ADVERT

UTB
UGANDA TOURISM BOARD

UGANDA TOURISM BOARD INTENSIFIES CLASSIFICATION AND GRADING OF ACCOMMODATION FACILITIES IN THE COUNTRY

The Tourism Act (2008) mandates Uganda Tourism Board (UTB) to regulate the tourism industry in Uganda through, registration, inspection, monitoring and licensing tourism enterprises (accommodation facilities, tour firms, travel agencies) and tour guides as well as classifying and grading accommodation facilities and stand-alone restaurants.

Hotel ratings are often used to classify hotels according to their quality. The development of the concept of hotel rating and its associated definitions display strong parallels. From the initial purpose of informing travellers on basic facilities that can be expected, the objectives of hotel rating has expanded into a focus on the hotel experience as a whole. Food services, entertainment, view, room variations such as size and additional amenities, spas and fitness centers, ease of access and location may be considered in establishing a standard.

Hotel classification is very important for the tourism sector as it offers a trusted reference on the standard and quality of hotel services and facilities, thereby facilitating consumers in the choice of their accommodation. It also provides a framework for accommodation providers to market and position themselves appropriately and to leverage the investments they have made in the quality of their product-service offer. It is at the same time a useful marketing platforms for destinations (like Uganda) to promote the quality of their offer in the quest to bring the nation's quality of tourism to an internationally competitive level.

More critically, classification is used as a quality-measurement tool that provides the hotel industry with a coherent framework that makes it possible to evaluate in a consistent manner a sector that is characterized by the extreme diversity of accommodation units.

The role of classification cannot be over emphasized. In Uganda there are several cases known where hotels have blatantly awarded themselves 5 or 4 stars, leaving guests to wonder who came up with such misleading advertising. These questions come up when guests encounter deficiencies in service and comfort levels that do not match the trusted stars displayed. Star rating should reflect the reality of an establishment and not ambition or self-aggrandizement.

In East Africa, the guidelines for grading and classification were completed in 2006 by a panel of experts drawn up by the EAC Secretariat to develop a suitable catalogue of criteria befitting all five member states. The EAC Standards Criteria for Classification of Accommodation and Restaurant Establishments is one of the tools needed to implement the requirements of Articles 115 and 116 of the EAC Treaty for the establishment of the regional body, which outlines principles for co-operation in Tourism and Wildlife Management.

First published in 2006, the criteria includes schedules for the star rating classification of lodges, motels, tented camps, town hotels, vacation hotels, villas, cottages, serviced apartments and restaurants. It also covers material, non-tangible and tangible characteristics of accommodation facilities like supplies in bathrooms, location, measurement of rooms, comfort, style, ambience, luxury and elegance; and communication skills of staff and their grooming.

The classification exercise was first undertaken in Uganda in July 2014 and to date we now have 61 star rated hotels.

In June 2017, the Uganda Tourism Board rolled out the classification and grading of all accommodation facilities in the national parks of Queen Elizabeth, Kibale, Semliki and Murchison Falls. The exercise was conducted by East African Community certified assessors using the EAC Classification of Hotels and Restaurants Criteria. A total of 27 lodges (accommodation facilities found in parks) have been assessed since June and those attaining a star rating will be recognised at celebrations to mark the World Tourism Day on 27th September.

To-date 61 hotels in the country are star rated as out lined below:

STAR RATED HOTELS IN UGANDA TODATE

S/N	HOTEL NAME	LOCATION	STAR RATING
FIVE STAR			
1.	Sheraton Kampala Hotel	Kampala	Five Star
2.	Kampala Serena Hotel	Kampala	Five Star
3.	Munyonyo Commonwealth Resort	Kampala	Five Star
4.	Mbale Resort Hotel	Mbale	Five star
5.	Lake Victoria Serena Golf Resort & Spa	Entebbe, Wakiso	Five star
FOUR STAR			
1.	Speke Resort Munyonyo	Kampala	Four Star
2.	Royal Suites	Kampala	Four Star
3.	Hotel Africana and Convention Centre	Kampala	Four Star
4.	Protea Hotel Kampala	Kampala	Four Star
5.	Imperial Royale Hotel	Kampala	Four Star
6.	Golf Course Hotel	Kampala	Four star
7.	Igongo Cultural Centre and Country Hotel	Mbarara	Four star
8.	Imperial Golf View Hotel	Entebbe	Four star
9.	Imperial Resort Beach Hotel	Entebbe	Four star
10.	Jinja Nile Resort Hotel	Jinja	Four star
11.	Lake View Resort Hotel	Mbarara	Four star
12.	LAICO Lake Victoria Hotel	Entebbe	Four star
13.	Protea Hotel Entebbe	Entebbe	Four star
THREE STAR			
1.	Ivy's Hotel	Kampala	Three Star
2.	Mackinnon Suites	Kampala	Three Star
3.	Kabira Country Club	Kampala	Three Star
4.	Grand Imperial Hotel	Kampala	Three Star
5.	Silver Springs Hotel	Kampala	Three Star
6.	Sports View Hotel	Kira - Wakiso	Three Star
7.	Fairway Hotel	Kampala	Three Star
8.	Fang Fang Hotel	Kampala	Three Star
9.	Agip Motel	Mbarara	Three star
10.	Bomah Hotel	Gulu	Three star
11.	Colline Hotel	Mukono	Three star
12.	Imperial Botanical Beach Hotel	Entebbe	Three star
13.	Mountains of the Moon Hotel	Fort Portal	Three star
14.	Nanjig Hotel	Kampala	Three star
15.	The White Castle Hotel	Arua	Three star
16.	Wash and Wills Hotel	Mbale	Three star
17.	White Horse Inn	Kabale	Three star
TWO STAR			
1.	Speke Hotel	Kampala	Two Star
2.	Metropole Hotel	Kampala	Two Star
3.	Hotel Triangle	Kampala	Two Star
4.	Hotel Ruch	Kampala	Two Star
5.	Eureka Place	Kampala	Two Star
6.	Arch Apartments	Kampala	Two Star
7.	Sky Hotel International	Kampala	Two Star
8.	Sir Jose Hotel	Kampala	Two Star
9.	Shangri La Hotel	Kampala	Two Star
10.			
11.	Airport View Hotel	Entebbe	Two star
12.	Arcadia Lodges Bunyonyi	Kabale	Two star
13.	Imperial Botanical Beach Hotel	Entebbe	Two star
14.	Bunyonyi Overland Resort	Kabale	Two star
15.	Central Inn	Entebbe	Two star
16.	Gulu Churchill courts Hotel	Gulu	Two star
17.	Golden Courts Hotel	Arua	Two star
18.	Green Hills Hotel	Kabale	Two star
19.	Hotel Kash, Bananuka Drive	Mbarara	Two star
20.	Hotel Kash, Masaka Road	Mbarara	Two star
21.	Kalya Courts Hotel	Mbarara	Two star
22.	Hotel Paradise on the Nile	Jinja	Two star
23.	Mt. Elgon Hotel & Spa	Mbale	Two star
24.	Nabisere Hotel	Masaka	Two star
25.	New Classic Hotel	Mbarara	Two star
26.	Ridar Hotel	Mukono	Two star
27.	Sandton Hotel	Kasese	Two star

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