

A 5 YEAR DISTRICT TOURISM DEVELOPMENT PLAN-KIRYANDONGO(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/no	objective	Output	indicator	Means of verification	Risks/Assumption	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
		Designing and physical planning of tourism sites	Number of sites designed and planned for	Report of design & physical planning of sites	Unknown source of funds	25,000
		One (1)tourist information center constructed within the district	Number of information center constructed	Report on information center produced	Unknown source of funds	200,000
		One (1)stopover constructed along the highway		Report on stopover established	Unknown source of funds	490,000
		One (1)cultural site constructed	Number of cultural sites	Report on land purchased and handed over to investor	Unknown source of funds	315,000
		Entry point to Murchison Falls crated from		Physical inspection	UWA, MTWA	33,000

		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 based tourism enterprises established	Number of community based tourism enterprises in place	Report on community based tourism 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	Physical inspection	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, DDEG	5000
3	To develop a pool of skilled personnel along the tourism value chain	100 hotel/ lodge managers trained especially on customer care	Number of hotel/ lodge mangers trained	Training report produced	Unknown source of funds	17,000

		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	PMG, DDEG	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/schools	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 council tours organized	Number of tours organized	Report on tours	Unknown source of funds	25000
		Promote domestic visits/ agro tourism visits including institutional based tours like school trips	Number visitors visiting tourism sites including agro tourism sites	Report on visitor statistics	Unknown source of funds	15000

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	PMG, DDEG	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	PMG, DDEG	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, bye laws & ordinances	60 Radio talk shows on tourism awareness	Number of radio talk shows held	Report of radio talk show
Bye laws and ordinances formulated and adopted	Number of meetings conducted to come up			Minutes of the meetings	Unknown source of funds	10,000

			with bye laws and ordinances			
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	PMG	10,000
	TOTAL					7,036,500

Activity by output		2021/2022	2022/2023	2023/2024	2024/2025	2025/2026	Sub Total
Output 2: Designing and physical planning of tourism sites	Activity	Amount (shs) 000	Amount (Shs) 000	Amount (Shs) 000	Amount (shs) 000	Amount (shs) 000	Amount (shs) 000
	2.1 Stake holders consulted		5000				5000
	2.2 site survey		2000	2000			4000
	2.3 preparing deed plan		2000	2000	2000	2000	8000
	2.4 secure necessary approvals		2000	2000	2000	2000	8000
	TOTAL						25,000

Activity by output		2021/2022	2022/2023	2023/2024	2024/2025	2025/2026	Sub Total
Output 3: One tourism information center constructed	Activity	Amount (shs) 000	Amount (shs) 000	Amount (shs) 000	Amount (shs) 000	Amount (shs) 000	Amount (shs) 000
	3.1 Stake holders consulted					3000	3000
	3.2 Develop architectural designs for the information center					2000	2000
	3.3 prepare bills of quantities for the construction of information center					1000	1000
	3.4 secure necessary approvals for the establishment of information center					3000	3000
	3.5 procure construction services for the construction of information center					120,000	120,000
	3.6 procure tools or equipment for the					58,000	58,000

	information center						
	3.7 Monitoring and supervision					5000	5000
	3.8 commissioning the information center					8,000	8,000
	TOTAL						200,000

Activity by output		2021/2022	2022/2023	2023/2024	2024/2025	2025/2026	Sub Total
Output 4: Tourism signage put up(2 bill boards at the boarder of Kiryandongo, 20 sign boards along tourism roads)	Activity	Amount (shs) 000	Amount (shs) 000	Amount (shs) 000	Amount (shs) 000	Amount (shs) 000	Amount (shs) 000
	4.1 Establishing the mileages and GPS Coordinates of the tourist sites	8000					8000
	4.2 hiring 2 bill boards for 1 year				50,000		50,000
	3.3 procuring sign boards and designs		3000				3000
	4.4 Putting up signage along tourism routes		2000				2000
	4.5 Monitoring and supervision		3000				3000
	4.6 Commissioning		2000				2000
	Sub Total						68,000
	1000 magazines produced	10,000					
	1000 brochures produced		6000				
	100 copies of the district tourism map produced	2000					
	Taking and producing a video covering the		2500				

	tourism sites, traditions and hospitality facilities						
	Purchase of office camera for field work			3800			
	Purchase of office binocular for field work				2200		
	TOTAL						103,000

Activity by output		2021/2022	2022/2023	2023/2024	2024/2025	2025/2026	Sub Total
Output 5: One tourist stopover constructed within the district	Activity	Amount (shs) 000	Amount (shs) 000	Amount (shs) 000	Amount (shs) 000	Amount (shs) 000	Amount (shs) 000
	5.1 survey of the available land & land marking				3000		3000
	5.2 secure necessary approvals and land tittle processing				6000		6000
	5.3 construction of the stopover buildings(restaurant , reception, souvenir shop, toilet facilities and furnishing					300,000	300,000
	5.4 fencing					140,000	140,000
	5.5 Monitoring and supervision					6000	6000
	5.6 staffing (security personnel, receptionist & waitress or waiter)					20,000	20,000
	5.7 Commissioning					10,000	10,000
	5.8 Publicity/ media marketing					5000	5000

Activity by output		2021/2022	2022/2023	2023/2024	2024/2025	2025/2026	Sub Total
Output 7: Two monuments fully constructed at Kabalega ceremonial grounds and fenced	Activity	Amount (shs) 000	Amount (shs) 000	Amount (shs) 000	Amount (shs) 000	Amount (shs) 000	Amount (shs) 000
	7.1 Stake holders consulted	3000					3000
	7.2 Secure necessary approvals for the construction of the monument	3000					3000
	7.3 Procure construction services for the monument	148,000					148,000
	7.4 Monitoring and supervision	2000					2000
	7.5 Commissioning of the monument	2000					2000
	TOTAL						158,000

Activity by output		2021/2022	2022/2023	2023/2024	2024/2025	2025/2026	Sub Total
Output 8: 5 functional community based tourism enterprises formed	Activity	Amount (shs) 000	Amount (shs) 000	Amount (shs) 000	Amount (shs) 000	Amount (shs) 000	Amount (shs) 000
	8.1 Community mobilization	3000					3000
	8.2 Community sensitization & meetings	3000					3000
	8.3 Community bench marking from successful community tourism enterprises		50,000				50,000

	TOTAL						56,000
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Activity by output		2020/2021	2021/2022	2022/2023	2023/2024	2024/2025	Sub Total
Output 9: 100 hotel/Lodge in customer Managers trained in customer handling	Activity	Amount (shs) 000	Amount (shs) 000	Amount (shs) 000	Amount (shs) 000	Amount (shs) 000	Amount (shs) 000
	9.1 carrying out needs assessment					2000	2000
	9.2 Hiring hotel services					8000	8000
	9.3Transport refund for participants and facilitations					7000	7000
	TOTAL						17,000

Activity by output		2021/2022	2022/2023	2023/2024	2024/2025	2025/2026	Sub Total
Output 10: 10 streets renamed	Activity	Amount (shs) 000	Amount (shs) 000	Amount (shs) 000	Amount (shs) 000	Amount (shs) 000	Amount (shs) 000
	10.1 identify the streets and the prominent people	2000					2000
	10.2 stake holders consulted	4000					4000
	10.3 procure sign boards and putting up		5000				5000
	10.4 Documentation of information about the prominent names			2000			2000
	TOTAL						13,000

Activity by output		2021/2022	2022/2023	2023/2024	2024/2025	2025/2026	Sub Total
Output 15: Regional stadium constructed within the district	Activity	Amount (shs) 000	Amount (shs) 000	Amount (shs) 000	Amount (shs) 000	Amount (shs) 000	Amount (shs) 000
	15.1 Stake holders consulted				4000		4000
	15.2 searching for land to buy				2000		2000
	15.3 Land purchase				51,000		51,000
	15.4 securing necessary approvals including land tittle				3000		3000
	15.5 procuring construction services/ construction				4,920,000		4,920,000
	15.6 Monitoring					10,000	
	15.7 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 16: Wildlife ranching	Activity	Amount (shs) 000	Amount (shs) 000	Amount (shs) 000	Amount (shs) 000	Amount (shs) 000	Amount (shs) 000
	16.1 Stake holders consulted				4000		4000
	16.2 securing necessary approvals				2000		2000
	16.3 Purchase of the land at Kimogora island				51,000		51,000
	16.4 bidding for construction of the necessary structures				3000		3000
	16.5 Coordination with responsible stakeholders to secure animals for the zoo				5000		5000

	16.6 Full establishment of the zoo				200,000		200,000
	16.7 Recruiting animal caretaker and Ascari and salaries				15,000		15,000
	16.8 Monitoring					10,000	10,000
	16.9 Commissioning					10,000	10,000
	TOTAL						300,000

Activity by output		2021/2022	2022/2023	2023/2024	2024/2025	2025/2026	Sub Total
Output 17: Tourism & hospitality facilities updated	Activity	Amount (shs) 000	Amount (shs) 000	Amount (shs) 000	Amount (shs) 000	Amount (shs) 000	Amount (shs) 000
	17.1 updating tourism & hospitality facilities	2000	2000	2000	2000	2000	10,000
	TOTAL						10,000
	17.2 Searching for funds and presentations of proposals to funders	3000	3000	3000	3000	3000	15,000
	GRAND TOTAL						7,036,500

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
- Enforced and coordinated formation of at least one community based tourism association
- Assessed GPS coordinates of Okwece tourism sites
- Produced a video clip covering tourism sites along R. Nile including Karuma Falls, Kabalega Ceremonial Grounds, Kabalega Escape route & Kabalega Amura

- Closely supervised development of Camp David Ecotourism & Rocksprings Camp Site in Kyankulu

<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

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