



# CSBAG BUDGET NEWS BRIEF



526<sup>th</sup> EDITION | 14<sup>th</sup> – 19<sup>th</sup> Jan 2019

Advocating for a People Centered Budget that Dignifies Humanity



## Tourism Board meets Parliament, makes case for increased resources

### OUR WORK IN PICTURES



CSO representative Diana Tibesigwa reads the Education position paper before the Parliamentary committee on Education last week. Looking on are other CSO representatives. | CSBAG2019



CSBAG Liaison Officer, Jeff Wadulo (right) responds to questions from the Tourism, Trade and Industry committee after SEATINI ED, Jane Nalunga read the CSO Trade position paper last week.



Ronald Kaggwa of National Planning Authority speaks during the Adaptation finance accountability initiative meeting in Kampala last week. | @CSBAG2019

-----  
"We're targeting \$2.7bn [tourism revenue] by 2020. The government is in advanced stages of reviving the national carrier..."  
-----



Uganda Tourism Board CEO, Stephen Asiimwe (left) addresses the Parliamentary committee on Tourism, Trade and Industry at Parliament last week. Looking on is an officials from the tourism board. | @CSBAG2019

Officials from the Uganda Tourism Board have challenged government to allocate more money to the institution if it is to generate more revenue for the country. The officials led by the executive director Stephen Assimwe made the call last week while meeting with Parliament's committee on Tourism, Trade and Industry. Asiimwe said that if given attention, tourism can generate way more than it currently generates. "As you know, tourism is currently Uganda's leading foreign exchange earner, you need to talk to the Public Service Ministry and the Ministry of Finance to give us more money," Asiimwe told the Members of Parliament (MPs). The Tourism Board officials were before Parliament were before Parliament to among others present their FY 2018/19 Half Year Performance and their planned priorities for the next financial year, in view of the FY2019/20 National Budget Framework Paper.

of budget implementation due to staff re-organisation; delayed commencement of critical procurements especially for Market Destination Representative Firms and the rebranding of the Pearl of Africa among others. Reacting to the UTB presentation, the Chairperson of Parliament's committee on Tourism, Trade and Industry, Hon. Kasule Sebunya wondered why UTB has a very small staff size of less than 25 staff yet the institution seems to be growing.

By close of FY2017/18, Uganda is reported to have earned over US\$1.4bn which is 10% of the country's Gross Domestic Product. Last year, UTB announced strategies to grow Uganda's tourism revenue from US\$1.4bn to US\$2.7bn (Shs9.8 trillion) by 2020. "We're targeting \$2.7bn [tourism revenue] by 2020. The government is in advanced stages of reviving the national carrier which will help grow the industry," Asiimwe said last year.

### Unfunded priorities

Highlighted among the unfunded priorities for the tourism sector is the development of Meetings Incentives, Conferences and Events (MICE) as a lucrative tourism product that involves aggressive marketing in source markets to increase market share. This unfunded priority is estimated at Shs3billion. Another key unfunded priority is Branding of the Pearl of Africa in all source markets, which is estimated at Shs2billion and it is also expected to involve aggressive marketing in source markets to increase market share. The total number of unfunded priorities in the tourism sector is equivalent to Shs8billion. The UTB FY2018/19 Budget execution challenges as of 31<sup>st</sup> December 2018 included delayed commencement

### Develop enthusiasm

In his response, UTB's Asiimwe said his institution had written to the Ministry of Public Service about the need to boost the staff numbers and they are awaiting a response from them. Later Hon. Sebunya urged UTB management to ensure that they work closely with incoming Uganda Airlines management in order to development strategic engagements that can spur the country's tourism prospects. "You need to develop enthusiasm towards the upcoming Uganda Airlines and utilize it as a marketing tool," he said.

### Cash cow

"Tourism is a cash cow and we need to invest more in order for us to yield more revenues," Asiimwe added. UTB is mandated by the Tourism Act (2008) to among others enforce and monitor standards in the tourism sector; formulate in consultation with the private sector and relevant entities, a marketing strategy for tourism in Uganda. It is also mandated to encourage investment in the tourism setor.