

**OPPORTUNITIES FOR THE DEVELOPMENT OF CULTURAL TOURISM IN JINJA
MUNICIPALITY**

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**A RESEARCH REPORT SUBMITTED TO THE SCHOOL OF FORESTRY,
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DECLARATION

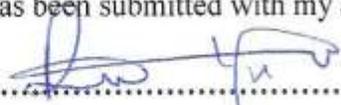
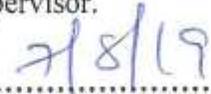
I, **Nakibondwe Margret** hereby declare that this research report is my original work and has never been submitted to any institution of higher learning for any award.

Signature..........Date.....*07/08/2019*.....

NAKIBONDWE MARGRET

APPROVAL

This report has been submitted with my approval as the academic supervisor.

Signature..........Date..........

DR. RUTABATINA ABRAHAM

DEDICATION

This research report is dedicated to my dear Parents Mr. Musoke Francis Mrs. Nansubuga Lillian and Engineer Lutwama Herbert.

ACKNOWLEDGEMENT

I certainly could not have completed this report without the support of my supervisor Dr. Rutabatina Abraham. I would like to thank Professor Okullo, Professor Obua and Dr. Orikiriza for their guidance and encouragement during my research. I would also like to thank the various categories of respondents who volunteered information.

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LIST OF ACRONYMS

JMC	Jinja Municipal Council
MTWA	Ministry of Tourism Wildlife and Antiquities
MTTI	Ministry of Tourism Trade and Industry
UWA	Uganda Wild Life Authority
UNWTO	United Nations World Tourism Organization
UNECA	United Nations Economic Commission for Africa
UNESCO	United Nations Education and Conservation Organization
WTTC	World Tourism and Travel Council
WTO	World Tourism Organization

EXECUTIVE SUMMARY

The study was conducted to profile cultural tourist attractions, assess the contribution of tourism sector towards community livelihood and assess the factors hindering the development of cultural tourism in Jinja Municipality. Cultural tourism is a segment of the industry that places emphasis on cultural attractions at the destination. The study was conducted using case study design and data was collected through observation, document review and through a survey using questionnaires. It was found out that there are cultural tourism resources for example Mpumudde hill, Igenge palace, Source of River Nile, Itanda falls and Jinja museum. Cultural tourism provides employment to the people, infrastructural development, construction of schools and preservation and conservation of culture.

The study found that there are issues which need to be addressed to develop cultural tourism in the Jinja Municipality. These issues include gazzerting of the sites, training of human resource, putting up information centres, marketing and promotion of cultural sites and renovation and construction of infrastructure such as roads.

CHAPTER ONE

INTRODUCTION

1.0 Introduction of the study

The tourism industry is considered one of the largest and fastest growing industries in the world (UNWTO, 2010). As a world wide occurrence, it forms a very important part of the service sector strongly influencing the economy (WTTC, 2010). For the tourism industry to maintain and improve on its current status a destination has to depend on tourist travel decisions, needs, and motivation at the destination, at a destination choice has always been an important aspect in tourism literature and there are various factors influencing travel decisions.

Tourism in Uganda is focused on the relief and wild life. A Uganda safari exposes very diverse culture, land scape, flora and fauna. In the late 1960s Uganda had prosperous tourism industry with 100,000 visitors each year (WTO 1996). Thus the sector was the country's fourth largest earner of foreign exchange, the industry ended in the early 1970s because of the political instabilities, by the late 1980s, Uganda's political climate had stabilized for reinvestment in the tourism industry .Currently tourism in Uganda is an important generator of foreign exchange, high-end employment and investment (MTTI, 2004). There has been increased investment in tourism particularly in travel, tour operations, accommodation, and related facilities; this has enhanced tourist experience in the country and creating more jobs. Furthermore, a semi-autonomous body Uganda Wildlife Authority (UWA) was established in 1996 to manage wild life, tourism was given a fully-fledged ministry to execute its duties as well as environmental agencies were put in place to curb down miss use of the environment, regional umbrella bodies established which all aid the development of tourism. Development of tourism destinations normally comes about due to tourism potentials of a given area. Jinja Municipality has got viable cultural tourism attractions which have not been full tapped into tourism activities and this has led to a backward development of cultural tourism in the area.

Jinja town, it lies in the South East of Uganda, 87km North East of Kampala city. It is located on the Northern shores of Lake Victoria, it is the chief town of Jinja district, and is considered as the capital of the kingdom of Busoga. Before 1960, Jinja was a fishing village that benefited from being located on long distance trade routes. The origin of the name Jinja comes from the

language of the two tribes the Basoga and the Baganda that lived on either sides of River Nile in the area. On either bank of the river, were large flat rocks where small boats could be launched to cross the river, for the inhabitants, the location was a crossing point for trade, migration and as a fishing post. The area was called ‘the pearl of rocks’ ‘ejjinja’ by the Baganda and ‘eddinda’ by the Basoga. The British used this reference to name the town they established. The town remained the capital of Busoga region, and in 1956, it was granted municipality status. Jinja was the industrial heart of Uganda between 1954 and the late 1970s supported by the power from the Nalubaale power station at the Owen Falls dam, which was an electricity supply throughout the 1960s. Jinja town is saturated with cultural crafts and arts, souvenirs which are offered for sell and have representations of the different cultural groups in Uganda (Jinja Municipality, 2009).

1.1 Background of the study

Tourism has become one of the most prominent and influential global industries. It directly or indirectly employs 1 in every 12 employed people on earth according to the World Travel and Tourism Council (2011). In many countries, tourism is a fast growing industry and valuable sector. Tourism contributes significantly to the countries’ economy. More ever, tourism plays an important role in developing communities. The benefits of tourism are both tangible and intangible.

Most communities in the world have some form of heritage/culture they identify with. Culture is a broad term that includes anything that someone wishes to conserve or collect and pass on to the future generations (Howard 1991). Cultural is a sub set of heritage and may include both tangible aspects such as buildings, landscapes and memorials, and intangible aspects such as cultural practices, oral traditions and knowledge(Richards, 2002).

Cultural/heritage tourism is one of the growing sectors in the tourism industry this is due to the increasing trend for sustainable tourism and increased specialization among tourists. This trend is evident in the rise in the volume of the tourists who seek adventure, novelty; interaction with local people and archeology. Peoples’ interest in travelling to cultural destinations has increased recently and is expected to continue increasing. For example cultural sites are among the most preferred tourism destinations in Uganda by specialized tourists like the Kasubi tombs, Uganda martyrs shrine Namugongo (MTWA 2014).

Due to the increasing number of people seeking novelty such as traditional cultural activities, cultural tourism has become a major area of tourism demand, which tourism planners are developing to shift from mass tourism to sustainable tourism. Cultural tourism is now a major pillar of the tourism strategy of many countries since it ensures sustainability. This research therefore assessed the opportunities for the development of cultural tourism in Jinja Municipality.

1.2 Research Problem

Many countries around the world are finding new ways to create jobs and incomes from various sources. Changing from mass tourism to sustainable forms of tourism and one of them is cultural tourism. Cultural and heritage tourism is a rapidly growing niche of both domestic and international tourists (WTTC, 2010). The municipality has both cultural and historical sites like Mpumudde hill, Igenge-Kyabazinga palace, source of River Nile, and Itanda falls among others. Although these sites are of historical and cultural importance, they have not been fully exploited and developed into cultural and historical tourism destinations in Uganda. Thus the study assessed the opportunities for the development of cultural tourism in Jinja Municipality in Jinja district.

1.3 Objectives.

1.3.1 Overall Objectives.

- To assess the opportunities for the development of cultural tourism in Jinja Municipality.

1.3.2 Specific objectives.

- To profile cultural tourist attractions in Jinja Municipality.
- To assess the contribution of tourism sector towards community livelihoods in Jinja Municipality.
- To assess the factors hindering the development of cultural tourism in Jinja Municipality.

1.3.3 Research Questions

- a) What are the various cultural tourism attractions in Jinja Municipality?
- b) What has the tourism sector contributed towards community livelihoods in Jinja Municipality?
- c) What factors hinder the development of cultural tourism in Jinja Municipality?

1.4 Justification/Significance of the Study.

The study acted as the basis of identifying opportunities for the development of cultural tourism in Jinja Municipality. The study shall also act as an eye opener to those who don't know that historical sites are important and can attract tourists when developed into tourist destinations. The study will also provide baseline information for planners in Jinja Municipality, policy makers, academicians, and national institutions like Ministry of Tourism Wild Life and Antiquities, the Uganda Tourism Board, and the Department of Museum and Monuments.

CHAPTER TWO

LITERATURE REVIEW

2.1 Introduction

Going on a vacation is a regular part of life especially in the western society. As Krippendorf (1987) attests, going on a holiday has become rooted in our thinking as something taken for granted as normal behavior. Indeed, millions of people every year leave their homes in search of everything from adventure to rest and relaxation. Tourism involves more than simply sunbathing on that perfect beach, mountain climbing, and game driving.

The 1960s ushered in an era when tourism appeared as a significant force in the world. As an outcome of key social, economic, political, and technological influences following the Second World War, tourism is an important part of the economy of most countries and in many cases is the primary source of employment, private sector growth, and infrastructural development (Poon, 1993, Gey and Fayos-Sola, 1997). As a developing option, tourism is notably encouraged in less developed countries or in the peripheral economies where other forms of development are not commercially viable (Methan, 2001). While the benefits can be substantial, tourism development is in fact a double edged sword. Together with the benefits of tourism, there have emerged a number of problems facing the industry in terms of the impacts it has on destination areas and their residents.

The perception that mass tourism has created social, cultural, economic and environmental damage is common among the advocates of new tourism. The advocates argue that this new form of tourism is an effective solution to the damage done, and presents a more benevolent and sustainable approach to tourism development. Examples of these new tourism types include adventure tourism, ecotourism and of particular interest to this research is cultural tourism. According to UNESCO (2003), cultural tourism has a positive economic and social impact. It establishes and reinforces identity, it helps build image, preserves culture and historical heritage, it facilitates harmony and understanding among people and it supports culture and helps renew tourism.

2.2 Concept of tourism

Travel is as old as civilization itself, with the earliest travel resulting from nomadic pastoralist traversing great distances in search of food and favorable climates. As centuries progressed, the motivations for travel changed as people travelled for the purpose of trade, war, economic gain, religious conviction and study (Theobald, 1998; Gee 1997).

Travel as we know it today, however is a relatively changing. Most often referred to as tourism, the idea of leaving one's home and work in search of pleasure and leisure is a distinctly modern occurrence. This is not to suggest that travel for pleasure did not occur in pre-modern societies. Prior to the nineteenth century, few people outside the upper classes had the opportunity to travel anywhere for reasons unconnected with work or business (Urry, 1990).

Pierce (1998) defined tourism as the relationship arising out of the journey temporary stay of people travelling primarily for leisure or recreational purpose. Tourism is a temporary movement of people to destinations outside the places where they normally live or work. It includes movement for all purposes, as well as day visits or excursions (Tourism Society 1982). The above definitions agree that tourism arises out of movement of people to and their stay in various places or destinations. Tourism refers to all activities of persons during their travel and stay in a place outside their usual environment for a continuous period of time less than one year, for business, leisure and other purposes (WTO, 1993 and Holloway, 1995).

Overall, tourism is perhaps best conceptualized as a process of co modification and consumption involving flows of people, capital, images and cultures (Lofgren, 1999; Meethan, 2001). When examined more narrowly, two types of definitions seem to dominate the literature; conceptual and technical. (Burkart and Medlik 1981) suggest that the conceptual definitions of tourism provide a broad theoretical frame work that identifies the essential characteristics of tourism including what distinguishes it from similar, sometimes related, but different activities. Tourism is the temporary movement of people to destinations outside their normal places or work and residence (Theobald, 1998).

Tourism has continued to grow, and with the support of major United Nations Organizations like UNESCO, UNWTO, IMF and the World Bank, tourism has become the largest industry in the world (WTO, 2003; WTTC, 2003; Wyllie, 2000; UNECA, 2011)

2.3 The contribution of cultural tourism

Mass tourism has long been criticized since it creates a wide range of problems like price increases, change in the local attitudes, crowding, loss of resources and prostitution among others (Butler, 1992). This has led to the promotion of more sustainable forms of tourism claiming that their impacts are less destructive and cultural tourism is one of them. Cultural tourism has economical, social and environmental contributions to the livelihoods of the host community. It establishes and reinforces identity, helps to build image of the destination, preserves the historical heritage, it facilitates harmony and understanding among people and supports culture and renews tourism (UNESCO, 2003).

In the 1960s, tourism emerged on the global stage as a distinct form of development especially in the LDCs, as well as economically peripheral European economies such as Spain and Greece (de Kadt, 1997, Meethan, 2001, Mowforth and Ment, 1998, WTO, 2002). Even today, tourism is promoted by United Nations World Tourism Organization as a significant development option. Tourism is extremely popular as a development option for a number of reasons (Meethan 2001).. Cultural tourism is also popular as a development option due to the infrastructure development that is brought to a community. In many countries, highways and airfields, hotels and other facilities specific for tourism are constructed primarily to cater to the tourism industry (Shaw and Williams, 2002). Infrastructure development is what Archer and Cooper (1998) refer to as economically invisible, because as the government provides infrastructure for the tourism industry, the facilities also become available for the local population.

Cultural tourism has a role in promoting good will, understanding and therefore creates peace between people of different nations and cultures. According to McIntosh, et al (1995), cultural tourism has a potential to be the largest peace-time movement in the history of human kind. Cultural tourism preserves authenticity of the cultural attractions and the destinations. This is because the cultural tourists especially those in the western world are motivated to travel to destinations that look primitive, pristine and natural; cultures that are yet untouched by modernity (Dean MacCannell 1976). Cultural tourism has the ability to revive cultural traditions and heritage, contributes to the restoration of monuments, buildings. It can also aid in enhancing a sense of identity of a community or region (Bramwell, 2003, Dogan, 1989). As any form of tourism,

cultural tourism has environmental contribution to the host community. It has the ability to conserve and preserve the natural and built environments (Archer and Copper, 1998).

CHAPTER THREE

STUDY AREA AND METHODS

3.1 Study area

Jinja Municipality is situated on the Northern shores of Lake Victoria, overlooking the Napoleon Gulf, which constitutes the Source of the Nile River. It is located 80 kms from Kampala city along Kampala-Tororo high way, (JMC, 1994). The Municipality is one of the three counties of Jinja District; the others are Kagoma and Butembe. Njeru town council is bordering the Municipality to the South, Mafubira Sub County and Lake Victoria shores to the West and to the East respectively. The town is situated on the Eastern Bank of River Nile at the point where the river flows out of the Lake Victoria to start its journey to Northern Uganda, Sudan and Egypt to the Mediterranean Sea. The Municipality has a population of 43417 people according to the National Housing and Population census (2014). The town site takes the form of a tapering plateau which is approximately 1,230 meters above sea level at its highest point. The proportion of the people employed is 32% and the main economic activities in Jinja Municipality include trading, farming, tourism and fishing.

3.2 Methods of data collection

3.2.1 Research design

The data was collected through observation, document review and through a survey using questionnaires. This enabled the researcher to collect data from different categories of people like local leaders, tourists and residents. The study population included the residents/local communities, local leaders and tourists in the area. These were sampled because they are the people who live in the area and are familiar with the site. A target population of 60 respondents was sampled by providing questionnaires with both open ended and closed ended questions.

3.2.2 Data Analysis

The data was collected, edited and then transferred to excel. Quantitative data were processed and analyzed using the statistical package for social sciences (SPSS). This generated descriptive statistics such as pie charts and bar graphs.

CHAPTER FOUR

RESULTS AND DISCUSSION

4.1 Access to information by tourists

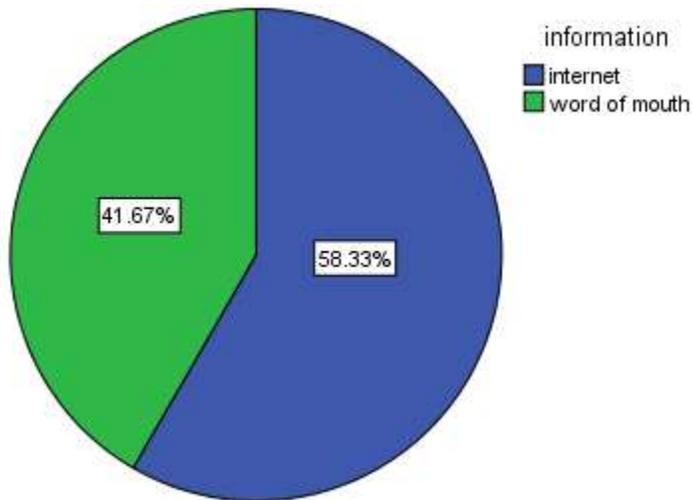


Figure 1: Access to information by the tourists

A number of tourists get information through word of mouth from their friends, who have been to these sites, internet using different platforms like website, podcasts, vodcasts, face book, trip advisor. It was revealed that most of the tourists get access to information about the cultural sites through the internet with a percentage of 58.33% and the rest access information from the word of mouth with a percentage of 41.67%.

4.2 Tourist attractions in the area

It was established that there are a number of cultural tourist attractions in the area. They include, Mpumudde hill, Source of River Nile, Lake Victoria, culture of Basoga, Igenge palace, Jinja museum, Jinja town, and Itanda falls. Cultural attractions have become important in the development of sustainable tourism in many developing countries, at the global level, cultural attractions are usually perceived as being icons of important streams of global culture (Richards, 2002). Cultural tourist attractions refer to the attractions that are of historical information and

cultural benefit like, monuments, traditional crafts, local architecture, religious sites, and museums.

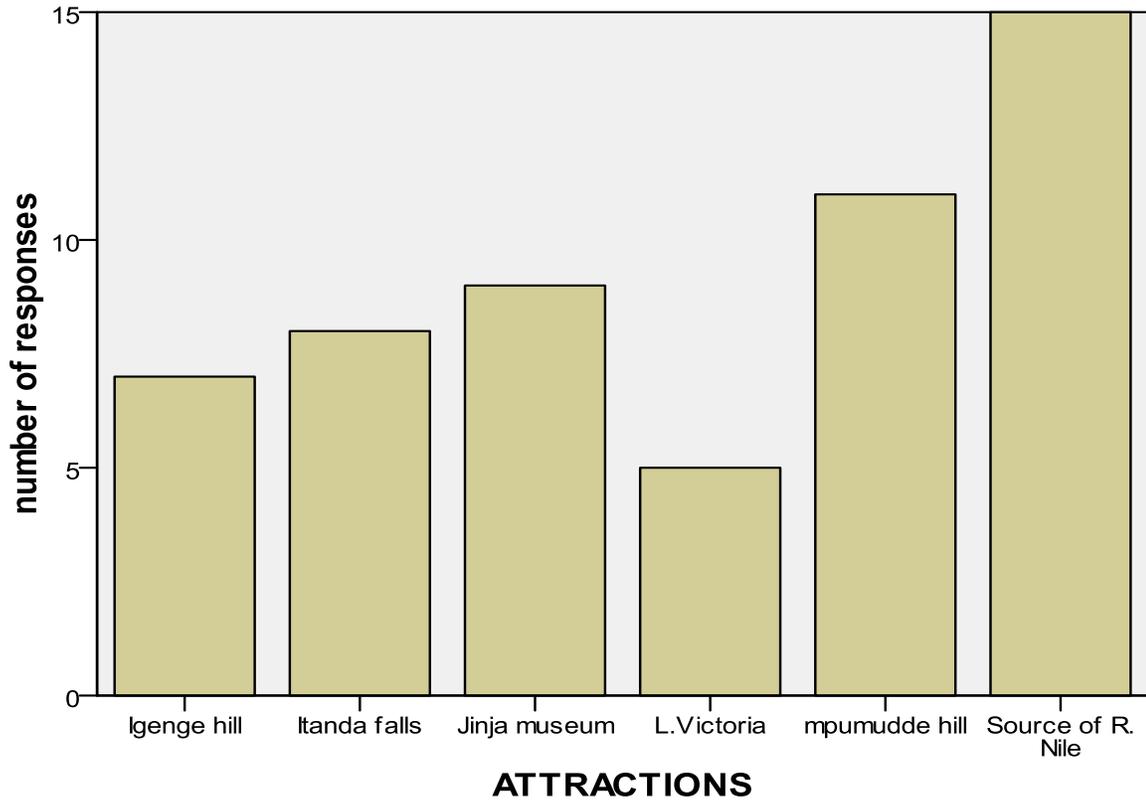


Figure 2: Cultural attractions

Mpumuddehill is one of the heritage sites in the kingdom of Busoga and it carries both generic and particular characteristics of many sites that would be described as a heritage site. The hill has history about the Kingship in the Busoga kingdom and also a historical site to the Bunyoro kingdom. The hill has served as a ritual site for the hereditary chief of Butembe and equally, the death of the returning omukama of Bunyoro, ChwaKabalega II in 1923. Currently, its central location and proximity to the Kyabazinga’s palace makes it suitable for the coronation ceremonies. The hill has history that relates to Omukama Kabalega the great king of Bunyoro and the British. Mpumudde hill has a deep history and ranks as Busoga’s prime heritage since 1996 during the coronation of Henry Wako Muloki as the Kyabazinga. The hill gained its

prominence starting with omukama Kabalega who died on this hill on his way back to Bunyoro in 1923 while returning from the Seychelles Islands.



Plate 1: A ficus tree at Mpumudde hill

Source of the Nile, it is well known to be the source of the second longest river in the world which starts from the Rippon falls having 6500Km journey to the Mediterranean Sea (Egypt). The river takes three months to reach Egypt. It is shared by eleven countries like Uganda, Tanzania, Kenya, Ethiopia, Egypt, Congo, Burundi, Rwanda, Eritrea, South Sudan and North Sudan. It holds the Owen Falls Dam and the Source of Hydro- Electric power. The source of River Nile is a major attraction in Uganda and it attracts all types of tourists including adventure tourists, leisure tourists, educational tourists and few numbers of cultural tourists. It is well diverse with the cultural tourist attractions such as its history, the Speke monument, Mahtam Gandhi monument who was the founder of the Boudisem religion. Basoga cultural dances performed, there is a mini cultural museum found at the source of the Nile reptile village, in addition to various art and crafts

Igence palace is the official palace of the king of Busoga who is the traditional ruler of the Basoga tribal people the second largest group of the Bantu speaking group in the central and Eastern Uganda after the Baganda people in Uganda. The palace has the place where the cultural rituals are performed before enthronement of the king. This creates an opportunity for cultural tourism development in the area because of its architectural uniqueness and cultural importance to the kingdom. In Uganda, palaces are one of the tourist attractions because of their unique features and architecture. They attract cultural tourists for example Twekobe in Mengo, the palace of Toro kingdom in Fort Portal among others.



Plate2: Igence palace

Itanda falls is found along the historical River Nile. It is one of the best falls in Jinja, and not many tourists have visited the falls. Unlike other sites like the source of the Nile, the way to the falls is not paved with souvenir stands and hawkers shouting at the tourists to buy their commodities. Itanda falls in Jinja is still none commercialized. It is not yet tapped into as a tourist destination. To the locals, it is considered a sacred site and a 'blessed place' where those living near the falls go to pray at the based of the tree and at the big rock in times when they need

physical miracles. It is therefore considered as a place of cultural worshipping by the locals in the area. Cultural dances are performed at the site to entertain the tourists who visit the area. There are also several tourist activities at the site like white water rafting, viewing of the falls, diving which can attract a number of tourists at the destination.

Jinja museum is located at Kakindu community centre which is 300 meters from the prominent Source of River Nile. The facility aims at preserving the history of Busoga and that of Uganda. The museum contains the artifacts that were used long ago as Uganda evolved into modernity. The artifacts include, music and entertainment like the drums, xylophones, farming equipments like the ordinary hoes, knives, and hunting equipments like the bow and arrow, shield, the ordinary spears, kitchen ware the saucepans, bowls and fishing gears like the baskets. This is one of the attractions that can attract and increase the number of cultural tourists to the area because it offers an opportunity for cultural development.

4.4 Contribution of cultural tourism to the livelihoods of the local communities

It was established that cultural tourism contributes to the community livelihood in the area directly or indirectly through, conservation of culture (16.67%), employment (55.56%) and infrastructure development (27.78%). Tourism plays an important role in the livelihoods of the local communities in the developing countries like Uganda, Kenya, Rwanda, and Cameroon, as one of the key sectors that can transform people's ways of living in a given destination., Tourism is labor intensive and employs a number of people directly or indirectly. In Uganda over 200,000 people are employed in the sector 284,000 (UBOS, 2012). Tourism is primarily an economic activity, in the developing world; communities react positively towards its development hence this indicates its contribution and changes the livelihoods of the local community.

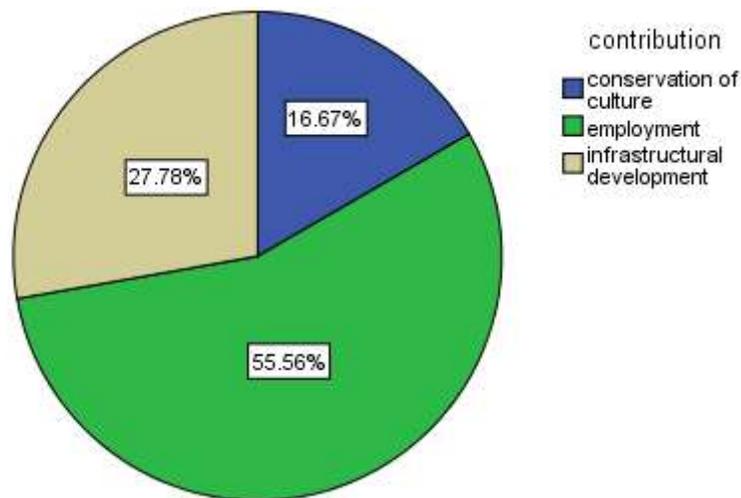


Figure 3: The contribution of cultural tourism to livelihoods of the local community

The tourism sector provides employment opportunities to the local community members in the area. The community members are either directly or indirectly engaged in the tourism activities. They are either employed by the various employees or self employed in tourism related activities like tour guiding at the various tourism sites for example the source of the Nile, Itanda falls, and Jinja culture museum. Others engage in agricultural activities like fishing, supplying foods to the tourists in the area. There are tourism service facilities like hotels, restaurants. The locals also participate in the transportation of the tourists from one site to another. Others carry out boat cruising of the tourists on River Nile. Selling souvenirs, entertain tourists at the source of River Nile and at the Itanda falls, others are employed in accommodation service facilities like Rippon falls restaurant, Nile resort hotel, Speke hotel. All seasons hotel, crested crane hotel. These employment opportunities provide the local community members with income, hence improving on their standards of living.

Infrastructure development in the area which plays an important role in tourism development and it should be noted that some infrastructure may become tourist attractions of their own for example bridges, roads, railways, hotels. Tourism has led to the development of infrastructure in Jinja Municipality. Infrastructure such as roads, bridge has been set up in the area to ease the

tourism and community activities. There has been upgrading of different roads from murrum to tarmac which has eased the movement of the local goods to the tourist sites where they are sold. Roads like Wanyange road, Nadiope road, and main street road. This is because the major modes of transport in Jinja is road transport followed by water transport, due to the increasing number of tourists in Jinja some locals are able to import some goods from Kenya

Schools have been put in place to facilitate the education of the children of the local community members. For example, Kyabazinga school of clinical officers in Bugembe, Uganda hotel and tourism institute which provide students with tourism and hospitality skills, several hotels like the crested crane hotel, Speke hotel, which offer services and products to the tourists. This has led to the development of the area and provision of more employment to the people around the tourist sites in Jinja Municipality.

Tourism is one of the key sectors that can conserve and preserve the culture of the people in an area. To the increasing need of sustainable tourism development world wide, tourism preserve culture resources. It is through tourism that the heritage and cultural sites of the Basoga people are protected in order to attract more visitors, pass on the practices to the next generation, this is done through protecting the cultural sites in the area like the Igenge hill, Source of River Nile, Jinja museum. Cultural tourism has also led to the reviving of the culture of the people, since there are ordinary equipments like the drums, bow and arrow, shield and the spare which were used long ago and are preserved in the Jinja museum. It has created friendship among the hosts and the visitors in the destination. Locals are able to interact with the tourists from different parts of the world.

Since tourism is one of the fastest growing industry in the world, and it is used as a tool for development in the developing countries especially to the local communities who directly and indirectly participate in tourism activities. Effective planning should be adopted in order to maximize the positive contribution of tourism to the livelihoods of the locals and minimize the negative contributions (Poon 1993). Once tourism is highly developed in any community, it increases on job opportunities among the people locally and nationally.

4.5 Factors hindering the development of cultural tourism in the area

A number of challenges affect the development of cultural tourism in Jinja Municipality and include, poorly developed infrastructure, incompetent and human resource among others.

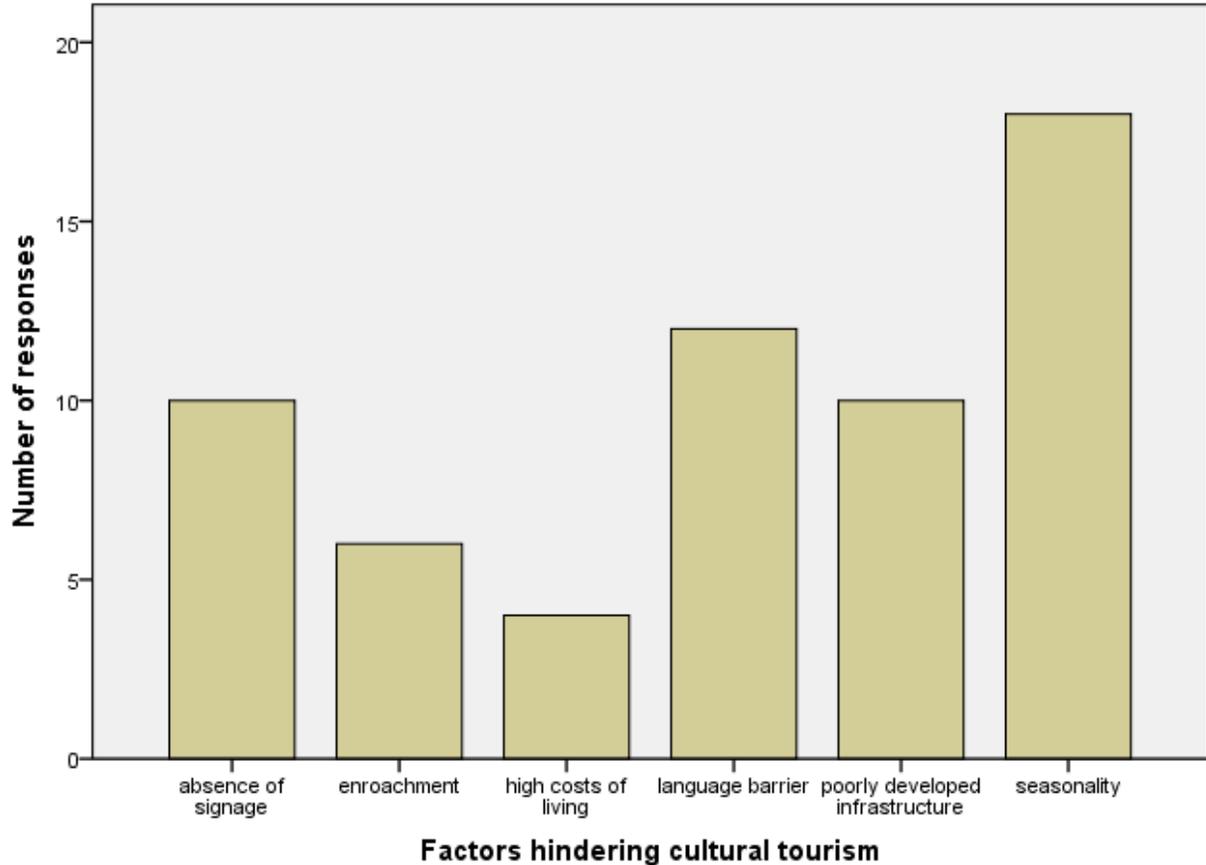


Figure 4: Factors hindering the development of cultural tourism

Infrastructural development is one of the major contributions to the tourism industry at any destination. Infrastructure in form of transport eases accessibility to any destination, accommodation infrastructure enables tourist to get services like refreshments, relaxation among others (WTTC, 2003). There is poorly developed infrastructure in some of the parts in the area especially the road network connecting various destinations. For example the road that connects to Itanda falls and Mpumudde hill are so dusty and are in a poor state. This hinders the movement of tourists to the destinations. In addition, the road leading to the Source of the Nile is also in a poor state due to the peeling off of the tarmac which inconveniences the movement of tourists.

There is absence of competent human resource at some sites. Human resources an important factor in the tourism industry. Destinations competitiveness cannot be achieved through attractiveness, presence of attractions, and presence of proper infrastructure without competent human resource. There is absence of human resources such as tour guides at some sites like at Mpumudde hill, and at some sites the guides are not competent enough in thatthey lack the basic knowledge in guiding for example the guides at Itanda falls. This has led to the increased dissatisfaction of the tourists at the destination and missing the relevant information about the site.

There is encroachment on the cultural sites due to the increasing population in the area. There has been encroachment on some of the tourist attractions in the area especially those which are not fully protected such as Mpumudde hill. This is done by the residents in search of land for settlement. There are also signs of the excavation of murrum from the site by the different people and some of the residents in the area have taken advantage to cultivate on this.

The seasonality of tourism especially the low season negatively affects the development of cultural tourism in the area as mentioned by most of the respondents in the area. There are reduced numbers of tourists visiting the sites during this season which causes seasonal unemployment among the residents. Due to the seasonal unemployment, there is low tax base in the area hence low revenue earned by the Municipal Council. This leads to the low development of infrastructure in the area, low levels of maintenance of the cultural sites hence under development of some of the cultural sites.

There are always many tourists at some of the destinations during the high season leading to site destruction. This is one of the major challenges for the development of cultural tourism in the area. The increased number of tourists in the area has led to the destruction of some of the attractions at the sites, uncontrolled disposal of the wastes at the destination which in return affects the attractions in the area. This has led to the unnecessary use of the available resources at the sites like the public toilets. There is also lack of resting shades for the tourists who visit the various destinations like at the source of river Nile and Itanda falls and this affects the tourists during hot sunny days.

CHAPTER FIVE

CONCLUSIONS AND RECOMMENDATIONS

5.1 CONCLUSION

There are various cultural attractions in Jinja municipality which can lead to the development of cultural tourism and include Mpumudde hill, Itanda falls, Igenge hill, Source of River Nile and Jinja museum. Cultural tourism has provided employment opportunities to the people in Jinja Municipality, infrastructural development, construction of schools and it has preserved and conserved culture. According to the study, a number of factors hinder the development of cultural tourism for example absence of human resource, seasonality of tourism and crowding at the sites.

5.2 RECOMMENDATIONS

There tourism board in Jinja Municipality should carry out marketing and promotion of the cultural tourism sites and offer discounts to especially domestic tourists to increase on their number during the low season.

The municipality should carry out renovation and construction of infrastructure especially roads linking to various sites in the area like the road linking to Itanda falls and Mpumudde hill.

Information centers should be put in place in the area for easy access of information by the tourists about.

Gazerting of the sites in the area by the stake holders responsible for tourism will protect the sites from encroachers especially Mpumudde hill, leading to the conservation of these attractions.

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APPENDICES

APPENDIX I

QUESTIONNAIRE TO LOCAL COMMUNITIES

Dear respondent,

This is a questionnaire designed by NAKIBONDWE MARGRET, a student of Makerere University undertaking research and gathering data on opportunities for the development of cultural tourism in Jinja municipality. You are kindly requested to fill the blank spaces shown to the best of your knowledge. All the information will be for research purpose only.

Demographic information

NAME.....

Sex

Male Female

Age range

Below 20 21-29 30-39 40-49 above50

1. For how long have you been living in this area?

a. Less than 5 years

b. 5-10 years

c. Above 10 years

2. Do you participate in tourism in the area?

Yes

No

If yes which activities do you?

.....

3. Which tourism attractions are found the area?

.....

4. How do you benefit from the tourist sites in the area?

.....

5. Do you see people visiting the sites apart from the local communities?

.....

6. For how long do the tourists stay in the area?

.....

7. Do you participate in tourism planning in the area?

.....

8. Which economic activities do you carry out in the area?

.....

9. Do tourists buy your products while in the area?

.....

10. Do tourist accommodations facilities like hotels buy your products?

Yes

No

If yes which products do they buy?

.....

11. How has tourism contributed to the improvement of your daily activities?

.....

12. Are local members employed in any of the tourism activities? Tick on the activities in which they are employed.

ACTIVITY	TICK
Transport	
Accommodation	
Guiding	
Craft selling	
Cultural performance	

13. Which challenges do you face during the participation in the activities?

.....

14. What can be done to overcome the challenges?

.....

Thank you.

APPENDIX II

QUESTIONNAIRE TO LOCAL LEADERS

Dear respondent,

This is a questionnaire designed by NAKIBONDWE MARGRET, a student of Makerere University undertaking research and gathering data on opportunities for the development of cultural tourism in Jinja municipality. You are kindly requested to fill the blank spaces shown to the best of your knowledge. All the information will be for research purpose only.

Name

Sex

Male

Female

Age range

Below 20 21-29 30-39 40-49 above50

1. Do community members participate in tourism in the area?

Yes

No

If yes which activities do they participate in?

.....

2. Which service facilities are found in the area?

.....

3. How important is the site to the kingdom?

.....

4. Do people who come to the site pay?

Yes

No

If yes how much do they pay?

.....

If yes who is responsible for the money collected?

.....

If yes what is the money collected used for?

.....

If yes how

5. Where do the tourists who come to the site originate from?

.....

6. In which ways have local residents benefited from tourism?

.....

7. How has tourism changed the local community?

.....

8. Which challenges hinder the development of tourism sites in the area?

.....

9. How can the above challenges be solved?

.....

10. Which challenges are faced by local leaders in the development of the sites?

.....

11. Which measures can be put in place to overcome the above challenges?

.....

APPENDIX III

QUESTIONNAIRE TO TOURISTS

Dear respondent,

This is a questionnaire designed by NAKIBONDWE MARGRET, a student of Makerere University undertaking research and gathering data on opportunities for the development of cultural tourism in Jinja municipality. You are kindly requested to fill the blank spaces shown to the best of your knowledge. All the information will be for research purpose only.

NAME.....

SEX

Female

Male

Age range

Below 20 21-29 30-39 40-49 above50

Age range

1. Where do you come from?

.....

2. How did you get to know about this area?

.....

3. Which tourist attractions are in the area?

.....

4. Which tourism activities take place in the area?

.....

5. Did you pay for the activities?

Yes

No

6. Are there service facilities in the area? If yes specify.

.....

7. For how long do you stay in the area?

.....

8. Do you buy products from the local community?

Yes

No

If yes which products do you buy?

.....

9. Which problems have you encountered while at the destination?

.....

10. How can the above problems be solved?

.....

Thank you.