

ADVENTURE TOURISM UGANDA

Webinar 3: Cultural Tourism, Sustainable Tourism and the Role of the Guide

November 17, 2023



Please be aware that the session will be recorded and shared online. Please mute your microphone during the meeting.



Netherlands Enterprise Agency



Welcome to the third Adventure Tourism Uganda webinar!

In this webinar, we will:

- Discuss tips & tricks on developing great cultural tourism activities
- Explore how your tourism activity can be made more socially sustainable
- Take a closer look at the role of the guide in adventure and cultural tourism
- Suggest a way how you can train others in these topics

A few practicalities...

As we expect a lot of participants, we kindly ask you **to keep your microphones muted.**

This will be a semi-interactive session. You will often be asked to give your opinion or ask questions in the chat. Some people will then be asked to switch on their microphone to elaborate.

Please note that this webinar will be recorded and shared online, so that people can watch it back later.

Your hosts

ADVENTURE
TOURISM
UGANDA



**Alexander
'Lex' Bongers**



Priscilla Apio



Moreen Mungu

EyeOpenerWorks & Adventure Tourism Uganda

Guest Speakers

ADVENTURE
TOURISM
UGANDA



**Theo Modo
Vos**

Founder Kara-Tunga



**Adrine
Nankunda**

Female Tour Guides &
Adventure Tourism guides
trainings with Matoke Tours

What is Adventure Tourism Uganda?

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

They jointly invest in product development, capacity-building and marketing.

The consortium is supported for 50% by the Netherlands Enterprise Agency.

The program runs from 2020 to 2023.

**RUN
KAP
CHO
RWA**

**ADVENTURE
TOURISM
UGANDA**

red dirt



**EXPLORE
UGANDA**
THE PEARL OF AFRICA



www.AdventureTourismUG.com

Nice to meet you all!

**Who are you &
where are you based?**

Please introduce yourself in the chat.

Introducing Kara-Tunga

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What do you like about
your work with
Kara-Tunga?



Theo Vos



Introducing Adrine Nankunda

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What do you like about training guides?

Cultural tourism

Cultural tourism may focus on cultural heritage sites such as musea or monuments, but we won't cover such activities.

In this webinar we will discuss community-based activities that focus on intangible culture (stories, music, traditions, food, etc.).

Uganda has a lot of potential for such activities!

Cultural tourism

According to UNWTO (2018) roughly 40% of the tourists worldwide can be considered cultural tourists, but **only 10% of that group has culture as its primary interest.**

Most often cultural activities are integrated into itineraries dominated by other activities.

Introducing Kara-Tunga

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How do you ensure the cultural activities feel authentic?



Theo Vos



**Authenticity is a key element in
cultural tourism.**

But what do we mean by it?

Please use the chat to submit your answer. We will ask a few of you to elaborate.

Authenticity

Authenticity is not really about whether something is pure... Societies and cultures change all the time and that has always been the case. Most tourists know this.

Instead tourists want to have the feeling that the activity could also have happened without them being present.

10 tips on community based, cultural tourism activities

1. **Show how ordinary life is like.** Tourists want to know authenticity: they want to experience how local life is if they weren't around.
2. **Make sure all site guides are properly trained.** A good site guide can really make a difference... and a bad one can do so too.
3. **Make sure to package your activity well.** Make sure it is exciting, clear and has a reasonable price
4. **Put effort into market linkages.** Reach out to tour operators and be visible online.
5. **Cultural tourism activities combine well with other activities.** Think of a cycling tour or a game drive.

10 tips on community based, cultural tourism activities

6. **Make the community as a whole benefits from visitors, otherwise it will cause trouble.** You need to make clear agreements with the community on how they benefit.
7. **Be respectful towards the cultural views of your visitors.** In return, you may expect them to be respectful towards yours as well.
8. **Consider domestic tourists as well.** Especially with event-based activities you may attract a lot of Ugandan tourists.
9. **Make sure to do the activity at a place that works well on camera.** Go outside and make sure the place looks neat.
10. **Souvenirs can create extra revenue.** Make sure they are of a good quality, are original and come with a story!



**KARA
TUNGA**
ARTS & TOURS

KARAMOJA REGION
SUSTAINABLE TOURISM
DEVELOPMENT

Sustainable tourism

- NOT a market segment or a specific niche! It is to be understood as transversal to any form of tourism, including 'mass tourism'
- It is an aspirational term and the living outcome of successful tourism management
- It is everybody's business, whether government, destination, tourism business or tourist.

Source: CBI presentation, October 2023

Introducing Kara-Tunga

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How do you ensure
Kara-Tunga's activities
really benefit the local
communities?



Theo Vos





- Support the local economy
- Ask permission before taking photos
- Do not give money to people begging
- Turn off the light when you leave
- Greet people, say thank you and keep smiling
- Dress respectfully
- Keep plastic and recycle it
- Safe water as much as possible
- Bring your reusable water bottle
- Do not walk off the path

Introducing the Karamoja Tourist Manifesto

Read more on Kara-Tunga's [website](#).



“Dress respectfully”

Introducing Adrine Nankunda

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You have led the female tour guides training at Matoke Tours. How can we ensure that more women can follow their passion as guides?



What is the difference between a site guide and a tour guide?

Please use the chat to submit your answer. We will ask a few of you to elaborate.

Site guides

have specialist knowledge of a specific site and are based near that site

Tour guides

have generalist knowledge and travel with the tourist from place to place

Introducing Adrine Nankunda

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What are your main takeaways from your adventure guides training?



Introducing Adrine Nankunda

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How do you compare the role of the guide in adventure tourism and safari guiding?



**What are the different skills and traits for
“classic” safari guides
Vs. cultural side guides
Vs. adventure guides?**

Please use the chat to submit your answer.

“Classic” Safari Driver Guides

Reasonable importance

- Physical fitness
- Explaining cultural things
- Language skills
- Handling human-human conflicts

High importance

- Spotting and identifying wildlife and other natural things
- Storytelling about nature
- Handling Human-Wildlife conflicts
- Driving
- Car mechanics
- Road handling
- First aid
- Survival / bushcraft skills

- Communication
- Reliability
- Customer Service
- Interpersonal skills
- Curiosity

Adventure Guides

Reasonable importance	High importance
<ul style="list-style-type: none">● Spotting and identifying wildlife and other natural things● Language skills● First aid● Human-human conflict management● Human-wildlife conflict management	<ul style="list-style-type: none">● Expert knowledge on specific activity● Physical fitness● First aid● Survival/bushcraft skills ● Communication● Reliability● Customer Service● Interpersonal skills● Curiosity

Cultural Site Guides

Reasonable importance	High importance
<ul style="list-style-type: none">● Spotting and identifying wildlife and other natural things● Physical fitness● First aid	<ul style="list-style-type: none">● Interpreting and explaining human behaviour, traditions, cultural items, stories, etc.● Language skills● Human-human conflict management● Storytelling ● Communication● Reliability● Customer Service● Interpersonal skills● Curiosity

Guiding in adventure and cultural tourism

The Adventure Travel Guide Standard (2021) is developed by ATTA and is freely downloadable at [their website](#).

Other interesting reads:

1. [UNWTO report on cultural tourism](#)
2. [CBI Market Study on Cultural Tourism](#)
3. [CBI Market Study on Community-based tourism](#)



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

Check out freely accessible training materials on:

Hospitality

Product Development

Digital Marketing

www.ukarimuacademy.org

What are the Adventure Tourism Training Modules?



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The Adventure Tourism Training Modules serve as guidance to train people in offering adventure tourism activities.

They consist of two parts:

- an introduction and content on a specific adventure tourism training topic
- suggestions on how to train others on the topic

It is developed by the Adventure Tourism Uganda consortium in collaboration with Ukarimu.

What are the Adventure Tourism Training Modules?



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They consist of 10 modules and will be made publicly available in the coming months on www.adventuretourismug.com and www.ukarimuacademy.org.

The modules can be used by anyone to train others in adventure tourism. Through a methodology based on active learning, participants will receive a proper introduction into the topics of the webinars.

Here is a teaser of how suggested training outlines look like for the topics of this webinar.

1-Day Training Outline: Sustainable Tourism

Time	Activity
8:30-9:00	<i>Arrival of participants & preparation of venue</i>
9:00-10:00	Quiz
10:00-11:00	Q&A with sustainability expert
11:00-11:15	<i>Tea break</i>
11:15-12:00	Closer look at sustainability standards
12:00-13:00	Analysing case studies
13:00-13:45	<i>Lunch</i>
13:45-15:00	Sustainability plan
15:00-17:45	Presentations
17:45-18:00	Check out

1-Day Training Outline: Cultural Tourism

Time	Activity
8:30-9:00	<i>Arrival of participants & preparation of venue</i>
9:00-10:00	Exploring cultural tourism
10:00-11:00	Case studies
11:00-11:15	<i>Tea break</i>
11:15-13:00	Cultural Tourism Activity
13:00-13:45	<i>Lunch</i>
13:45-15:00	Product Development exercise
15:00-17:45	Presentations
17:45-18:00	Check out

1-Day Training Outline: Guiding in Adventure Tourism

Time	Activity
8:30-9:00	<i>Arrival of participants & preparation of venue</i>
9:00-10:00	Brainstorm: guiding in adventure tourism and cultural tourism
10:00-11:00	Q&A with experienced adventure tourism guide
11:00-11:15	<i>Tea break</i>
11:15-12:00	Briefings
12:00-13:00	Do's and don'ts
13:00-13:45	<i>Lunch</i>
13:45-15:00	Storytelling preparations
15:00-17:45	Storytelling activity
17:45-18:00	Check out

**Thank you
for your
participation!**

Next webinars:

December 1, 10-12 hrs EAT:

Cycling & running tourism

December 14, 10-12 hrs EAT:

Product development & building the sector

The recording, presentation and training modules will be shared via www.adventuretourismug.com.