



UKARIMU

ADVENTURE TOURISM UGANDA

Module 6:
Cycling 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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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 cycling 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 6

Cycling Tourism

Content

Uganda's Cycling Tourism Potential

Particular potential for

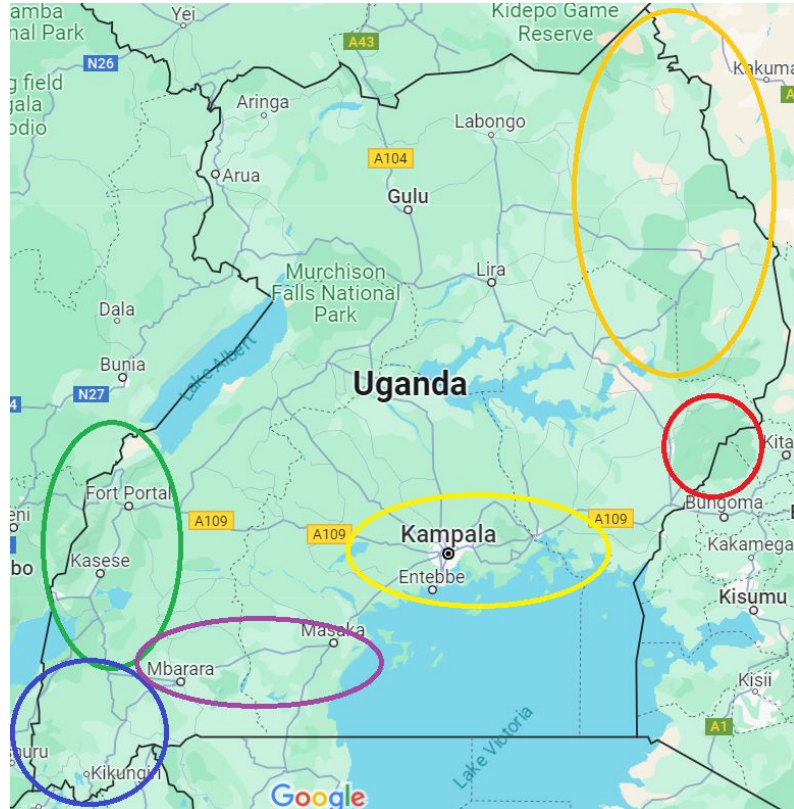
- gravel biking
- mountain biking
- (semi-independent) bikepacking

Little potential for road biking activities for tourists, because of:

- Road conditions
- Traffic

Cycling can be done anywhere in Uganda.

Common cycling destinations



While the whole of Uganda is great for cycling, the following regions are most famous for its cycling activities.

Central Uganda (yellow): as the primary location of the domestic customer base, the Jinja, Kampala & Entebbe region is an excellent region for shorter cycling activities.

Mt Elgon & Mbale (red): this mountainous region offers spectacular mountain biking possibilities.

Karamoja (orange): Karamoja's varied landscapes are great to explore by bicycle. The annual Tour of Karamoja is ideal for doing so.

Ankole & Masaka (purple): the hills of this region make a varied landscape. Lake Mburo is Uganda's most famous bicycle safari destination.

Kigezi (blue): The steep mountains, beautiful lakes and spectacular views make Kigezi a fantastic cycling destination.

Western Uganda (green): Stretching from Queen Elizabeth NP to Semliki NP, this region is very diverse. Especially the crater lakes region offers great cycling activities for short holidays.

A group of cyclists is riding on a long, straight dirt road that stretches into the distance. The road is flanked by lush green savanna vegetation, including various shrubs and acacia trees. The sky is a clear, bright blue with a few wispy clouds. The overall scene is bright and sunny, suggesting a clear day.

Uganda Cycling Trail

1580 km trail

80% unpaved

Linking Kisoro to Kidepo

Open-source routes

Developed by Red Dirt Uganda

www.ugandacyclingtrail.com

How can Uganda become even more attractive for cyclists?

As a growing niche, collaboration between cycling companies, tourism destinations and stakeholders is needed when it comes to developing cycling tourism.

Bottlenecks:

- The availability and costs of spare parts as well as the lack of proper repair shops
- Poor paved road conditions (potholes and busy traffic) and little information on routes
- Accommodation options (limited decent campsites, limited mid-range accommodation outside common safari-routes)

Tips on developing tourism activities in cycling

1. **Maintenance** of bicycles is absolutely key in cycling tours.
2. Develop a proper **waiver** - see previous webinars on how to do so.
3. Consider the **added value** of booking a guided tour: tourists might also go cycling by themselves. However, you can even earn money from semi-independent cyclists.
4. Make sure your guides go through relevant **training** and learn the right skills.
5. As an accommodation provider, **work together** with lodges/hotels in other places to connect routes.
6. Do not underestimate the potential for **village bicycles**, particularly for short village tours. (Little maintenance is needed compared to mountain bikes!).
7. **Promote** your achievements or better: let your clients promote them.

Making money in cycling tourism

There are different ways how tourism businesses can earn money in cycling tourism. These include:

Guided multi-day tours

Tourists generally pay for a full package, including accommodation, a guide who serves as a mechanic as well, other forms of transport, meals, etc. The bicycles may also be provided by the company, but cyclists may want to bring their own bicycle as well.

Short guided tours

Tourists pay for the guide and possibly transport & meals. Bicycles may be rented or brought by the tourist. These activities might often be sold by accommodation providers who hire bicycle experts to carry out the activity.

Multi-day semi-independent tours

Tourists pay for a package that generally includes accommodation, meals, routes and remote support. There will be no guide. Bicycles may be rented out.

Events

Participants pay to participate in an event. They pay for the event management. Simple bicycle maintenance, first aid, transport after reaching the finish, medals or other souvenirs, and a meal are often included as well. On top of that, tourists may pay for accommodation and renting a bicycle.

Renting out bicycles

Tourists may also rent a bicycle for a given amount of time. The company makes sure the bicycle is in good condition and may arrange transport to any location for an additional charge.

Maintenance and selling of gear

A cycling tourism company may also serve as a bicycle shop where people can buy bicycles, gear and have their bicycles repaired.

Customer Segments

There are various customer segments that can be differentiated in Uganda. Please note that there is often overlap between the various groups.

International tourists - leisure cyclists

Many international tourists come to Uganda for safari-based itineraries. They are often interested in 1-day cycling activities as a way to explore a specific location. They typically rent bicycles.

International cycling enthusiasts

There is a growing group of cycling enthusiasts that come to Uganda for multi-day cycling tours. These tours can be guided tours or be done (semi-)independently. They may bring their own bicycle or will need to rent one.

Domestic tourists (Ugandan & expat)

Cycling is becoming more popular among middle class Ugandans and there is a significant amount of expats that are interested in cycling. Domestic tourists therefore make up an interesting customer segment. Many are interested in event-based activities or in cycling activities during short holidays. Many are also interested in maintenance services.

Guiding in cycling tourism

Be aware that:

- Not every great cyclist is a great guide
- Not every guide is a great cyclist

Being a cycling guide is fundamentally different from being a safari guide, because:

- Fitness and skills levels of both guide and tourists play a role
- Groups are often dispersed, which makes storytelling different
- Different dangers (traffic, road conditions, bicycle conditions and irresponsible tourists and other road users)

Guiding in cycling tourism

On top of all the skills that a regular site guide needs to possess, a cycling guide needs to have additional skills:

- Being able to repair a bicycle (both before, during and after a tour)
- Being able to assist weaker or injured cyclists
- Good cycling skills (at least at the level of the tourists)

Mountain Bike Anatomy



1. Frame
2. Fork
3. Rear Shock
4. Brake Rotor
5. Brake Caliper
6. Hub
7. Spoke
8. Rim
9. Tire
10. Brake Lever
11. Shift Lever
12. Grips
13. Handlebars
14. Stem
15. Headset
16. Saddle
17. Seatpost
18. Seatpost Clamp
19. Bottom Bracket
20. Crankset
21. Chainring
22. Chain
23. Pedals
24. Cassette
25. Derailleur(s)



See <https://www.jans.com/anatomy-of-a-mountain-bike> for descriptions on each part.

Tips for guiding mountain bike groups

Make sure all bicycles are ready

Do so with the help of the tips on the next page.

Conduct a proper briefing

See the briefing tips on how to do so.

Make use of a sweeper

A fellow guide or experienced rider needs to be at the back to help out people with mechanical problems, injuries or in need of a rest. Make sure no one drops out unnoticed.

Communicate about sudden obstacles

Slow down timely and communicate about potholes, sharp turns, branches, slippery surfaces and other obstacles. Do so by tapping your hand and by shouting what is happening. Make sure the people next in line communicate the same, to ensure that those at the back of the pack also hear about it.

Keep distance

Make sure not to tailgate others in difficult terrains, by keeping 5 meters (or about 2 seconds) distance.

Communicate about (and with) oncoming traffic

When someone is coming in your direction and you need to adjust course, make sure others are aware of it as well. If necessary, also point out to this person that other cyclists are following as well.

Pick the right speed

Make sure you pick the right speed. Make sure everyone can keep up or split the group into a faster and slower group. Make sure not to get completely exhausted as this will limit your ability to be a good guide.

Bring repair kits and spare parts

Make sure to bring necessary tools and spare parts, such as Allan keys, a pump, spare tubes, spare chains, lube, etc. and know how to use them.

Preparing for a ride

Carry out these checks before every ride.

Tires: Check your tire pressure before every ride and add air if they feel soft.

Brakes: Give the brakes a quick squeeze to make sure they're working properly and they don't feel 'soft'.

Derailleur: Shift through all the gears to make sure they're working properly.

Chain: Inspect the chain for damage and wipe off any excess grease or dirt. Lube it if it looks or sounds dry.

Noises: Make sure your bike isn't making any weird noises like knocking or creaking.

Saddle height: Make sure your saddle is placed at the right height. A simple reference: stand next to the bike and place the saddle in line with the top of your hip bone.

Source:

<https://www.twowheeledwanderer.com/posts/bike-maintenance-projects/>

Mountain bike tour briefings

Opening

If you have not done so already, welcome the visitors in such a way that you make a good first impression and that you have their attention.

Purpose

Explain shortly why you are giving the briefing.

Main Body

Provide information on the activity: How long will the tour be? What can visitors expect? What safety measures should they follow? How should they communicate with each other? What happens if someone needs to stop? This information should be concise, factual, clear and easy to understand.

Conclusion

Summarize what you have just mentioned and ask if there are any questions. Make sure to wish your visitors a great ride.

Cycling Tourism:

Further Reading

See the link on the [Uganda Cycling Trail](#) for more information.

See our [Adventure Tourism Magazine](#) for interesting articles on cycling (and running!)

The [Tour of Karamoja](#) is an annual multi-day cycling event that is attracting a lot of interest.

See CBI's study on the [European market potential for cycling tourism](#) and on [how to enter that market](#).

Module 6

Cycling 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 cycling tourism with some experience with active learning methodologies. Ideally, the trainer is supported by a sidekick who helps in coordinating the training. For the cycling activity it is important to have at least 2 people with sufficient experience in mountain biking present.

Cycling activity

For this activity bicycles, safety equipment and repair tools for all participants are essential. Also, make sure to have a route prepared for the cycling tour.

Training venue

This training can be hosted at a range of training venues. It is helpful however, to do so at a place where cycling workshops (safe cycling and repair activities) can take place, as this will allow for such 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)
- Cycling gear (bicycles, safety equipment and repair tools & spare parts)
- First aid equipment

1-Day Training Outline

Time	Activity
8:30-9:00	<i>Arrival of participants & preparation of venue</i>
9:00-9:45	Introduction game, expectation setting, etc.
9:45-10:15	Introduction into cycling tourism
10:15-11:15	Mountain bike anatomy
11:00-11:15	<i>Tea break</i>
11:15-13:00	Maintenance workshop
13:00-13:45	<i>Lunch</i>
13:45-15:00	Cycling techniques workshop
15:00-17:45	Mountain bike tour
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 is your experience with cycling?"**
- 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.

Introduction into cycling tourism (45 min.)

In this introduction, the facilitator introduces the topic of cycling tourism by introducing John, a fictional character who runs a one-man cycling tourism company. You will introduce various elements of cycling tourism by adding elements to the drawing. Use the content part of this module for input.

Steps

- 1) Draw a figure on a flipchart: this will be John.
- 2) Ask the participants to team up in pairs. Let them discuss the different types of bicycles they can think of. After 2 minutes, ask a few pairs to explain what they discussed.
- 3) Use these answers to explain the differences between mountain bikes, race bikes, gravel bikes and village bicycles. Conclude by drawing a bicycle for John.
- 4) Repeat this process by letting them discuss the potential for Uganda as a cycling destination and which type of activities can take place in what kind of regions. Draw a mountainous landscape around John.
- 5) Let them discuss different types of cyclists they can think of. Explain different customer segments. Draw John's clients.
- 6) Let them discuss different types of cycling tourism activities (short tours, cycling events, multiday-cycling tours, etc.). Draw a watch.
- 7) Let them discuss how cycling tourism companies can make their money. Explain different ways of making money. Draw a wallet.
- 8) Let them discuss the role of guides in cycling tourism. Draw a text bubble, in which John welcomes his guests
- 9) Let them discuss the importance of safety & maintenance in cycling tourism. Draw a helmet.
- 10) Close off by looking at the finished drawing and by concluding that there are many different aspects to cycling tourism.

Learning goals

Participants will get an introduction into cycling tourism.

Mountain bike anatomy (60 min.)

Steps

- 1) In this demonstration, the participants will learn about the various parts of a mountain bike.
- 2) Divide the participants into 3 groups and provide each of them with a bicycle.
- 3) Give them masking tape and markers. Let them name every part they know of the bicycle and write it down on the masking tape. Stick them as labels to the part.
- 4) Hand out the next page on mountain bike anatomy and let them add extra labels to their bike with the help of the page and common sense.
- 5) Afterwards, place all the bicycles in a circle, position yourself and the group inside of it and go through the correct answers by using the bicycles. Ask volunteers to elaborate on what they believe is the function of each part.

- 5) You can use this link for proper descriptions:
<https://www.jans.com/anatomy-of-a-mountain-bike>

Learning goals

Participants learn the different parts of a mountain bike and what they are used for.

Additional materials

- 3 mountain bikes
- Printed copies of the next page
- Masking tape and markers

Mountain bike anatomy



- Frame
- Tire
- Spoke
- Seatpost Clamp
- Bottom Bracket
- Crankset
- Handlebars
- Chain
- Hub
- Rear Shock
- Derailleur(s)
- Brake Lever
- Shift Lever
- Pedals
- Seatpost
- Stem
- Brake Caliper
- Grips
- Cassette
- Fork
- Headset
- Brake Rotor
- Saddle
- Rim
- Chainring



Maintenance workshop (105 min.)

In this workshop the participants will do a pre-ride maintenance check and will learn to carry out a few simple reparations.

Steps

- 1) Divide the participants into groups of 2-3. Provide each group with a mountain bike.
- 2) Demonstrate how you carry out each of the elements listed on the “Preparing for a Ride” checklist at the content part of this module.
- 3) Invite a few volunteers to do the check in front of the rest and provide feedback. Afterwards, let the other participants carry out the checklist as well.
- 4) Next, ask two volunteers to come forward and let them change a tyre, by following your instructions. Afterwards, let all the other groups do it as well. Let the groups do it as well. Walk around to give feedback where necessary.
- 5) Finally, do the same with adjusting gears.

Learning goals

The participants will learn how to do prepare a mountain bike for a ride and will learn how to carry out some simple maintenance activities.

Additional materials

- Mountain bikes. It is only helpful if some of them have a flat tyre or have gears that do not function properly.
- Spare tires, tool boxes, lube, pumps, etc.

Tip: In case participants would like to have access to instructional videos that they can use after the training, you can mention that there are plenty of instructional videos on YouTube that can be of great help. For example, have a look at the Global Mountain Bike Network's [video on changing a tire](#) or their [video on adjusting gears](#).

Cycling technique workshop (105 min.)

Steps

- 1) Prepare an obstacle course that is tailored to the cycling ability and experience of the participants. Obstacles could include a series of cones to zigzag through, sharp corners and/or steep climbs.
- 2) Introduce the need for wearing a helmet and how to wear it.
- 3) Show the participants how to ride the course and explain the technique behind it, especially on the use of gears and brakes, pedaling speed and body position.
- 4) Give constructive feedback to participants on how they can improve their technique.
- 5) Continue with a discussion on how to guide cycling groups safely with the help of the tips in the content part of this module.
- 6) Let the participants practice the communication tips on the obstacle course.

Learning goals

The participants will learn how to mountain bike safely.

Additional materials

- Mountain bikes
- Helmets
- Maintenance tools and spare parts
- Traffic cones or any other materials that you can zigzag through.

Tip:

The relevancy of this activity is based on the cycling ability and experience of the participants. In case there is a lot of variety within the group, you can also divide the participants into groups based on their ability and experience and adjust the content per group.

Mountain bike tour (165 min.)

Steps

- 1) Plan a route ahead of the training and adjust it to cycling ability and experience in the group, weather conditions, etc. Plan a tour of about 2 hours (roughly 20 to 30 km, depending on circumstances). Make sure there are at least 2 people with sufficient mountain bike, repair and first aid skills supporting in the tour.
- 2) Let all participants prepare their own bike, but carry out a check on all mountain bikes.
- 3) Invite a volunteer to do a briefing and ensure he/she has all the necessary input.
- 4) Invite different volunteers to rotate for the role of guide in front. Make sure a co-facilitator or expert acts as sweeper.
- 5) When everyone is ready, go on the cycling tour.
- 6) Give feedback if necessary, particularly on safety.

Learning goals

The participants will practice their mountain biking and guiding skills.

Additional materials

- Mountain bikes
- Maintenance tools and spare parts
- First aid equipment

Tip:

The relevancy of this activity is based on the cycling ability and experience of the participants. In case there is a lot of variety within the group, you can also divide the participants into groups based on their ability and experience and adjust the content per group.

Closure (15 min.)

Steps

- 1) Hand out sheets of papers to everyone.
- 2) Let them draw a wheel with 5 spokes, so that the wheel gets divided into 5 parts.
- 3) Let them write down in one part:
 - a) What they enjoyed about the activity
 - b) The most important thing they learned
 - c) The best contribution that someone made to the discussions
 - d) How they intend to apply what they learned during the day in their work
 - e) What could be improved about the training
- 4) Place all of them on the wall and ask a few participants to elaborate on their wheel.

Learning goals

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

Additional materials

- None