



UGANDA

Project No: 2022-UGATOURI-016

Project Title: Enhancing the Capacity of Tour and Travel Personnel for Adapting to Changing Trends in Tourism Sector

Project Owner: Ministry of Tourism, Wildlife and Antiquities

Project Partners: -

Cooperation Area: Tourism

Implementation Year: 2023

Project Purpose: The main purpose of the project is to develop the skills of tour and travel personnel in the tourism sector in a way that takes into account the expectations, interests, and wishes of the customers, and enables them to have more dynamic, knowledgeable, and competent

Project Activities:

- Training on Customer Relationship Management (CRM), application of Information Technologies (IT) and tourism economy for equipping the tour and travel personnel to manage change in tourism market expectations
- Seminar to discuss the topics covered in the training
- Local site visit for enhancing the capacity of participants of training in order to put their competent into practice

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