



**BUSITEMA
UNIVERSITY**
Pursuing Excellence



FACULTY OF MANAGEMENT SCIENCES

PALLISA CAMPUS

DEPARTMENT OF TOURISM AND HOSPITALITY MANAGEMENT

**INTERNSHIP REPORT CARRIED OUT AT UGANDA WILDLIFE CONSERVATION
EDUCATION CENTER (UWEC) _ENTEBBE ZOO**

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**SUBMITTED TO FACULTY OF MANAGEMENT SCIENCES IN PARTIAL
FULFILMENT FOR THE AWARD OF BACHELORS DEGREE OF TOURISM AND
TRAVEL MANAGEMENT OF BUSITEMA UNIVERSITY**

August, 2023

DECLARATION

DECLARATION

I **Makoha Emma**, hereby declare that the contents of this internship report are my original work and to the best of my knowledge this work has never been submitted before in any other university or higher institution of learning for any degree or related qualification by any scholar or student. In all cases where other people's ideas were quoted, they have been duly acknowledged by complete references.

Signature 

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Date: 31st Aug 2023

APPROVAL

APPROVAL

This is to satisfy that this report has been prepared and submitted by **MAKOHA EMMA** upon completion of his field attachment period at Uganda Wildlife Conservation Education Center, It meets the academic partial requirements for the undergraduate Bachelor's degree in Tourism and Travel Management at Busitema University as approved by:

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Date: 05/Aug/2023



ACADEMIC SUPERVISOR

Signature: 

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Date: 30th/08/2023

DEDICATION

I dedicate this report to my beloved parents, Nafula Getrude and John George Oguttu (late), who always prays for my success plus their love and affection towards my studies. May the Almighty God bless them.

I also continue to dedicate this report to my dear teachers and lecturers especially Mr. Wampande Jowalie Ahmed, HOD tourism and hospitality department, for his guidance and training me with the relevant skills and knowledge in tourism and hospitality industry may the Almighty God bless the work of his hands. Finally I also dedicate this report to the Information and Education department of Uganda Wildlife Conservation Education Center and my fellow colleagues studying tourism and hospitality across the country.

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ABBREVIATIONS

MTWA-MINISTRY OF TOURISM WILDLIFE AND ANTIQUITIES

UWA-UGANDA WILDLIFE AUTHORITY

UWEC- UGANDA WILDLIFE CONSERVATION EDUCATION CENTER

UTB- UGANDA TOURISM BOARD

CE- CONSERVATION EDUCATION

PR-PEER GUIDING

WM- WILDLIFE MANAGEMENT

IUCN-INTERNATIONAL UNION FOR CONSERVATION OF NATURE

JICA-(JAPAN INTERNATIONAL COOPERATION AGENCY

PAAZA - PAN AFRICAN ASSOCIATION OF ZOOS AND AQUARIUMS

ABSTRACT

This internship report covers and explains the details and facts of activities carried out Uganda Wildlife Conservation Education for a period of eight (8) weeks as analyzed below.

Chapter one, describes information concerning introduction of internship, objectives of internship, historical background of Uwec, organizational structure, departments, accessibility, maps showing the geographical location, mandates, wildlife species, Partners in conservation, Mission, Vision, Goals, Objectives, tourism products and services at the center.

Chapter two, this chapter basically covers the materials and methods used in the field to attain internship objectives.

Chapter three, clearly illustrates a discussion on the results attained from my internship project, basing on the activities carried out during the internship

Chapter four presents the skills learnt during the field attachment, how relevant to my professional and career growth. This chapter also continues to evaluate the strength and weakness of Uwec. It also highlights other activities assigned by the field supervisor, level of accomplishment and how relevant the activities were to my professional growth.

Chapter five finally covers the overall conclusions and recommendations covering chapter two, three, and four.

CHAPTER ONE

INTRODUCTION AND BACKGROUND TO INTERNSHIP

1.0 Introduction

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

Tourism has 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 program, we consider a substantial contribution from three disciplinary perspectives necessary for a bachelor of tourism that operates on the knowledge based platform 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 provide students a chance to relate to what they learn in class to real field conditions. This is meant to develop their ingenuity and skills to become well trained and groomed professionals as required by the industry. Therefore students are advised to give training their due attention so to acquire knowledge and skills from tourism and

5.2 REFERENCES

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