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**A REPORT ON INTERNSHIP CARRIED OUT AT JINJA NILE RESORT HOTEL IN  
KIMAKA-JINJA DISTRICT**



**BY  
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REGNO BU/UG/2020/2443**


**AN INTERNSHIP REPORT SUBMITTED TO BUSITEMA UNIVERSITY FACULTY  
OF MANAGEMENT SCIENCES IN PARTIAL FULLFILMENT OF THE AWARD OF A  
BACHELORS DEGREE IN TOURISM AND TRAVEL MANAGEMENT.**

**06<sup>TH</sup> MURCH, 2023**

## DECLARATION

### DECLARATION

I SSESANGA ELIVIS hereby declare that this internship report is my original work and it has never been submitted to Busitema University for any degree award.

SIGNATURE..........

DATE.....03<sup>RD</sup> MARCH, 2023.....

# APPROVAL

## APPROVAL

This is to certify that this report has been submitted in partial fulfillment of the requirement for the award of bachelor of tourism and travel management.

### ACADEMIC SUPERVISOR

Name: ABONGO GORRET Signature: [Signature] Date: 14-03-2023

### FIELD SUPERVISOR

Name: Elwals Michael Signature: [Signature]

Date and stamp: .....



## **DEDICATION**

I dedicate this piece of work to my beloved mother Nambalirwa Florence Kisakye, my sister Hope and to my friends Rehema, Mercy, Dorcus, and Hirally for having enabled me to complete my internship.

## **ACKWNOLEDMENT**

First and fore most I shall take this great opportunity to thank the almighty god for enabling to complete my internship report successfully. In addition to that I shall also thank my beloved supervisors, Madam Adongo Gorret and Mr. Ronald Emojogo, my family members and to all my friends for the great work they did for me to completing this piece of work successfully.

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## **ABSTRACT**

The internship term covers duration of two months activities carried out at Jinja Nile resort Mada Hotel. Chapter one talks about the introduction of internship, objectives of internship, historical background of Jinja Nile resort hotel, its organizational structure, the location and the size of the hotel as well as the activities carried out Jinja Nile resort hotel. Chapter two covers the materials and methods used in the field to achieve the internship objectives; chapter three presents a clear discussion and results of internship basing on the internship objectives, activities carried out during my internship. Chapter four summaries the skills learnt and how they are relevant my professional and carrier growth and the evaluation of the strength, weaknesses, opportunities and threats of the organization. Chapter five covers the recommendations, conclusions and the references.



# CHAPTER ONE

## 1.0 INTRODUCTION

### 1.1 Background to internship

Since the 1970s universities, in development countries started introducing academic departments to promote and enhance the teaching tourism at university level. This arose from a recognition that tourism was significantly taking up a position as the world's single largest industry. This scenario has not changed in any way: and instead the 21<sup>st</sup> century forecasts indicate that there is great potential for continued growth in the tourism sector than most other sectors. This is true even in the east African region where Uganda lies. Tourism as a professional academic discipline is not well established in most universities and institutes in developing countries. The situation is worsened by the few fully established tourism programs in African universities. The department of geography, Makerere University saw this need and started a bachelor of tourism program in 1997 as a stepping stone for the establishment of the department of tourism and hospitality management in future.

Tourism has a well-defined academic community and borrows some concepts and theories from other disciplines to help investigate and explain particular phenomenon and practices of tourism. In the revised tourism programme, we consider a substantial contribution from three disciplinary perspectives necessary for a bachelor of tourism that operates on the knowledge based platform as indicated below:

Environmental and geographical sciences

Economic sciences (marketing is the core discipline, but economics and management sciences are relevant)

Social sciences (sociology is the core discipline, but contributions from psychology, anthropology, history, law and political science are regarded relevant)

The main purpose of this attachment is to give students a chance to relate to what is learnt in class to real field conditions. This is meant to develop the ingenuity and skills to become well trained and groomed professionals as required by the