



UKARIMU

ADVENTURE TOURISM UGANDA

Module 10:
Sustainable Tourism



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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KAP
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RWA**

**ADVENTURE
TOURISM
UGANDA**

red dirt



**EXPLORE
UGANDA**
THE PEARL OF AFRICA



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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 to sustainable tourism in relation to adventure tourism
- suggestions on how to train 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. 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**

Module 10

Sustainable Tourism

Content

The impact of tourism

Tourism can have negative and positive impacts on the wellbeing of the natural and social environment.

It all comes down to **how** it is being done.

That is why tourism needs to be sustainable: it needs to take actions to minimize its negative impact and to maximize its positive impact.

CBI provides a [guide](#) on how to do so.

Defining sustainable tourism

According to the World Tourism Organization,
sustainable tourism is

**“Tourism that takes full account of its
current and future economic, social and
environmental impacts, addressing the
needs of visitors, the industry and host
communities”**

Various kinds of sustainability

When talking of sustainability in tourism, you can think of

Environmental sustainability - does it help to preserve the natural environment?

Social sustainability - does it help to promote the wellbeing of people?

Business sustainability - do the business practices help to make the business survive?

Rather than seeing these 3 domains as separate, it makes sense to consider them as strongly connected, as a lack of sustainability in one of these domains will also limit the sustainability in the other domains.

What is sustainable tourism?

- Sustainability is **not** a market segment or a specific niche! It is to be understood as part of 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

Other terminology

There are various other concepts that are closely related to sustainable tourism, such as:

Ecotourism: tourism directed towards exotic, often threatened, natural environments, intended to support conservation efforts and observe wildlife - Oxford Dictionary

Responsible Tourism: tourism that is about making better places for people to live in and better places for people to visit. - Capetown Declaration 2002

Regenerative Tourism: Regenerative approaches that are systems based and align cultural and natural patterns are viewed as a way forward and are aimed at creating positive outcomes, not just doing less damage - Hoxie, et al, 2012:66

Please note: There is significant overlap and no hard boundary between these concepts and sustainable tourism and what is meant with there concept exactly may differ from time to time.

Do-no-harm principles

One way of communicating about sustainability, is by telling tourists (and staff members) to follow the do-no-harm principles. Kara-Tunga has listed the following principles on their website:

- 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
- Save water as much as possible
- Bring your reusable water bottle
- Do not walk off the path

Sustainability Codes of Best Practices



The [Sustainability Codes of Best Practice](#) were developed in 2022 by the Adventure Travel Trade Association (ATTA) and Travelife. These can be accessed after creating a free ATTA account.

The documents provide useful tips for any adventure tourism company. They focus on the following topics:

- Transport Services
- Food & Beverage (F&B) Services
- Shopping & Souvenirs
- Tour Guides
- Heritage Sites
- Visiting Communities
- Visiting Traditional/ Rural Communities
- Community-Based Tourism (CBT)
- Vulnerable Groups in Communities
- Volunteer Tourism
- Visiting Farms
- Walking, Hiking & Trekking
- Rock Climbing & Abseiling
- Speleology (Caving)
- Mountain Biking
- Zipline / Canopy Tours
- Camping (wild)
- Hunting
- Fishing
- All-terrain Vehicles (ATVs) / Similar
- Nature / Open Vehicle Drives
- Wildlife Viewing (Safari) on Drives
- Walks
- Non-Motorised Boating
- Surfing & Stand-up Paddle Boarding
- Personal Watercraft
- Motorised Boating
- Boat-based Marine Wildlife Viewing
- Shark Cage Diving
- Diving & Snorkelling
- Backcountry Snow Sports
- Snowmobiling
- Captive Animals
- Horse Riding & Pony Trekking
- Working Animals
- Aircraft Activities
- Spa | Massage

Module 10

Sustainable Tourism

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. A guest lecturer with expertise in sustainable tourism needs to be arranged as well.

Training venue

This training can be hosted at a range of training venues. 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)

1-Day Training Outline

Time	Activity
8:30-9:00	<i>Arrival of participants & preparation of venue</i>
9:00-9:45	Introduction game, expectations setting, etc.
9:45-10:45	Sustainability Quiz
10:45-11:00	<i>Tea break</i>
11:00-12:00	Q&A with sustainability expert
12:00-13:30	Sustainability codes
13:30-14:15	<i>Lunch</i>
14:15-15:30	Sustainability plan
15:30-17:45	Presentations
17:45-18:00	Check out

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 are the 3 most important things in life they want to sustain for the future so that other generations can enjoy it as well?"**
- 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.

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.

Sustainability Quiz (60 min.)

Steps

- 1) In the following quiz, you will make use of the 14 statements on the next few pages. Make sure to prepare well by reading through the quiz and to search for additional knowledge (via internet) if you believe that is necessary.
- 2) Participants need to decide for themselves whether they believe a statement is true or not, by walking to one side of the room or the other.
- 3) Pick one side of the room where the participants need to move to in case they believe the answer is true, and let them move to the other side of the room if they believe the answer is false. Explain that there will be no winners or losers in this quiz.

- 4) After every statement, let people from both sides explain why they picked their position. After that, explain the correct answer.

Learning goals

Participants learn more about sustainability practices in tourism & hospitality.

Additional materials

- The quiz on the next pages.

Tip: encourage the participants to really listen carefully to the exact statement. Especially words like “always”, “never”, or “often” are the types of words to look for.

Sustainability Quiz

Statement 1	Tourism is always bad for the environment.
Answer	False
Explanation	Tourism can help to protect the environment by making protection of the natural environment financially profitable. This is particularly the case around nature parks which can often be protected through the profit made in tourism.

Statement 2	The world would be a better place if hotels, restaurants and other tourism companies mainly use ingredients that are locally produced and processed.
Answer	True
Explanation	Food that is locally produced travels less before it reaches the consumer. As a result, a lot of energy is saved, such as fuel for trucks or electricity to keep the food chilled. In addition, it allows local communities to benefit from tourism as well.

Sustainability Quiz

Statement 3	Solar powered electricity is very expensive compared to other forms of electricity.
Answer	False
Explanation	While solar panels used to be very expensive, the costs are decreasing quickly. Especially in remote, sunny regions, solar panels can be a good investment in the long term, as it is cheaper than using generators.

Statement 4	Eating meat is a sign of wealth, so every tourist wants to eat meat.
Answer	False
Explanation	Many tourists refuse to eat meat, such as beef, pork, chicken or fish. This may be because of religious reasons, but they may also do it because they want to protect the environment. Meat production requires a lot of land and water, as the animals have to eat a lot before they are slaughtered. In many countries, forests are cut to produce soy, which is then used to produce animal feed.

Sustainability Quiz

Statement 5	To produce a kilo of beef requires 20 times as much land and 10 times as much water compared to producing a kilo of beans.
Answer	True
Explanation	Producing beef is a very ineffective way to produce proteins. Beef may be tasty but it requires a lot of land and water. In order to save the environment it would therefore be a good thing if tourists would not eat meat every single day, but replace it once in a while with a plant-based meal. Hotels and restaurants can help by putting tempting vegetarian options on the menu.
Statement 6	What a tourism company does with their garbage doesn't matter to the tourist because it is not his/ her concern.
Answer	False
Explanation	Many tourists are aware of the harmful practices that are common in the tourism industry. That is why many tourists choose hotels and restaurants that are taking sustainability measures. Many of them don't like to see garbage being burned and plastic bags being provided on every occasion, even if that is common in the country they visit.

Sustainability Quiz

Statement 7	In all luxurious hotel towels are replaced every single day.
Answer	False
Explanation	In many eco-friendly hotels and lodges guests can decide whether they want their towels and bedsheets being replaced. When they leave them on the floor, they can be replaced, but if they hang them they are left by the housekeepers: it is up to them. In that way, hotels can reduce the amount of soap and water being used. As the guests can decide themselves what they prefer, it is a very effective way to make a hotel more sustainable.
Statement 8	It is possible to heat water by composting organic waste.
Answer	True
Explanation	As composting organic waste results in warmth, it is a very innovative way to heat water. As the waste does not get in contact with the water directly, it is very clean as well. The compost can later be used as fertilizer.

Sustainability Quiz

Statement 9	It takes 450 years before a plastic bottle decomposes.
Answer	True
Explanation	Although it might be hard to believe, this is actually true. So unless anyone will pick it up, a plastic bottle will stay there for 450 years when you throw it away in nature. As in most African countries there are little ways to recycle plastics so it is best just to limit your use of plastic bottles. Buy a big bottle rather than several smaller ones and refill them from tanks. Burning plastic is not an option as it is very harmful to the environment and to your health as the gasses that are released can cause cancer.
Statement 10	Air conditioning is the only effective way to cool down hotels, that is why every luxurious hotel has them.
Answer	False
Explanation	Air conditioners use a lot of electricity, which can be costly. Most of the time there are ways to prevent the need for air conditioning, especially by building in such a way that cool air comes in. Another option is a fan. Even though it also uses electricity, it consumes less than an AC.

Sustainability Quiz

Statement 11	Garbage is just garbage: there is no use for it, so it is best just to burn it.
Answer	False
Explanation	Garbage can be used for various things! Plastics, metals, paper and glass can be recycled, whereas organic waste can be turned into fertiliser or energy, using a biogas installation. Burning all of it is just... a waste. The smoke it creates is very unhealthy and bad for the environment.
Statement 12	Insects are bad and that is why you should use a lot of insecticide when cleaning rooms or offices.
Answer	False
Explanation	While mosquitoes or tsetse flies are annoying and may cause diseases, other insects are extremely important for both humans and the environment. Bees for example play an important role in the environment and are used to produce honey and pollinate other plants. Insecticide kills all insects and should therefore be used as little as possible. Some detergents are more eco-friendly, but it is better just to use a mosquito net and fit windows with mesh.

Sustainability Quiz

Statement 13	Forests have no other function than hosting wildlife. So clearing forests is a sign of modernity.
Answer	False
Explanation	Forests are the lungs of the world as they play an important role in the production of oxygen that all of us breathe. However, forests are cut down at an alarming rate, particularly in the tropics. They are cut down to make way for agriculture, timber collection or to provide a place for people to live. Tourism can play a role in protecting those forests.

Statement 14	Buying food on the local market is not effective as tourists want food that comes from supermarkets.
Answer	False
Explanation	Buying food from the local market is less expensive, helps to benefit the local communities and is better for the environment. That is why it is good to buy most ingredients locally. Of course, some ingredients will always have to be imported from far away, but then they are preferably canned or vacuum sealed so that they can be stored for a long time.

Q&A with Sustainable Tourism Expert (45 min.)

Steps

- 1) Make sure to have arranged a guest speaker with expertise on sustainable tourism.
- 2) Prior to the Q&A, ask the group to help develop a list of questions that they would like to ask the expert. In doing so, they can ensure that the topic stays close to what they want to learn.
- 3) If the participants find it difficult, you can suggest your own questions or make use of some of the questions on the next page.
- 4) Let the participants do the Q&A with the expert for about 35 minutes. When necessary, make sure to help facilitate the session and steering it in the right direction. Ask the expert to give examples that help to illustrate his/her points.

Learning goals

The participants learn more about sustainable tourism/

Additional materials

- The guiding questions on the next page.

Tip: if you are unable to arrange a sustainability expert, an alternative could be to watch the film “David Attenborough: A Life on Our Planet” (2020) and to discuss it’s message. This film can be streamed via Netflix and take 83 minutes, which means that the entire activity would roughly take 100 minutes.

Guiding questions for sustainable tourism expert

The following questions can be asked to the sustainable tourism expert.

- 1) How did you become interested in sustainable tourism?
- 2) Are sustainable tourism practices costly? What can be done to keep the costs low?
- 3) Can you give tips on how to communicate to tourists about sustainable practices?
- 4) Do all practices at a tourism company need to be 100% sustainable?
- 5) Can you give examples of inspiring initiatives?
- 6) What are your views on the future of sustainable tourism? Will it become the norm in the future?
- 7) Can you give examples of inspiring sustainable tourism initiatives?
- 8) If flying is damaging for the environment, how can Ugandan companies still attract tourists for whom sustainability is important?
- 9) How can we know whether we are on the right track at our company?
- 10) How can we make sure the local community near our company also gets to learn about sustainable practices?

Sustainability codes of best practice (90 min.)

Steps

- 1) In this session you will discuss best practices on sustainability in adventure tourism. The Sustainability Codes of Best Practice are divided into 38 topics such as “community-based tourism”, “mountain biking” or “shopping & souvenirs”. Depending on the background of the participants, select the codes that are relevant.
- 2) Print out the relevant Sustainability Codes of Best Practices and divide them among groups of 3-4 participants.
- 3) Let each group develop a presentation of 3 minutes where they summarize five points listed on their code and how they would apply it at their company (either real or fictional).

Learning goals

The participants learn to

Additional materials

- The [Sustainability Codes of Best Practice](#) that were developed in 2022 by the Adventure Travel Trade Association (ATTA) and Travelife. These can be accessed by creating an ATTA account.

Developing a sustainability plan (75 min.)

Steps

- 1) It is now time for participants to develop a sustainability plan for their own company. It consists of a selection of 3 sustainability policies that they will aim to get implemented in their own company.
- 2) Divide the participants in small groups (of about 4 people), based on the (type of) company they work for.
- 3) Give each group a flipchart and the guiding template on the next page.
- 4) Let them develop a plan and write it out on the flipchart.
- 5) Indicate that each group will get to present their plan through a 6-minute presentation.
- 6) Encourage the participants to apply everything they have learned during the day.
- 7) After 60 minutes, they will need to exchange plans with another group. The other group will then analyze the plan, write down 2 things they liked about each policy and come up with 2 tips on how that policy can be improved. They will share this after the presentation (see next activity).

Learning goals

The participants will learn to set up sustainability plans for their own company.

Additional materials

- The sustainability plan guidance template on the next page.
- The Sustainability Codes for Best Practice that was used during the previous activity.

Sustainability Plan Guidance Template + Example 1

Description of goal <i>What measurable goal do you want to achieve?</i>	Description of actions / process <i>What activities need to happen to achieve the goal?</i>	Timeline <i>Before which date does each activity needs to be implemented?</i>	Roles & Responsibilities <i>Who will be responsible for what?</i>	Resources <i>What resources are needed to achieve the goal?</i>	Means of verification <i>How will you know whether the goal was reached?</i>	Outcome <i>What will the result be of achieving this goal?</i>
<p>We offer 3 proper vegan dishes on our menu that can substitute meat dishes. These dishes are considered “tasty” or “very tasty” by at least 90% of consumers.</p>	<ol style="list-style-type: none"> 1) Make a shortlist with possible dishes. 2) Invite a tasting panel and get feedback. 3) Select dishes 4) Improve dishes 5) Update menus 6) Sell to clients 7) Receive feedback 8) Improve dishes 	<ol style="list-style-type: none"> 1) January 10 2) January 17 3) January 18 4) January 31 5) January 31 6) March 10 7) March 10 8) March 12 	<ol style="list-style-type: none"> 1) Chef, owner & manager 2) Owner + manager 3) Owner 4) Chef 5) Manager 6) F&B team 7) Manager 8) Chef 	<p>Recipe Books (online or offline); Money for tasting session; Ingredients for new dishes</p>	<p>Review forms that are distributed after the meals.</p>	<ul style="list-style-type: none"> - Less meat will be consumed at company. - Vegan tourists will value our company higher.

Sustainability Plan Guidance Template + Example 2

Description of goal <i>What measurable goal do you want to achieve?</i>	Description of actions / process <i>What activities need to happen to achieve the goal?</i>	Timeline <i>When does it need to be achieved?</i>	Roles & Responsibilities <i>Who will be responsible for what?</i>	Resources <i>What resources are needed to achieve the goal?</i>	Means of verification <i>How will you know whether the goal was reached?</i>	Outcome <i>What will the result be of achieving this goal?</i>
<p>90% of our clients will observe our guides picking up “significant amounts of litter” during any hike on Mt Moroto.</p>	<ol style="list-style-type: none"> 1) Brainstorm on policy 2) Come up with a workable policy 3) Instruct guides 4) Test out new policy 5) Gather feedback from guides 6) Gather feedback from tourists 7) Update policy 8) Instruct guides 9) Implement policy 10) Gather feedback from tourists 	<ol style="list-style-type: none"> 1) January 10 2) January 17 3) January 24 4) February 17 5) February 17 6) February 17 7) February 27 8) March 7 9) March 31 10) March 31 	<ol style="list-style-type: none"> 1) Manager + 3 selected guides 2) Manager 3) Manager 4) Guides 5) Manager 6) Manager 7) Manager 8) Manager 9) Guides 10) Manager 	<p>Trash collecting equipment (to be decided during brainstorm)</p>	<p>Feedback forms after each trip.</p>	<ul style="list-style-type: none"> - There will be less litter on the trail at Mt Moroto. - Our customers consider Mt Moroto a cleaner place - Our customers value our commitment to sustainability.

Presentations (105 min.)

Steps

- 1) Invite each group to give a 6-minute presentation on the 3 sustainability policies they will aim to get implemented at their company.
- 2) After each presentation, the group with whom they have exchanged sustainability plans will now give feedback on the plan by explaining what they liked about the plan and by introducing the tips on how these policies can be improved.
- 3) Allow for a constructive discussion if time allows.
- 4) Close of the activity by asking a few participants to reflect: what did they learn from this activity? What will they do next to make it happen?

Learning goals

Participants will learn to present their sustainability plans and to receive feedback.

Additional materials

- None

Closure (15 min.)

Steps

- 1) Let the participants split up in pairs.
- 2) Let them interview each other on the following questions:
 - a) What is the most important thing they want to remember from this training?
 - b) How will they reuse what they learned during this training?
 - c) What promises on sustainable behaviour will they make to themselves?
- 3) Invite a few participants to share what their partner has told them.

Learning goals

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

Additional materials

- None