



UKARIMU

ADVENTURE TOURISM UGANDA

Module 8:
Route Development



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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TOURISM
UGANDA**

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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 route development in 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. 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

Module 8

Route Development

Content

Essential Vocabulary

Trail - the physical path that takes you from one place to another

Route - an abstract means of getting from one place to another

Ascent - a climb to the summit

Descent – hiking downward from the summit

Elevation gain – the difference in elevation between the trailhead and the summit (or other ending point) considered over the distance traveled; a greater elevation gain over a short distance would indicate a steep/difficult hike, while that same gain over a longer distance would indicate a more moderate grade and easier hike

Trailhead – the beginning of a trail, which is often but not always marked and can be a kiosk and /or parking area

Recce - short for “reconnaissance”. It is a hike for the sake of exploring a new route

**Route
development
is more than
just drafting a
trail on a map.**

In route development, you need to think of all aspects of the customer experience and need to keep the customer in mind.

What needs and wishes will the tourist have while following the route and what can you do to improve their experience?

Route Development

The following guiding questions can help to develop a route.

- What mode(s) of transport should be used to traverse the route? Make sure to be specific on the exact niche.
- What kind of tourists form the target customers for the route?
- What kind of skills / fitness levels / equipment do they need to possess to enjoy the route?
- How long will the route take in total (time & distance)? How long will individual segments take?
- In case of a multi-day route: where will the tourists sleep?
- How do the tourists get to eat and drink? Refresh themselves? Access medical facilities?
- What activities can be done along the route? What sights are there to enjoy?
- Is the route a loop or an A-to-B route? In case of an A-to-B route, how do the tourists get back to their point of departure?
- Who owns the land the route follows? What permits need to be obtained to traverse the route?
- Which navigation tool will the tourists or guides use to ensure they follow the route correctly?
- What risks and dangers are there? What can be done to prevent them or to deal with them correctly once they emerge?
- What will the business model of the route be?
- How can the local communities benefit from the route?

Online tools for route development



Google Maps

Whereas Google Maps is not necessarily the best to explore small trails, it can provide a wealth of information on services along a route, such as restaurants and accommodation.



Strava is an app mostly used by runners and cyclists. It is useful to find routes developed by others, not necessarily for exploring completely new routes.



OpenStreetMap
The Free Wiki World Map

OpenStreetMap is a free tool that can be used for developing new routes.



komoot

Komoot is a famous route exploration app, particularly useful in established hiking areas. Focuses on hiking and cycling.



AllTrails

AllTrails is similar to Komoot but focuses mainly on hiking.



GAIA GPS

Gaia GPS is a navigation app with a range of functionalities. Great to use in remote areas.



MAPS.ME

Maps.Me is a navigation app that can be used offline.

Module 8

Route Development

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)
- Hiking gear

1-Day Training Outline

Time	Activity
8:30-9:00	<i>Arrival of participants & preparation of venue</i>
9:00-10:00	Introduction game, expectation setting, etc.
10:00-10:45	Brainstorm: what makes a good route?
10:45-11:00	<i>Tea break</i>
11:00-12:00	Testing out various online route development tools
12:00-13:00	Exercise: Developing a route and hiking activity
13:00-13:45	<i>Lunch</i>
13:45-16:15	Testing out the routes
16:15-16:45	Reflection on routes
16:45-17:00	<i>Check out</i>

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: **"Which route did you take in your professional career to end up in this training?"**
- 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.

Brainstorm: what makes a good route? (45 min.)

Steps

- 1) Split up in 3 groups. Give each team a flipchart and let them brainstorm on elements of a good route.
- 2) Let each team focus on a different target audience (such as a fit group of hikers, or an elderly group specifically interested in birding) that they can pick themselves.
- 3) Let them write down what makes a route particularly good for this target group. Let them think about aspects such as physical condition of the route, facilities such as accommodation or food, etc. Let them come up with examples where possible.
- 4) Let the teams present to each other and use a new flipchart to note down overall learning points when they are raised.

Learning goals

The participants learn to critically reflect on what makes a route a good one.

Additional materials

- none

Testing out various online route development tools (60 min.)

Steps

- 1) Divide the group into smaller groups of about 5 people. Let each group focus on one online route development or navigation tool, (such as Google Maps, Komoot, or OpenStreetMap).
- 2) Let each group take half an hour to learn more about this specific tool by exploring its functionalities.
- 3) Let them answer the following questions:
 - What are the advantages for using this tool in route development? And in navigation during a trip?
 - What are its disadvantages?
 - How useful is this tool to use in a remote region where few tourists have hiked before?
- 4) Tip: the teams can read online reviews about these tools, but it is important that they also engage with the tools themselves.

- 5) Let the groups present their findings to each other.

Learning goals

Participants become more familiar with various tools and learn to reflect upon their usefulness.

Additional materials

- It is crucial to have at least 2 phones or laptops where these tools can be used in each group.
- In case there is no wifi available at your venue, it is important to have enough mobile data.

Exercise: Developing a route & hiking activity (60 min.)

Steps

- 1) Groups of 3 people will now get 60 minutes to develop a 2 hour activity in the vicinity of the training venue. Tell them that they will be testing out the activity after lunch.
- 2) Let them use OpenStreetMap to develop the route.
- 3) Once they have developed the route let them also develop the hiking activity: who would be the target customers? What would the name be? What activities could be included? Where would the tourists stay? How much would it cost? Etc.
- 4) Let participants ensure that the routes and instructions are easy to follow, as each route will be tested out by another group.

Learning goals

The participants will learn how to develop routes and be encouraged to build routes with potential for tourism activities.

Additional materials

- Same as in previous exercise.

Alternative

In case you believe the participants will not be conversant enough with testing out online tools to make this activity work, you can also decide to work with physical or printed out maps that can be used by the participants to draw routes on.

Testing out the new routes (150 min.)

Steps

- 1) The groups will now test out each other's routes.
- 2) Give the groups clear instructions on when they are expected to be back at the training venue.
- 3) Let them reflect on the following questions:
 - Does the route follow a nice trajectory?
 - Does the route make sense / is it easy to follow?
 - Is the activity appealing for tourists that are completely new to the area?
 - Can the route be improved further?
- 4) Let them write down a list of at least 3 suggestions on how the route can be improved further. Let them also write down at least 3 things they appreciated about the route.
- 5) When the teams are back they will give the feedback to the other teams - see next activity.

Optional

Ask a couple of experienced guides from the area to join each of the groups. Ask them to observe (not take over!) when the group follows to route and invite them for feedback and Q&A afterwards.

Learning goals

The participants learn to analyze routes by testing them out.

Additional materials

- Comfortable shoes, rain gear (if needed), refreshments, etc.

Tips: make sure you have a phone number of each group member and each group has the number of the facilitator before they head out.

Check the route plans during the lunch break to make sure they are safe for the participants.

Feedback on new routes (30 min.)

Steps

- 1) Let each group give constructive feedback on the route they tested out. Let them mention the aspects they appreciated about the route as well as the suggestions on how it could be improved.
- 2) Allow the group that developed the route to briefly respond to the feedback.
- 3) Let them update the route based on the feedback.
- 4) Let each team to reflect on what they learned from the route development activities. Additionally, ask them to reflect on to what extent the route is also suitable for other activities, such as cycling or running. What would need to change in order to make it more suitable?
- 5) Optionally: share the routes with local guides, tourism officers or guest houses that receive tourists. The routes can also be shared via the online route development tools.

Learning goals

The participants learn to give, receive and incorporate feedback on the routes.

Additional materials

- None

Closure (15 min.)

Steps

- 1) Hand out sheets of paper to all participants.
- 2) Let them draw themselves as well as a trail in front of them. On that trail they need to draw:
 - a) A bridge over a river
 - b) A fellow hiker
 - c) A mountain
 - d) A nice viewing point
 - e) A finish line
- 3) Let them write down next to these elements:
 - a) Bridge: what they learned during the day
 - b) Hiker: what advice they would give to others that haven't done the training
 - c) Mountain: what did they find challenging about today?
 - d) Viewpoint: what positive memories will they have from this day?
 - e) Finish line: what goal to they want to achieve after this training?

- 4) Ask a few participants to explain their drawings to the rest.

Learning goals

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

Additional materials

- None