This module is developed by...

Ukarimu is an initiative that develops open-source training material for the tourism & hospitality industry.

www.ukarimuacademy.org

Adventure Tourism Uganda is a consortium of tourism companies that aims to further professionalise Uganda's adventure tourism sector.

Adventure Tourism Uganda receives support of the Netherlands Enterprise Agency.

www.adventuretourismug.com

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What is the purpose of this training module?

This training module serves as guidance to train people in Uganda in offering adventure tourism activities.

It exists of two parts:
- An introduction into what adventure tourism entails.
- A suggested training outline for training others on the topic.

This module can be used as a stand alone training, or as part of a larger training programme that entails other Adventure Tourism training modules.

Module overview

1. **Introduction to Adventure Tourism in Uganda**
2. Professionalism & Preparations
3. Safety
4. Guiding in Adventure Tourism
5. Hiking
6. Cycling Tourism
7. Running Tourism
8. Route Development
9. Cultural Tourism
10. Sustainable Tourism

ADVENTURE
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Module 1
Introduction to Adventure Tourism in Uganda

Content

What is adventure tourism?

Adventure tourism can be defined in various ways, for example:

"A type of tourism involving travel to remote or exotic locations in order to take part in physically challenging outdoor activities." - *Oxford dictionary*

"Adventure travel is a type of niche tourism, involving exploration or travel with a certain degree of risk, and which may require special skills and physical exertion." - *Wikipedia*

"Adventure tourism is a tourism trip that includes at least two of the following three elements - physical activity, natural environment, and cultural immersion. It often involves risk and some skill from the tourist." - *CBI*

What is adventure tourism?

Adventure Tourism Uganda uses the following definition:

"Adventure tourism is the type of tourism that satisfies the tourist's need for adventure by exposing them to a physical and mental challenge and that respects the natural and social environment in which it is taking place."

- *Adventure Tourism Uganda*

What is adventure tourism?

In addition, most often in adventure tourism:

- The journey is more important than being at the destination.
- The sense of being out of one's own environment brings a sense of excitement.

Adventure tourism subdivided…

Event-based tourism activities	Vs.	Tourism activities that can take place at any time
Competitive activities	Vs.	Non-competitive tourism activities
High-adrenaline activities	Vs.	Low-adrenaline activities
Destination-specific activities	Vs.	General activities
Off-the-beaten track activities	Vs.	Mass tourism activities
Specialist, highly skilled activities	Vs.	Entry level activities
Muscle-powered activities	Vs.	Fuel-driven activities

Why Adventure Tourism?

- Adventure Tourism is among the fastest growing tourism niches worldwide. - *Allied Market Research 2023*

- Large trickle-down effect to local communities.

- Often the first to recover after crisis situations, such as the COVID-19 pandemic.

- Can often be combined with other kinds of tourism, such as classic safari-based tourism activities in Uganda.

Adventure Tourism Trends

Six trending consumer motivations for adventure travel:

1. New experiences
2. Go off the beaten track
3. To travel like a local
4. Cultural encounters
5. Wellness/betterness goals
6. Last chance travel

- *ATTA (2022)*

Adventure Tourism in Uganda

Uganda's adventure tourism potential is **huge**, due to its natural and cultural diversity. Further developing Uganda's adventure tourism activities helps to diversify Uganda's **tourism revenue** and will create **employment opportunities** throughout the country.

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Examples of adventure tourism activities in Uganda

- Rafting on the Nile River near Jinja;
- Hiking (in the Rwenzoris, Virungas, Mt Elgon & Karamoja, etc.)
- Cultural activities (throughout the country)
- Cycling (in the crater lakes region, on the Uganda Cycling Trail and the Tour of Karamoja, Lake Mburo NP, etc.)
- Ziplining in Mabira Forest
- Abseiling in Sipi
- Running activities (in Kampala, Kapchorwa, Lake Nabugabo, etc.)
- Motorcycle tours and rally's (throughout the country)
- Gorilla and Chimpanzee tracking (Bwindi, Mt. Mgahinga, Kibale, Budongo, QENP)

See this Adventure Tourism Uganda video for an impression

SWOT Analysis of Uganda as an Adventure Tourism Destination

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Strengths	**Weaknesses**
● Natural & cultural diversity. ● Welcoming, English speaking population ● Relatively short travel distances. ● Relatively modest weather fluctuations make it possible to do tourism activities throughout the year.	● Little awareness of adventure tourism potential by tourism professionals in country. ● Uganda is not known as an established travel destination worldwide. ● Weak online presence of UG adventure tourism initiatives.
Opportunities	**Threats**
● Growing number of tourism companies active in adventure tourism. ● Emerging tourism destinations in Eastern and Northern Uganda. ● Growing number of domestic tourists.	● Competition from neighbouring countries (such as Rwanda & Kenya). ● Climate change and landscape degradation.

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MAGAZINE N.01

Magazine

Adventure Tourism Uganda has developed a magazine full of exciting stories that showcase Uganda's adventure tourism potential.

The magazine targets adventure tourists that are unfamiliar with Uganda.

Read it online at www.adventuretourismug.com/magazine

Adventure Tourism Resources

CBI has a number of freely accessible market information scans about accessing the European consumer market. Check out:

https://www.cbi.eu/market-information/tourism/adventure-tourism

Adventure Travel Trade Association (ATTA) has a useful database of tools, including market research and training courses. Check out:

https://www.adventuretravel.biz/

Module 1
Introduction to Adventure Tourism in Uganda

Training Outline

Preparations

Training participants
This training is accessible to anyone with an interest in adventure tourism. Commitment to the training should be among the recruitment criteria. As this training is written in English, basic literacy and understanding of English are important (although it can also be translated into other languages).

Trainers
The trainers are preferably experts in tourism with some experience with active learning methodologies. Ideally, the trainer is supported by a sidekick who helps in coordinating the training.

Training venue
This training can be hosted at a range of training venues. It is helpful however, to do so near a place where actual adventure tourism activities can take place, as this will allow for these activities to be part of the training. To support active learning, choose a spacious venue where people can move around and work in small groups. Ideally your venue also has some outdoor space to host energizers and/or exercises.

Training materials
- Flipcharts, sticky notes, writing equipment
- Projector (especially when showing videos)
- Guidebooks, maps and other useful resources.
- Equipment for tours (bicycles, etc.)

Please note: this training module includes an exposure visit that needs to be arranged timely - see dedicated page.

1-Day Training Outline

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Time	Activity
8:30-9:00	*Arrival of participants & preparation of venue*
9:00-9:45	Introduction game, expectation setting, etc.
9:45-11:00	What adventure tourism entails (discussion)
11:00-11:15	*Tea break*
11:15-12:00	Mapping tourism in Uganda
12:00-13:00	Exploring adventure tourism activities in Uganda Pt. 1
13:00-13:45	*Lunch*
13:45-15:00	Exploring adventure tourism activities in Uganda Pt. 2
15:00-17:45	Exposure visit
17:45-18:00	Closure

Introduction Game (30 min.)

Steps
1) Let the participants team up in pairs.
2) Give them 2x4 minutes to interview each other.
3) Let them find out each other's names and experience with going on an adventure. Invite all participants to share the answer to this question: "What is the greatest adventure you have ever been on?"
4) Afterwards let participants introduce each other to the rest of the group by summarizing what their partner has shared.

Learning goals
Participants will be more familiar with each other.

Additional materials
It is best to do this activity in a big open space. Take the group outside if possible.

09:00-09:30

Expectation setting (15 min.)

Steps
1) Place the participants in an open circle, in front of a flipchart. Provide everyone with 3 sticky notes.
2) Let them reflect for 3 minutes on what they aim to learn during the training and what they can teach others.
3) Let them write down their learning goals on the sticky notes and invite them to place the sticky notes on the flipchart. (1 note = 1 learning goal)
4) Go through their answers and explain whether each expectation is realistic and reflect on what they can offer each other.
5) Emphasise that they should also take their own responsibility in ensuring that they actually learn what they have mentioned. Also emphasize that peer-to-peer learning can be very effective.

Learning goals
Participants are clear on what they aim to learn and take ownership of their learning goals.

Participants realise what they can offer to others and are willing to help each other.

Additional materials
- Sticky notes

Tip: when sharing the learning goals, start with one goal of a participant, read it out loud and ask other participants if they have the same or a similar goal. Harvest and cluster similar answers so you create an overview of different learning themes emerging from the group.

09:30-9:45

Discussion on adventure tourism (75 min.)

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Steps

1) Make sure to familiarize yourself with the information at the beginning of this document on what adventure tourism is.

2) Use videos, pictures or case studies as a teaser to illustrate what adventure tourism is.

3) Split your participants into small groups of 4-5 people. Ask them to create a mindmap on what they know about adventure tourism.

4) Presentation of maps. If something is mentioned and appears on another map give it a tick (participants need to listen attentively and you avoid duplication in presentations).

5) Lead discussion: How does adventure tourism differ from other types of tourism?

6) Let participants discuss in pairs: what attracts tourists to adventure tourism? First in pairs, think of two key things, then match with another pair and exchange, then harvest ideas from the small groups. General rule: if something has been shared already, do not repeat it.

Learning goals

Participants will understand what adventure tourism entails and how it differs from other kinds of tourism.

Additional materials

- Pictures, case studies or videos (such as the Adventure Tourism Uganda video.)

9:45-11:00

Mapping Tourism in Uganda (45 min.)

Steps
1) Prepare outlines of the map of Uganda on flipcharts (do this well ahead of the activity).
2) Divide the participants into smaller groups.
3) Provide a flipchart with an outline of Uganda to each group.
4) Ask them to locate the major cities, national parks, lakes, mountains, etc.
5) Ask them to identify where they believe is the best place to do certain tourism activities, such as climbing a mountain, or spotting gorillas.
6) Go through their answers and explore which group did best.
7) Elaborate on why certain tourism activities are done at specific locations.

Learning goals
Participants will have more knowledge on tourism activities in Uganda.

Additional materials
- Maps of Uganda to help create a "correct" version.

Adventure tourism activities in Uganda Pt.1 (60 min.)

Steps

1) Prepare cards that mention adventure tourism activities at specific tourism activities in Uganda such as "rafting on the Nile river" or "climbing Mt Moroto".
2) Make sure you have read into these activities yourself as well.
3) Divide the participants into small groups. Let each group randomly pick a card.
4) Let them make a drawing on the flipcharts of the different stages of this activity (transport, briefing, activity, check-out, etc.)
5) Let them write down on the flipchart whatever they know about this activity.
6) Allow them to use whatever resources available, such as guidebooks, internet or other people's knowledge to find out more. If necessary, help the participants in exploring these resources.

7) Let participants cover the following questions:
   a) What does the activity consist of?
   b) Who are the target audience(s) of the activity?
   c) Which type of businesses and organizations earn revenue from the activity?
   d) Would they like doing the activity themselves? Why?

Learning goals

Participants will have more knowledge about adventure tourism in Uganda and will learn how to find out more.

Additional materials

- Cards with tourism activities listed on them
- Guidebooks (Such as Bradt), internet websites (such as tripadvisor, social media, Diary of a Muzungu, etc.)

Check out the next page for part 2 of this activity.

12:00-13:00

Adventure tourism activities in Uganda Pt.2 (60 min.)

Steps

1) Ask the groups to present the flipchart created during part 1 to each other in a 5 minutes presentation. Ask them to ensure that all group members play a role in the presentation.

2) After the presentation invite people to ask questions or to give additional information in order to maximize the knowledge that is shared.

3) For each presentation, assign 2 participants to give constructive feedback. What have they learned? Was the group able to answer the questions and give an overview of the tourism activity?

Learning goals

Participants will have more knowledge about adventure tourism in Uganda and will have gained experience in presenting them to each other.

Additional materials

- Cards with tourism activities listed on them
- Guidebooks (Such as Bradt), internet websites (social media such as tripadvisor, blogs like Diary of a Muzungu, etc.)

Exposure Visit (165 min.)

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Preparation

An exposure visit is a great way for the participants to understand what adventure tourism activities may look like. Arrange an exposure visit wherein various activities are combined: such as a cycling activity combined with a culinary farm tour or a hike up a mountain followed by a cultural group performance.

Steps for assignment

1) To ensure participants will learn to critically reflect on such an activity, each participant will go on the exposure visit with 2 individual questions in mind: one being factual ("how is the briefing done" or "what is the business model behind the activity" and one being a question on the participant's opinion ("do you believe the activity offers value for money?" or "what do you like about the setting?")

2) Develop the list of questions prior to the training, or do so together with the participants before heading out. Assign the questions randomly.

3) During the last half an hour, go through the answers of the participants and write down lessons on a flipchart.

Learning goals

Participants will get a feel for how adventure tourism activities can look like. They will also learn to critically reflect on such activities.

15:00-17:45

Closure (15 min.)

Steps
1) Hand out three sticky notes in different colours to each participant.
2) Let them write down on one sticky note with a specific colour what they appreciated about the day.
3) Let them write down one thing they learned today on another sticky note.
4) Let them write down one thing that could be improved in the training at the last sticky note.
5) Ask them to place the sticky notes on a flipchart, grouped per colour.
6) Invite everyone to walk up to the flipcharts and read the sticky notes.
7) Harvest a few answers in the plenary, 1-3 for each flipchart.

Learning goals
The participants learn to reflect on the training and their own learning process.

Additional materials
- None

17:45-18:00