



EAST AFRICA COMMUNITY BASED TOURISM ENCOUNTER (EACBTE)

CONCEPT PAPER

Scheduled for August/ November 2019

Organized by:

Uganda Community Tourism Association

in partnership with

The Ministry of Tourism Wildlife and Antiquities

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Executive Summary of project

The East Africa Community Based Tourism Encounter (EACBTE) is a Project that aims at promoting networks between Community Based Tourism initiatives and other relevant stakeholders in order to create business opportunities, collaboration alliances, capacity building and promotion of CBT as a sound means for local sustainable development.

This is a two-year project, rotating in countries of East Africa (Kenya, Uganda, Rwanda and Tanzania) which actively work in Community Based Tourism. It is co-organized by Travolution and partner organizations from the hosting countries.

The EACBTE 2019 will be its first version, with Uganda Community Tourism Association (UCOTA) as its co-organizing partner and host organization. The Encounter would take place in October 2019, in either Mbarara or Kampala, Uganda. This five-day conference will bring together, CBT representatives, travel agencies, tour operators, journalists, bloggers and other media, NGOs, academia and public officers.

The main topics for this first Encounter will be Policies and regulations on CBT, Conservation & Climate Change, impacts of tourism in communities and Sales and Marketing partnerships.

The on-the-ground work being undertaken before the event is aimed to ensure community representatives get prepared to get the most of the event activities, terms of business and collaboration partnerships. During the event, workshops, business rounds and other activities will be aimed to secure the networking process takes place and long lasting positive alliances are created.

Expected Outcomes

- a. **Business partnerships:** Core to the success of CBT initiatives, business rounds leading to long lasting partnerships between communities, tour operators and travel agencies will be undertaken, monitored and promoted in the long term.
- b. **Networks & Alliances:** Collaboration within multiple stakeholders can be a powerful tool for local development. Therefore, alliances between communities, NGOs, Academia and other relevant stakeholders will be promoted before, during and after the event.
- c. **Capacity Building:** Permanent training is the key for a sustainable development in CBT. Usually, budget limitations prevent communities from access to capacity building. Both before and during the Encounter, on-the-ground participatory workshops will be undertaken to secure capacity building in key topics for CBT.



- d. **International promotion of East Africa CBT initiatives:** The on-the-ground work will be complemented with audio-visual material generation, which will be used to promote CBT initiatives in strategic markets, through direct marketing or through blogs, magazines and other relevant media.
- e. **Public Policy recommendations:** In order to secure a continuous improvement of CBT initiatives, discussion regarding public policies will be at the heart of EACBTE, resulting in powerful information for the creation of new and better policies for CBT in East Africa.

East Africa Community Based Tourism Encounter Topics:

EACBTE: Policies & Regulations

Legal frameworks are key in attaining adequate development of CBT initiatives and to their effective inclusion in tourism development and markets. When properly designed, they can promote tremendous positive economic, environment and cultural impacts for communities.

The role of governments and local authorities in the design and implementation of these policies is a key success factor for CBT, and examples of good practices can be found in many places in the World and in East Africa.

This topic will be addressed through specific presentations and workshops, intended to inform, promote reflexion, analysis and collaborative proposals for improvements in the area by the attendees.

Targeted groups:

Public officers, CBT representatives, NGOs, Academia

EACBTE TOPIC: Sales & Marketing

East Africa is a rich destination in cultural and community experiences. Promotion and positioning in strategic markets is a fundamental task for CBT success, and yet it has been one of its greatest drawbacks. Through the EACBTE, key emphasis will be put at marketing & formation of business partnerships between CBT initiatives and tour operators / travel agencies from strategic markets.

To ensure the inclusion of CBT services in tourism programs, several fam trips will be undertaken, to market ready CBT projects around East Africa, Business meetings will also be at the heart of EACBTE, giving space for businesses to arise and be sealed between attendees.



Targeted groups:

CBT representatives, tour operators, travel agencies, media representatives

EACBTE TOPICS: Conservation & Climate change

Communities play a vital role in nature and wildlife conservation. For conservation to be realized, communities must be highly involved on its implementation and the resources generated. Through EACBTE, knowledge generation and key strategies will be drafted to boost conservation of the unique heritage around East Africa by showing practical benefits of conservation towards community growth and development.

This will be achieved through capacity building programs which will take place before and after the event, linking communities within conservation areas. Discussions on conservation and climate change will take special place during the workshops. This must go in line with the United Nations Sustainable Development Goal 13 and Goal 15.

Targeted groups:

Public officers, CBT representatives, Conservation area managers and workers, international organizations related to conservation, NGOs and Academia.

EACBTE TOPICS: Tourism impacts in communities

Though tourism can be a source of great benefits for communities, it can also lead to unintended serious negative environmental, social and cultural ones. Therefore, analysing the possible impacts, the means to address them so they lead to positive outcomes and developing the skills to ensure this are key success factors for any CBT initiative.

Through capacity building workshops, presentations of real applied cases and the promotion of collaboration relationships between attendees, the EACBTE expects to significantly contribute for the advancing on the tourism impacts management.

Targeted groups:

Public officers, CBT representatives, NGOs and Academia



EACBTE EVENT OUTLINE

	Day 1	Day 2	Day 3	Day 4	Day 5
AM	Inauguration Presentations Workshop	Presentations Workshop Forum	Business Meetings	Fam trips	EXPO
PM	Presentations Workshop Forum	Presentations Workshop Forum	Business Meetings	Fam trips	EXPO
Eve	Cultural Activities	Cultural Activities	Cultural Activities	Cultural Activities	

Participation Fees:

US\$ 5	CBT representatives, Students.
US\$ 30	Public officers, Academia, NGOs, Travel Agencies, Tour operators

NOTE:

Accommodation, food & beverages and international transportation will not be funded by the event. Scholarship applications and in-kind payments will be available for CBT representatives only.



ACTIVITIES

- a. **Presentations:** Short introductory presentations will be held on each of the topics of EACBTE. Participation of applied experiences of CBT representatives will be prioritized.
- b. **Workshops:** Through participatory methodologies, participants will be divided in groups of 10-15, to discuss and collaboratively propose ideas, solutions and reflexions regarding the topics and presentations.
- c. **Forums:** For presenting the results of the workshops, so that common reflexions and learning can be generated across the attendees.
- d. **Business meetings:** Rounds of meetings of 15minutes duration will be organized and held between CBT representatives and Tour Operators, Travel agencies and media representatives from strategic markets.
- e. **Fam Trips:** Several Fam trips will be arranged for the selected hosted buyers before, during and after the encounter. They will get a chance to experience the great cultural potential of various community initiatives.
- f. **Cultural Activities:** Taking place in the evenings, attendees will enjoy and display all the cultural traditions that East-African CBT can offer to delight its visitors.
- g. **Culminating EXPO:** As a grand finale, the EACBTE will offer the attendees and local residents a great display of tourism services, handcrafts, music and culture in an unforgettable EXPO.



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