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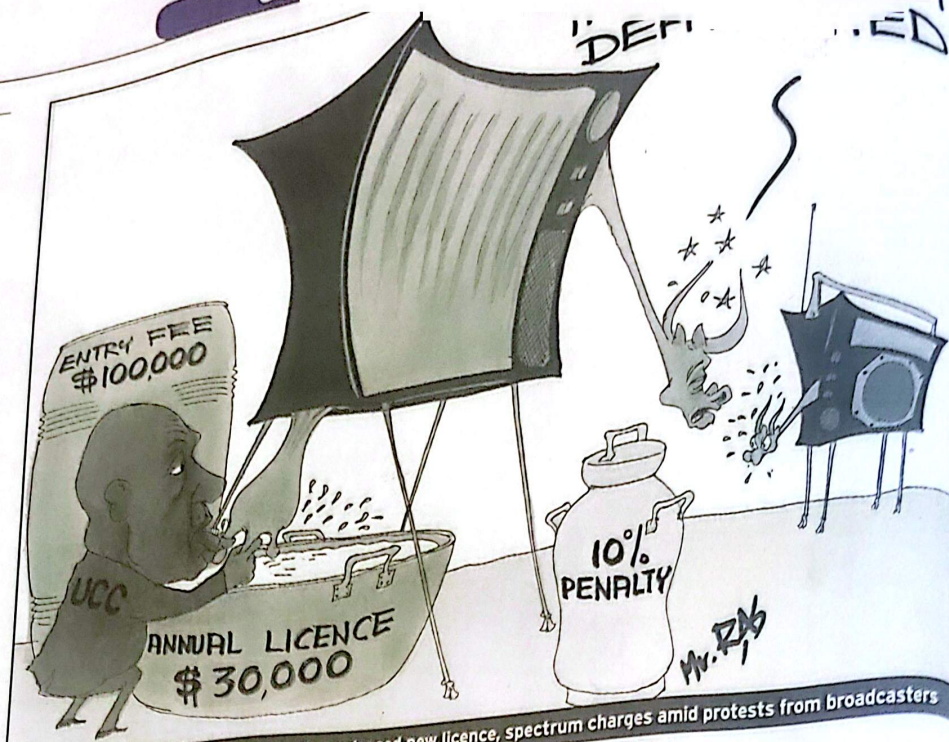
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Uganda Communications Commission has released new licence, spectrum charges amid protests from broadcasters

Simon Kaheru, Journalist

Great communication leads to great tourism

I always make elaborate preparations when going on scheduled trips, to a level of detail that makes me an unpleasant impending travelling companion. The internet has made life, in this regard, much easier for people like me. This reliable technology, however, failed to alert me to one very simple and yet crucial aspect of a recent visit I made to South Africa's Cape Town.

When I realised why, I couldn't blame it at all - all fault lay with its users; the creators of the content that goes onto the web. Arriving deep into the night, I went through the various layers of security and immigration, gathered my suitcase from the carousel and even went through the Customs checkpoint before I made a major realisation.

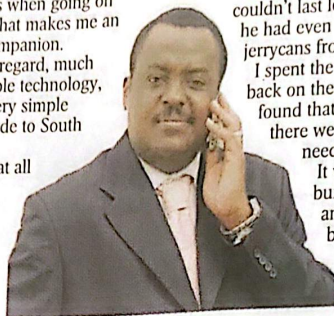
As I walked down my final corridor out of the airport a mural advert running the full length of the wall caught my attention. "Use Water Sparingly" it said, using many other words, explaining that there was a water crisis in Cape Town and we all needed to share out the little clean water available.

It appeared to me that this information was carefully hidden from me and only presented when it became absolutely relevant - and also that I was not to know any of it before completing my journey into South Africa to a point where I would just have to complete my reason for visiting.

I was a bit taken aback at the thought of a water crisis in 2017 but then remembered all those years of Eskom South Africa and there being so many power cuts there.

Still, I spent 10 minutes chatting with my regular taxi driver and realised that even he was in on this conspiracy of silence - yet he is from the DRC (all taxi drivers there are from DRC) and should have been kinder to me. When I raised issue with him, he was surprised that I already knew.

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My driver tried his best to defend a dry wicket, but he couldn't last long enough. By the time I got to my abode he had even told me about how they fetch water in jerrycans from some point in the suburbs.

I spent the week conserving water and did not cut back on the number of baths I needed to take, but found that everywhere I went within the country, there were notices on water conservation and the need to share it out.

It was written down the sides of large buildings, posted on the walls above hotel and restaurant wash basins, up on billboards both paid for and apparently offered up free of charge, and some organisations even seemed to have taken up the cause as part of their corporate social responsibility.

In fact, in some places, the water delivery devices had been adjusted so they only gave you dribbles of water rather than the jets that normally shoot out with that South African Germanic efficiency.

The point, I realised, was for everyone in Cape Town to think about conserving water at all times. But nobody outside of Cape Town was targeted by this communication.

Leaving the city for the water-abundant comfort of my own home, I made a note to check once again whether there was any mention of the water 'crisis'.

By the time I got to Entebbe, I had to put my hands up - I had forgotten to check at the airport and on the plane flying out because, like most people, the Cape Town experience overshadowed the lack of water outside of the main places you get to visit.

Both observations stood out and filled me with wist - demonstrating that the level of focus is one of the reasons South Africa stands out when we talk about tourism - making communication relevant and well-targeted so it achieves the desired objective.

The writer is the lead analyst at Media Analyst
Twitter: @skaheru