



**CLIENTS' ATTITUDES TOWARDS FACILITIES AND SERVICES PROVIDED AT
NSHENYI CULTURAL CENTRE, NTUNGAMO DISTRICT**

BY

AINEMBABAZI DAPHINE

REG NO: 14/U/24665

STUDENT NO: 214024641

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DECLARATION

I, **Ainembabazi Daphine**, do declare that this research report represents my efforts and has never been presented for the award of any degree in any institution of higher learning, and therefore I take responsibility for the content therein.

Student's Signature..........Date: 11/6/2018.....

This dissertation has been produced under supervision and submitted with my approval as the university supervisor

Supervisor's Signature..........Date: 11 JUNE 2018.....
Prof. Joseph Obua

DEDICATION

I dedicate this research to my beloved Dad & Mum Mr. & Mrs. David Tumuheirwe who have always been with me spiritually, emotionally and physically. Thank you very much for your support.

I also dedicate this piece of work to my friend Bakashabaruhanga Boaz and my lovely daughter Riyal Baka among others. It is out of your support, love, care and solidarity that am able to reach this stage and so I am heavily indebted to you for this. Thank you for being good friend.

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ABSTRACT

The aim of the study was to assess the attitudes of clients towards the facilities and services provided at Nshenyi cultural Centre. Data collection involved interview and observation with the use of questionnaire and Photos were taken in order to bring a clear understanding of the study area.

Results indicate that the key facilities found at NCC include: rest and dining facility, entertainment and camping ground, entertainment ground, kitchen among others. The study has also revealed that almost 75.0% of the visitors interviewed generally agreed that there is need for improvement of the facilities and services at NCC much as some of them are in good condition. It was also revealed majority of the clients going to NCC are heavily motivated by the location and accessibility of the cultural center.

It was concluded that the services offered at NCC are as a result of the existing facilities. Majority of the visitors agreed that the facilities and services at NCC need improvement by the management though some are in good conditions. The greatest numbers of visitors who visit NCC are motivated by the strategic location and accessibility of the facility.

It was recommended that there should be expansion and improvement of the state of the existing accommodation facilities so as to provide comfort to the visitors. Putting up proper infrastructure like roads to ease access to the NCC and attract more visitors as most of the clients said they are motivated by the accessibility of the place.

In terms of research it is recommended that more studies need to be conducted at this center in order to provide a proper documentation of NCC.

CHAPTER ONE

INTRODUCTION

1.1 Background to the study

Various studies in tourism have used attitudes of visitors to evaluate destination performance (Pearce, 1982; Brown, 2003; Beerli, & Marti´n, 2004; Aschauer, 2010) and visitor behavior (Stuart, Barnes, Mattsson & SØrensen, 2014). Understanding tourists' attitudes provides a tool for tourism destinations to develop ways to nurture, develop and present their core tourism products and services (Engl, 2011, Herstein, Jaffe, & Berger, 2014). For destinations to be competitive, they must offer the tourism product or service that matches the characteristics of their target markets (Bonn, Sacha & Dai, 2005; Poria, Reichel & Biran, 2006; Moyle, Weiler & Croy, 2013). Axelsen and Swan (2010) argue that understanding attitudes and perceptions of tourists enables the establishment, reinforcement, or even changing destination images.

In tourism and hospitality disciplines, attitudes and perceptions are linked with destination image (Chen, Chen & Lee, 2010; Denstadli, Jacobsen & Lohmann, 2011). Some studies though have shown that tourism, as an activity, is all about experiences (Pine & Gilmore, 1999; Denove & Power, 2006). This paper espouses the definition of tourist attitude as a process that involves cognitive, affective and emotional components that helps an individual tourist to form images of a destination he/she visits. It can simply be referred to as an important building block of destination image formation (Baloglu, & McCleary, 1999).

Whereas an attempt has been made to study attitudes associated with cultural tourism in Uganda (Lepp & Harris, 2008; Lepp, Gibson & Lane, 2010), the methods used in the data collection do not provide a holistic picture of the uniqueness of Uganda's cultural tourism sector and how this

can be exploited to achieve a successful destination branding process. To date, there remains no study that has comprehensively established tourists' attitudes towards Uganda's cultural tourism products. Understanding actual visitors' attitudes towards Uganda's cultural tourism product would help destination managers in designing and providing services that are relevant to the tourism market. Cultural tourism is the fastest growing segment of the tourism industry because there is a trend toward an increased specialization among tourists. This trend is evident in the rise in the volume of tourists who seek adventure, culture, history, archaeology and interaction with local people (Hollinshead, 1993). Especially, Americans' interest in traveling to cultural destinations has increased recently and is expected to continue. For example, cultural sites/centers are among the most preferred tourism experiences in America (Virginia Department of Historic Resources, 1998).

Because of people's inclination to seek out novelty, including that of traditional cultures, cultural tourism has become a major "new" area of tourism demand, which almost all policy-makers are now aware of and anxious to develop. Cultural tourism, as a part of the broader category of "cultural tourism", is now a major pillar of the nascent tourism strategy of many countries. Cultural tourism strategies in various countries have in common that they are a major growth area, that they can be used to boost local culture, and that they can aid the seasonal and geographic spread of tourism (Richards, 1996).

Cultural tourism is about the interaction of culture, tourism, and experience during the consumption process of tourism (Kay, 2009). In academic studies, the research of culture and cultural tourism is not a new topic. This line of research has offered insights into the definition of concepts, the cultural or heritage settings, the marketing segmentations, and the perceptions and experiences of tourists (Debes, 2011; Kay, 2009; Poria, Butler, & Airey, 2003; Poria, Reichel, &

Biran, 2006). However, little attention has been given to understand tourists' attitudes through their overall experience with a cultural tourism destination facilities and services such as Nshenyi Cultural Centre.

1.2 Problem Statement

Recent studies about cultural/heritage tourism have focused on identifying the characteristics, development, and management of cultural/heritage tourism, as well as on investigating demographic and travel behavior characteristics of tourists who visit cultural/heritage destinations. Silberberg (1995) provided a common pattern of cultural/heritage tourists by analyzing age, gender, income, and educational level. Formica and Uysal (1998) explored the existing markets of a unique annual event that blends internationally well-known cultural exhibitions with historical settings. In addition, because there have been few studies that identify the relationship between cultural/heritage destination attributes (facilities/services) and tourists' attitudes, this study investigated which attributes satisfy tourists who visit cultural/heritage destinations like Nshenyi Cultural Centre in order to help tourism planners develop strategies to attract customers.

1.3 Objectives

1.3.1 Overall objective

To assess the attitudes of clients towards the facilities and services provided at Nshenyi cultural Centre.

1.4 Specific objectives

The specific objectives are:

- i. To examine and profile the facilities and services at the cultural Centre.

- ii. To assess the opinions of visitors about the facilities and services at the cultural Centre.
- iii. To assess the factors that motivates visitors to come to the cultural Centre.

1.5 Research Questions

The study was guided by the following research questions:

- i. What kind of facilities and services related to cultural tourism are provided at the Centre?
- ii. What is the quality of the facilities and services that are being managed at the Centre?
- iii. What do the clients say/feel about the services and facilities which are at the Centre?

1.6 Significance of Study

The study was justified on the basis that the growth in the cultural tourism market may provide several benefits to cultural/heritage destinations. If the cultural tourism market can be segmented so that planners can easily understand market niches, the contribution to the field is three-fold. First, comprehending what tourists seek at cultural attractions may help tourism marketers better understand their customers. Second, identifying which attributes satisfy tourists who visit cultural destinations could help tourism planners develop strategies to attract customers. Third, knowing who the satisfied tourists are may reduce marketing costs and maintain the cultural/heritage destination's sustainability. Furthermore, this study contributes to the body of knowledge in attitudes and perceptions research. The findings should strengthen knowledge about the relationship between the factors that satisfy tourists and tourists' attitudes after purchasing cultural tourism products.

CHAPTER TWO

LITERATURE REVIEW

2.1 An overview of Cultural Tourism

Communities are distinguished by their culture and tradition that is why most communities owned some form of heritage that can identify them. Heritage can be defined as “anything that a person wishes to conserve or collect, so as to pass on to future generations” (Howard 2003, 6). Cultural tourism is a subset to heritage and may include tangible practices, oral traditions and knowledge (Bob Mckercher and Du Cros, 2002; Heritage council of Western Australia, 2005). Sometimes, the community identification may or may not be the focus of attention for tourism activities and tourists. However, it is important to be able to identify the local cultural heritage within a defined region as a first step toward developing cultural tourism.

Tourism, which started in the 16th century by a grand tour organized by Thomas Cook, created a big urge in the mind of those undertaking the journey for a need to identify different cultural aspects. Today, culture has become the major object of travel. According to Urry, (1990) culture has ceased to be the objective of tourism in the sense that tourism is culture. Furthermore, major attractions are being identified as cultural such as the British museum in London, the Louvre in Paris, and the metropolitan museum in New York, and all these sites attract millions of visitors, thus leading to the display of culture.

From 1988 to 1997, UNESCO emphasized the importance of conserving cultural heritage as a means not only to stimulate economic development but also as a means of promoting identity and cultural diversity. The effort of UNESCO toward the promotion of cultural development

enables visitors and tourist to understand culture as a factor of attraction which also played a leading role in cultural policy. When talking about culture, emphasis should be placed on the conservation of culture. Some aspects of heritage, such as languages, are in danger of extinction. In addition to this, historical monuments are often seen as endangered species. The importance of culture in society has raised awareness within the European Union. Culture is viewed within this body as an essential resource that does not only provides jobs but which also enables the development of cultural harmony within the European Union. In the past, the European Union did not consider cultural tourism or tourism as an element in their policy, while today it is a great aspect of conservation. This can be proven through the numerous cultural attractions around Europe for example France is being known for its 400 eco-museums and Italy for its 500 ethnological collections. Moreover, in 1993 it was estimated by the WTO that 37% of international trips are being motivated by cultural elements and this will increase annually by 15% to the end of the century.

Akama and Starry (2000) stated that cultural tourism in Africa is mostly based on African living culture; greatly depending on traditional festivals, art performances and dance exhibition. In addition to that, professor Donald Reid in his article “Development of Cultural Tourism in Africa: A Community Development Approach”, said that cultural tourism needs to be considered from the “inside out” rather than from the “outside in” approach. He further explained his thought by giving an example from events organized in North America where the communities do not present their cultural events for tourist exhibitions but instead as a cultural celebration in its own right and primarily for the aboriginal people. During cultural manifestations, outsiders are only invited as secondary participants and not as the masters of the event.

The concept adopted by the North American aboriginal communities brings out a great guarantee of the authenticity of their events and its elements, such as traditional dances, singing, craft and food exhibition which are not entirely offered for outsider consumption. Reid (2002) goes further by describing that the method adopted by the aboriginal celebration “prohibits the event from being completely commoditized and turned into an inauthentic touristic spectacle which can result in the isolation of people from their own culture”. He went on concluding that “the development of cultural tourism is established on a development method rather than being based on a pure growth model”. The difference between these two terms brings about a greater understanding of cultural tourism.

Growth, is defined as an increase in size or number, while development is an increase in the ability and desire to satisfy one’s own needs and legitimate desires taken into consideration that of others. The development model conceived by Reid (2002) does not exclusively rely on economic growth; it also includes equal distribution of wealth within the region and the entire communities that are actively engaged in producing and exposing tourism products. The sustainability and the stability of successful cultural tourism can only be possible from local control of the tourism enterprise, the participation of the community in the activities organized and the equal distribution of wealth between the stakeholders and the local community.

2.2 The Concept of Client’s Attitude

The Business Dictionary (2016) defines attitude as a “predisposition or a tendency to respond positively or negatively towards a certain idea, object, person, or situation”. Attitude influences an individual’s choice of action as well as responses to challenges, incentives, and rewards. The four major components of attitude, which are not expanded in this Chapter, are affective

(emotions or feelings), cognitive (belief or opinion held consciously), cognitive (inclination for action) and evaluative (positive or negative response to a stimulus).

According to Obua *et al.* (1998), one's attitude determines his/her behavior. At the same time, Lancaster (1966) suggested that consumers do not choose goods themselves, but rather the attributes that are possessed by the goods and they use perceptions of attributes. In the hospitality industry, which this study is focused on, these observations imply that guests choose tourism destinations on basis of the characteristics (attributes) of the facilities offered.

2.3 Cultural Destination Attributes

The study attempts to identify cultural destination attributes which affect tourists' attitudes towards these destinations when they visit them. Therefore, after investigating previous research related to this topic, the researcher decided to select several attributes of cultural/heritage tourism. Andersen *et al.* (1997) researched the cultural tourism of Denmark. They chose several attributes, such as historical buildings, museums, galleries, theaters, festivals and events, shopping, food, palaces, famous people (writer...), castles, sports, and old towns. They identified the important attributes as being castles, gardens, museums, and historical buildings, when tourists made a decision to visit Denmark.

Richards (1996) focused on the marketing and development of European cultural tourism. He chose several attributes related to cultural/heritage destinations in order to analyze European cultural tourism. Especially, through analyzing these attributes, this article indicated a rapid increase in both the production and consumption of heritage attractions. Glasson (1994) explained the impacts of cultural/heritage tourism and management responses through an overview of the characteristics of tourists to Oxford. This article highlighted the varying

perspectives and dimensions of impacts on and tourist capacity of the city. Peleggi (1996) examined the relevance of Thailand's heritage attractions to both international and domestic tourism, including an analysis of the state tourism agency's promotion of heritage and the ideological implications of heritage sightseeing in relation to the official historical narrative. This research provided several attributes, such as traditional villages, monuments, museums, and temples. Philipp (1993) studied blackwhite racial differences in the perceived attractiveness of cultural/heritage tourism. The article surveyed a Southern metropolitan area and chose various attributes. The research found that white tourists were more interested in cultural destinations than black tourists.

In addition to the research discussed above, many other researchers have studied cultural destination attributes. For example, Sofield & Li (1998) studied the cultural tourism of China by selecting history, culture, traditional festivals, historical events, beautiful scenic heritage, historical sites, architecture, folk arts (music, dancing, craft work) and folk culture villages as the attributes of significance. Janiskee (1996) emphasized the importance of events through several attributes such as festivals, historic houses, traditional ceremonies, music, dancing, craftwork, food, and the direct experience of traditional life.

2.4 Clients' Satisfaction

Clients' satisfaction is important to successful destination marketing because it influences the choice of destination, the consumption of products and services, and the decision to return (Kozak & Rimmington, 2000). Several researchers have studied customer satisfaction and provided theories about tourism (Bramwell, 1998; Bowen, 2001). For example, Parasiraman, Zeithaml, and Berry's (1985) expectation perception gap model, Oliver's expectancy-

disconfirmation theory (Pizam and Milman, 1993), Sirgy's congruity model (Sirgy, 1984 ; Chon and Olsen, 1991), and the performance only model.(Pizam, Neumann, and Reichel, 1978) have been used to measure tourist satisfaction with specific tourism destinations. In particular, expectancy-disconfirmation has received the widest acceptance among these theories because it is broadly applicable.

Pizam and Milman (1993) utilized Oliver's (1980) expectancy-disconfirmation model to improve the predictive power of travelers' satisfaction. They introduced the basic dynamic nature of the disconfirmation model into hospitality research, while testing part of the original model in a modified form. In order to assess the causal relationship between two different disconfirmation methods, they employed a regression model with a single "expectation met" measure as the dependent variable, and 21 difference score measures as the independent variables. Some studies on customer satisfaction are also notable in tourism behavior research. For example, Pizam, Neumann and Reichel (1978) investigated the factor structure of tourists' satisfaction with their destination areas. The authors showed eight distinguishable dimensions of tourist satisfaction.

Barsky and Labagh (1992) introduced the expectancy disconfirmation paradigm into lodging research. Basically, the proposed model in these studies was that customer satisfaction was the function of disconfirmation, measured by nine "expectations met" factors that were weighted by attribute specific importance. The model was tested with data collected from 100 random subjects via guest comment cards. As a result, customer satisfaction was found to be correlated with a customer's willingness to return.

Chon and Olsen (1991) discovered a goodness of fit correlation between tourists' expectations about their destination, and tourists' satisfaction. Then, after tourists have bought the travel service and products, if the evaluation of their experience of the travel product is better than their expectations, they will be satisfied with their travel experience. Furthermore, Chon and Olsen (1991) provided an intensive literature review of tourist satisfaction. One thing to be noted, however, is that although the posited social cognition theory offers an alternative way of explaining satisfaction processes, its methodological mechanism is analogous to that of expectancy–disconfirmation theory. In other words, the concepts of congruity and incongruity can be interpreted similarly to the concepts of confirmation and disconfirmation, both of which can result in either positive or negative directions.

Kozak and Rimington (2000) reported the findings of a study to determine destination attributes critical to the overall satisfaction levels of tourists. Pizam, Neumann, and Reichel (1978) stated that it is important to measure consumer satisfaction with each attribute of the destination, because consumer dis/satisfaction with one of the attributes leads to dis/satisfaction with the overall destination. Furthermore, Rust, Zahorik, and Keininghan (1993) explained that the relative importance of each attribute to the overall impression should be investigated because dis/satisfaction can be the result of evaluating various positive and negative experiences.

CHAPTER THREE

STUDY AREA AND METHODS

3.1 Study Area

The study was conducted in Nshenyi Cultural Centre which is positioned in countryside farmland close to Kitwe in Ntungamo District. Nshenyi Cultural Village is a rich spot for the travellers on cultural safaris in Uganda. Nshenyi is physically beautiful marked by rolling hills, savannah grassland dotted with counts of acacia trees which is an ideal environment for rearing the traditional Ankole long-horned cattle. Besides cattle rearing, the Nshenyi people are great agriculturalists with extensive banana plantations along with other subsistence crops which combine to offer the tourists an in-depth touch of the local way of life. (Wild Gorilla Safaris, 2015)

At one hour's transfer from Mbarara town, Nshenyi Cultural Village introduces tourists to the Banyankole culture through homestead visits, experiential touch of the farming practices like milking and cultivating, walks through the local market, schools and the pottery stations of the Batwa. The nature walks along the Akagera River with the overlooking views of Rwanda and Tanzania are as well fascinating making its exploration. (Wild Gorilla Safaris, 2015)

But all that notwithstanding, the primary product at Nshenyi Cultural Village rotates around the Ankole cow which the pastoralists Basnyankole believe to have been left behind by the supernatural Bachwezi. The Ankole cow quality and quantity form the Centre stage in the cultural traditions of the Banyankole including issues of prestige, bride price and livelihood. (Wild Gorilla Safaris, 2015). Based on all these great features, Nshenyi Cultural Village is offers

a ground for tourism as it has tourist attractions that support majorly cultural tourists and this earns the district foreign exchange. Therefore, there is need to assess the tourists'/clients' attitudes towards the facilities and services provided by the cultural Centre.

3.2 Research Design

The study adopted descriptive design. This design was selected since descriptive research describes data and characteristics about the population or phenomenon being studied. In addition, descriptive research involves gathering data that describe events and then organizes, tabulates, depicts, and describes the data collection (Glass and Hopkins, 1984). Descriptive studies are also aimed at finding out "what is," of a phenomenon (Borg and Gall, 1989) which fit well with the study.

3.3 Target Population

The tourists who visit Nshenyi Cultural Centre, Ntungamo District forms the target population of the study. The tourists who visit Nshenyi Cultural Centre on a weekly basis consist of approximately 80 tourists. The managers of facilities and services and owners of cultural tourism related businesses and these consist of approximately 10 members.

3.4 Sampling Techniques and Sample Size

Simple random sampling technique will be used to sample the tourists. A total of 50 households out of the approximate 80 tourists will be randomly sampled for the study. According to Mugenda and Mugenda (1999), a sample size of 10% is considered adequate.

3.5 Data Collection Instrument

Data was collected from both primary and secondary sources. Secondary data was collected from records kept by the management of NCC containing information on tourism and its contribution to local communities, revenues and expenditures of the investments, research that has been done in NCC related to tourism and its role as well as research done on the same issue in other areas.

Primary data was collected through use of questionnaires administered to local community members; Questionnaires were both closed and open ended. The use of questionnaires were employed due to the fact that questionnaires are best suited for collecting more information from a large number of respondents (Mugenda and Mugenda, 1999). This will also involve assessment and observation of facilities and services offered at Nshenyi cultural Centre.

3.6 Data Collection Procedures

The respondents were informed prior to the actual study the purpose of the study. They were assured that the information they provided though sensitive is going to be treated with utmost confidentiality and were for academic purposes only. The questionnaires were administered to the tourists. Before administering the questionnaires, permission was sought from the management/administration of Nshenyi Cultural Centre and appointments will be made through the research assistants on the date and time they are to administer the questionnaire.

3.7 Pre-Testing

The questionnaires were pre-tested to increase validity and reliability. A randomly selected sample of 10 tourists was issued with the sample questionnaires though not included in the analysis. The respondents were requested to give comments and suggestions about the clarity of

the instruments. Pre-testing a questionnaire is very useful in order to make sure that the questions are clear and understandable by the respondents and that there are no inconsistencies in the meaning or order of questions that might confuse respondents and interfere with the results (Fowler, (2002); de Vaus, (2002). Pre-testing is also useful to identify new issues of importance to the respondents and to find out how much time administering the questionnaire will actually take, thus helping to plan the following field trips (Fowler, 2002).

3.8 Data Analysis

Data were analyzed by using the Statistical Package for Social Sciences (SPSS) in order to find any relevant differences or associations among the variables involved and to be able to give recommendations on the basis of those results. Descriptive statistics: frequencies, charts, mean and standard deviation were used to answer objectives (i), (ii) and (iii). Descriptive measures help the researcher to show how the variables of interest are distributed (Mugenda and Mugenda, 1999).

CHAPTER FOUR

RESULTS AND INTERPRETATION

4.1 Profile of visitors

Results show that clients who were interviewed during the study comprised of 20 males (62.5%) and 12 females (37.5%), the largest percentage of the visitor population interviewed at this center were between the ages of (36-40) years represented by (40.6%) while minority of the visitors interviewed at the center were between ages (31-35) represented by a (6.0%) and none of the respondents were 40 years and above. Majority of the visitors had attained university level of education represented by a (81.3%). Most of the visitors at this center were coming from Rwanda accounting for (25%) of the total visitors interviewed at this center followed by those from within Uganda and Germany all constituting (18.8%) each with the minority from countries USA, Canada and Norway (12.5%) each. The most visited destination after Nshenyi cultural center was Bwindi Impenetrable National Park represented by (18.8%), Rwanda (18.8%), Mghahinga National park (18.8) with the least visited being Kisiizi falls represented by (6.3%) as shown in the Table 1.

4.2 Clients attitudes towards facilities and services at Nshenyi cultural center

4.2.1 Client attitudes towards facilities at the center

Among the respondents interviewed, almost three quarter of them (75.0%) were in favor of the traditional grass thatched Bandas and strongly agreed that they should be expanded in order to accommodate large numbers of visitors (**Table 2**).

Table 1: Profile of visitors

Social parameter	Frequency	Percent
Sex		
Male	20	62.5
Female	12	37.5
Total	32	100.0
Age of the respondents		
21-25	10	31.3
26-30	7	21.9
31-35	2	6.3
36-40	13	40.6
Total	32	100.0
40 and above	0	0
Level of education		
Primary	3	9.4
Secondary	0	0
College	3	9.4
University	26	81.3
Total	32	100.0
Where are you coming from?		
Rwanda	8	25.0
Uganda	6	18.8
USA	4	12.5
Canada	4	12.5
Norway	4	12.5
Germany	6	18.8
Total	32	100.0
Where are you going after visiting this Centre?		
Rwanda	6	18.8
Ntugamo	2	6.3
Mghahinga	6	18.8
Bunyonyi	6	18.8
Bwindi impenetrable national park	6	18.8
Canada	4	12.5
Kisiizi falls	2	6.3
Total	32	100.0

Table 2: Clients’ attitudes towards expansion of traditional grass thatched Bandas in order to accommodate a number of visitors

Statement about the facility	Option	Frequency	Percent
Traditional grass thatched Bandas should be expanded in order to accommodate a number of visitors	Strongly agree	24	75
	Agree	8	25
	Total	32	100

From the study findings as shown in the table 3 below, more than half of the clients interviewed (62.5%) at the center strongly agreed that the balcony at the center of the cultural center provide a clear view of beautiful landscape towards mountains that borders Uganda and Tanzania.

Table 3: Clients attitudes towards the balcony at the center of the cultural center

Statement about the facility	Option	Frequency	Percent
The balcony at the center provides a clear view of beautiful landscape towards mountains that borders Uganda and Tanzania	Strongly agree	20	62.5
	Agree	12	37.5
	Total	32	100

The results also show that 62.5% of the respondents at the center agreed that the improvement of the cattle kraal provides a better experience to the visitors interested in traditional pastoralist.

Table 4: Client’s attitude towards the cattle kraal at the cultural center

Statement about the facility	Option	Frequency	Percent
The cattle kraal should be improved to provide better experiences to the visitors interested in traditional pastoralist	Strongly agree	12	37.5
	Agree	20	62.5
	Total	32	100

The study findings indicated that majority of the respondents 71.9% agreed that the main house at the cultural center is uniquely designed and beautified to permit most cultural activities that are being carried out at the center as compared to a minor 3.1% of the clients who disagreed on this (**Table 5**).

Table 5: Clients towards the main house at the cultural center

Statement about the facility	Option	Frequency	Percent
The main house is uniquely designed and beautified to permit most cultural activities	Strongly agree	8	25.0
	Agree	23	71.9
	Disagree	1	3.1
	Total	32	100

Results also show that 84.4% of the respondents strongly agreed that the compound at the cultural center is well spaced and maintained for visitor's relaxation and a few clients who disagreed on the same issue (**Table 6**).

Table 6: Clients attitude towards size and maintenance of the cultural center compound

Statement about the facility	Option	Frequency	Percent
The compound is well spaced and well maintained for visitors' relaxation	Strongly agree	27	84.4
	Agree	4	12.5
	Disagree	1	3.1
	Total	32	100

4.2.2 Clients' attitudes towards the services offered at Nshenyi cultural center

The greatest number of clients visiting NCC expressed concern and agreed that the quality of the traditional food served at this center be improved with 46.9% followed by 25% who strongly disagreed, 21.9% strongly agreed and finally 6.3% disagreed (Table 7).

Table 7: Clients attitude towards the quality of the traditional food served at NCC

Statement about the service	Option	Frequency	Percent
The quality of traditional food served be improved	Strongly agree	7	21.9
	Agree	15	46.9
	Disagree	2	6.3
	Strongly disagree	8	25.0
	Total	32	100

From the study findings portrayed in the table 8 below, the greatest number of visitors at the cultural center agreed that even if the traditional riddles and storytelling seems suspicious, they provide a memorable experience to the clients (62.5%) followed by 37.5% who strongly agreed (Table 8).

Table 8: Clients attitude towards the traditional riddle and storytelling at NCC

Statement about the service	Option	Frequency	Percent
Even if the traditional riddle and history telling seems suspicious but they provide a memorable experience to visitors	Strongly agree	12	37.5
	Agree	20	62.5
	Total	32	100

From the study findings, more than half of the respondents agreed (53.1%), followed by 40.6 who agreed and finally 6.3% of the clients who strongly disagreed that putting up a campfire during camping time is enjoyable and provides visitors with experience.

Table 9: Clients attitude towards the campfire services during camping at NCC

Statement about the service	Option	Frequency	Percent
It is important to put up a campfire during the camping time because it is enjoyable and provides visitors with experience	Strongly agree	13	40.6
	Agree	17	53.1
	Strongly disagree	2	6.3
	Total	32	100

Research findings indicated that majority of the respondents strongly agreed that housekeeping services improvement at NCC provides comfort to the clients (56.3%) followed by 43.8% of the respondents who heavily agreed to the same.

Table 10: Clients attitude towards the housekeeping services at NCC

Statement about the service	Option	Frequency	Percent
Housekeeping services are good but should be improved to provide comfort to the visitors	Strongly agree	18	56.3
	Agree	14	43.8
	Total	32	100

Findings revealed strong agreement by clients (71.9%) followed by (28.1%) of the clients on the importance of improving handcraft services towards provision of quality products that can meet their needs.

Table 11: Clients attitude towards the handcraft services at NCC

Statement about the service	Option	Frequency	Percent
It's important to improve the handcraft services In order to provide quality products that can meet visitors' expectations and satisfaction	Strongly agree	23	71.9
	Agree	9	28.1
	Total	32	100

4.3. The missing facilities that should be improved at NNC

The missing facility responses varied according to different clients that were found at the center. Camper tents and resting and security house were listed as the key missing facilities that need to be improvised at this cultural center. Camper tents were represented by (31.3%) followed by resting and security house (31.3%), craft shop (28.1%), Bar (28.1%), milking parlor (25.0%), swimming pool (21.9%), TV in rooms(15.6%), Dustbins in the compound (9.4%), Library (6.3%) and finally standby generator (3.1%).

Table 12: Missing facilities at NCC

Missing facilities	Frequency	Percent
TV in rooms	5	15.6
Camper tents	10	31.3
Milking parlor	8	25.0
Resting rooms and security house	10	31.3
Standby generator	1	3.1
Dustbins in the compound	3	9.4
Craft shop	9	28.1
Swimming pool	7	21.9
Bar	9	28.1
Library	2	6.3

4.4 Facilities to be improved at NCC and reasons for improvement

4.4.1 Facilities to be improved

From the study findings, it was observed that most of the clients pointed at improvement of rest and dining rooms represented by 62.5%, followed by kraal and milking parlor constituting a 34.4%, kitchen (31.3%), camping ground (25.0%), entertainment ground (18.8%) and Dustbins (6.3%) as shown in the **Table 13**.

Table 13: Facilities at NCC that needs to be improved

Facilities to be improved	Frequency	Percent
Kitchen	10	31.3
Camping ground	8	25.0
Rest and dining rooms	20	62.5
Entertainment ground	6	18.8
Kraal and milking parlor	11	34.4
Dustbins	2	6.3

4.4.2 Reasons for improvement of the facilities

The study findings show most of the clients pointed at improving the facilities at NCC in order to create more space for activities at the center (46.9%), enhancing satisfaction (43.8), comfort to clients (40.6%), and better services to the clients (18.8%), enjoyable entertainment (18.8%) and sanitation related reasons (18.8%) (Table 14).

Table 14: Reasons for improvement of facilities at NCC

Reason for facility improvement	Frequency	Percent
Better services to the clients	6	18.8
Comfort to the visitors	13	40.6
Enjoyable entertainment	6	18.8
Enhancing satisfaction	14	43.8
Creating more space	15	46.9
Sanitation	6	18.8

4.5 Missing services at NCC

Responses from clients on the services missing at NCC were based on practical and safety related services which included training services that accounted for 94.4% of the responses from clients followed by security and safety services (27.8%) (Table 15).

Table 15: Missing services at NCC

Missing services	Frequency	Percent
Training services	17	94.4
Security and safety services	5	27.8

4.6 services to be improved and reasons for improvement at NCC

4.6.1 Services to be improved at NCC

Majority of the clients pointed at housekeeping services as one of the key services that needs to be improved on at NCC represented by 50.0%, followed by safety and security (43.3%), entertainment (26.7%), catering services (20.0%) and Wi-Fi/internet (3.3%).

Table 16: Services at NCC that needs to be improved

Service to be improved on	Frequency	Percent
Safety and security services	13	43.3
Housekeeping services	15	50.0
Entertainment services	8	26.7
Catering services	6	20.0
WIFI/internet	1	3.3

4.6.2 Reasons for service improvement

The clients who visited NCC pointed out reasons for service improvement with safety and security being the highest ranked (54.8%), followed by enhancing client experience (51.6%), record keeping (12.9%) and enjoyable entertainment (12.9%) (**Table 17**).

Table 17: Reasons for service improvement at NCC

Reason for service improvement	Frequency	Percent
Safety and comfort	17	54.8
Record keeping	4	12.9
Enjoyable entertainment	4	12.9
Enhance visitor experience	16	51.6

4.7 Factors that motivate visitors to the NCC

From the study findings, majority of the clients considered a number of factors while visiting NCC with the majority considering location and accessibility (43.8%), followed by historical background cultural information of the center (28.1%), privacy (18.8%), study purposes (18.8%) and type of services offered (12.5%) (**Table 18**).

Table 18: Factors that the clients consider while visiting NCC

Factor	Frequency	Percent
Type of services offered	4	12.5
Historical background cultural information	9	28.1
Location and accessibility	14	43.8
Privacy	6	18.8
Study purposes	6	18.8

4.8 Sources of information about the NCC by clients

From the study conducted, it was observed that most of the visitors who visited NCC 32.3% obtained information about the cultural center from the itineraries given to them by companies, 29.0% obtained information from social media. 22.6% of the visitors said they got the information from friends. 12.9% of the visitors get it via brochures and 16.7% of the visitors obtain data from tour company websites as indicated in **Table 19**.

Table 19: Source of information used by clients to access NCC

Source of information	Frequency	Percent
Friends	7	22.6
Social media	9	29.0
Tour Company Website	5	16.1
Brochures	4	12.9
Part of the itinerary	10	32.3

4.9 Visitor Likelihood of return to the NCC

From the study findings, while interviewing the clients at NCC on whether they could return to the center if any opportunity granted, there was 100% response from the clients implying all the clients visiting NCC are willing to make return visits to the center as indicated in the Table 20.

Table 20: Whether the clients to NCC could make return visits

Option	Frequency	Percent
Yes	32	100
No	0	0
Total	32	100

4.10 Recommending other visitors

The results of this study indicated a 100% response in favor of recommending other clients to the center by those who visited the center.

Table 21: Whether clients can recommend others to visit NCC

Option	Frequency	Percent
Yes	32	100
No	0	0
Total	32	100

The reasons for recommending other clients to NCC

The reasons for recommending NCC to another person were varying from one client to another with the majority pointing at privacy and good experience attained while at the center (53.1%), followed by hospitality at the center (25.0%), historical stories and dances performed at the center (12.5%), comfort ability and conduciveness (12.5%) and finally the center being a touring site (6.3%).

Table 22: Reasons for recommending NCC to other people

Reason for recommending	Frequency	Percent
Historical stories and dances	4	12.5
Comfort ability and Conduciveness	4	12.5
Touring site	2	6.3
Privacy and good experience attained	17	53.1
Hospitality	8	25.0
Strategic location	2	6.3

CHAPTER FIVE

DISCUSSION

5.1 Introduction

The chapter presents the discussion of findings presented in chapter four of this dissertation. The findings of this study have been interpreted in the context of the study guided by the specific objectives (section 1.5) and research questions (section 1.6).

5.2 Existing facilities and services at the NCC

This section presents the existing facilities and services at Nshenyi Cultural Center (NCC). Responses from the clients indicate there are a number of facilities and services at the center as discussed below:

From the study conducted it was found out that actually the services provided to the clients at NCC are as a result of the available existing facilities at the center. The following are the facilities at NCC.

5.2.1 Rest and dining rooms facility

The rest and dining rooms were listed by majority of the clients at this center as a key facility at the cultural center. These rest and dining rooms constitutes of the traditional grass thatched Bandas where clients gather for a rest or in case of a meal. Such facilities need to be maintained clean and spacious enough to accommodate a number of visitors. On the other hand, the balcony at the center is an important facility at NCC as it gives a clear view of the beautiful landscape towards the mountains bordering Uganda and Tanzania. In general, these facilities enable

services like dining, accommodation and touring services to be provided to the clients who visit NCC.

5.2.2 Kraal and milking parlor facility

Responses from this study also revealed that the kraal and milking parlor is among the key facilities at NCC. This facility provides experience to the tourists or clients who are interested in traditional pastoralism. The management of NCC should therefore ensure that this facility is improved and maintained in order to have a good memorable experience by the visitors. The services provided here are milking services and other services to those clients who come specifically with interest in traditional pastoralism.

5.2.3 Kitchen facility

Results indicate that the kitchen is also among the key facilities found at NCC. This provides kitchen services to the visitors where they are served local/traditional dishes. In an interview with one of the guests at NCC, she claimed that the kitchen is one of the key facilities that motivate her to come to the center because she enjoys local or traditional food served at the center. It's therefore the role of the management to ensure that the kitchen facilities is kept away from dirt and well maintained to produce the most quality traditional food to the clients. This provides catering services to the clients who visit NCC.

5.2.4 Camping ground

The camping ground was also listed as a key facility found at NCC. This facility enables visitors to put up their tents for a rest or set up a campfire during a camping time. This enables the clients, who visit the center to receive services like campfire services and camper tent accommodation services.

5.2.5 Entertainment ground

Results also indicate that the entertainment ground is among vital facilities at NCC. According to one of the clients in an interview, this ground is a very vital facility where local dances and other activities are performed to entertain clients. This provides entertainment services to the clients visiting the center. This is a ground where cultural dances and other cultural shows are performed to entertain the visitors who visit the center.

5.3 Opinions of visitors about the facilities and services at NCC

5.3.1 Clients opinions about the facilities at NCC

From the study findings, most of the clients who visited NCC gave their opinions and strongly agreed that the traditional grass thatched Bandas if expanded can accommodate a number of visitors. Therefore the management of the facility should ensure that such facilities are expanded to meet the increasing numbers of the visitors. The study also shows the visitors had a positive attitude towards the balcony at the center of NCC as the majority of them strongly agreed that this balcony facility acts as a clear view point of the beautiful landscape towards the mountains at the borders of Uganda and Tanzania. The management of NCC should therefore ensure that this facility is well maintained so as to continue attracting more visitors at this center. Majority of the respondents who visited NCC had a positive attitude towards the existence of the cattle kraal facility and agreed that its improvement can provide a better experience to the visitors who are interested in the traditional pastoralist. The management of the facility therefore should consider improving this facility so as to attract more visitors to the center. Majority of the visitors who visited NCC strongly agreed that the main house permits most cultural activities due to its uniqueness in design and beauty. This puts a task to the management of NCC to ensure that such architecture is maintained and beautified to attract more clients to the center. Finally, the visitors at NCC when interviewed about the compound majority of them strongly agreed that the

compound is spacious and well maintained for visitors' relaxation and therefore the management is recommended to maintain that in order to ensure enhanced relaxation.

5.3.2 Clients opinions about the services at NCC

Fifteen clients agreed that the quality of the traditional food served needs to be improved, 8 strongly disagreed, eight strongly agreed and two disagreed with improving the quality of traditional food at NCC. This means that the management of the facility should generally improve on the quality of food served traditionally at NCC so as to cater for the needs of majority of the visitors who claim food needs to be improved. Almost all of the visitors agreed that traditional riddle and storytelling provide a memorable experience to the visitors much as they seem suspicious. The management should ensure that they mobilize more people from the communities and gather more traditional stories that will be told to the visitors whenever they visit NCC. The visitors at NCC also expressed concern on the importance of campfire services as the majority strongly agreed that it's important to put up campfire during the camping time as it's enjoyable and provides visitors with satisfaction. The management should therefore put up campfires for visitors so as to enhance client satisfaction at NCC. The greatest number of the respondents at NCC strongly agreed to the fact housekeeping services provide comfort to the visitors but they claimed that much as they are good, there is need to improve them especially services like internet/WI-FI, beddings, and expanding rest rooms so as to enhance satisfaction among the visitors at NCC. Finally most of the visitors at NCC strongly agreed that it's important to improve the handcraft services in order to provide quality products that can meet the expectations and satisfaction of the clients who come around NCC.

5.4 Factors that motivate visitors to the NCC

The following are the factors that clients who visited NCC considered while visiting the center:

5.4.1 Location and accessibility

Results from the study indicated majority of the clients visiting NCC were in favor of location and accessibility as a key factor motivating them to visit the cultural center. One of the clients encountered at NCC during data collection stated that the center being strategically located a few kilometers away from Mbarara town and its nearness along the Ntugamo Mirama-hill road motivated him to visit the center before proceeding to Rwanda. This indicates that NCC's strategic location and easy access enables and motivates travelers to visit it.

5.4.2 Study tours

The research findings also indicated that most of the clients are motivated by the need to gather knowledge and information on the various aspects concerning the Ankole cultural way of life. This is an indication that NCC has facilities that can enable clients study or carry out research on the different cultural life aspects of the Ankole people. The management of the facility should therefore improve on the available study facilities so as to attract more clients to come for study tours at the facility.

5.4.3 Historical background information of NCC

Most of the respondents also pointed out that the historical background information of the cultural center is one of the motivating factors towards their visit to center. In an interaction with one of the visitors at the center, she stated that the historical attachment and the information given to her by the reservation company motivated her to come and experience the real historical facts of the NCC. Therefore the leadership of this facility should ensure proper documentation of

the cultural center historical facts and any other kind of information that can make a client aware that NCC exists. This will motivate other travelers to the destination.

5.4.4 Privacy

Responses also shows that a number of visitors at NCC were motivated by the privacy that center provides. One of the visitors from Germany described the center as a ‘cool and quiet’ place where one can visit and be relieved from stress and noise environment. “you are able to have feel of the amazing Uganda-Ankole people culture styles and is an important place for lovers of traditional pastoralism”, *she added*. This implies that the NCC management should strive to put up and maintain facilities that can enable such visitors who are privacy seekers to have an enjoyable stay at this center.

5.5.5 The services offered

Research findings reveal that majority of the clients at this center are motivated by the services that NCC offers. According to one of the clients from the USA, these services ranges from traditional food served, traditional riddles and storytelling, campfires which he says are more enjoyable. This is therefore a task to the NCC management to ensure that the services offered are of quality so as a memorable experience is created in the mind of the client so that he/she can make a return visit to the center in the nearby future.

CHAPTER SIX

CONCLUSIONS AND RECOMMENDATIONS

6.1 CONCLUSIONS

The following characteristics have been drawn from this research:

- The services offered at NCC are as a result of the existing facilities for example the rest and dining facility, entertainment and camping ground, entertainment ground, kitchen and among others .
- The majority of the visitors gave their opinions about the existing facilities and services at NCC and agreed that they need improvement by the management though some are in good conditions.
- The greatest numbers of visitors who visit NCC are motivated by the strategic location and accessibility of the facility.
- The key factors motivating visitors to visit NCC are; location and accessibility, study reasons, historical background information, privacy and the services offered by the center.

6.2 RECOMMENDATIONS

The following recommendations are directed towards improvement of facilities and services at NCC:

- Expanding and improving the state of the existing accommodation facilities so as to provide comfort to the visitors hence attracting more visitors.
- Advocating for funds from donors and government agents to help improve and expand facilities at the center
- Putting up proper infrastructure like roads to ease access to the NCC and attract more visitors as most of the clients said they are motivated by the accessibility of the place.

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APPENDICES

APPENDIX 1

Questionnaire to assess Clients' attitudes towards facilities and services provided at Nshenyi Cultural Centre, Ntungamo District

Dear respondent,

I am **Ainembabazi Daphine** from Makerere University Kampala, Department of forestry bio diversity and Tourism pursuing a bachelor's degree of Tourism. Am carrying out a study research on 'clients attitudes towards facilities and services provided at Nshenyi cultural Centre Ntungamo district'' in partial fulfillment of the requirement for the award of degree of tourism.

You are kindly requested to participate in this research .Your information will be used for academic purposes and won't be disclosed in any way.

SECTION 1: DEMOGRAPHIC CHARACTERISTICS OF RESPONDENTS

1.1 Sex

Male

Female

1.2 Age

21-25

26-30

31-35

36-40

40 and above

1.3 Level of education

Primary

Secondary

College

University

1.4 Place where you are coming from?

.....

1.5 Place where you are going after visiting this cultural centre?

.....

SECTION 2: CLIENTS ATTITUDES TOWARDS FACILITIES AND SERVICES AT NSHENYI CULTURAL CENTRE.

2.1 For each of the following statements about **facilities** provided and used by tourists at Nshenyi cultural Centre indicate your view by ticking the right box.

Statements about facilities	Strongly agree	Agree	Disagree	Strongly disagree	Don't know
1. Traditional grass thatched huts and bandas should be expanded in order to accommodate a number of visitors.					
2. The balcony at the Centre provides a clear view of beautiful landscape towards the mountains that border Uganda and Tanzania.					
3. The cattle kraal should be improved to provide better experience to visitors interested in traditional pastoralism.					
4. The main house is uniquely designed and beautified to permit most cultural activities.					
5. The compound is spacious and well maintained for visitors' relaxation.					

2.2 For each of the following statements about **services** provided and used by tourists at Nshenyi Cultural Centre indicate your view by ticking the right box

Statements about services	Strongly agree	Agree	Disagree	Strongly disagree	Don't know
1. The quality of traditional food served should be improved.					
2. Even if the traditional riddle and history telling seems suspicious but they provide a memorable experience to visitors.					
3. It is important to put up campfire during the camping time because it					

is enjoyable and provides visitors with satisfaction.					
4. Housekeeping services are good but should be improved to provide comfort to the visitors.					
5. It is important to improve the handicraft services in order to provide quality products that can meet visitor expectations and satisfaction.					

2.3 Which **facilities** are missing that should be provided at the cultural centre to enhance visitors' satisfaction and meet their expectations?

.....

.....

.....

.....

2.4 Which **facilities** should be improved and why?

Facility to be improved	Reason for improvement
.....
.....
.....

2.5 Which other **services** are missing that should be provided by the cultural centre to enhance visitors' satisfaction and meet their expectations?

.....

.....

.....

.....
2.6 Which services should be improved and why?

Service to be improved	Reason for improvement
.....
.....
.....
.....

SECTION 3: FACTORS THAT MOTIVATE VISITORS TO COME TO THE CULTURAL CENTRE

3.1 Before you chose to come to this cultural center, what did you consider?

.....
.....

3,2 How did you learn about the existence of this cultural centre?

.....

3.3 If there was another opportunity would you visit this cultural centre again in future?

.....

3.4 Would you recommend this cultural to be visited by another person?

Yes No

3,5 If yes, please explain?

.....
.....

3.6 If no, please explain why?

.....
.....

THANK YOU FOR YOUR TIME AND COOPERATION

APPENDIX 2:



The main House



Rest Room



Milk Area



Traditional Kraal



Compound



Grass thatched Banda