

# KIGEZI BIOTA TOURS



## UNLOCKING WOMEN'S POTENTIAL IN TOURIST GUIDING IN UGANDA AND RWANDA

END OF PROJECT REPORT

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## 1. Executive Summary

<b>Name of the Project</b>	Unlocking Women's Potential in Tourist Guiding in Uganda and Rwanda
<b>Name of the Organization</b>	Kigezi Biota Tours LTD
<b>Organization is active since</b>	2013
<b>Number of People in the Organization</b>	8
<b>Project Duration</b>	6 months (October 2021 - March 2022)
<b>Any other Stakeholders involved?</b>	Uganda Tourism Association (UTA), Ugandan Ministry of Tourism, Wildlife and Antiquities, Rwanda Tourism Board, Uganda Tourism Board, Uganda Tourism Police, Uganda Wildlife Authority, Rwanda Safari guides Association
<b>EAC Member States Involved</b>	Rwanda and Uganda
<b>Total Number of People Reached</b>	1232 people have been reached
<b>Benefit for people reached</b>	<p>The project has benefited its stakeholders in the following ways;</p> <ol style="list-style-type: none"><li>1. It has increased knowledge and awareness on the advantages of offering apprenticeship and mentorship programs for female tourist guides.</li><li>2. It has availed the opportunity to strengthen the tourist guiding skills and build on the capacities and confidence of female tourist guides to become professional guides. This has been possible through offering apprenticeship, mentorship and learning exchange programs.</li></ol>

	<ol style="list-style-type: none"> <li>3. There is increased Knowledge and awareness of the East African Community regional integration in supporting its citizens to trade freely through free movement of persons, labour and services.</li> <li>4. The project has opened opportunities for networking among the tourist guides and the different tourist guiding associations in Uganda and Rwanda.</li> <li>5. It has created employment opportunities to the trained female tourist guides through exposure to a network of the involved tour operators.</li> <li>6. It has not only helped to expose the capabilities but also promoted the feasibility of the unique skills of the female tourist guides to potential employers and tourists.</li> <li>7. The project has helped to change the negative perception of the communities that the tourist guiding profession is for men and not women. Women are now seen as capable candidates to train and deliver services as professional tourist guides.</li> </ol>
<p><b>Number of events organized</b></p>	<p>8 events were organised. These included;</p> <ol style="list-style-type: none"> <li>1.1.1. Baseline survey to recruit female youth for the project</li> <li>1.1.2. Stakeholders Orientation Workshop</li> <li>1.1.3. Selection and recruitment of the Apprentice</li> <li>1.1.4. Online workshop to brief the Apprentice.</li> <li>1.1.5. Offer virtual apprenticeship</li> <li>2.1.1. Virtual tours to different tourist destinations of Uganda and Rwanda</li> <li>3.1.2. Stakeholder engagement and dissemination workshop</li> <li>3.1.4. Team visits to Rwanda to establish networks</li> </ol>
<p><b>Number of people participated in events</b></p>	<p>592 people participated in the different project events. 563 were women.</p> <p>These have been broken down as below;</p> <p><b>1.1.1. Baseline survey to recruit youth for the project</b></p> <p>53 Uganda (53 women)</p>

8 Rwanda (8 women )

**1.1.2. Stakeholders Orientation Workshop**

60 Uganda (50 women)

12 Rwanda (12 women)

**1.1.3. Selection and recruitment of the Apprentice**

92 Uganda (90 women)

24 Rwanda (21 women)

**1.1.4. Online workshop to brief the Apprentice.**

70 Uganda (68 women)

18 Rwanda (18 women)

**1.1.5. Offer virtual apprenticeship**

65 Uganda (65 women)

18 Rwanda (18 women)

**2.1.1. Virtual tours to different tourist destinations of Uganda and Rwanda**

65 Uganda (65 women)

18 Rwanda (18 women)

**3.1.2. Stakeholder engagement and dissemination workshop**

53 Uganda (45 women)

26 Rwanda (24 women)

**3.1.4. Team visits to Rwanda to establish networks**

2 Uganda (2 women)

8 Rwanda (6 women)

<p><b>Benefit for people participating in events</b></p>	<ol style="list-style-type: none"> <li>1. The Stakeholder’s orientation, engagement and dissemination project workshops greatly helped to increase knowledge and awareness on the advantages of offering apprenticeship and mentorship programs for female tourist guides in East Africa.</li> <li>2. The apprenticeship and mentorship program has helped to strengthen the tourist guiding skills and build on the capacities and confidence of female tourist guides from Uganda and Rwanda to become professional guides.</li> <li>3. The workshops and training programs helped to increase knowledge and awareness of the East African Community regional integration in supporting its citizens to trade freely. The EAC protocols allow for free movement of persons, labour and services. The tourist guides are now more aware that they can guide tourists and set up businesses beyond the borders of their residential countries.</li> <li>4. The events opened doors for networking and exchange of knowledge and ideas among the tourist guides, different tourist guiding associations, tour companies as well as other stakeholders in the tourism value chain of Uganda and Rwanda.</li> <li>5. Through education, there is a change in the negative community perception about the involvement of women in the tourist guiding profession. Women are now seen as capable candidates to train and deliver services as professional tourist guides.</li> <li>6. Most importantly, the project events have raised campaigns to support the female gender so as to increase the numbers of practising female guides who will eventually play a big role in the development of the East African tourism industry.</li> </ol>
<p><b>Number of beneficiaries</b>  <b>(Number for each EAC Country)</b>  <b>(Number of Youth)</b>  <b>(Number of Women)</b></p>	<p>The overall total number of direct beneficiaries was 83 young women.</p> <p>Uganda had 65 young women as beneficiaries</p> <p>Rwanda had 8 young women as beneficiaries</p>

<b>Concrete impact on beneficiaries</b>	The project has paved opportunity for young and aspiring women tourist guides to upgrade their skills and competences through apprenticeship and mentorship program
<b>Number of paying customers</b>	So far there are 5 Ugandan tour companies and 1 tourist guide association
<b>Frequency &amp; amount of purchase</b>	Tourist guides are paid an average of 50 US dollars per day. This money is paid to them only at the time when they have been hired/ contracted to guide tourists.
<b>Number of jobs created</b>	20 female tourist guides have so far been employed on contract basis by 5 Ugandan tour companies and one tourist guide association. 3 are working for Bird Uganda Safaris, 2 for Uganda Safari Guides Association, 7 for Kigezi Biota Tours, 4 for Gorilla Agency and 4 for Rwizi Africa Expeditions.
<b>Sort of jobs &amp; income</b>	Tourist guiding
<b>Further activities planned?</b>	This is the final report. All planned project activities have been successfully executed
<b>Financing secured for further operations?</b>	The project has established a strong collaborative partnership with Uganda Tourism Association (UTA), Ugandan Ministry of Tourism, Wildlife and Antiquities, Rwanda Tourism Board, Uganda Tourism Board, Uganda Tourism Police, Uganda Wildlife Authority, Rwanda Safari Guides Association and Uganda Safari Guides Association. This broad network of partners will help play a big role in expanding the initiative forward especially in the mobilization of resources necessary for skilling more female tourist guides.

## **2. Introduction and Background**

A reasonable number of women in East Africa have studied tourism and have undergone training in tourist guiding through associations, institutions and tour companies. However, a very small percentage is known to be practising the tourist guiding profession today. According to the Uganda Tourism Board database, out of the 578 registered tourist guides in Uganda, 47 are women constituting only 8.1%. This figure would be fair if the registered are really practising guiding. Realistically, not more than 10 women are seen out there in field guiding. The Rwanda Development Board has to date registered 5 female guides out of 183 tourist guides in Rwanda. This implies that there are only 2.73 % of women involved in tourist guiding. From the above percentages, it is proven that the low numbers are attributed to reasons such as; lack of mentorship and apprenticeship programs, stiff competition, individual and public mindset on women, and traditional culture that limits women from their male counterparts. For instance, a report on Reviewing Uganda's tourism sector for economic and social upgrading (Francis & Solomon, 2012) states that, although training institutions are providing a curriculum for tour guides, the most important employment criteria on site are communication capability and

having done an apprenticeship on guiding.

In the past few years, Kigezi Biota Tours has engaged itself in offering apprenticeship and mentorship to female tourist guides in Uganda. The program has proven to increase the professional experience and confidence of female tourist guides, enabling them to compete favourably in the male dominant job market. Kigezi Biota Tours believes that offering apprenticeship and mentorship programs is one of the ways of addressing challenges faced by the female guides since it enables them to acquire first hand practical on job experience and skills that will market them to tour operators and tourists for employment opportunities.

In a bid to support more women, Kigezi Biota Tours received funding worth UGX 72 million in 2021 to implement a project titled 'Unlocking Women's Potential in Tourist Guiding in Uganda and Rwanda'. The support was offered by the Incubator for Integration and Development in East Africa (IIDEA) a GIZ initiative that promotes regional cross border trade with a focus on achieving people centered and market driven Integration in East Africa. The project's aim was to increase the number of professional practising female tourist guides in Uganda and Rwanda by offering them apprenticeships and mentorship.

Up to 82 aspiring female tourist guides from Uganda and Rwanda were identified and trained with skills in; customer care and briefing tourists, overview of tourism in Uganda and Rwanda, interpretation of cultures of Uganda and Rwanda, animal and bird identification, entrepreneurial business skills, basic mechanical skills, and first aid

This report therefore provides the narrative of the project implementation, progress, challenges, lessons learnt and recommendation as well as the future of the project.

### **3. Objectives of the Project**

The project achieved the following objectives which was planned at the initial conceptualisation: -

- I. It offered apprenticeship and mentorship to female tourist guides in Uganda and Rwanda
- II. It provided field learning exchange program opportunities to upcoming female tourist guides in Uganda and Rwanda
- III. It marketed the apprentices in tour companies for employment opportunities

### **4. Did you collaborate with any other organisations?**

Throughout the project implementation, the following partner organisations were identified and collaborated with in the following ways;

❖ **Rwanda Women Birders-RWB (Rwanda):** For a long time, Kigezi Biota Tours has partnered with Rwanda Women Birders (RWB) to promote women in tourism. RWB helped to not only extend the project message to Rwanda but also to identify, mobilise and vet aspiring female tourist guides from Rwanda that participated in the apprenticeship and mentorship program.

❖ **Rwanda Development Board (Rwanda):** Among the key services of Rwanda Development Board (RDB) are tourism and conservation as well skills development. RDB gladly welcomed the project as its objectives fell within its mandate and promised to support the female tourist guides of Rwanda especially in setting up an enabling business environment for private sector tourism growth.

- ❖ **Rwanda Safari Guides Association - RSGA (Rwanda):** They are the leading private sector association for the tourist guides in Rwanda. Over the years, Kigezi Biota Tours has built a relationship with RSGA and because of this bond, we partnered with them in this project. They helped us in the recognition and enrolment of the trained tourist guides that benefited in the project into their association. They also played a big role in the involvement of the chamber of tourism of Rwanda to appreciate and embrace the project.
- ❖ **Uganda Tourism Board - UTB (Uganda):** One of UTB's mandate is registering and licensing of all tourism services and products in Uganda including the tourist guides. At the stakeholder's workshop, UTB sent a representative Mr. Asimwe Innocent who is in charge of quality assurance. They assured us that they would provide licences to those trained female tourist guides that would have passed the minimum assessment. However, this has not yet been possible as assessment of tourist guides in Uganda has not started.
- ❖ **Ministry of Tourism, Wildlife and Antiquities - MTWA (Uganda):** MTWA's participation to support the project was very strong throughout the project. They attended all project

workshops with utmost representation from tourism officers in the Kigezi region. They listened in to the views and recommendations from the workshops and promised to support women in tourism.

- ❖ **Uganda Wildlife Authority - UWA (Uganda):** is mandated to ensure sustainable management of wildlife resources and supervise wildlife activities in Uganda both within and outside the protected areas. Their role is to conserve flora and fauna for future generations. They have got experienced female guides who come in with a wealth of experience that will help us in conducting the mentorship and apprenticeship program.
- ❖ **Tourism police (Uganda):** They brought in assurance of security and protection of female tourist guides
- ❖ **Uganda Tourism Association - UTA (Uganda):** UTA is the umbrella body of the private sector for tourism in Uganda. The association boasts of a diverse membership of private sector players including; hotels, hotel managers, women in tourism, travel agents, culture art and craft practitioners, tour operators, tourist guides, and community-based tourism groups. UTA helped in the engagement and mobilisation of its members for partnership through the different tourism -

associations that subscribe to it. Moreover, the majority of UTA members are tourist guide employers. The project therefore used this opportunity to partner, engage and encourage the various identified members to offer jobs to the female tourist guides who participated in the apprenticeship and mentorship program.

## **5. Report of the Project Activities**

The following project activities were carried out during the implementation of the project

### ***1.1.1 Conduct baseline survey to ascertain the situation of the female tourist guides***

A survey questionnaire with a focus to draw out situational analysis on the factors hindering women into joining and or practising tourist guiding was designed and an online link through which responses were collected was shared on 18th November, 2021 to practising and aspiring female tourist guides in Uganda and Rwanda. A total of 61 female tour guides from Uganda (53) and Rwanda (8) participated in the survey and filled out the questionnaires. The following findings, challenges and recommendations were documented after the analysis of the

collected data was completed.

### **findings**

- The majority of active female tourist guides are youth aged 20 to 31 years contributing up to 74.61% of the total sample size. This implies that the majority of the youth are actively involved and interested in taking up tourist guiding.
- There are still low numbers of practising female tourist guides from Rwanda as compared to those from Uganda.
- The majority of the female tourist guides are either bird guides, tourist driver guides, cultural guides, nature guides and photography guides. There is therefore opportunity for East African women guides in the lacking sectors such as reptile guiding, butterfly guiding, mountaineering guide and aquatic guiding. However, further research as to why these sectors are lacking may be a necessity in the future.
- The majority of the female tourist guides are relatively new in the field with 33.3% having less than one year experience and 42.59% having only 1-3 years of experience. These numbers then reduce along the way. This could indicate that majority of the female guides drop off due to reasons like high -

competition, inadequate skilling, and sexual harassment.

- Majority of the female guides are freelance (83.02%) while very few are attached to the tour companies. The factors that contribute to this could be attributed to lack of marketability and inadequate skills that the employers/ companies require. Further investigations to this are however required to identify the underlying reasons.
- There is a big percentage (42.59%) of female guides who have not had a chance to guide tourists. With the majority of the guides being freelance, it may be difficult for them to get clients and thus this big percentage.
- Majority of the respondents (75%) said they had attended refresher training while 24.07% of the respondents said they had not. The minority percentage is quite a good representation of the respondents and therefore refresher trainings should be made available if the skills of the guides need to be improved

### **Challenges**

The most dominant challenges that emerged from the respondents were;

- Social cultural context/ beliefs i.e., negative community perception on women to take on tourist guiding.
- inadequate skilling,
- expensive guiding equipment like binoculars and field guide books,
- high competition, and expensive refresher training.

### **Recommendations**

- There is therefore a need to involve and encourage more women from Rwanda to join the tourist guiding profession.
- From this analysis, the perception of the communities must change and encourage more women to join and take on the tourist guide profession.
- The tourist guides need to be supported by reducing taxes on the guiding equipment gadgets. This will reduce the expenses incurred while purchasing these that would aid them during the course of their work. Moreover, governments could set up resource centres across the country so that the guides can borrow equipment at subsidised cost.
- The guiding profession needs to be standardised in order to eliminate unwanted competition from quake guides.

Moreover, it will promote the quality of services rendered to the tourists across the East African region.

- Institutions that offer refresher courses need to be registered and supported by the governments so that the prices of the courses offered are subsidised for the guides.

**N.B** A detailed survey report has been attached to this report as annex 1.

### **1.1.2 Conduct Stakeholders orientation workshop to create awareness of the project**

The stakeholder's orientation workshop was held on 13th November, 2021 at White Horse Inn, Kabale district Uganda. The workshop's purpose was to create awareness of the project **"Unlocking Women's Potential in Tourist Guiding"** to the intended stakeholders. A total of 76 participants who included female tourist guides, representatives from private sector and government agencies within the tourism value chain and media representatives attended the workshop. The workshop's outcome registered 8 partners who agreed to collaborate and support the

project's agenda of promoting and empowering female tourist guides in Uganda and Rwanda. Among the key partners were; Rwanda Women Birders, Uganda Tourism Association, Rwanda Safari Guides Association, Uganda Tourism Police, Ugandan Ministry of Tourism Wildlife and Antiquities, Rwanda Development Board, Uganda Tourism Board, and Uganda Wildlife Authority. The entire workshop was streamed live and a video link was shared to partners in Rwanda and on the Kigezi Biota Tours Facebook page. The video link can be followed at <https://www.facebook.com/261822407275502/posts/3115329958591385/?app=fbl>

The workshop was also aired in news in major television stations in Uganda like UBC. <https://www.facebook.com/261822407275502/posts/3141351845989196/?app=fbl>



***Some of the practising female guides at the workshop***



***Biira Petronila, a ranger guide from Uganda Wildlife Authority addressing workshop attendants***

### ***1.1.3. Selection and recruitment of the Apprentice***

A call for mentorship and apprenticeship application was advertised in January 2022 and registration link was shared to our partners and on our social media channels and organisation website for outreach and distribution. An overwhelming number of applications were received with over 110 from Uganda and 24 from Rwanda. The applicants from Rwanda, who qualified for the apprenticeship and mentorship program were vetted and selected through the help of our partner organisation Rwanda Safari Guides Association. A total of 82 applicants were successful 65 of whom were Ugandans and 18 Rwandans. Attached to this report as annex 2 is a list of selected successful applicants.

### ***1.1.4. Online workshop to brief the Apprentice.***

The briefing of the apprentices was conducted on the 8th of March 2022 via zoom meeting application two days prior to the beginning of the apprenticeship and mentorship program. The project manager Ms. Adrine Nankunda introduced the project to the apprentices. She explained what the training objectives were and what was expected of the trainees. She also shared a tentative training program that was to be used for the training and explained briefly on the topics that would be covered. Answers to

questions from inquisitive trainees that were related to the project and training were also attended to. An online link through which the training program would be conducted was then shared to the trainees. For details on the briefing sessions, please click on meeting Recording link below

<https://us02web.zoom.us/rec/share/Kw-Q-2XbYSfVrzwOu-GC51SlakRFTo94NIYWwWka649vWHx7kjlNy-ASZaZ0au3i.-8oqtxQ7vRjzZt99>

#### **1.1.5. Offer virtual apprenticeship and mentorship**

The apprenticeship and mentorship program was a key activity of the project. Its main objective was to enhance skills and improve the confidence of female tourist guides so as to prepare them for job opportunities in the tourism sector for a livelihood change. The activity kicked off on the 16th of March 2022 with a total of 82 selected female tourist guides from Uganda and Rwanda in attendance. The training was conducted virtually through the zoom meeting and conference software with each training session lasting 2 hours on a daily basis for two weeks. Different topics offered by several identified experts were covered in fields of; customer care and briefing tourists, overview of tourism in Uganda and Rwanda, interpreting cultures of Uganda and Rwanda,

animal and bird identification, entrepreneurial business skills, basic mechanical skills, and first aid. Training content and presentations for the program can be got via link below

<https://drive.google.com/drive/folders/1vu80R9Fyq8smum2Ym7u1G2TMBR-10lpl?usp=sharing> .

#### **Outcomes**

There was an assessment at the end of the training to find out the program's impact on the trainees. The following were some of the key picks;

- The trainees felt more confident in their tourist guiding skills and abilities
- They acquired new knowledge and learnt new skills in tourist guiding that they did not possess
- They learnt about the opportunities that regional integration offers especially in the free movement of persons and services and free movement of workers
- They networked and made friends for future business partnerships and opportunities.

## Recommendation

- There is a continuous need for such training to not only interest more women into tourist guiding but also build their confidence as tourist guides so as to compete favourably in the male dominant tourism job market.

### 2.1.1. Virtual tours to different tourist destinations of Uganda and Rwanda

Three consultants were hired in December 2021 and gathered online graphic content (videos and pictures) from different tour destinations in Uganda. The consultants visited Lake Mburo, Murchison falls and Queen Elizabeth national parks in Uganda. While at these destinations, they recorded video content that described the parks and activities that are conducted within those parks. They also recorded themselves while in speech and gave advice to the tourist guides on how best to prepare themselves before starting any activity with the tourists. The gathered content was used for conducting virtual tours at the end of the apprenticeship and mentorship program. The virtual tour sessions were recorded and uploaded to our YouTube channel and can be followed via link

<https://www.youtube.com/channel/UC6fi-PL7yshadMRIWylf0LA>.

The sessions were very interactive and educational to trainees with many of their raised questions answered by the consultants. Trainees were taught the Dos and Don'ts during tours. They were also given tips on how to give a memorable experience to their clients.

### 3.1.3. Development of marketing materials

500 flyers, 2 pull-up banners and 100 branded T-shirts, were printed and used at all key events where the project featured like the stakeholder's orientation workshop, project team visit to Rwanda and the stakeholder's engagement and dissemination workshop. The marketing materials promoted and communicated the project to the stakeholders and public.

A project promotional impact video that describes the project, its benefits and success stories was also developed and uploaded on our YouTube channel so that it is continuously accessed and shared among the public and project stakeholders. The video can be viewed on the following link <https://www.youtube.com/channel/UC6fi-PL7yshadMRIWylf0LA>

Below are some of the marketing developed for project promotion and communication



**Project Flyers**

**Unlocking Women's Potential  
in Tourist Guiding**



**Project pull-up banner**



**T-shirts**

**3.1.2. Stakeholder engagement and dissemination workshop**

The stakeholder's engagement and dissemination workshop took place on 25th March 2022 at White Horse Inn Kabale, Uganda. The workshop's main purpose was to establish a network for partnership, disseminate project findings and achievements to stakeholders and to trigger discussions on avenues and policy for uplifting East African female tourist guides and the tourist guiding profession within the East African Community. Ms Lilian Kamusiime director Kigezi Biota tours welcomed and thanked all participants that were present. She also thanked all the stakeholders who contributed to the success of the project. Ms Lilian requested tourist guide employers to consider and offer jobs to female tourist guides. She also asked the public to change their mindset and negative perceptions towards women joining the tourist guiding profession and instead encourage them. The project's background, its goal and achievements were presented to the stakeholders by the project manager Ms Adrine Nankunda. There was a stakeholder engagement & brainstorm session conducted in the course of the workshop where participants were put in different groups and were tasked to identify

challenges faced by female tourist guides and draw recommendations for policy adoption.

The following challenges and recommendations were zeroed down to;

### **challenges**

1. High operational costs. For example, purchase of gorilla permits and park entry fees
2. sexual exploitation faced by female guides during the due course of executing their work
3. Less involvement of women in decision making especially at policy level.
4. Expensive guiding equipment like binoculars
5. High competition especially from unqualified tourist guides due to lack of standards and laws that govern the profession
6. Negative public perception and mindset towards capability of women to become tourist guides

### **Recommendations**

1. The government through the ministries of tourism, Uganda Tourism Board and Rwanda Development Board should consider subsidising fees charged to access tourism sites. Fees like park entry and permits for tracking certain animals should be reduced or scrapped off for tourist guides

2. The tourist guides need to be supported by reducing taxes on the guiding equipment gadgets. This will reduce the expenses incurred while purchasing these that would aid them during the course of their work. Moreover, governments could set up resource centres across the country so that the guides can borrow equipment at subsidised cost.
3. The move to set minimum standards especially for training and qualification of tourist guides within the profession would be a great service to not only eliminate quack tourist guides but also promote the practice of quality service delivery to tourists which in turn promotes the tourism industry.
4. More efforts that protect women from sexual exploitation must be put in place so that the women can feel safe as they deliver their guiding service.
5. There is a need to continue sensitization of communities and the public that women can be tourist guides and can deliver quality services as the men. Such sensitization campaigns can be championed through the different tourism associations, training institutions that offer tourism related courses and ministerial bodies that promote tourism

Detailed workshop minutes are attached to this report as **annex 4**  
Below are some pictures from the workshop.



***Ms. Adrine Nankunda, project manager addressing attendees about the project***



**A group of trained young female tourist guides attending the workshop**



***One of the trainees testifying on how she has benefited from the project***



**A group photo taken after the workshop**

### **3.1.3. Team visits to Rwanda to establish networks**

The Kigezi Biota Tours project team represented by the Project Manager Mrs. Adrine Nankunda and the Director Kigezi Biota Tours Mrs. Lilian Kamusiime visited Kigali Rwanda on 3<sup>rd</sup> march 2022. During their visit, they met with Board members and Secretariat of Rwanda Safari Guides Association and the Director of Operations at Chamber of Tourism of Rwanda to discuss avenues for partnership for the project and to draw recommendations on the way forward.

#### ***The following challenges emerged during the discussions***

- ❖ Less commitment from the ladies who are training to become tourist guides.
- ❖ Lack of driving commitment skills makes the ladies less competitive to their male counterparts.
- ❖ Parents are hesitant to send their daughters to the field; they feel it is not safe for them.
- ❖ Society attitude and demands on women especially home / families
- ❖ Companies reluctant to employ women because suddenly they disappear
- ❖ Trainings and apprenticeship programs are expensive

- ❖ Tourist guiding is quite a demanding job in terms of time and expense and yet men are the key financiers because they have resources.
- ❖ Safety and security. Fear because of limited skills to handle some situations.
- ❖ Tourism is not yet considering facilities for women especially lodges and accommodation for female tourist guides.
- ❖ Female Tourist guides in Rwanda lack representation at RSGA board- the association that brings together all the Tourist Guides in Rwanda. Mentioned by Eric Kayiranga – the Chairperson RSGA.

#### ***The following Recommendations were drawn***

- ❖ Get data of all women that have trained in tourism, more talks with tour companies about opportunities to women in guiding
- ❖ Mentorship and apprenticeship programs to be on the priority list. Engage more other East African states women guides to learn from each other.
- ❖ Encourage ladies to get involved in the RSGA leadership.
- ❖ Familiarisation trips to Uganda and Rwanda to orient the

women about different attractions.

- ❖ The female tourist guides who are active and successful in the profession should always mentor the upcoming ones.
- ❖ Awareness campaign on radios and TV stations (talk shows) to sensitise the public about Tourist guiding as a profession
- ❖
- ❖ The government of Rwanda through the chamber of tourism pledged their commitment in promoting women inclusiveness in the tourism business and also Picked interest in the title “Unlocking women’s potential in tourist guiding “and said they were going to use it for their women’s day celebrations.
- ❖ Gender disparities should be eliminated; men tourist guides should be encouraged to welcome the ladies in the field and should be willing to assist them whenever approached.

Minutes from different submissions are attached to this report as annex 3.

**Below are some of the pictures from the visit**



*Lilian Kamusiime giving in her submissions during a meeting in Kigali Rwanda with Rwanda Safari Guides Association*



*Group photo taken after the meeting*

## **6. Outreach of the project (in Numbers)**

How many people have been reached by the project directly and indirectly? How many of them are youths? How many are women? You can use or adjust the following format.

**Group 1: Total number of people reached (gender, age groups, EAC countries)**

**+ Please briefly describe your interaction between your project and this group**

The overall total number of beneficiaries was 1,232.

The total number of women were 1033;

The above computation was derived from overall total of direct and indirect beneficiaries as below:

### ***direct beneficiaries***

592 people participated in the different project events. 554 were women.

### ***Indirect beneficiaries through our social channels***

Facebook 539 (417 women)

YouTube 101 (62 women)

### ***Country statistics for direct beneficiaries***

The country statistics have been derived from the direct beneficiaries. The numbers are compiled as below

Uganda 460 (367 women)

Rwanda 132 (104 women)

### ***The project has benefited its stakeholders in the following ways;***

8. It has increased knowledge and awareness on the advantages of offering apprenticeship and mentorship programs for female tourist guides.
9. It has availed the opportunity to strengthen the tourist guiding skills and build on the capacities and confidence of female tourist guides to become professional guides. This has been possible through offering apprenticeship, mentorship and learning exchange programs.
10. There is increased Knowledge and awareness of the East African Community regional integration in supporting its citizens to trade freely through free movement of persons, labour and services.
11. The project has opened opportunities for networking among the tourist guides and the different tourist guiding associations in Uganda and Rwanda.

12. It has created employment opportunities to the trained female tourist guides through exposure to a network of the involved tour operators.
13. It has not only helped to expose the capabilities but also promoted the feasibility of the unique skills of the female tourist guides to potential employers and tourists.
14. The project has helped to change the negative perception of the communities that the tourist guiding profession is for men and not women. Women are now seen as capable candidates to train and deliver services as professional tourist guides.

**Group 2: People actively participating in events & workshops (gender, age groups, EAC countries)**

**+ Please briefly describe your interaction between your project and this group**

592 people participated in the different project events. 554 were women.

These have been broken down as below;

**1.1.1. Baseline survey to recruit youth for the project**

53 Uganda (53 women)

8 Rwanda (8 women)

**1.1.2. Stakeholders Orientation Workshop**

60 Uganda (50 female, )

12 Rwanda (12 female)

**1.1.3. Selection and recruitment of the Apprentice**

92 Uganda (90 women)

24 Rwanda (21 women)

**1.1.4. Online workshop to brief the Apprentice.**

70 Uganda (68 women)

18 Rwanda (18 women)

**1.1.5. Offer virtual apprenticeship**

65 Uganda (65 women)

18 Rwanda (18 women)

**2.1.1. Virtual tours to different tourist destinations of Uganda and Rwanda**

65 Uganda (65 women)

18 Rwanda (18 women)

**3.1.2. Stakeholder engagement and dissemination workshop**

53 Uganda (45 women)

26 Rwanda (24 women)

**3.1.4. Team visits to Rwanda to establish networks**

2 Uganda (2 women)

8 Rwanda (6 women)

### **The events benefited stakeholders in the following ways**

- ❖ The Stakeholder's orientation, engagement and dissemination project workshops greatly helped to increase knowledge and awareness on the advantages of offering apprenticeship and mentorship programs for female tourist guides in East Africa.
- ❖ The apprenticeship and mentorship program has helped to strengthen the tourist guiding skills and build on the capacities and confidence of female tourist guides from Uganda and Rwanda to become professional guides.
- ❖ The workshops and training programs helped to increase knowledge and awareness of the East African Community regional integration in supporting its citizens to trade freely. The EAC protocols allow for free movement of persons, labour and services. The tourist guides are now more aware that they can guide tourists and set up businesses beyond the borders of their residential countries.
- ❖ The events opened doors for networking and exchange of knowledge and ideas among the tourist guides, different tourist guiding associations, tour companies as well as other stakeholders in the tourism value chain of Uganda and Rwanda.
- ❖ Through education, there is a change in the negative community perception about the involvement of women in the

tourist guiding profession. Women are now seen as capable candidates to train and deliver services as professional tourist guides.

- ❖ Most importantly, the project events have raised campaigns to support the female gender so as to increase the numbers of practising female guides who will eventually play a big role in the development of the East African tourism industry

### **Group 3: People with substantial life improvements through your project (gender, age groups, EAC countries)**

**+ Please briefly describe your interaction between your project and this group**

**+ Please briefly quote a few of the most-affected persons on what your project means for them**

The project directly improved the lives of 83 young aspiring female tourist guides (65 women from Ugandan and 18 from women from Rwandan). They participated in the apprenticeship and mentorship program and acquired new skills in customer care and briefing tourists, overview of tourism in Uganda and Rwanda, interpreting cultures of Uganda and Rwanda, animal and bird identification, entrepreneurship, basic mechanical skills, and first aid.

The trainees also felt more confident in their tourist guiding skills and abilities and most importantly they learnt about the opportunities that regional integration offers especially in the free movement of persons and services and free movement of workers. The apprenticeship program also provided opportunities to network for future business deals.

The evidence of the project's success and impact on beneficiaries can be watched on YouTube in the promotional video using the link <https://www.youtube.com/channel/UC6fi-PL7yshadMRIWylf0LA>.

## **7. Describe the Communication interventions**

The following communication interventions were developed and used to communicate project, its impact and activities;

- I. A Facebook page in the name "Kigezi Biota Tours" with over 532 followers is being used to communicate updates about the project. On it, there are photographs, videos and write-ups that describe project activities being implemented, also brief narratives in the form of updates about project progress have been included and these have been accessible to the public anywhere. <https://www.facebook.com/kigezibiota>
- II. Branded T-shirts that possess the project's message have been

produced and are worn on big occasions and events for branding purposes. Pull-up banners and flyers have also been designed and are distributed during events where the project features. These have continued to give the project visibility.

- III. The media houses have played a big role as far as publicity and visibility of the project are concerned. Articles and video content that communicate the project have been published in newspapers and broadcasted on major television stations. You can visit the Facebook page via link <https://www.facebook.com/kigezibiota>.

- IV. Partners like RSGA, Rwanda Women Birders and USAGA played a big role in communicating the project especially to the direct beneficiaries (female tourist guides). They helped us in the identification of potential trainees who took part in the apprenticeship and mentorship program.

- V. A YouTube channel in the name of Kigezi Biota Tours has been created and graphical project promotional videos have been posted there. The channel link can be followed at <https://www.youtube.com/channel/UC6fi-PL7yshadMRIWylf0LA>

## **8. Describe the M & E intervention implemented**

Kigezi Biota Tours put in place a Project Management Committee (PMC) chaired by the Executive Secretary. The PMC was composed of the Project Manager (PM), the Project Accountant, the Monitoring and Evaluation officer, the communications officer and Welfare. The PMC discussed the progress of the project and the challenges and devised suitable mitigation means to those problems.

The PM prepared regular briefs and reports on the key achievements and forwarded them to the Secretariat of the organisation for feedback.

The Monitoring and Evaluation officer ensured that planned project activities were achieved within the specified period of time.

The communication officer ensured project visibility and outreach to the intended stakeholders.

## **9. Achievements during the project implementation period**

❖ The embracement of the project during the stakeholder's orientation workshop attracted many potential partners that picked keen interest and are very much willing to support this initiative.

❖ The workshop attracted representatives from Uganda Tourism Association (UTA), Ugandan Ministry of Tourism, Wildlife and Antiquities, Rwanda Tourism Board, Uganda Tourism Board, Rwanda Safari guides association, Uganda Tourism Police, Uganda safari guides Association, Kabale University, Department of tourism. The type of collaboration and contributions made by these partners are mentioned in question 4 above.

❖ The project visibility improved considerably. The media houses have played a tremendous role in the visibility of the project as they aired out some of the project's activities on television channels during news hours. This has helped the project message reach out to a big number of people. Moreover, the social media channels and organisations website through which the project's activities were communicated further helped to create more visibility.

**10. To what extent do the outcomes of the project match the objectives of the original proposal?**

**OUTPUTS:** Detail all Planned and actual activities carried out during the reporting period and the actual outputs. Explain any deviation between the planned and actual activities and propose follow-up actions.

Description of activities planned for the reporting period	Output targets		Level of achievement (achieved/ planned) in percent	Explanation (s) / Performance / Remarks
	Planned	Achieved		
1.1.1 Conduct baseline survey to ascertain the situation of the female tourist guides	Planned to interview practising and aspiring female tourist guides in Uganda and Rwanda to identify challenges that require urgent attention.	✓	100%	The study questionnaire was designed and distributed online to the guides in Uganda and Rwanda through a link generated using the online survey monkey tool. The main aim of the study was to dig out challenges faced by young tourist guides in East Africa so as to help create feasible solutions (recommendations) to address some of the concerns during project implementation. Over 40 female guides participated in the study and an analytical report with findings and recommendations was compiled and shared. A detailed survey report is attached to this report as annex 1
1.1.2 Conduct Stakeholders orientation workshop to create awareness of the project	To invite Relevant partners and stakeholders so as to inform them about the project and create opportunities for partnership.	✓	100%	The workshop was successfully conducted with over 76 participants in attendance. Representatives of invited stakeholders from Uganda Tourism Board (UTB), Uganda Tourism Association (UTA), Ugandan Ministry of Tourism Wildlife and Antiquities, Uganda Tourism Police, Uganda Wildlife Authority (UWA), Tourist guides from Rwanda and Uganda, Tour operators, and Media houses were briefed on the project and its relevance.

1.1.3. Selection and recruitment of the Apprentice	Planned to recruit 100 trainees from Uganda and Rwanda to take part in the apprenticeship and mentorship program	✓	100%	A call for mentorship and apprenticeship application was advertised in January 2022 and registration link was shared to our partners and on our social media channels and organisation website for outreach and distribution. An overwhelming number of applications were received with over 110 from Uganda and 24 from Rwanda. The applicants from Rwanda, who qualified for the apprenticeship and mentorship program were vetted and selected through the help of our partner organisation Rwanda Safari Guides Association. A total of 82 applicants were successful 65 of whom were Ugandans and 18 Rwandans.
1.1.4. Online workshop to brief the Apprentice.	To introduce the apprentices to the project and issue an online tentative program that would be followed during the apprenticeship and mentorship program.	✓	100%	The apprentices were briefed before the start of the program on the project's background, its benefits and what was expected of them during the course of the apprenticeship and mentorship program. The training areas accompanied with the different training dates were shared with them beforehand together with the online link for accessing the training.
1.1.5. Offer virtual apprenticeship and mentorship	To empower 100 female aspiring tourists guides from Uganda and Rwanda through mentorship and apprenticeship	✓	82%	The apprenticeship and mentorship program was successfully completed. 82 trainees were trained in different tourist guiding fields and acquired skills in; customer care and briefing tourists, overview of tourism in Uganda and Rwanda, interpreting cultures of Uganda and Rwanda, animal and bird identification, entrepreneurial business skills, basic mechanical skills, and first aid.

2.1.1. Virtual tours to different tourist destinations of Uganda and Rwanda	Planned to gather information of the different tour destinations so as to develop graphical content for conducting the virtual tours	✓	100 %	The virtual tours were successfully conducted. The tours mainly covered the different National parks in Uganda. The tour video content can be viewed on <a href="https://www.youtube.com/channel/UC6fi-PL7yshadMRIWylfOLA">https://www.youtube.com/channel/UC6fi-PL7yshadMRIWylfOLA</a>
3.1.2. Stakeholder's engagement and dissemination workshop		✓	100%	The workshop was successfully conducted with a main purpose of establishing a network for partnership, disseminating project findings and achievements to stakeholders and to triggering discussions on avenues and policy for uplifting East African female tourist guides and the tourist guiding profession within the East African Community. The workshop was well attended with attendees' present consisting of tour operators, tourism officers, tourist guides, academicians and tourism policy players. For detailed workshop minutes, please refer to the appendix 3.
3.1.4. Development of marketing materials	Planned to design Flyers, t-shirts, banners and develop project impact video to create project feasibility	✓	100%	250 flyers, 100 T-shirts and two Pull-up banners were produced and distributed throughout workshops and events where the project was featured. Pitch video that narrates project success and relevance was also developed and uploaded on the YouTube channel for public view and marketing purposes. <a href="https://www.youtube.com/channel/UC6fi-PL7yshadMRIWylfOLA">https://www.youtube.com/channel/UC6fi-PL7yshadMRIWylfOLA</a>

## **11. Describe the Lesson Learnt during the Implementation of the Project**

The EAC common market protocol allows for free movement of persons, labour and services. This promotes regional coordination and the conduction of accepted businesses in the borderless community without restrictions. This cross-border project has therefore opened up the minds of the tourist guides to embrace the opportunity of extending their businesses and guiding services to the bigger broad market for profit maximization and exchange of resourceful knowledge and new ideas.

## **12. What are some of the Challenges encountered during the Project Implementation?**

**Describe problems / obstacles that were encountered during the reporting period and what was done to overcome them.**

**1a. Obstacle:** Slowed tourism activities in the tourism sector due to restrictions and fear caused by the covid-19 pandemic

**1b. Solution:** The massive vaccinations against the pandemic have enabled many partner states and the globe to ease travel restrictions.

This has allowed for the recovery of the sector and increase in the influx of tourists. As the world is heading towards the post covid era, the project has trained and produced professional female tourist to deliver the best guiding experiences to the tourists especially in the

post COVID. The trainees will therefore not only get jobs to guide tourists but as well promote the growth of the tourism sector while they deliver the much needed quality guiding services in the region.

**2a. Obstacle:** There is negative community perception about female tourist guides. The women are often seen as incapable to do the guiding profession and many societies believe that it is a job suiting the men

**2b. Solution:** The project has not only increased the number of professional female tourist guides but has also increased their confidence through encouragement and skills enhancement acquired during the apprenticeship and mentorship program. This will help to change the public perceptions towards women tourist guides. It has shown to the public that female tourist guides have got potential and are very capable to deliver just like the male guides.

**3a. Obstacle:** The political wrangles between partner states e.g. Rwanda closed its borders for trade with Uganda. This has made it very difficult for the project team to have proper access to partners and in the smooth conduction of project activities

**3b. Solution:** With the presence of digital technology, the project activities were successfully carried out online and partners from Rwanda participated virtually. The project team also flew to Rwanda to meet with partners from Rwanda Safari Guides Association.

**4a. Obstacle:** The results of the baseline survey study conducted at the beginning of the project noted that there is a lot of delay especially when crossing the border points due to tedious prolonged processes involved and the many documentations, expenses and paperwork required. This has discouraged many female guides from conducting cross border tours.

**4b. Solution:** The findings will be submitted to the relevant authorities, and governments so that community border crossing procedures are smoothed for guides and tourists in order to reduce the time spent at the border points.

**5a. Obstacle:** The numbers of practising and aspiring female tourist guides within the region are still very low. This makes it difficult for the project team to recruit the guides for apprenticeship and mentorship program

**5b. Solution:** Through strong collaborative Partnership with the Rwanda Women birders and Rwanda Safari Guides Association, the female guides to be recruited for the project won't be a challenge

**6a. Obstacle:** Expensive taxes imposed on the sector and high costs of accessing tourism related services (transport, hotels and lodges etc.) in and around the East African Community. This has led several tourism businesses to collapse and has also discouraged local tourism.

**6b. Solution:** Governments need to support the sector through waiving off taxes, reducing costs of accessing tourism related services (transport, hotels and lodges etc.) and injecting money that can be borrowed as loans by tourism businesses affected due to the pandemic.

### **13. What are the Recommendations for the Integration Process from the Project?**

The following were the recommendations from the implementation and consideration for the project;

1. Apprenticeship and mentorship programs need to be integrated into the skilling curriculum so as to build confidence and field experience of the tourist guides in East Africa and thus improve on the much-desired quality of tourist guiding services within the region. Efforts to engage the ministry of tourism and the sector skills council of Uganda is in place. The chamber of tourism of Rwanda was directly engaged when the project team visited Rwanda for coordination and business partnership. The feedback from Rwanda regarding this is yet to be received.
2. More efforts are needed for community sensitization on the opportunities the guiding sector has to offer to the female gender. More importantly, the female guides need assurance on

that they will be protected against sexual harassment and abuse while on duty.

3. The perception of the communities must change and encourage more women to join and take on the tourist guide profession.
4. The tourist guides need to be supported by reducing taxes on the guiding equipment gadgets. This will reduce the expenses incurred while purchasing these that would aid them during the course of their work. Moreover, governments could set up resource centres across the country so that the guides can borrow equipment at subsidised cost.
5. The guiding profession needs to be standardised in order to eliminate unwanted competition from quake guides. Moreover, it will promote the quality of services rendered to the tourists across the East African region.
6. Institutions that offer refresher courses need to be registered and supported by the governments so that the prices of the courses offered are subsidised for the guides.

#### **14. Next Quarter Work Plan and Budget as per the agreement**

All planned project activities were successfully implemented.

#### **15. Conclusion and Way Forward**

This project has made a significant contribution towards increasing the number of practising female tourist guides in East Africa. It has built the confidence of women who participated in the programme and those that joined the guiding profession to open up tourism businesses and reap from the huge market and opportunities offered by the EAC.

Inclusion, Kigezi Biota tours will continue to mentor, monitor and provide support where we can to the trained female tourist guides to ensure that they do not fall out but instead act as role models in attracting other women into joining the profession. We will in our capacity continue to offer apprenticeship and mentorship to more female guides from Uganda and Rwanda. The organisation over the past few years had already enrolled this program in its activities. Moreover, the strong network of established partners and continuous lobby for support from the government through the ministry of tourism, development partners and tourism private sector associations to fund and promote such programs that empower female tourist guides will always be on our agenda.

## 16. Pictures

### Pictures from the stakeholder's orientation workshop



Representative from Uganda Tourism police giving a speech



Workshop attendees



Mr. Innocent Asimwe from Uganda Tourism Board addressing the attendees



Ms Lilian Kamusiime director Kigezi Biota Tours interacting with stakeholders



Group photo taken after the workshop

TOURS