UKARIMU

ADVENTURE TOURISM UGANDA

Module 7:
Running 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 to running 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 7
Running Tourism

Content

Tips on developing running tourism activities

- When organizing **running events**, consider your business model carefully, as most earnings might come from accommodation and meals, rather than participation fees.
- **Guided shorter runs** (see next page) can be a great product for lodges all over the country.
- **Route development** is very important, as running alongside busy traffic or through monotonous landscapes can be quite frustrating. See the route development module for more tips.
- Make sure the **guide is trained well** and the activity well-developed, as it needs to be clear what the added value of the guide is. Because after all, the tourists can also just go for a run by themselves.

Guided Shorter Runs

Guided shorter runs are activities that are very easy to organize and have business potential for almost any lodge in Uganda. As many tourists already like to go for a run, a guided run can be a great way for tourists to explore a different environment and to get in touch with the local community.

Event-based Running Tourism Activities in Uganda

Trail running

Due to the hilly landscape in many parts of the country, as well as the high number of unpaved trails (panya routes), trail running has a lot of potential in Uganda. However, this potential is largely untapped. A good exception is the Source of the Nile Trail Run Challenge.

Marathons & Triathlons

Other event-based activities that include long-distance running include marathons and triathlons. The Kyaninga Triathlon is a notable example.

High-Altitude Training

As training on high altitude increases the amount of red blood cells in the body of a runner, it will allow him/her to take up more oxygen from the air during a run. That is why more and more (semi-)professional runners like to do high-altitude training.

With the new high-altitude training facility of Teryet on the Ugandan side and Iten on the Kenyan side of the border, Mt Elgon is attracting more and more international runners. While their primary goals is training, they often engage in (other) tourism activities as well.

Whereas Mt Elgon is currently the only established destination in Uganda for such activities, there is no reason why high-altitude districts in South Western Uganda such as Kisoro or Kabale couldn't become high-altitude training destinations in the future as well.

10 Tips for Running Guides

1. **Discuss the preferences of your clients**

   Reach out to your clients and ask them what kind of activity they would like to do, how much time they have and what their experience is with running. Adjust accordingly. Be aware that running activities are often combined with other activities, so make sure not to completely exhaust your clients - unless they ask for a challenging run!

2. **Consider the time of day**

   Running can best be done when it's not too hot. Before breakfast or at the end of the afternoon is generally a good time of the day.

3. **Make sure to give a proper briefing**

   In this briefing you explain how long the activity will take and what the clients can expect. See the briefing tips in the adventure tourism guides module on how to do so.

4. **Be precise on distance and time**

   Make sure you know how long the distance is and how long it generally takes. You can do so with the help of running apps such as Strava. Be as precise as possible. 500 meters can really make a difference for inexperienced runners.

5. **Do a good warming up**

   Lead a good warming up. Your clients may have their own routines, but if not, it is up to you to do one. This way you will minimize the risk of injuries.

10 Tips for Running Guides

6. **Plan stops and resting points carefully**

   Make sure to pause at a place that is visually appealing, where there is a bit of privacy and where you can get refreshments.

7. **Consider refreshments**

   Make sure that clients have access to water and other refreshments when they need it. Bananas, pineapples and chapati's are widely available and often appreciated by runners.

8. **Tourists may underestimate the climatic conditions**

   Take into account that tourists are often unfamiliar with the climatic conditions of the area. They may not realize that the altitude causes them to get tired more easily, they may not be used to the Ugandan sun or underestimate the rain or humidity. Discuss this with your clients and plan accordingly.

9. **Go with more than one guide**

   If the group is bigger than about 5 clients, it often happens that the group splits into a faster and a slower group. If this happens, having a fellow guide with you is helpful as it allows you to both focus on one group.

10. **Storytelling**

    Storytelling during running activities will generally be appreciated by tourists, but only at the right time. Not when they are absolutely exhausted, for example.

Running Tourism:

Useful links

CBI has a useful exploration of sports tourism.

For more inspiration on running tourism activities, check out Runners World, which has a nice article on running tourism activities worldwide.

See Home of Friends' website for more info on their Family Outdoor Festival on December 27-30.

Run Kapchorwa is an initiative that aims to establishing Kapchorwa as a running tourism destination. It is developed in collaboration with Adventure Tourism Uganda.

For more info on running in the 'Land of Champions', have a look at Run Kapchorwa 's [website](#).

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Running 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). Make sure all participants bring clothes in which they can exercise comfortably.

Trainers
The trainers are preferably experts in tourism with some experience with active learning methodologies. They need to have affinity with running as well. 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 running 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)

1-Day Training Outline

Time	Activity
8:00-8:30	*Arrival of participants & preparation of venue*
8:30-9:15	Introduction, expectation setting, etc.
9:15-9:30	Doing a proper warming up
9:30-10:15	Short guided run
10:15-10:45	*Tea break*
10:45-12:15	A closer look at running tourism
12:15-13:15	Developing a running tourism activity
13:15-13:45	*Lunch*
14:00-15:00	Presentations
15:00-16:45	Long Guided Run
16:45-17:00	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 morning routines do you have to warm up for the day?**"
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.

08:30-08:45

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.

08:45-9:00

Doing a proper warming up (30 min.)

Steps
1) Lead a proper warming up. If you do not know how to do so, there are plenty of websites and YouTube videos that can be of help. Have a look at this warming up from Runner's World, for example.
2) Emphasize that a warming up is important in running tourism, as it reduces the chances of injuries.

Learning goals
Participants will learn how to do a proper warming up.

Additional materials
Participants need to wear there running shoes and clothes.

09:15-09:30

Short Guided Run (45 min.)

Steps

1) Take the participants on a short guided run. As you have about 45 minutes for this activity, a 4-km run would be a good idea. That way you can do a proper briefing before the run, have a stop half way and ensure the participants are still fresh when they come back.

2) Brief before you start - set an example, that participants can use when they conduct a briefing. The briefing tips in the guiding module can help.

3) Go for the run. Make sure to set a good example of being a running guide. - use the 10 tips in the content part of this module.

4) After the activity, ask a few participants to reflect on the activity.

Learning goals
Participants will become familiar with a guided run.

Additional materials
- Make sure to have decided on a route of about 4-km prior to the training.
- Have a look at the briefing tips as a preparation.

A closer look at running tourism (90 min.)

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1) Brainstorm with the participants on running tourism. Let them think of what kind of activities can be developed for what kind of tourists.
2) Hand out the pages on running activities (located at the content part of this module) and go through them with the participants. You will hand out the tips on running guides at the next step.
3) Challenge the participants to come up with a list of 10 tips for any running guide. Make sure they get to exactly ten points. If they do not agree on which ones need to be selected, let them vote.
4) Hand out the 10 tips for running guides. As you made use of the wisdom already present in the group, it is likely that many of the tips the group came up with are similar to the ones provided in the document.

5) Check on similarities and differences between the points of the participants and the 10 tips provided. Discuss and conclude.

Learning goals
The participants will become more familiar with running tourism and how to be a running guide.

Additional materials
- The content part of this module will be printed and handed out to the participants.

Developing a running tourism activity (60 min.)

Steps

1) Let the participants make groups of about 3 people. Give all groups a flipchart and marker.
2) Let them come up with their own running activity.
3) Let them consider the type of activity, target customers, location, route, time schedule, etc.
4) They also need to come up with the business aspect: what will the business model be? The price? How will they attract customers?
5) After lunch the groups will present their activities to each other.

Learning goals

Participants will learn to develop running tourism activities.

Additional materials

- Flipcharts + markers

Presentations (60 min.)

Steps
1) It is now time for all groups to present their activities to each other. Each group will get get 5 minutes. There are also 5 minutes for feedback and questions.
2) The other participants will act as tourists. At the end of the presentations, each tourist will get two votes and will give one vote to the activity that has most tourism business potential and one vote to which he/she would like to do.
3) The group with the most votes wins. Give them the prize.

Learning goals
Participants will learn to present their activities and to reflect on what makes running tourism activities good or not.

Additional materials
Arrange a prize for the group with the most votes. Something small is enough. A bag of sweets will probably be appreciated.

Longer Guided Run (105 min.)

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Steps
1) Take the participants on a longer run. Decide on the route and length, let the participants take the lead in all other things (such as the warming up, the briefing, guiding during the run, etc.)
2) Choose a route that fits well in the schedule. A distance of 6-7 km could be a good fit. You can also decide to split up in two groups and have a longer and a shorter route.
3) Let volunteers take charge of the warming up, others of the briefing, others of the storytelling.
4) After the run, have a reflection on the run itself as well as the warming up, briefing, and other elements of the activity.

Learning goals
Participants will become familiar with a guided run.

Additional materials
- Make sure to have decided on a route of about 6-7 km prior to the training.

15:00-16:45

Closure (15 min.)

Steps

1) Invite the group to stand in a circle and to do a cooling down.
2) Let them discuss in trio's, while they are stretching:
   a) What learnings of the day warmed their hearts?
   b) Which sprint will they do after the training to make sure they apply what they learned?
   c) Which part of the training ran smoothly and what was quite a stretch?
3) Invite a few people to elaborate to the rest of the group.

Learning goals

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

Additional materials

- None

16:45-17:00