



RUBIRIZI TOURISM

Current Status, Trends &
Opportunities

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A photograph of two young women smiling and looking towards each other in an outdoor setting. The woman on the left has dark hair and is wearing a white top. The woman on the right has long blonde hair and is wearing a colorful patterned top. Both women have a clear plastic water bottle balanced on their heads. The background is a blurred natural landscape. A blue and white decorative graphic is at the top of the image.

Definition of Tourism

"Tourism comprises the activities of person s traveling to and staying in places outside their usual environment for not more than one consecutive year for leisure, business and other purposes." (UNWTO)



Rubirizi District Strongholds

- ❖ The stamped authority of the brand name “Pearl of Uganda”
- ❖ One of the world’s popular Crater zones - forming a section of one of the untapped prime tourist destinations in the country
- ❖ Queen Elizabeth National park, forming part of the district
 - 2nd most visited NP in Uganda*
- ❖ The area is curved out of dense, biodiversity rich swamps



Rubirizi District Strongholds

- ❖ Tropical rainforests: Maramagambo, Kalinzu and Katsyoha Kitomi
- ❖ hilly landscapes for panorama, photography
- ❖ Conducive climate throughout the year
- ❖ fertile volcanic soils for Agro-tourism
- ❖ rich wildlife spectacle in the multitude of habitats provides an opportunity for nature based tourism development



Rubirizi District Strongholds

- ❖ The unique cultural norms and History of residents
- ❖ Other geological features like caves, waterfalls , Kyambura gorge etc
- ❖ Over 6 Community- based tourism organizations
- ❖ Over 30 accommodation facilities of both local and international standard
- ❖ Presence of the Uganda Safari Guides Association – Rubirizi Cluster – Human Resource base



Tourism Sector Development Plan (TSDP) focuses on:

- natural and cultural resource conservation
- product development
- human resource development
- tourism management and regulation
- marketing and promotion



Local Governments' Mandate

- to offer front-end TOURISM service delivery

(Service delivery begins with us!)



Specific roles of local governments

A) Identification and Diversification of Tourism products.

Diversification of products includes:

- cultural and Heritage tourism
- ecotourism
- sports and recreation tourism
- Markets & Canteens



Specific roles of local governments

Diversification of products includes:

- botanical and zoological gardens
- public monuments
- Clubs and social centres
- entertainment (Kinyaruguru dance competitions)
- beautification of premises and surrounding areas (our District HQs)
- physical planning etc

Specific roles of Local governments

- B) Intensify the conservation of Tourists sites & wildlife
- C) provision of security and protection of tourist attraction sites and tourists
- D) quantify and qualify accommodations facilities and supporting training of human resource in tourism

Specific roles of Local governments

- E) Prioritize the promotion of domestic tourism through cultural, regional cluster initiatives and national events
- F) Provide land for establishment of common interest facilities, as well as investment zones
- G) Aggressive marketing and link the tourism regions with urbanization



Specific roles of Local governments

- G) Mobilize and support local people to FULLY participate in tourism in the area as operators, employees (guides), investors etc
- H) Provide technical and facilitative support to the other actors to fully monitor, supervise and enforce standards for developers and operators at the site

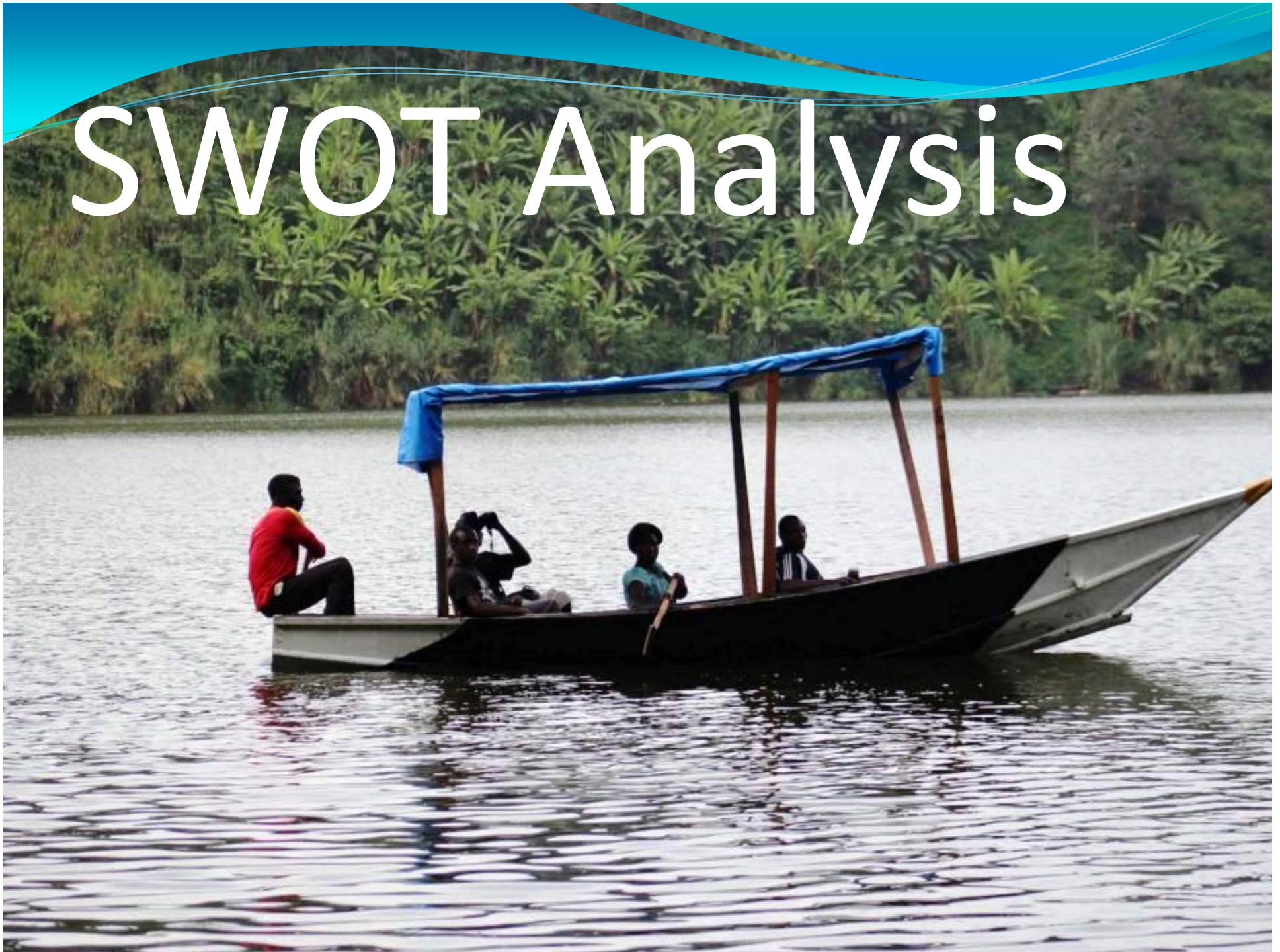
Specific roles of Local governments

- I) PRIORITISE tourism supportive infrastructure e.g Feeder roads (especially those leading to lodges and hotels and tourist sites), tourist trails, viewing points/platforms, bird hides, wetland boardwalks etc.
- J) Support the private sector and other actors to undertake tourism related events that attract tourists

Specific roles of Local governments

- K) LOCAL HOTEL TAX should be CONDITIONAL to TOURISM DEVELOPMENT activities i.e. maintenance of hotel standards. (provide waste dumping ground, and help to transport waste from hotels)

SWOT Analysis



SWOT Analysis

Strength

1. Easy Access
2. Numerous Natural attributes
3. Rich Cultural Heritage & norms
4. Strategic Location (an island of nature reserves like Forests, NPs, WRs....)
5. Tourist amenities like Lodges and hotels

Weaknesses

1. Poor Image / publicity – (Witchcraft!)
2. Massive natural resource degradation
3. No tourism development plans
4. Poor regulations and legislations
5. Inadequate data and relevant info about tourism and tourism potential sites



SWOT Analysis

Opportunities

1. District Tourism Office in place *
2. Government support through MDAs
3. Funding opportunities for tourism sector- outside government - CEDP
4. Human resource development capacity –

External Threats

1. Pressures & interferences from the political wing
2. Poor funding by government via the conditional grant
3. Bureaucracies in government
4. **CORRUPTION!**



Rubirizi Tourism Potentials

Rubirizi Tourism Potentials

- ❑ Birdwatching especially in and long swamps and on crater lakes, gardens.
Creation of trails along the wetlands and Boardwalks in the swamps



Rubirizi Tourism Potentials

- ❑ Canoeing on crater lakes for sightseeing, leisure and relaxation, and other water sports



Rubirizi Tourism Potentials

- Zip lining along the craters. Very adventurous activity!



Rubirizi Tourism Potentials

- Hill climbing,
panorama
points gazette
for particular
sightings,
photography
etc



Rubirizi Tourism Potentials

- ❑ Cultural promotion activities: traditional dance competitions*, religious trails etc
- ❑ Local community experience; village walks, agro-tourism, local wine breweries etc



Rubirizi Tourism Potentials

- ❑ Primate /monkey tracking in the wetlands like Nzuguto
- ❑ Forest/Nature walk activities



Rubirizi Tourism Potentials

Developing chimp tracking activities in Katsyoha-Kitomi in collaboration with NFA and its development partners like Nature Uganda



Rubirizi Tourism Potentials

- ❑ Voluntourism development; placements in Community Projects, local schools and local health centres



The image features a decorative header at the top with a blue and white wavy design. Below this, the text "Image building and self-identity branding potentials" is displayed in a large, bold, dark blue font. The background is an aerial photograph of a savanna landscape, showing a vast expanse of green grass with scattered trees and a range of mountains in the distance under a cloudy sky.

Image building and self-identity branding potentials

➤ **Rubirizi
Water**

Bottled water
with brand
name
“**Rubirizi**” or
any of the
numerous
craters lakes



➤ **Rubirizi
Coffee**

Very well
Refined
coffee from
our coffee
Farmers –
Bamasaba
Coffee for
example



➤ Street Names

Rubirizi
Street/Road –
some of the
streets in the
town council
could be
branded with
popular tourist
sites.



➤ Trade Shows and Tourism Exhibitions


These could be annuals events that include award ceremonies of various categories: Miss Tourism Rubrizi,



➤ Trade Shows and Tourism Exhibitions

Rubirizi Tourism
Day, Rubirizi
Cultural Day,
Award
Ceremonies for
the best (Lodge,
Students, guide,
etc)



- 
- Branding scholastic Items like books, crayons, pencils, etc with district name or name of some popular tourist Site
 - Motorsports Rallies - Branded Craters
Exploration Moto Rally....
 - WHY NOT “think of Rubirizi Airstrip!!!
 - Rubirizi Anthem/song! (with a tourism theme)

Capacity Development Strategy



**Train women
groups and
youth groups
in handcraft
and souvenir
making skills**



**Train guides
in different
fields
depending
on the
tourist
activities**



**Train local
community
on the crops
to grow
according to
the demand
from hotels
and lodges**



Compel stakeholders including local government workers and their families to experience tourism products



**Registration
of all service
providers and
licensing
them; qualify
and Quantify
them**





***Information Sharing,
Promotion & Marketing
Strategy***

**1.
Establishment
of Rubirizi
Tourism
Information
Centre**

- Tourist Reception
- Crafts centre
- Photo gallery
etc



2. Development of a versatile website

- - **Administration**
- - **Political**
- - **Technical**
- - **Tourism**



3. Stakeholders consultative meetings, conferences and workshops

- To guide prioritization of products and activities
- To guide the development of the Rubirizi

Tourism Development Plan

4. Production and Supply of Promotional Materials

- *Brochures*
- *Fliers*
- *Leaflets*
- *Magazines*
- *Banners*
- *Billboards and sign posts*
- *Business Cards*

CHALLENGES

- ❖ No realistic budgets for **tourism product** development
- ❖ Lack of a tourism investment fund in LGs
- ❖ Poor working environment - No workstation computers, no internet, frequent power blackouts, not IT personnel.....



THANK YOU!

Asante!



Merci!

