

EVALUATING THE POTENTIAL OF CULTURAL TOURISM FOR COMMUNITY
DEVELOPMENT IN KISORO DISTRICT, SOUTH WESTERN UGANDA

BY

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DECLARATION

This research report is my original work and has not been presented for a Degree or a Diploma to any other university.

1.

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DEDICATION

I dedicate this work with joy and love to my beloved parents, sisters, brothers, friends and relatives.

ACKNOWLEDGEMENT

I would like to extend my sincere gratitude to the Almighty God who gave me life, knowledge and has always been with me throughout my studies.

My sincere gratitude goes to Mr. Alex Saturday (my research supervisor) for his genuine and intellectual advice and his effort to transform me intellectually.

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Lastly but not least, thanks go to my course mates for the wonderful cooperation we enjoyed.

May the Almighty God protect and keep you in his palm

LIST OF ACRYNOMS

DRC	DEMOCRATIC REPUBLIC OF CONGO
NP	NATIONAL PARK
QE	QUEEN ELIZABETH
UNWTO	UNITED NATIONS WORLD TOURISM ORGANIZATION
USA	UNITED STATES OF AMERICA
USDA	UNITED STATES DEVELOPMENT ASSOCIATION
WTO	WORLD TOURISM ORGANIZATION

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ABSTRACT

In Kisoro district, there are large communities which are impoverished, disadvantaged and living in undeveloped settlements. However, very few people benefit with the availability of cultural tourism in the area. The purpose of this study was to evaluate the potential of cultural tourism for community development in Kisoro District, south western Uganda. The specific objectives of the study were; (i) to evaluate potential cultural tourism resources, (ii) assess perceptions of local people towards cultural tourism development and (iii) to assess the contribution of cultural tourism towards the economic development of Kisoro district. Cross section design utilizing mixed methodologies was used. Both Purposive and simple random sampling techniques were used to select and obtain the respondents. Data collection methods were; questionnaires, key Informant Interviews, Observation Method. Microsoft excel was used in analysis of data collected from 85 respondents. The study found out that potential cultural tourism resources were; cultural values and life styles, architecture museums and theatres, indigenous cultural communities, art crafts and niches. Contributions of cultural are; community pride (20%), provided markets for cultural products(15%), economic growth (09%), demand for cultural goods (16%) and employment opportunities to local people (06). The people's perceptions on cultural tourism were; exploitation by tourists-hosts (15%), support from the local people (22%), aggression form of cultural people (20%), cultural differences (18%), resistance from the local communities (12%) and conflicts for local connection towards tourists (13%). There need to analyze the contributions (both positive and negative) of cultural tourism towards economic development of Kisoro district, there should be involvement of local people in decision making and be consulted on policies regarding potential cultural tourism resources and their ability to influence these decisions.

CHAPTER ONE: INTRODUCTION

1.1 Background to the Study

Worldwide tourism has evolved into one of the largest economic sector contributing 35% of global exports of services (UNWTO, 2008). It is expected 1.6 billion international tourist arrivals globally by 2020 which shows the growth potential of tourism sector all over the world(UNWTO, 2008). There is hope that tourism might be a beneficial and powerful agent of both social and economic change (Wall and Mathieson, 2006). According to Shah and Gupta (2000), tourism has become important industry both in rich and poor states due to its positive impacts on people's livelihoods, economy, social and cultural development.

Tourism development is whether natural or cultural resources exist on which to base a tourism industry. New tourism concepts, such as ecotourism, may require natural areas or cultures that are relatively unique or pristine. Economic feasibility depends on a site having a marketable product (Seidl 1994). Not all locations are sufficiently unique to draw tourists. If a location is a less popular or highly specialized destination, there can be risks involved in developing a reliance on tourism (Anderson 1991). Poor accessibility owing to remoteness or inadequate transportation systems can constrain tourism growth. Some communities may be unable to provide or develop necessary complementary tourist services. Different scales and types of tourism development may be appropriate in different locations. Some communities located near national forests or other public lands likely possess comparative advantages in offering relatively undeveloped natural areas potentially of interest to tourists seeking outdoor recreation opportunities.

Cultural tourism has a long history, and with its roots in the Grand Tour is arguably the original **form** of tourism. It is also one of the forms of tourism that most policy makers seem to be betting **on** for the future. The World Tourism Organization, for example, asserted that cultural tourism accounted for 3 7% of global tourism, and forecast that it would grow at a rate of 15% per year. Such figures are often quoted in studies of the cultural tourism market (Bywater, 1993).

Cultural consumption habits of Europeans (European Commission 2002) indicated that people visit museums and galleries abroad almost as frequently as they did at home. This underlines the growing importance of cultural tourism as a source of cultural consumption. The generalization of cultural consumption on holiday, however points to one of the main problems of defining cultural tourism. Much of the research undertaken by the Association for Leisure and Tourism Education (ATLAS) on the international cultural tourism market (Richards 1996; 2001) has in fact underlined the high degree of continuity between consumption of culture at home and on holiday.

Tourism development has been advocated as an alternative to traditional natural resource-based economic development, such as timber production, agriculture, and mining. Recently, many advocates of tourism have promoted seemingly new tourism concepts, such as nature-based tourism, ecotourism, and sustainable tourism, among others. These new forms of tourism are promoted as an environmentally safe way for rural communities to generate income from natural resources. They are advocated particularly in developing countries because many developing countries possess a comparative advantage over developed countries in their ability to provide relatively pristine natural settings (Cater 1993). Affluence, education, and environmentalism all contribute to increasing visitation to wild lands and generate income for local communities

through the expenditures of tourists such as lodging, transportation, food, guides, and souvenirs :...aannan and Sedjo 1992). Demand for these new forms of tourism, it is argued, arises from increased concern or interest in unique and fragile ecosystems and a growing desire to travel to new and exotic places, and an increasing number of people who have the financial means to do so (Seidl 1994).

Tourism has surfaced in the United States partly because of decreasing timber harvests and increasing recreation on national forest lands and the resulting impacts of these changes on local economies. Supply and demand projections for outdoor recreation into the next century suggest that quantities demanded will exceed supply for many activities including wildlife observation, primitive camping, backpacking, and nature study (English and others 1993). Although tourism and local economic development are not explicitly included in the mission of the USDA. Forest Service, national forest management plans often include tourism development among stated goals, For example, one goal of the Tongass National Forest management plan is to maintain recreation resource opportunities throughout national forests while cooperatively participating with local communities and user groups when implementing recreation development projects (USDA Forest Service 2005). The plan seeks to coordinate information and marketing efforts with tourism providers and promoters to complement efforts, to target markets for new and existing opportunities (USDA Forest Service 2005).

Tourism in Uganda today is more aptly viewed as a rebirth rather than a birth. Prior to independence, Uganda was a major African tourism destination and earned the title "The Pearl of Africa" from Winston Churchill. According to Briciu (2013), the days before jet airline, tourism was on a much smaller scale. Nevertheless, Uganda received around 50,000 tourists per year in the early 1960s (Assistant Commissioner, Ministry of Tourism, personal communication, 2002). Tourists came to see

Queen Elizabeth National Park and Murchison Falls National Park, both created in 1952 (Mac Kenzie, 1988). By the time of Uganda's independence from Great Britain in 1962, tourism was a **major** sector of the economy and by the end of the decade it was ~~the~~ third leading earner of foreign exchange (World tourism organization, 2002).

Tourism in Uganda is focused on Uganda's landscape and wildlife. **It** is a major driver of employment, investment and foreign exchange, contributing 4.9 trillion Ugandan shillings US\$1.88 billion or €1.4 billion as of August 2013) to Uganda's GDP in the financial year 2012- 13(Mutagamba, 2013). There are the tourism companies which employ people directly as cultural groups, drivers, guides, secretaries and accountants. These companies sell products to tourists for example art and crafts, traditional attire. Tourism can also be operated online by the online based companies. Tourist attractions in Uganda include natural tropical forests. Traditional occasions like Mbalu in eastern Uganda, boat riding, waterfalls.

Cultural tourism in Kisoro is characterized by cultural features, cultural dressing styles of Bafumbira, dancing styles, caves at the foot of Mt. Muhavura, snake Island at Lake Mutanda, Batwa and among others. **It** is against this background that the researcher wants to evaluate potential of cultural tourism for community development in Kisoro district, south western Uganda.

1.2Problem Statement

In Uganda development rural areas is still very slow, yet rural development is central to government policies. Tourism can be used as a tool for poverty reduction; various approaches can be used to stimulate tourism development such as pro-poor tourism development (Smith 2009). Local communities have considerable natural endowments such as rich cultures, game

is an of which can stimulate tourism and with the right environment and cultural tradition : cagement; these could become a powerful force of bringing development to rural areas in future.

In Kisoro district, there are large communities which are impoverished, disadvantaged and living in underdeveloped settlements. However, very few people benefit with the availability of cultural tourism in the area. The challenge facing the district is to identify cultural tourism resources available in the area, manage the existing ones properly and to come up with a strategy of promoting cultural tourism in order to make Kisoro district one of the most important destinations for Kigezi region. Therefore it's on this basis that the researcher wants to evaluate the potential resources for cultural tourism development in Kisoro district.

1.3 Research Questions

1. What are the cultural resources available in Kisoro district?
- 1i. What are the perceptions of local people towards cultural tourism development?
- 1n1. What are the contributions of cultural tourism towards economic development of Kisoro district?

1.4 Research objectives

1.4.1 General objective

To examine the potential of cultural tourism in transforming the local communities of Kisoro district, southwestern Uganda.

1.4.2 Specific objectives

1. To evaluate potential cultural tourism resources available in Kisoro district.

To assess perceptions of local people towards cultural tourism development.

To assess the contribution of cultural tourism towards the economic development of Kisoro district.

1.5 Significance of the study

The study will create awareness among the different officials who will be responsible for the running and operation of the project by seeing where there is insufficient progress to add more money so as large proportion of the population can have their incomes improved. The study will act as a yard stick to the funders in knowing how far has the cultural tourism contributed in improving rural household incomes in area of its operation. The study will be an eye opener to the upcoming scholars, who will desire to carry out more research about potential resources for cultural tourism.

1. 6 Scope of the study.

The study was carried out in Kisoro district for a period of 6 months stretching from March to August 2016. The study evaluated potential cultural tourism resources, assessed perceptions of local people towards cultural tourism development and contribution of cultural tourism towards the economic development of Kisoro district.

1. 7 Operationalization of terms

Cultural tourism: According to Richards (2005), cultural tourism is 'the movement of persons to cultural attractions away from new information and experiences to satisfy their cultural needs'. **Culture:** is referred as the totality of physical and intellectual products that human beings make while in a narrow sense, it refers to the appreciation of language, literature, and art.

Cultural Heritage: According to Roberto (2001) cultural heritage is a legacy of physical facts and intangible attributes of a group or society that are inherited from past generations, maintained in the present and bestowed for the benefit for the future generations. Cultural heritage includes tangible cultural (such as buildings, monuments, landscapes, books, works of art and artifacts), and natural heritage (including culturally significant landscapes and bio diversity).

Tourist: A person who travels away from home, staying away for at least one night.

Tourism: Tourism is a collection of activities, services and industries which deliver a travel experience comprising transportation, accommodation, eating and drinking establishments, retail shops, entertainment businesses and other hospitality services provided for individuals or groups travelling away from home (UNWTO, 2008).

CHAPTER TWO: LITERATURE REVIEW

2.1 Potential Cultural Tourism Resources

Cultural tourism (or culture tourism) is the subset of tourism concerned with a country or region's culture, specifically the lifestyle of the people in those geographical areas, the history of those people, their art, architecture, religion(s), and other elements that helped shape their way of **C**. Cultural tourism includes tourism in urban areas, particularly historic or large cities and their ___ anal facilities such as museums and theatres. It can also include tourism in rural areas showcasing the traditions of indigenous cultural communities (i.e. festivals, rituals), and their

___ues and lifestyle, as well as niches like industrial tourism and creative tourism. It is generally agreed that cultural tourists spend substantially more than standard tourists do. This form of tourism is also becoming generally more popular throughout the world, and a recent OECD report has highlighted the role that cultural tourism can play in regional development in different regions (Hans, 2006).

One could view cultural tourism as falling within the realm of special- interest tourism in that cultural tourism involves tourists travelling to particular locations for the express purpose of understanding and/or experiencing a culture that is somehow different from their own and to increase their appreciation of cultural resources (Boniface, 1995; Smith2003).

A recent study on cultural consumption habits of Europeans (European Commission 2002) indicated that people visited museums and galleries abroad almost as frequently as they did at home. This underlines the growing importance of cultural tourism as a source of cultural consumption. The generalization of cultural consumption on holiday, however, points to one of the main problems of defining cultural tourism. What is the difference between cultural visits on

cultural tourism) and cultural visits undertaken during leisure time at home? Much of **ch** undertaken by the Association for Leisure and Tourism Education (ATLAS) on the **me rational** cultural tourism market (Richards 1996; 2001)

Meanwhile, Queen Elizabeth National Park is home to the tree climbing lions. Lions do not **ally** climb trees, except when chased by another lion group or wild buffalo. However **the** re climbing lions found in QE-NP intentionally climb trees and rest on them in the afternoon,

..... the sun is high. This is a truly unique phenomenon. There have only been rare similar girtings of this in Lake Manyara National Park of Tanzania .*Hodd, Mike (2002)*

ch its prime location in the African Great Lakes region, Uganda has a variety of water bodies= **are** popular spots for tourism. White water rafting and kayaking are popular activities on the **rapids** near the source of the Nile at Jinja.

Boating which is commonly done on Lakes like Victoria, Mburo, Bunyonyi, Kazinga Channel, **and** River Nile is a perfect way of exploring the buffaloes, hippos, crocodiles and a wide variety **of** bird species that inhabit the banks of these water bodies. Sport fishing is another favorite tourist activity. Fish like the Nile perch, and tilapia can be caught in designated areas of Lake Mburo and the banks of the Nile. Canoeing can also be done at Lake Bunyonyi.

Uganda has many opportunities for mountain climbing, hiking and nature walks. The Rwenzori Mountains, which are found at the border with the DRC, include the snowcapped Margherita Peak (5109 m), the highest Mountain Range in Africa and also one of the highest peaks. Mgahinga Gorilla National Park also includes three peaks, Mount Gahinga, Mount Sabyinyo, and Mount Muhavura, the highest peak in the national park. Mount Elgon, located in Eastern

_ pnda, can be used for hiking and climbing, and also has one of the largest calderas in the **world**.

...e development of cultural tourism in Africa should take into consideration the two perspectives of culture. This is due to the fact that when we talk of African culture as it relates to tourism, we are talking about a 'living culture' of the African people which is usually based on art performances and dance, and the contemporary ways of life of indigenous African communities (Tomaselli, 1999). This is unlike Western cultural tourism initiatives that are mainly based on monuments and other forms of Western material heritage. Furthermore as Reid comments in this volume, "Africa in the minds of outsiders is understood to be the cradle of humankind." Most visitors therefore may seek to understand a bit of themselves through African traditions (existing, contemporary) and cultures in addition to, or perhaps in spite of, the artifacts and trinkets that are purchased to take home as souvenirs and gifts.

2.2 Perceptions of Local People towards Cultural Tourism Development

Pearce and Moscardo (1986) revealed that not only do people's perceptions of a situation play an important role in determining its authenticity, but also that people's needs or demands for authenticity vary. Thus, enjoyment of a situation will be mediated by people's preferences for authenticity as well as their perceptions of it. In recent years, however, growing concern has been expressed about the commodification of culture (Dogan, 1989; Akis, Peristianis & Warner, 1996; Brunt & Courtney, 1999; Brown, 2000). Tourism in particular has been identified as major force for commodification. There is no doubt that the presence of tourists often leads to the creation of cultural manifestations specifically for tourist consumption (Cohen, 1988; Tomaselli & Wang,

2001). In these circumstances, culture as a process is transformed through tourism into a cultural product, as in the case of township tourism in South Africa.

In less developed countries where cultural differences between tourists and hosts are greater than in more developed countries, the negative effect of direct tourist-host contact is increased (Pearce, 1982; Brunt & Courtney, 1999). Rich tourists who visit Third World countries have little respect for local values, and are often perceived as aggressive and insensitive. Tourist-host contact often generates exploitation, assault, victimization and numerous social problems. While all of these elements need not be present at once, they are nevertheless attributable to significant cultural differences that are important in shaping tourists' and hosts' perceptions of each other (Pearce, 1982; Reisinger & Turner, 2003).

Tourism often generates perceptions of tourism development as a form of aggression (Whittaker 1994). In such conflicting contexts, tourism not only challenges recognized formulations, categories and boundaries of collective identity, but also relocates the very processes of formulating and constructing identity into the new social spaces created by tourism (Picard **1992**).

Several studies have shown that residents who benefit from tourism have a higher level of support for it and thus report more positive impacts (Husbands, 1989; Lankford, 1994). King *et al.* (1993) point out that those people who derive personal benefits from tourism are also less likely than others to report negative impacts. In other words, perceptions of positive benefits are significantly related to personal benefits from tourism, but do little actually to explain the perceived negative impacts (Pearce *et al.*, 1996).

reaction can be considered an adjustment to tourism's impacts. Dogan (1989) identified five **forms** of adjustment: resistance, retreatism, boundary maintenance, revitalization and adoption. Resistance reflects extreme dissatisfaction with tourism and residents act against it. Some acts of terrorism committed against tourists in Egypt have been committed for this reason (Aziz, 1995). Retreatism occurs when changes wrought by tourism are not approved by residents and they retreat in on themselves. They engage in their own traditions and reinforce pre-tourism values. This is occurring along the Swahili coast of Kenya where a devote Muslim population has retreated from tourism (Sindiga, 1996). Retreatism and resistance occur when only negative impacts are perceived.

Conflict also stems from disregard for local connections to the land. Ite (1996) found that the creation of Nigeria's Cross River National Park severed residents' historic ties with the land. This fostered negative attitudes among locals despite a high level of local awareness regarding natural resource conservation issues. Similar results have been found for parks in Ecuador (Fiallo & Jacobson, 1995), China (Jim & Xu, 2002), and Cameroon (Weladj i et al 2003). Neumann (1998) found the creation of Mount Meru National Park in Tanzania separated people from both economically and culturally significant resources. In response, local people used social networks.

2.3 Contribution of Cultural Tourism towards the Economic Development

With regard to creativity and excellence, tourism may help the local communities such as the Maasai, Turkana, Pokomo and others to take pride in their art forms and culture. In this way, the identity of the local communities in Kenya is preserved. During the colonial era, art forms and other cultural attributes of the Kenyan people were nearly eradicated by the European colonizers

Who were determined to "Christianize and civilize natives" (Rajotte & Crocombe 1980).

However, with the development of international tourism in Kenya since the late 1970s, there has **been** a revival of traditional arts and crafts. This is because tourism is an important change agent, **just** like international media, improved communications technology and globalization. International tourism may even slow the pace of cultural change. Tourism provides an economic incentive for destinations to maintain their culture as a means of attracting tourists.

International tourism has also acted as a stimulus to festivals, songs and dances. In terms of cultural diversity, Kenya has many ethnic groups, each with unique cultural activities which have been developed and/or tapped to diversify tourism products. The various ethnic groups in the country have unique culture, food, music and rituals and folklore. The local communities attach a **lot** of meaning and value to such cultural attributes. For example, among the Maasai, ceremonies are held to mark transition from boyhood to manhood, junior and then senior elders (Kennedy 2013).

Unique dance, music and musical instruments are found among the various communities in Kenya. Many of these were almost dying until tourist demand led to their revival. Music is popular among the Abagusii of Nyanza province of Kenya as asserted by Kennedy (2013). Gusii **land** is the home of the eight-stringed instrument called the "Obokano". The Luo traditional dress is the most decorative in the country. The body ornamentation, together with colorful headgear of feathers and hippo masks, makes Luo dancing and festivities an "eye catching scene" (Othoce 1999).

Due to the tourism demand, several village tourist centers have been established along the Kenyan coast. In these centers, tourists can see traditional huts, dances, rituals, costumes, traditional furniture, jewellery, beadery and fine African art. These provide an opportunity to international tourists to experience authentic African culture. These centers also offer employment to village dance groups, local musicians and entertainers. However, data on such employment are not readily available. The factors influencing the location of village Tourist centers are summarized. The results presented are derived from a study carried out on the role of village tourist centers in the coast province of Kenya by Kamau (1999).

African scholars who have studied the changing nature of Cultural tourism in music in Africa are Nketia, who discusses the contact of African Music and dance with external cultures, Dietz, who has studied the origin and development of musical instruments in Africa as source of leisure as asserted by Nketia, J.H.K. (1974).

According to Douglas John McConnell (1992), Cultural Tourism is an increasingly vital part of the Nigerian economy. Throughout the world, cultural tourism brings money to cities and countries. Cultural Tourism also provides jobs for the local residents, further benefiting the destination. Nigeria has realized the profits available from this sector from art crafts, galleries. Thanks to its growing economy and promoting itself as a culturally rich and diverse nation, Nigeria tourism industry now brings millions of dollars into the economy each year.

Cultural Tourism in Uganda is an important generator of foreign exchange, employment, and investment, with developments in adventure tourism, ecotourism and cultural tourism. Generally, the tourist numbers (and revenue) has been increasing in Uganda peaking in 2008 with 844,000 tourists recorded as a benefit from the overflow of those tourists that would have visited Kenya

g its political instability at end of 2007 / beginning of 2008. As Kenya recovered from C.S. -hility and claimed its tourism market share, tourism in Uganda dropped by a 4.5% in • but started to rise again until it peaked by over a million tourists (1,151,356 tourists being ;i;::::.c::::-ease of 21.71 % in 2011). It seems that

Uganda can either benefit or loose depending on its mrieting strategy whenever events change in Kenya which is transit route to landlocked ganda and a leading tourism market and distribution points for tourists in the Eastern Africa

zzion. It seems that the trend in Uganda is generally upwards but the increment is slow

3. Nakaweesi, 2013).

CHAPTER THREE: RESEARCH METHODOLOGY

Area of the study

The study was conducted in Kisoro district south western Uganda. It borders Rubanda district in East, Democratic Republic of Congo (DRC) in the west, Rwanda in the south, and Kanungu **District** in north. Geographically, the district of Kisoro is approximately 45 Kilometres (28 mi), **road**, west of Kabale, the largest town in the sub-region with latitude of $1^{\circ}17'06.0''\text{S}$, ...; **nude** of $29^{\circ}41'06.0''\text{E}$. The 2012 national census estimated the population of Kisoro District **to be** 254,300, with an estimated annual growth rate of 3%. Cultural resources available in **K..50To** district include; snake island, cultural values and life style, art crafts, niches like industrial tourism and creative tourism, museums and theatres, architecture, indigenous cultural communities, and historical places and events. Kisoro district has many cultural resources that **the** people are not aware of and their importance in the area that forces the researcher to identify **_::!**rural tourism resources available in the area, manage the existing ones properly and to come up with a strategy of promoting cultural tourism.



Figure 3.1: Map of Kisoro district (the study area)

3.2 Research Design

The study employed cross-sectional research design using both qualitative and quantitative tools. The qualitative tool was used to give insight vividly on institutional characteristics, opinions, eliefs, feelings and perceptions of respondents on the topic of interest. The quantitative research technique was basically used because of the desire to solicit and present data numerically. It was also applied in this study to deal with quantifiable measurements which was counted; for example the number of tourist attractions, tour guides and the tourists.

3.3 Study Population

According to Gupta and Rangi (2010), the study population is a study of a group of individuals taken from the general population who share a common characteristic. The study population was all the residents dwelling in Kisoro district. The inclusion criteria involved residents above 18 years and the people working in tourism sector in Kisoro district. Residents less than 18 years of age and those who were not consented were not involved in this study.

3.4 Sample Size

Sample size was determined using formula developed by Glenn (1992) (Equation 1). Simple random sampling involved selecting respondents from the study population by chance. In this way every respondent had an equal chance of being included in the sample.

$$n = \frac{N}{1+N(e)^2} \dots \dots \dots \text{Equation 1}$$

Where;

n =number of samples

N=total population

~~n = 554~~ of error (10%)

554

$1 + 554(0.1)^{\circ}$

$n = 556.54$

Therefore, the number of samples was 85 respondents.

3.5 Sample Selection

Both Purposive and simple random sampling techniques were used to select and obtain the respondents. Simple random sampling technique was used to select tourism officers; art crafts tour operators and local council leaders. Purposive sampling technique was employed to select **tour guides** and game rangers. This technique was used to specifically look out respondents who were having more knowledge about the potential of cultural tourism for community development. These helped the researcher to select the respondents depending on their knowledge, experience and opinions.

3.5 Data Sources

Data sources were both secondary and primary sources. Primary data was obtained from the tour officer, art crafts and galleries, tourism operators, observation, interviews and questionnaires. The primary data was applied on those respondents because questionnaires were **used** plus the interviews.

Secondary data was collected from written materials or literature for example text books, journals, reports magazines and internet. This data was obtained from the records of the political leaders, tourist attractions, tourists and the tour guides.

3.7 Data Collection Methods

3.7.1 Questionnaires

survey was conducted to evaluate potential cultural tourism resources, perceptions of local people towards cultural tourism development and to assess the contribution of cultural tourism towards the economic development of Kisoro district. This was achieved by administering an open ended and structured questionnaire (Appendix I).

3.7.2 Key Informant Interviews

Key informant interviews were carried out based on the crucial areas of the study. An interview guide (Appendix II) was developed to help in carrying out these interviews. Key informants included game rangers, tour guides and official in tourism sector in the area of the study. This method helped in collecting data on existing cultural tourism resources, perceptions of local people towards cultural tourism and the contribution of cultural tourism towards the economic development of Kisoro district.

3.7.3 Observation Method

Observation is a method of data collection which involves observing something without changing it or any variables involved (Price, 2006). Under this method the researcher used senses of seeing of what was on ground using a nonverbal approach. Under this method the researcher used an observation checklist to evaluate potential resources for cultural tourism development in Kisoro district.

3.8 Research Procedures

The researcher respected human dignity by not revealing the identity of the respondents in the study. To this, a letter of introduction was obtained from Kabale University seeking permission

To conduct the study after being directed by the supervisor to do so. This letter was presented to **respondents** where the study was conducted for permission.

3.9 Data Analysis

Editing of **collected** data was done to make the data ready and simpler for presentation. The filled questionnaires were edited one by one to correct errors done by the study respondents. The data was edited in order to check for accuracy, completeness, consistency and uniformity and presentation of data involved use of tables which were generated from the questions that were relevant to the study variables.

The edited data was analyzed both quantitatively and qualitatively. Quantitative data was **grouped** and statistical description such as tables showing frequencies and percentages and **pie-charts** as well as graphs for better interpretation. However, qualitative data was analyzed in a way of identifying the responses from respondents that were relevant to the research problem and such data were analyzed by explaining the facts collected from the field under which the researcher was able to quote respondents responses.

CHAPTER FOUR: RESULTS AND DISCUSSION

4.0 Introduction

The study was about evaluating the potential of cultural tourism for community development in Kisoro District, southwestern Uganda. The findings from the study are presented and analyzed chronologically in accordance to the objectives of the study as were formulated. This chapter presents issues related to evaluate potential cultural tourism resources available in Kisoro district, to assess perceptions of local people towards cultural tourism development and to assess the contribution of cultural tourism towards the economic development of Kisoro district and the background characteristics of such respondents that were involved in the study are presented here under in their respective categories.

4.1 Socio-Economic Characteristics of Respondents

4.1.1. Gender of Respondents

Figure 4.1.1 shows that (60%) of the respondents were males and (40%) of respondents were females. This was because the study was voluntary and thus majority male respondents willing to participate and express their views comfortably. However, the female respondents in the study also were crucial in revealing information that the study used to generate this report.

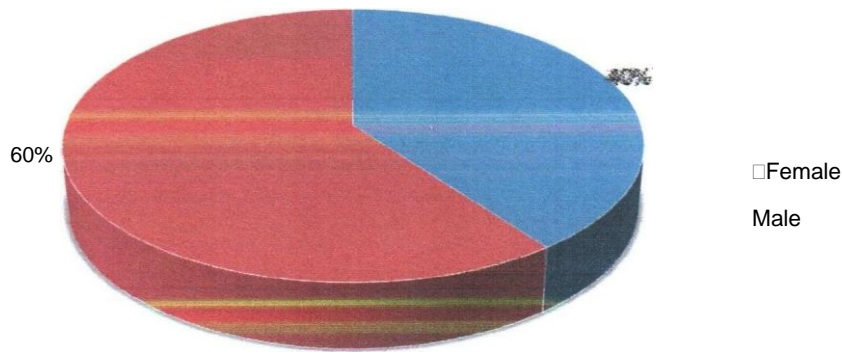


Figure 4.1.1: Pie chart showing gender of respondents

4.1.2 Age of the respondent

Figure 4.1.2 shows the age distribution of respondents. The study shows that majority of respondents (41%) were between the age of 25-35 years, 32% of the respondents were between the age of 18-24 years and (27%) of the respondents were 35 years of age and above. Positive responses from these young people, who are the majority in this study show interest in development of cultural tourism. One can anticipate that there is a future to the development of cultural tourism in Kisoro District. The researcher acknowledges that the tourism development in any area is highly dependent on the age of the people particularly those who are deeply involved in tourism industry. According to Timothy (2009), cultural heritage tourists are regarded favorably as they are affluent tourists, well educated, broadly travelled and in more mature age groups.

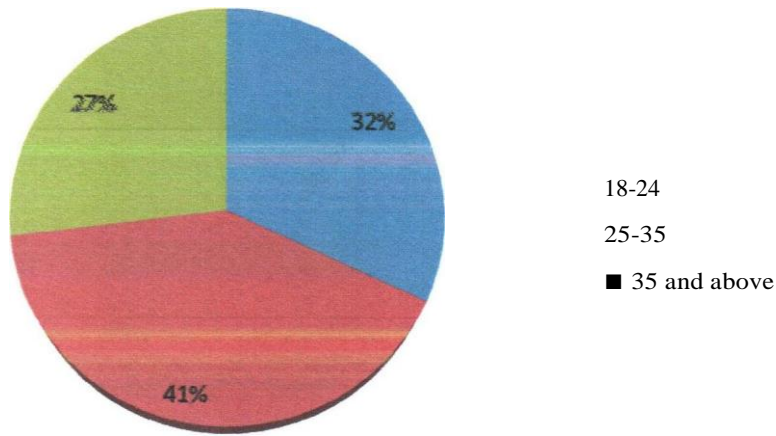


Figure 4.1.2: Age of respondent 4.1.3

Marital status of respondents

Figure 4.1.3 shows marital status of respondents. The study considered the marital status of respondents as married, single, widowed and separated/divorced persons were interacted with while in the field. The study found out that (45%) of respondents were married, (33%) of the respondents were single, (15%) had separated and (7%) of the respondents were widows. The study shows that the majority of respondents were married. However the marital status of respondents had no bias as far as influencing the responses and understanding of study variables were concerned.



Figure 4.1.3: Pie chart showing marital status of respondents

4.1.4 Level of education.

The respondents were asked about their level of education and their responses are indicated in the table below. The study found out that (29%) had advanced level, (25%) had university level, (24%) had tertiary level and (22%) of the respondents had ordinary level. The study indicates that majority of the respondents had attained advanced level of education and therefore had knowledge on the potential resources of cultural tourism and its importance.

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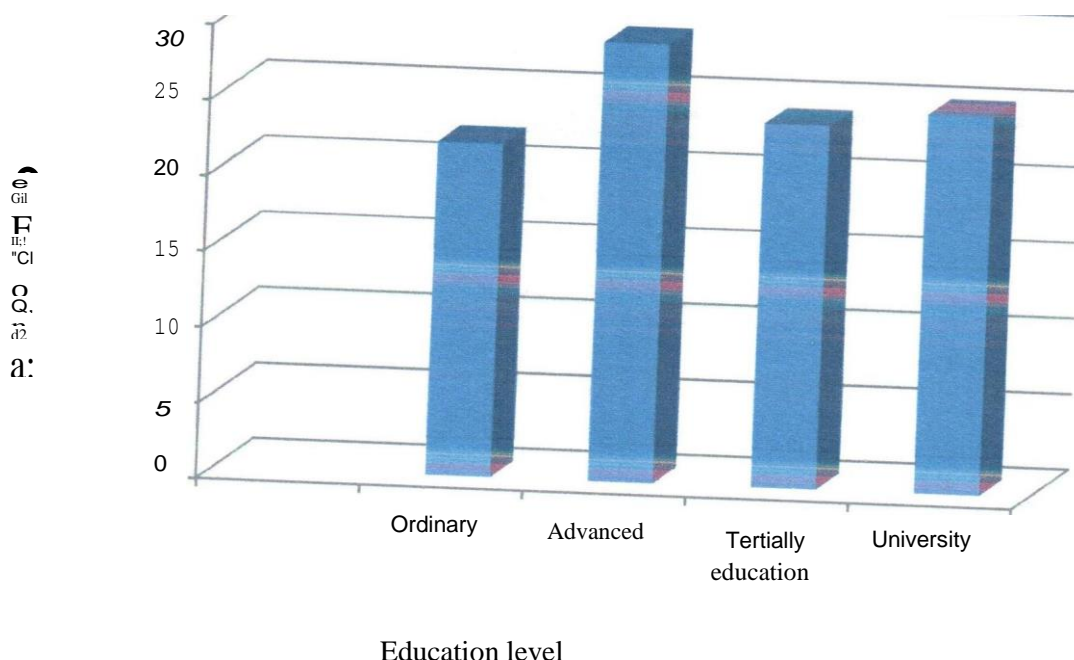


Figure 4.1.4: Figure 2: Level of education.

4.2 Potential cultural tourism resources available in Kisoro district

Table 3 shows the potential cultural tourism resources in Kisoro district. Cultural values and lifestyles were some of the cultural resources revealed. Potential cultural tourism resources available in Kisoro district include; Cultural values and life style (25%), Art crafts (18%), Niches like industrial tourism and creative tourism (14%), Museums and theatres (14%), Architecture (11%), Indigenous cultural communities (9%), and Historical places and events (9%).

Boating which is commonly done on Lakes like Victoria, Mburo, Bunyonyi, Kazinga Channel, and River Nile is a perfect way of exploring the buffaloes, hippos, crocodiles and a wide variety of bird species that inhabit the banks of these water bodies. Sport fishing is another favorite

tourist activity. Fish like the Nile perch, and tilapia can be caught in designated areas of Lake Mburo and the banks of the Nile. Canoeing can also be done at Lake Bunyonyi.

According to Hans Kung, (2006) Cultural tourism includes tourism in urban areas, particularly historic or large cities and their cultural facilities such as museums and theatres. It can also include tourism in rural areas showcasing the traditions of indigenous cultural communities (i.e. festivals, rituals), and their values and lifestyle, as well as niches like industrial tourism and creative tourism.

Table 1: Potential cultural tourism resources available in Kisoro district

Potential cultural tourism resources	Frequency	Percentage
Cultural values and life styles	21	25
Architecture	09	11
Museums and theatres	13	14
Indigenous cultural communities	07	09
Art crafts	15	18
Niches like industrial tourism and creative tourism	12	14
Historical places and events	08	09
Total	85	100

.3 Perceptions of Local People towards Cultural Tourism Development

from the table above, all the respondents interviewed had something to say about cultural purism. Their responses were; Exploitation by tourists-hosts (22%), Support from the local

people (20%), Aggression form of cultural people (18%), Cultural differences (15%), Resistance from the local communities (13%) and Conflicts for local connection towards tourists(12%).

Tourism often generates perceptions of tourism development as a form of aggression (Whittaker 1994). In such conflicting contexts, tourism not only challenges recognized formulations, categories and boundaries of collective identity, but also relocates the very processes of formulating and constructing identity into the new social spaces created by tourism (Picard 1992).

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According Pearce, (1982) and Brunt & Courtney, (1999), Rich tourists who visit Third World countries have little respect for local values, and are often perceived as aggressive and insensitive. Tourist-host contact often generates exploitation, assault, victimization and numerous social problems. While all of these elements need not be present at once, they are nevertheless attributable to significant cultural differences that are important in shaping tourists' and hosts' perceptions of each other (Pearce, 1982b; Reisinger & Turner, 2003).

Table 2: Perceptions of local people towards cultural tourism development

Perceptions	Frequency	Percentage
Cultural differences	13	15
Exploitation by tourists-hosts	19	22
Support from the local people	17	20
Aggression form of cultural people	15	18
Donflicts for local connection towards tourists	10	12
Resistance from the local communities	11	13
Total	85	100

Contribution of Cultural Tourism towards the Economic Development of Kisoro

in table 5, majority of respondents revealed that cultural tourism had helped the local ies to take pride in their art forms (20%) and had provided markets for cultural (15%) in Kisoro district. Other contributions of cultrural tourism in the study area Economic growth(9%), foreign exchange earnings (8%), creates relationship between and culture(7%), investment to local communities (7%) and employment opportunities people (6%). The study findings are in agreement with McConnell (1992) who found out tourism had increasingly played a vital part Nigerian economy.

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help the local communities such as the Maasai, Turkana, Pokomo and others to take in their art forms and culture. In this way, the identity of the local communities in Kenya is led. During the colonial era, art forms and other cultural attributes of the Kenyan people early eradicated by the European colonizers who were determined to "Christianize and natives" (Rajotte & Crocombe 1980). However, with the development of international in Kenya since the late 1970s, there has been a revival of traditional arts and crafts. This e=use tourism is an important change agent, just like international media, improved · cations technology and globalization. International tourism may even slow the pace of / change. Tourism provides an economic incentive for destinations to maintain their as a means of attracting tourists.

Table 3: Contribution of cultural tourism towards the economic development of Kisoro district

Contribution	Frequency	Percentage
Local community gain to take pride in their art forms and culture	17	20
Markets for cultural products	13	15
Economic growth	08	09
Creates relationship between tourism and culture	06	07
Demand for cultural goods	14	16
Foreign exchange earnings	07	08
Employment opportunities to local people	05	06
Investment to local communities	06	07
Development in adventure	09	12
Total	85	100

CHAPTER FIVE: SUMMARY OF FINDINGS, CONCLUSION AND RECOMMENDATION

This chapter includes summary of findings, conclusions and recommendations. The findings are ed basing on the study objectives.

5.1 Summary

The general objective of this study was to examine the potential of cultural tourism in transforming the local communities of Kisoro district, southwestern Uganda. The study findings sled that cultural values and life styles, architecture, museums and theatres, indigenous cultural communities, art crafts, niches and historical places were the major cultural tourism resources. Furthermore, respondents perceived cultural tourism in study are differently. It was out that cultural tourism has brought cultural differences, exploitation by tourists-hosts, support from the local people, conflicts for local connection towards tourists and resistance the local communities. The study findings shows that local community gain to take pride in art forms and culture, Markets for cultural products, Stimulus of festival, local songs and Changing nature of cultural tourism, Demand for cultural goods, Foreign exchange gs, Employment opportunities to local people, Investment to local communities and development in adventure were the cultural tourism that contributes much towards the economic development of Kisoro district.

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5.2 Conclusions 12.

Based on study objectives, the study included that, cultural tourism is a dynamic economic activities in creating socio-economic changes in Kisoro district which has been increasingly important.

In the district present circumstances, diversifying the economy, enhancing human development indicators, reduce the problems of industrialization and pollution, employment, cultural environmental exchanges, protection and ultimately sustainable development including the challenges facing the district are tourism activities.

Potential cultural tourism resources include; cultural values and life styles, Architecture museums and theatres, Indigenous cultural communities, Art crafts, Niches like industrial tourism and creative tourism and Historical places and events are the important aspects in the district. Therefore the people's perceptions of a situation play an important role in determining authenticity, but also that people's needs or demands for authenticity vary.

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5.3 Recommendations

There is need to analyze the contributions (both positive and negative) of cultural tourism towards economic development of Kisoro district.

There is need for involvement of local people in decision making and be consulted on policies regarding potential cultural tourism resources and their ability to influence these decisions.

Strict policies should be introduced to ensure that potential cultural tourism resources are protected in the area so as to avoid destruction by the people. These policies will hopefully contribute to increasing the income and employment opportunities amongst the local community.

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PPENDICES

PENDIX I: QUESTIONNAIRES

pr respondent;

t. Matsiko Adam a student of Kabale University offering a Bachelors Degree in Tourism agement. I am carrying out my research on "**Evaluating the potential of cultural tourism**

community development in Kisoro district, Southwestern Uganda". I kindly request you trovide the necessary information having chosen you to be one of the respondents to enable omplete my research successfully. This questionnaire is for academic purposes only and will Eept highly confidentiality.

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lk you in advance.

bon A: Biographical Information of the Respondents.

fame (optional)

tender	Code	Tick
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CflON B: Potential cultural tourism resources available in Kisoro district

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15.

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Has cultural tourism resources attracted tourists in Kisoro district? Code Tick

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es what are they and if no why?

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SECTION C: Perceptions of local people towards cultural tourism development

Q How do the local people perceive cultural tourism?

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Q Do local people engage in cultural tourism? Code Tick

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what are they and if no why?

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17.

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How has the community benefited from cultural tourism? Code Tick

employment opportunities

2

friendship

3

protection of cultural resources

4

infrastructure

5

others specify

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of cultural tourism towards the economic development of

Has cultural tourism affected economic development of Kisoro Code

Tick

2

what are they and if no why?

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18.

What are the negative implications of cultural tourism Code ds the Tick

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llution		
ool dropouts		2
returns		3
overnment expenditure		4
thers specify	

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Has cultural tourism promoted economic development in Kisoro Code Tick

strict?	
	2

what are they and if no why?

19.

What are the different categories of people involved in Code

Tick

community

2

3

4

5

Boat Makers

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specify

THANK YOU

APPENDIX II: KEY INFORMANT INTERVIEWS

21. Are there cultural tourism resources available in Kisoro district?
22. Has cultural tourism resources attracts tourists in Kisoro district?
23. How do the local people perceive cultural tourism?
24. Do local people engage in cultural tourism?
25. How has the community benefited from cultural tourism?
26. Has cultural tourism affected economic development of Kisoro district?
27. What are the negative implications of cultural tourism towards the economic development?
8. Has cultural tourism promoted economic development in Kisoro district?