

A 5 YEAR DISTRICT TOURISM DEVELOPMENT PLAN (2021/2026)

Objectives

1. To improve the stock and quality of tourism infrastructure
2. To improve, develop & diversify tourism products and services
3. To develop a pool of skilled personnel along the tourism value chain
4. To promote domestic and inbound tourism
5. To increase on tourist arrivals in Kiryandongo through intensive marketing
6. To protect and conserve the tourist sites through sensitization, byelaws and ordinances

LOG FRAME FOR ACTIVITIES

S/n o	objective	Output	indicator	Means of verificati on	Risks/Assumpti on	Budget '000' shs
1	To improve the stock and quality of tourism infrastructure	4 stance toilet facilities constructed at Kabalega Ceremonial Grounds	Physical inspection	Report on toilet facilities produced	Unknown source of funds	80,000
		One (1)tourist information center constructed within the district	Number of information center constructed	Report on informati on center produced	Unknown source of funds	200,000
		One (1)stopover constructed along the highway		Report on stopover establishe d	Unknown source of funds	490,000
		One (1)cultural site constructed	Number of cultural sites	Report on land purchase d and handed over to investor	Unknown source of funds	315,000
		Entry point to Murchison Falls crated		Physical inspectio n	Unknown source of funds	33,000

		from Nanda				
		One (1) Regional stadium constructed for hosting regional, national & international events	Number of stadium constructed	Report on stadium constructed	Unknown source of funds	5000,000
2	To improve, develop & diversify tourism products and services	Five (5) functional community enterprises established especially on craft works	Number of community enterprises in place	Report on community enterprises	Unknown source of funds	56,000
		One (1) wildlife ranching/Zoo put up And 2 boats procured	Number of wildlife ranching in place	Report on wildlife ranching	Unknown source of funds	300,000
		10 streets across the 4 Town Councils renamed with names of prominent people of Bunyoro/ Kiryandongo	Number of streets renamed	Report on streets renamed	Unknown source of funds	5000
		Kabalega's monument constructed and fenced at Kabalega ceremonial grounds	Number of monuments constructed	Report on monument constructed	Unknown source of funds	158,000
		10 concept papers prepared to attract funds	Number of concept papers prepared	Report on concepts prepared	PMG	5000
3	To develop a pool of skilled personnel along the tourism value chain	100 hotel/ lodge managers trained especially on customer	Number of hotel/ lodge managers trained	Training report produced	Unknown source of funds	17,000

		care				
		District Tourism Coordination Committee (DTCC) created and operationalized	Number of meetings held to form the committee	Minutes of the meetings to form the committee produced	Unknown source of funds	5000
		One Association of Kiryandongo Hotel Owners formed	Number of meetings held to form the association	Minutes of the meetings to form the association	Unknown source of funds	8000
		5 AGM for the three associations for 5years	Number of AGMs conducted	AGM	Unknown source of funds	80,000
		Three (3) Tour Guides recruited, trained and deployed at the tourist sites	Number of tour guides recruited, trained and deployed	Report on tour guides recruited, trained and trained	Unknown source of funds	12,000
4	To promote domestic and inbound tourism	35 Wildlife Clubs formed in schools	Number of meetings held with schools	Minutes of the meetings held with education department	Unknown source of funds	8000
		10 cultural dance groups registered and empowered	Number of cultural dance groups registered	Report on mobilization and registration of cultural groups	Unknown source of funds	10,000
		5 District staff tours organized(members of DTPC), statutory body	Number of tours organized	Report on tours	Unknown source of funds	25000
		5 district	Number of	Report on	Unknown	25000

		council tours organized	tours organized	tours	source of funds	
5	To increase on tourist arrivals through intensive marketing	Mapping and determining mileages and GPS coordinates of the tourist sites	Number of sites mapped	Mapping report produced	Unknown source of funds	8000
		Tourism signage put up(2 bill boards at the boarder of Kiryandongo,	Number of tourism signage made	Report on tourism signage made	Unknown source of funds	50,000
		20 sign boards procured, designed and placed along tourism roads)	Number of tourism signage made	Report on tourism signage made	Unknown source of funds	10,000
		1000 tourism magazines produced and circulated	Number of tourism magazines produced	Report on magazines produced	Unknown source of funds	10,000
		1000 brochures produced and circulated	Number of brochures produced	Report on brochures produced	Unknown source of funds	6,000
		100 copies of district tourism map produced and circulated	Number of copies of district tourism map	Report on district tourism map	Unknown source of funds	2000
		Taking and producing a video covering the tourism sites, traditions and hospitality facilities	Presence of soft copies of the videography	Report on videography of tourism sites	Unknown source of funds	2500
		Purchase of office camera for field work	Presence of office camera	Report	Unknown source of funds	3800
		Purchase of office binocular for field work	Presence of office binocular	Report	Unknown source of funds	2200

6	Tourism sites protected and conserved through sensitization & ordinances	60 Radio talk shows on tourism awareness	Number of radio talk shows held	Report of radio talk show	Unknown source of funds	10,000
		Bye laws and ordinances formulated and adopted	Number of meetings conducted to come up with bye laws and ordinances	Minutes of the meetings	Unknown source of funds	10,000
7	Improved accessibility to the tourism sites	Opening access road from Panymeda trading center to the monuments and Kabalega escape route	Physical presence of the access road	Physical inspection	Unknown source of funds	20,000
		Regular maintenance of the 3 sites of Okwece and planting pas palm to avoid collapse of the trench	Report on regular maintenance	Report	Unknown source of funds	20,000
		Updating tourism & hospitality facilities	Current number of hospitality facilities	Report on update of hospitality facilities		10,000
	TOTAL					6,994,500

Activity by output		2021/2022	2022/2023	2023/2024	2024/2025	2025/2026	Sub Total
Output 5: One cultural site constructed within the district	Activity	Amount (shs) 000					
	5.1 Stake holders consulted				3000		3000
	5.2 Searching for the land to be procured a cultural site				1000		1000
	5.3 Secure necessary approvals for the procurement of land a cultural site					2000	2000
	5.4 Procure land for cultural site					50,000	50,000
	5.5 Process land tittle for the land for the cultural site					7000	7000
	5.6 procure construction services and construction					250,000	250,000
	5.7 Monitoring and supervision					4000	4000
	TOTAL						315,000

Activity by output		2021/2022	2022/2023	2023/2024	2024/2025	2025/2026	Sub Total
Output 14: Regional stadium constructed within the district	Activity	Amount (shs) 000					
	14.1 Stake holders consulted				4000		4000
	14.2 searching for land to buy				2000		2000
	14.3 Land purchase				51,000		51,000
	14.4 securing necessary approvals including land title				3000		3000
	14.5 procuring construction services/ construction				4,920,000		4,920,000
	14.6 Monitoring					10,000	
	14.7 Commissioning					10,000	5000,000
	TOTAL						5,000,000

Activity by output		2021/2022	2022/2023	2023/2024	2024/2025	2025/2026	Sub Total
Output 15: Wildlife ranching	Activity	Amount (shs) 000					
	15.1 Stake holders consulted				4000		4000
	15.2 securing necessary approvals				2000		2000
	15.3 Purchase of the land at Kimogora island				51,000		51,000
	15.4 bidding for construction of the necessary structures				3000		3000
	15.5 Coordination with responsible stakeholders to secure animals for the zoo				5000		5000

	15.6 Full establishment of the zoo				200,000		200,000
	15.7 Recruiting animal caretaker and Ascari and salaries				15,000		15,000
	15.8 Monitoring					10,000	10,000
	15.9 Commissioning					10,000	10,000
	TOTAL						300,000

Activity by output		2021/2022	2022/2023	2023/2024	2024/2025	2025/2026	Sub Total
Output 16: Tourism & hospitality facilities updated	Activity	Amount (shs) 000					
	16.1 updating tourism & hospitality facilities	2000	2000	2000	2000	2000	10,000
	TOTAL						10,000
	Searching for funds and presentations of proposals to funders	3000	3000	3000	3000	3000	15,000
	GRAND TOTAL						6,994,500

ACHIEVEMENTS

- Profiled tourist sites within the district
- Profiled tourism investment opportunities within the district
- Updated hospitality centers within the district
- Constructed two monuments in Okwece
- Profiled tribes and traditions within the district
- Prepared 4 concept papers and delivered to attract funds
- Inspected & monitored & sensitized hospitality centers on compliance to Covid-19 SOPs
- Produced ten copies of tourism magazine and a banner
- Enforced and coordinated formation of Wildlife clubs in schools

<p>Potentials</p> <ul style="list-style-type: none"> • Presence of the neighboring attractions and tourism facilities like Zziwa Rhino Sanctuary, Chobe Safari Lodge etc • The political will especially decentralizing tourism development & promotion • Presence of the development partners in the district 	<p>Opportunities</p> <ul style="list-style-type: none"> • Presence of different tribes and traditions • Presence of agro tourism potentials like Kiryandongo Sugar plantation, Asili farms, oil palm plantation, passion fruit growing etc • Presence of apicultural practices (bee keeping) for api-tourism development • The ongoing construction of the world class Hydro Power Dam is a potential tourism site • Strategic location of Kiryandongo district • Presence of the various tourist attractions in the district
<p>Challenges</p> <ul style="list-style-type: none"> • Outbreak of pandemic like covid-19 • Lack of support from the central government especially funds to the sector • Unwillingness of the business community to unveil information on fear of taxation 	<p>Constraints</p> <ul style="list-style-type: none"> • Lack of funds allocated to the tourism sector • Lack of office tools for the tourism sector like computer, camera, binocular and furniture