

# Hidden Treasures Uganda

## Tourism Consultancy Services for Development of a New Tourism Guidebook & Tour Packages

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***Disclaimer***

The views in this paper are either the authors' or derived from interviews with key informants and stakeholders and are not necessarily endorsed or shared by the International labour Organisation (ILO) or the British Department For International Development (DFID) as donor.

## **Preface**

The Consultant is highly appreciative for the assistance provided by many people in preparation of this report. Primarily my colleague, Paul Ssozi, for his expertise in the arts and crafts field, his artistic and photographic inputs, translation work, grassroots insights and backstopping support. I am grateful to Enoth Mbeine of FIT (U) Ltd. and Peter van Bussel of BSMD for their insights that helped refine the business development recommendations. The UCOTA Technical Adviser, Judith Voermans, and Tinka John, the HTU Field Manager, were very helpful in identifying tourism groups and sites. I am also grateful to the VSO UCOTA Marketing Advisor, Mathew Thornington, for his constructive ideas during the field visits, tourism operators and craft retailers for their market advice, and Jo Bell for his statistical analysis of the questionnaire survey. Last but by no means least I am indebted to the community-based tourism operators for their hospitality and sharing of their trials and tribulations.

Louise Dixey  
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## Acronyms

AICG	Amajamber'Iwacu Community Group
AMA	Abanya-Rwenzori Mountaineering Association
BBC	Bunyangabu Beekeepers Cooperative
BHS	Baagalayaze Heritage Site
BIFNP	Bwindi Impenetrable Forest National Park
BSMD	Business Services Market Development
CBO	Community-Based Organisation
CBT	Community-Based Tourism
COBATI	Community Based Tourism Initiative
COU	Church of Uganda
DAMS	Department of Antiquities and Museums
ECOTRUST	Environmental Conservation Trust of Uganda
EU USTDP	European Union Uganda Sustainable Tourism Development Programme
FRMCP	Forest Resources Management and Conservation Programme
HTU	Heritage Trails Uganda
IGCP	International Gorilla Conservation Programme
KAFRED	Kibale Association for Rural and Environmental Development
KFNP	Kibale Forest National Park
KTA	Kabarole Tourism Association
LMNP	Lake Mburo National Park
MBIFCT	Mgahinga - Bwindi Impenetrable Forest Conservation Trust
MDD	Music, Dance and Drama
MENP	Mount Elgon National Park
MFNP	Murchison Falls National Park
MGNP	Mgahinga Gorilla National Park
MSE	Micro Small Enterprise
N/A	Not Applicable
NACUTA	Naggalabi Cultural Tourism Association
NFA	National Forestry Authority
NU	Nature Uganda
NGO	Non-Governmental Organisation
PAMSU	Protected Areas Management and Sustainable Use (Project)
QENP	Queen Elizabeth National Park
RCCDP	Ruboni Community and Conservation Development Project
SFTP	Ssezibwa Falls Tourism Project
SWATTA	Suuna II Wamala Tombs Tourism Association
THAKA	Tourism and Handicrafts Association of Kalema
TOR	Terms of Reference
UBGC	Uganda Bird Guides Club
UCOTA	Uganda Community Tourism Association
UTA	Uganda Tourism Association
UTB	Uganda Tourist Board
UWA	Uganda Wildlife Authority
VSO	Voluntary Service Overseas

# Table of Contents

<b>PREFACE</b> .....	<b>I</b>
<b>ACRONYMS</b> .....	<b>II</b>
<b>1 INTRODUCTION</b> .....	<b>1</b>
1.1 CONSULTANCY SERVICES AND TERMS OF REFERENCE .....	1
1.1.1 <i>Services</i> .....	1
1.1.2 <i>Research method</i> .....	1
1.1.3 <i>Outputs</i> .....	1
1.1.4 <i>Delivery of Services</i> .....	2
<b>2 IDENTIFICATION OF INTERESTING TOURIST SITES INCLUDING ART AND CRAFT PRODUCTION CENTRES</b> .....	<b>3</b>
2.1 DESK RESEARCH.....	3
2.2 FIELD RESEARCH .....	5
2.3 RECOMMENDATIONS REGARDING SITES IN THE GUIDEBOOK.....	5
<b>3 DRAFT GUIDEBOOK</b> .....	<b>7</b>
<b>4 MARKET ASSESSMENT</b> .....	<b>7</b>
4.1 METHODOLOGY .....	7
4.2 QUESTIONNAIRE SURVEY KEY FINDINGS.....	8
4.3 INTERVIEWS WITH TOURISM OPERATORS.....	9
4.3.1 <i>Banana Boat</i> :.....	9
4.3.2 <i>A&amp;K Crested Towers</i> : .....	10
4.3.3 <i>Backpackers</i> : .....	10
4.3.4 <i>Pearl of Africa Tours and Travel</i> : .....	11
4.3.5 <i>Rwenzori View Guesthouse</i> : .....	11
<b>5 MSE CAPACITIES, BUSINESS SUPPORT NEEDS AND MECHANISMS</b> .....	<b>12</b>
<b>6 CONCLUSIONS AND RECOMMENDATIONS</b> .....	<b>19</b>
<b>ANNEX 1 IDENTIFIED TOURIST SITES</b> .....	<b>20</b>
<b>ANNEX 2 FIELDWORK ITINERARY</b> .....	<b>23</b>
<b>ANNEX 3 2<sup>ND</sup> FIELDWORK ITINERARY</b> .....	<b>25</b>
<b>ANNEX 4 DRAFT GUIDEBOOK</b> .....	<b>27</b>
<b>ANNEX 5 MARKET RESEARCH QUESTIONNAIRE</b> .....	<b>28</b>
<b>ANNEX 6 MARKET RESEARCH QUESTIONNAIRE</b> .....	<b>31</b>
<b>ANNEX 7 LIST OF POTENTIAL ADVERTISERS AND SPONSORS</b> .....	<b>40</b>



# **1 Introduction**

With the support of Business Services Market Development Project Uganda (BSMD), a new business partnership has been formed between two companies: Infopoint Uganda Ltd. and Churchill Safaris and Travel Ltd. with the aim of utilising each others resources and capacities to develop a profit based guidebook and new tour packages. The guidebook is to encourage tour operators to add-on lesser-known attractions to their packages and to lead independent tourists to arts and crafts workshops and other interesting sites that are managed by micro and small enterprises (MSEs) along the routes to the major national parks in western Uganda. Other organisations and companies are expected to become collaborative partners.

## **1.1 Consultancy Services and Terms of Reference**

The following activities to develop the Guidebook and new tour packages were agreed between the consultant and FIT Uganda Ltd. on 17 November 2003:

### **1.1.1 Services**

- a) Make a background research including a market assessment by interviewing tourists and tour operators, identification of interesting tourist sites including arts and crafts production centres and community tourism activities along the Western Uganda route, write up profiles of MSEs and explanations of the different art and craft and community tourism activities.
- b) Assess the capacities and support needed by the MSEs.
- c) Assess business support mechanisms by identifying and interviewing companies interested to be linked up in the activity.

### **1.1.2 Research method**

- a) Having Focus Group Discussions MSEs.
- b) Analysis of data already collected by various stakeholders.
- c) Use of questionnaires (250-300) for potential tourism outlets.
- d) Interview and direct observation of the MSEs.
- e) Field visits.
- f) Any method seen to be appropriate to help in the market assessment.

### **1.1.3 Outputs**

- a) A draft of the guidebook text and format by 24<sup>th</sup> November 2003.
- b) A report describing the support needs of the MSEs and a Work Plan providing insights on how to provide the required support by 5<sup>th</sup> January 2004.
- c) A market assessment report on the guidebook by 19<sup>th</sup> January 2004.

The services were to be performed in 40 days. A craft product development expert, Mr. Paul Mutongole Ssozi, and several questionnaire survey interviewers were sub contracted by the Consultant with the permission of FIT (U) Ltd.

#### **1.1.4 Delivery of Services**

The Consultant undertook the services professionally although despite tremendous efforts the delivery of outputs was later than scheduled. This was mainly due to an over ambitious work plan to meet BSMD project deadlines, the time of year (Christmas and New Year) and unforeseen challenges, especially with a computer and the market survey.

## 2 Identification of Interesting Tourist Sites Including Art and Craft Production Centres

### 2.1 Desk Research

Tourism attractions and potential tourist sites were identified by the following means (listed in order of priority):

- Working knowledge of the consultants.
- Information provided by local stakeholders – particularly the Uganda Community Tourism Association (UCOTA), Heritage Trails Uganda (HTU), the Forest Resources Management and Conservation Programme (FRMCP), the Community Based Tourism Initiative (COBATI), Nature Uganda (NU), tourism operators and the Kabarole Tourism Association (KTA).
- Internet sites – particularly [www.traveluganda.com](http://www.traveluganda.com) (commercial site), [www.culturalheritagetrails.com](http://www.culturalheritagetrails.com) (HTU Kabaka's Trail), [www.ucota.org.ug](http://www.ucota.org.ug) (UCOTA), [www.visituganda.com](http://www.visituganda.com) (UTB).
- Guidebooks – the *Bradt Guide to Uganda*, *Lonely Planet East Africa*, *Birding in Uganda* and *Footprints Uganda*.

Ninety-five tourism micro and small enterprise (MSEs) and potential tourist sites were identified across Uganda, including in the east of the country (Annex 1). Although the terms of reference (TORs) specified identification along the western route, some entrepreneurs near the tourism honey pot of Jinja were also included. Jinja is attracting increasing numbers of different types of tourists, in part due to its emerging reputation as an 'adventure capital' and it was ranked the area of most interest to market research respondents. Furthermore, unique accessible attractions in the east include rock paintings, rock climbing and batik production.

Many MSEs and potential tourist sites identified offer a range of products and services or act as a hub linking communities into the tourism market. For example, Buhoma and Bushara Island offer accommodation, crafts, food and guided walks. Most products and services identified were artisans, accommodation providers, cultural sites and nature or local guided walks. The approximate total number is as follows:

1. Craft Artisans (approximately 30 sites) including:
  - Weavers (20) including a few natural dye gardens
  - Potters (2)
  - Wood carvers (2)
  - Paper Mache Modelers (2)
  - Bark cloth maker (1)
  - Iron-Smith (1)
  - Furniture maker (1)
  - Drum makers (1)
  - Batik (1) – in east
  - Recycled Paper maker (1)

2. Accommodation (approximately 26 providers) including:
  - Homesteads (9)
  - Community campgrounds and traditional bandas (13)
  - Small guesthouses (3)
  - Tented camp (1)
3. Guided nature and/or village walks (22).
4. Cultural heritage sites (15) including:
  - Tombs (6)
  - Fort (1)
  - Coronation site (1)
  - Rock paintings (1) – in east
  - Earthworks (2)
  - Prison (1)
  - Sacred natural places such as a waterfalls, caves, hills and trees (3)
5. Nature conservation projects (8).
6. Music, dance and drama (8).
7. Food and drink producers (6 including):
  - Bee keepers (2)
  - Peanut butter (1)
  - Wine makers (1)
  - Banana brewing (2)
8. Traditional healers (3).
9. Dug out canoe trips (3).
10. Medicinal gardens (2).
11. Small museums (2).
12. Rock climbing (1) – in east.
13. Medicinal hot springs (1)

Although there are a high number of weaving groups only a few are recommended for inclusion in the Guidebook. This is because weavers usually work from home and most groups do not have a center/shop. Furthermore, no weavers are currently offering craft lessons and there are very few demonstrations of production methods and the use of natural dyes. Other interesting artisans that would be possible to visit such as ceramics, iron-smithing, homestead wine makers and bark cloth making are extremely rare.

The ownership and management of identified MSEs and potential tourist sites ranged from community-based organisations (CBOs), traditional cultural institutions (Kingdoms) and guardians, local councils, non-governmental organizations (NGOs), the National Forestry Authority (NFA), churches and private sector entrepreneurs (individual and family businesses). The majority is managed by CBOs.

The geographical spread, level of development and product quality vary significantly. There are concentrations of active MSEs by national parks and along the main tourism routes. Particularly in the west around Kibale Forest National Park (KFNP) in Kabarole and also near Kasese in the foothills of the Rwenzori Mountains. There are also MSE activities by Mgahinga Gorilla National Park (MGNP), Bwindi Impenetrable Forest National Park and along Masaka and Jinja highways. There are very few by Murchison Falls National Park (MFNP), Queen Elizabeth National Park (QENP), Lake Mburo National Park (LMNP) and Semliki Game Reserve.

## **2.2 Field Research**

The list of interesting sites, products and services was considered at a planning meeting for the field research. A shortlist of sites for field visits was made and the selection based on the following:

- Sites thought to be MSEs with a focus on community and craft producers.
- Close proximity to a tourism honey pot (e.g. Mgahinga, Jinja) and/or main tourist route.
- Sites the consultants were less familiar with.
- Location given limited time and resources.
- Product type to ensure diversity and encompass lesser-known unique attractions.
- Level of development and product quality.
- Commercial viability and potential to provide business development support.

Two field research trips were undertaken in November and December 2003 (Itineraries in Annexes 2 and 3). The first visit covered Murchison, Hoima, Kasese and Kibale. The second trip encompassed Masaka Road, Kabale (Lake Bunyonyi), Kisoro and Mgahinga, Bwindi, Bushenyi and Lake Mburo. Approximately 25 potential attractions for the guidebook were visited over 9 days but several high potential sites in Kabarole, around Kampala, Jinja and Mbale were not visited due to insufficient time.

Field visits proved very important to see what is on the ground as MSEs, especially community-based tourism (CBT) initiatives, can change quickly over time. For example, it was discovered that Toro Designers no longer have a craft retail outlet in Fort Portal and the Kweterana Women and Disabled Association near Kasese is currently more focused on milling flour than retailing crafts.

## **2.3 Recommendations regarding sites in the Guidebook**

Approximately one third (33) of the 95 potential attractions identified are firmly proposed for inclusion in the first edition of the Guidebook (refer to Annex 1). There are approximately 25 more that could be included following further research and/or business development support. The timing of the publication has to be taken into consideration when making the final selection. It is important to note that several MSEs that are not yet ready were included in the dummy guidebook to emphasize its unique content. These include the Mpanga bark cloth maker, Turambe Women's Group, Mama Mulefu pottery, Ibanda Ruboni Blacksmith and Rubingo Abatereine Women's Group.

The following is highly recommended:

- Rare artisans with high potential are given business development support as soon as possible to ensure they can be included in the guidebook.
- The east be researched further and covered to ensure more comprehensive geographic coverage and marketability of the book.
- Cultural sites (except the Kabaka's Trail) are not MSEs and lack basic services so should not be included. Nyero Rock paintings could be an exception.
- The content of the guidebook be regularly reviewed.

### **3 Draft Guidebook**

The working title of the guidebook is “Hidden Treasures Uganda” and this proved very popular in the market research. An introduction was drafted emphasizing that the guidebook offers new information on lesser-known but easily accessible unique natural, cultural and craft attractions (Annex 4). The guidebook has been divided into sections based on its content in relation to the mainstream tourism attractions and routes. These may be expanded in the future if more MSEs are included. The sections are as follows:

- In and Around Kampala
- Jinja
- Masaka Road
- Kabale and Surrounds
- Kisoro and Mgahinga Gorilla National Park
- Bwindi Impenetrable Forest National Park
- Kasese and the Rwenzori Mountains
- Kibale Forest and Surrounds
- Fort Portal
- Murchison Falls

35 attractions have been profiled in the guidebook with brief explanations of the craft activities. Information includes products and services, sample maps, location and directions and contact information. Photographs have been used illustratively where available. The draft will be availed on a CD Rom.

In view of the Guidebook’s draft form the following will be required before publication:

- Final site selection depending on timing of the publication and business support.
- Further research, editing and writing to encompass changes to site selection and the market research recommendations (e.g. provision of public transport information).
- Production of maps.
- Production of additional photographs.
- Input from a professional designer.

## **4 Market Assessment**

### **4.1 Methodology**

A quick qualitative and quantitative market assessment was undertaken using the draft (“dummy”) guidebook in January and February 2004. Interviews were held with different types of tourism operators and a survey undertaken. A 3-page questionnaire assessed interest in the proposed guidebook content and willingness to pay (Annex 5). The survey was mainly undertaken in Kampala at Garden City, Buganda Road Craft Market, National Theatre Craft Market, Banana Boat, Blue Mango, Backpackers and Kansanga. Thirty were completed at Bwindi. Foreign tourists, foreign residents, Ugandans, craft retailers, a tour operator and car rental firm completed 122 questionnaire surveys (Annex 6). The majority of respondents were foreign tourists (60%), followed by foreign residents (22%) and Ugandans (15%). Foreign tourists

comprised of backpackers (29%) and package tourists (20%), self-drive tourists (14%), those visiting family and friends (12%), overlanders (12%), development workers/volunteers (9%) and business visitors (4%).

Implementation of the questionnaire survey proved challenging and significantly more time consuming than planned. This was for various reasons including the weather, the sudden and unexpected departure of the person responsible for overseeing the fieldwork and statistical analysis and misunderstandings by subcontracted hired staff regarding access permission that had been obtained. It is strongly recommended that Infopoint (U) Ltd. and Churchill Safaris and Travel Ltd. undertake at least another 130. It is also recommendable that Infopoint interview more tourism operators and the President of the Uganda Tourism Association (UTA).

## 4.2 Questionnaire Survey Key Findings

- The main sources of information on tourism attractions were guidebooks, word of mouth, the Internet. These were followed by the Eye magazine, tourist board, travel agents, newspapers, UWA and tourist accommodation. Ranked lowest was Infodigest and Infopoint cards but UCOTA was bottom. The low ranking of Infopoint products maybe a reflection on the market segments interviewed (e.g. few business visitors).
- The majority (83%) are interested in visiting a range of craft and food producers and many did not know such activities were possible in Uganda. The prime interests were as follows: basketry, drum making, wood carving, bark cloth making, craft lessons, ceramics and brewing. Others mentioned were doll making, traditional construction methods, gardening, fine art and bee hives. Interest was expressed in all the different activities suggested. One fifth of respondents were very interested (20%) and similar number not interested (17%).
- There was more interest (93%) in visiting community tourism attractions than craft and food producers. Music, dance and drama ranked highest followed closely by nature walks, cultural heritage and village walks. Camping, bird watching and traditional healing were also of some interest. Almost one third (29%) were very interested and only 7% not interested.
- Almost half of survey participants (49%) were interested in purchasing the guidebook. Two fifths, however, were not sure. Reasons for this in order of priority included a perceived access to the information from other sources (26%), lack of money (16%), not enough time to visit the attractions (16%), lack of private transport (14%), lack of interest (14%) or the sites were not in the package tour (14%). A key issue was value for money – is this information unique? Approximately one tenth (9%) said they were not interested in purchasing the guidebook. It must be noted, however, that those not interested often refused to be interviewed so the level of interest may be lower than the results suggest.
- Participants mainly wanted the following included in the Guidebook: directions, maps, booking information, colour photos, details of prices, facilities and services, traditional uses of crafts and details of items. Interestingly almost half of those interviewed wanted to see information on how the enterprise benefits the local community and conservation. Few expressed any interest in corporate adverts.

- In terms of the level of interest in visiting different tourist areas, eastern Uganda ranked highest followed by ‘around Kampala’ and Bwindi. Other areas that ranked relatively highly included Kabale, Fort Portal and Murchison. Of lesser interest were Masaka Road (perhaps due to backpackers using public transport), Kisoro and Mgahinga, Kibale, Kasese and the Rwenzoris, the Ssesse Islands and Kidepo.
- Over half of respondents (55%) liked A5 publication size (dummy) and less (39%) preferred the A5b size (Infodigest).
- “Hidden Treasures Uganda” was the preferred title (73%) as it rings adventure and discovery. One quarter (24%) liked “Community and Craft Trail Uganda” as it was seen to be more specific. Others thought the word “community” could put people off and that it may limit perceptions of the scope of the guidebook. It was suggested the titles could be combined e.g. “Community & Craft Trail: Uganda’s Hidden Treasures”. Few suggestions were made. The most notable was “The Real Uganda”. Others were “Undercover Uganda” and “Forgotten Uganda”.
- Respondents are most likely to buy the guidebook from the following (in order of preference): book shops, tourist board, craft shops, airport, tourist accommodation, the Internet, coffee shops and UWA.
- The most common preference for price was US\$5. Most were willing to pay between US\$3-5 but about one fifth wanted the publication available free (particularly Ugandans).

### **4.3 Interviews with Tourism Operators**

The following tourism operators were interviewed: Banana Boat (craft shop), A&K (Crested Towers), Backpackers, Pearl of Africa and Rwenzori View Guesthouse. Summaries of the meeting notes are presented below. Key issues raised were as follows:

- Most tourism operators welcomed any efforts to improve information flow to them and their clients.
- Tour operators consider a more effective way to link MSEs to the mainstream is to hold a briefing with tour operator drivers and avail site information.
- Foreign residents should be targeted.
- The guidebook should have information not easily found elsewhere and differentiate itself from the Eye Magazine.
- In terms of willingness to advertise, this will depend on circulation. Many advertise in the Eye as circulation is high because it’s free. Several operators maybe willing to pay to advertise (at less than the Eye) simply to support the development goals of the initiative.

#### **4.3.1 Banana Boat:**

- Major tourist routes should be covered.
- Sites should be easy to find and accessible.
- The best people to target for this kind of book are the tour operators and specifically the drivers. This could be in form of a meeting organised to inform and launch the idea.

- Product quality needs to be assured - including the availability of people to do demonstrations.
- Another alternative was to have the information on the Internet and linked to major sites that promote tourism activities in Uganda. This would make it easier to update the information regularly as opposed to a single publication for the whole year.
- Competition with the Eye magazine was highlighted. If the guidebook is free there would be more circulation and this would be more attractive for sponsors and advertisers.

#### **4.3.2 A&K Crested Towers:**

- The guidebook should have information that is not easily found elsewhere and differentiated from the Eye Magazine.
- Foreign residents should be targeted. Include more places for weekend visits from Kampala.
- Practical session should be encouraged whenever possible. People are interested in participating rather than just watching.
- The guidebook could have even more editorial (e.g. crafts, culture) so people really get interested in visiting and participating.
- Willing to advertise in the guidebook, however, this will depend on the level of circulation. A quarter page advert in the Eye Magazine goes for Ush.250,000 – 300,000/= each publication. The Eye is distributed quarterly and free thus more people get to see the adverts. If circulation is planned outside Uganda this would add value.
- Detailed maps should be incorporated.
- Insight on product quality should be given.
- Craft retailers should advertise alongside MSE craft attractions to avoid the misconception that they are replacing the craft dealers.
- Coffee shops and crafts shops are the best outlets.

#### **4.3.3 Backpackers:**

- Idea very welcome.
- Can additional information on cultural sites be incorporated? Backpackers visit such sites even where there are no facilities.
- Willing to advertise (Ush.100,000/=) to support even though it will not bring business (most clients come through word of mouth).
- Recommended retail price Ush.3,000/=.
- Get publication referenced in the Lonely Planet.
- Include volunteering opportunity information.
- Need crafts to be different/ unique from the standard fare (e.g. at the equator).
- Include public transport information.
- Problem with banking upcountry – provide this information?
- Provide dialing codes for overseas.
- Include discount vouchers.
- Talk to MTN re. Phone hire packages for short-term tourists.

#### **4.3.4 Pearl of Africa Tours and Travel:**

- Competition with the Eye. Will it give advertisers and tourists' value for money?
- Is a publication the best way to link MSEs to the mainstream tourism industry?
- A briefing should be held with tour operator drivers, as they are the most influential in terms of where a tour may stop.
- Bring some of the possible tour package stop offs to Kampala to meet tour operators.
- Target the approximately 25,000 ex-pats in country (10,000 adults). Can diplomatic missions sponsor the guidebook and/ or distribute it to their nationals resident in Uganda?
- Can the core production costs be covered by sponsorship from UWA, UTB?
- Kenya Airways may sponsor.
- Advertises for shipping firms (for craft purchases) on the back cover?
- Pearl interested in paying for an advert but at a lower rate than the Eye.

#### **4.3.5 Rwenzori View Guesthouse:**

- There is a gap in current tourist information regarding crafts.
- Will people purchase the guidebook if it contains corporate adverts?
- Product quality of the attractions should be assured.

## 5 MSE Capacities, Business Support Needs and Mechanisms

The capacities of the tourism and craft MSEs and their business support needs vary significantly. Factors that influence MSE capacity includes type of ownership (community, private entrepreneur etc.), geographical location (remoteness, security), age, support provided by other agencies (e.g. donors, church, UWA, trade association) and market demand. Common MSE needs are training, marketing and infrastructure development. Marketing is paramount and therefore the new Infopoint Guidebook can be the main business support mechanism. For this reason and due to time constraints, only the 40 attractions that could realistically be included in the first edition of the guidebook are reviewed here. Most of these MSEs were included in the dummy guide (except Butogota Homestead and Naggalabi Millennium Gardens).

A summary of findings is presented in Table 1. Priority has been accorded to MSEs for business support. Those categorized as *high priority* include the following:

- Where the recommended business support is needed for the MSE to be included in the guidebook (e.g. a field visit to organize craft lessons and/or check product quality).
- Where if there were already support agencies involved, they would be keen to cooperate.
- Where the recommended business support would make a big impact on the level of product quality and/ or diversification and profitability.
- Where the recommended action does not demand many resources (e.g. no infrastructure development but technical assistance in terms of follow-up meetings).

Factors taken into consideration when *low priority* was given include the following:

- The attraction is not a MSE (e.g. UCOTA).
- The MSE is being assisted by another agency (e.g. donors) and further intervention would not be cost effective.
- The future of the attraction is unclear (e.g. Mabira Forest due to potential privatisation by FA).

MSEs ranked as *medium priority* lie in-between the above.

**Table 1 Summary of MSE Capacity, Business Development Support Needs, Linkages and Mechanisms**

**XXX** = High priority    **XX** = Moderate priority    **X** = Low priority

<b>Guidebook MSE</b>	<b>Product(s) &amp; Service(s)</b>	<b>Level Of Capacity</b>	<b>Business Support Need(s)</b>	<b>Potential Business Linkage(s)</b>	<b>Business Support Mechanism(s)</b>	<b>Agencies Providing Support</b>	<b>Priority For BSMD</b>
<b>UCOTA Craft Shop &amp; Information Office</b>	Training Marketing Advocacy Retailing crafts	Low. Craft retailing under developed	Organisation Development Marketing Craft retailing.	Exporters Local retailers Tour operators.	N/A under this exercise	Ford & McKnight Foundations EU USTDP?	<b>N/A</b>
<b>Bosco's Workshop</b>	Wood carvings	Medium	Marketing	Tour operators Craft retailers	Advice on publicity (e.g. sign post, leaflets). Brief tour drivers.	UCOTA may market and retail some products.	<b>XXX</b>
<b>Zikka Forest</b>	Walks Crafts	Not known	To be determined.	To be determined.	Field visit	Not known.	<b>XXX</b>
<b>Nnamasole Baagalayaze Tombs (Kabaka's Trail).</b>	Tombs Medicinal garden Bark cloth demos Weaving Paper MDD.	Medium	Marketing. Product development support – craft lessons and bark cloth/ paper demos.	New Lines Tours & Travel considering Trail bus trips. Other tour operators. Backpacker camps in Kampala. Schools. Craft retailers.	Publicity (Guidebook, posters, leaflets). Brief tour drivers. Technical advice to develop craft lessons & demonstrations. Technical advice on crafts and retailers.	HTU. UCOTA member.	
<b>Wamala King's Tombs (Kabaka's Trail).</b>	Tombs Crafts MDD	Low	Marketing Infrastructure development. Craft product development.	New Lines Tours & Travel. Craft retailers.	Publicity (Guidebook). Technical advice on crafts and retailers.	HTU UCOTA member. Buganda Kingdom.	<b>XX</b>

<b>Guidebook MSE</b>	<b>Product(s) &amp; Service(s)</b>	<b>Level Of Capacity</b>	<b>Business Support Need(s)</b>	<b>Potential Business Linkage(s)</b>	<b>Business Support Mechanism(s)</b>	<b>Agencies Providing Support</b>	<b>Priority For BSMD</b>
<b>Nnamasole Kanyange Tombs (Kabaka's Trail).</b>	Tombs Guided walk to Wamala. Crafts MDD	Low	Marketing Infrastructure development. Craft product development. Advocacy.	New Lines Tours & Travel. Craft retailers. Phone company.	Publicity (Guidebook). Technical advice on crafts and retailers. Networking to obtain a community phone.	HTU. UCOTA member.	<b>XX</b>
<b>Ssezibwa Falls (Kabaka's Trail)</b>	Waterfall Shrines Guided walks. Bird watching Camping MDD Crafts	Medium	Marketing Advocacy Infrastructure development for camping. Craft product development.	New Lines Tours & Travel. Other tour operators. Backpackers. Uganda Tea Corporation (for land donation). Mabira Forest.	Publicity (Guidebook, posters, leaflets). Brief tour drivers. Networking to secure land donation. Technical advice on crafts. Monitor Mabira.	HTU. Kabaka Foundation. UCOTA member.	<b>XX</b>
<b>Mabira Forest Ecotourism Site</b>	Bandas Food, MDD Camping Cycling Walks Crafts	High	Not known as not visited	Dependent on privatization by FA. Ssezibwa Falls.	Field visit	FA or In-charge sub-contractor UCOTA member. VSO	<b>X</b>
<b>Naggalabi Buddo Coronation Site (Kabaka's Trail)</b>	Guided walks of site Crafts	Low	Marketing Infrastructure development Craft product development.	New Lines Tours & Travel Craft retailers	Publicity (Guidebook). Brief tour drivers. Technical advise on crafts.	HTU UCOTA member.	<b>X</b>
<b>Katereke Prison (Kabaka's Trail)</b>	Guided walks of earthworks	Medium	Marketing Craft product development.	New Lines Tours & Travel. Other tour operators. Craft retailers	Publicity (Guidebook). Brief tour drivers. Technical advice on crafts.	HTU UCOTA member	<b>X</b>

<b>Guidebook MSE</b>	<b>Product(s) &amp; Service(s)</b>	<b>Level Of Capacity</b>	<b>Business Support Need(s)</b>	<b>Potential Business Linkage(s)</b>	<b>Business Support Mechanism(s)</b>	<b>Agencies Providing Support</b>	<b>Priority For BSMD</b>
<b>Mabamba Wetland</b>	Bird tours in dugout canoes	Low	Not fully known. Marketing Training Infrastructure development (sign posts, toilet).	Tour operators UCOTA Sheraton Hotel Kampala (Going for Green Programme)	Site visit and meeting with UBGC. Approach tourism operators to sponsor toilet construction. Publicity (Guidebook).	UBGC	
<b>Mpanga Forest Bark Cloth Maker</b>	Bark Cloth	Unknown	To be determined.	Mpanga Forest Ecotourism Site. Tourism operators	Site visit and liaison with Mpanga Ecotourism Site/ FA.	None	<b>XXX</b>
<b>Mpambire Drum Makers</b>	Drums & instruments	Medium	Marketing Supply issues	Tour operators Sheraton Hotel MTN	Publicity (Guidebook). Brief tour drivers. Information boards & action re. conservation	VSO FA?	<b>XXX</b>
<b>Kyoga Wetlands Management Association</b>	Furniture	High	Marketing	Tour operators & retailers in Kampala	Assessment of interest of tour operators & retailers	Netherlands Embassy/ IUCN UCOTA member	<b>XX</b>
<b>Bushara Island Camp</b>	Tents Camping Catering Guided walks Crafts	High	Marketing Retailing crafts Improve Communication system	More retail outlets	Publicity (Guidebook). Technical advice on crafts.	Church of Uganda UCOTA member.	
<b>Kisoro Beekeepers Association</b>	Honey, candles etc.	Medium	Marketing	Volcanoes MGNP & Tourist Hotel Kisoro	Publicity (Guidebook) and assessment of interest to use, retail &/or market KBA shop	Not known	

<b>Guidebook MSE</b>	<b>Product(s) &amp; Service(s)</b>	<b>Level Of Capacity</b>	<b>Business Support Need(s)</b>	<b>Potential Business Linkage(s)</b>	<b>Business Support Mechanism(s)</b>	<b>Agencies Providing Support</b>	<b>Priority For BSMD</b>
<b>Mgahinga Community Campground</b>	Bandas Camping Catering Guided walks MDD	Low	Product development and improvement. Marketing	Local Batwa community	Publicity (Guidebook). Technical advice, networking and exchange visits to BIFNP. Partnership with an entrepreneur?	MGNP IGCP UCOTA member.	<b>XXX</b>
<b>Turambe Women's Groups</b>	Basketry, mats, wooden bowls, hats	Medium	Marketing Advocacy	Volcanoes Camp MGNP	Publicity (Guidebook). Technical advice and meeting Volcanoes head office, Kampala	UCOTA member	<b>XXX</b>
<b>Buhoma Community Rest Camp</b>	Bandas Camping Catering Village walk	High	Marketing of village walk Booster for mobiles	Tourists MTN	Publicity (Guidebook). Offer technical advice on flyer. Approach MTN re. booster.	MBIFCT UCOTA member IGCP	<b>XXX</b>
<b>Batwa in Bwindi</b>	MDD Crafts	Very Low	Marketing Craft product development & pricing		Publicity (Guidebook). Technical advice to improve craft quality	MBIFCT (but support winding up?)	<b>XXX</b>
<b>Bwindi Progressive Women's Group</b>	Basketry	Medium	Product development and marketing.	Gorilla Forest camp, Mantana, Volcanoes, Kitandara, Pearl of Africa Safaris	Organisation of craft lessons. Marketing of shop in lodges. Design of tailor-made products for lodges.	MBIFCT? Buhoma UCOTA member.	<b>XXX</b>
<b>Ruboni Community Campsite</b>	Campsite Catering Guided walks. Crafts	Medium	Marketing	Tourist places in Kasese & Fort Portal.	Identify places & develop distribution of marketing materials. Expand product range to include potter & ironsmith.	ECOTRUST? KTA UCOTA member	

<b>Guidebook MSE</b>	<b>Product(s) &amp; Service(s)</b>	<b>Level Of Capacity</b>	<b>Business Support Need(s)</b>	<b>Potential Business Linkage(s)</b>	<b>Business Support Mechanism(s)</b>	<b>Agencies Providing Support</b>	<b>Priority For BSMD</b>
<b>Mama Mulefu</b>	Traditional ceramics	Low?	Marketing Business linkages.	Ruboni Camp, Tourist Holiday Inn.	Meetings to include artisan in Ruboni's programme. Develop marketing.	None.	<b>XXX</b>
<b>Ruboni Women's Group</b>	Basketry Hats	Low	Marketing Business development.	Ruboni Camp, Tourist Holiday Inn.	Technical advice on supply & retailing. Develop publicity.	Ruboni Camp. UCOTA member.	<b>XX</b>
<b>Ibanda-Ruboni Blacksmith</b>	Envelope openers, knives, spears, bells	Medium	Not fully known. Marketing/ Product development?	Ruboni Camp, Tourist Holiday Inn.	Field visit to determine BDS needs.	Ruboni Camp	<b>XXX</b>
<b>BBC Honey Producers</b>	Honey, candles etc.	Medium	Marketing & supply side.	Tour operators	Development & systematic distribution of marketing materials	Donors?	<b>X</b>
<b>Kweterana Women &amp; Disabled Group</b>	Basketry Milling	Medium	Marketing.	To be determined	Follow up field visit to assess craft production.	UCOTA member. Issues with KTA.	<b>XXX</b>
<b>Rubingo Abatereine Women's Group</b>	Basketry, natural dye demos	Low (but product quality high).	Marketing. Product development support.	ATACO Country Resort, Rwenzori View Guesthouse	Development of craft demonstrations and publicity.	KTA	<b>XXX</b>
<b>Abanyarwenzori Mountaineering Association</b>	Guesthouse, tours & crafts	Medium	Marketing? Not visited.	To be determined	Field visit to determine BDS needs	KTA UCOTA member	<b>XXX</b>
<b>Lake Nkuruba Nature Reserve</b>	Campsite Catering	Medium-High	Not known.	To be determined	Field visit to determine BDS needs	KTA?	<b>XXX</b>
<b>Safari Hotel</b>	Guesthouse Catering	Medium (variable)	Not known.	To be determined	Field visit to determine BDS needs	KTA? UCOTA???	<b>XXX</b>

<b>Guidebook MSE</b>	<b>Product(s) &amp; Service(s)</b>	<b>Level Of Capacity</b>	<b>Business Support Need(s)</b>	<b>Potential Business Linkage(s)</b>	<b>Business Support Mechanism(s)</b>	<b>Agencies Providing Support</b>	<b>Priority For BSMD</b>
<b>Turaco Bed &amp; Breakfast (new)</b>	B & B	Medium?	Not known (not visited). Marketing?	To be determined. Bigodi Wetland. Backpackers etc.	Publicity (Guidebook). Field visit to determine BDS needs	None KTA?	<b>XXX</b>
<b>Bigodi Wetland Sanctuary</b>	Swamp walk	High	Marketing Infrastructure development.	To be determined	Publicity (Guidebook and new leaflets). Field visit to determine BDS needs	UCOTA member KTA?	<b>XXX</b>
<b>Bigodi Women's Group</b>	Basketry, Peanut Butter	Medium	Not known (not visited).	To be determined	Field visit to determine BDS needs	UCOTA member.	<b>XXX</b>
<b>Kihingami Wetland</b>	Walks, Crafts	Medium	None?	Not identified.	None.	Kabarole Tours & KTA	<b>X</b>
<b>Amabere Caves</b>	Campsite, cave walk	Medium	Not known (not visited).	To be determined	Field Visit to determine BDS needs	KTA?	<b>XXX</b>
<b>Mpora Rural Family</b>	Guesthouse at orphanage	Low-Medium	Not known (not visited).	To be determined	Field Visit to determine BDS needs	KTA?	<b>XXX</b>
<b>Boomu Women's Group</b>	Basketry, carvings	High	Marketing. Infrastructure development.	MFNP Gates, Red Chilli Camp, other lodges in MFNP, tour operators.	Develop marketing materials & systematic distribution. Sign post improvement. Latrine. Paraffin fridge & soft drinks.	UCOTA member.	<b>XXX</b>
<b>Butogota Homestead</b>	Wine making	Medium	Not known (not visited). Marketing.	Backpackers staying in Butogota.	Field Visit to determine BDS needs. Signpost?	None?	<b>XXX</b>
<b>Naggalabi Millenium Gardens</b>	Guesthouse Catering	High	Not known (not visited).	To be determined.	Field Visit to determine.	None.	

## 6 Conclusions and Recommendations

- There are a sufficient number and range of lesser-known MSE attractions along the main tourism routes for a new guidebook. Many are clustered in the west and southwest. No MSE was identified near Queen Elizabeth.
- There is market demand for the guidebook and different market segments are interested in purchasing the product. Key market segments are expatriate residents, backpackers, those visiting friends and family, development volunteers, overlanders and self-drive tourists. Package tourists are interested but lack time in their pre-set itinerary. Business visitors are less likely to be interested also due to a lack of time. Ugandans seem less interested and less willing to pay.
- A more effective way to link MSEs to tour operators is to hold a briefing with their drivers and avail site information.
- Overall tourism operators welcome the guidebook idea and would be supportive. There is a willingness to advertise at a relatively low rate due to competition with the Eye magazine.
- The guidebook should focus on what information is *not* currently available about community/craft/cultural attractions in major information sources (e.g. mainstream guidebooks, the internet, hotels/ guesthouses and by word of mouth). This niche is reinforced by an emphasis on community, craft, conservation and culture that there is also market demand for.
- The first edition must include Eastern Uganda.
- Even though there are various agencies (e.g. UWA, UCOTA) supporting tourism and craft MSEs, most still need business linkages and BDS services. Most urgent is to provide BDS to unique artisans with market demand for inclusion in the first edition.
- Some of the publication costs could be sought from diplomatic missions and relevant institutions (e.g. UWA, UTB) to reduce the price of the publication and increase circulation. Corporate adverts could also be included although this will reduce the attractiveness of the product to some people.
- Further market research (questionnaires and interviews) is highly recommended.
- Do not rush publication. If the first edition does not satisfy customers and advertisers, the reputation of the book will be irrecoverably damaged i.e. word of mouth could ‘kill’ the book in its pilot phase.

## Annex 1 Identified Tourist sites

	Name of Attraction	Source of	Guidebook	Ownership	Visited during research	Level of facilities & service	Visit Reqd. for 1st Edition	In Dummy	Include in 1st Edition	Notes
1	Kitagata Hot Springs	HTU	Bushenyi	Private	Yes	Very low	N/A	No	No	Dirty and unsanitary.
2	Rukararrue Medicinal Gardens	HTU	Bushenyi	NGO	Yes	High	N/A	No	No	Not MSE. May advertise.
3	Homestead 1 in Busyeni	COBATI	Busyenyi	Family	No	?	No	No	No	Not ready. Meet COBATI.
4	Homestead 2 in Busyeni	COBATI	Busyenyi	Family	No	?	No	No	No	Not ready. Meet COBATI.
5	Homestead 3 in Busyeni	COBATI	Busyenyi	Family	No	?	No	No	No	Not ready. Meet COBATI.
6	Homestead 4 in Busyenyi	COBATI	Busyenyi	Family	No	?	No	No	No	Planned
7	<b>Buhoma Community Rest Camp</b>	<b>MBIFCT</b>	<b>Bwindi</b>	<b>Community</b>	<b>Yes</b>	<b>High</b>	<b>N/A</b>	<b>Yes</b>	<b>Yes</b>	<b>Hub for MSEs.</b>
8	<b>Batwa MDD and crafts</b>	<b>MBIFCT</b>	<b>Bwindi</b>	<b>Community</b>	<b>Yes</b>	<b>Medium</b>	<b>N/A</b>	<b>Yes</b>	<b>Yes</b>	<b>On Buhoma Village Walk.</b>
9	<b>Buhoma Progressive Women's Group</b>	<b>MBIFCT</b>	<b>Bwindi</b>	<b>Community</b>	<b>Yes</b>	<b>High</b>	<b>N/A</b>	<b>Yes</b>	<b>Yes</b>	<b>Linked to Buhoma.</b>
10	<b>Amabere Nyakasura Caves</b>	<b>KTA</b>	<b>Fort Portal</b>	<b>Private</b>	<b>No</b>	<b>High</b>	<b>No</b>	<b>Yes</b>	<b>Yes</b>	
11	<b>Kihingami Wetland</b>	<b>Kabarole Tours</b>	<b>Fort Portal</b>	<b>Private</b>	<b>Yes</b>	<b>Medium</b>	<b>N/A</b>	<b>Yes</b>	<b>Yes</b>	<b>Relatively new.</b>
12	Karambi Tombs	DAMS	Fort Portal	Toro Kingdom	No	Low	No	No	No	Not MSE or community.
13	Alb Souvenirs	Albert Designers	Kampala	Private	No	?	No	No	No	Models stocked in UCOTA shop.
14	<b>Roots &amp; Culture Ceramics</b>	<b>KTA</b>	<b>Fort Portal</b>	<b>Private</b>	<b>No</b>	<b>Medium</b>	<b>No</b>	<b>No</b>	<b>?</b>	<b>Shop closed? Ask KTA</b>
15	<b>Toro Designers</b>	<b>KTA</b>	<b>Fort Portal</b>	<b>Private</b>	<b>No</b>	<b>?</b>	<b>No</b>	<b>No</b>	<b>?</b>	<b>Shop moved? Ask KTA</b>
16	Mparo Tombs	DAMS	Hoima	Bunyoro Kingdom	No	Low	No	No	No	Not MSE or community.
17	Katasiha Fort	DAMS	Hoima	Bunyoro Kingdom	No	Low	No	No	No	Not MSE or community.
18	African Village Guest Farm	Farm	Hoima	Private	Yes	High	N/A	No	No	Not MSE. May advertise.
19	<b>Mabira Forest Ecotourism Site</b>	<b>FA</b>	<b>Jinja</b>	<b>FA/Comm.</b>	<b>No</b>	<b>High</b>	<b>No</b>	<b>Yes</b>	<b>?</b>	<b>Maybe privatised. Parastatal.</b>
20	<b>Ssezibwa Falls</b>	<b>HTU / SFTP</b>	<b>Jinja</b>	<b>Community</b>	<b>No</b>	<b>High</b>	<b>No</b>	<b>Yes</b>	<b>Yes</b>	<b>On the Kabaka's Trail</b>
21	<b>Mpanga Forest Ecotourism Site</b>	<b>FA</b>	<b>Jinja</b>	<b>FA</b>	<b>Yes</b>	<b>High</b>	<b>N/A</b>	<b>No</b>	<b>?</b>	<b>Run by parastatal</b>
22	<b>Ekikyo Women's Craft Group</b>	<b>UCOTA</b>	<b>Jinja</b>	<b>Community</b>	<b>No</b>	<b>?</b>	<b>Yes</b>	<b>No</b>	<b>?</b>	<b>In the East.</b>
23	<b>SM Batiks</b>	<b>UCOTA</b>	<b>Jinja</b>	<b>Private</b>	<b>No</b>	<b>?</b>	<b>Yes</b>	<b>No</b>	<b>?</b>	<b>Only fabric product but in east.</b>
24	<b>Village walk (All Terrain Adventures)</b>	<b>All Terrain Adv.</b>	<b>Jinja</b>	<b>Private</b>	<b>No</b>	<b>?</b>	<b>Yes</b>	<b>No</b>	<b>?</b>	<b>Relatively new.</b>
25	<b>Bushara Island Camp</b>	<b>Bushara</b>	<b>Kabale</b>	<b>COU</b>	<b>Yes</b>	<b>Very High</b>	<b>N/A</b>	<b>Yes</b>	<b>Yes</b>	<b>Hub for MSEs.</b>
26	<b>Byoona Amagara Tourism Project</b>	<b>Travel Ug. Website</b>	<b>Kabale</b>	<b>Community</b>	<b>No</b>	<b>?</b>	<b>Yes</b>	<b>No</b>	<b>?</b>	<b>Needs further research.</b>
27	<b>Naggalabi Buddo Coronation Site</b>	<b>HTU / NACUTA</b>	<b>Kampala</b>	<b>Kingdom/Comm.</b>	<b>No</b>	<b>Medium</b>	<b>No</b>	<b>Yes</b>	<b>Yes</b>	<b>On the Kabaka's Trail</b>

	Name of Attraction	Source of	Guidebook	Ownership	Visited during research	Level of facilities & service	Visit Req'd. for 1st Edition	In Dummy	Include in 1st Edition	Notes
28	Katereke Prison	HTU / THAKA	Kampala	Kingdom/Comm.	No	Medium	No	Yes	Yes	On the Kabaka's Trail
29	Wamala King's Tomb	HTU / SWATTA	Kampala	Kingdom/Comm.	No	Medium	No	Yes	Yes	On the Kabaka's Trail
30	Nnamasole Kanyange Tombs	HTU	Kampala	Community	No	Medium	No	Yes	Yes	On the Kabaka's Trail
31	Nnamasole Baagalayaze Tombs	HTU / BHS	Kampala	Community	No	High	No	Yes	Yes	On the Kabaka's Trail
32	Zikka Forest	FA?	Kampala	?	No	High?	Yes	No	Yes	Needs visiting.
33	Kasubi Tombs	DAMS	Kampala	Buganda Kingdom	No	Medium	No	No	No	Not MSE or community. Well known.
34	Blind but Able Crafts	UCOTA	Kampala	Community	No	Low	No	No	No	No shop. Crafts in UCOTA.
35	G&B Crafts	UCOTA	Kampala	?	No	Low	No	No	No	No shop. Crafts in UCOTA.
36	Kawempe United Disabled Association	UCOTA	Kampala	Community	No	Low	No	No	No	No shop. Crafts in UCOTA.
37	Nyabumu Woodcarvers	UCOTA	Kampala	Private	No	?	Yes	No	?	Needs visiting.
38	UCOTA shop & information office	UCOTA	Kampala	NGO	Yes	High	N/A	Yes	Yes	May advertise?
39	Bosco's Wood Carving Workshop	Bosco	Kampala	Private	No	Low	Yes	Yes	Yes	Needs visiting.
40	Ruboni Community Campsite	RCCDP	Kasese & Rw.	Community	Yes	High	N/A	Yes	Yes	May relocate in 2004
41	Ruboni Women's Group	RCCDP	Kasese & Rw.	Community	Yes	Medium	N/A	Yes	Yes	Linked to Ruboni Campsite
42	Ruwenzori Ranges Guides Association	KTA	Kasese & Rw.	Private?	No	High	Yes	No	?	Community? MSE?
43	Bakonzo Culture Association	KTA	Kasese & Rw.	Community	No	?	Yes	No	No	Not very developed.
44	Kweterana Women & Disabled Weaver	KTA	Kasese & Rw.	Community	Yes	Low	N/A	Yes	?	Crafts not well displayed.
45	Rubingo Abeteraine Women Group	KTA	Kasese & Rw.	Community	Yes	Low	N/A	Yes	?	Craft lessons need arranging.
46	Mpora Rural Family Orphanage	KTA	Kasese & Rw.	Private?	No	Medium	Yes	Yes	?	KTA could advise.
47	Mama Mulefu Pottery	RCCDP	Kasese & Rw.	Private	No	?	Yes	Yes	?	Needs arranging with Ruboni
48	Ibanda-Ruboni Blacksmith	RCCDP	Kasese & Rw.	Family	No	?	Yes	Yes	?	Needs arranging with Ruboni
49	BBC Honey Producers	BBC	Kasese & Rw.	Association	Yes	High	N/A	Yes	Yes	
50	Monproda Kasese Cultural Museum	KTA	Kasese & Rw.	?	No	Low	No	No	No	Not very developed.
51	Bigodi Wetland Sanctuary	KAFRED	Kibale	Community	No	High	No	Yes	Yes	Shortlisted for Equator Awards
52	Lake Nkruba Nature Reserve	Nkruba	Kibale	Church/Comm.	No	High	No	Yes	Yes	
53	Lake Lyantonde Centre	KTA	Kibale	?	No	?	Yes	No	?	
54	Safari Hotel	KTA	Kibale	Private	No	Medium	No	Yes	Yes	
55	Turaco Bed and Breakfast	Tinka John	Kibale	Private	No	High	No	Yes	Yes	
56	Bigodi Womens Group	Tinka John	Kibale	Community	No	Medium	No	Yes	Yes	
57	Crater Valley Kibale (CVK) Resort	CVK	Kibale	Private	No	High	N/A	No	No	Not a MSE. May advertise?
58	Mgahinga Community Campground	AICG	Kisoro & Mgah.	Community	Yes	Medium	N/A	Yes	Yes	Do not include Batwa.
59	Kigarama Women's Craft Group	AICG	Kisoro & Mgah.	Community	Yes	Medium	N/A	No	No	Not accessible.
60	Turambe Women's Craft Group	AICG	Kisoro & Mgah.	Community	Yes	Medium	N/A	Yes	?	Needs Vocanoes shop.

	Name of Attraction	Source of	Guidebook	Ownership	Visited during research	Level of facilities & service	Visit Req'd. for 1st Edition	In Dummy	Include in 1st Edition	Notes
61	Kisoro Beekeepers Association	KBA	Kisoro & Mgah.	Association	Yes	High	N/A	Yes	Yes	
62	Nyero Rock Paintings	DAMS	Kumi	Local Council	No	Medium	No	No	?	Not MSE or community but guides.
63	Koba Wetland	NAPPSE	Masaka	Community	No	?	Yes	No	?	Nearly finished
64	Mabamba Wetland	NU / UBGC	Masaka	Individuals	No	Low	No	Yes	Yes	Facilities very limited
65	Musambwa Island	NU	Masaka	Community	No	?	Yes	No	?	
66	Nabajuse	NU	Masaka	Community	No	?	Yes	No	No	In planning
67	Lake Nabugabo	NU	Masaka	Private/Comm.	No	?	Yes	No	No	In planning
68	Kyogya Wetlands Management Assoc.	UCOTA	Masaka	Community	Yes	High	N/A	Yes	Yes	
69	Mpambire Drum makers	Mpambire	Masaka	Private	Yes	Medium	N/A	Yes	Yes	Conservation disclaimer needed.
70	Mpanga Forest Bark Cloth Maker	Mpanga	Masaka	Family	No	?	Yes	Yes	?	Needs arranging with Mpanga.
71	Rob's Rolling Rock	UCOTA	Mbale	Private	No	?	Yes	No	?	Will the 1st edition include East?
72	Moses Campsite	UCOTA	Mbale	Private	No	?	Yes	No	?	Will the 1st edition include East?
73	Crow's Nest Rest Camp	UCOTA	Mbale	Comm./Private?	No	High	Yes	No	?	Will the 1st edition include East?
74	Bugimunya Women's Craft Group	UCOTA	Mbale	Community	No	?	Yes	No	?	Will the 1st edition include East?
75	Mbarara Nkokongi Ru Tombs	DAMS	Mbarara	?	No	Low	Yes	No	No	Not MSE or community. In disrepair.
76	Homestead 1 in Mbarara	COBATI	Mbarara	Family	No	?	No	No	No	Not ready.
77	Homestead 2 in Mbarara	COBATI	Mbarara	Family	No	?	No	No	No	Not ready.
78	Homestead 3 in Mbarara	COBATI	Mbarara	Family	No	?	No	No	No	Not ready.
79	Nakayima Tree (Mubende Hill)	DAMS	Mubende	?	No	Low	No	No	No	Not MSE or community.
80	Bigo Bya Mugenyi	DAMS	Mubende	Local Council	No	Low	No	No	No	Inaccessible
81	Tanda Pits	DAMS	Mubende	Cultural guardian	No	Low	No	No	No	Not developed
82	Kaniyo Pabidi Ecotourism site	FA	Murchison	FA/Comm.	Yes	High	N/A	No	?	Run by parastatal
83	Busingiro Ecotourism Site	FA	Murchison	FA/Comm.	Yes	High	N/A	No	?	Run by parastatal
84	Alimugonza Forest	ECOTRUST	Murchison	Community	No	?	No	No	No	In planning
85	Boomu Women's group	UCOTA	Murchison	Community	Yes	Medium	N/A	Yes	Yes	Only Murchison attraction?
86	Aseera Azoora Crafts	UCOTA	Murchison	Community	No	?	No	No	No	Far off the tourist route.
87	Kafalo Association	UCOTA	Murchison	Community	No	Low	No	No	No	Fishing, crafts.
88	Angalaba Women's Group	UCOTA	Nebbi	Community	No	?	No	No	No	Off the tourist trail.
89	Ngamba Chimpanzee Sanctuary	Ngamba	Lake Victoria	NGO	No	High	No	No	No	Not MSE or community.
90	Homestead in Ntungamo	COBATI	QE	Family	No	?	No	No	No	Planned
91	Abanyarwenzori Mountaineering Ass.	AMA	Rwenzori	Community	No	High	No	Yes	Yes	
92	Kalangala Island	NU	Ssese	?	No	?	No	No	No	In planning
93	Kalinzu Forest	FA	?	FA/Comm.	No	?	Yes	No	No	

## Annex 2 Fieldwork Itinerary

For Development of Infopoint Uganda Tourism Trail Guidebook, Tuesday 25<sup>th</sup> – Friday 28<sup>th</sup> November 2003

### Persons:

Miss Louise Dixey                      Tourism Consultant  
 Mr. Paul Ssozi                      Sub-contracted Crafts Consultant  
 Mr. Enoth Mbeine                      BDS Advisor, FIT Uganda  
 Mr. Matthew Thornington              VSO UCOTA

Date	Time	Activity/ Shortlisted MSE	Consultant responsible for write-up
<b>Tues 25<sup>th</sup> Nov.</b>	08:00	Depart Kampala for Murchison Falls National Park (MFNP)	
	12:00	Lunch break at Travellers Café, Masindi/ Refuel	
	12:30	Depart for MFNP	
	13:00	Inform Boomu/ Pabidi of visit en-route	
	14:00	Visit Busingiro Ecotourism Site, Budongo Forest, MFNP	Louise
	15:00	Depart for Paraa Rest camp	
	18:00	Check-in at Red Chilli Hideaway Rest camp	
<b>Weds 26<sup>th</sup> Nov.</b>	08:00	Depart Rest camp	
	09:00	Visit Kaniyo Pabidi Ecotourism Site, Budongo Forest MFNP	Louise
	10:00	Depart from MFNP	
	10:30	Visit Boomu Women's Group (crafts)	Paul
	11:30	Depart for Hoima Town	
	13:00	Lunch break at African Village Guest Farm in Hoima with General Manager, Ms. Betty Kyamanywa (MTN 474972).	
	14:00	Visit Kingdom Palace, Mparo Tombs & Katasiha Fort	Louise
<b>Thurs 27<sup>th</sup> Nov.</b>	16:00	Depart Hoima for Fort Portal town	
	19:30	Check-in Rwenzori View Guesthouse	
	08:00	Depart Fort Portal for Kasese town	
	09:00	Visit Bakonzo Cultural Association/ potter & blacksmith	Paul
	10:30	Visit Ruboni Community Campsite	Louise
	12:00	Visit Ruwenzori Ranges Guides Association	Louise
	12:30	Lunch break in Kasese town	
<b>Fri 28<sup>th</sup> Nov.</b>	13:30	Depart Kasese town	
	14:00	Visit Kweterana Women & Disabled Weavers	Paul
	15:00	Visit BBC (honey producers)	Paul
	16:00	Visit Karambi Tombs	Louise
	17:00	Visit Rubingo Abeteraine Women's Group	Paul
	18:00	Return to Ruwenzori View Guesthouse	
	09:00	Meet Mrs. & Mr. Barnes, Chairman of Kabarole Tourism Association (KTA) and Mr. Azoli Bahati of Abanyarwenzori Mountaineering Association (AMA), at Guesthouse.	Louise (AMA)
10:00	Check-out of Guesthouse		
	10:30	Meet Toro designers, Fort Portal Town	Paul
	11:00	Meet Roots & Culture	Paul

	11:30	Meet Richard Toro and visit Kihingami Wetland	Louise
	12:30	Visit renovated Toro Palace	Louise
	13:00	Depart for Mubende	
	15:00	Lunch break in Mubende	
	16:00	Visit Nakayima Tree on Mubende Hill	Louise
	16:30	Depart for Mityana	
	17:30	Visit Tanda Pits (time permitting/ pick guide near junction)	Louise
	18:00	Depart for Kampala	
	19:00	Arrive Kampala	

## Annex 3 2<sup>nd</sup> Fieldwork Itinerary

### For Development of Infopoint Uganda Tourism Trail Guidebook

Monday 15<sup>th</sup> – Saturday 20<sup>th</sup> December 2003

**Persons:**

Miss Louise Dixey	Tourism Consultant (hired vehicle)
Mr. Paul Ssozi	Sub-contracted Crafts Consultant (hired vehicle)
Mr. Enoth Mbeine	BDS Advisor, FIT Uganda (hired vehicle)
Mr. Matthew Thornington	VSO UCOTA (own vehicle)
Driver	Hired vehicle

Date	Time	Activity/ Shortlisted MSE	Person(s) to arrange	Consultant to write-up
<b>Mon 15 Dec</b>	08:00	Depart Kampala for Mpanga forest	Louise	
	09:30	Meet staff at Mpanga forest	UCOTA	Louise
	10:30	Meet drum makers	Paul	Paul
	11:30	Visit MSEs at equator	N/A	Louise/Paul
	12:00	Depart equator		
	13:00	Visit Kyoga Wetlands Management Assciation	UCOTA	Paul
	13:30	Depart for Mbarara/Kabale (pack lunch en-route)	All (lunch)	
	17:30	Arrive Kabale		
	18:00	Drive/ boat to Bushara Island Camp, Lake Bunyonyi		Louise/ Paul
	20:00	Dinner. Meet management. Stay overnight.	Louise	Louise/Paul
<b>Tues 16 Dec</b>	08:00	Depart Bushara		
	12:00	Arrive Mgahinga rest camp/ Check-in/ lunch	Louise	
	PM	Meet Turambe Women's Groups (I & II)	UCOTA	Paul
		Meet Rest camp management	Louise	Louise
		Meet Batua group		Paul
		Discussion Volcanoes camp management re. BDS	Louise	Louise/Paul
<b>Wed 17 Dec</b>	08:00	Depart for Bwindi		
	14:00	Arrive Bwindi/ Check-in/ lunch	Louise	
	PM	Meet Campground management	UCOTA	Louise
		Buhoma Progressive Womens Group	UCOTA	Paul

<b>Thu 18 Dec</b>	AM	Community walk (blacksmith, beer brewing, batwa)		Louise/Paul
	PM	Meet music, dance & drama groups (women/orphans)		Paul
		Meet lodge management (Pearl Africa, Volcanoes etc.)	Louise	Louise/Paul
<b>Fri 19 Dec</b>	08:00	Depart Bwindi for Bushenyi		
	11:00	Visit Kitagata hot springs	N/A	Louise
		Visit Rukararuue Medicinal Gardens	N/A – HTU?	Louise/ Paul
		Visit COBATI homesteads in Bushenyi & Mbarara	Louise & Paul	Louise
	15:30	Depart for Lake Mburo		
	17:00	Arrive Lake Mburo	Louise	
<b>Sat 20 Dec</b>	09:00	Depart Lake Mburo (after safari drive or walk)		
	10:00	Check attractions near gate	Louise – HTU?	Louise/Paul
	11:00	Depart Kampala		
	15:00	Arrive Kampala		

## **Annex 4 Draft Guidebook**

### **Introduction Text**

Explore the hidden treasures of Uganda with this unique guide either on a day trip from Kampala or as you journey between the majestic national parks. The ‘Pearl of Africa’ offers more than wildlife – an ever-changing enchanting landscape of colourful cultures, fascinating heritage, friendly peoples and extraordinary artisans. This guide will help you discover Uganda’s lesser-known but easily accessible attractions. Venture off the beaten track, share and give something back to gain a rich cultural and community experience.

Around Kampala, visit forgotten historical sites where you can walk in the steps of past and present kings. Enjoy a festival winning dance performance or try your hand at basket weaving and paper making at a cultural community center. Alternatively, witness the ancient and now rare art of bark cloth making in Mpanga forest of giant fig trees and then see Royal drum makers at work. Or enjoy a picnic by the spectacular Ssezibwa Falls, said to be born of a woman, where there are sacred shrines to the rainbow god. If keen on birds, paddle with local fishermen in a dugout canoe through Mabamba wetland near Mpigi in search of the elusive shoebill stork.

En-route to the southwest; stop off to relax on the idyllic Bushara Island amidst the picture postcard terraces of Lake Bunyonyi. Before or after tracking the gorillas, enjoy only locally known beauty spots with a community guide. Hike up the Virunga volcanoes in Mgahinga Gorilla National Park or when in Bwindi Impenetrable Forest National Park, wander through Buhoma Village to meet a medicine man, banana brewers, the Batwa people and more.

Heading west stay at Ruboni Campground in the foothills of the Rwenzori Mountains National Park and spend time with an iron-smith and potter inspired by the mysterious ‘Mountains of the Moon’. Around Kasese, stop to look at the vivid patterns of the renowned Kweterana baskets and taste the creamed BBC honey that won Uganda’s honey Olympics. Near Kibale Forest National Park, be warmly welcomed into small guesthouses and campsites. After tracking the chimpanzees or swimming in crater lakes sample delicious home cooking such as pineapple pie. Don’t miss the Bigodi Wetland Sanctuary where monkeys and bird life abound or the chance to pick up some local peanut butter for your sandwiches.

When visiting Murchison Falls National Park, drop into the women’s craft center by the Park gate to see the pretty natural dye garden and buy the perfect souvenir or gift for home.

Follow the hidden treasure trail and discover Uganda’s unspoilt secrets. The trail offers something for everybody and fun for all the family.

## Annex 5 Market Research Questionnaire

### Community & Craft Trail Guide for FIT (U) Ltd.

Date:.....Location:..... Interviewer(s):.....

**1. Are you a:**

- |   |                          |            |                   |                          |            |
|---|--------------------------|------------|-------------------|--------------------------|------------|
| Foreign tourist                         | <input type="checkbox"/> | (Go to Q2) | Foreign resident  | <input type="checkbox"/> | (Go to Q3) |
| Ugandan national                        | <input type="checkbox"/> | (Go to Q3) | Tour operator     | <input type="checkbox"/> | (Go to Q3) |
| Car rental firm                         | <input type="checkbox"/> | (Go to Q3) | Hotel/ Guesthouse | <input type="checkbox"/> | (Go to Q3) |
| Information provider                    | <input type="checkbox"/> | (Go to Q3) | Craft Retailer    | <input type="checkbox"/> | (Go to Q3) |
| Other (please specify): _____(Go to Q3) |                          |            |                   |                          |            |

**2. If a foreign tourist, are you a:**

- |                               |                          |                    |                          |                         |                          |
|-------------------------------|--------------------------|--------------------|--------------------------|-------------------------|--------------------------|
| Business visitor              | <input type="checkbox"/> | On a package tour  | <input type="checkbox"/> | On an overland truck    | <input type="checkbox"/> |
| Backpacker                    | <input type="checkbox"/> | Self-drive tourist | <input type="checkbox"/> | Visiting family/friends | <input type="checkbox"/> |
| Other (please specify): _____ |                          |                    |                          |                         |                          |

**3. What are your main sources of information on tourism attractions in Uganda?**

- |                               |                          |               |                          |                |                          |
|-------------------------------|--------------------------|---------------|--------------------------|----------------|--------------------------|
| Word of mouth                 | <input type="checkbox"/> | Tourist Board | <input type="checkbox"/> | Travel agents  | <input type="checkbox"/> |
| Hotels/Guesthouses            | <input type="checkbox"/> | UWA           | <input type="checkbox"/> | UCOTA          | <input type="checkbox"/> |
| Internet                      | <input type="checkbox"/> | Newspapers    | <input type="checkbox"/> | Guidebooks     | <input type="checkbox"/> |
| The Eye magazine              | <input type="checkbox"/> | Info-Digest   | <input type="checkbox"/> | Infopoint card | <input type="checkbox"/> |
| Other (please specify): _____ |                          |               |                          |                |                          |

**4. Are you (or your clients) interested in visiting handicraft and food producers in Uganda?**

- |                |                          |                 |                          |  |  |
|----------------|--------------------------|-----------------|--------------------------|--|--|
| Not interested | <input type="checkbox"/> | (Go to Q6)      |                          |  |  |
| Interested     | <input type="checkbox"/> | Very interested | <input type="checkbox"/> |  |  |

**5. If so, which of the following craft activities are you (or your clients) interested in?**

- |                               |                          |                 |                          |                   |                          |
|-------------------------------|--------------------------|-----------------|--------------------------|-------------------|--------------------------|
| Basketry                      | <input type="checkbox"/> | Ceramics        | <input type="checkbox"/> | Woodcarving       | <input type="checkbox"/> |
| Iron-smithing                 | <input type="checkbox"/> | Tailoring/dying | <input type="checkbox"/> | Bark cloth making | <input type="checkbox"/> |
| Furniture making              | <input type="checkbox"/> | Drum making     | <input type="checkbox"/> | Craft lessons     | <input type="checkbox"/> |
| Honey production              | <input type="checkbox"/> | Cheese making   | <input type="checkbox"/> | Banana brewing    | <input type="checkbox"/> |
| Other (please specify): _____ |                          |                 |                          |                   |                          |

**6. Are you (or your clients) interested in visiting community tourism attractions in Uganda?**

Not interested  (Go to Q9 then end interview)

Interested  Very interested

**7. If so, which of the following tourism activities are you (or your clients) interested in?**

Village walks  Cultural heritage  Music & dance

Nature walks  Camping  Traditional healing

Bird watching  Other (please specify): \_\_\_\_\_

**8. Would you (or your clients) be interested in buying a new guidebook on craft and community attractions on the main tourism routes in Uganda?**

No  (Go to Q9 then end interview)

Not sure

Yes  (Go to Q10)

**9. If not (or unsure), why?**

Not interested  Not enough time to visit the sites

Not in the package tour  Have access to the information

Lack of private transport  Lack of money

Other (please specify): \_\_\_\_\_

**10. Which of the following would you (or your clients) like to see in the guidebook?**

Directions on how to get there  Colour photos

Public transport information  Indication of product quality

Area Maps  Details of craft items

Details of Facilities and services  Methods of making crafts

Full Price information  Materials used in crafts

Contact/ booking information  Traditional uses of crafts

Information on National Parks  Corporate adverts

Information on how the enterprise benefits local people and conservation

Other (please specify): \_\_\_\_\_

**11. Which of the following areas of the country have you (or your clients) visited or are interested in visiting?**

Around Kampala (day trips)

Eastern Uganda (Jinja, Mbale, Sipi, Mount Elgon)

Masaka Road (Mpanga forest, equator, Lake Mburo NP)

Kabale town and surrounds (Lake Bunyonyi)

- Kisoro town and Mgahinga Gorilla National Park
- Bwindi Impenetrable Forest National Park
- Kasese town and the Rwenzori Mountains
- Kibale Forest National Park and surrounds
- Fort Portal town
- Murchison Falls National Park
- Ssesse Islands
- Kidepo National Park
- Other (please specify): \_\_\_\_\_

**12. What size guidebook would you (or your clients) prefer?**

- A5  (refer to sample)                      A5b  (refer to sample)

Other (please specify): \_\_\_\_\_

**13. Which of the following book titles would attract your attention most?**

- ‘Hidden Treasures Uganda’                       ‘Community and Craft Trail Uganda’

Comments/suggestions: \_\_\_\_\_

**14. Where would you most probably buy the guidebook?**

- |   |  |  |
|---|--|--|
| Airport <input type="checkbox"/>            | Tourist Board <input type="checkbox"/> | Tour operator <input type="checkbox"/> |
| Hotels/Guesthouses <input type="checkbox"/> | UWA <input type="checkbox"/>           | UCOTA <input type="checkbox"/>         |
| Book shops <input type="checkbox"/>         | Craft shops <input type="checkbox"/>   | Coffee shops <input type="checkbox"/>  |
| Infopoint (U) Ltd. <input type="checkbox"/> | Internet <input type="checkbox"/>      | Home country <input type="checkbox"/>  |

Other (please specify): \_\_\_\_\_

**15. Approximately how much would you (or your clients) be willing to pay for the guidebook in US dollars (US\$1=Sh.2,000/=)?**

- Free       US\$3       US\$4       US\$5       US\$6       US\$7   
 US\$8       US\$9       US\$10       More (please specify): \_\_\_\_\_

## Annex 6 Market Research Questionnaire

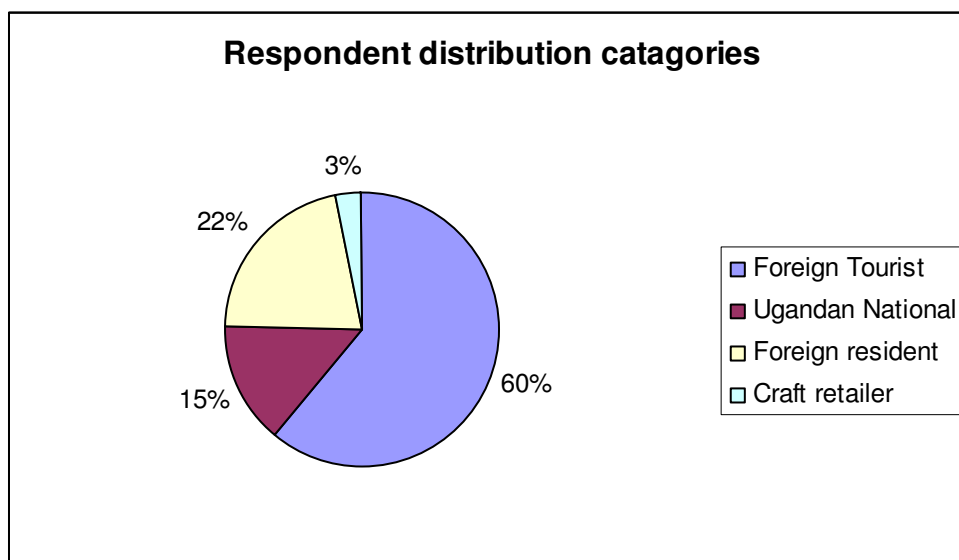
### Results and Analysis

Question 1 – This examined the type of survey respondents. The 122 survey participants comprised of the following:

Foreign tourists	75	Foreign residents	23
Ugandan nationals	18	Tour operator	1
Car rental firm	1	Craft retailers	4

The vast majority of those interviewed were foreign tourists, followed by foreign residents and Ugandans. A few craft retailers, a tour operator and a car rental firm participated (*Figure 1*). During qualitative interviews with tourism operators, many did not choose to complete a survey including hotel/guesthouse owners and information providers.

**Figure 1 Type of Survey Respondents**

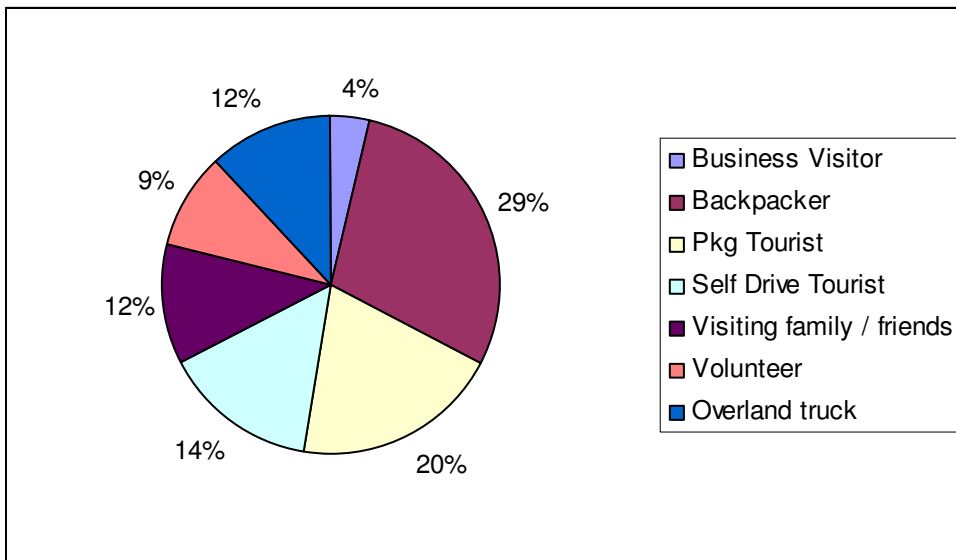


**Question 2** – This broke down participants who classified themselves as a ‘foreign tourist’ in Question 1 into sub-categories. Respondents were as follows:

Business Visitors	3	On a package tour	15
On an Overland Truck	12	Backpacker	22
Self-drive tourist	11	Visiting family/friends	9
Other: Volunteers	7		

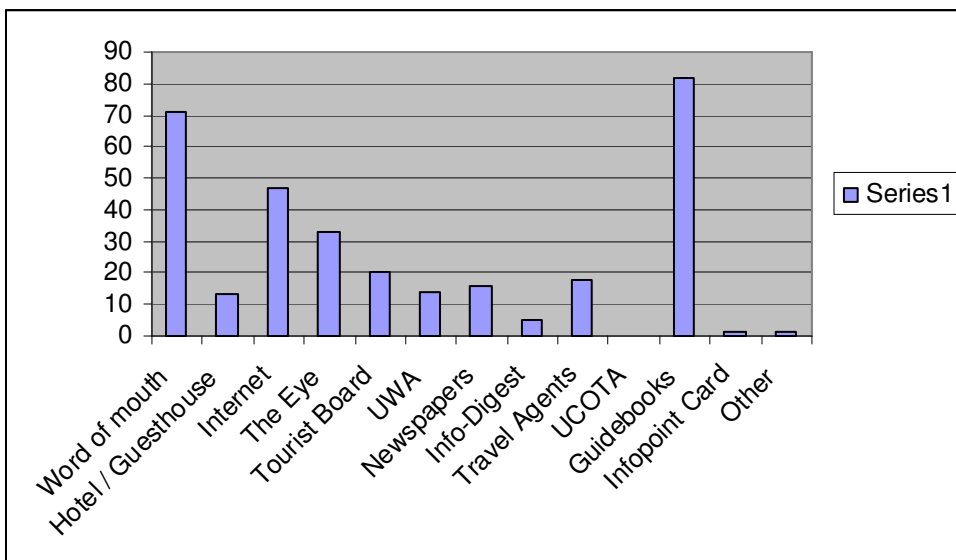
Foreign tourists are made up from a range of market segments as anticipated. Most of those interviewed were independent ‘backpacker’ travelers. This is in part due to the choice of survey locations but also a reflection on their willingness to participate in the survey. Following is a fairly even split between those on package tours, overland truckers and self drive tourists. Another important tourism market for Uganda - those visiting friends or family - is also represented. Several survey participants were development volunteers in East Africa and/or missionaries. These have been classified as volunteers (*Figure 2*).

**Figure 2 Types of Foreign Tourist Respondents**



**Question 3** – This sought to ascertain the main sources of information currently used by the respondents on tourism attractions in Uganda. The information was mainly sourced from guidebooks (particularly the Lonely Planet) with word of mouth a close second. The Internet seems to have risen in importance since the consultant last undertook a survey in 2000. The Eye magazine and the Tourist Board are also prominent sources. Ranked lowest was UCOTA followed by Infodigest and Infopoint cards (*Figure 3*). It is important to note, however, that the main source of information does correlate with the type of tourist.

**Figure 3 Main sources of Information on Tourism Attractions**

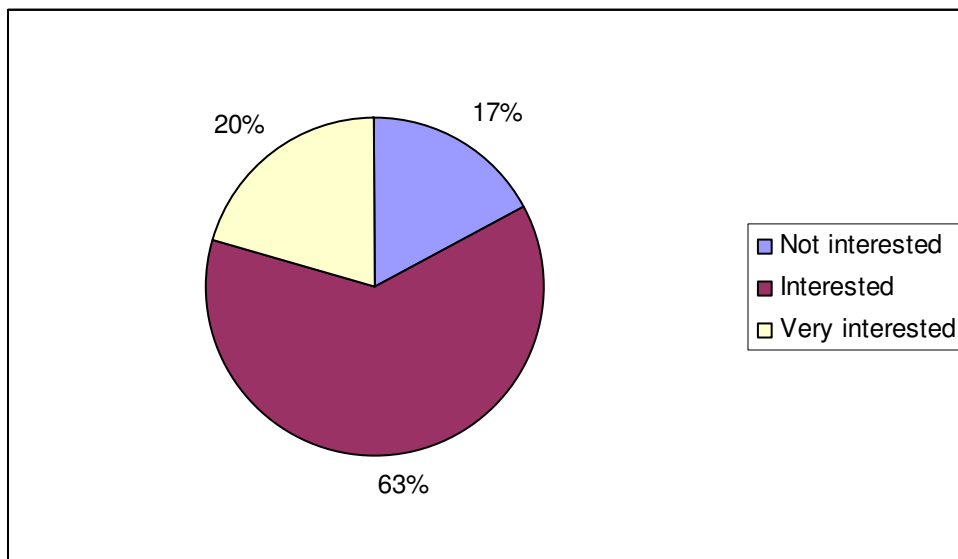


**Question 4** – This asked survey participants whether they (or their clients) were interested in visiting handicraft and food producers in Uganda. The response was as follows:

Not interested            21        Interested        76        Very interested            25

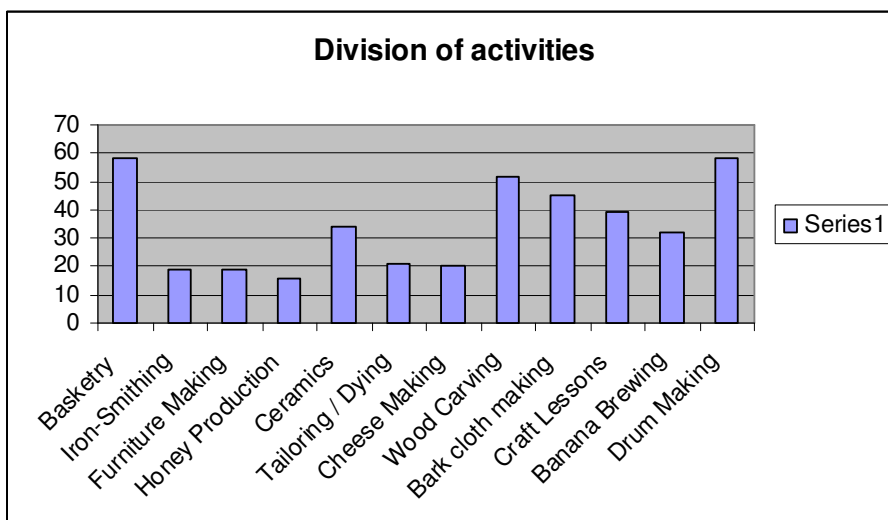
The vast majority (83%) was interested and just under one fifth not interested (*Figure 4*).

**Figure 4 Level of Interest in Handicrafts and Food Producers**



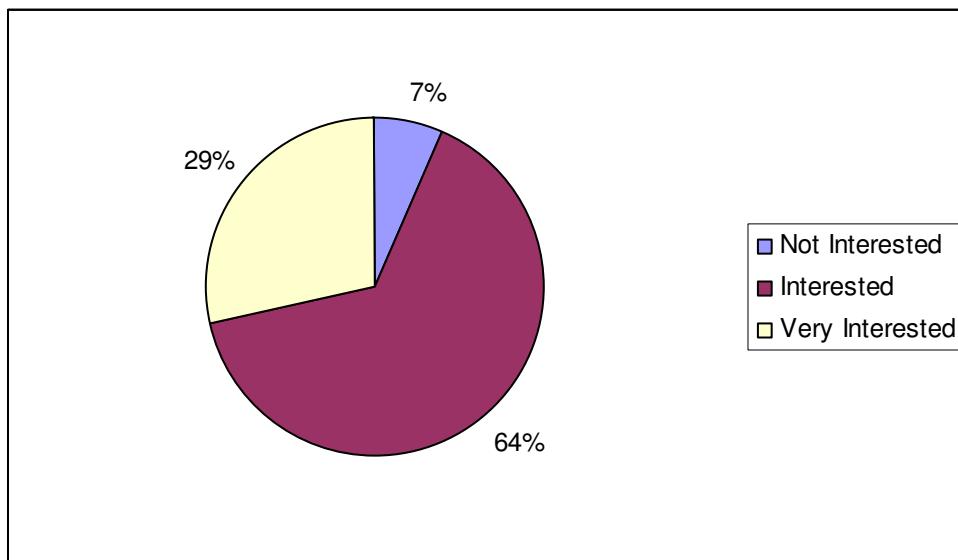
**Question 5** – This examined the specific handicraft and food activities that were of interest to respondents. Drum making, basketry, woodcarving and bark cloth making were the most popular. Over a quarter of respondents expressed an interest in craft lessons. There was, however, some interest in all the activities listed (*Figure 5*).

**Figure 5 Level of Interest in Specific Handicraft and Food Activities**



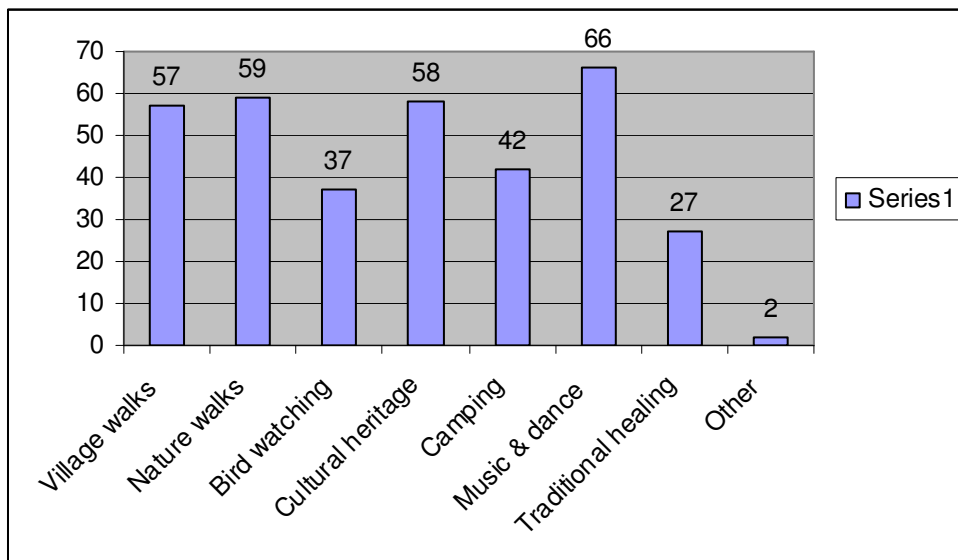
**Question 6** – This asked survey participants if they (or their clients) are interested in visiting community tourism attractions in Uganda. There is significant interest (93%) in community-based attractions (*Figure 6*) and this surpasses interest in craft and food producers (although the majority of the latter operate at the community level).

**Figure 6 Level of Interest in Community Tourism**



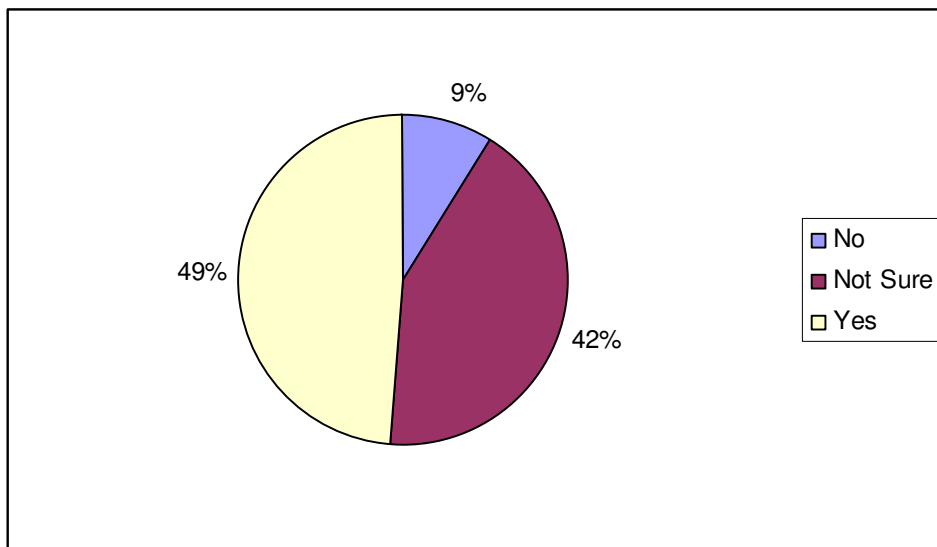
**Question 7** – This sought to ascertain the community tourism activities that the participant (or their clients) was interested in. The main interest was in music and dance followed by nature and village and cultural heritage (*Figure 7*). Interest was expressed in all activities listed.

**Figure 7 Level of Interest in Specific Community Tourism Activities**



**Question 8** – This enquired whether the participant (or their clients) would be interested in buying a new guidebook on craft and community attractions on the main tourism routes in Uganda. Almost half of respondents were interested in purchasing the guidebook and two fifths were unsure. Approximately one tenth was not interested (*Figure 8*).

**Figure 8 Level of Interest in Purchasing the Guidebook**

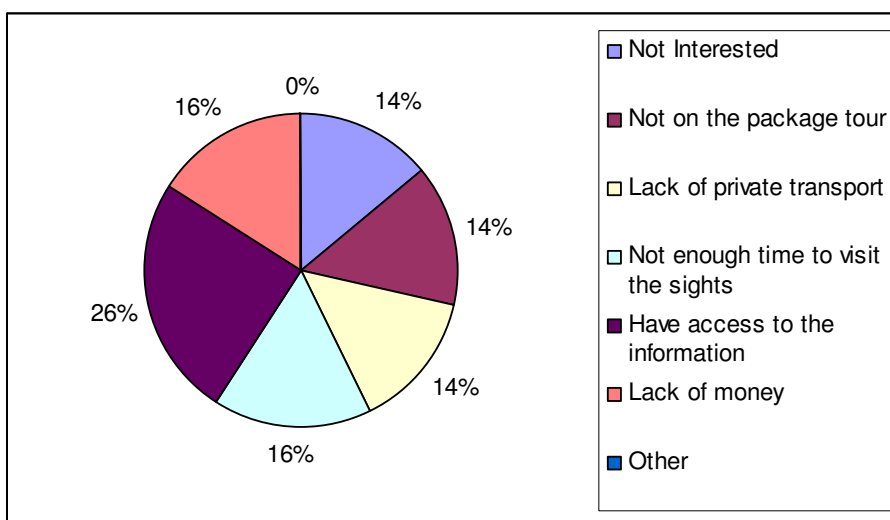


**Question 9** – This assessed the reasons why the participant (or their clients) was not interested in (or unsure of) purchasing the guidebook. Reasons given were as follows:

Not interested	8	Not in the package tour	8
Lack of private transport	8	Not enough time to visit	9
Have access to the info.	14	Lack of money	9

Various reasons were given depending on the type of tourist. The main reason was a perceived access to the information from other sources such as the Internet, existing guidebooks etc.

**Figure 9 Reasons for Lack of Interest in Guidebook**

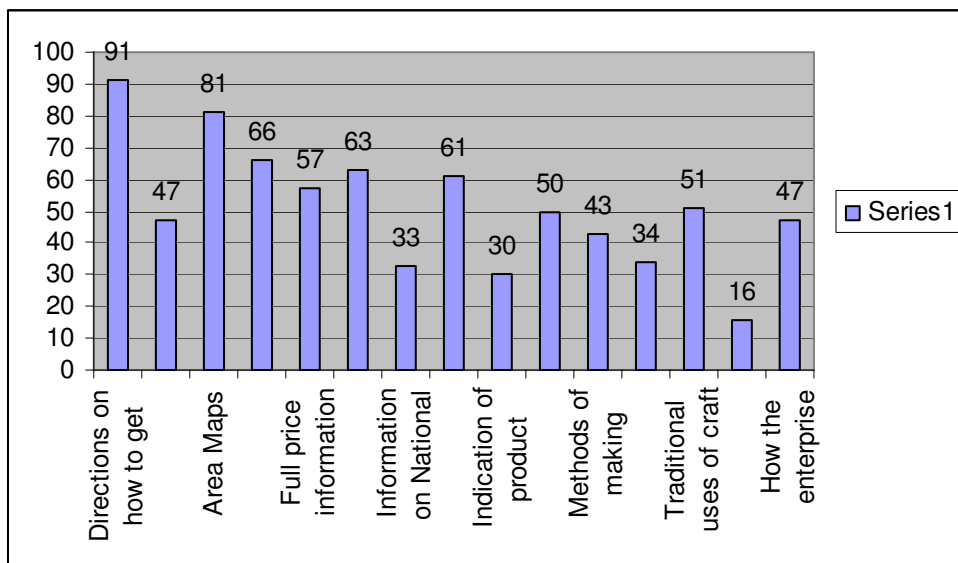


**Question 10** – This examined what respondents would like to see included in the guidebook. The numbers of respondents interested in the suggested types of information was as follows:

Directions on how to get there	91	Colour photos	61
Public transport information	47	Indication of product quality	30
Area Maps	81	Details of craft items	50
Details of Facilities and services	66	Methods of making crafts	43
Full Price information	57	Materials used in crafts	34
Contact/ booking information	63	Traditional uses of crafts	51
Information on National Parks	33	Corporate adverts	16
Information on how the enterprise benefits local people and conservation	47		

Directions, maps, details of facilities and services, contact/ booking information, colour photos, details of craft items and traditional uses of crafts feature highly (*Figure 10*). Approximately half of respondents were interested in knowing how the enterprise benefits local people and conservation. The interest in public transport information was expressed mainly by backpackers. Interestingly, only a third were interested in information on National Parks, perhaps as this information is readily available elsewhere. It is notable that few respondents were interested in corporate adverts.

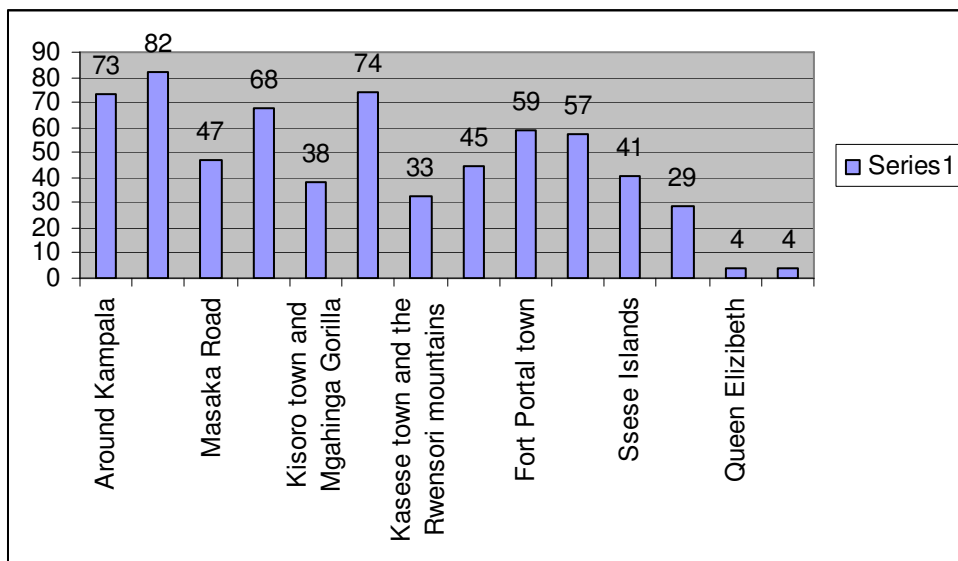
**Figure 10 Interest in Additional Information in the Guidebook**



**Question 11** – This enquired as to the different areas in Uganda that respondents have (or would be interested in) visiting. Eastern Uganda ranked the highest, followed closely by Bwindi and around Kampala. Kabale, Fort Portal and Murchison were also popular (*Figure 11*). Queen Elizabeth ranks low as it was not listed in the survey.

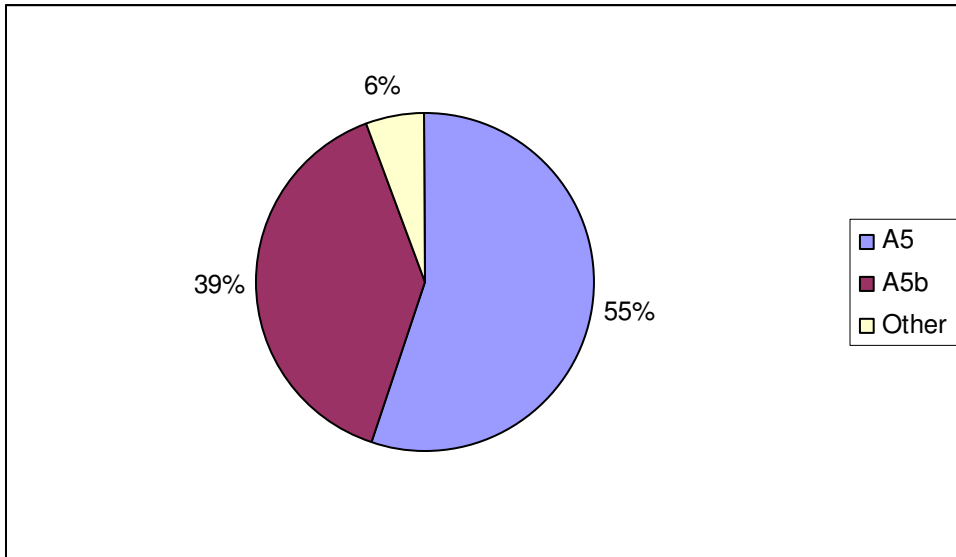
Around Kampala (day trips)	73
Eastern Uganda (Jinja, Mbale, Sipi, Mount Elgon)	82
Masaka Road (Mpanga forest, equator, Lake Mburo NP)	47
Kabale town and surrounds (Lake Bunyonyi)	68
Kisoro town and Mgahinga Gorilla National Park	38
Bwindi Impenetrable Forest National Park	74
Kasese town and the Rwenzori Mountains	33
Kibale Forest National Park and surrounds	45
Fort Portal town	59
Murchison Falls National Park	57
Ssese Islands	41
Kidepo National Park	29
Other (including Queen Elizabeth)	8

**Figure 11 Interest in Tourism Areas across Uganda**



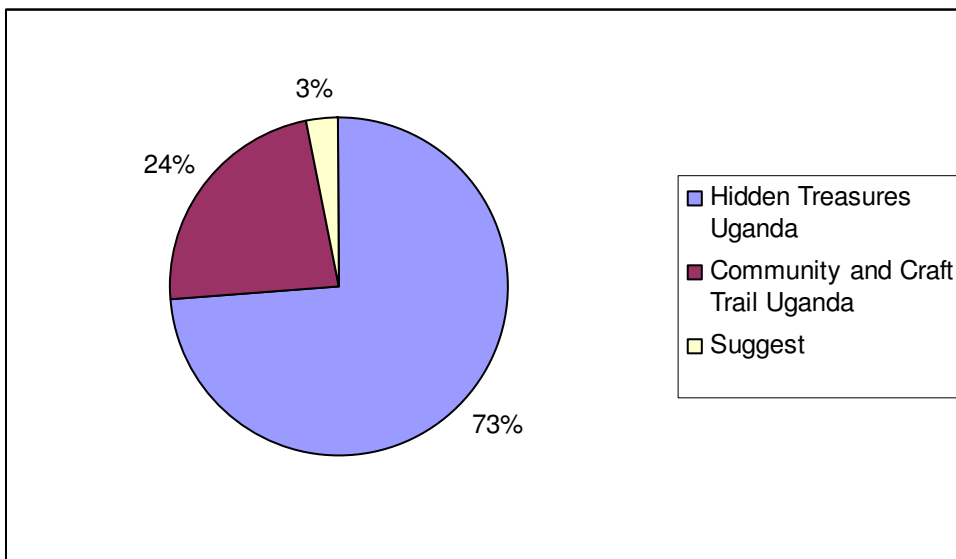
**Question 12** – This explored preferences for the size of the guidebook. Over half of respondents liked A5 size best (e.g. Eye magazine/dummy) rather than A5b (e.g. Infodigest) (*Figure 12*).

**Figure 12 Preference for the Size of the Guidebook**



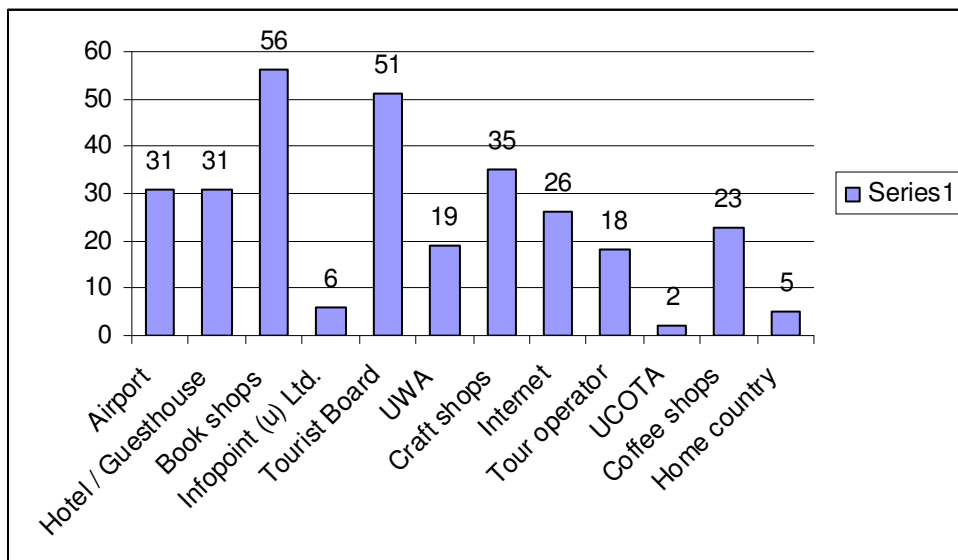
**Question 13** – This assessed the preferences of the survey participants towards suggested guidebook titles. Almost three-quarters preferred the title ‘Hidden Treasures Uganda’ (*Figure 13*). Approximately one quarter preferred ‘Community and Craft Trail Uganda’ as it referred specifically to community and crafts. Few suggestions were made. The most notable recommendations being a combination of the two suggestions to make ‘Community and Craft Trail – Uganda’s Hidden Treasures’ and “The Real Uganda”.

**Figure 13 Preference for Suggested Guidebook Titles**



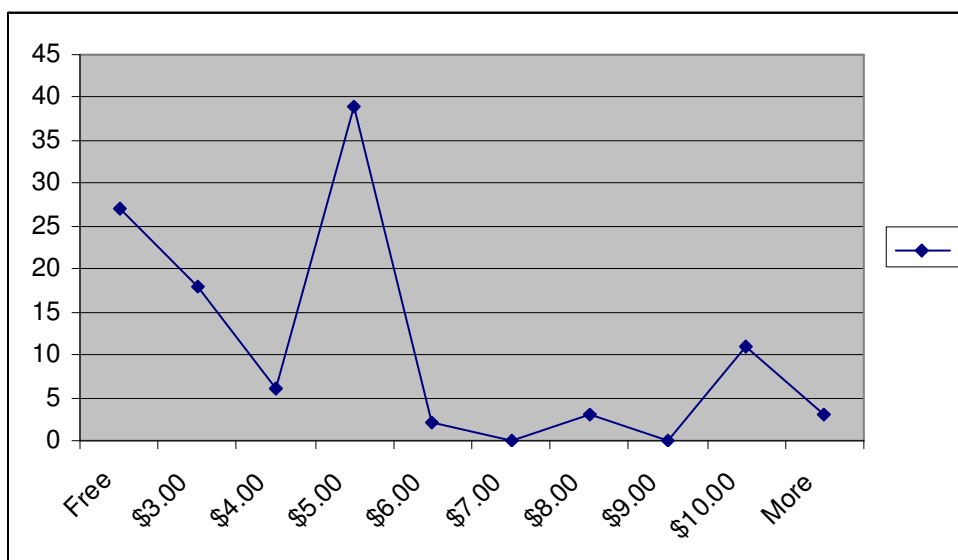
**Question 14** – This sought to determine in which locations participants were most likely to purchase the guidebook. Over half of the respondents suggested the best sales outlets as bookshops and the tourist board (*Figure 14*). Other popular locations were craft shops, the airport, tourist accommodation and coffee shops. The Internet was also ranked relatively highly.

**Figure 14 Preferences for Potential Sales Outlets**



**Question 15** – The final enquiry ascertained how much the respondents would be willing to pay for the guidebook. The preferred price was between US\$3-5 although a quarter also wanted the publication to be free (*Figure 15*). Most Ugandans interviewed wanted the guidebook for free.

**Figure 15 Willingness to Pay for the Guidebook**



## **Annex 7 List of Potential Advertisers and Sponsors**

Priority should be given to companies with a corporate social responsibility profile (e.g. Adrift, MTN) and/ or useful information for the customer (e.g. banks, telephone dialing codes). Adverts should be where possible in keeping with the style of the guidebook.

- Petrol Stations (Total, Shell etc.)
- Cargo shipment companies
- Banks (Barclays, Standard Chartered, Western Union)
- Telecommunications Companies (MTN)
- Breweries
- Car rental firms (e.g. City Cars)
- Airlines (e.g. Kenya Airways, British Airways)
- Rafting companies (Adrift)
- Volcanoes
- Pearl of Africa Tours & Travel
- Kabarole Tours & Travel
- Backpackers
- African Village Farm
- Craft shops (Candle Light Foundation, African Creations)
- Bookshops
- Art Galleries
- Coffee shops
- French Embassy/ Alliance Francaise
- British High Commission
- American Embassy
- Swedish Embassy
- Uganda Tourist Board
- Uganda Wildlife Authority