Wellness Trend

The Healthy Living

Key Trend Motivators:


- *Busy lifestyles and stress*
- *Environmental Concerns ; Pollution, Climate Change*
- *Travel Demographic Changes – Young and the old*
- ▶ **There is a growing connection between wellness and lifestyle; hotels are streamlining processes and facilities to enhance the guest experience include:**
 - Introducing Healthy Menus
 - Green environments
 - Body Rejuvenation and Spas
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Guidelines

Greening Tourist Accommodation

The purpose and objective of these guidelines is to encourage and promote sustainable tourism practices which take into account the needs of the environment, local residents, businesses and visitors.

Criteria

- ▶ Environmental policy and actions
 - ▶ Use of Green products
 - ▶ Community engagement
 - ▶ Solid waste management
 - ▶ Energy efficiency
 - ▶ Water efficiency
 - ▶ Pollution control
 - ▶ Land use and facility planning
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Using Resources - Energy Consumption: *Environmental & Economic Costs*



The accommodation sector contributes 20% to the overall tourism-related carbon dioxide (CO₂) emissions, the major factor behind climate change.

Most CO₂ emissions from the sector are linked to energy consumption.



Generally, electricity costs are 11% of total operating costs, the 2nd largest operating cost for hotels.



Greener services and workplaces



Improvements & cost-savings are within reach: examples from , Thailand

Innovative
Strategies for
Guest
Engagement:

Laundry costs:
Down by 18%
Reduction in water &
chemicals use



Staff engagement &
process control
measures:

30% Energy Savings.

Food
Waste
Audit:

**42% Reduction in
Food Waste**



The Conference Business

Key Trend Motivators:

- *Competition is global and driving service innovation*
- *Health and safety challenges in servicing big crowds*
- *Technology driven Changes*
- ▶ **The growth of hotels is mainly driven by the conferencing market, however competitive growth will be driven by quality investment in meeting rooms:**
 - Acoustics and Visual Display Capabilities
 - Space Configuration – Consideration of PWDs
 - SMART Technology enabled service
 - Room Acclimatization
 - Health and safety

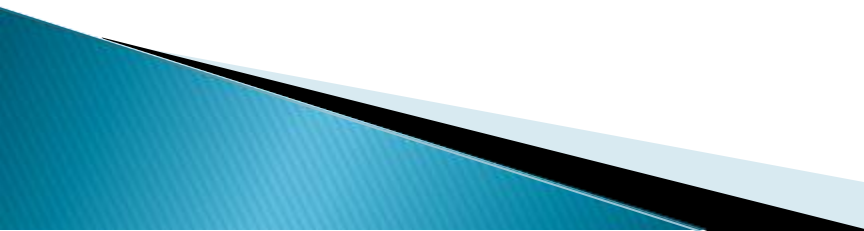
Eco-friendly meeting spaces

“A typical five day conference for 2,500 attendees will use 90,000 cans or bottles, 75,000 cups and 87,500 napkins” – Meeting Strategies Worldwide, 2003

Accommodation selection:

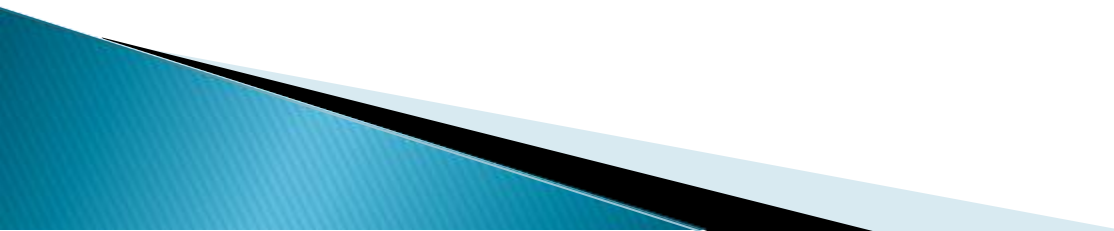
- ▶ **in-house environmental policies**
- ▶ **Checklist detailing environmental efforts**
- ▶ **Facilities should provide information to guests on environmental initiatives (includes in-room signage to turn lights off when not in use, etc.)**

Signage:

- ▶ **Use of whiteboards when possible instead of flipcharts**
 - ▶ **Leftover conference supplies donated to local school or charities (pens, pads, etc.)**
 - ▶ **Create signage which can be reused in future events**
 - ▶ **Provide bins to collect delegate name tags for reuse**
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Promoting Eco-friendly Practice

Food and Beverage:


- ▶ Request bulk items on coffee breaks to include cream and sugar
 - ▶ Condiments provided in bulk
 - ▶ Linen napkins used in all areas, where paper napkins are needed
 - ▶ Cutlery instead of plastic items
 - ▶ Leftover food is donated to food banks/local shelters
 - ▶ Give your attendees reusable coffee mugs at the start of the conference
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Conservation Efforts

Protecting the Integrity of the Parks

- ▣ **Increased security** – Swift Force and Tourism Police force deployed
 - The parks have been pacified
- ▣ **Strengthening UWA**
 - Intelligence Unit created
- ▣ **Stricter Regulation and Laws**
 - To curb trafficking and poaching
- ▣ **International Collaboration** – CITES, UNWTO, UNE
- ▣ **Increased Sensitization and Public Awareness in communities bordering Protected areas**

Empowering Frontline Communities

- ▣ Revenue sharing schemes
 - ▣ Employment opportunities in conservation – guides, building trenches, supply of foods
 - ▣ Engaging and Skilling the front line communities
 - ▣ Development projects– Hospitals, schools, water and agriculture
 - ▣ Sustainable utilization of Protected Area resources
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Rwenzori Mountains

NATIONAL PARK

The Mystical Challenge



UWA

*Conserving
for Generations*

World heritage site



Rwenzori

The Mountains also known as the Mountains of the Moon is a UNESCO World Heritage Site, with snowcapped peaks at the equator

- ▶ Guiding and Potter service
- ▶ Snares removed from the parks



Rwenzori Mountaineering Services



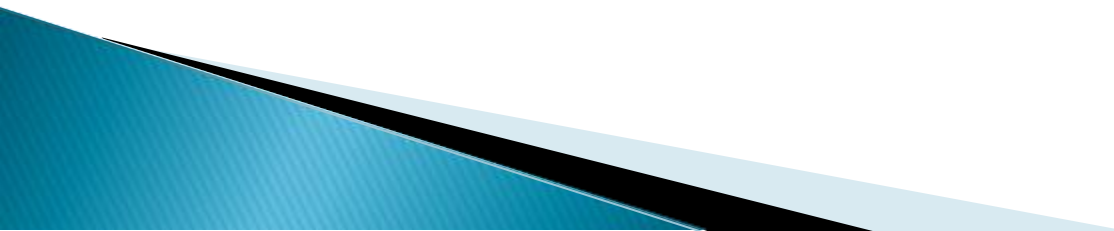
Species Conservation

Bigodi Swamp



- ▶ Bigodi swamp is not only just a swamp but an eco-tourism base that holds hundreds of lives of the people that dwell in the communities around it.

Benefits

- ▶ Conservation of swamp
 - ▶ Employment and enterprise development
 - ▶ Community projects ; water, health center , school
 - ▶ Community mobilization; better market access, nutrition
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**Kisiizi Falls supports the Kisiizi Hospital
Good Samaritan Fund
Protection of Up stream
Employment
Product Diversity**


Addressing Human Wildlife Conflict

- ▶ Fencing the Protected areas
- ▶ Trenching
- ▶ Bee Hive Projects
Deterring animal crossovers

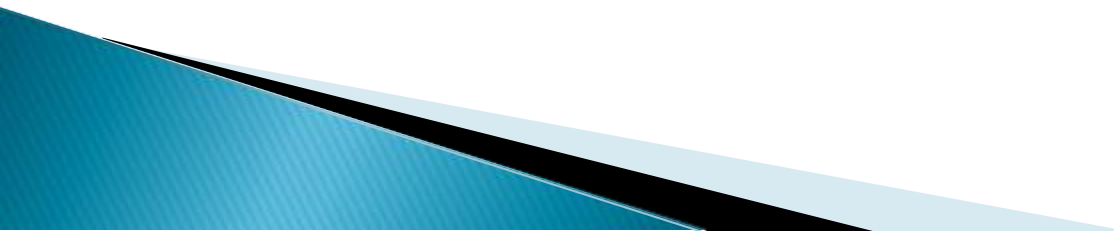
- ▶ Hot Pepper Agric
Projects in Nywoya
- ▶ Compassion support to
affected communities
Tea growing as a buffer crop



Investment opportunities to support green innovation in tourism

- ▶ **Energy-efficient transition:** in the accommodation sector there is ample scope for investments in green performance, including improvements to refrigeration, television and video systems, air conditioning, heating and laundry.
 - ▶ **Water management:** there is scope for financing green performers improving internal water efficiency per guest.
 - ▶ **Waste management:** there are many dimensions on which improving waste management can increase tourism sustainability, improving resource efficiency, enhancing the attractiveness of destinations, and creating job opportunities.
 - ▶ **Biodiversity:** maintaining ecosystems is at the core of sustainable tourism. There are opportunities for green performers and green innovators in protecting the natural resource base while mainstreaming sustainable tourism.
 - ▶ **Cultural heritage:** investments that maintain the cultural heritage while offering opportunities for continuation, rejuvenation or enhancement of traditions improve the tourism offer and contribute to distributing the benefits of tourism among the local population.
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Policy considerations

- ▶ Promote access to finance for sustainable tourism investment projects of all sizes.
 - ▶ Incentivize the transition towards low carbon, climate resilient investments and encourage more responsible business practices in tourism.
 - ▶ Build capacity and better coordinate actions across government to support the shift to more sustainable tourism investment and financing practices.
 - ▶ Improve data and analysis on finance and investment in sustainable tourism development, including the use of green finance in tourism
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Going Forward

The next Steps

**Increase
Stakeholder
Engagement**

**Influencing the Legislative and Policy
Agenda**

**Building Capacity
Institutional and
Enterprise
Levels**

**Innovative Financing Options
Human Capacity Development Programmes**



Thank You

