

BACKGROUND

As nature tourism is Uganda's comparative advantage, it is critical to protect the resource base. Environmentally sound operation for tourist accommodation is becoming more and more important, both from an operational point of view [lower costs and security of supply] and a marketing perspective. Unsound operations can have negative impacts on the "tourist experience", flora and fauna and cultural heritage of the area an accommodation is operating in. With increasing number of tourists coming to Uganda the importance of environmental sound operations is becoming more pressing. The availability of technologies and services able to realise these environmental sound operations is currently low and need to be developed.

OBJECTIVES

The overall objective of the action [the project] is to support Uganda to achieve sustainable tourism development by engaging in the transition towards an inclusive green industry based on sustainable consumption and production [SCP] patterns, while generating growth, reducing poverty and creating decent jobs for communities, and minimising the impact of the tourism sector on the environment. The project aims to map existing sustainable criteria, standards and labels for the tourism sector in order to discuss [in a dialogue with the private sector] the potential of marketing incentives for the promotion of eco-tourism in Uganda.

ACTIONS

- » Supporting eco-entrepreneurship and SCP practices in tourist accommodations by identifying sustainable innovation opportunities; design, incubate and pilot smart "technological" and "social" solutions.
- » Monitoring SCP performances of tourism sector and socio-economic impacts at community and MSME level.
- » Developing and disseminating best practice cases for the identification of guidelines, principles and ready to implement eco-innovations.
- » Sensitizing and promoting inclusive business models and marketing tools [labels] in the tourism industry.
- » Supporting the mainstreaming of Sustainable Consumption & Production [SCP] patterns in tourism policies and frameworks.

SNV NETHERLANDS DEVELOPMENT ORGANIZATION

PARTNER:

B-Space [U] Ltd

LOCATION:

Uganda, Albertine Nile tourism area in Northern Uganda

Budget



\$200,000.00

Timeline



24 Months