



The Voice of the Private Sector
in East Africa



REPORT ON EABC REGIONAL PRIVATE SECTOR CONSULTATIVE WORKSHOP ON TOURISM, HOSPITALITY AND WILDLIFE MANAGEMENT HELD ON 25TH & 26TH NOVEMBER, 2019 AT MOUNT MERU HOTEL IN ARUSHA, TANZANIA.



1.0 Introduction

The East African Business Council (EABC) in partnership with the *Deutsche Gesellschaft fuer Internationale Zusammenarbeit (GIZ)* organized a Regional Private Sector Consultative Workshop on Tourism, Hospitality and Wildlife Management on 25th & 26th November, 2019 at Mount Meru Hotel in Arusha, Tanzania.

The workshop provided an opportunity to reflect on the region's achievements, performance and shortcomings in the fields of tourism and wildlife management, as well as come up with a set of issues that need to be advocated for at the regional level as well as recommendations for further actions.

Officials from Ministries of Tourism, Public and Private Airlines Operators, Regional Tourism Bodies and Hospitality Associations from EAC Partner States; and Local Tour Operators were engaged during the Regional Consultative Workshop.

The list of participants is hereto attached as Annex I.

2.0 Key Objectives of the Regional Private Sector Workshop:

- I. To deliberate on issues regarding promotion of domestic tourism, the need to collaborate with regional and international air transport providers considered as important enablers of the tourism industry;
- II. To deliberate on the private sector's role in promoting and marketing the region as a single tourist destination;
- III. To deliberate on the role of the private sector on sustainable management of wildlife resources in the region including implementation of the EAC Regional Strategy to Combat Poaching on Illegal Trade and Trafficking of Wildlife and Wildlife Products;
- IV. To come up with issues that require advocacy at both national and regional levels.

3.0 Opening Session:

Remarks by Hon. Peter Mathuki, EABC Executive Director

Remarks by Mr. Audax Bahweitema, Ag. Director Policy & Planning, Ministry of Natural Resources and Tourism, United Republic of Tanzania

Remarks by Mr. Simon Kiarie, East African Community (EAC) Secretariat

Remarks by Mr. Marvin Nuwagaba, Deutsche Gesellschaft fuer Internationale Zusammenarbeit (GIZ)

4.0 Sessions of Presentations

Mr. Marvin Nuwagaba, Trade Advisor, GIZ

Mr. Nuwagaba kicked off the workshop with a presentation on the situational analysis of tourism in the EAC and sector studies. After setting the mood for the two-day workshop, he detailed the following scope of interventions and way forward:

- Sensitization and awareness on EAC tourism initiatives and opportunities for services providers
- Support EAC to develop draft guidelines for minimum standards of licensing and registration
- Support EAC to develop concept/draft on an exchange program of tourist services providers and online course for EAC tour guides
- Support private sector to develop positions and recommendations on the removal of restrictions and barriers in the Tourism sector. (Trade in Services)

The presentation is hereto attached as [Annex II](#)

Mr. Patrick Kwizera, Chairman, Rwanda Safari Guides Association (RSGA)

Mr. Kwizera made a presentation on the development of domestic tourism in Rwanda and the importance of the creation of a sustainable tourism industry. He made the following recommendations:

- Need for combined efforts of tourism stakeholders to come up with packages and discounts suitable for locals through targeted marketing strategies.
- Need to ensure accessible and affordable tourism products.
- Sensitization of the public on the culture of saving for excursions by governments through different levels of central and local administration.

The presentation is hereto attached as [Annex III](#)

Mr. Edouard Bagumako, Director General, Burundi Green Destinations

After playing a great video on tourism destinations in Burundi, Mr. Bagumako presented to the workshop participants tourism, hospitality and airline issues that need advocacy. He recommended as follows:

- Harmonization of Burundi Tourism Products Taxes (hotel and airline/airport landing and departure taxes) with EAC Partner States.
- EABC and EAC Secretariat to rally the Burundi Government to FastTrack the adoption of the EAC Single Tourist Visa.

The presentation is hereto attached as [Annex IV](#)

Ms. Gloria Tumwesigye, Chief Executive Officer, Uganda Tour Operators

On behalf of the Ugandan delegation, Ms. Tumwesigye highlighted challenges faced by tour operators and noted the need for collaboration amongst EAC Partner States to market the region as a Single Tourist Destination. She proposed the following recommendations to address advocacy issues:

- Need for standardization of the tourist vehicles and guides across the region to allow for fair competition and easy movement at all levels in the region.
- Tourism accommodations especially to be zero-rated, not just exempted.
- Infrastructure development to reduce the cost of doing business.
- Fast track implementation of EAC resolutions such as the single East African Tourist Visa (EATV) across Partner States.

The presentation is hereto attached as Annex V

Mr. Lawrence Wafula, Kenya Association of Hotel Keepers and Caterers

Mr. Wafula noted the following key issues that need reforms and advocacy.

- Diversification of the Tourism Product and Market in reference to the Over-sold and tired Beach and Safari Product.
- Punitive Copyright licenses for the arts industry that demotivate hoteliers.
- Hotels subjected to numerous taxes and levies: VAT, Corporate Tax, catering levy and import duty.

Mr. Wafula recommended extensive consultation between Government and Private sector in order to reach win-win solutions to the issues facing the partner states and the region.

The presentation is hereto attached as Annex VI

Mr. Audax Rwezaura Bahweitima, Ag. Director Policy and Planning, Ministry of Natural Resources and Tourism, URT

Mr. Bahweitima highlighted the following challenges facing tourism in Tanzania:

- Overdependence on foreign markets – Mostly overseas Europe and North America;
- Inadequate skilled manpower and expertise in tourism and hospitality;
- Inadequate tourism infrastructure and facilities as a result of low investment in the sector;
- Overdependence on wildlife as a tourism product- Lack of diversity in terms of tourist products and geographical coverage leading to slow growth of the tourism sector

He further noted the following strategies geared towards the development of the tourism sector:

- Strengthening Destination Marketing efforts - Joint (Public - Private sector) National Tourism Promotion and Marketing Strategies;
- Promoting domestic tourism (Urithi festival, Karibu kusini,);
- Review of regulatory, institutional and legal framework for tourism sector;
- Strengthening the National College of Tourism and other training institutes to address training needs of the industry;
- Tourism Product Diversification - cruise ship, beach, geo park, eco, festivals, MICE (Meetings, Incentives, Conferences and Exhibitions).

The presentation is hereto attached as [Annex VII](#)

Mr. Gabriel Mabior Chiping, Secretary General, Hotel and Hospitality Chamber, South Sudan

After a passionate presentation on the progress made by South Sudan in maintaining peace to attract tourists and foreign investors, Mr. Mabior recommended the following resolutions as a way forward in promoting tourism in the region:

- Sharing of skills amongst EAC partner states.
- Promoting equitable and sustainable use of natural resources within EAC partner states.
- Improvement of security protocols.
- Involvement of Host communities in promoting tourism.
- Partner States to develop a collective and coordinated policy for the conservation and sustainable utilization of wildlife and other Tourist sites in the region.

The presentation is hereto attached as [Annex VIII](#)

5.0 Key Recommendations from the Regional Private Sector Workshop:

After two lively and productive days of engagement, participants came up with key recommendations that will inform the next action plan between EABC, GIZ and Sector Stakeholders.

The recommendations are hereto attached as [Annex IX](#)

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