POTENTIAL CONTRIBUTIONS OF WHITE WATER RAFTING TO ADVENTURE TOURISM DEVELOPMENT IN JINJA DISTRICT. CASE STUDY ITANDA FALLS

BY

NABULWA IVAN

REGISTRATION NUMBER: 14/U/10719/EVE

RESEARCH DISSERTATION SUBMITTED TO THE SCHOOL OF FORESTRY, ENVIRONMENTAL AND GEOGRAPHICAL SCIENCES IN PARTIAL FULFILLMENT OF THE REQUIREMENTS FOR THE AWARD OF BACHELOR OF TOURISM IN MAKERERE UNIVERSITY

2018
Declaration

I hereby declare that this work submitted in this research report is my original work and it's as a result of my investigation and writing except where stated. It has not been presented to any other university or institution of higher learning for an award.

NABULWA IVAN
Registration No: 14/U/10719/EVE
Signature: ..............................................
Date: ..............................................

This research report has been presented for examination with an approval as the research supervisor
Dr. BONAABAANA BRENDA
Academic Supervisor
Makerere University
College of Agricultural and Environmental Sciences
School of Forestry, Environmental and Geographical Sciences
Signature: ..............................................
Date: ..............................................
Dedication

This research work is dedicated to what was once five of the greatest kilometers of big volume whitewater on the planet for example Total Gunga, the G-Spot, Big Brother, and Silverback. I hope the loss of this section will forever remain a testimony to human’s neglect for natural beauty and may it help promote awareness for the preservation of rivers and everything natural around the world for generations to come.
Acknowledgement

Firstly, awesome thanks to the almighty God for his wisdom and perseverance throughout the study period. Am very grateful to the employees of the rafting companies and the local residents of the communities surrounding Itanda Falls who patiently participated in my research. I thank them for taking their time to fill the questionnaires and do interviews.

Secondly, special gratitude to my dear beloved parents Mr. Nabulwa Robert and Miss Muganzi Lydia for providing me with moral, spiritual and financial assistance for my research study. Their endless advice and courage about my academics motivated me to accomplish my research.

Finally, I greatly thankful to my best friends Nyachwo Patience, Kobusingye Agnes and Namboowa Hellen for the love and confidence showed to me during the research project. Am grateful to Makerere University for offering me with the opportunity of a field research as part of the course units to pursue a degree in tourism.
Abstract

The intention of this report was to explore the whitewater rafting industry on the Upper White Nile. Although the White Nile is widely considered one of the greatest stretches of whitewater in the world, there is little actually known about the industry itself. As a result the following research investigates the potential contributions of whitewater rafting to adventure tourism development in Jinja. Additionally the research investigates the role played of whitewater rafting to adventure tourism development. And to find out the challenges affecting whitewater rafting. Finally the strategies for promoting whitewater rafting were also examined in this report.

Through this research a vast amount of information was gained on the nature of this industry. Two survey instruments were used for data collection from 70 respondents who were considered, questionnaires were designed and interviews were carried out. Data collected from the respondents was entered, coded and managed in Statistical Package for Social Science (SPSS 17.0). The results revealed the contributions of whitewater rafting to adventure tourism development in Jinja.

The findings proved that the roles played by white-water rafting to adventure tourism development are both positive and negative and these affect the social, economic and environmental structures of the local communities. The findings also showed the challenges affecting white-water rafting and also presented the strategies used to promote white-water rafting in Jinja district.

In conclusion, the objectives of the research were met and effectively exposed new information about the rafting industry. The research proved the potential contributions of white-water rafting to adventure tourism as social, economic and environmental in both positive and negative ways.

The researcher recommended the rafting companies for example Adrift, Nalubale, NRE to improve on their marketing tools, customer service and also government involvement in the rafting industry either through provision of incentives for example tax holidays or in regulatory processes in order to maintain and manage the authenticity of the rafting business.
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CHAPTER ONE

1.1 Introduction

Over the past six weeks the researcher embarked on a research study at Itanda Falls to learn more about the white water rafting industry on the Upper White Nile in the Jinja district of Eastern Uganda. This research was designed to help reveal the potential contributions of the whitewater rafting to adventure tourism development.

Tourism as an industry in Uganda plays a crucial role in the national economy. The tourism industry is actually the number one contributor to GDP and the largest employer of any industry in the country. Although the adventure tourism sector may play a smaller role than others, it is nonetheless a unique addition to Uganda’s repertoire of tourism activities. Uganda’s white water rafting industry is only rivaled by the Zambezi River as the best rafting on the African Continent and is certainly considered one of the best sections of river for rafting in the world. For these reasons the researcher decided to study the rafting industry.

1.2 Background

There are a few subjects that will be discussed to give background information on the subject being researched. This includes a brief background on tourism in Uganda as well as a thorough definition of both adventure tourism and white water rafting.

Worldwide, travel and tourism accounts for 9.2 percent of global GDP, 4.8 percent of world exports, and 9.2 percent of world investment. Within, Uganda the tourism industry is a significant contributor to the national economy. The industry’s total contribution of UGX 3,256.8 billion (7.6%) to the nation’s GDP demonstrates the importance of the industry. In addition, tourism employs 17% of the formal Ugandan workforce. 80% of the Ugandan tourism industry is wildlife based. However, adventure tourism is still a significant factor to the nation’s tourism industry.
Adventure tourism is difficult to clearly define since it is a complex industry with a wide variety of elements and suppliers (Swarbrooke, 2003). For example, adventure tourism can be described as a combination of travel, sport, and outdoor recreation (Hudson, 2003).

Adventure tourism has been variously defined (Buckley, 2004, 2006; Novelli, 2005; Cheron, 2012). Broadly, it means guided commercial tours where the principal attraction is an outdoor activity which relies on features of the natural terrain, generally requires specialized sporting or similar equipment, and is exciting for the tour clients.

Adventure Tourism is a form of tourism which involves activities that contain the concepts of risk and danger which ultimately evoke the feelings of adrenaline (Buckley, 2004). According to Buckley (2006), adventure tourism is defined as having freedom of choice, intrinsic rewards, and an element of uncertainty, for instance when the experience outcome is uncertain, or its risks are unpredictable.

The UK Adventure Holiday Market (1992) gives another definition of adventure tourism as one that contains an element of personal challenge, through controlled risk, daring and/or excitement, often in an inaccessible or wilderness environment. These two definitions both state that adventure activities have inherent risks. Undoubtedly the risk, or perceived risk, involved in the activity is one of the main reasons that draw participants.

International visitors to Australia rate adventure tourism, including guided tours or excursions, among the top ten tourism activities undertaken whilst in the country (Tourism Australia, 2004). Adventure tourism is also popular with domestic tourists who are increasingly seeking these types of experience.

Wilderness experiences have developed to a point whereby almost every adventure activity has been capitalized upon to provide some form of tourism experience (Novelli, 2005). The expansion of activity provides a great economic opportunity for regional and remote towns such as Coffs Harbor, which can accommodate a number nature based activities.

Cheron (2012), viewed risk as a multidimensional psychological phenomenon that influences individual perceptions and decision processes. This definition suggests that adventure tourism companies offer
activities of considerable risk often under the supervision of trained professionals. Having described the nature of adventure tourism it must be established that white water rafting falls under this category.

According to Dawson (2001), white-water rafting is among the eight fastest growing outdoor reaction activities. Activity levels are expected to at least double in the next 40 years. Hence, the consequences of increased white-water rafting will be important for policy makers and planners. This will be especially true if managers must also contend with limiting recreational use of rivers and their corridors to protect both the resource and the quality of the rafting experience. For both managers and policy makers, information that assists decision making is critical.

Whitewater attracts boaters, and this provides the basis for a large white water rafting and recreation sector worldwide. Commercial rafting trips are one of the archetypal components of the adventure tourism industry (Buckley, 2004), and sales of recreational whitewater kayaks continue to rise year by year (Outdoor Industry Association, 2007).

White water rafting combines most of the characteristics that label adventure tourism for example risk, intrinsic reward, and personal challenge among others. The upper White Nile is considered a grade V river. As defined by the British Canoe Union (2003), grade V rapids are extremely difficult rapids with precise and technically demanding routes to be followed. Stoppers, currents and waves are powerful and inspection is essential. For this reason, it must be established that white water rafting is high adrenaline adventure tourism.

These characteristics are apparent given that rafting requires the navigation of technical rapids while attempting to avoid dangerous hazards including turbulent rapids, rocks and objects inside the raft. The challenges faced daily by the participants during the rafting trips are what make the adventure activity so popular (Buckley, 2006).

White-water rafting is a recreational outdoor activity which uses an inflatable raft to navigate a river. This is often done on white-water or different degrees of rough water. Dealing with risk and the need for teamwork is often a part of the experience. This activity as a leisure sport has become popular since the 1950s, if not earlier, evolving from individuals paddling 10 feet (3.0 meters) to 14 feet (4.3 meters) rafts with double-
bladed paddles or oars to multi-person rafts propelled by single-bladed paddles and steered by a person at the stern, or by the use of oars (Buckley, 2004).

According to Kato (2004), white-water rafting on some sections of rivers is considered an extreme sport and can be fatal, while other sections are not extreme or difficult. The International Rafting Federation (IRF), is the worldwide body which oversees all aspects of the white-water rafting sport.

At a global scale, the main commercial tourism activity associated with white-water rapids is simply looking at them from the river banks or bridges and the actual rafting. Every day at Tiger Leaping Gorge on the Yangtze River in China, for example, thousands of Chinese tourists walk down concrete steps to look at the giant and legendary rapid where a number of rafters lost their lives in an ill-fated race to be first to boat the river end to end (Hall, 2012). The spectacle supports an entire local economy of tourist services. From a tourism perspective, however, this is more akin to waterfall tourism as at Niagara, Iguazu or Victoria Falls.

1.3 Statement of the research problem

White-water rafting is one of the adventurous tourism activities on river Nile in Jinja district which has many opportunities of improving the livelihood of people at Itanda Falls, as examples seen from other countries white-water rafting has had much impact of development in these areas (Buckley, 2006)

With all these opportunities attached to white-water rafting as an activity, Uganda is not doing much to develop this activity. Itanda Falls is one the areas in Jinja district were white-water rafting takes place but has not been much attention to. The research will therefore be intended to investigate the potential contributions of white-water rafting to the development of adventure tourism in Jinja district.

1.4 Objectives of the study

Overall objective
To identify the potential contributions of white-water rafting to the development of adventure tourism.

Specific objectives
The specific objectives are;

i. To find out the role of white-water rafting to the development of adventure tourism.
ii. To identify the challenges affecting white-water rafting.
iii. To identify the strategies for promoting white-water rafting.

1.5 Research questions

The research questions are;

i. What is the role of white-water rafting to the development of adventure tourism?
ii. What are the challenges affecting white-water rafting?
iii. What are the strategies used for promoting white-water rafting?

1.6 Justification of the study

Given the reliance on tourism as a significant contributor to the Ugandan economy it is important to know as much about this industry as possible. It is crucial for policy makers, business owners, and the community to become more informed of the many opportunities and challenges within the tourism industry in order to take advantage of these for the benefit of the entire country.

Uganda’s white-water rafting industry is currently approaching a very significant change to its operations. There is little known to the extent of how Bujagali Hydroelectric dam project will impact the rafting industry. As the rafting companies will be forced to change their daily rafting trips; the research will focus on investigating the impact these changes will have on the local communities and companies that also rely on the rafting industry. This will be important and timely information that will help policy makers and related enterprises be able to help improve the rafting industry. This research will have significant contribution for academic and business readers, specifically contributing to knowledge about consumer motivations of white water rafting activities and other tourism attractions on River Nile in Uganda.

The main focus of this study is to examine the contributions of white water rafting to the development of adventure tourism in Jinja district. Many water rafting companies operate on the assumption of developing
tourism attractions and activities associated to white water rafting for example bungee jumping. However, tourists make their water rafting decisions based on various factors.

CHAPTER TWO: LITERATURE REVIEW

2.1 Roles of white water rafting to adventure tourism development

Adventure tourism is becoming an increasingly important component in the economies of many developing nations, but not without controversy (Hall, 2012). In particular, some developing nations have promoted themselves as international tourism destinations as a means of attracting foreign investment and incoming cash flow. The shape and path of adventure tourism development has differed considerably between countries, depending not only on their natural attractions, but also on accessibility, infrastructure, government policies, and market moves by major international tourism operators.

Due to increased traffic on water trails, white water rafting has led to proper disposal of wastes (both trash and human waste), trespassing, and a party environment on the river. It was found that with a comprehensive management plan and a sense of understanding of the importance of white water rafting and adventure tourism for the locals, these issues could be handled easily (Kato, 2004).

Another role played by white water rafting to consider when debating for the development in adventure tourism is the increase of land prices along the water trail that could arise. Rising land prices and taxes on inherited land have caused difficulty for some landowners that require more land for other businesses for example agriculture. In one study, only 8.5% of locals reported that increasing land taxes were a negative
impact of the nearby water trail (Johnson, 2002). On the other hand, some landowners consider parceling out their land and selling it a better, more profitable approach to dealing with increased land prices.

Widespread population growth is underway at white water rafting destinations along the water trail. In studies of water trails in the northeastern part of the United States, towns along the trail experienced rapid population growth as a result of changes in immigration flows (Nord, 2013). This can be attributed to tourists that choose to retire or relocate to the region after visiting due to its amenities or recreation opportunities (Warren, 2015). However, an increase in population could bring with it a change in the social structure of the community and the view of the management of local resources, especially if the newcomers are substantially different from the locals.

Marcouiller, (2014) stated that the roles of white water rafting are not only limited to an increase in physical and mental wellbeing of the local residents but also cultural and environmental education, appreciation of the environment and its aesthetics. Cultural and environmental awareness is as a result of white water rafting activities. By being actively engaged in recreational activities, people are more likely to be exposed to other cultures and environmental awareness. By creating a whitewater feature, it could potentially attract tourists from outside of Watertown. This could lead to the interaction of Watertown residents and other ethnicities. Additionally, by being out in the environment and see its scenery, as well as its history, one could potentially want to preserve and protect the aesthetics aspect of the environment.

Environmentally, white water rafting plays a major role on both the riverine environment and the neighboring terrestrial environment. For example, human waste could reduce the water quality of the River, while watercraft users coming ashore in an environmentally sensitive area could cause damage to the vegetation of that area (Harrison, 2000). Obviously, as the number of water rafters in an area increases, so does the potential for environmental damage.

White water rafting has led to diversification of economies through shifts from market-based economies for example extractive and manufacturing activities to non-market-based economies for example recreation, retirement and relaxation activities are well documented in the rural economic growth literature (Mills, 2014). The impact of this shift on the structure of regional economies and the well-being of destination residents is not well understood. A fundamental reason for the limitation of the current literature, and subsequent policy discussions, hinges on the fact that white water rafting attributes are latent non-market
inputs into the production processes of local economies (Marcouiller, 2011). For example, forest resources once viewed as a source of raw materials for wood products are now valued for their recreational uses or as aesthetic backdrops for homeowners.

White water rafting in developing nations has indeed increased economic, entrepreneurial and employment opportunities which have eventually led to both social and environmental costs for example disruption of traditional cultural activities, social structures and subsistence economies; increasing inequities between individuals who profit directly from tourism and those who do not; and on occasion, forced relocation of entire communities (Honey, 2007). Social benefits may include improved education and health facilities, infrastructure and economic opportunities, as well as employment. Environmental costs may include vegetation clearance and sewage discharge, and indirect impacts such as the introduction of weeds and pathogens, and increased poaching and collecting of rare plants and animals (Newsome, 2002).

Divisions and conflicts are commonplace in communities affected by tourism, particularly if a cultural framework which includes a responsibility for sharing wealth is replaced by a new culture of individual entrepreneurship (Robinson, 2000). Tourism also produces cultural impacts through commodification of traditional cultural activities, whether artistic, domestic or religious. And finally, a tourism-based economy is much more vulnerable to external fluctuations beyond the control of island residents (Milne, 2010).

2.2 Challenges affecting white water rafting

The risk for infectious diseases such as giardiasis greatly affect white water rafting activities, reported in as many as 14% of participants. Other, less common illnesses may relate to the locale of the white-water trip, with cases of schistosomiasis, leptospirosis, and hemlock poisoning having been reported on rafting trips. Other well-recognized risks run from the mundane but frequent sunburn to potentially fatal hypothermia due to cold water immersion (Whisman, 2016).

Overcrowding usually arise due to the social carrying capacity of the River exceeding before the environmental capacity is exceeded. Crowding can set in and the social carrying capacity be exceeded quite quickly because the Rivers are relatively small, and whitewater activities only take place along a relatively short stretch of the River (McGregor, 2006). Therefore, the perception of congestion and overcrowding can
easily occur, particularly if rafts ‘back up’ in the narrow areas associated with rapids. If the social carrying
capacity is exceeded, visitor satisfaction might decline and visitation levels fall (Tisdell, 2009).

During peak season on popular rivers in many developed nations, it sometimes appears as though the entire
water surface is covered in large multi-colored bubbles of plastic and rubber. Rafts queue up to run the
major rapids and tour operators send staff ahead to stake out preferred campsites (Newsome, 2002).

Environmental degradation is a major problem resulting from white water rafting activities for example
camping areas established on the edges of the vegetation and, over time, encroach on the vegetation
(Novelli, 2005). In addition, the commercial white-water rafting operators erect tarpaulins to provide shelter
for their clients. These tarpaulins are inappropriate structures since they cause damage to trees to which they
are tied, they significantly reduce the scenic values of the area and, in a flood situation, and they become a
safety hazard downstream (Johnson, 2002).

The noise, dust and human activity from white water rafting activities affect animals and potentially result in
their temporary displacement from current habitats (Buckely, 2004). The construction or upgrade of new
roads to enable access to water rafting areas. Hence resulting into pollution of water, air, and noise.

The continuing loss of runnable rivers, principally through the construction of hydroelectric and irrigation
dams for example Batoka Hydro Electric Station, and various forms of industrial pollution. Few countries,
especially in the developing world, have yet come to appreciate the economic significance of their rivers for
tourism development (Arnold, 2014).

The continually changing political climate for access to different rivers. In developing nations, sudden
political changes can have drastic impacts on the international inbound tourism industry for the entire
country and therefore affect white water rafting activities. In developed nations, access to run particular
rivers may depend on the priorities and permitting systems of particular land management agencies (Cater,
2006).

Sedimentation and erosion. The construction activities could by their nature lead to significant soil
disturbance at a number of locations, including the dam site, the power house, the aggregate borrow areas
and the workers’ camp. All of these areas could therefore be at increased risk of soil erosion and degradation through compaction and subsequent increased turbidity and sedimentation (Johnson, 2002).

Loss of White water rafting activities due to flooding of rapids, either up to Silent Pool or up to the bottom of the gorge. The latter scenario results in rapids 1 to 11 being preserved. The dam will have an impact on the white-water rafting industry, currently an eco-tourism venture enjoyed by primarily tourists, residing in either the town of Victoria Falls or Livingstone, and hence an important revenue stream to these two towns (McGregor, 2006).

Death is obviously the most feared consequence of a whitewater mishap. Fortunately, deaths are relatively rare in these sports. A report from American Whitewater in 2000 by Laura Wittmann, calculated the fatality rate of all whitewater participants (rafters, canoeists, and kayakers) at 0.87 per 100,000 user days. Conflicts between practitioners of white water rafting activities in the same area are also a major challenge to water rafting. Conflicts may be triggered by fashion, age, gender or experience, as well as different activities. They usually occur between commercial tour clients and private exponents of the same activity (Vaske, 2004). They are especially common between motorized and non-motorized users of the same areas, where motorized users seem to be unaware or indifferent to their impacts on the silence, solitude and safety of non-motorized users.

2.3 Strategies used to promote white water rafting

Policy framework to support investors and the industry (Cater, 2006). Governments for example Sri Lanka and China have addressed several policy related issues that affect the industry such as, the restoration of a simple tax regime, simplification of licensing procedures, reduction of the high electricity tariffs, unification of the regulatory environment and creating a single authority for tourism promotion, creating opportunities to promote shopping of internationally reputed branded products and entertainment, simplification of the investment approval process by setting up of a “One Stop Shop” for tourism related investments, streamlining the process of alienating government land for tourism development projects, attracting internationally reputed tourist hotels and, above all environmentally friendly, clean-city concept for urban development (Mahinda, 2010).
Improvements to the regulatory framework to compete in the international arena, the service standards must match the global expectations. At the same time, it is important to preserve the environment and wildlife and promote clean cities and townships. It must also be ensured that the maximum benefit of tourism is passed on to the community and economic growth is supported through domestic value creation. In view of these requirements, the existing regulations or guidelines have been revisited and modified. Several new regulations/guidelines have been introduced (Buckley, 2006).

A conducive taxation strategy for tourism Taxes have been simplified for the benefit of the tourism industry. The profit/ income is subject to a fair tax. The upfront cost of investment in leisure and tourism related activities and plant and machinery as well as branded consumer products are subject to low taxes. Duties on tourism vehicles have been reduced to promote tourism related services. Taxes imposed at various levels of government are being consolidated to make an industry friendly tax regime (Outdoor Industry Association, 2007).

Development of guidelines by different organizations and institutions for example the University of Moratuwa has been entrusted with the responsibility of developing a set of national tourism guidelines in Sri Lanka to improve the performance standards of the white water rafting and adventure tourism industry (Hugunin, 2015).

Development of infrastructure to meet the white-water rafting industry requirements. It is estimated that 3.5 Million tourist arrivals in Sri Lanka by 2020 will require around 45,000 hotel rooms catering to the tourism industry. However as per end 2010 statistics, the country had only 22,735 Sri Lanka Tourism Development Authority approved hotel rooms (Mahinda, 2010).

Product development has been widely appreciated by tourism planners and managers. The white-water rafting industry has had to think beyond traditional norms and be actually involved in product development to make the visits exciting for the tourists. Since one of the key objectives of tourism is economic development at mass level, governments have been encouraging the industrialists to focus on getting the community involved in the value chain and new value creation (Warren, 2015). One good example is the ‘home stay’ program that is gaining momentum in Sri Lanka. Similar initiatives like visits to community
based activities such as farming, fishing, handicrafts, festivals, religious and cultural programs, sports, bird watching, wildlife among others are being promoted.

Governments have provided support to Small and medium-sized enterprises (SME) in the white water rafting or adventure tourism development. For example, the Chinese government encourages financial institutions to provide low interests loan facilities and grants to the SME sector (Swarbrooke, 2003). The SME sector is also being given concessions when participating in a recognized trade fair. This feature of the sector leads to fewer leakages obtained in the white-water rafting industry than if the business consisted of large corporations and businesses.

Development of human resources requirements in the white-water rafting industry. Different Strategies have been used by tourism administrative bodies or organizations to fill the human resources gap. And they are divided into two major categories. Firstly, meeting the human resources gap of the accommodation industry through provision of necessary training for four major sectors for example Food & Beverage, professional Cookery, housekeeping and Front Office Operation (Hudson, 2003). Secondly, meeting the human resources gap of in related services through provision of necessary training for tour guides, home stay hosts and other formal and informal sector service providers (White, 2014).

Employment of skilled labor for the specific activities involved in white water rafting. And the provision high wages, in comparison with the rest of the tourism and hospitality sector. They are also likely to require business to invest in human capital and this may provide economic opportunities for local educational and training suppliers (Pollock, 2007).

According to Hugunin (2015), tourism administrators have developed the use of the web or internet as a powerful communication media. The most effective global communication medium in tourism today is the internet. Sri Lanka Tourism is currently developing an improved web portal for tourism promotions. The improved web portal is accessible to any potential tourist who needs information about the country, attractions, events, accommodation, tours organizers, transport among others.

International marketing promotions through advertisement are being under taken by the governments and this focuses internally on product development. At this stage, the overseas promotional campaigns are being
developed systematically through participation in trade fairs and inviting of journalists from reputed media institutes to visit the destinations (Buckely, 2006).

Improving domestic tourism while looking to the foreign tourists to generate additional foreign income to the country we cannot neglect the increasing demand from domestic tourists whose per capita income is on the rise. With the increasing demand for better quality hotel rooms the pricing structures in the hotel trade are bound to increase and this can have a negative impact on domestic tourism. Hence the Government is currently looking at a few alternatives to facilitate domestic tourism (Ollenburg, 2006).

A greater involvement by the government agencies in investing into and managing the rest houses, which are currently, leased to the private sector individuals. A government company with some shares issued to the public will be formed to manage these properties (Sharpe, 2005).

Creation of greater awareness of lesser-known attractions using different media accessible to the domestic tourists. The “Narabamu Sri Lanka’ TV documentary series narrated by the artiste Jackson Anthony was one such initiative of Sri Lanka Tourism Authority (Mahinda, 2010).

Encouraging and involvement of a wide variety of elements and suppliers in water rafting, with businesses being involved in either the mainstream tourism industry, such as accommodation operators, or others being more specific to adventure tourism and white-water rafting, such as equipment manufacturers (Swarbrooke, 2003). This means the economic benefits derived from the sector are relatively widely distributed.

According to Dawson (2001), planning and management of the natural resources exploited during white water rafting activities is really a fundamental aspect and strategy to be followed. Various planning instruments, such as Carrying capacity, Limits of acceptable change and the Recreational Opportunity Spectrum, to determine the sustainable number of visitors to a particular site or location. In addition to planning instruments, it is increasingly being recognized that economic instruments can also play an important role in the sustainable management of tourism assets. Proper planning leads to efficient utilization and allocation of natural resources and proper disposal of wastes from white water rafting activities or products.
Environmental education and interpretation has been provided in south Wales. An important objective for the NPWS is that commercial operators and their guides provide quality interpretive education to complement the recreational experience of commercial clients. High quality, appropriate interpretation will ensure users appreciate the natural values of the area, as well as appreciating the role fulfilled by the NPWS (Buckley, 2006)

It was agreed that an educational package will be developed by the NPWS and that the Service will run a series of seminars for the commercial operators. The educational package will ensure each guide has access to interpretative information for the area (Buckley, 2006)

CHAPTER THREE

STUDY AREA AND RESEARCH METHODOLOGY

Introduction

This chapter describes the methods that were used to collect and generate data for example interviews, questionnaires, and secondary data sources. In addition, it describes the process of field work preparation, data analysis and limitations of the research.

The chapter begins with the description of the process of filed work preparation. Secondly, it presents the methodology of both qualitative and quantitative, methods of data collection and analysis and field work issues for example challenges and limitation of the research.
3.1.1 Location of Study

The research involved with this study took place mainly outside of Jinja in the area surrounding Itanda Falls. It was essential to gain more insight within the adventure tourism industry by actually visiting the areas and investigating the enterprises present. Itanda Falls is located in Jinja district, and about 109 kilometers by road, west of the central business district of Kampala, the capital of Uganda and its largest city. Jinja is located at the northern shore of Lake Victoria and the east shore of Victoria Nile in the South-Eastern Uganda. Jinja takes the form of a tapering plateau and stands at an altitude of 3,750 feet (1230 meters) above sea level, it covers an area of approximately 673 square kilometers (260 square miles).

Jinja is located approximately 45 kilometers north of the Equator along latitude 0° 35’ 59.99° N and longitude 33° 11’ 60.00° E and it enjoys a very pleasant climate with temperatures ranging from 63°F to 82°F (17°C to 28°C). Average rainfall is approximately 112.5 centimeters.
MAP OF JINJA DISTRICT SHOWING THE LOCATION OF ITANDA FALLS
3.1.2 Duration

The study was carried out in three months from June to August 2017.

3.1.3 Population

During the study, the researcher targeted a total population of seventy individuals for example those that actively participate in the white-water rafting business like managers of rafting companies and their staff, and the local community.

3.2 Research Design

The research was about the potential contributions of white-water rafting to adventure tourism development in Jinja district. This research was basically to find out the role of white-water rafting to adventure tourism development, the challenges affecting white-water rafting and the strategies used to promote white-water rafting in Jinja district. Data was carried out using qualitative and quantitative research approach in August 2017. The sample design used was random sampling technique, questionnaires and interview were also used, data was analysed using the SPSS software version 17.0.

3.3.1 Secondary Sources

This method mainly looked at secondary information reviewing the written literature about the study area in relation to the topic of study to generate empirical evidence that can support sociological theories. There is very little research done on the rafting industry and virtually none conducted on the Nile River. The researcher was only able to find data on the Nile that dealt with studies of the prevalence of bilharzias on rafters. The secondary research gained on rafting in general was almost equally unhelpful; most was outdated or needed remedial revisions. The researcher was able to find some information on adventure tourism and tourism within Uganda, but this data only had limited significance as background information in this report.
3.3.2 Questionnaire

Questionnaires were used to provide information for the study, where close and open-ended questions were asked by the researcher and precise answers were answered by the respondents to express their real concerns about the questions asked. Seventy (70) questionnaires were distributed to seventy respondents for example local community members, government officials and employees in the white-water rafting companies and these were selected according to age, experience and position held in the rafting industry. Oral asking of questions on the questionnaires were used to seek information from respondents who can’t read.

3.3.3 Interviews

To supplement on questionnaires and gain additional local perspectives on whitewater rafting, the researcher realized the importance of speaking with top management officials in the rafting industry for example managers of rafting companies. Five interviews were conducted and these helped to backup similar opinions of people at Nile River Explorer, Nalubale Rafting Company and Adrift Rafting Company and also in some instances contradicted. For this reason they helped round the data gained from questionnaires to get multiple opinions of each subject.

3.4 Research Challenges

The biggest difficulty with the research was the unavailability of good and insightful interviews with government officials. These people proved to be very difficult to get into contact with and were also unknowledgeable of the rafting industry. As a result most of the information about the role the government plays in the rafting and adventure tourism industries was gained through interviews with company operators, not government officials. The researcher does recognize the potential for biased and incomplete data as little information was actually gained from government officials, but there was actually very little information that these people could provide.

Due to program restrictions the researcher was forbidden from experiencing firsthand the high adrenaline adventure of grade V white water rafting on the White Nile. Because of this, he had to rely on observing the response of clients and the video documentation to estimate the experience of others.
3.5 Data analysis

Data was first coded to translate responses into specific categories and reduced data into manageable summaries. Tabulation was then done followed by analysis using descriptive statistics. Frequencies and percentages were used and the presentation was done using tables. The computer program SPSS (Statistical Package for Social Science) Version 17.0 was used to analyze the data. Data from the interview schedule was analyzed using content analysis.

CHAPTER FOUR
FINDINGS, DISCUSSION AND ANALYSIS

Introduction

This chapter focuses on analyzing, presenting, interpreting and discussing research findings in line with the objectives of the study with an intention of examining the potential contributions of white-water rafting to adventure tourism development in Jinja district.

4.1 Demographic and socio-economic characteristics.

The demographic and socio-economic characteristics of the respondents are presented in table 4.1. Most of the respondents were male and are represented by a percentage of (61%) and female (39%), majority of the respondents (47%) fell between 20 and 29 years of age, (28%) of the respondents were in the age bracket of 30 and 39 years. About 14% of the respondents were below 40 years and 49 years of age and (11%) were between 50 to 59 years, and (0%) of the respondents were 60 years and above.

The level of education of the respondents was generally average though most of them (53%) were people who at least studied primary level, about 33% attained a secondary certificate and 8% were graduates, and about 5% and 1% were certificate and diploma holders respectively. The percentage of married respondents (70%) was greater than the singles who were (30%) and those who weren’t married and single were (0%).

It was also found that most of the respondents (51%) had worked in the rafting industry for at least 1 to 5 years, (21%) had worked for 6 to 10 years, and respondents who had worked for more than 10 years were (16%) while only (12%) had worked for less than a year.
91% of the respondents working in the rafting industry were on permanent terms of employment and only 9% on contracts. The highest number of respondents were mid income earners were 35% earn between 250,000 and 500,000 per month, 30% earn between 500,000 and 1,000,000. 26% of the respondents earn a monthly income of 0 to 250,000 and only 6% of the respondents earn above 1,000,000. The biggest proportion 56% of the respondents has stayed near Itanda Falls for more than 10 years, 28% for 6 to 10 years, 12% for 1 to 5 years and only 4% have resided near Itanda Falls for less than a year.

Table 4.1  
Demographic and socio-economic characteristics of the respondents

<table>
<thead>
<tr>
<th>Variable</th>
<th>Frequency</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Gender</strong></td>
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<td></td>
</tr>
<tr>
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<td>61</td>
</tr>
<tr>
<td>Females</td>
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<td>39</td>
</tr>
<tr>
<td><strong>Age</strong></td>
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<td></td>
</tr>
<tr>
<td>20-29</td>
<td>27</td>
<td>47</td>
</tr>
<tr>
<td>30-39</td>
<td>16</td>
<td>28</td>
</tr>
<tr>
<td>40-49</td>
<td>8</td>
<td>14</td>
</tr>
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<td>50-59</td>
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</tr>
<tr>
<td>60 and above</td>
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<td>0</td>
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<tr>
<td><strong>Educational level</strong></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Primary</td>
<td>30</td>
<td>53</td>
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<tr>
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<td>33</td>
</tr>
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<td>Certificate</td>
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<tr>
<td>Diploma</td>
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<td>1</td>
</tr>
<tr>
<td>Under graduate</td>
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<td>8</td>
</tr>
<tr>
<td>Post graduate</td>
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<td>0</td>
</tr>
<tr>
<td><strong>Marital status</strong></td>
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<tr>
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<tr>
<td>Married</td>
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<tr>
<td>Divorced</td>
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<td>0</td>
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<tr>
<td>Others</td>
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<td>0</td>
</tr>
<tr>
<td><strong>Duration at work</strong></td>
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<td></td>
</tr>
<tr>
<td>Less than a year</td>
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<td>12</td>
</tr>
<tr>
<td>1-5 years</td>
<td>29</td>
<td>51</td>
</tr>
<tr>
<td>6-10 years</td>
<td>12</td>
<td>21</td>
</tr>
<tr>
<td>10 years and above</td>
<td>9</td>
<td>16</td>
</tr>
<tr>
<td><strong>Terms of employment</strong></td>
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</tr>
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20
<p>| | | |</p>
<table>
<thead>
<tr>
<th></th>
<th></th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Contract</strong></td>
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<tr>
<td><strong>Permanent</strong></td>
<td>52</td>
<td>91</td>
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<tr>
<td><strong>Student</strong></td>
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<td>0</td>
</tr>
<tr>
<td><strong>Part time</strong></td>
<td>0</td>
<td>0</td>
</tr>
<tr>
<td><strong>Level of income</strong></td>
<td></td>
<td></td>
</tr>
<tr>
<td>0-250,000</td>
<td>15</td>
<td>26</td>
</tr>
<tr>
<td>250,001- 500,000</td>
<td>20</td>
<td>35</td>
</tr>
<tr>
<td>500,000- 1,000,000</td>
<td>17</td>
<td>30</td>
</tr>
<tr>
<td>Above 1,000,000</td>
<td>5</td>
<td>9</td>
</tr>
<tr>
<td><strong>Duration at place of residence</strong></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Less than a year</td>
<td>2</td>
<td>4</td>
</tr>
<tr>
<td>1-5 years</td>
<td>7</td>
<td>12</td>
</tr>
<tr>
<td>6-10 years</td>
<td>16</td>
<td>28</td>
</tr>
<tr>
<td>10 years and above</td>
<td>32</td>
<td>56</td>
</tr>
</tbody>
</table>

4.2 Roles of white-water rafting to adventure tourism development

The most highly recognized variable by was increase in tourist inflows into the destination, which has led to increase in population growth rate at Itanda falls and the surrounding areas of Butagaya, Lumuli, Nawapanda, Kilanga among others as a result of the changes in the immigration or visitor flows at the destination. Mr. John Wazimwa attributed this to tourists that choose to retire or relocate to the region after visiting due to its amenities and recreation opportunities found at the destination. And this leads to a change in the social structure of the community and management of local resources.

Generation of both revenue and foreign exchange to the government. Through an interview with the destination manager of the Busoga tourism cluster said that “this is realized through the imposition of taxes from adventure tourism businesses’’ for example rafting companies like Adrift, accommodation businesses like Nile River Camp and trade and commerce between the adventure tourism businesses and the local community for example Kilanga, Lumuli among others mainly. This therefore leads to an increase in the country’s GDP.

White-water rafting has led to an increase in the economic and entrepreneurial opportunities to the local communities around Itanda Falls for example Matumu, Nakandula, and Butagaya.
among others. The regional coordinator of the Busoga tourism cluster explained that with the increase in the growth rate of tourism businesses in areas near Itanda Falls for example accommodation, agriculture, and tour and travel companies among others many local residents get employed in the rafting industry. Hence, leading to development of adventure tourism in Jinja district.

White-water rafting has led to an increase in physical and mental wellbeing of the local residents. Mr. Sam the owner of Kayak the Nile explained that “through the provision of cultural and environmental education, health services, economic opportunities, infrastructural development and appreciation of the environment and its aesthetics and by being actively engaged in recreational activities, people are more likely to be exposed to other cultures and environmental awareness.

Proper disposal of wastes (both trash and human waste), trespassing, and a party environment on the river. During an interview with the public relations manager at Nalubale Rafting, he encouraged the use of a comprehensive management plan and a sense of understanding of the importance of white water rafting and adventure tourism for the local community, hence leading to adventure tourism development in Jinja.

White-water rafting has led to the diversification of the economy for example through a shift from manufacturing industries to recreation and relaxation industries. This leads to a shift on the structure of economy and the wellbeing of residents. For example, forest resources once viewed as a source of raw materials for wood products are now valued for their recreational uses or as aesthetic backdrops for homeowners as explained by the chairman of Bubungo village.

Development of new adventure tourism activities at Itanda Falls as a result of whitewater rafting for example bungee jumping, horse riding, and scenic viewing among others was backed by 44 respondents. This has led to adventure tourism development in Jinja.

Increase in land prices along the water trial areas for example Kibibi, Bubungo, and Butagaya among others. The operations manager of Nalubale Rafting Uganda said that the areas near Itanda falls have led to increase in land prices because of the high value attached to the land.
This has led to increase income and standards of living. He emphasized that land owners parcel out or sell off their land as a profitable approach to dealing with increasing land prices.

As explained by the operations manager at NRE base camp during an interview, he said that white water rafting plays role on both the riverine and the neighboring terrestrial environment. For example, human waste could reduce the water quality of the River, while watercraft users like kayaks, rafts, canoes among others cause damage to the vegetation at Itanda Falls. And this is as a result of increase in the number of water rafters in Itanda, hence, leading to environmental damage.

White water rafting at Itanda Falls has led to increased employment opportunities through competitive employment as raft guides which has led to improvement in their quality of life and both social and environmental costs for example disruption of traditional cultural activities, social structures and subsistence economies; increasing inequities between individuals, forced relocation of entire communities (explained by a local resident).

White water rafting has had a role to play on the environmental costs as explained by the operations manager of Nalubale Rafting Uganda. For example vegetation clearance and sewage discharge, pollution of land, water and air, and indirect impacts such as the introduction of weeds and pathogens, and increased poaching and collecting of rare plants and animals.

<table>
<thead>
<tr>
<th>Statement</th>
<th>Yes</th>
<th>No</th>
</tr>
</thead>
<tbody>
<tr>
<td>Increase in tourist inflows into the destination</td>
<td>57</td>
<td>0</td>
</tr>
<tr>
<td>Development of infrastructures at the destination for example construction of roads, rural electrification</td>
<td>43</td>
<td>14</td>
</tr>
</tbody>
</table>
4.3 Challenges affecting white-water rafting at Itanda Falls.

The construction of Isimba Hydro-electric power dam. This is the greatest problem hindering white-water rafting and adventure tourism development in Uganda. With the completion of the dam, said to be in July 2018, many great rapids and waves on the Nile will be destroyed for example Nile Special, Super hole among others. The general manager at NRE said that “the construction of Isimba dam is the greatest challenge to ever affect white-water rafting because it will lead to the destruction of Hairy Lemon Island Campsite and the highly desired and appreciated rapid at Nile Special.

Increased risk of infectious diseases. For example malaria, cholera, typhoid, bilharzias and sexually transmitted diseases like HIV/AIDS, Syphilis among others. Through an interview with the operations manager at Kayak the Nile explained that such diseases or illnesses are as a result of unsafe, unclean water and cold water immersion. And this has greatly affected whitewater rafting activities at Itanda Falls.

Sedimentation and erosion. This is as a result of human activities for example construction of social amenities like roads, hotels and camp sites which have led to a significant soil disturbance at a number of locations for example the power house, the aggregate borrow areas and the workers’ camp. All of these areas could are at increased risk of soil erosion and degradation through compaction and subsequent increased turbidity and sedimentation (explained by the General Manager at NRE).

| Increased in the physical and mental wellbeing of the local residents | 55 | 2 |
|-----------------------------------------------|-----------------|
| Diversification of the economy through shifts from market-based economies to non-market-based economies | 54 | 3 |
| Proper disposal of both trash and human wastes | 55 | 2 |
| Development of new adventure tourism activities at the destination for example bungee jumping | 44 | 13 |
| Generation of revenue and foreign exchange to the government leading to increase in the country’s GDP | 57 | 0 |
| Increase in economic, entrepreneurial and employment opportunities to the local people. | 57 | 0 |
Pollution of water, air and land. This is done through noise, dust and human activity from white water rafting activities and it’s another major challenge affecting white-water rafting to adventure tourism development. This affects both human life and wildlife and potentially result into displacement of animals from their current habitats. The construction or upgrade of new roads to enable access to whitewater rafting areas for example Kibibi, Nile special, super hole among others, greatly lead to pollution as explained by the founder of Kayak the Nile during an extensive interview.

The continually changing political climate in Uganda. For example the Busoga tourism cluster coordinator said that “insecurity and conflicts in the recent Kasese incidences and insecurity in northern Uganda have potentially scared off the tourists or visitors willing to participate in whitewater rafting activities, hence hindering adventure tourism development in Uganda.

Overcrowding. This arises due to the social carrying capacity exceeding the environmental capacity. Though majority of the respondents disagreed with overcrowding, the LC1 Chairman of Bubungo explained that the river is relatively small, and whitewater activities only take place along a relatively short stretch of the River. Therefore, congestion and overcrowding easily occur at such points. The founder of Kayak the Nile also said that if the social carrying capacity is exceeded, visitor satisfaction might decline and visitation levels fall.

Environmental degradation. For example camping areas like Wild waters lodge, Hairy Lemon Island among others, over time, encroach on the vegetation as explained by a local resident in Butagaya village. He further said that commercial white-water rafting operators for example NRE, Adrift use tarpaulins to provide shelter for their clients hence causing damage to trees in the area and reduce the scenic values of Itanda Falls and the surrounding areas.

All respondents agreed that construction of Isimba dam is the greatest challenge of white-water rafting. 30 respondents disagreed that the loss of runnable rivers is not a result of white-water rafting activities, they rather suggested that this is caused by other factors for example construction of the Bujagali Hydro Electric dam. 57 respondents also disagreed with death as being a challenge affecting white-water rafting, because no major death has been recorded at
Itanda Falls as a result of white-water rafting activities in Jinja. Majority of the respondent disagreed with flooding of rapids (36) since no major flooding has happened on river Nile along the rafting trail and 37 respondents also disagreed with emergency of conflicts among the local people and the tourists because the local residents in the region are very hospitable.

Table 4.3  Frequency distribution statistics of the challenges faced by white-water rafting

<table>
<thead>
<tr>
<th>Statement</th>
<th>Yes</th>
<th>No</th>
</tr>
</thead>
<tbody>
<tr>
<td>The construction of Isimba hydro-electric dam</td>
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<td>0</td>
</tr>
<tr>
<td>Overcrowding as a result of tourist inflows exceeding the carrying capacity of the destination</td>
<td>22</td>
<td>35</td>
</tr>
<tr>
<td>Increase in the risk of infectious diseases for example hemlock poisoning, leptospirosis, sexually transmitted diseases like HIV/AIDS</td>
<td>57</td>
<td>0</td>
</tr>
<tr>
<td>Environmental degradation for example damaging of vegetation</td>
<td>38</td>
<td>19</td>
</tr>
<tr>
<td>Loss of runnable rivers due to increased pressure on the use of the river</td>
<td>27</td>
<td>30</td>
</tr>
<tr>
<td>Sedimentation and erosion due to construction activities in the destination for examples roads, camps, hotels among others</td>
<td>57</td>
<td>0</td>
</tr>
<tr>
<td>The continually changing political climate for example insecurity, conflicts among others.</td>
<td>29</td>
<td>28</td>
</tr>
<tr>
<td>Flooding of rapids</td>
<td>21</td>
<td>36</td>
</tr>
<tr>
<td>Pollution of air, land, noise and water from both industrial and human wastes for examples gases, use of plastics, polythene bags, noise, dust among others</td>
<td>57</td>
<td>0</td>
</tr>
<tr>
<td>Death of the rafters or tourists</td>
<td>0</td>
<td>57</td>
</tr>
<tr>
<td>Increase in the level of conflicts between the local residents and the tourists or white-water rafting employees</td>
<td>20</td>
<td>37</td>
</tr>
</tbody>
</table>

4.4 Strategies used to promote white-water rafting at Itanda Falls

Infrastructural development. The stakeholders in the rafting industry have fought tooth and nail to develop infrastructures in the area for example construction of roads, hotels and camp sites like Nile River Camp, Black Lantern among others. The operations manager of Nalubale Rafting Uganda explained that infrastructural development is a major strategy used to meet the whitewater rafting industry requirements. He also estimated that there will be about 2,5000 tourist arrivals in Jinja by 2020 for rafting and this will require around 1,000 hotel rooms catering to the rafting industry.
Product development. Many rafting managers have encouraged product development of whitewater rafting products and services for example handcrafts, bird watching, festivals like the annual NRE rafting festival, among others. The rafting industry has had to think beyond traditional norms and be actually involved in product development to make the visits exciting for the tourists and satisfy their expectations.

Provision of financial support to small and medium-sized enterprises. Most of the respondents urged the Ugandan government and financial institutions to provide financial support to Small and medium-sized enterprises (SME) in the whitewater rafting industry. For example, the Busoga tourism cluster chairman explained that the government encourages financial institutions to provide low interest loan facilities and grants to the SME sector. This leads to fewer leakages obtained in the white-water rafting industry than if the business consisted of large corporations and businesses only.

Development of human resources. The need to fill the human resource gap in the rafting industry, rafting companies and the government have developed human resources requirements in the white-water rafting industry. For example, meeting the human resources gap through training of staff, provision of high wages, and investment in the human capital among others.

Recruitment of Skilled and qualified labor force. Rafting companies have developed a strategy of employing skilled and qualified personnel or labor for specific white water rafting activities for example tour guides, drivers, chefs, housekeeping staff among others. This has greatly increased on the performance of labor hence, increasing labor productivity.

Use of internet. According to operations manager of Kayak the Nile, tourism administrators have developed the use of the web or internet as a powerful communication media in promoting white water rafting in Jinja. The internet is the most effective global communication medium in adventure tourism today and currently many rafting companies have developed and improved the web portal for white water rafting promotions. This web portal is accessible to potential tourists and it provides information about the country, attractions, events, accommodation, tours organizers, transport among others.

International marketing promotions. The government and rafting companies for example Adrift, NRE among others focus internally on promotional campaigns and advertisement to international markets.
through participation in trade fairs and inviting of journalists from reputed media institutes to visit the destinations.

**Encourage domestic tourism development.** Rafting companies and the Ugandan government are encouraging domestic tourism in the country while looking to the foreign tourists to generate additional foreign income to the country. Due to the seasonality of tourism in Uganda, tourism administrators are encouraging the participation of the Ugandan citizens in white water rafting through reducing on the rafting prices among others.

**Encouraging and involvement of a wide variety of elements and suppliers in the water rafting industry.** With many businesses being introduced in either the mainstream tourism industry, such as accommodation, equipment manufacturers for example rafts, kayaks, life jackets among others. This leads to economic benefits derived from the rafting industry are relatively widely distributed.

**Planning and management of natural resources.** According to the Chairman of Busoga tourism cluster, planning and management of the natural resources exploited from white water rafting activities is really a fundamental aspect and strategy. The government and rafting companies have developed many planning and economic instruments for example carrying capacity, limits of acceptable change and the recreational opportunity spectrum. Proper planning leads to efficient utilization and allocation of natural resources and proper disposal of wastes from white water rafting activities or products.

**Introduction of a policy framework.** The government has introduced a policy framework to support investors and the rafting industry for example restoration of a simple tax regime, simplification of licensing procedures, reduction of the high electricity tariffs, unification of the regulatory environment and creating a single authority for tourism promotion, creating opportunities to promote shopping of internationally reputed branded products and entertainment, simplification of the investment approval process, streamlining the process of alienating government land for tourism development projects, attracting internationally reputed tourist hotels and, environmentally friendly policies.

**Improvement of a regulatory framework.** The government has improved the regulatory framework in the rafting industry to compete on the international arena, where the service standards must match the global
expectations. The existing regulations or guidelines have been revisited and modified and new regulations/guidelines have been introduced by the government for example conservation of the environment and wildlife.

**Introduction of a conducive taxation strategy.** The Ugandan government has simplified tourism taxes for the benefit of the rafting industry. A kayaking guide at Adrift explained that the profit/ income raised from whitewater rafting is now subject to a fair tax, the upfront cost of investment in leisure and tourism related activities and plant and machinery as well as branded consumer products are subject to low taxes. Duties on newly imported tourism vehicles have been reduced to promote tourism related services.

**Development of guidelines by different rafting companies.** For example NRE, Nalubale Rafting, and Adrift among others and the government to give direction and guidance towards white water rafting activities. This is done through setting up of restrictions and rules for example restriction of children below the age of 10, clients should strictly follow the instructions of their guide in order to improve the performance standards of the white water rafting and adventure tourism industry in Jinja.

**Table 4.4 Frequency distribution statistics of the strategies used to promote white-water rafting**

<table>
<thead>
<tr>
<th>Statement</th>
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<tbody>
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<td>Improvements to the regulatory framework to compete in the international arena for example construction of the environment</td>
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<tr>
<td>Development of infrastructures to meet the global white-water rafting requirements for example roads</td>
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<tr>
<td>Provision of financial support to small and medium-sized enterprises in the white-water rafting industry</td>
<td>46</td>
<td>11</td>
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<tr>
<td>Implementation of a conducive taxation strategy on white-water rafting requirements for example machinery like kayaks among others</td>
<td>53</td>
<td>4</td>
</tr>
<tr>
<td>Development of human resource requirements for the white-water rafting</td>
<td>57</td>
<td>0</td>
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</tbody>
</table>
industry for example through training of tour guides, housekeeping among others

<table>
<thead>
<tr>
<th>Activity</th>
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</thead>
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<td>International marketing promotions through advertisement, promotional</td>
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</tr>
<tr>
<td>campaigns among others</td>
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<td></td>
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<tr>
<td>Employment of skilled and qualified personnel for specific white-water</td>
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<td>rafting activities</td>
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<tr>
<td>Encouragement of domestic tourism at the destination</td>
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<td>0</td>
</tr>
<tr>
<td>Planning and management of natural resources exploited during white-water</td>
<td>57</td>
<td>0</td>
</tr>
<tr>
<td>rafting activities</td>
<td></td>
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<tr>
<td>Involvement of the government in investing and managing of the white-</td>
<td>30</td>
<td>17</td>
</tr>
<tr>
<td>water rafting industry</td>
<td></td>
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</tbody>
</table>

CHAPTER FIVE

CONCLUSION AND RECOMMENDATIONS

5.1 Summary of findings

White-water rafting is a very successful and widespread sector of adventure tourism industry. Some of the likely reasons for its success may be summarized as follows. It’s exciting but safe, high possibility that rafting clients will get wet, thrown around and occasionally frightened, but rather low risk that they actually suffer any significant injury.

White-water rafting has played social, economic and environmental roles which are both positive and negative, it is also interfaced with a number of challenges and these are both environmentally caused or as a result of human activities. Stakeholders in the rafting industry at Itanda falls have developed strategies to promote white-water rafting in Jinja.

5.2 Conclusion

Upon the conclusion of this report there are many different things that have been revealed about the unique white water rafting industry on the Upper White Nile at Itanda Falls in Jinja. The objectives of the research have been met and have effectively exposed new information about these little known adventure tourism activities. The research proved the potential contributions of the rafting industry at Itanda falls in Jinja. In
addition, it was revealed that the white water rafting plays a fundamental role to adventure tourism development at Itanda falls in Jinja. Finally the research also proved that the major challenges faced by the rafting industry in adventure tourism development and also suggested strategies being used to solve the challenges. The information that has been provided about these industries has seen very little academic research over the approximate fifteen years of their existence, and for that reason the report has been effective.

5.3 Recommendations

By the end of the research period many ideas were revealed for the rafting companies, individuals, and the government that could improve revenues and adventure tourism businesses for future growth. Many of these recommendations came straight from the people that were interviewed while others were realized by the researcher. There are ways for the rafting and adventure tourism companies to increase their profitability through simple and inexpensive means. The government could take the opportunity to adapt in many ways to improve these businesses; the measures they could take range from small changes to massive ones to ensure the continued success of these companies.

Rafting companies could improve their business significantly with little effort for example the companies should take to improve their own marketing through the internet. Given the rapid increase in social media over the past decade, rafting companies are not taking advantage of this opportunity to the fullest extent. Websites like Facebook and YouTube are highly effective ways to successfully encourage more travelers to visit NRE. Although these companies do have a presence on both websites, they do not do this effectively. Additionally, the NRE should encourage its clients to follow them on Facebook. As of July 2017 the company only had 1123 followers on their face book page. By encouraging more clients to follow the webpage the company’s exposure would grow to likeminded people which in turn would help gain a larger client base. These two recommendations are free and have zero consequences. Simple adjustments like these could and should be taken be every adventure outfitter in the area to ensure higher revenue for their companies.
In addition to this rafting companies could also improve their customer service skills. Through the interactions between the researcher and the employees, the researcher noticed many instances where employees lacked basic customer service skills that would improve the stay of every client and potentially increase return customer business. Given the fact that most of the clients at NRE come from Western countries, the provided customer service should be held to these standards. The standard observed of some of the workers was of a “Ugandan level”. Many of the local workers did not realize the importance helping the customer with every effort possible. A simple customer service training seminar for the employees is another easy and cost effective method for rafting companies to improve their revenue and visitor inflow.

There are also many ways the Ugandan government could change their operations to improve the success of the rafting and adventure tourism industries in Uganda. Due to a lack of time and ability to interview key tourism officials the recommendations will be concise and not as in depth as could be. However company operators did express the need for a revamping of the national marketing scheme to entice adventure minded people to visit the country. Uganda is inherently a place of adventure, and rafting on the White Nile is one of the country’s most unique products in this sector. No other country in the region can offer rafting trips of this caliber and for that reason the marketing should take advantage of this.

Additionally the government should offer incentives for growth within these companies. One of the main options for this would be through import tax breaks. Currently the companies face heavy import taxes on rafting equipment and transportation vehicles. These taxes are forcing the companies to withhold investments that would help the companies improve their products. Although these options would be slightly cost intensive; when looking at the potential revenue the government would gain through increased visitors, there would be a net benefit involved. These are two simple options the Ugandan government could undergo to promote the rafting and adventure tourism industries.
REFERENCES

429-442.
Research.
Spectrum? Tourism, Recreation, and Sustainability: Linking Culture and the Environment,


Dear respondent,

I am Nabulwa Ivan, a student of Makerere University, pursuing a degree of Bachelors of Tourism and you have been selected to participate in this study about the research topic; *Potential contributions of white-water rafting to adventure tourism development in Jinja district.* Kindly spare time to fill this questionnaire with sincerity and the information given will be treated with maximum confidentiality. The information is basically for academic purposes and is pre-requisite for an award of Bachelors Degree of Tourism at Makerere University.

**PART I**

1.1 Name

1.2 Email/ Contact

1.3 Company name

1.4 Position

1.5 Place of residence

   i. District

   ii. Village

   iii. Sub county

   iv. Parish

1.6 Gender

   a) Male

   b) Female
1.7 Age range
   a) 20-29       c) 40-49     e) 60 and above
   b) 30-39       d) 50-59

1.8 Education level
   a) Primary      c) Certificate    e) Graduate
   b) Secondary    d) Diploma        f) Post graduate

1.9 Marital status
   a) Single       c) Divorced
   b) Married      d) Others

1.10 How many years have you been working in the white-water rafting industry.
   a) Less than a year  c) 6- 10 years
   b) 1-5 years          d) 10 years and above

1.11 What are your terms of employment
   a) Contract       c) Student
   b) Permanent      d) Part time

1.12 Level of income (monthly)
   a) 0-250,000      c) 500,001- 1,000,000
   b) 250,001- 500,000 d) Above 1,000,000

1.13 Time spent in residence
   a) Less than a year  c) 6- 10 years
   b) 1- 5 years          d) 10 years and above

PART II
2.1 What other tourism activities do tourists engage in while at Itanda Falls

2.2 What is your role in the rafting industry.
PART III

3.1 **Roles of white-water rafting to adventure tourism development (tick)**

<table>
<thead>
<tr>
<th>Statement</th>
<th>Yes</th>
<th>No</th>
</tr>
</thead>
<tbody>
<tr>
<td>Increase in tourist inflows into the destination</td>
<td></td>
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<tr>
<td>Development of infrastructures at the destination for example construction of roads, rural electrification</td>
<td></td>
<td></td>
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<tr>
<td>Increase in the physical and mental wellbeing of the local residents</td>
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<tr>
<td>Proper disposal of both human and trash waste</td>
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<tr>
<td>Diversification of the economy through shifts from market-based economies to non-market-based economies</td>
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<tr>
<td>Development of new adventure tourism activities at the destination for example bungee jumping</td>
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<tr>
<td>Generation of revenue and foreign exchange to the government leading to increase in the country’s GDP</td>
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<td></td>
</tr>
<tr>
<td>Increase in economic, entrepreneurial and employment opportunities to the local people.</td>
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</tr>
</tbody>
</table>

3.2 **Challenges affecting white-water rafting at Itanda Falls (tick)**

<table>
<thead>
<tr>
<th>Statement</th>
<th>Yes</th>
<th>No</th>
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<tbody>
<tr>
<td>Overcrowding as a result of tourist inflows exceeding the carrying capacity of the destination</td>
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<td>Increase in the risk of infectious diseases for example hemlock poisoning, leptospirosis, sexually transmitted diseases like HIV/AIDS</td>
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<td>Environmental degradation for example damaging of vegetation</td>
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<td>Loss of runnable rivers due to increased pressure on the use of the river</td>
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<tr>
<td>Sedimentation and erosion due to construction activities in the destination for examples roads, camps, hotels among others</td>
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<tr>
<td>The continually changing political climate for example insecurity, conflicts among others.</td>
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<tr>
<td>Flooding of rapids</td>
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<tr>
<td>Pollution of air, land, noise and water from both industrial and human wastes for examples gases, use of plastics, polythene bags, noise, dust among others</td>
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</tr>
</tbody>
</table>
Death of the rafters or tourists
Increase in the level of conflicts between the local residents and the tourists or white-water rafting employees

### 3.3 Strategies used to promote white-water rafting at Itanda Falls (tick)

<table>
<thead>
<tr>
<th>Statement</th>
<th>Yes</th>
<th>No</th>
</tr>
</thead>
<tbody>
<tr>
<td>Improvements to the regulatory framework to compete in the international arena for example construction of the environment</td>
<td></td>
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</tr>
<tr>
<td>Development of infrastructures to meet the global white-water rafting requirements for example roads</td>
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<tr>
<td>Provision of financial support to small and medium-sized enterprises in the white-water rafting industry</td>
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<tr>
<td>Implementation of a conducive taxation strategy on white-water rafting requirements for example machinery like kayaks among others</td>
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<tr>
<td>Development of human resource requirements for the white-water rafting industry for example through training of tour guides, housekeeping among others</td>
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<tr>
<td>International marketing promotions through advertisement, promotional campaigns among others</td>
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<td></td>
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<tr>
<td>Employment of skilled and qualified personnel for specific white-water rafting activities</td>
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<tr>
<td>Encouragement of domestic tourism at the destination</td>
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<tr>
<td>Planning and management of natural resources exploited during white-water rafting activities</td>
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<tr>
<td>Involvement of the government in investing and managing of the white-water rafting industry</td>
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</table>

Thank you for your time
INTERVIEW GUIDE TO RESPONDENTS

PART I

1.1 Name……………………………………………………………………………………

1.2 Email/ Contact…………………………………………………………………………..

1.3 Company name………………………………………………………………….............

1.4 Position………………………………………………………………………………….

1.5 Place of residence
   i. District…………………………………………………………………………..
   ii. Village…………………………………………………………………………..
   iii. Sub county……………………………………………………………………
   iv. Parish…………………………………………………………………………

PART II

2.1 What role has white water rafting played in adventure tourism development in Jinja district?

2.2 What are the challenges affecting white water rafting activities in Jinja district?

2.3 What are the strategies developed to promote white-water rafting in Jinja district?

2.4 What are the future prospects of your company to adventure tourism development in Jinja district?