

AGRITOURISM AS A TOOL FOR RURAL DEVELOPMENT AND WOMEN'S EMPOWERMENT



INTRODUCTION

1. WHO YOU ARE;

- I am Maria Baryamujura from Uganda, East Africa.
- I am the founder and CEO of COBATI Uganda, an award-winning NGO promoting tourism for sustainable rural development and women empowerment across Uganda.

WHAT I DO

- I have over 30 years experience in sustainable tourism development and women empowerment across East Africa
- I identified a gap between mainstream tourism, local people and abundant untapped community based resources.
- I mobilize, mentor and skill rural women / mindset shift and behavior change
- Adding value to indigenous knowledge and traditional activities
- Exposure of local products and services to the tourism market place
- Using community tourism a social engine for income generation, women empowerment and rural transformation.

WOMEN EMPOWERMENT

- Rural hospitality
- Handcraft production
- Conservation of the environment
- Preservation of cultural heritage
- Small scale village enterprises

RURAL HOSPITALITY



HANDCRAFT PRODUCTION



Improved handcraft



Value addition on handcraft



CONSERVATION OF THE ENVIRONMENT



CULTURAL HERITAGE



MOBILISATION OF WOMEN GROUPS



COBATI LIFE SKILLS TRAINING CENTRE

