

**MAKERERE UNIVERSITY BUSINESS SCHOOL**  
**COURSE WORK TAKEHOME TEST TWO FOR THE DEGREE OF**  
**BACHELOR OF TRAVEL AND TOURISM MANAGEMENT**  
**OF MAKERERE UNIVERSITY**

**COURSE NAME:** TRAVEL AND TOURISM MANAGEMENT

**COURSE CODE:** BTT 1103

**YEAR OF STUDY:** ONE

**ACADEMIC YEAR:** 2025/2026

**SEMESTER:** ONE

**DATE OF RECEIPT:** 15<sup>th</sup> Oct., 2025    **HAND IN:** 29<sup>th</sup> October 2025

**TIME:** Not later than 5 PM.

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**Instructions:**

1. Answer ALL questions
  2. Name and contact of the manager of each place visited should be clearly obtained.
  3. For each of the facilities visited, find out about the technologies used and how these help them serve the clients better.
  4. For each attraction visited, take a group photo with the attraction in the background and attach it to your work.
  5. Ensure to have a coloured print out of your work.
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**Required:**

Visit each of the following within Kampala, Mukono, Jinja, Entebbe or Mbarara, and gather the information stipulated under each category.

**1. Accommodation: One 3 to 5-star establishment**

- a) Collect information on; Ownership, classification, number and type of rooms, type of services, facilities (inclusive) and amenities available, departments, sustainability practices, prices. Make sure to get a hard copy flier/ brochure from the hotel and attach it to your work. **(10 marks)**

**2. Identify 2 attractions (Cultural/historical and Natural)**

- a) Write notes about the attractions (for example, name of attraction, location, type, contact person history, amenities, entry and activity prices and conservation efforts among others). **(20 marks)**
- b) Develop a new product or activity from each of the attractions visited. **(5 marks)**

**3. One travel agent and one tour operator.** These should be licenced by Uganda Tourism Board.

Collect information on; name of business, ownership, services offered, challenges faced, opportunities; and any other information you may deem important **(15 marks)**

**Report format:**

1. Work should be done in groups of 10 members each and no more. Extra members will not obtain marks
2. Information should be typed (Times New Romans, font size 12, line spacing 1.5 and the work must be justified). The report should not go beyond **5 pages** including the cover page.
3. Every member of the group must include their name, student number, registration number and sign before submission of the coursework. This should be done in Table format.
4. Attach any other information such as photos, brochures as appendixes to the report. These will not be counted within the **5 pages** needed for the report.