



UGANDA SAFARI GUIDES ASSOCIATION

PROJECT TITLE

EAC YOUTH TOUR GUIDES PALTFORM



30th APRIL 2021, KAMPALA

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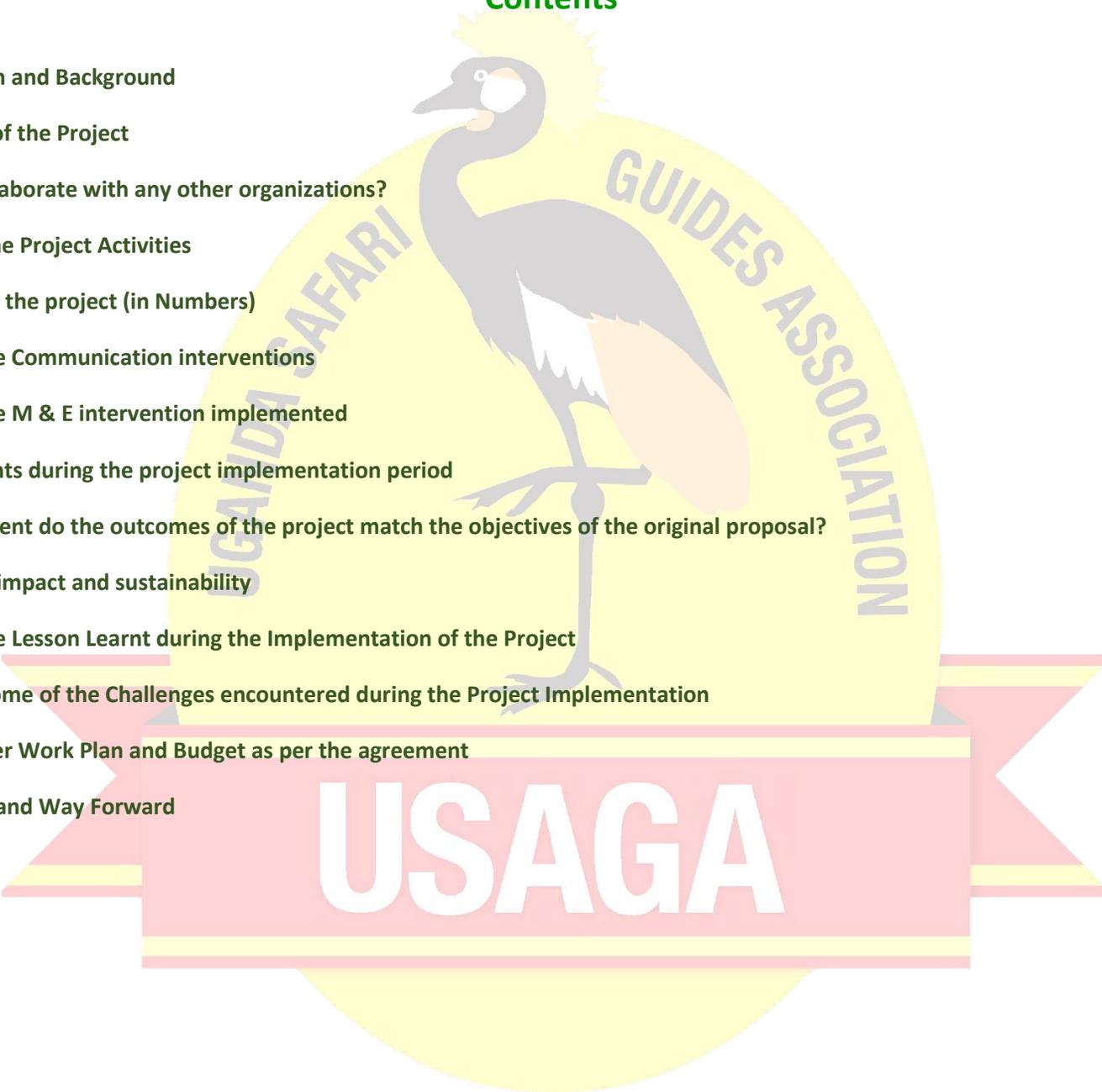
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The logo for the Uganda Safari Guides Association (USAGA) features a central illustration of an ostrich standing on a branch, set against a yellow circular background with a sunburst effect. The text "UGANDA SAFARI GUIDES ASSOCIATION" is written in a semi-circle around the ostrich. Below this, a red banner with white text reads "USAGA".

USAGA

Executive Summary

Name of the Project	EAC Youth Tour Guide Platform
Name of the Organization	Uganda Safari Guides Association
Organization is active since	2004
Number of People in the Organization	9
Project Duration	12 months from December 2019 –November 2020 and extended to April 2021
Any other Stakeholders involved?	Ministry of Tourism, Wildlife and Antiquities in Uganda, Kenya Professional Safari Guides Association, Rwanda Safari Guides Association, Tanzania Tour Guide Association, East Africa Tourism Platform, Uganda Hotel General Managers association, Sipi Falls Tour Guides Association, Source of the Nile Tour Guides Association, Tour Operators, Kenya Professional Safari Guides Association, East Africa Tour Guides and Drivers Association
EAC member states involved	Kenya, Uganda, Rwanda, Tanzania, South Sudan, Burundi
Total Number of people reached	8,346 people have been reached
Benefit for people reached	<ol style="list-style-type: none"> 1. Marketing of tourist guides from Uganda, Kenya and Rwanda with their profiles uploaded on EAC youth tourist guides portal for marketability. 2. Exposure to different tour operators within the East African community. There are already 5 Ugandan Tour Operators profiled on the EAC youth tourist guides portal for marketability.

	<ol style="list-style-type: none"> 3. Tourist Guides and Tour Operators from Uganda and Kenya have been trained on the usability and relevance of the tourist guides portal and mobile Application. We are in preparation to extend this training to other neighbouring East African countries 4. Public awareness on existence of the East African Tourist Guides (www.touristguidesportal.com) online portal and the opportunities that it offers. For example, the public has access to readily available information about tourist guides and tour destinations of East Africa 5. Profiling and marketing tourist destinations in East Africa. This gives readily available information about tour attractions to the nationals and tourists.
Number of events organized	<p>There have been 5 Events conducted namely: -</p> <ol style="list-style-type: none"> 1. Stakeholders orientation meeting to create awareness of the project 2. Training for the staff, youth guides and other relevant stakeholders on the usability of the platform 3. Launch of the project and portal 4. Training of the guides and relevant stakeholders on using the platform 5. Collation, identification and development of a database of the tour guide employers and integrate on the Platform (workshop with tour operators)
Number of people participated in events	<p>945 people</p> <p>Uganda 880 (522 female, 656 youth)</p> <p>Kenya 65 (all male)</p>
Benefit for people participating in events	<ol style="list-style-type: none"> 1. Opportunity to join USAGA and to be trained as tour guides. 2. Knowledge and awareness on advantage of using and joining the EAC youth tour guides platform. 3. Knowledge and awareness on the advantages of engaging, promoting and tapping opportunities from EAC as a result of regional integration. 4. Opportunity for partnerships, networking and exchange of knowledge among the guides and the other stakeholders in the tourism fraternity
Number of beneficiaries	<p>The total number of beneficiaries are 8,117. They have been distributed as below;</p>

<p>(Number for each EAC Country)</p> <p>(Number of Youth)</p> <p>(Number of Women)</p>	<p>Direct Beneficiaries through workshops and meetings</p> <p>Uganda 880 (522 female, 656 youth)</p> <p>Kenya 65 (all male)</p> <p>Direct Beneficiaries through the online portal</p> <p>Uganda -211 tourist guides (53 female, 174 youth)</p> <p>-10 tour operators</p> <p>Kenya – 21 tourist guides (all male, 13 youth)</p> <p>Rwanda -15 tourist guides (4 female, 13 youth)</p> <p>Indirect Beneficiaries through the social media platforms and written media</p> <p>Facebook - 6,670</p> <p>whatsApp - 245</p> <p>Newspaper and television - unknown</p>
<p>Concrete impact on beneficiaries</p>	<ol style="list-style-type: none"> 1. The online portal has helped to profile and market skills of the East African tourist guides and has made it easy for tourists and tourist guide employers to access and book services offered by the guides. 2. The online portal is also helping to profile and market Tour Operators within the East African community with so far 6 tour operators in profiled in Uganda. 3. The portal has helped to market and avail information of the tourism rich destinations and products of East Africa to potential tourists. 4. The portal has brought together different tour associations from the different East African states to work together in marketing East Africa as a single and preferred tour destination.
<p>Number of paying customers</p>	<p>100 cooperate members, and tourists who are need of tourist guides services</p>
<p>Frequency & amount of purchase</p>	<p>Bookings for guides made by tourists through the portal. Tourist guides are paid different fees depending on their levels of competencies. This normally happens every time tourists require services of the guides</p> <p>USD 100 per annum for cooperate members (associate organizations like tour associations)</p>

Number of jobs created	So far 200 guides are bookable through the portal, thus 200 jobs have been created for them.
Sort of jobs & income	Tourist guide in the following fields (Bird guides, Cultural guides, Butterfly guides, Herpetology guides, Agro-tourism guides, Aquatic guides, Nature guides Tourist driver Mountaineering guide Primate guide History and Monument guide Tourist Chauffeur).
Further activities planned?	Official launch of the tourist guides portal at the upcoming East African Tourist Guides Conference 2021 to be held on 11 th June 2021 in Uganda
Financing secured for further operations?	<ul style="list-style-type: none"> • Funds from the Ugandan Ministry of Tourism, wildlife and Antiquities together with development partners like Enabel in support of the East African Tourist Guides Conference 2021 scheduled for 12th June, 2021 at Protea Hotel Uganda. • Grant secured from “<i>Youth4Business Innovation and Entrepreneurship Fund</i>” supported by UNDP and Stanbic Bank Holdings Limited • Collections from cooperate members through the portal



1. Introduction and Background

According to the World Federation of Tourist Guides Associations (WFTGA), a **tourist guide** is a person who guides visitors in the language of their choice and interprets the cultural and natural heritage of an area which a person normally possesses an area-specific qualification usually issued and/or recognized by the appropriate authority.

There are over 20,000 tourist guides in the East African region involved in different categories of services. They include; bird guides, cultural guides, marine guides, Herpetology guides, butterfly guides, mountaineering guides, nature or safari guides, primate guides, and others. With many trainers of tourist guides in the region, most of the guides train through associations, others go to vocational schools, while others train themselves.

Unfortunately, while the East African Leaders have signed agreement to present East Africa as a single tourist destination, there is no known designed standard for the tourist guides.

Today, the condition of tourist guides is a growing concern, with limited participation of the guides in the structures of private sector decision making procedures.

Some of the problems faced by tourist guides in East Africa include but are not limited to; the profession remains marginalized and is not recognized

formally, wages for the tourist guides are determined by the individual employers who in most cases take advantage by paying less as compared to workload. There is also no known database profiling and marketing skills of tourist guides which has led to many supplier (Agents in the source markets) resorting to employ tour leaders to accompany the tour groups to East Africa. This alone leaves the local guides paid much less than the international tour leaders.

These problems are the reason why Uganda Safari Guides Association in Partnership with Uganda Tourism Association, Uganda Tourism Board, Rwanda Safari Guides Association and Kenya Professional Safari Guides Association are implementing the East African Community (EAC) Tourist Guides online portal (www.touristguidesportal.com) with support from Deutsche Gesellschaft für Internationale Zusammenarbeit GmbH (GIZ) under the Incubator for Integration and Development in East Africa (IIDEA) program.

Our solution aims to recognize the importance of tourist guides and their critical role in the single East African tourist destination, the project is helping to address the challenges of; poor marketability of the tourism destinations, lack of sensitization of the citizens about the opportunities that the industry can offer, lack of adequate and a unifying competence based training for better skilling of guides, poor quality of services delivered by unprofessional and unqualified tourist guides.

The tourist guides online Portal as one of the key project deliverable aims to become the number one stop hub for professionally trained youth tourist guides of the East African region. The portal was developed with a purpose to accomplish the following.

1. Allow for online enrollment and training of youth tourists guides
2. Profile and market the tourist guides to potential tourists and tourist guide employers.
3. Profile and market to the tourists, the tourism rich destinations and products of East Africa region starting with (Uganda and Kenya).

To date, the portal is a tremendous success with very many key stakeholders in the tourism chain having been interested to join and be part of it. For instance there are over 200 tourist guides and more than 10 tour from Uganda, Kenya, and Rwanda profiled in the portal and more are in the process. The Ministry of Tourism, Wildlife and Antiquities of Uganda has appreciated efforts put forward by the project and has decided to launch the portal during the upcoming East African Tourist Guides Conference scheduled on 10th June 2021 in Kampala Uganda.

2. Objectives of the Project

- To develop an online Platform for training and equipping prospective youth tour guides along the tourism rich areas of Uganda and Kenya with skills and professionalism to manage and guide tourists.

- To provide market access and information for the tourism industry and guides to both local and international tourists and the potential guides employers

3. Did you collaborate with any other organizations?

Kenya Professional Safari Guides Association (KPSGA) (Kenya). KPSGA has been an active partner in the implementation of this project. It's playing a key role in the extension of the project to the beneficiaries (tourist guides) in Kenya. They have provided us with concrete information of the tourist guides registered with KPSGA for profiling onto the portal.

Rwanda Safari Guides Association (RSGA) (Rwanda). Just like our partners KPSGA, RSGA have picked interest in the project and have willingly begun providing us with information of their members (tourist guides in Rwanda) for profiling on to the portal. So far 15 guides from Rwanda have been profiled and more are yet to follow.

Ministry of Tourism (Uganda): Uganda Safari Guides Association (USAGA) has officially written to the Ugandan Ministry of Tourism Wildlife and Antiquities introducing to them the East African Tourist guides project. The letter clearly spells out the project objectives,

recommendations and also requests cooperation and support from the ministry at a regional level. One and most important outcome of this is that the Ministry picked interest in the project and accepted offer financial support to USAGA to organize the first East African tourist Guides Conference to take place in June 2021. ***Please see appendix 13 for letter details.***

Tanzania Tourist Guides Association (TTGA) (Tanzania). TTGA have expressed interest to work with us through their chairman who is a member of the federation of the East African Tourist Guides Associations (FEATOGA). The team is yet to initiate the project there.

Uganda Tourism Board (Uganda): Uganda Tourism Board (UTB) is in charge of registration of guides in Uganda as well as licensing them. Of late, UTB initiated and completed the registration of guides in Uganda and therefore holds a database of all registered guides in Uganda. Uganda Safari Guides Association (USAGA) intends to use this data to implement the EAC Youth Tour Guides network portal, the only portal where Tourists and other stakeholders in the tourism sector can find trusted, well trained, registered and licenced guides who are in position to offer quality guiding services.

East Africa Tour guides and Drivers association EATGDA (Kenya): In March 2021, USAGA visited EATGDA in Nairobi Kenya and introduced the project to them. Members from the EATGDA were introduced to the portal and even trained on how to use and access it. They were

impressed with the portal encouraged majority of their members to register with the portal.

Uganda Tourism Association (UTA) (Uganda): UTA is the umbrella body for the private sector for tourism in Uganda. It helps us USAGA to engage and mobilize members of different tourism associations such as hotels, drivers etc. and bring them on board for partnership which in turn promotes growth of the industry. UTA boasts of a diverse membership of private sector players including Hotels, Hotel Managers, Women in Tourism, Travel agents, Culture Art & Craft practitioners, Tour Operators and community-based Tourism groups, and of which we are also members. They have been key in enabling us benefit from the good relationship from different categories of members most of them that make up tour guides employers. The project success is not possible without the involvement of employers.

Women Birders Club (Uganda and Kenya): They have encouraged women to join Tourism and related activities. These helped us to mobilise women in different countries to participate in the project. This was important for us as we seek to address the gender parity issues when it comes to women involvement in tour guiding. The chairperson of Uganda Women Birders Club was helpful in the workshop to coordinate with guides associations to recruit tour guides for the project at the Source of the Nile and the Kenyan colleagues are being engaged for the planned activities in Kenya.

1.1.2. Conduct baseline survey on the Youth to be recruited and trained as tour guides

On 6th January 2020, USAGA conducted a baseline survey on the youth to be recruited and trained on tour guides in tour rich destinations of Uganda. The locations where the investigations were carried out included Sipi, Kibale, Source of the Nile and Mabamba. A total of 122 youth tour guides, 102 of whom were male and 20 female, participated in the study and filled out the questionnaires. The study has already yielded results that have enabled the USAGA team to further refine requirements necessary for the online Youth tour guide platform. The study has found out that there is still a challenge in involving more women to join the guiding sector as results clearly show that the majority of guides are male. An analytical report that spells out challenges and draws recommendations has been shared.

See appendix 6 for the analytical report.

1.1.2. Develop an online platform for youth tour guides

An online portal with domain name <http://touristguidesportal.com/>. There is also a mobile application on Google play store (<https://play.google.com/store/apps/details?id=com.tgn.tgn>) have been developed and deployed online, and is accessible by all the targeted beneficiaries of the tourism sector.

1.1.4. Coordinate with guides association to recruit youth for the project

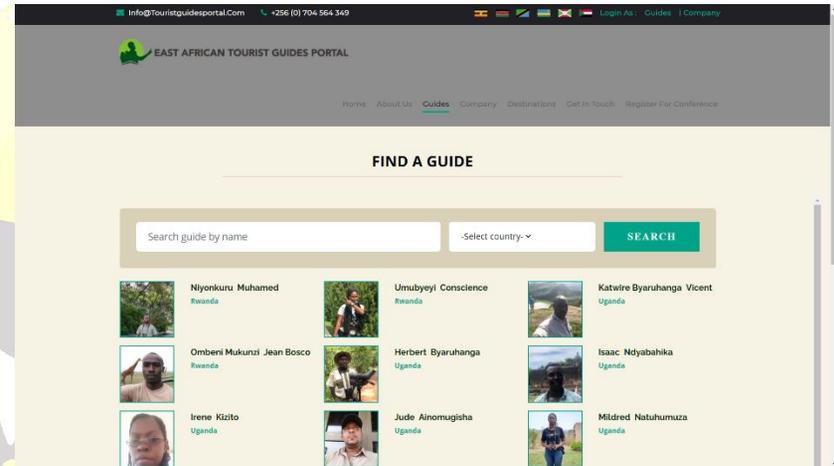
USAGA held a workshop at Romours at the Source of the Nile Restaurant on 29th January 2020 bringing together people from different tour associations, partners and members of Source of the Nile Tour Guides Association who were the host. The Association leaders, the Chief Executive Officer Mr. Pius Muhanya and the Chairperson Women Birders Ms. Judith Mirembe were present, addressing the members present. During the workshop, efforts by USAGA to continue training tour guides was highly appreciated and more so the project's goal to put in place the EAC tour guides platform that would improve accessibility, marketability of guides while addressing youth unemployment was highly appreciated. The workshop was well attended with several tour guides (23 male and 10 female participating) and other partners including tour operators and district officials.

See appendix 4 for a detailed brief of the workshop.

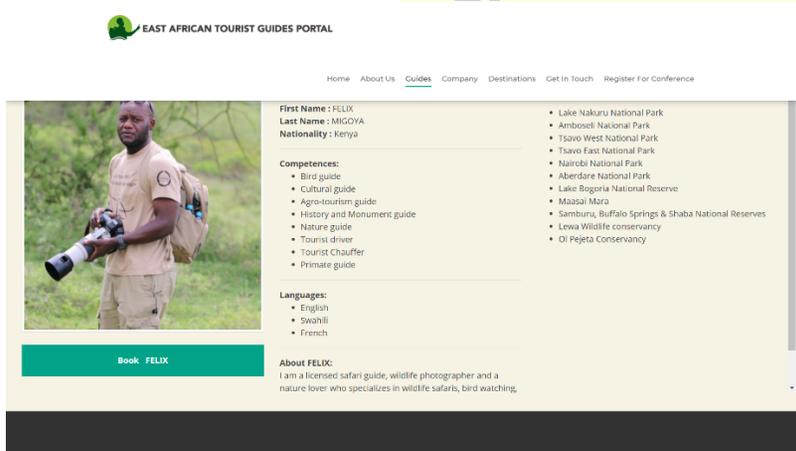
The portal at the moment is being updated with information of tourist guides, tour operators and tour attractions belonging to the different East African countries. 247 tourist guides (57 female, 200 youth) and 50 tour sites (10 from Uganda, 10 from Rwanda, 10 from Kenya, 10 from Tanzania, 10 from Burundi, 10 from South Sudan) and 10 tour operators in Uganda have already been profiled onto the portal. ***Below are a few screen shots for the web portal***



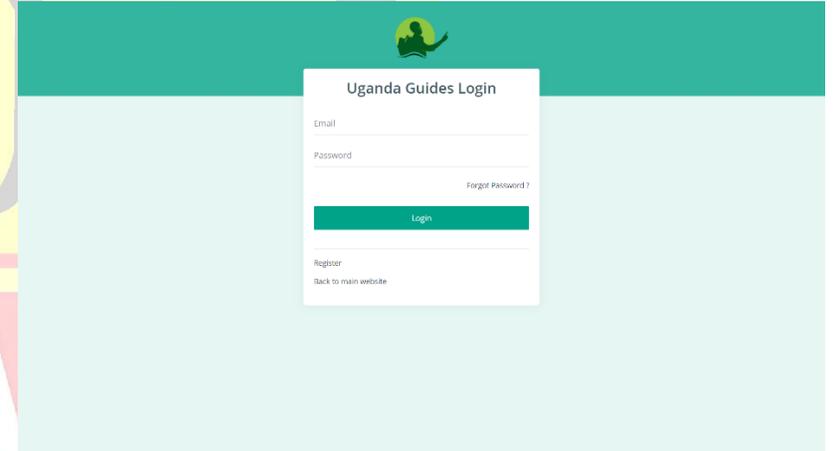
Portal landing page



Tourist guide locator page



One of the tourist guides profiled on the portal



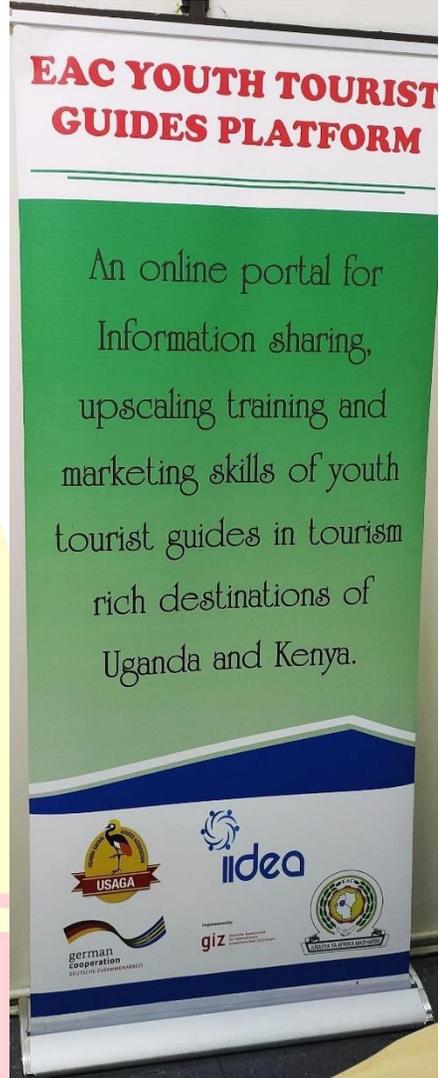
Login access page for a tourist guide

2.1.5. Develop Communication material for project promotion and marketing

150 Brochures, 2 pull-up banners, 20 T-shirts, 20 caps, 50 flyers and 150 leaflets were printed and used at workshops and events to promote the project. The objective of developing the communication materials was to promote the project as well as effectively communicate what USAGA is and objectives of the EAC TOUR GUIDES NETWORK project it is implementing over a one year period. On different events that we attended and distributed these materials, our project gained mileage in terms of outreach but also the attendants have been able to better understand what the project is about and how best they can engage to benefit. Many youth tour guides have participated in the activities and are looking forward to be on the online platform.



Flyer, T-shirt and Cap



Project stand banner

1.1.6. Conduct project and portal launch

On 30th April 2021, the prelaunch of the tourist guides portal was conducted at Uganda Museum in Kampala, Uganda. The workshop constituted of tourist guides, tour operators, members from Association of Uganda Tour Operators (AUTO) and Board members and team of USAGA. During this workshop, members present were reintroduced to the portal and taken through its usability and relevance.

2.1.4. Profile the information of the trained youth tour guides and showcase on the Platform

Over 200 tourist guides have been profiled on the portal and their information is readily accessible by Tour operators and tourists who require guiding services.

For details, please follow the link. <https://touristguidesportal.com/guides/>

2.1.4. Collate information and package the different tourist products and activities conducted

To gather data from different tour rich destinations and activities conducted and have this data accessible on the portal. The portal contains useful and informative data of over 50 tour destinations and activities conducted at those destinations. The tour destinations cut across all the six East African member states.

2.1.7. Participate in the relevant national and regional forum for tour guides for promotion and marketing

Despite hindrances due to the COVID 19 pandemic that disallows public gatherings, the project has managed to participate in the Pearl of Africa tourism expo, and will feature in the upcoming East African Tourist Guides Conference that is scheduled to happen in Uganda on Friday 25th June, 2021.

2.1.3. Conduct training for the staff, youth guides and other relevant stakeholders on the usability of the platform

On 7th December 2020, USAGA conducted the stakeholders training workshop on the usability of the tourist guides portal at Kyambogo University Central Teaching Facility. The workshop attracted 200 youth tourist guides in Uganda, Tour Operators, Tour Associations, Media houses and Representatives from Ugandan tourism Police and Uganda Tourism Board. *See Appendix 15 for workshop Brief*

2.1.6. Uploading of the information and marketing materials on the platform

The online portal has been a handy tool for showcasing and branding the project. Information and graphic content regarding the project have been uploaded on the portal and are accessible by the public. Visit tourist guides portal home page and navigate through the link <https://touristguidesportal.com/>

2.1.1. Collate, identify and develop a database of the tour guide employers and integrate on the Platform

On 23rd November 2020, USAGA conducted the tour operator engagement workshop on the East African youth tour guides network project at Cooper Chimney Lugogo, Kampala. The workshop's emphasis was to bring on board tour operators in Uganda, who are one of the project key beneficiaries. The main objectives of the workshop were to; train the tour operators on the usability of the East African tourist guides online portal and the benefits that it offers, and to get feedback and recommendations about the portal so as to improve on the services that the online portal can offer to the tour operators and the other stakeholders like the tourists and the tourist guides.



News article on New Vision Uganda

2.1.2. Conduct learning exchange visit to Kenya

USAGA visited the East Africa Tour Guides and Drivers association (EATGDA) based in Nairobi Kenya to introduce the East African Tourist Guides Platform project. During the visit, the tourist guides portal was introduced to members of the EATGDA and its benefits were discussed, and feedback was collected regarding the implementation of the system. The team from Nairobi were impressed with what the portal offers and where happy to join and collaborate with USAGA to make the platform even better.

Some of the picks and yields from the workshop were;

- The Kenyan registration web link to the portal was availed to the EATGDA members who later used it to register and profile themselves.
- There was exchange of knowledge at regional level regarding challenges within the tourism sector, successes and achievements among the two member states of Uganda and Kenya, and last but not least successful policy that govern the tourism sector of Uganda and Kenya.

3.1.2. Conduct training of the guides and relevant stakeholders using the platform

A beginner level training of 205 new aspiring tourist guides from Uganda was conducted online using the portal. Each aspiring guide was registered as a trainee and was able create online accounts on the portal. The accounts were used by the trainees to access online training content such as videos and documents. The portal has a provision for online content upload of files and allows for addition of useful links by trainers (Administrators). Guides are able to see upcoming trainings, ongoing and their completed trainings. Upon completion of a training, an auto generated certificate is sent to user accounts and can be downloaded by owner. The training was successfully conducted but only tested with Ugandan guides. A new training for Kenyans and Rwandans is being organized in partnership with Kenya Professional Safari guides (KSPGA) and Rwanda Safari Guides Association (RSGA).

3.1.3. Conduct post training assessment to ascertain the impact of the project to the beneficiaries

The USAGA team had a post training assessment workshop in April 2021 to review the impact of online training on the guides. During this workshop, a few guides who took part in the training were involved and were requested to give their opinions on the entire activity.

Some of key points taken from the workshop report include;

- The online training was successfully conducted and the guides who took part were impressed.
- Training materials were readily available and useful to the trainees
- Online training has still got some limitations especially when it comes to application of practical work in the profession
- In some instances, the training was affected due to poor network connectivity
- Online training is a cheaper alternative as compared to physical training and can accommodate a wider network of participants
- According to the assessment team, the tourist guides who took part in the training acquired enough skills and competencies as level one tourist guides. The USAGA assessment team have strong believe and are confident that the trained guides are ready for further assessment by the Directorate of Industrial Training (DIT) in Uganda.

1. Outreach of the project (in Numbers)

The community: Uganda Safari Guides Association has 6593 followers on Facebook, 300 on WhatsApp with about 90 % of its followers being youth who are both male and female. Social media has been the number one platform in communicating the project activities and achievements.

The youth and Partners: The project has featured in events like Pearl of Africa Tourism Expo and conducted several workshops with over 608 participants in attendance. During the workshops, USAGA invited several partners and youth aspiring tour guides not only to communicate the usefulness and necessity of the project but also to create a network of partners.

Tourist Guides: 247 tourist guides (57 female, 200 youth and others) belonging different tourism associations from Kenya, Rwanda and Uganda have been profiled onto the East African Tourist Guides Portal. Follow link www.touristguidesportal.com/guides/ for details.

2. Describe the Communication interventions

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

i. The newly implemented East African Tourist Guides Portal

“www.touristguidesportal.com” has given visibility to the project. On this portal, visitors can find information on the About us page, know statistics of tourist guides profiled, visit and read about different tourists attractions in East Africa and find variety of skillset from a wide network of profiled East African tourist guides.

ii. A Facebook page in the name “Uganda Safaris Guides Association” with over 6,593 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 form of updates about project progress have been included and these have been accessible to the public anywhere. The USAGA website (www.ugasaf.org) has also been fed with updates and information about the project.

iii. The project T-shirts and caps have been designed and have been worn on big occasions and events for branding purposes. This has continued to give the project visibility. In addition to that, pull-up banners were developed and printed. These will continue to be used at all functions such as workshops, seminars and conferences where the project will feature.

iv. The media houses have been involved and have played a big role as far as publicity and visibility of the project are concerned. For instance, during Stakeholders Orientation Meeting to create project awareness, articles were published in newspapers. ***see report on project activities***

v. Partners like RSGA and KPSGA with whom we work closely with have played a big role in communicating the project. They have helped us mobilize resources, especially human resources (Tourist Guides) who are being profiled on to the portal. In the due course, it has helped to communicate the project directly to the beneficiaries.

3. Describe the M & E intervention implemented

USAGA put in place a Project Management Committee (PMC) chaired by the USAGA's Executive Secretary. The PMC also includes the Project Manager (PM), Technical Team, the Project Accountant, the Secretary and Welfare. The PMC holds meetings to discuss the progress of the project and the challenges and devise suitable means to mitigate these problems and come up with feasible solutions. During these meetings, the committee planned for the then next project activities to be executed, scores the achievements registered on accomplished activities and identifies constraints and obstacles

The PM has been preparing regular briefs about the key achievements and forwards them to the Secretariat of USAGA. Issues that emerged from those briefs were discussed with USAGA's Executive Secretary and a way forward arising out of that would be shared with all members of the PMC. The PM has also been following up with the technical team on their urgent needs as far as the application development is

Concerned and then reports to the executive secretary.

4. Achievements during the project implementation period

- ✓ There is improved relationships and networks among East Africa tourist guide associations. The portal has greatly eased communication, coordination and knowledge exchange among the guides and tour operators in the region as there is readily available contact information of the different stakeholders.
- ✓ The portal has become an exemplary model for networking among different key stakeholders in the tourism chain. Different stakeholders are developing similar models to ease coordination. E.g. Uganda Tourism Association is building a portal for their members
- ✓ There is great awareness/ recognition of the guiding profession throughout the region from policy makers, development agencies up to the tourist guides. The government of Uganda in recognition of the portal has supported USAGA to organize an East African Tourist Guides Conference with a theme "Integrating tourist guiding skills in East Africa".
- ✓ Portal has not only created visibility and job opportunities for the East African tourist guides to earn a living while they are booked/ hired online by tourists and tour operators, but has also encouraged healthy competition as guides strive to improve on their competences and

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

Project's lasting impact and sustainability

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 in per cent	Explanation (s) / Performance / Remarks
	Planned	Achieved		
1.1.1. Stakeholders Orientation Meeting to create project awareness	To invite Relevant partners and stakeholders so as to inform them about project and create opportunity for partnership.	✓	100%	The meeting was successfully conducted with over 200 participants in attendance. Representatives of invited stakeholders from Uganda Tourism Board (UTB), Uganda Tourism Association (UTA), Ugandan Ministry of Tourism Wildlife and Antiquities, tourist guides associations, tour operators, and media houses were briefed on the project and its relevance. As a result, the workshop opened doors for partnerships with the several mentioned stakeholders.
1.1.2 Conduct baseline survey on the situation of youth to be recruited and trained on tour guides	Planned to interview youth aspiring tourist guides from different tourist guides associations and tour rich destinations to identify challenges that require urgent attention.	✓	100%	The study was physically conducted in over six different tourist destinations in Uganda and partly through an online discussion with a few tourist guides in Kenya and Rwanda. 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 implantation. An analytical survey report was written and shared. <i>Refer to appendix 6</i>
1.1.3 Develop an online platform for youth tour guides	To develop a tourist guides portal for profiling and marketing youth tourist guides of East Africa and that helps in	✓	100%	The portal has been developed and is accessible online with over 200 tourist guides profiled. The portal also holds information of over 50 tour rich destinations in East Africa. In addition, tourists and tour operators can access the

	accessing information on tour rich destinations of East Africa			portal and book for the services of the different profiled tourist guides. You can visit the portal via the link www.touristguidesportal.com
1.1.4. Coordinate with the guides associations to recruit the youth for the project	The project planned to recruit 200 youth to be trained as professional guides and later be profiled and marketed on the tourist guides portal	✓	100%	Over 200 youth from different associations in Uganda, Rwanda Safari Guides Association (RSGA) and East Africa Tour Guides and Drivers association in Kenya (EATGDA) were recruited to take part in the project.
1.1.5. Conduct training for the staff, youth guides and other relevant stakeholders on the usability of the platform	To train the system stakeholders especially the tourist guides and tour operators on how to use the features of the tourist guides portal	✓	100%	A training workshop with over 200 tourist guides and more than 50 tour operators from Uganda was conducted and the software development team trained participants how to access and use the portal. There was also another training done with guides from EATGDA during the project team visit to Kenya.
1.1.6. Conduct project and portal launch	To launch portal at the end of the project	✓	100%	The project team conducted a pre-launch of the project and portal and decided that official launch would be done later at the upcoming annual East African Tourist Guides Conference that will happen in Uganda on Friday 25 th June, 2021. This is because USAGA and the Ugandan Ministry of Tourism, Wildlife and Antiquities are the official conference hosts. The pre-launch was however well attended by tourist guides from different associations and representatives from Association of Uganda Tour Operators (AUTO).
2.1.1. Collate, identify and develop a database of the tour guide employers and integrate on the Platform	Our plan was to partner with tour operators and create online accounts for them on the portal so that they can outsource for required skills of tourist	✓	100%	About 10 prominent tour operators have been profiled. We are in the process of profiling more

	guides at a payable but yet friendly cost			
2.1.2. Conduct learning exchange visit to Kenya	Plan here was to introduce the portal and project to our partners in Kenya and to sign MOUs	✓	100%	A visit to EATGDA in Nairobi Kenya was successfully accomplished despite restrictions caused by the COVID 19 pandemic. The visit was fruitful and resulted to agreements between USAGA and EATGDA to work together for the achievement of project objectives. One of the outcomes was acceptance by Kenyan guides to be part of the project and register with the online portal.
2.1.3. Profile the information of the trained youth tour guides and showcase on the Platform	To profile and market over 200 tourist guides from East Africa	✓	100%	Over 200 tourist guides have been profiled on the portal and their information is readily accessible by Tour operators and tourists who require guiding services.
2.1.4. Collate information and package the different tourist products and activities conducted	To gather data from different tour rich destinations and activities conducted hand have this data accessible on the portal	✓	100%	The portal contains useful and informative data of over 50 tour destinations and activities conducted at those destinations. The tour destinations cut across all the six East African member states.
2.1.5. Develop communication materials for project promotion and marketing (brochures, banners, Leaflets, graphic video for the project, business cards, 5 minutes project impact vide	To create project feasibility	✓	100%	Communication materials that promote the project have been developed and distributed throughout workshops and events where the project has featured
2.1.6. Uploading of the information and marketing materials on the platform	To create online feasibility of project by uploading digital content regarding the project	✓	100%	The online portal has been a handy tool for showcasing and branding the project. Information and graphic content regarding the project have been uploaded on the portal and are accessible by the public
2.1.7. Participate in the relevant national and regional forum for tour guides for promotion and marketing	To promote project feasibility and create	✓	50%	Despite hindrances due to the COVID 19 pandemic that disallows public gatherings, the project has managed to participate in the Pearl of Africa tourism expo, and will

	opportunity for partnership			feature in the upcoming East African Tourist Guides Conference that is scheduled to happen in Uganda on Friday 25 th June, 2021.
3.1.1. Develop training materials for the online training	To develop graphical training content and readable training materials and upload them on the portal so that they are accessible by the trainees	✓	100%	Training materials have been developed and have been uploaded on the portal and have been used to train guides. Guides are also able to download training materials where need be.
3.1.2. Conduct training of the guides and relevant stakeholders using the platform		✓	100%	Over 200 guides have trained online as level one guides and were awarded digital certificates upon completion.
3.1.3. Conduct post training assessment to ascertain the impact of the project to the beneficiaries	To assess the impact of the project on trainees	✓	100%	Post training assessment was successfully conducted and trainees (beneficiaries) were assessed. Please refer to report on project activities (NO. 4) for outcomes.

6. Describe the Lesson Learnt during the Implementation of the Project

Regional coordination and partnerships broaden opportunities and widens our minds to think beyond our initial plans as we share and exchange success stories and great ideas/ achievements with our partners in the other countries. This has enabled refinement of project activities and plans to produce quality products that satisfy all.



USAGA

7. 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: There has been massive campaigns to follow SOPs and to vaccinate the tourist guides. Vaccinations have been put in place and the government is willing to ease on restrictions once SOPs are being followed. Tourists are beginning to slowly return and business is beginning to pick up.

2a. Obstacle: In Uganda, the guides are part of the board that forms the apex body of the private sector while in Kenya and Tanzania it is not the case. It is therefore easier for the Ugandan government to support the tourist guides while it is not the case for Kenya and Tanzania.

2b. Solution: USAGA has organised the East African tourist guides conference to help address such issues so that the countries can borrow ideas from one another and become at same level

4b. Solution: Through the online portal and social media handles, important information and opportunities that concern the youth have been posted. Also the upcoming conference will play a big role as it recognises involvement and participation of the youth

5a. Obstacle: Expensive taxes imposed on the sector and high costs of accessing tourism related services (transport, hotels and lodges etc.) in and

3a. Obstacle: Most of the tourist guides are not competent in guiding tourists as there is no standard followed in qualifying guides in East Africa.

3b. Solution: Developing a competence based training and skilling curriculum for the East African tourist guides would be the way forward. e.g. Through lobbying from the Tourism and Hospitality Sector Skills council, the Ugandan government through the Ministry of Education and Sports has developed Assessment and Training Packages (A.T.Ps) for the tourist guides. The training of assessors has been completed and the assessment of the guides is to kick off in June 2021. We hope that through the upcoming East African tourist guides conference, the conversations with other member states to borrow and follow the same will begin.

4a. Obstacle: Youth are not or are less informed about the importance of tourism and opportunities in the sector

around the East African Community. This has led several tourism businesses to collapse and has also discouraged local tourism.

5b. 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.

8. What are the Recommendations for the Integration Process from the Project?

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

- i. Partner States to sensitize East African youth on the importance of tourism and opportunities in the sector. Different ministries of tourism in Uganda, Kenya and other East African countries can jointly strategize on how to achieve this. This can be done during regional conferences such as the East African Tourist Guides Conference
- ii. There is need for partner states to collaborate and develop a competence based Education, Training and skilling curriculum that will set up a standard for training guides within the East African Region. This will help in recognition of the profession as well as improve on the quality of services delivered to tourists by the guides across East Africa. A letter on this recommendation was submitted to the Ministry of Tourism, Wildlife and Antiquities in Uganda. The Ugandan ministry has responded positively and accepted to support the East African Tourist Guides Conference whose theme will focus on Integrating Skilling System for the Tourist Guides.

- iii. Governments of partner states need to collaboratively support the sector by waiving off high taxes imposed on the industry, 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. This will help in reviving the sector especially after the COVID-19 pandemic
- i.v. Development and setting up of better infrastructure e.g. roads, hotels, hospitals, electricity, boosting communication networks etc along or near tourism rich destinations. This will help to help ease access to those destinations as well as create jobs for the locals.

N.B. The above recommendations especially recommendations i & ii were submitted in writing to the Ministry of Tourism, Wildlife and Antiquities in Uganda. The result was a positive response to support this year's 1st Annual East African Tourist Guides Conference scheduled to take place on 25th June 2021. The conference theme will focus on Integrating Skilling System for the Tourist Guides. It is from this same conference where discussions on how to solve other regional related issues affecting the tourism sector will emerge.

9. Next Quarter Work Plan and Budget as per the agreement

This is the final project report. All planned project activities have been well executed according to the project work plan. Our next plan is now ensuring that the project sustains itself. We are proud to mention that we have already established partnership with United Nations Development Program (UNDP) and they have offered more funding through their Youth4Business Innovation and Entrepreneurship Development program to further support the initiative. We also continuing to work with the Ugandan Ministry of Tourism, Wildlife and Antiquities. They have taken keen interest in supporting the initiative and have offered to us funding to host the first Annual East African Tourist Guides Conference where the project will feature, and the portal will be officially launched. The conference is scheduled to take place in Uganda on 15th June 2021

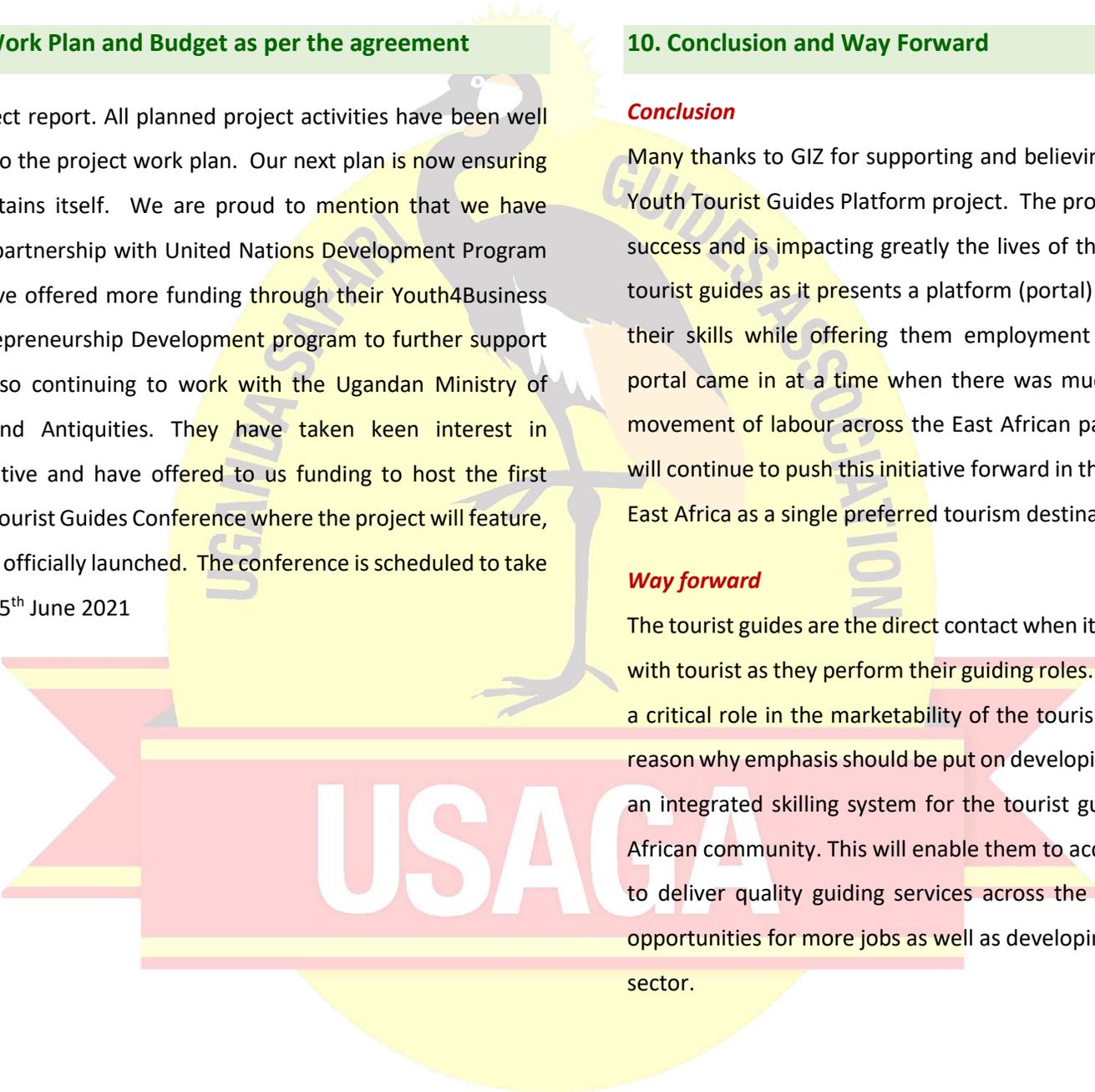
10. Conclusion and Way Forward

Conclusion

Many thanks to GIZ for supporting and believing in the East African Youth Tourist Guides Platform project. The project has been a great success and is impacting greatly the lives of the young East African tourist guides as it presents a platform (portal) that helps to market their skills while offering them employment opportunities. The portal came in at a time when there was much need for the free movement of labour across the East African partner states. USAGA will continue to push this initiative forward in the struggle to present East Africa as a single preferred tourism destination.

Way forward

The tourist guides are the direct contact when it comes to interaction with tourist as they perform their guiding roles. They therefore, play a critical role in the marketability of the tourism sector. It is to this reason why emphasis should be put on developing and implementing an integrated skilling system for the tourist guides within the East African community. This will enable them to acquire the same skills to deliver quality guiding services across the region thus creating opportunities for more jobs as well as developing and marketing the sector.



USAGA

11. Pictures

APPENDICES

APPENDIX 4: WORKSHOP TO COORDINATE WITH THE GUIDES ASSOCIATIONS TO RECRUIT THE YOUTH FOR THE PROJECT 29TH JANUARY 2020 SOURCE OF THE NILE JINJA

The workshop was held at Romours at the Source of The Nile Restaurant bringing together people from different associations and members of Source of the Nile Tour Guides Association our hosts. The Association leaders, the Chief Executive Officer Mr. Pius Muhanya and the Chairperson Women Birders Ms. Judith Mirembe were present, addressed the members present.

The Team was welcomed by the Vice Chairperson Source of the Nile Tour Guides Association Mr. Kadhubuli Kassimu who appreciated USAGA's efforts to continue training and offering refresher courses directed towards improving the quality of tour guides at the source of the Nile. He thanked all the guides that had turned up to attend the workshop.

The CEO gave a summary of what the project seeks to achieve and address. The project seeks to develop an online portal where youth tour guides in tourist rich destinations of Uganda (source of the Nile included) and Kenya will be profiled, marketed and given an opportunity to access training materials to boost knowledge and reduce youth Unemployment. He also iterated the USAGA will not be working alone but will collaborate with different stakeholders including the ministry, Uganda Tourism Board, Tour Operators, Hotels to ensure that the project is a success. He thanked all development partners GIZ and the East African Community for making the project happen and asked all present to galvanize efforts to ensure all youth tour guides benefit from this important technological solution that hopes to produce skilled and professionally trained youth tour guides that are contributing to the promotion, marketing and development of local and international tourism in Uganda and Kenya.

He invited the Chairperson Uganda Women Birders Club to give her perspective of how women involvement in tourism and tour guiding can create a conducive work space and improve livelihoods in Homes.

The Chairperson Uganda Women birders Judith Mirembe thanked everyone for coming and called upon all those present especially men to give opportunities to women to join Tourism and related activities. She uniquely thanked all women present asking them to stand up so everyone appreciates them for the decision taken to become guides. She asked them to train more and challenge themselves more if they are to compete and be successful as Tour guides, and invited all women to inform their colleagues about the EAC Tour Guides Platform so they can be recruited on the platform and be given an opportunity to grow and improve their competitive advantage.



A picture with a few youth tourist guides at workshop with Tour Guide Associations

APPENDIX 5: THE PEARL OF AFRICA TOURISM EXPO #POATE2020 SPEKE RESORT MUNYONYO

The Pearl of Africa Tourism Expo **POATE** was bringing together the best Tourism products and services Uganda has to offer hand-picked international buyers and select travel media. It gave USAGA as Exhibitors the opportunity to grow our business as an association, seek new partners, network with potential corporate members, build bridges for collaboration, expand our knowledge base, and raise our brand's profile on a global scale. The Expo gave us a unique opportunity to sell our project to the over 80 tour companies and Hotels that were exhibiting but also the diplomatic community, East African partners and Tour Guides. Our association was given an honor of providing tour guides for all the POATE activities and this boosted our recognition as the trusted tour guides association in Uganda. We interacted with over 80 hotels and tour companies, over 40 youth tour guides and prospective tour guides and in the end attracted 5 individual members joining us and one company from Tanzania HansPaul a Safari Vehicle Conversion company from Arusha. We had a business meeting with the East Africa Tour Guides and Drivers association from Kenya represented by their CEO Kenneth Kaunda and a member Joseph Were and established areas of collaboration in making the East Africa Youth Tour Guides Network project a success. The Quality assurance manager Uganda Tourism Board, the government body charged with assessing and licensing tour guides Mr. Samora Semakula witnessed this meeting We attracted the attention of the Minister of Tourism, Wildlife and Antiquities in Uganda, members of the board of Uganda Tourism Board, the Ambassador of the United Republic of Tanzania, members from Tanzania Tourism Board and Kilifair, members of International Press and the Ethiopian Embassy who were all excited to learn about the technological solutions being put in place to improve the quality of service of tour guides as well as market their skills.



The former project Manager Pius Welcoming the Ambassador of the United Republic of Tanzania H.E. Dr. Aziz Ponary Mlima, William from Tanzania at the Pearl of Africa Tourism Expo in Munyoyo

AGIA

APPENDIX 6: BASELINE SURVEY REPORT: ANALYTICAL REPORT ON TOURIST GUIDES IN UGANDA

Abstract

This survey was conducted to find out the situation of youth to be recruited and trained as tourist guides under the East African Community Tourist Guides Network project being implemented by Uganda Safari Guides association (USAGA) with support from GIZ under their “ Incubator for Integration and Development in East Africa (IIDEA) program”.

This document only displays the analytical data and the recommendation sections.

The survey was conducted at different tourist sites in Uganda and these included sources of the Nile, Mabamba, Kibale, Sipi Falls, and Kabale

DATA ANALYSIS

1. Gender Distrubtion and Age distribution

The survey found out that the number of female participate is very minimal with only 5% as compared to their male counter parts. There is there for need for more female participation in the tour guiding sector. It is however a good thing that the majority of the tourist guides are youth aged 18 to 30 years old.

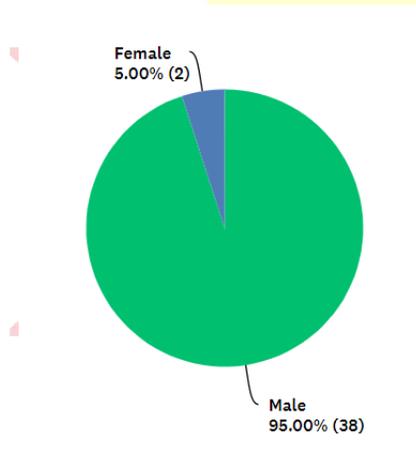


Figure 1: Pie chart showing gender distribution of tourist guides

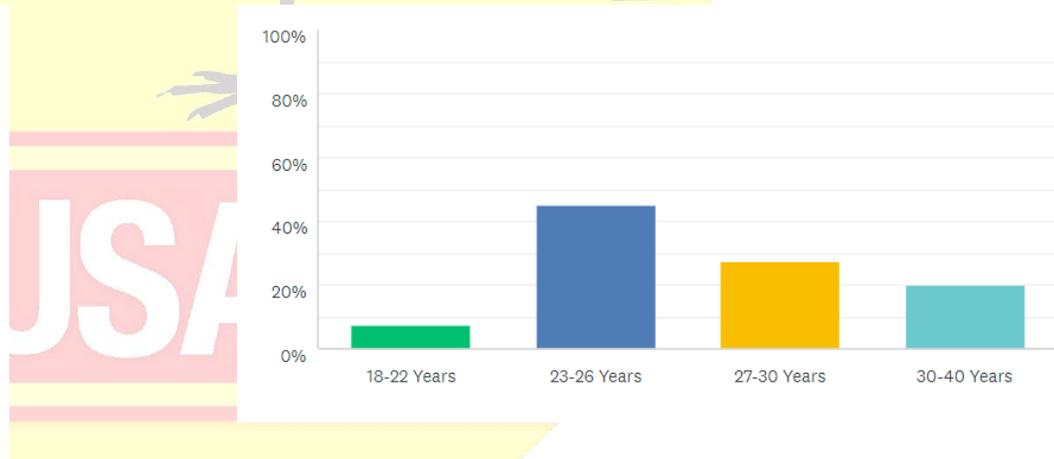


Figure 2: Age distribution of tourist guides

2. Training

When respondents were asked whether they had attended training majority said yes but a good percentage also said they did not and had no access to training materials. This implies that there is still some gap as far as training of professional guides is concerned. Also figure 5 shows a that there is also a challenge of accessing training by most tourist guides

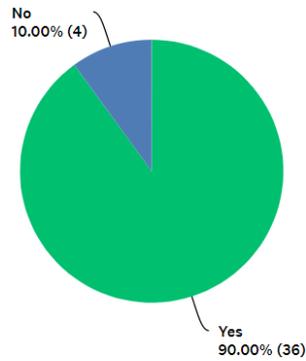


Figure 3: Responses on training attendance by tourist guides

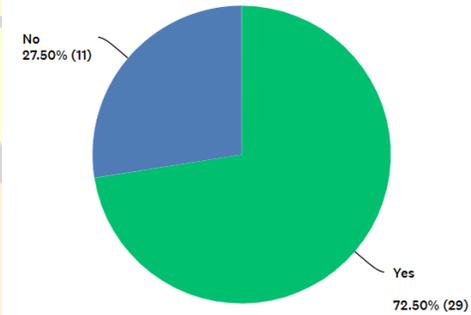


Figure 4: Responses on access to training material by tourist guides

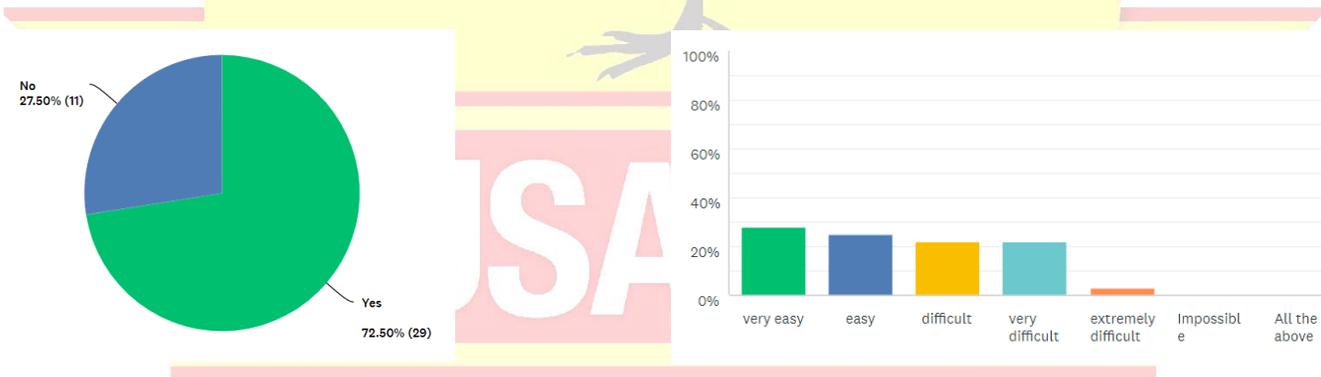


Figure 4: Responses on access to training material by tourist guides

Figure 5: distribution of ease of access to training responses by tourist guides

3. Languages spoken

When majority of the tourists guides where asked which languages they spoke, majority only knew their mother tongue and English and a few new Swahili and French. This implies that many guides are not linguistic. This is a problem of language barrier.

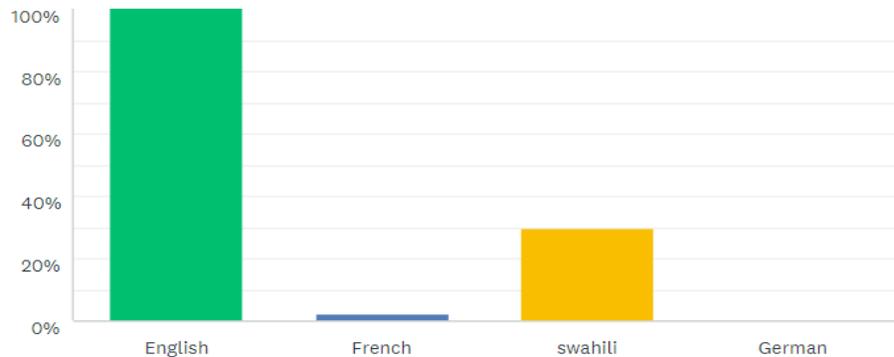
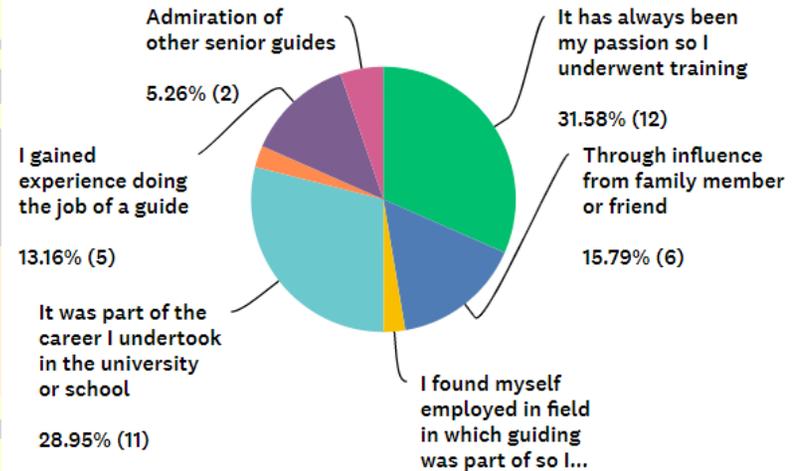


Figure 6: Spoken Language distribution of tourist guides

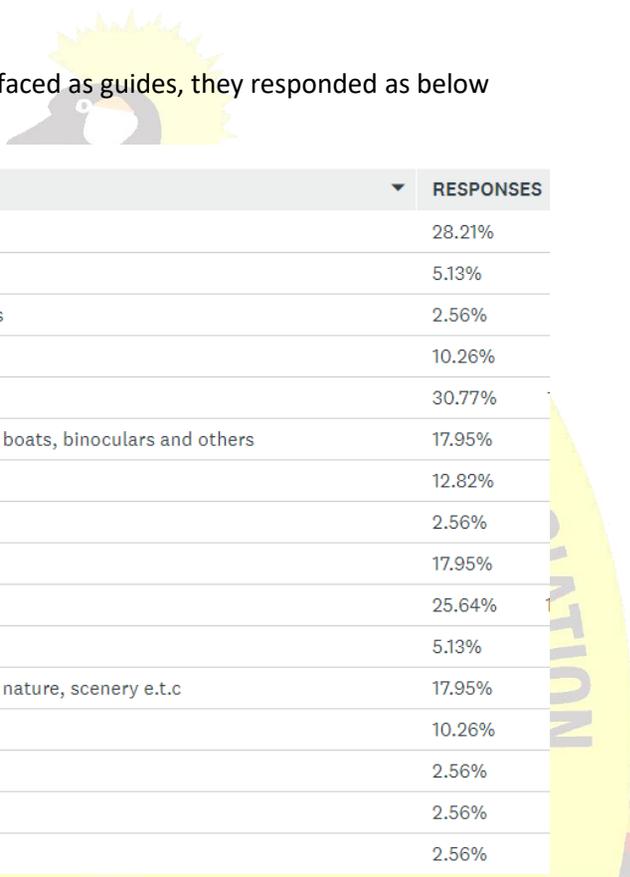
4. Knowledge about Tour Guiding and Opportunity in Tour Guiding



From the above responses, it is not convincing that the respondents knew about the sector and opportunities in the profession. Even if 28.95% under went through the university path and about 31.58% underwent through training, the majority realized that the venture is existent and marketable only after realizing from other senior guides or simply found themselves in the industry or through influence from family members or friends.

5. Challenges

When respondents were asked about the challenges they faced as guides, they responded as below



ANSWER CHOICES	RESPONSES
Language Barrier	28.21%
No minimum wage for tour guides	5.13%
False information to tourists by non professional tour operators/ guides	2.56%
Inadequate information about tourism sector	10.26%
poor transport systems and road networks	30.77%
difficulty in accessing good tour equipment like cars, camping gadgets, boats, binoculars and others	17.95%
Segregation in the job industry and mistreat by bosses and clients	12.82%
no law regulating who should be a guide and who shouldn't	2.56%
poorly marketed tourism sector leading to low turn up of tourists	17.95%
inadequate training in the sector	25.64%
it is expensive to pay for training	5.13%
limited documentations (tour books and manuals) on tour attractions, nature, scenery e.t.c	17.95%
Lack of unity among Tour guides and divisions in Tour associations	10.26%
High competition among guides	2.56%
seasonal tourists	2.56%
Bad Weather	2.56%

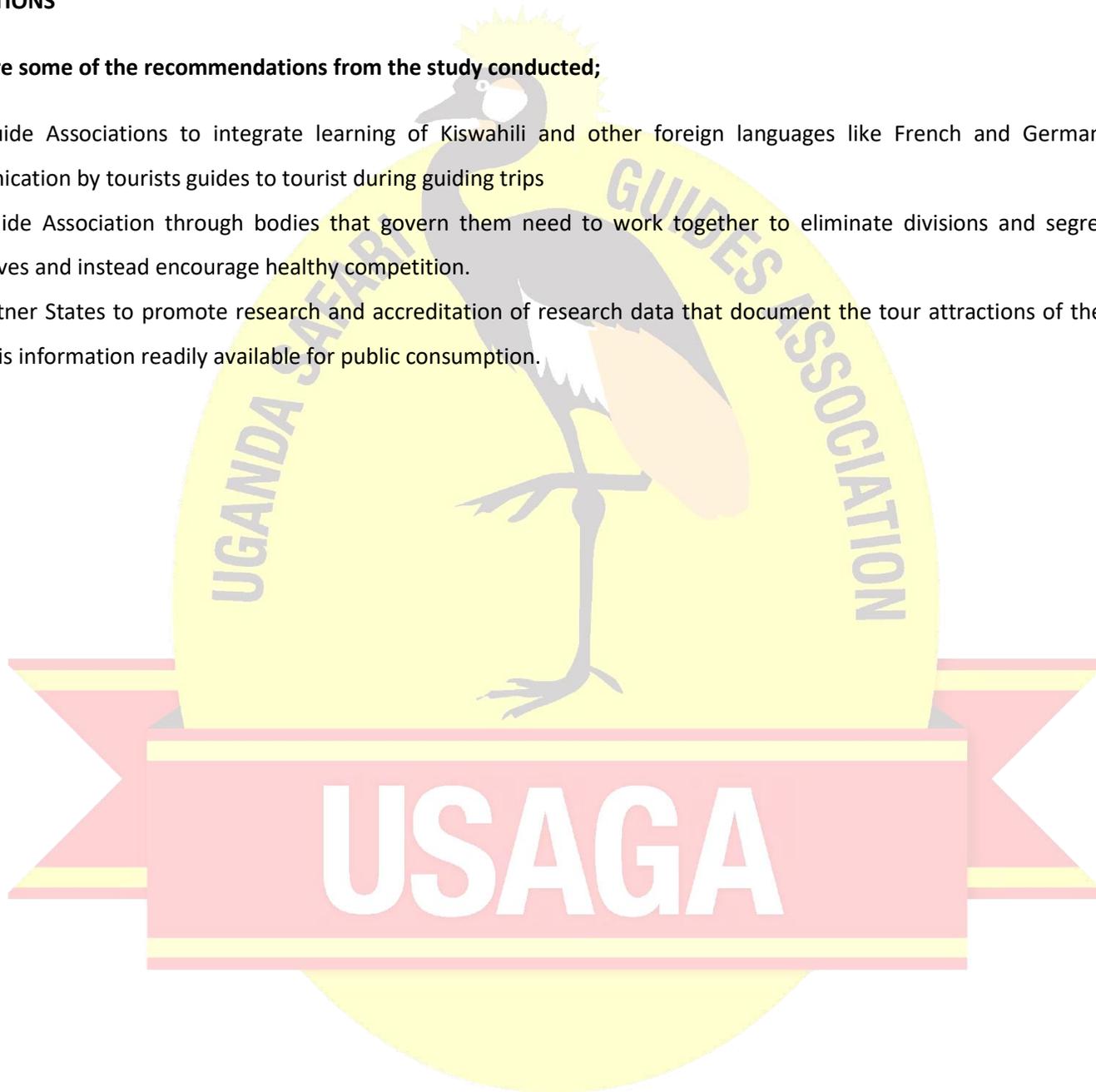
Figure 8: table showing a summary of respondent challenges

From the above, we see key challenges like language barrier, inadequate information about the tourism sector, poor transport systems and road networks, poor marketing of the tourism sector, lack of unity and divisions in tour associations, limited documentations on tour attraction and others.

RECOMMENDATIONS

The following are some of the recommendations from the study conducted;

1. Tour Guide Associations to integrate learning of Kiswahili and other foreign languages like French and German to improve on communication by tourists guides to tourist during guiding trips
2. Tour Guide Association through bodies that govern them need to work together to eliminate divisions and segregations amongst themselves and instead encourage healthy competition.
3. EAC Partner States to promote research and accreditation of research data that document the tour attractions of the community and make this information readily available for public consumption.



APPENDIX 13: Letter to the Ministry of Tourism, Wildlife and Antiquities

 **UGANDA SAFARI GUIDES ASSOCIATION**
P. O. Box 33164, KLA (U)
Tel: +256 393106854, Cell: 0777912938/0755111267
E-mail: admin@ugasaf.org,
Web: www.ugasaf.org

Ref: USAGA/07/MTWA/2020
Monday, August 10, 2020

To: Hon. Minister of Tourism Wildlife and Antiquities
Rwenzori Towers 2nd Floor,
Plot 6 Nakasero Road,
P. O. Box 4241 Kampala
Kampala, Uganda.

Dear Sir

RE: INTRODUCTION TO THE PROJECT TO PROFESSIONALISE TOURIST GUIDES IN EAST AFRICA

The Uganda Safari Guides Association (USAGA) was established in 2004 to professionalize tourist guides in Uganda, with over 1000 members from bird guides, cultural guides, butterfly guides, reptile guides and community guides.

USAGA with the financial support from the EAC-GIZ programme through the Incubation for Integration and Development in East Africa (IIDEA) Project has developed an online Portal under construction (<http://touristguidesportal.com/>) to enhance digital skills for prospective youth tourist guides along the tourism rich areas in Uganda, Kenya and Rwanda, provide market access and information for tourism industry and guides both local and international tourists as well as the potential guides employers East Africa to be marketed and market East Africa as a single tourist destination.

The established portal is the first of its kind in the East African region and will be the future of coordinated information sharing and enhancement of joint tourist guides. standards for skilling and marketing the guiding services.

USAGA is in the process of launching and creating awareness of this platform. The purpose of this letter therefore to:-

1. Officially inform you of the EAC Tour Guide Platform project and its contribution to the tourism sector in Uganda and region,
2. Request an official introduction letter to the Ministries of Tourism Kenya and Rwanda in support of this project with the view of supporting joint skilling and development of a regional standards for skilling the tourist guides in in East Africa.
3. Request the Minister of Tourism, Wild Life and Antiquities Uganda to officially launch the EAC Tourist Guides online Platform during the upcoming East African Tourist Guides Conference which will be confirmed later.

4. Recommend to the Ministry of Tourism, Wild Life and Antiquities Uganda in partnership with the tourism private sector associations to sensitize the youth on the importance of tourism and the business opportunities in the sector.

USAGA pledges her continued support in complementing government efforts in advancing the tourism sector in Uganda and the region. We will appreciate if our request and recommendation above is considered and acted upon. Attached to this letter are copies of the project brochures, draft concept note and programme of the East African Tourist Guide Conference for perusal.

Attached is the concept note and the brochure of the project.

Yours faithfully,

Herbert Byaruhanga
General Secretary
Uganda Safari Guides Association

cc. Permanent Secretary
Ministry of Tourism Wildlife and Antiquities

 SECURITY REGISTRY RECEIVED
1 AUG 2020
MINISTRY OF TOURISM, WILDLIFE AND ANTIQUITIES

TOUR OPERATOR ENGAGEMENT WORKSHOP REPORT



Theme

East African Youth Tourist Guides Portal

Cooper Chimney, Lugogo

Kampala Uganda

USAGA

23rd October, 2020

EXECUTIVE SUMMERY

The East African Youth Tour Guides Network project focuses on engaging young aspiring youth tour guides in Uganda and Kenya to enhance their skills through training so as to become professional tour guides who will contribute to the development of the tourism industry in Uganda and Kenya. The project developed an online East African tourist guides portal (<https://touristguidesportal.com/>) to help profile tour guides and market them to potential tourists and tour operators (employers of the guides). In addition, the portal will help to profile and market the tour rich destinations and tour operators in Uganda and Kenya to potential tourists

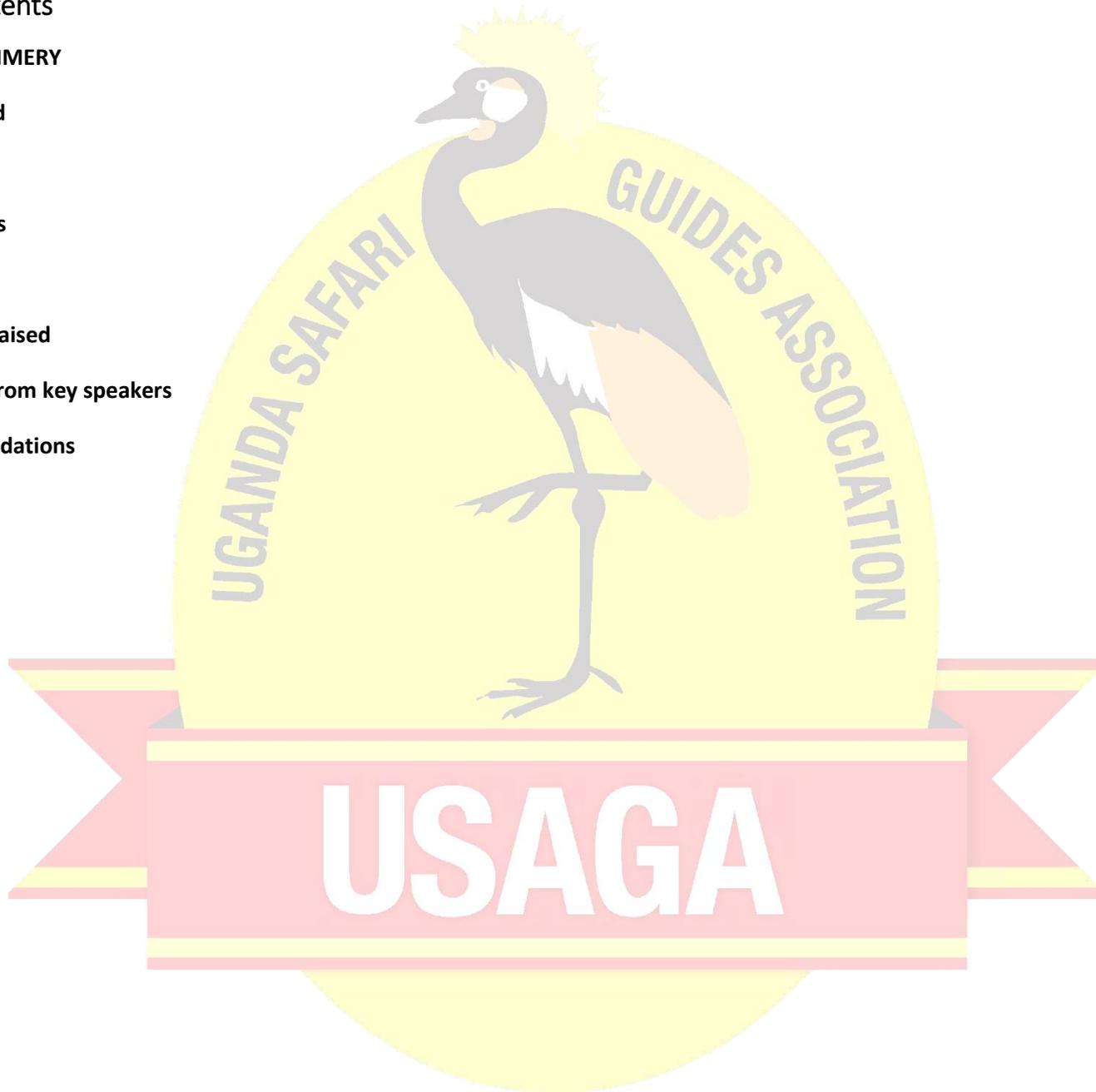
It was on this basis that the tour operator engagement workshop on the East African youth tour guides network project was held with an emphasis to bring on board tour operators in Uganda, who are one of the project key beneficiaries. The main objectives of the workshop were to; train the tour operators on the usability of the East African tourist guides online portal and the benefits that it offers, and to get feedback and recommendations about the portal so as to improve on the services that the online portal can offer to the tour operators and the other stakeholders who include the tourists and the tour guides.



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1. Background

The tourism industry has undergone rapid growth of unsurpassed nature over the last several decades. This has mainly been due to the advent of a 'borderless' world and increased information dissemination about the majestic sceneries throughout the world, with East Africa being no exception.

We are on the brink of penetrating a lucrative market in a rapidly growing industry. The current trend towards an increase in the number of tourists entering East Africa presents an opportunity for tourist guides to earn a living by guiding tourists. Statistics also show that the national tourism industry is growing at a rapid pace annually.

There are over 50,000 tourist guides in East Africa involved in different categories of services. They include; bird guides, cultural guides, marine guides, Herpetology guides, butterfly guides, mountaineering guides, nature or safari guides, primate guides, and others. With the growing number of tourist guide trainers in Uganda, most of the guides train through associations, others go to vocational schools, while others train themselves.

Unfortunately, while the Leaders have tried to present East Africa as the preferred tourist destination, the region still lags behind compared to other parts of the world. This is partly because there is no known designed standard for the tourist guides who play a critical role in marketing the country's tourism industry. With limited participation of the guides in the structures of private sector decision making procedures, the condition of tourist guides has today become a growing concern. The profession remains marginalized and not recognized formally because; there is inadequate training leading to low numbers of skilled and competent human resources. Wages for the tourist guides are determined by the individual employers. There is no known database for tourists guides leading to many suppliers (Agents in the source markets) resorting to employ tour leaders to accompany the tour groups. This alone leaves the local guides paid much less than the international tour leaders.

Recognizing the importance of tourist guides plays a critical role in positioning East Africa as the preferred tourist destination. Uganda Safari and Guides Association (USAGA) in partnership with Kenya Professional Safari Guides Association (KPSGA) is poised to take advantage and expand on the quality of human resource lacking in the tour guiding business of the industry. With a dedicated and experienced staff, excellent networking, and effective management and marketing, USAGA and KPSGA intend to promote online training and marketing skills of tourist guides. Services and products provided by the parties will initially include pre-arranged online recruitment and training of tourist guides, marketing and linkage of

guides to tourists and tour associations or potential employers (tour operators), dissemination of relevant and important educational information that is channelled towards promotion, importance and conservation of the tourism industry. All these services will be rendered through an online tourist guides portal to be used as the premier adventure online promoter and locator of tourist guides, tour operators and tour rich destinations in East Africa. The focus will be mainly youth who aspire to become professional tourist guides. This reason for this is the vast numbers of unemployed youth who are the majority of the East African Population.

This workshop is one of the key activities meant as an open forum to introduce the project and its implementation to the tour operators so as to collect their perceptions, feedback, recommendations and views.

The project is being supported by the Incubator for Integration and Development in East Africa (IIDEA), a program funded by GIZ. IIDEA, focuses on a market driven and people centred integration and therefore supports innovative solutions that are geared towards that cause.

This project promotes employment for youth tourists guides across East Africa. This is in line with the East African Community Protocols as it promotes free movement of services, and labour across the region. I.e. Tourist guides and tour operators will be able to operate not only in their home countries but extend their services across East Africa.

2. Objectives

The main objectives of the workshop were to; train the tour operators on the usability of the East African tourist guides online portal and the benefits that it offers, and to get feedback, views and recommendations about the portal so as to improve on the services that the online portal can offer to the tour operators and the other stakeholders who include the tourists and the tour guides.

There were also further aims for the workshop. These were;

1. Creation of network among the stakeholders.
2. Inspect the existing tour business experiences
3. Share their knowledge and experience about the tourism industry in relation to tour operator businesses.
4. Place their opinion on how best the tour guides portal should be improved to maximum benefits for the present and future stakeholders

3. Participants

The workshop was well attended despite interruption by the rain. There were 32 participants in the workshop from expected 40. The participants present constituted representatives of different tour operators in Uganda who offer employment to tour guides and services to tourists. Staff from Uganda Safari Guides Association that constituted the Board of Directors, Project manager, the workshop moderator, and the development and technical team of the portal

Also, media houses present included New Vision and NTV Uganda

4. Contents

There was a presentation made by the project Manager of the East African Youth Tour Guides Network Project, Mr. Bonny Ongom. The presentation gave a brief background of the project, the impact and benefits to the stakeholders particularly the tour operators and highlighted the reasons for the workshop. Refer to annex 1 for the detailed presentation

There was also a showcase of the online tour guide portal by the development and technical team. The showcase was focused mainly at the portal sections that were most beneficial to the tour operators. Refer to screenshots on annex 2

There was also a question and answer sessions during the workshop.

5. Concerns Raised

There were several concerns raised by tour operators during the workshop. However, the main ones to note were;

- The tour operators were concerned about paying membership subscription fees. They raised an issue of already paying annual fees to Association of Uganda Tour Operators (AUTO) and where worried of paying more fees so as to be part of the portal
- Tour operators were worried that the portal has come in as a competition to the tour businesses. They were concerned that some of the guides would selfishly take over the roles of the tour operator as they will have direct access to the tourists thereby kicking them out of business.

- Another concern raised was the need to expand the profile information of the guides such as the tour company the guide is attached to. They believe that this would somehow eliminate the selfishness of the guides taking over the roles of the tour operator.

6. Summary from key speakers

Mr. Bonny Ongom, who is the project Manager of the *East African Youth Tour Guides Network* said that the project was to benefit aspiring youth tourist guides in East Africa to train and become professional tour guides who can take on and guide tourists so as to earn a living. He emphasized that the project is in line with the East African Community regional integration agenda geared towards promoting a people centered and market driven integration. He added that tour guides and tour operators can now extend their services beyond to other partner states thus taking advantage of the vast market that East Africa offers in terms of rich tour attractions that bring in tourists.

Bonny also emphasized the need to adopt training standards in the tour sector and noted that we can borrow a leaf from our neighbour counterparts like Kenya

Mrs. Adrian Ankunda, a board Member of USAGA in charge of Projects mentioned that the project started in September 2019, and that it is supported by GIZ under the IIDEA program. She said that, “at the moment the project has 3 stakeholders: Tour guides, Tour operators and Tourists, however we expect to get more on board as time goes on.”

She clarified that some of the project benefits were marketing skills of East Africa tour guides across the globe and promoting standardization in the way the guides and tour operators can operate across the region.

She also emphasized about the sustainability of the portal when the project lifecycle is done. She promised that USAGA will devise means of keeping the project running and therefore argued tour operators to join as corporate members and also requested them to urge their tour guides to join the association.

7. Recommendations

The following recommendations arose during the workshop;

- i. There is need to expand the profile information of the guides such as the tour company the guide is attached to in order to eliminate the selfishness of the guides taking over the roles of the tour operator.
- ii. Subscription fees for the tour operators need to be lowered as they subscribe many different associations that they already belong to e.g. Association of Uganda Tour Operators.

8. Annexes



Pictures from the tour operator engagement workshop

Video coverage link from NTV Uganda

<https://www.youtube.com/watch?v=Vvqn5aN5TZY&feature=youtu.be>

APPENDIX 15

Workshop brief for training youth tour guides and other stakeholders on the usability of the EAC Youth Tour Guide Platform

The workshop was held at Kyambogo University - Central Teaching Facility on 7th December 2020 with an aim to train tourist guides, tour operators and others on the usability of an online portal and mobile application developed by Uganda Safari Guides Association.

The guest of honour Mr. Asimwe Innocent C.E.O representative of Uganda Tourism Board (UTB) appreciated USAGA and GIZ for the project. He acknowledged the portal and mobile application being developed and said that it was very useful as far as marketing tour guides and the tourism sector of Uganda and neighbour counterparts. He promised that UTB would take charge of licencing the tour guides and the assessment would be done by the selected and agreed institutions such as USAGA. He also told the guides that it was mandatory to register for assessment with Uganda Tourism Board and Directorate of Industrial Training. He noted that all guides who will appear on marketing platforms such as the one being implemented by USAGA must have been assessed and licensed.

Mr Were from Uganda Tourism Police one of the important guests emphasized SOPs that the guides and tour operators must follow when taking on tourists during such a time of the COVID 19 pandemic outbreak. He also thanked USAGA and GIZ for the great work they are doing as far as recognising the profession of the guides.

Mr. Herbert Byaruhanga who is the General Secretary USAGA, thanked all members present and encouraged all the tourist guides and tour operators to join the tourist guides portal so as to maximize the benefits that comes with it.

Mr. Bonny Ongom who is the project Manager of the East African Tour Guides Network made a short presentation that gave a brief of the project background and its relevance in fulfilment of the East African Community people centred and market driven integration. He noted that this is a regional project and that it would give an opportunity to the stakeholders to extend their services to the broad and rich market that the community offers as far as tourism businesses are concerned.

The technical team in charge of the development headed by Mr. Simon Peter Ntege trained the tourist guides and tour operators present on the usability of the East African Tourist Guides online portal and Mobile application.

Concerns and Recommendations from the workshop.

The portal and mobile application was a bit slow. The technical team was tasked to improve on the loading speed

The same guides faces were appearing on the guides loading page and others where not. The technical team was to make guides appear randomly every time the guides' page was loaded in order to eliminate monotony.



Mr. Bonny Ongom Project Manager East African Tourist Guides Network giving a presentation about the project.

Mr Asimwe CEO representative UTB and Mr Werre from Uganda Tourism Police addressing tourist Guides

USAGA

Some more project pictures



Some of attendees during portal launch at Uganda Museum