

VOLCANOES



S A F A R I S

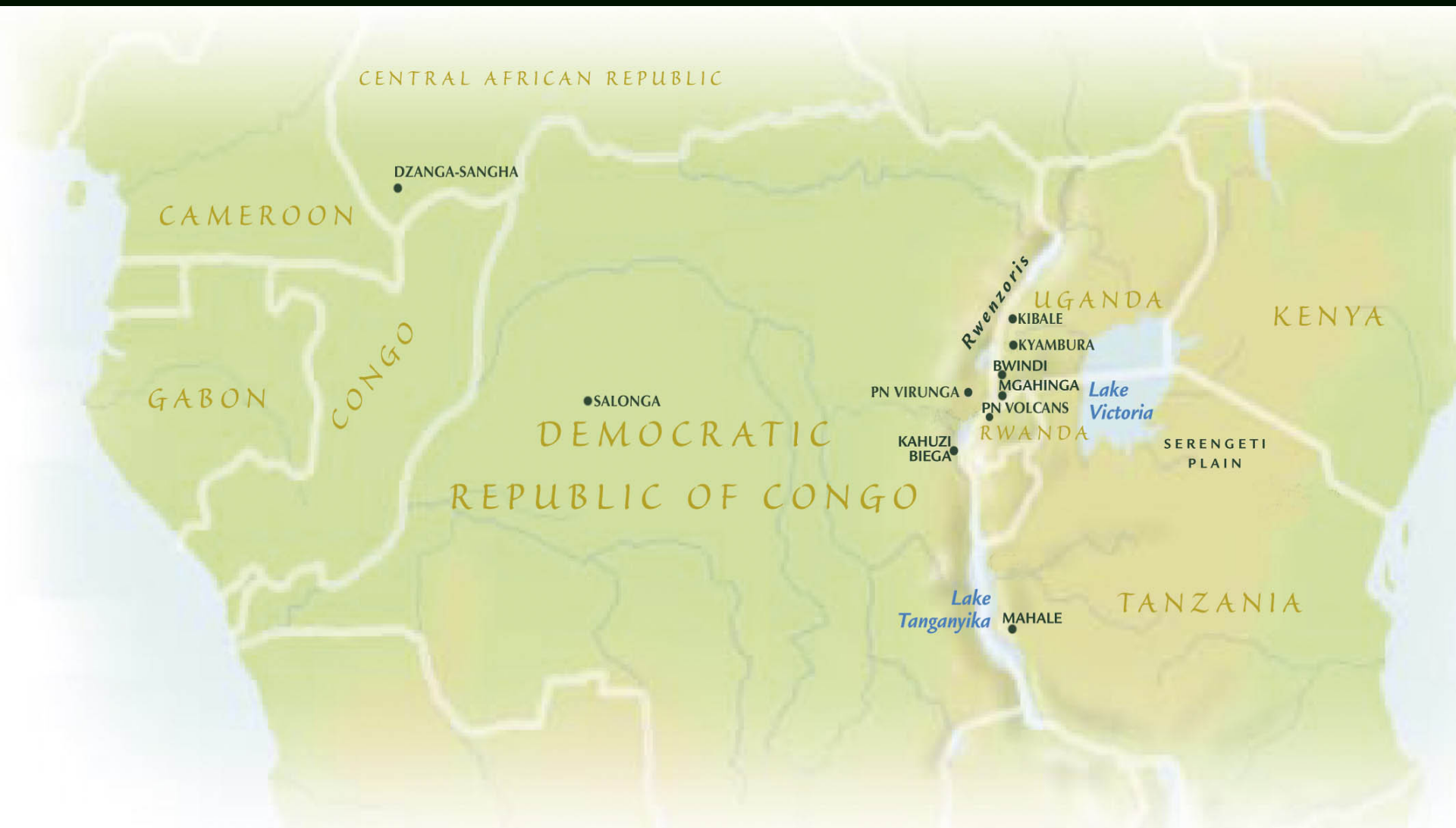
Uganda & Rwanda

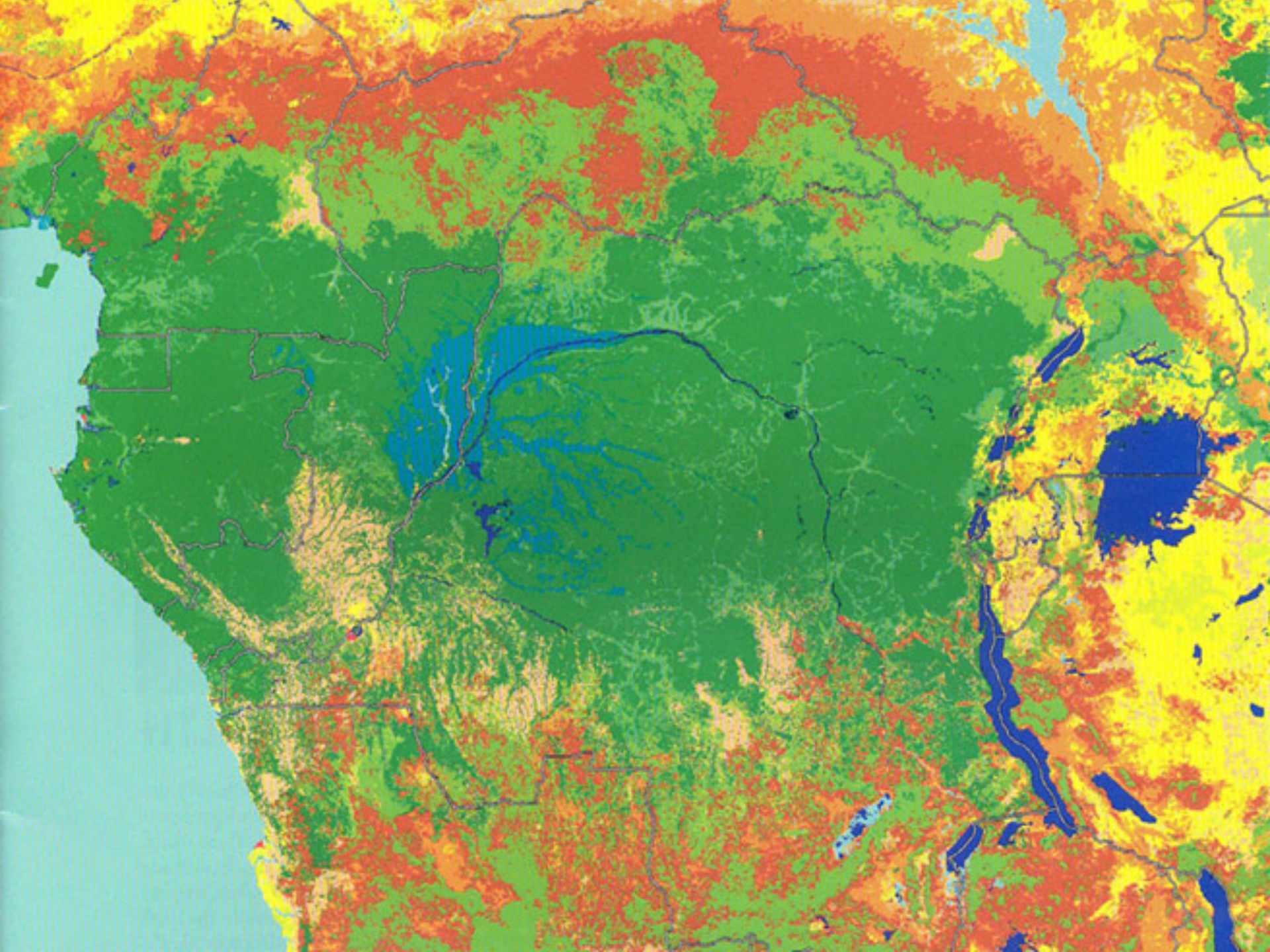
Kyambura Gorge - Bwindi - Mount Gahinga - Virunga

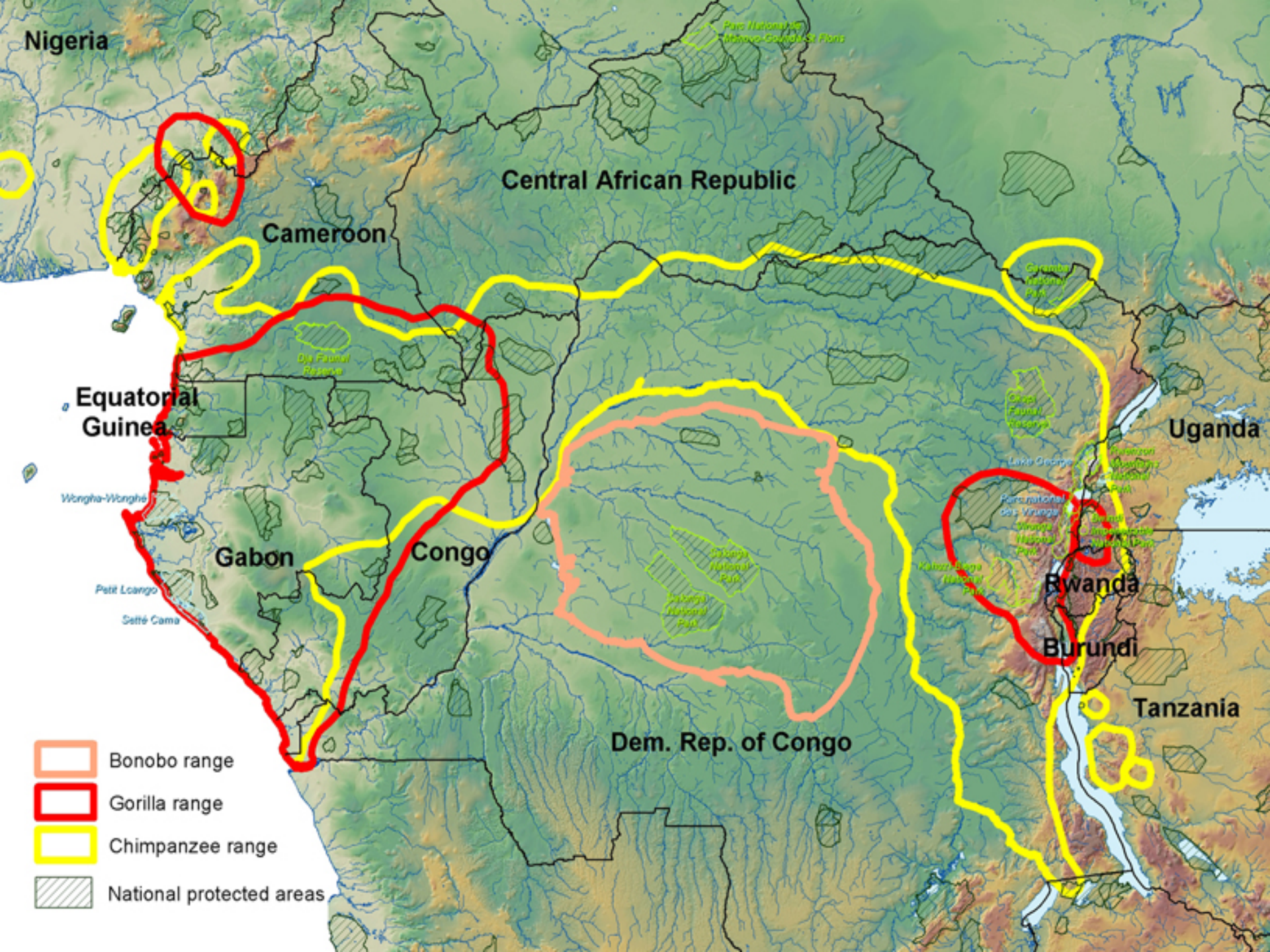
The challenge of creating successful
ecotourism in Central Africa:

A perspective from
the private sector

Praveen Moman
Volcanoes Safaris







The Volcanoes Story

Creating great ape eco-tourism in
the Albertine Rift in post-conflict
Uganda and Rwanda

Propositions

- Sustainable Economic Development created by the private sector, not aid, not conservation
- Private sector is key to service delivery
- Capacity and a hospitality culture is key
- New financial models required for Post conflict and high risk countries











Volcanoes definition of world class tourism products

Unique experience / activity that can compete with adventure / safari / ecotourism products in the global marketplace in terms of quality, hospitality, accommodation, guiding, logistics, accessibility, security and price

Requirements in country

Functioning supply chain

Welcoming attitude to visitors

International marketing and PR

Functioning Logistics

Appropriate Accommodation

Adequate infrastructure /
services / security

Quality products in national parks

Building Tourism Capacity

Capacity and skills and a Hospitality culture are the key for tourism - in government, parks, conservation organizations, hotels and tour companies

More crucial than infrastructure

















Congo Basin: potential world class products

- Mountain Gorilla - Parc des Virungas, DRC
- Eastern Lowland Gorilla - Kahuzi Biega, DRC
- Western lowland gorilla -Gabon, ROC, CAR, Cameroon
- Bonobo - DRC
- Chimpanzees - diverse forests
- Bais /Habituated & Wild Gorillas
- Forest elephants
- Culture: Ba-aka

















Congo Basin challenges

- Negative Reputation / Travel Advisories
- Security concerns
- Negative reputation for local & international investment in tourism
- Difficult access / high costs / low skill base / little infrastructure and tourism services

New approaches

- Create Public-Private Partnerships
- Welcoming attitude by governments
- Invest in tourism infrastructure & services, accommodation / hospitality / guiding
- Concentrate on world class sites
- Create regional circuits

Public Private Partnership
Managed by Private Co

International Management
Service Delivery
Commercially Driven

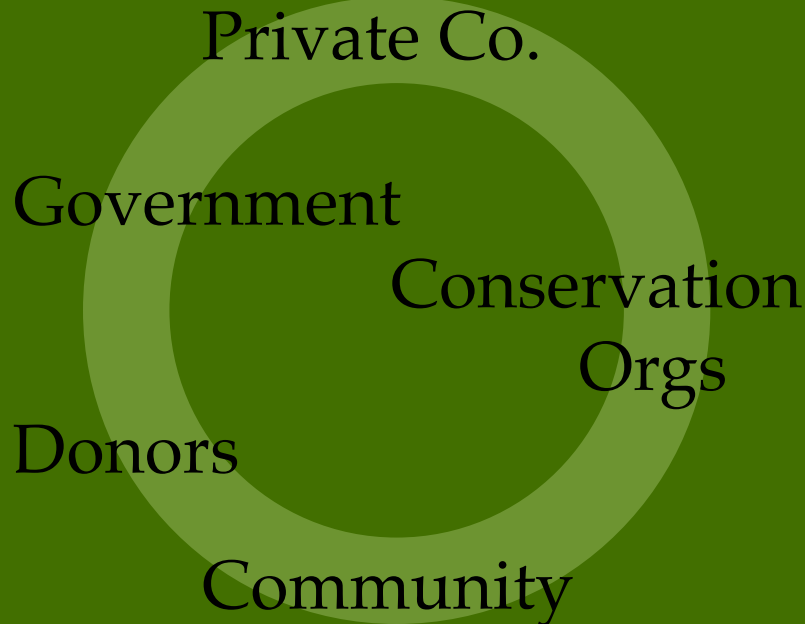
Activities

Non Profit

- Conservation
- Park Management
- Park Infrastructure
- Community Projects

Profit Making

- Ecolodges
- Tourism



Conclusion

Partnerships linking development & eco-tourism

- Separate profitable from non-profitable
- Long term PPP linking business, conservation non-profits, communities, governments, donors
- Without new model: difficult to overcome infrastructure, service development and high risk

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