

OPPORTUNITIES, CHALLENGES AND INTERVENTIONS FOR YOUTH
PARTICIPATION IN TOURISM IN UGANDA: A CASE STUDY OF FORT PORTAL
TOURISM CITY.

BY

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DECLARATION

I, Laurent IZOOBA hereby declare that this research report is my original work and that, to the best of my knowledge, it has never been submitted to any University or Institution of Higher Learning for an award of a degree or any other academic qualification.

Signed  Date 31/03/2022

APPROVAL

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DEDICATION

This work is dedicated to my loving and selfless parents: Mr. Nyakana David Akiiki and Mrs. Baguma Harriet Nyakana Abooki and the people of the greater Tooro region.

ACKNOWLEDGEMENT

This research would not be successful without the assistance and contribution of a number of individuals to whom I extend my utmost gratitude.

Foremost, I thank the Lord for health, guidance, peace of mind and divine providence throughout my life and study. Secondly, I extend my appreciation to my parents for their sincere holistic support that has seen me through school.

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ABBREVIATIONS

DFID-CSO	:	Department For International Development-Civil Society Organization
ISO	:	International Organization for Standardization
KIVETTI	:	Kihingami Vocational Eco-tourism Training Institute
KRC	:	Kabarole Research Resource Center
MCF	:	MasterCard Foundation
NPHC	:	National Population and Housing Census
UBOS	:	Uganda Bureau Of Statistics
UN	:	United Nations
UNDP	:	United Nations Development Program
UNWTO	:	United Nations World Tourism Organization

ABSTRACT

Uganda has no clear structure for the inclusion of usually marginalized groups such as youth in tourism, implying that there are no clear channels for the dissemination of tourism knowledge, information about available opportunities and apprenticeship for such groups. Given the role of the young generation as cultural actors, innovators and pivotal team members, their exclusion poses a long-term threat to the management aspects of our tourism industry, its labour force, and preservation of both natural and cultural resources. This research project focused on gathering information necessary in organizing the youth, to occupy different places along the tourism value chain and reap the benefits therein by identifying tourism-related opportunities available to the youth, hindrances to youth access of these opportunities and their desired interventions.

Data was collected using mixed qualitative and quantitative methods over a period of three weeks. Primary data was collected using questionnaires, targeting three mutually exclusive groups of respondents, whereas secondary data was collected using semi-structured key informant interviews.

It was found that the major tourism-related opportunities available to the youth are employment opportunities with enterprise owners and managers generally expressing a positive attitude and willingness to work with the youth.

Furthermore, majority of the youth have a positive attitude towards tourism and 92.6% believe that the tourism industry can be used to meet some of their needs such as employment. 80.6% of the youth staying in Fort Portal had considered venturing into tourism as employees, enterprise owners or value chain suppliers. Hindrances to youth access of tourism-related opportunities were found to be financial limitation and lack of knowledge on tourism.

In light of the findings, the researcher recommends development of a national policy on inclusive tourism and, design and adoption of a tourism cluster development program to deliver interventions.

Key words: youth, tourism, inclusive tourism.

CHAPTER ONE

INTRODUCTION

1.1 Introduction

Uganda has the second youngest population in the world (World Economic Forum, 2016) and like all other developing nations; she is not estranged from the issues associated with this youth bulge. The youth themselves are affected by a number of issues including poverty, unemployment and underemployment (Ministry of Gender, Labour and Social Development, 2001). These factors make them extremely vulnerable and prone to risky habits such as prostitution, and persuasion by opportunistic politicians or even rebel groups. All this can potentiate youth-led crime and violence which fuels instability. (DFID–CSO Youth Working Group, 2010; Ministry of Gender, Labour and Social Development, 2011). Youth, according to The United Nations, are persons aged between 15 and 24 and all UN statistics are based on this range. However it acknowledges variations in age groups of member states such as Uganda in which youth are defined as persons aged between 18 and 30. (Furlong, 2013; UBOS, 2017)

The tourism industry, if fully developed and utilized, has the capacity to contribute to poverty reduction, creation of employment opportunities and economic diversification (UNWTO, 2010; Ahebwa, 2012; Ashley and Mitchell, 2006). For a naturally endowed nation like Uganda with vast plant and animal life, numerous physical features and cultural diversity, the youth can provide a competitive innovative work force (Sirimonbhorn, 2015) to participate in tourism development and overall community development if perceived and harnessed as an asset. (DFID–CSO Youth Working Group, 2010).

Tourism is Uganda’s largest services export and a significant contributor to total national employment and GDP (Ministry of Tourism, Wildlife and Antiquities, 2015). However, it has been underexploited, necessitating research and policy development in order to harness its full potential in driving the national economy and attainment of vision 2040. According to Camilleri, “Tourism comprises the activities of persons travelling to and staying in places outside of their usual environment for not more than one consecutive year for leisure, business or other purposes”. (Camilleri, 2018)

On 1st July 2020, Fort Portal was elevated from municipality to a tourism city status. It is associated with a number of notable landmarks including game parks like Toro-Semuliki, the Rwenzori Mountains, and about forty different crater lakes, making it a diversified tourist destination with several tourism-related establishments.

This research focused on gathering foundational information necessary to enable the use of the tourism sector to address some of the challenges affecting the youth by creating a niche for them within the tourism industry.

1.2 Problem statement

Little youth-focused research has been done in the area of tourism; the largest proportion of which focused on youth as visitors not hosts (Antonio et.al, 2016). There is thus need to bridge this gap through both youth-focused and youth-led research projects.

Furthermore, due to the challenges associated with this transitional youth stage, the youth are largely perceived as a problem rather than the asset they actually are (DFID–CSO Youth Working Group, 2010). Without clearly addressing this challenge, the future of our nation hangs in the balance since the young are the parents, professionals and decision-makers of tomorrow.

Uganda also has no clear structure for the inclusion of usually marginalized groups such as youth in tourism, implying that there are no clear channels for the dissemination of tourism knowledge, information about available opportunities and apprenticeship for such groups (Regina et.al, 2018; DFID–CSO Youth Working Group, 2010). Given the role of the young generation as cultural actors, innovators and pivotal team members, their exclusion poses a threat to the management aspects of our tourism industry, its labour force, and preservation of both natural and cultural resources (Made et.al, 2018).

Furthermore, Uganda’s tourism-related policies such as the Uganda Tourism Development Master plan (2014-2024), are very shallow on the subject of local involvement in tourism, offering no information about the necessary community structures for harnessing the benefits of tourism and countering its negative impacts. Without clearly defining community parameters, usually marginalized groups will be subtly excluded.

This research project therefore focused on gathering information necessary in organizing local communities, especially the youth, to occupy different places along the tourism value chain and reap the benefits therein. Having such organized groups also eases the process of countering the negative impacts of tourism such as cultural erosion, prostitution, among others. (Andrew, 2004)

1.3 Objectives of the study

1.3.1 General objective

The overall aim of the study was to create a research base for the empowerment of the youth to participate in tourism and adoption of inclusive tourism.

1.3.2 Specific objectives

- i. To identify tourism-related opportunities for the youth.
- ii. To identify the hindrances to youth participation in tourism.
- iii. To identify the interventions that youth need to participate in tourism and assess those available

1.4 Research questions

1. What tourism-related opportunities are available for the youth?
2. What hindrances exist to youth participation in tourism?
3. What interventions do the youth need to participate in tourism?

1.5 Significance of the study

Identifying hindrances to youth participation in tourism and availing necessary interventions will ensure their empowerment and involvement in tourism. The socio-economic benefits of participating in tourism will reduce youth vulnerability by off-setting the effects of poverty, unemployment and underemployment. This will have a ripple effect in the local communities by reducing negative behaviour associated with idleness and lowering dependency burden. On the national scale, lower crime rates, reduced political instability, economic growth and diversification among others would be realized.

Furthermore, there would be reduced ecosystem stress associated with over-dependency on natural resources by impoverished and unemployed communities, contributing to resource

conservation through sustainable utilization (Emmanuel, 2017). This would contribute to the attainment of sustainable development goals 1, 2, 3, 4, 8, 11, 14 and 15 (United Nations Development Program, 2016).

1.6 Justification of the study

Focusing on local communities within the tourism city would be a thoughtful initial step towards creating a national framework for inclusive tourism. Also, since more than 70% of Uganda's population is below the age of 35, youth-focused research is essential for proper planning and resource allocation to offset the negative effects of the youth bulge. Developing a national framework for youth inclusion in tourism would move the nation miles ahead with regards to inclusive tourism.

1.7 Scope of the study

1.7.1 Conceptual scope

The study focused on assessing the tourism-related opportunities available to the youth and documenting the hindrances to youth access of these opportunities, and their desired interventions. Additionally, the study assessed the already available interventions.

1.7.2 Geographical scope

The study was done in different parts of Fort Portal city in Western Uganda.

1.7.3 Time scope

Data was collected at a single point in time and the process lasted about three weeks.

CHAPTER TWO

LITERATURE REVIEW

2.1 Introduction

This chapter comprises of four subsections in line with the objectives of the study. Sub section one highlights the multi-dimensional tourism-related opportunities available for the youth. The hindrances to youth access of these opportunities and consequently participation in tourism are discussed in subsection two. The second last subsection documents recommended interventions to ensure youth participation in tourism whereas the last one provides a working definition of inclusive tourism.

2.2 Tourism-related opportunities for the youth.

The tourism sector offers numerous opportunities in form of diversified employment and self-employment opportunities.

The employment opportunities may be direct- in tourism-related enterprises such as hotels, attractions, lodges and campsites or indirect- in support industries such engineering companies that construct tourist facilities (MasterCard Foundation, 2018). Aynalem et.al (2016) noted that the tourism industry is extremely labour-intensive, requiring a constant supply of trained and skilled labour which creates a window of opportunity for those interested. To access these employment opportunities, the MasterCard Foundation study indicated that priority qualities candidates must possess, in order of importance, are; practical experience, positive attitude, work ethic, integrity and communication skills.

Self-employment is through establishment of small, medium-sized and microenterprises such as souvenir shops and small food establishments along the tourism value chain. Loon and Polakow (2001) demonstrated that small-scale less capital-intensive investments in tourism are more economically viable. In light of this, communally owned or community-run lodges and campsites, and acquisition of food and crafts from communities, among others would enable direct economic benefit from tourism. This participation of community members in tourism as enterprise owners, product suppliers or employees contributes to poverty reduction, economic development and resource conservation through reducing pressure on natural resources (Emmanuel, 2017). Youth entrepreneurs can play a role in addressing youth exclusion, but usually find difficulties in accessing finances. (The World Bank Group, 2014).

In addition to the financial gain reaped from participation in tourism, opportunities can be in form of cross-cultural interaction and social networking with people of different status and professions. This would enable sharing of knowledge and opportunities, and adoption of new cultures.

2.3 Challenges hindering youth from accessing tourism-related opportunities.

The MasterCard Foundation youth think tank report of 2018 that focused on Harnessing the potential of Hospitality and Tourism for Young people's employment highlighted challenges such as parents' and community perception towards tourism, employer perceptions towards the youth especially with regards to on-job stability and commitment, information gaps on available opportunities, and lack of practical experience and shortage of skills among candidates as the main hindrances to youth access of tourism-related opportunities. With regards to community perceptions towards tourism, Andrew (2004) highlighted that the meaning of tourism and its expected impacts to the locals must be investigated because it determines their attitude towards tourism thus their involvement, the benefits they receive and its impact on them.

In line with employment in tourism and hospitality sectors, Aynalem et.al. (2016) underscore challenges such as low pay, rigid management philosophy, poor working conditions, discrimination and sexual harassment which shape youth attitudes towards the sector and determine whether or not they pursue available opportunities. In addition, they pointed to unavoidable circumstances such as seasonality, emergence of infectious diseases and terrorism, which influence tourism demand consequently affecting the opportunities available at a particular time.

Another major hindrance to access of opportunities is the gap between what employers seek and what interested youth have to offer with regards to skills, training and practical experience. (MasterCard Foundation, 2018.) This coupled with complications in recruitment mechanisms such as one-dimensional role advertisement through print media make it hard for youth to access these opportunities

2.4 Interventions to enable youth access to sector opportunities.

With an understanding of the prevalent hindrances to youth participation in tourism from the available literature, different interventions have been proposed as discussed below,

Provision of in-job training, tailoring training programs to sector-specific requirements and also availing of practical on-site training through internships, attachments and job placements to address skill gaps, creating a trained and skilled sustainable workforce.

Utilizing both formal and informal channels of disseminating information about available opportunities to take advantage of social networks and address the information gaps about tourism-related opportunities.

Offering financial assistance and technical support to foster realization of the aspirations of many youths who are interested in establishing their own tourism-related enterprises. The MasterCard study indicated that 44% of survey respondents were interested in starting their own business within the sector.

The government should assign precedence to overall tourism sector development and youth involvement in development programs through availing the essential resources and developing appropriate policies.

Additionally, sector actors and stakeholders developing standardized training guidelines for institutions to ensure that the labour-force provides the required skills and thus bridge the skilling gap. The skilling should also cater for soft skill development through relevant curricula and practical exercises.

Civil society organizations and Community-based organizations making efforts to bridge the gap through working with the youth and rising awareness about sector opportunities in communities and engaging all stakeholders on devising sector-specific solutions.

However, to eliminate the limitations of expert opinion, the youth themselves must be consulted to assess their knowledge and perceptions about the available interventions and what interventions they think they need- which was one of the research objectives.

2.5 Inclusive tourism definition and conceptual frame work

Regina and Robin (2018) defined Inclusive tourism as “transformative tourism in which marginalized groups are engaged in ethical production or consumption of tourism and the sharing of its benefits.” They further argued that it is aimed at widening the range of people involved in the production, consumption and sharing of benefits from tourism thus addressing its exclusionary nature.

In addition to the working definition, they made a distinction between inclusive tourism and related concepts such as inclusive business, inclusive growth agenda, pro-poor tourism, and inclusive development, indicating the edge it has over all these concepts with regards to use of tourism as a tool for socio-economic transformation. However, they also noted that several challenges would be encountered in adopting and implementing such a model because it requires restructuring the whole industry, developing new products and establishing new tourism sites.

Importantly, they noted that marginalized communities vary from place to place and include the very poor, ethnic minorities and other groups who lack power and/or voice.

CHAPTER THREE

MATERIALS AND METHODS

3.1 Introduction

This section shows the different methods and tools or equipment used in research. It describes the design and area of study, methods of data collection and analysis. Three methods were used to collect data that is; document review, key informant interviews and cross-sectional survey. Other details about the study area including its location and socio-demographics are contained in this section.

3.2 Study area

The study was conducted within Fort Portal city in western Uganda. The survey respondents were randomly selected from twenty-three villages within the city.

3.2.1 Geographical location of the area

Fort Portal city with coordinate $0^{\circ}39'16.0''N$, $30^{\circ}16'28.0''E$ (Latitude: 0.654444; Longitude: 30.274444) is located in Kabarole District, Western Uganda. It neighbours districts like Bunyangabu, Bundibugyo and Kyenjojo.

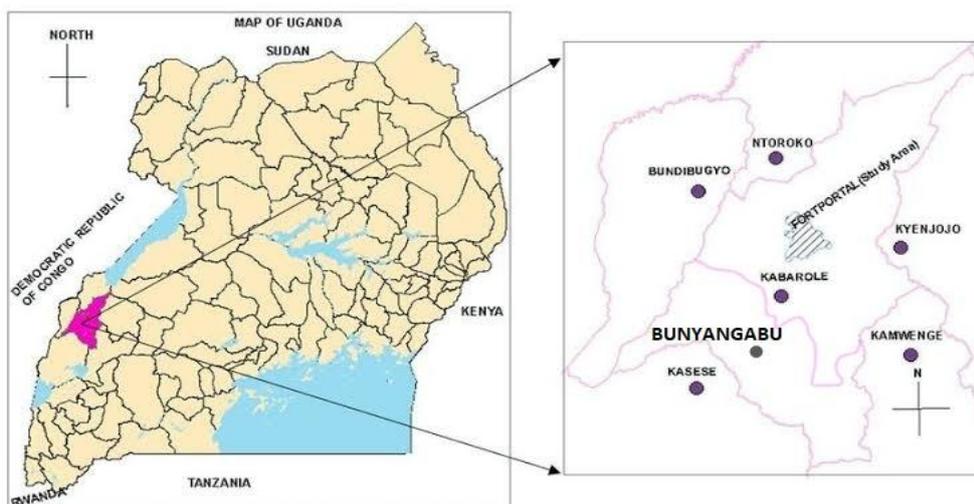


Figure 1 A map showing the location of Fort Portal City.

3.2.3 Study population

According to Uganda Bureau of Statistics, Fort Portal has a population of 60,800 (UBOS 2020). Comparatively, in 2014, the city had a total population of 54,275. Of these 32.5% were between the age of 18 and 30 years, whereas 42.9% were 17 years and younger. (NHPC, 2014)

The city population has been increasing over the years, with an average rate of 2.12% annually between 2014 and 2020. (UBOS, 2020)

Table 1: Population trends of Fort Portal City

Year	Population	Percentage change ($\pm\%$)
2002	41,000	-
2010	46,300	+12.9%
2011	47,100	+1.7%
2014	54,275	+15.2
2020	60,800	+12.0%

From the above statistics, more 70% of the residents of Fort Portal are below 30 years of age.

3.2.4 Socio-economics

Of the households in Fort Portal 37.96% are involved in crop growing, 30.06% in livestock farming and 85.1% had at least one member involved in non-agricultural household-based enterprise. (NHPC, 2014)

3.3 Study design

The study was a cross-sectional mixed quantitative and qualitative. The quantitative data was collected using three survey tools designed for three different respondent strata. Qualitative data was collected through semi-structured key informant interviews. This design was adopted because of its ease, flexibility and ability to capture holistic data.

3.4 Sample size and sampling strategies

The study was conducted in different parts of Fort Portal city, which was purposively selected because of its disposition as a hub for tourism and central connecting point to different tourist destinations. Stratified sampling was used and three different strata of respondents interviewed. According to Etikan and Bala (2017), stratified sampling “is applied when population from which sample to be drawn from the group does not have homogeneous group”, forming mutually exclusive sub groups that are a much better representation of the whole population. (Etikan et.al, 2017)

3.4.1 Sampling for survey respondents

Within each stratum, respondents were randomly selected. The first stratum comprised of 108 youth living within the city but had not accessed tourism-related opportunities (Stratum 1). The second stratum comprised 21 who had accessed tourism-related opportunities (Stratum 2), making a total of 129 youth respondents. In addition, I interviewed 10 enterprise owners and managers (Stratum 3).

3.4.2 Sampling for key informant interviews

Purposive sampling was used to get respondents for key informant interviews, considering their roles and availability. Key informant interview respondents included the Fort Portal city speaker, City youth chairperson, KRC-Enabel project coordinator and Bunyangabu district tourism officer.

3.5 Data collection methods

3.5.1 Document review

This involved reviewing reports, articles, policies, publications and other literature around the subjects of youth participation in tourism.

3.5.2 Key informant interviews

Key informant interviews are qualitative in-depth interviews with people who are knowledgeable about a particular subject of interest. Only four of these interviews were conducted face-to-face with respondents, lasting between twenty and thirty-five minutes. The interview guide comprised of both open and close-ended questions, aimed at capturing

information that is not known to everyone, such as city budgetary allocations specific to tourism.

3.5.3 Survey questionnaire

A survey questionnaire is a research tool used to collect similar information from a group of respondents.

3.6 Data analysis

Data analysis revolves around bringing order, structure and meaning to the bulk of collected data (Marshall and Rossman, 1999). Quantitative data was analyzed using IBM Statistical Package for Social Scientists (SPSS) version 25. The results were then presented descriptively using tables and graphs.

3.7 Ethical considerations

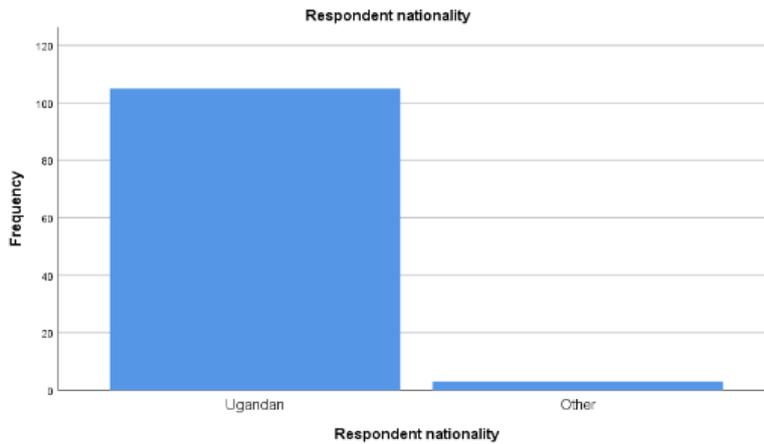
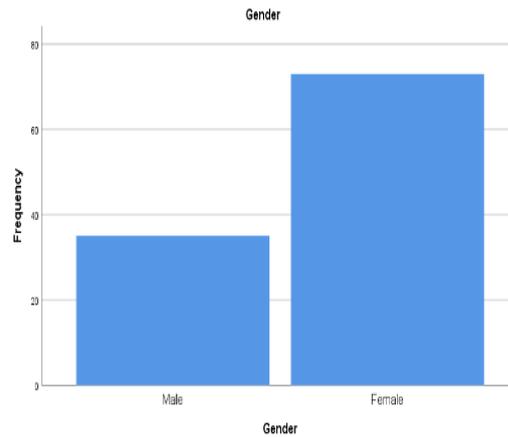
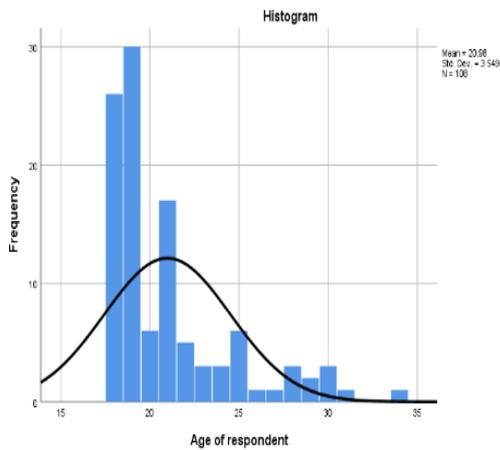
In the study area, the researcher introduced himself to the concerned area leaders and enterprise managers, presenting a copy of the introduction letter issued by the head of department. All interviews were conducted with the consent of respondents, maintaining a degree of confidentiality and anonymity as recommended by Siti Roshaidai (2018)

CHAPTER FOUR

RESULTS

4.1 Stratum 1 Social demographic information.

The sample comprised of 108 youths with an average age of 20.98 years. Of these, 105 were Ugandan (97.2%) and 3 of other nationalities (2.8%). There were 35 males (32.4%) and 73 females (67.6%).



Majority of the respondents (72 of 108) were Batooro by tribe (66.7%), 9.3% Banyankore (10 of 108), 5.6% Bakonzo (6 of 108), 0.9% Bakiga (1 of 108), and 17.6% belonged to other tribes including Bahiima. (19 of 108). This information is summarized in table 2;

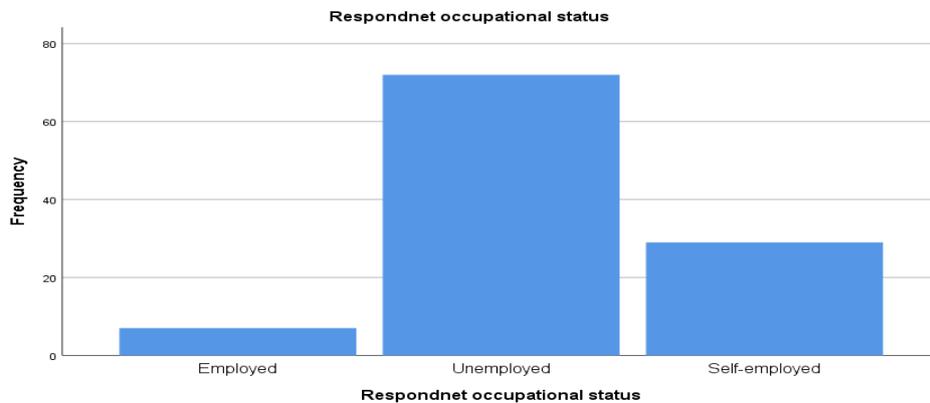
Table 2: *Stratum 1 respondent tribe*

Tribe	Number of respondents	Percentage (%)
Batooro	72	66.7
Banyankore	10	9.3
Bakiga	1	0.9
Bakonzo	6	5.6
Other	19	17.6
Total	108	100

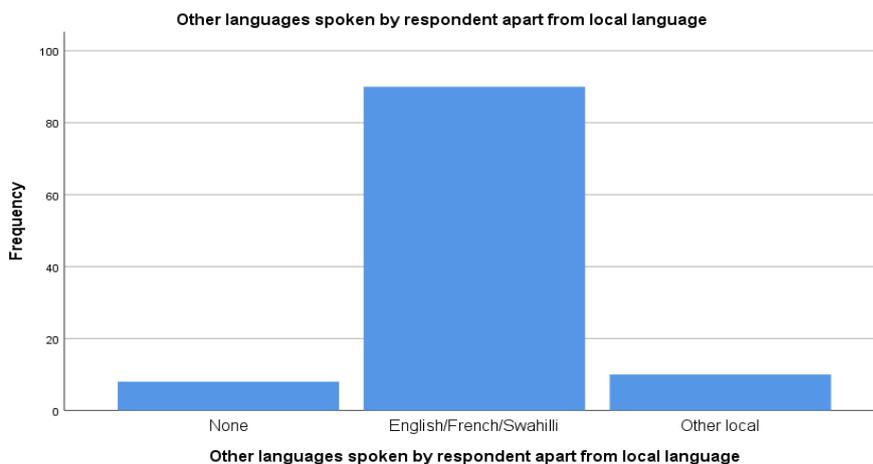
Table 3: *The residence details of respondents in Stratum 1;*

Area	Number of respondents residing there	Percentage (%)
Harukoto	32	19.4
Nyamiryango	23	21.3
Katunguru	10	9.3
Bukwali	5	4.6
Busoro	1	0.9
Hakibale	1	0.9
Kacwamba	2	1.9
Kagote	2	1.9
Karago	2	1.9
Kasusu	2	1.9
Katunguru	1	0.9
Kigarama	1	0.9
Kiko	2	1.9
Kinyamasika	7	6.5
Kisenyi	2	1.9
Kitumba	4	3.7
Maguru	2	1.9
Mukitembe	1	0.9
Mwibale	1	0.9
Nyakasura	1	0.9
Nyamiryango	3	2.8
Rwengoma	2	1.9
Virika	1	0.9
TOTAL	108	100

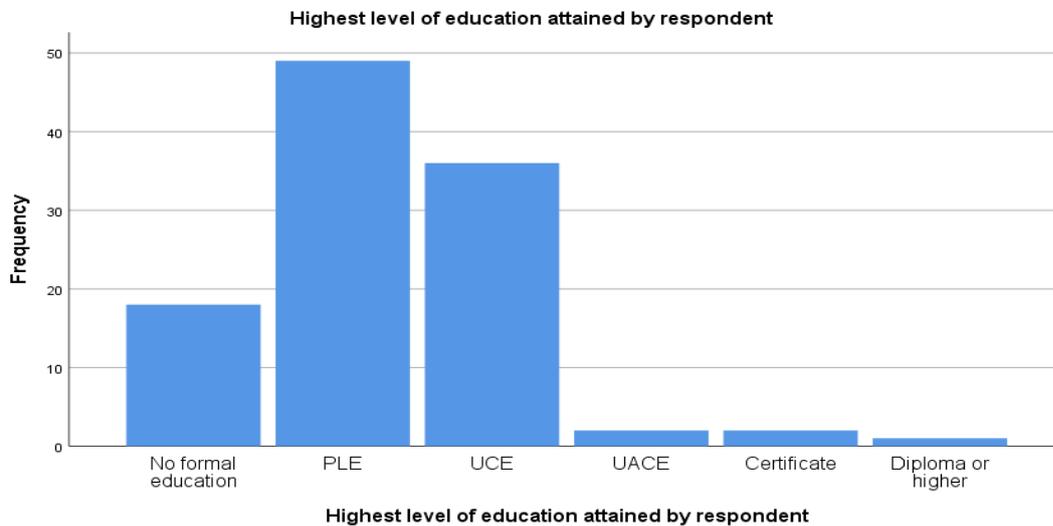
Of the respondents, 6.5% were employed(7), 66.7% unemployed(72) and 26.9% self-employed (29). The self-employed were engaged in income-generating activities like hair-dressing, trade, motorcycle riding, agriculture, among others. Majority of the youth are unemployed.



92.6% of the respondents (100) could speak at least one other language in addition to their local language. Of these, 90 could speak at least English, French, Swahili or a combination of them. The 10 could only speak other local languages such as Luganda.



Majority (45.4%) had attained a PLE certificate, 36(33.3%) a UCE certificate, 18(16.7%) had no formal education, 2(1.9%) UACE certificate, 2(1.9%) a certificate, and only 1 (0.9%) had a Diploma or higher. More than 60% of the youth have attained less than a UCE certificate.



Only 37% of the respondents (40 of 108) are part of youth organizations, which are mainly Saccos. In order to benefit from available intervention programs, the youth need to be organized and therefore a higher percentage needs to embrace youth organizations. For example, a skilling program targeting 200 youths, implemented by Kabarole Research Resource Center (KRC) in partnership with Enable only works with youth in previously organized groups. With regards to available interventions to address youth challenges, all the leaders I talked to pointed out this particular program, which can only be accessed by organized youth groups.

The challenges they were facing as youth in their areas of residence included; Financial challenges (38.9%) like lack of capital and low income, employment-related challenges (15.7%) like unemployment and limited/unstable employment options, community challenges (27.8%) such as youth segregation, sexual harassment and domestic violence. Others (17.6%) included limited market for their goods and agricultural price fluctuations. These are summarized in the table;

Table 4: Challenges that youth in Fort Portal are facing.

Challenge	Frequency	Percentage
Financial (lack of capital, limited income, among others)	42	38.9
Employment-related (unemployment, limited/unstable employment)	17	15.7
Community (youth segregation, sexual harassment, among others)	30	27.8
Others (limited market for goods, agricultural price fluctuations)	19	17.6
TOTAL	108	100

4.1.1 Tourism-related information. (Stratum 1)

After explaining the concept of tourism to each respondent, I asked them to rate tourism on a Likert scale ranging from “Very bad” to “Very good”. 90.8% ranked it between “Good” and “Very good” as seen in table 5;

Table 5: Tourism ranking by respondents

Rank	Frequency	Percentage (%)
Very bad	2	1.9
Bad	2	1.9
Fair	6	5.6
Good	41	38.0
Very good	57	52.8
Total	108	100

Overall, the youth have a positive attitude towards tourism, as more than 90% ranked tourism between “Good” and “Very good” on a Likert scale.

When asked whether or not they think the tourism industry can be used to meet some of the needs of the youth, 92.6% responded in the affirmative.

Only 22 of the 108 respondents (20.4%) had past experience working in a tourism-related enterprise.

Additionally, I asked them what opportunities they think can be created by tourism, grouped the responses based on the theme and summarized the answers in the table;

Table 6: Opportunities respondents associate with tourism

Opportunity	Frequency	Percentage
Employment	55	50.9
Revenue/ Foreign exchange	25	23.1
Infrastructural development	5	4.6
Local income and market for locally produced goods	13	12.0
Others (social networks, cross-cultural interaction)	10	9.3
TOTAL	108	100

From the study, I noted that more than half associate the tourism industry mainly with employment opportunities. This implies that many who consider venturing into tourism are simply targeting employment therein, which is not feasible given a number of factors like large youth numbers and current status of the industry. This is further evidenced by the fact that only 12% relate tourism to opportunities like market for local goods and thus local income.

Furthermore, about 23% perceive tourism to be beneficial only to the government in form of revenue and foreign exchange, and this hinders them from pursuing tourism-related opportunities.

When asked whether they had considered venturing into tourism, 80.6% (87 of 108) responded in the affirmative, implying that they had considered options such as working in tourism-related enterprises, establishing enterprises such as craft shops or supplying the tourism value chain with items. 21 of the respondents (19.4%) have not considered venturing into tourism mainly because it feels “distant” from them- that is no tourism is taking place in their vicinity.

4.1.2 Hindrances to youth participation in tourism.

After revealing interest to venture in tourism, I asked what was hindering them from doing so and grouped their answers based on central themes.

39.8% of the respondents highlighted that the main hindrance is the fact that they were still in school. Given the centrality of education in life, I overlooked being in school as hindrance. Therefore, the two major hindrances to youth participation were lack of knowledge on tourism

and financial limitations. Lack of knowledge encompasses lack of skills, academic qualifications and technical know-how. The findings are summarized in table 7;

Table 7: Hindrances to youth participation in tourism.

Hindrance	Frequency	Percentage
Financial limitation	14	13.0
Not knowledgeable about tourism (lacks skills, training or academic qualifications)	19	17.6
Still studying	43	39.8
Has not accessed tourism-related opportunities	10	9.3
Poor industry perception	1	0.9
Total	108	100

4.1.3 Desired interventions to participate in tourism

With a background of the hindrances to youth participation in tourism, their desired interventions, in order of importance, include; financial assistance, technical assistance, and Policy interventions and infrastructural development. These are summarized in table 8.

Financial assistance, primarily in form of low interest loans, for those interested in establishing enterprises like craft shops or expanding pre-existing enterprises into the tourism value-chain.

Given that the major hindrance was a lack of knowledge on tourism, technical assistance would encompass dissemination of information by experts on issues such as available investment opportunities and the technicalities of running a tourism-related enterprise.

The desired policy interventions revolve around prioritizing youth participation in tourism and “professionalizing enterprise operations,” as put by the city youth chairperson “including advertisement of available opportunities.” (City youth chairperson, personal communication, January 26, 2022). In this case, professionalization means standardization of operations and regulating sector enterprises through establishing laws such as minimum wage.

Table 8: Interventions the youth need to participate in tourism

Intervention	Frequency	Percentage
Financial assistance (mainly in form of loans)	46	52.9
Technical assistance (Experts providing knowledge on Investment opportunities, enterprise operation, among others)	26	29.9
Policy interventions and infrastructural development	12	13.8
Others (advertising assistance for those with enterprises, platforms for connecting with different stakeholders)	3	3.4
Total	87	100

4.2 Stratum 2 Social demographic information.

The sample comprised of 21 employees with an average age of 26.62. Of these, 20 were Ugandan and the other Kenyan. There were 9 males (42.9%) and 12 females (57.1%).

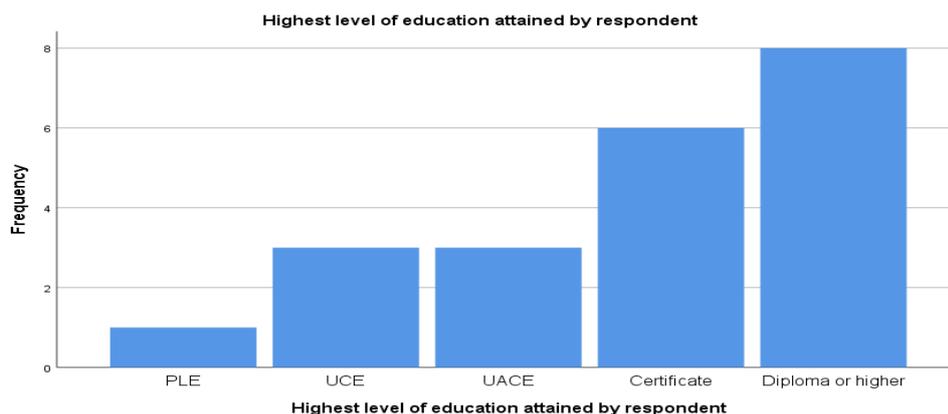
Majority of the respondents (13 of 21) were Batooro by tribe (61.9%). The second largest category (19%) comprised of other tribes including Kisi from Kenya, Baganda and Bahima. 9.5% Bakonzo (2 of 21), 4.8% Bakiga (1 of 21), and 4.8% (1 of 21) Banyankore.

Table 9: Stratum 2 respondent tribe

Tribe	Number of respondent	Percentage (%)
Batooro	13	61.9
Banyankore	1	4.8
Bakiga	1	4.8
Bakonzo	2	9.5
Other	4	19.0
Total	21	100

All the respondents could speak at least one other language in addition to their local language. The other languages spoken included English, French and Swahili; the respondents spoke at least one of these or a combination of them.

Majority (38.1%) had attained a diploma or higher, 6(28.6%) a certificate, 3(14.3%) UACE certificate, 3(14.3%) UCE certificate and 1(4.8%) a PLE certificate. None was illiterate.



The residence details of respondents are summarized in the table;

Table 10: Residence details of respondents in stratum 2.

Area	Number of respondents residing there	Percentage (%)
Boma	2	9.5
Bukwali	1	4.8
Butangwa	1	4.8
Fort Portal central	3	14.3
Harugongo	1	4.8
Ibonde cell	2	9.5
Kamengo	4	19.0
Kisenyi	2	9.5
Kitumba	2	9.5
Maguru	1	4.8
Njara	1	4.8
Rwengoma	1	4.8
Total	21	100

The challenges they were facing as youth in their areas of residence included; Financial challenges (33.3%) like poverty and low income, limited employment options (14.3%), peer pressure (4.8%), poor community perception towards employment in tourism-related

enterprises (4.8%), sexual harassment (4.8%) and Others (38.1%) such as poor infrastructure and insecurity. These are summarized in the table 11.

Table 11: Challenges faced by youth who have accessed tourism-related opportunities

Challenge	Frequency	Percentage (%)
Financial challenges (poverty, low income, Among others)	7	33.3
Limited employment options	3	14.3
Poor community perception towards employment in Tourism-related enterprises	1	4.8
Peer pressure	1	4.8
Sexual harassment	1	4.8
Others (community-related challenges –insecurity, poor Infrastructure, etc)	8	38.1
TOTAL	21	100

These challenges are similar to those affecting youth who had not accessed tourism-related opportunities. However, in line with employment, these youth were employed but sought better employment options.

Only 19% of the respondents (4 of 21) were part of Youth organizations. Overall, most youth have not embraced the concept of organization into groups which limits their social interactions. Given that many learnt about the employment opportunities through social circles, some interventions can focus on improving social interactions among the youth.

4.2.1 Tourism-related information. (Stratum 2)

4 (19.0%) of the respondents were tour guides, 3 receptionists (14.3%), 6 waiters and waitresses (28.6%), while 8 (38.1%) took on other roles such as security, driving, marketing, housekeeping and bell bowing.

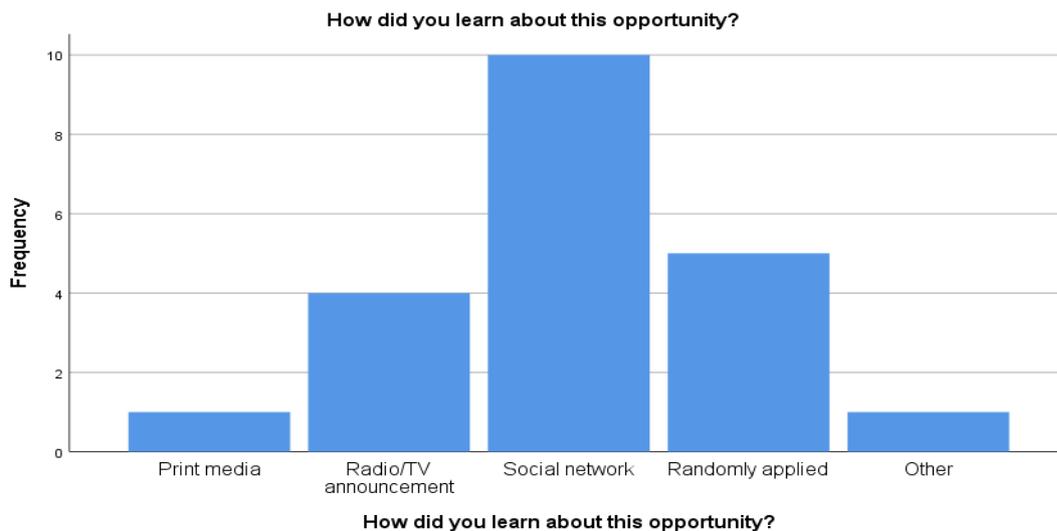
When asked how they learnt about the opportunity, 47.6% of the respondents (10 of 21) said it was through social networks. This implies that information is shared informally by the

enterprise managers or owners and only reaches people in certain social circles. The rest got information through the means discussed below;

23.8% (5 of 21) randomly applied, delivering their application letters and CVs at the enterprises and were called for interviews.

19.0% (4 of 21) learnt about the opportunities through TV and Radio announcement. The survey among the enterprise managers and owners revealed that they no longer use TV/Radio announcements and Print media, but used these at the beginning. Therefore, all the employees that learnt about the opportunity through these different channels had been employed in the enterprise for long.

4.8% (1 of 21) through print media. And another one (4.8%) was sought and contacted as a professional. The professional holds a Master's degree in Tourism and Hospitality.



14 of the 21 respondents (66.7%) had prior experience in the field before being employed in the enterprise, while 7 (33.3%) did not have prior experience.

The challenges these youth are facing as employees in the enterprises included; low pay (38.1%), delay of salaries (9.5%), long working hours (4.8%), management related (9.5%) such as proprietor rigidity and others (38.1%) such as negative customer behaviour, working on public holidays and the impact of work on dependents such as school-going children. Proprietor rigidity includes reservation of decision-making power by the proprietors whose

management philosophy is unprofessional. This affects the quality-of-service delivery, for example, one of the managers said that he was not allowed to make any procurements without the approval of the proprietor, who goes several days without communicating with the employees.

Table 12: Employment related challenges affecting the youth

Challenge	Frequency	Percentage (%)
Delay of salaries/wages	2	9.5
Low pay	8	38.1
Long working hours	1	4.8
Management related challenges	2	9.5
Others (negative customer behavior, working on public holidays, impact of work on dependants)	8	38.1
Total	21	100

When asked whether or not they think the tourism industry can be used to meet some of the needs of the youth, all responded in the affirmative.

4.2.2 Motivation to work in tourism industry

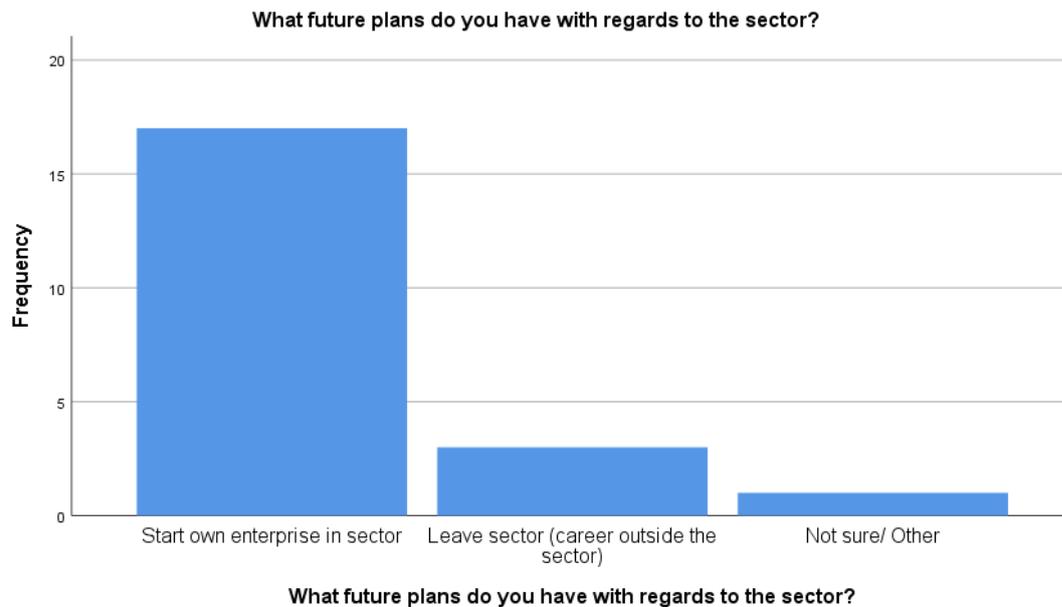
When asked what encouraged them to work in the tourism sector, the most outstanding responses were exciting working conditions (47.6%) and financial reasons (38.1%) that is the earning potential. The rest were encouraged by career growth potential (4.8%) that is using the sector as a stepping stone and other reasons (9.5%) such as the desire to learn and acquire knowledge to set up their own enterprise.

Table 13: Youth motivation to work in tourism sector.

Motivation	Frequency	Percentage (%)
Exciting working conditions (adventure and passion)	10	47.6
Financial reasons (earning potential)	8	38.1
Career growth potential	1	4.8
Other (desire to learn and acquire knowledge)	2	9.5
Total	21	100

4.2.3 Future plans with regards to tourism sector.

In addition to the motivation for seeking employment in the tourism sector, I asked the respondents for their future plans with regards to the sector. Majority (81.0%) stated that they were interested in starting their own enterprises such as craft shops and campsites. 3(14.3%) plan to leave the sector and pursue career elsewhere; whereas 1 (4.8%) was not sure.



4.2.4 Suggested measures to enable other youth access tourism-related opportunities

I also asked the youth to suggest measures that can be taken to enable other youth access tourism-related opportunities. Then, I summarized the open responses based on their central themes and the recommendations, in order of importance, were; training and skilling the youth through both formal education institutions and skilling programs, education and sensitization on tourism, advertising of available opportunities using different platforms, investing in development of infrastructure like hotels, and others including organization of youth in groups as summarized in table 14 below;

Table 14: Suggested measures to enable other youth access tourism-related opportunities.

Recommendation	Frequency	Percentage (%)
Training and skilling the youth (Through both institutions and programs)	7	33.3
Education and sensitization on tourism	3	14.3
Advertising available opportunities using different platforms (Plus, subsidizing of advertising costs)	3	14.3
Investing in and encouraging investment in infrastructure Such as hotels	2	9.5
Others (organization of youth into groups, advocating for mindset change among the youth)	6	28.6
Total	21	100

4.2.5 Recommendations for sector enhancement

Given their experience and exposure to tourism, the respondents suggested some ways to enhance the operation of the tourism sector to ensure the reaping of a range of benefits. The suggested measures are summarized below;

Table 15: Employed youth recommendations for enhancing tourism sector

Recommendation	Frequency	Percentage (%)
Advertising and marketing	6	28.6
Community sensitization and education on tourism	3	14.3
Infrastructural development	3	14.3
Offer financial and technical assistance to enterprise owners and proprietors	1	4.8
Conservation of natural resources	1	4.8
Others (product development, policy interventions, transparency among concerned authorities and stakeholders)	7	33.3
Total	21	100

4.3 Stratum 3 Social demographic information.

The sample comprised of 10 enterprises and the following results were found;

There was a total of 268 employees. Highest number of employees in a given enterprise was 102 while the least was 4, with an average of 26.8 in the ten enterprises.

The total number of females was 173 (64.55%), the highest being 70 and lowest 1 with an average of 17.3. 64.55% of all employees were female. However, one of the enterprises had only females and no male employees because it is a Women’s group that specializes in Craft-making. This could be partially responsible for the imbalance in gender, coupled with the small sample size which increased the margin of error.

The total number of males was 95 (35.45%), the highest being 34 and lowest 0 with an average of 9.5.

The total number of youths was 157 (58.58%), the highest being 72 and lowest 0 with an average of 15.7. Youth made a higher percentage of employees than older people.

The total number of older employees was 111 (41.42%), the highest being 40 and lowest 0 with an average of 11.1. The enterprise that employed only older people was dealing in garbage collection and repurposing of plastics and metals within the city. Its manager highlighted this kind of work is less attractive to the youth hence only older people are employed.

Table 16: Tourism-related enterprise details.

Aspect	Total number of employees	Number of female employees	Number of male employees	Employees younger than 35	Employees older than 35
Mean	26.8	17.3	9.5	15.70	11.10
Maximum	102	70	34	72	40
Minimum	4	1	0	0	0
Total	268	173	95	157	111
Percentage	100	64.55	35.45	58.58	41.42

Information about available employment opportunities is mainly shared through contacting previous applicants (6 out of 10 enterprises), then through other means (3 out of 10) which include church announcements for a church-based women’s enterprise and also, through social

networks (1 out of 10). Social networks imply that information is informally shared with specific individuals within the Employers social circles. None of the enterprises currently uses Print media and TV/Radio announcements, but some used them at the outset.



70% of the enterprises have internship opportunities. The opportunities are mainly open to students from any institution. One enterprise manager indicated that their internship is open to any member of the community who expresses interest. The 3 enterprise that don't have internship programs attribute it to their small size, implying that they have no room for interns. However, some managers said that offering internship is among their future prospects.

An assessment of the quality preference during the recruitment process yielded the following results;

Academic qualification (30%) and Practical experience (30%) are the most important attributes for a candidate, having been assigned equal importance. Then skills (20%) followed by Age (10%) and Work ethic (10%). However, it is important to note that the qualities preferred depend on the role a candidate is vying for. For example, when hiring a manager, the academic qualification is more important than when hiring a cleaner. An example of the importance of education in recruitment is one of the respondents in Stratum 2, who was sought as a professional without previously applying for the job. He holds a Master's degree in Tourism and Hospitality. Also majority of the youth in Stratum 2 had attained higher academic qualifications than those in Stratum 1.

The managers, who consider age primarily, indicated that the work is strenuous and thus young people are more suited to the tasks such as hiking. As important as work ethic is, it scored

poorly because it is considered during the probationary working period not at the start, making it unessential during the recruitment process.

All enterprise owners/ managers indicated that they were interested in working with the youth. One said, “They are flexible and energetic,” while the other indicated that the kind of work in their enterprise “requires moving, hiking and walking for long” which cannot be managed by older people.

To a similar extent, all the managers think that the tourism industry can be used to address the needs of the youth. Giving it deep thought, and responding with an odd reluctance, one manager stated, “It is very possible, but it takes much more than tourists giving handouts to the children on the roadside. We must have a clear plan for tapping the benefits of tourism.” (Enterprise manager, personal communication, February 4, 2022)

With regards to employee retention and management ease,

60% of the enterprise managers indicated that the youth are easier to work with and retain, while 10 % said the contrary and 30% were neutral, implying that they find both groups equally easy to work with.

40% find males easier to work with, while 10% find females easier to work with. However, half of the managers see no difference between the two groups and find them equally preferable.

40% show preference for neither Urban nor Rural youth, finding the equally flexible. 30% are interested in working with Urban youth. The reasons for this were not standard as one implied that Urban youth are preferred because of their exposure, while another manager preferred this particular group because of the convenience of working with them, i.e., they live closer to the enterprise. However, 30% of the managers disagree with this view, stating that Rural youth are more hardworking, committed and open-minded.

4.3.1 Recommendations for sector improvement

Given their conceptual understanding and experience in the field, I asked the enterprise managers to give recommendations on how the tourism sector can be enhanced in order to realize its fullest potential with regards to income generation and employment creation. I

summarized their recommendations based on the central themes and the results are summarized below;

- i. Offering financial and technical assistance to tourism-related enterprise owners and interested proprietors (20%)
- ii. Community sensitization and education on tourism. This would mainly improve community attitudes towards tourism and also guide local people on how best to benefit from tourism. (20%)
- iii. Developing concepts for domestic tourism. In the face of Covid-19 and lockdown related challenges, domestic tourism is an indispensable tool for tourism diversification and addressing fluctuations in visitor numbers. Also, considering the costs and implications of targeting international visitors, encouraging domestic tourism can be a cost-effective means of sustaining the industry in the face of financial shortages and global crises. (20%)
- iv. Others suggested investing in development of infrastructure such as roads to improve accessibility and establishment of visitor information centers. (10%)
- v. Given equal importance, other managers suggested strategies such as resource conservation and stakeholder involvement in decision-making processes concerning sector improvement. (10%)
- vi. The rest recommended training and skilling programs to create a competent labour force for professional service delivery. (10%)

Table 17: Enterprise owner and manager recommendations for enhancing the tourism sector

Recommendation	Frequency	Percentage (%)
Invest in infrastructure development (transport network, visitor Information centers, etc.)	1	28.6
Community sensitization and education on tourism	2	14.3
Infrastructural development	2	14.3
Offer financial and technical assistance to enterprise owners and proprietors	1	4.8
Training and skilling programs to create a competent labour force	1	4.8
Domestic tourism concept development and promotion	2	33.3
Others (product development, policy interventions, transparency among concerned authorities and stakeholders)	2	
Total	10	100

CHAPTER FIVE

DISCUSSION

5.1 Status of Youth in Fort Portal.

In contrast with the UBOS (2017) and NPHC (2014) reports which respectively indicated that 74% and 67.6% of the youth are employed, the results show that 66.7% of the youth are unemployed, 26.9% self-employed and only 6.5% employed.

However, the findings agree with the National youth policy (2001) which indicated that the youth are mainly affected by challenges such as poverty, unemployment and underemployment, taking on forms such as limited or no income, and limited or unstable employment options.

With regards to education, the findings show that the illiteracy status of people aged between 18 and 30 stands at 16.7%, which is much higher than the 6% reported by NHPC. The low education and training pose a great threat to sustainable development of tourism and hospitality sectors which require a constant supply of skilled and trained labour, as Aynalem et.al (2016) put it. It also limits youth access of tourism-related opportunities.

5.1.1 Tourism-related attitudes and opportunities.

In agreement with Andrew (2004), the youth attitudes towards tourism determine the opportunities they associate with it and whether or not they pursue tourism-related opportunities. The implication of these findings, as put by Andrew, is that the local people's attitudes towards tourism determine the benefits they get from it and its impacts on them. The factors shaping these attitudes should be studied and understood to enable successful inclusive tourism development.

5.1.2 Hindrances to youth participation in tourism.

The major hindrance to youth participation in tourism was lack of knowledge on tourism-which encompasses lack of skills, academic qualifications and technical know-how. This agrees with the MCF (2018) that underscored the need to bridge the gap between what employers seek and what candidates have to offer.

Since less than a quarter of the youth had past working experience in tourism-related enterprises, it is argued that a lack of practical experience could be a hindrance to their participation in tourism. MCF (2018) underscored the importance of practical experience in

recruitment/hiring, stating that it is the most outstanding gap. This implies that most of the youth would be unqualified for employment or have limited work options. This can be addressed through volunteering, internship placement and job placements- arising from active involvement and consultation of youth, training institutions, enterprise owners and other stakeholders.

Earlier studies indicated that youth find difficulties in accessing finances (The World Bank Group, 2014). Therefore the findings of the research indicating that financial limitations also hinder youth from participating in tourism are justified.

5.1.3 Desired interventions.

It has been reported that youth find difficulty in accessing finances (The World Bank Group, 2014). Interventions in form of tailor-made and low interest loans, for those interested in establishing enterprises like craft shops or expanding pre-existing enterprises into the tourism value-chain are relevant.

The youth desired policy interventions such as prioritizing youth inclusion which was also recommended by The World Bank Group (2014) and MCF (2018). In addition, they desired standardization of operations and regulating sector enterprises through establishing laws such as minimum wage. This has also been recommended by Aynalem et.al (2016)

5.2 Status of Youth who have accessed tourism-related opportunities.

These youth were employed but sought better employment options which were not readily available. This is evidence of the underemployment challenge highlighted by the National Youth Policy (2001).

A spatial analysis of the distribution of the youth who have accessed tourism-related opportunities indicated unevenness which implies that tourism income is not evenly distributed among people in the area of Fort Portal. This agrees with the findings of Adiyia et al. (2014). Proponents of tourism as a tool for socio-economic transformation should take note of this and develop interventions to enable inclusion of people from different parts of the country or those located at varying distances from tourism sites.

5.2.1 Tourism-related opportunities.

Similar to the findings of MCF (2018), most of the respondents learnt about the employment opportunity through social networks or personal connections, which encompasses referral of

peers, mentors and relatives. And a few learnt about the opportunities through conventional advertising.

Furthermore, the similarity lies in the fact that a significant portion (28.1%) of respondents in this study had randomly applied, taking initiative to contact employers without any advertisement of vacancies just like 33.3% of the respondents in the MCF report (2018). Since most enterprises do not use conventional advertising in case of vacancies, youth seeking employment should embrace this means as well.

The primary motivation for youth to pursue employment in tourism sector was exciting work-passion and adventure, followed by earning potential whereas The MCF (2018) findings assigned precedence to earning potential followed by career growth potential. This indicates that motivation varies from person to person and place to place.

Like majority of respondents in the MCF report (2018), 81% of respondents were interested in starting their own enterprises within the sector. While other youth were seeking employment, those employed were planning to establish their own enterprises. With appropriate assistance, the youth could be deeply involved in the production of tourism and reap the benefits therein. As the The World Bank Group (2014) stated, youth entrepreneurs can play a significant role in ensuring youth inclusion and should therefore be offered the necessary assistance. Since it is not feasible to absorb all the youth as employees in the sector, youth entrepreneurship is an indispensable tool for youth inclusion in tourism.

5.2.2 Challenges of employment in tourism-related enterprises.

The findings contradict with those of Aynalem et al. (2016) who highlighted unequal treatment as the major challenge of employment in tourism and hospitality sector. However, the study findings agree on the issues of poor pay and working conditions, manifesting as low pay, delay of salaries and long working hours.

Also, the issue of rigid/ inappropriate management style stands out in both studies. To ensure sustainable tourism; there must be efforts of standardization, regulation and development of quality assurance systems by different stakeholders such as ISO.

5.3 Status of tourism-related enterprises in Fort Portal

As Vargas et.al noted, employment in hotel catering and tourism is oriented towards people under 35 years of age- the youth. The study observed that youth made a higher percentage of

employees than older people. Additionally, all enterprise owners and managers indicated that they were interested in working with the youth and majority find youth easier to work with and retain as employees.

From these results, youth have high chances of being employed in tourism-related enterprise.

5.3.1 Quality preference in recruitment

The MCF (2018) findings assigned precedence to practical experience as a prerequisite quality during recruitment whereas our findings assigned both academic qualification and practical experience equal importance. 66.7% of youth who were currently employed in tourism-related enterprises had prior experience in the field before being employed in their current jobs. Given the precedence that enterprise managers and owners give to practical experience, it is argued that having past experience contributed to their recruitment. In contrast, only 20.4% of youth who were not accessing tourism-related opportunities at the time of the study had past experience in tourism-related.

CHAPTER SIX

CONCLUSIONS AND RECOMMENDATIONS

6.1 CONCLUSIONS

- Currently, there are no interventions tailored to youth participation in tourism and inclusion of previously marginalized groups in the same.
- The industry offers many opportunities for the youth, especially employment. Therefore, the youth should invest time and resources in education, and acquisition of skills in order to be in position to harness these opportunities.
- The major hindrances to youth participation in tourism are lack of knowledge on tourism and financial limitations.
- The interventions youth desired, equally justified by the findings, are technical and financial assistance.
- Most of the tourism-related enterprises are run based on rigid and unprofessional philosophies with little or no adherence to industry standards such as number of working hours, minimum wage and proper contracts.
- Kihingami vocational eco-tourism training institute (KIVETTI) has done tremendous work with regards to imparting tourism-related skills and knowledge. Several tour guides and the Bunyangabu district tourism officer had undergone training there.

6.2 RECCOMENDATIONS

- Uganda as a country should develop and implement a policy on inclusive tourism to ensure involvement of previously marginalized groups in tourism.
- A tourism cluster development program should be adopted to provide the necessary assistance to groups interested in venturing into tourism
- Youth must embrace organization into groups. This also calls for necessary support structures at district and regional levels, including prioritization of youth involvement in development projects, leadership and decision-making.
- There is also a need to develop a holistic concept for domestic tourism and encourage local investment in tourism.
- Concerned authorities and stakeholders should establish and strictly implement operational standards and guidelines for all tourism-related enterprises.

- Institutions providing tourism-related training such as KIVETTI should be assisted in capacity building and training. This should also be coupled with provision of government and district quota sponsorship opportunities to students pursuing tourism-related courses.
- Future studies should assess whether the designation of Fort Portal as a tourism city has had an impact on tourism in the area.

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APPENDICES

APPENDIX 1: SURVEY TOOL 1

SURVEY TOOL 1.

STRATUM 1: STAYING IN AREA HAS NOT ACCESSED TOURISM-RELATED OPPORTUNITIES

Greetings, dear respondent. My name is Izooba Laurent, a third-year student of Wildlife Health and management at Makerere University. I appreciate your consent to participate in this study as we delve into understanding the opportunities of and hindrances to youth participation in tourism around Fort Portal tourism city. Kindly submit correct information and note that your responses will remain anonymous.

SECTION A: PERSONAL BACKGROUND

1. Age (years)
2. Gender
3. Nationality
4. Tribe
5. Occupational details
 - Employed
 - Unemployed
 - Self-employed
6. Residence details (village and district)
 - Current place of residence
 - Home area
7. Apart from your local language, you speak any other languages? If yes, which ones?
 - YES
 - NO
8. Highest level of education
 - No formal education
 - PLE
 - UCE

- UACE
- Certificate
- Diploma
- Bachelor's degree or higher

SECTION B: TOURISM PARTICIPATION, OPPORTUNITIES, HINDRANCES AND INTERVENTIONS.

1. Overall, what is your perception towards tourism? It is;
 - Very good
 - Good
 - Fair
 - Bad
 - Very bad
2. What opportunities do you think can be created by tourism?
3. Have you considered venturing into tourism?
 - YES

What is hindering you from venturing into tourism?

4. If answer to 3 above is “Yes”, what interventions do you need to participate in tourism?
5. Do you have any past experience working in a tourism-related enterprise?
 - YES
 - NO
6. Are you part of any youth organization? (If yes, give a brief about the organization)
 - YES
 - NO
7. Which of these skills do you have?
 - Performing arts
 - Craft making
 - Entrepreneurial
 - Communication/ oratory
 - Other.

8. What are some of the challenges you are facing as youth in this area?

9. Do you think the tourism industry can be used to meet some of the needs of the youth?
 - YES
 - NO

THANK YOU SO MUCH FOR YOUR TIME!!

APPENDIX 2: SURVEY TOOL 2

SURVEY TOOL 2.

STRATUM 2: HAS ACCESSED TOURISM-RELATED OPPORTUNITIES.

Greetings, dear respondent. My name is Izooba Laurent, a third-year student of Wildlife Health and management at Makerere University. I appreciate your consent to participate in this study as we delve into understanding the opportunities of and hindrances to youth participation in tourism around fort-Portal tourism city. Kindly submit correct information and note that your responses will remain anonymous.

SECTION A: PERSONAL BACKGROUND

9. Age

10. Gender

11. Nationality

12. Tribe

13. Occupational details (provide some brief details on your role)

- Employed
- Self-employed

14. Residence details (village and district)

- Current place of residence
- Home area

15. Apart from your local language, do you speak any other languages? If yes, which ones?

- YES
- NO

16. Highest level of education

- No formal education
- PLE
- UCE
- UACE
- Certificate
- Diploma
- Bachelors

SECTION B: TOURISM PARTICIPATION, OPPORTUNITIES, HINDRANCES AND INTERVENTIONS.

10. How did you learn about this job opportunity?

- Print media
- Radio announcement
- Social networks
- Other

11. Overall, what is your perception towards tourism? It is;

- Very good
- Good
- Fair
- Bad
- Very bad

12. What opportunities do you think can be created by tourism?

13. What encouraged you to work in tourism/ this area?

- Exciting work (Adventure/ passion))
- Financial reasons (earning potential)
- No other option
- Career growth potential
- Other

14. Did you have prior experience in this sector, before this job?

- YES
- NO

15. Are you part of any youth organization? (If yes, give a brief about the organization)

- YES
- NO

16. What future plans do you have with regards to the sector?

- Continue in employment
- Start own business in sector
- Leave the sector (career outside the sector)
- Not sure/ other

17. Which of these skills do you have?

- Performing arts
- Craft making
- Entrepreneurial
- Communication/ oratory
- Other

18. Which of these are you currently employing?

- Performing arts
- Craft making
- Entrepreneurial
- Communication/ oratory
- Other

19. What are some of the challenges you are facing;

- i. as an employee in this area? (Scale-individual)
- ii. as youth in your home area

20. Do you think the tourism industry can be used to meet some of the needs of the youth?

- YES
- NO

21. What do you think can be done to enable other youth access these opportunities?

22. Uganda's tourism industry has great potential with regards to income generation and creation of employment opportunities. What do you think is needed to enhance the operation of this industry?

THANK YOU SO MUCH FOR YOUR TIME!!

APPENDIX 3: SURVEY TOOL 3

SURVEY TOOL 3

STRATUM 3: ENTERPRISE OWNER/MANAGER

ENTERPRISE SECTOR:

Greetings, dear respondent. My name is Izooba Laurent, a third-year student of Wildlife Health and management at Makerere University. I appreciate your consent to participate in this study as we delve into understanding the opportunities of and hindrances to youth participation in tourism around fort-Portal tourism city. Kindly submit correct information and note that your responses will remain anonymous.

1. How many staff do you have?

TOTAL NUMBER	MALE	FEMALE	YOUTH	OLDER

2. What do you look for when recruiting staff? **RANK FROM 1 TO 6(MOST IMPORTANT TO LEAST IMPORTANT)**

QUALITY	RANK
Academic qualification	
Age	
Practical experience	
Work ethic (hard work and commitment)	
Skills	
Positive attitude	

3. How do you share information about available opportunities in your enterprise?
 - Print media
 - Radio announcement
 - Social networks
 - Other
4. Are you interested in working with the youth?
 - YES

- NO
5. Do you have an internship/apprenticeship/ youth training program? (If yes, give a brief)
- YES
 - NO
6. Of the following categories, which groups are easier to retain as employees?
- A. Age category;
- Youth
 - Older people
 - None
- B. Sex category;
- Male
 - Female
 - None
- C. Residence category
- Urban
 - Rural
 - None
7. What are some of the challenges you think the youth are facing?
8. Do you think the tourism industry can be used to meet some of the needs of the youth?
- YES
 - NO
9. Uganda's tourism industry has great potential with regards to income generation and creation of employment opportunities. What do you think is needed to enhance the operation of this industry?

THANK YOU SO MUCH FOR YOUR TIME!!

APPENDIX 4: KEY INFORMANT INTERVIEW GUIDE

CATEGORY: POSITION:

Greetings, dear respondent. My name is Izooba Laurent, a third-year student of Wildlife Health and management at Makerere University. I appreciate your consent to participate in this study as we delve into understanding the opportunities of and hindrances to youth participation in tourism around fort-Portal tourism city. Kindly submit correct information and note that your responses will remain anonymous.

1. What opportunities are available for the youth in the tourism sector (current and future based on available information and projections?)
2. Do you have any apprenticeship/ youth training programs? if yes, give a brief
3. What are some of the challenges that the youth in your area are facing?
4. Do you think the tourism industry can be used to meet some of the needs of the youth?
5. Are there any government interventions specific to tourism in your area?
6. Do you know of any youth-owned/ youth-led tourism-related enterprise? (Are there any youth organizations in your area?)
7. Uganda's tourism industry has great potential with regards to income generation and creation of employment opportunities. What do you think is needed to enhance the operation of this industry?

APPENDIX 5: PHOTOGRAPHS TAKEN DURING STUDY



With the Fort Portal City Speaker

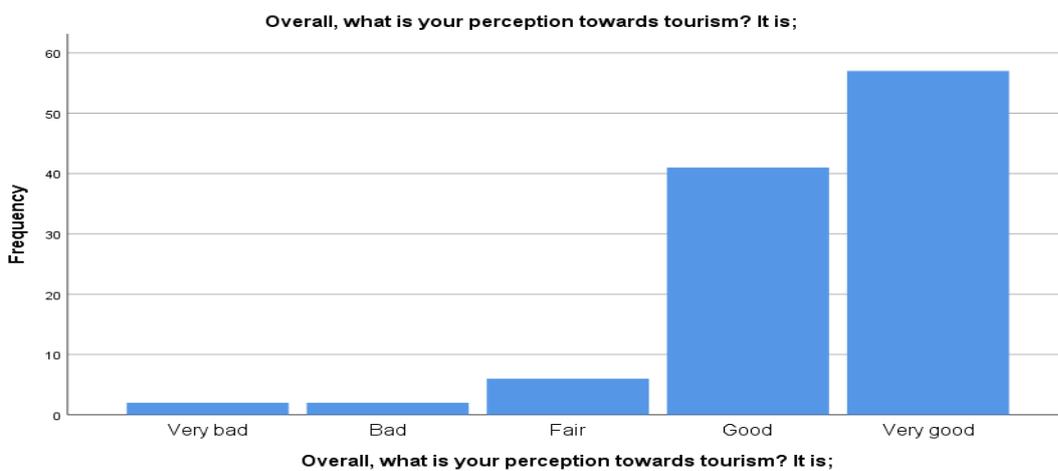
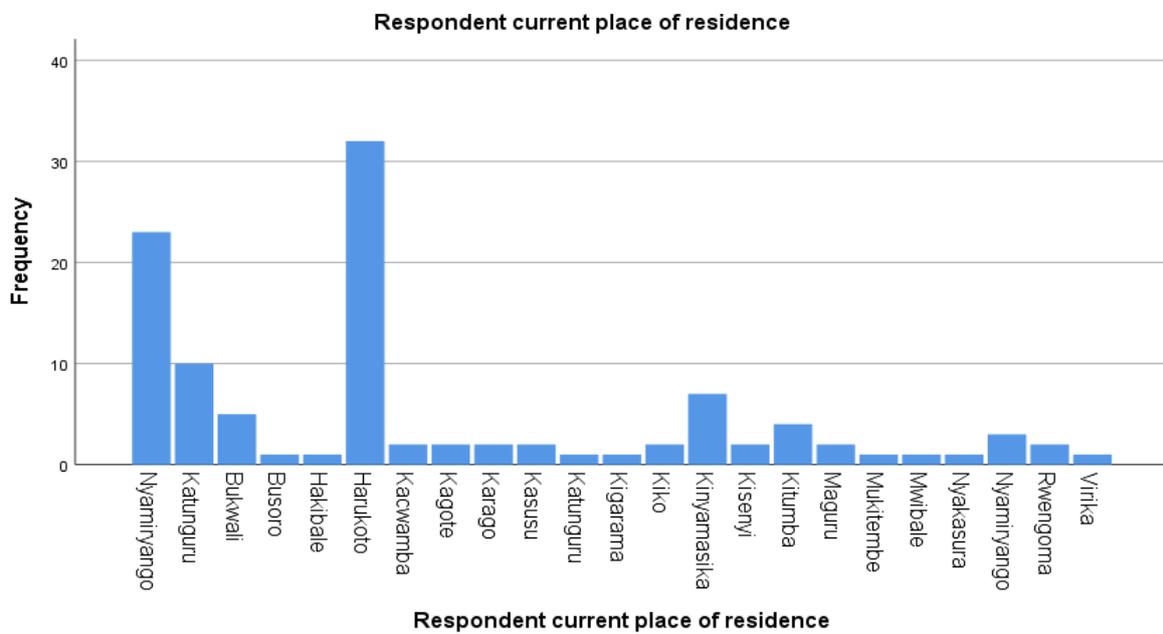
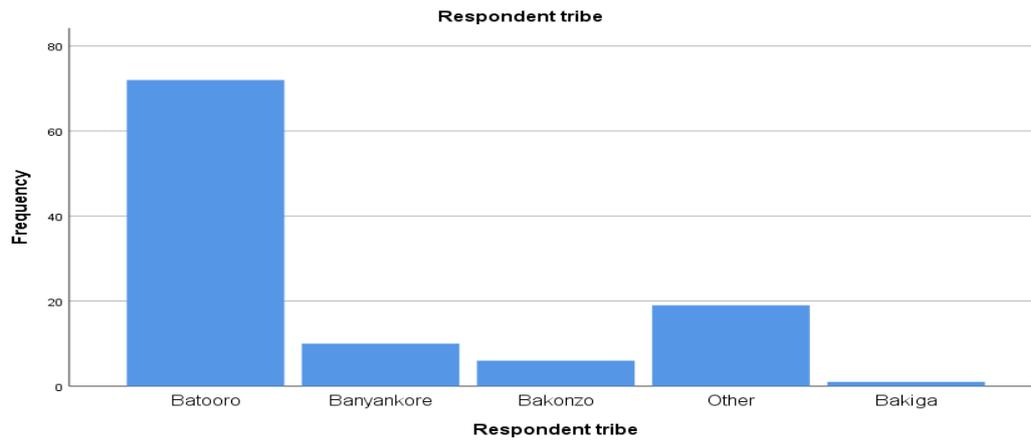


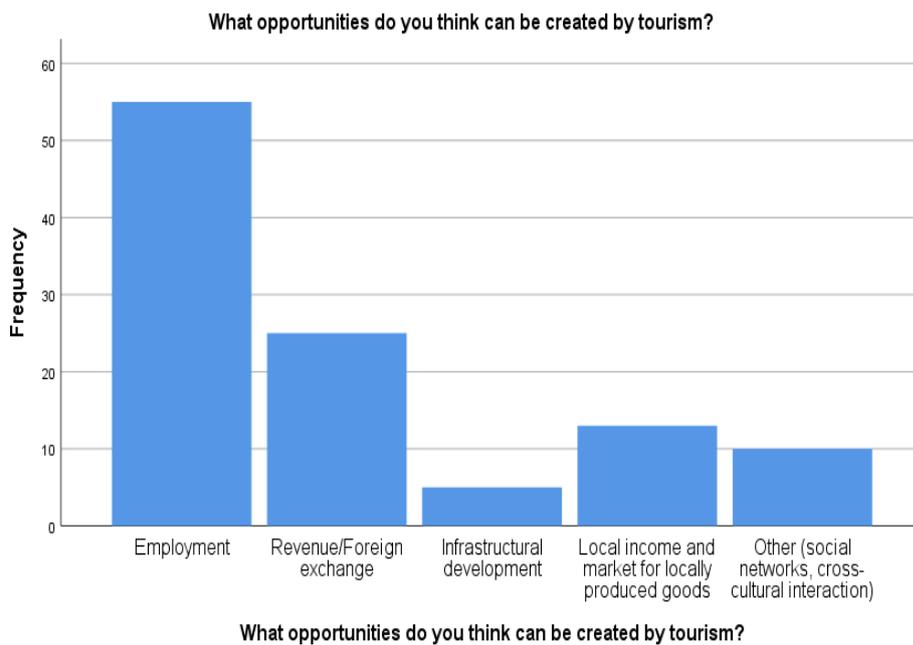
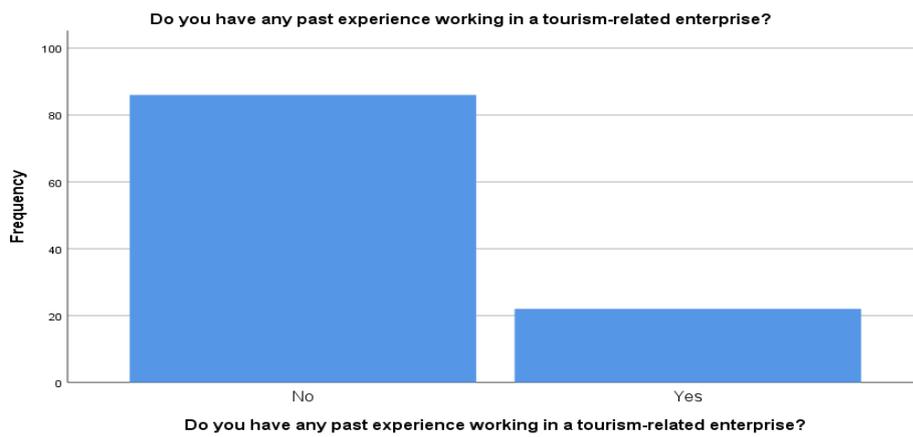
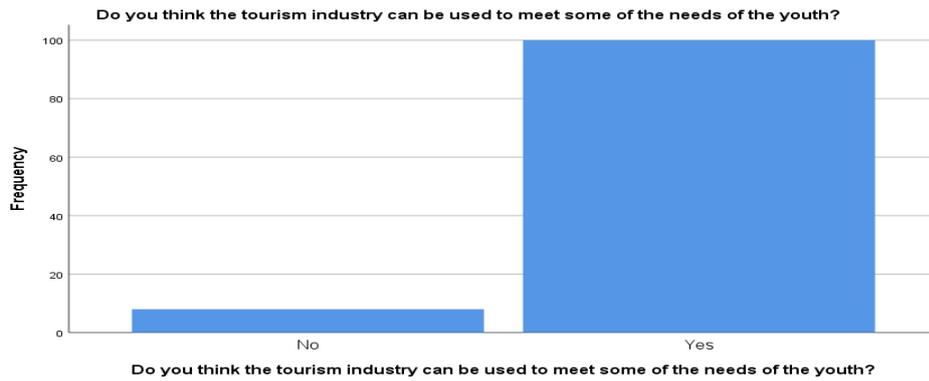
With a youth educator at Kibale Science Center

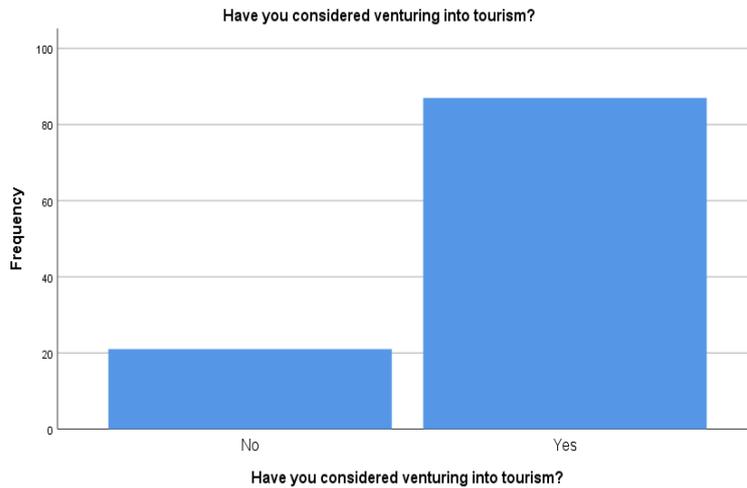
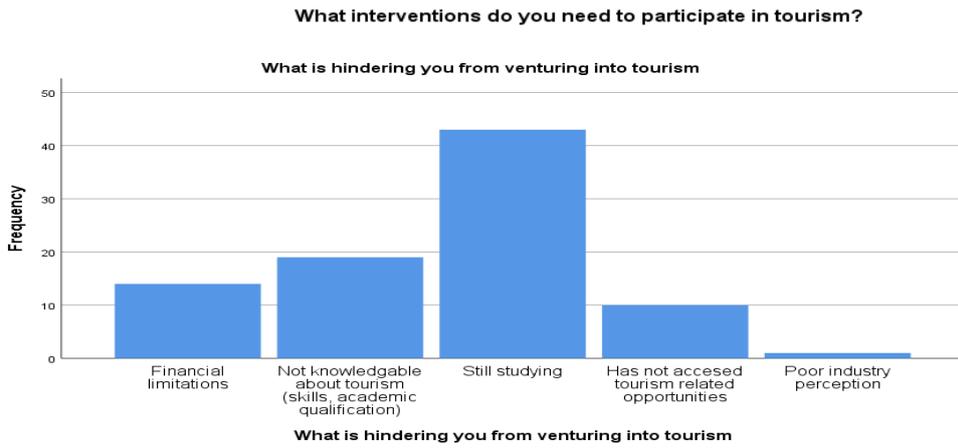
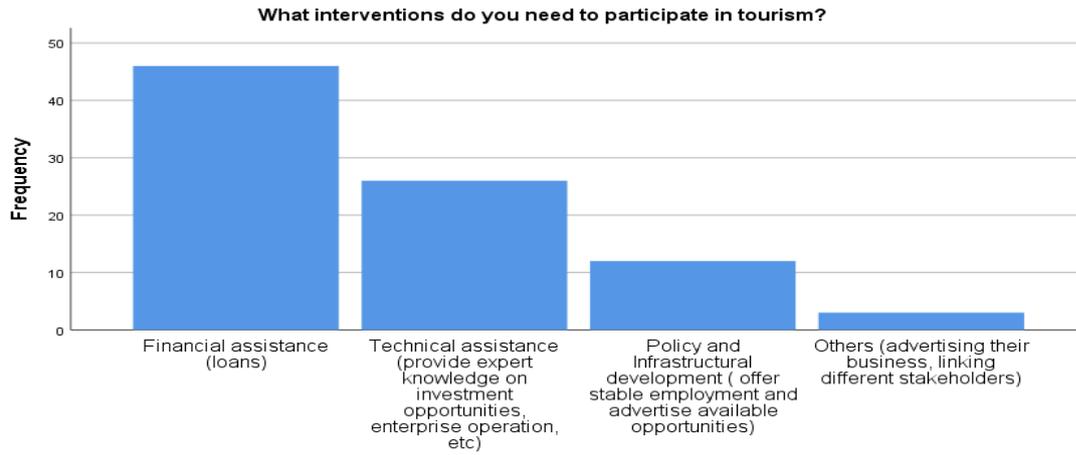


With youth in Nyamiryango

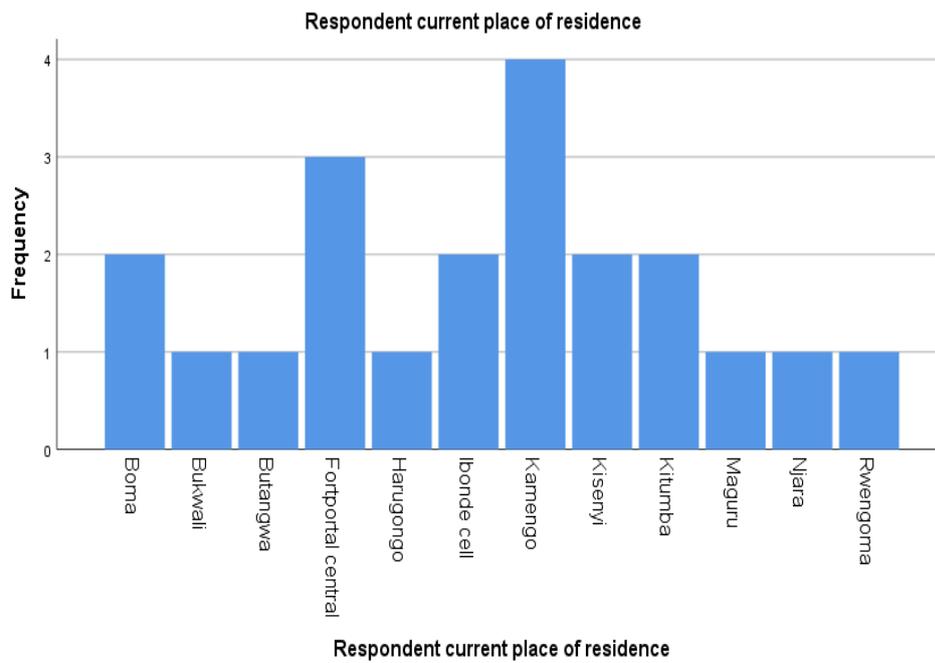
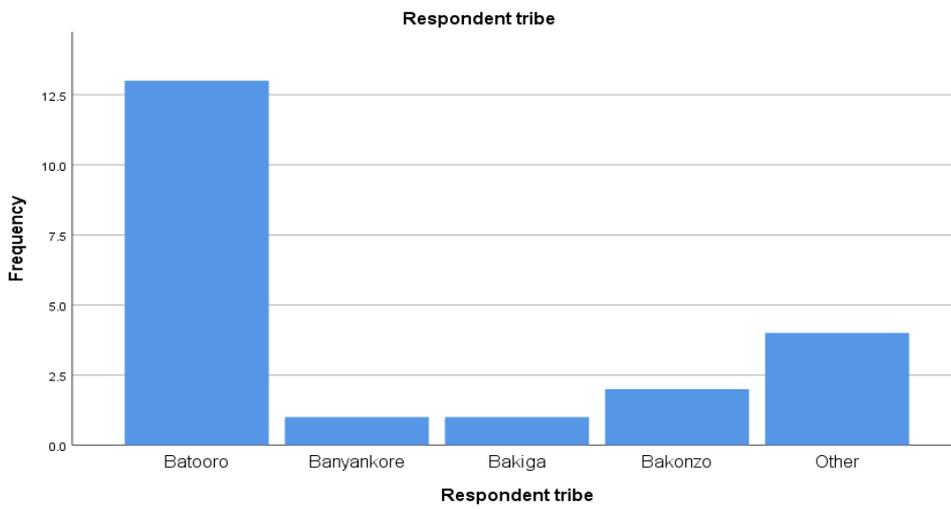
APPENDIX 6: STRATUM 1 FINDINGS

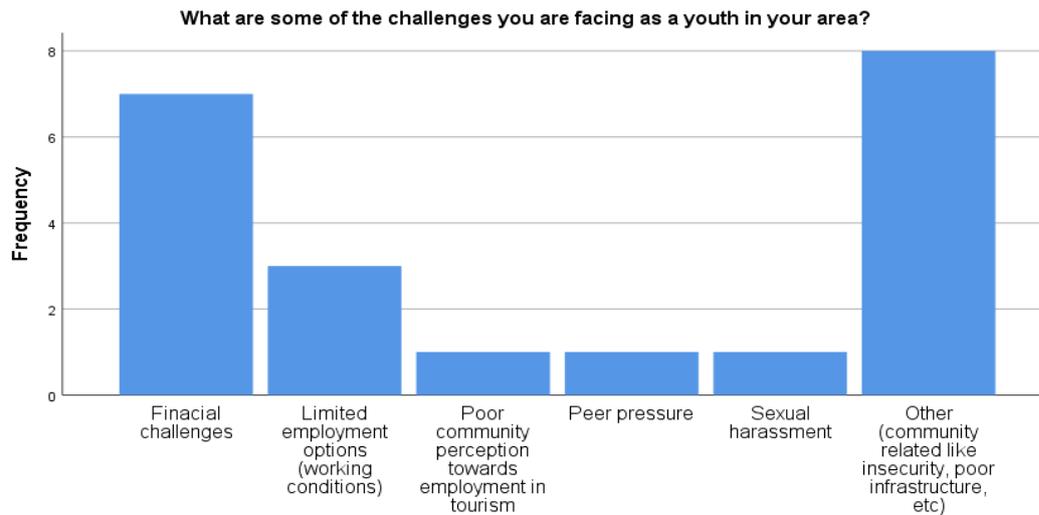




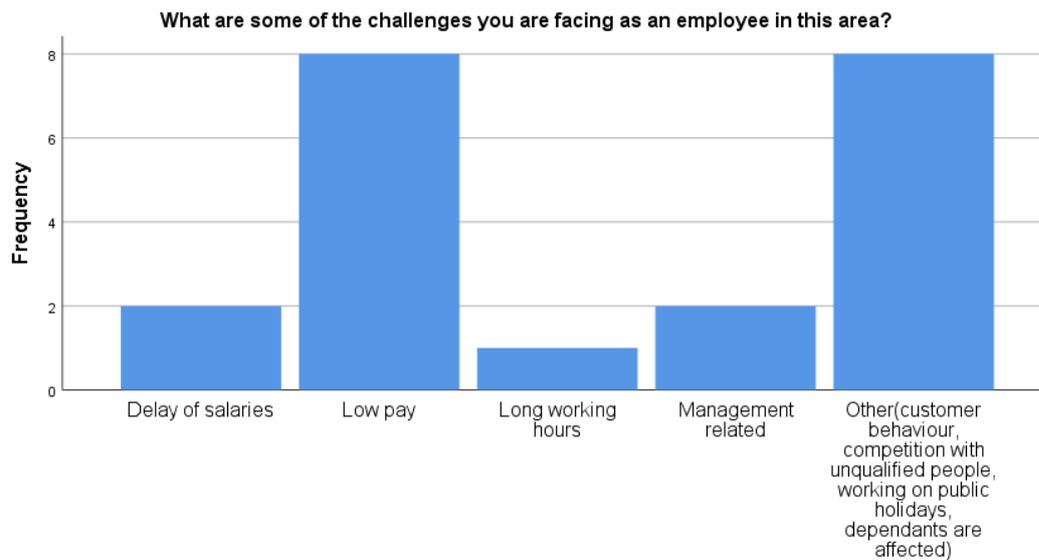
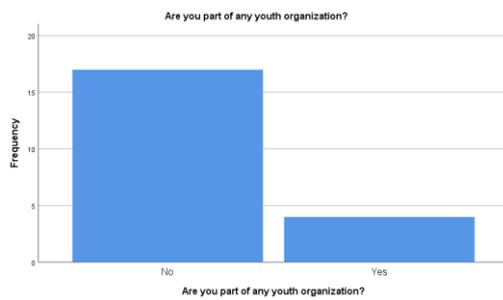


APPENDIX 7: STRATUM 2 FINDINGS

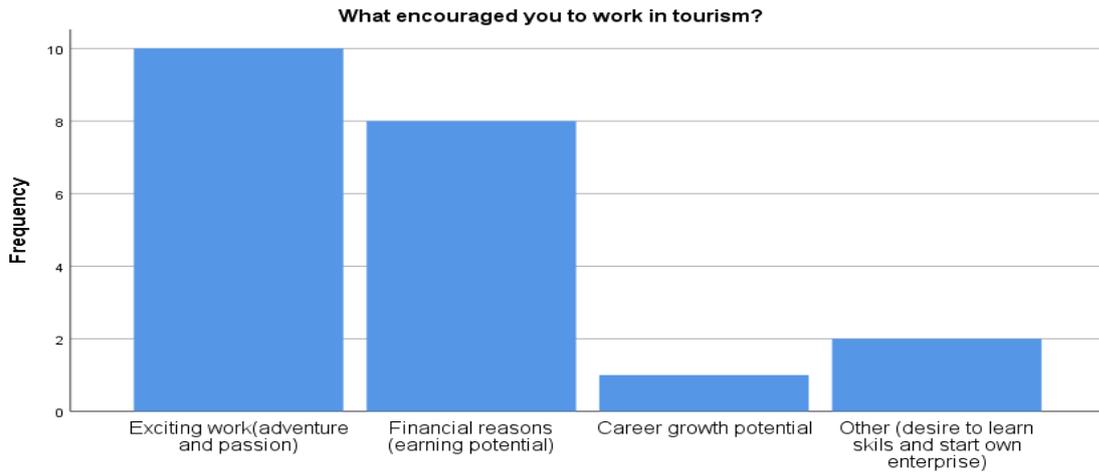




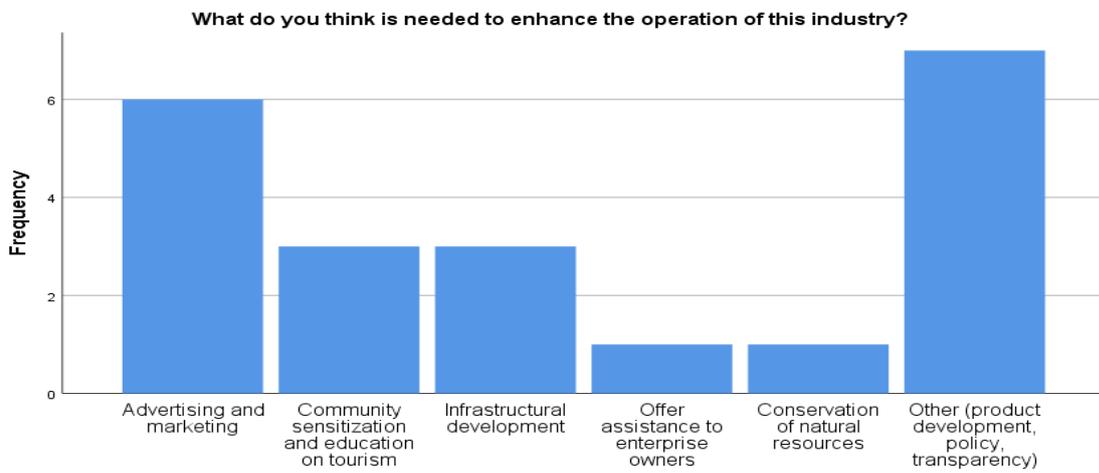
What are some of the challenges you are facing as a youth in your area?



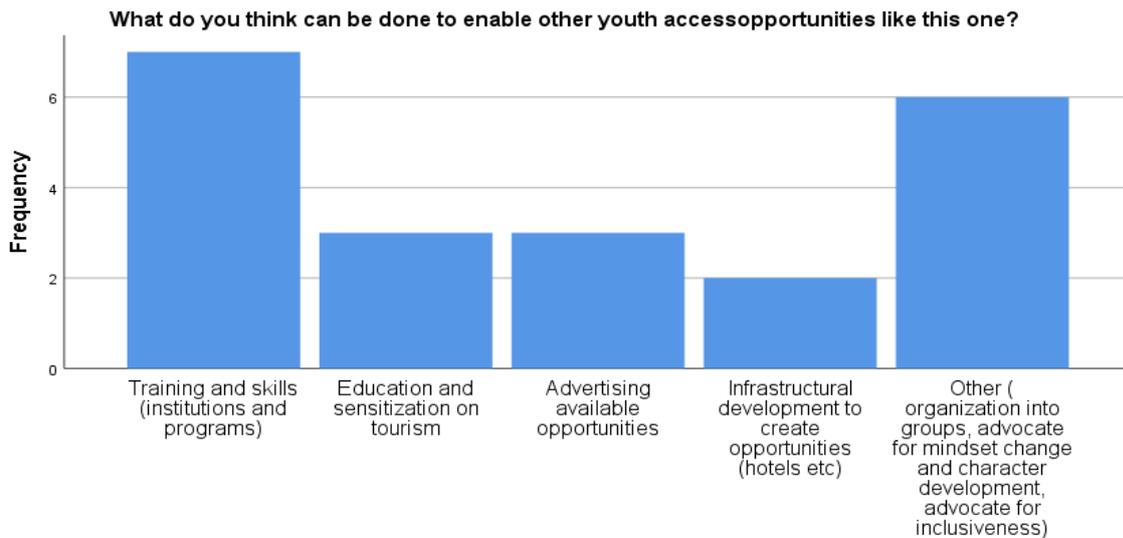
What are some of the challenges you are facing as an employee in this area?



What encouraged you to work in tourism?



What do you think is needed to enhance the operation of this industry?



What do you think can be done to enable other youth accessopportunities like this one?

APPENDIX 8: STRATUM 3 FINIDINGS

