TOURIST ROAD EXPERIENCES AROUND LAKE BUNYONYI IN KABALE, SOUTH WESTERN UGANDA

BY

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A RESEARCH REPORT SUBMITTED TO THE FACULTY OF ECONOMICS
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MAY, 2023

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DECLARATION

I Aruheire Timothy declare that this research report has not been published or submitted for the

award of a degree or dipl oma in any other institution for any academic award.

Signature ....~~rt~~···················· Date:10/5/23

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APPROVAL

This is to certify that this research report entitled "Tourists Road Experiences around Lake Bunyonyi in Kabale~ South Western Uganda" is under my supervision.

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DEDICATION

I dedicate this piece of work to my beloved parent Mrs. Barbara Bazimbwa who toiled day and night to

make sure that I become successful in producing it through prayers, financial assistance,

advice. and skills both practical and technical.

May the almighty God bless you abundantly.

ACKNOWLEDGEMENT

LIST OF ABBREVIATIONS

UNTO	United Nations World Tourism Organization
USD	United States Dollar
UWA	Uganda Wildlife Authority
UTB	Uganda Tourism Board
UNESCO	United Nations Educational Scientific and Cultural Organization
GPS	Global Positioning System
ITS	Intelligent Transport Systems

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ABSTRACT

This study investigated "Tourists road experiences around Lake Bunyonyi in Kabale, south esem**ganda.** It was carried out among tourists at Lake Bunyonyi Camp site, including aeis **ad cottage**s such as Bunyonyi Safaris Resort, Lake Bunyonyi Eco Resort, Bunyonyi Overland Resort. The study was guided by three objectives namely; identify **the** most common road challenges faced by tourists around Lake Bunyonyi in Kabale. **me perceptions** and attitudes of tourists towards road infrastructure in the Lake Bunyonyi area and **identify** strategies for improving road conditions and infrastructure in the area around Lake **Bunyonyi.** The study employed qualitative research design and collected data through interviews as instruments for data collection. Both primary and secondary methods of research data **collection** were used. The study employed both purposive and non-probability sampling design **using** quota sampling technique and it involved a sample size of 30 respondents. The study found **out** chat the tourist road experiences are both negative and positive. The study found that the state **of the** roads in the area is poor, with potholes, no street lighting and also with poor signage. Also the poor conditions of the roads in the area often cause life threatening events such as accidents, and increased safety challenges to the tourists using these roads. A number of strategies have been put in place to improve on road conditions but a lot is still desired. The study further concluded that although the roads are poor, experiences of the tourists vary depending on the **effect** of what is experienced and the overall impact on tourist satisfaction.

The study further brought to the fore some action oriented recommendations towards improvement of road experiences in order to realize tourist satisfaction such as the need for improving the road conditions through constant renovation. However the study highlights that this calls for the attention of government and increased community participation in road maintenance activities if tourist satisfaction is to be boosted in the area. Therefore, Uganda National Roads Authority should focus on developing a comprehensive road infrastructure plan, **which** includes regular maintenance, repairing of potholes, and improving road signage by installing signposts to provide clear directions to tourists using the roads leading to lake Bunyonyi campsite.

CHAPTER ONE
INTRODUCTION

1.0 Introduction

This chapter covers the background of the study, problem statement, objectives of the study, **research** questions, scope of the study and significance of the study and definition of the key operational terms.

1.I Study Background

Tourism is a significant contributor to economic growth and is essential for the development of **various** aspects of society, including the economy, society, region, and infrastructure. According **to the** World Tourism Organization (UNWTO) data for 2018, international tourist arrivals grew **by 5%,** reaching 1.4 billion arrivals, and generating tourism export earnings of USD 1. 7 trillion **globally.** This indicates the significant contribution of tourism to the global economy.

At its core, tourism involves the creation, delivery, and consumption of experiences. The study **of** tourism aims to comprehend the essence of the tourist experience its connection to travel motivations, and how destinations can offer unforgettable experiences that meet the diverse needs and wants of tourists ..

Mossberg (2007) defines experiences as a combination of multiple factors that affect the consumer emotionally, physically, intellectually, and spiritually. The term "experience" can refer ~o two distinct states: the immediate, ongoing, lived experience (Erlebnis), and the assessed experience (Erfahrung), which is open to reflection and influenced by predetermined meanings

 Highmore, 2002).

The assessed experience is the main focus of tourism experience research, where experiences are characterized as occurring within individuals who are emotionally. physically, spiritually, or intellectually engaged with an event, leaving a lasting impression (Gram, 2005). Stamboulis and Skayannis (2003) define the tourist experience as an interaction between tourists and destinations, where destinations are the location of the experience and tourists are the active participants. Larsen (2007) contends that the tourist experience should be defined as a notable **past** travel-related occurrence that has been significant enough to be retained in long-term memory.

p.

according to Chen (2010), the tourist experience is an evaluation made by the tourist after **esumingthe** service provided, and it heavily relies on the destination's image. O'Dell (2007) highlights **that** the tourist experience involves not only the tourist but also the tourism industry.

.:outributes to creating, presenting, and consuming experiences through the manipulation

he environment and the presentation of culture.

Larsen **,2007)** indicates that tourist experiences can be positive or negative and may result in **.:r: ~ or** memorable moments. These experiences are classified into peak experiences, **eended** or extraordinary experiences, and transformative experiences. The impact of these experiences on tourists varies, and they may acquire different skills depending on the challenge **meed.** If the challenge is more significant than the tourist's skill level, it can cause anxiety. On the other hand, if the skill level matches the challenge, it can bring about relaxation or even boredom, such as hiking Rwenzori Mountain without physical fitness. The type of experience a tourist has depends on the activities engaged in.

Mules (2011) supports this· notion, emphasizing that there is a distinction between the actual experience and the subsequent representation of that experience in a narrative form. A cognitive approach to studying tourist experiences must consider the mental memory processes, as memories are what remain after the experience has ended. Caru and Cova (2016) argue that memory is the most influential aspect of tourist experiences. Factors such as affective feelings, cognitive evaluations, and novel events can enhance the memorability of events.

Research indicates that knowledge, local culture, hedonism, refreshment, meaningfulness, involvement, and novelty are all essential components of the tourist experience. Prahalad and Ramaswamy (2004) proposed a strategic approach based on shared values that would allow customers to co-create their own experiences in search of personal growth. This shift in emphasis moved away from narrow notions of staging or production and towards broader ideas of experience creation that involved a wider range of processes and agencies.

Caru and Cova (2007) conducted a study on "Consumer Experience" and developed a model known as the "continuum of consuming experiences". This model presents three types of experiences: co-created experiences, experiences created predominantly by the company, and experiences created predominantly by the consumer. The authors argue that experiences lie on a spectrum between these extremes.

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iemya and other countries with low levels of tourist satisfaction may suffer significant ructions in tourism businesses. Dissatisfied tourists are unlikely to revisit the same destination. **ieeading to a** decline in the tourism economy (Khoshnevis Yazdi et al. 2017). Park et al. (2019) ind that tourists reported lower satisfaction levels with destination quality and image after **revisiting a** destination. Therefore, understanding the factors that influence tourist satisfaction **mi revisit** intention is crucial for developing a desirable destination in a region (Zainuddin et al..

2016). Toe importance of destination image is universally recognized due to its impact on ists' perception, behavior, and choice of destination (Zhang et al., 2018).

According to the UW A (2020), Ugandan tourism revenues dropped by 98% in 2020 due to the **Covid** 19 pandemic. Despite this, the government of Uganda has taken measures to promote domestic tourism as a way to revive the industry. The Ministry of Tourism, Wildlife, and Antiquities launched a domestic tourism campaign called "Take on the Pearl" to encourage Ugandans to explore their country (Ministry of Tourism, Wildlife and Antiquities, 2020). One of the popular tourism road experiences in Uganda is a safari in one of the national parks, such as **Queen** Elizabeth National Park or Murchison Falls National Park. These parks offer visitors a chance to see wildlife such as elephants, lions, and hippos, as well as stunning landscapes and waterfalls. The government has also invested in improving road infrastructure to make these parks more accessible.

According to Ministry of Tourism, Wildlife and Antiquities (2020), Lake Bunyonyi is a popular tourist destination located in southwestern Uganda, known for its scenic beauty and opportunities for activities such as canoeing, hiking, bird watching, and cultural visits to the local Batwa community. However, tourists visiting the area also face several challenges related to road conditions and infrastructure.

According to a report by the Uganda Tourism Board (UTB) in 2018, the road leading to Lake Bunyonyi from Kabale town, the main entry point for tourists, was in poor condition, with potholes and erosion making it difficult for vehicles to navigate. The report noted that the poor road conditions were a major deterrent for tourists, and recommended that the government invest in improving the road network in the area to boost tourism.

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<u>iaher</u> challenge is the lack of road signs and markings, which can make it hard for tourists to __-~ **:he** area and find their way around. Tourists may also encounter unexpected roadblocks **checkpoints.** especially when traveling to and from nearby towns such as Kabale or Kisoro **ravel Guide** Uganda, 2021).

a.ding toTrip Advisor, (2021), security is also a concern on the roads around Lake **onyi.** particularly at night when visibility is low. Some tourists encounter bandits and

-- **a who** target them for robbery, especially if they are traveling in a group or are carrying **valuable** items like cameras and laptops.

Never the less, the challenges experiences faced by tourists are not documented thus there is the need to investigate on the experiences around lake Bunyonyi and make recommendations for the effectiveness and improvement of such roads.

1.2 Problem statement

Tourists road experience around Lake Bunyonyi continues to be a matter of great concern in the tourism sector, bringing memorable experiences for tourists visiting the area. However, the road infrastructure is important not only to the area but to the entire country's economy. For example according to UNWTO (2018). the roads ease transportation of tourists to the campsites and is a source of foreign exchange, a key driver of economic growth, support local businesses and communities by providing opportunities for entrepreneurship and employment and promote cultural exchange and understanding between different countries and peoples among others. L:'JESCO, (2020) indicated that tourists visiting Kabale have reported facing various challenges while using the roads in the area, including poor conditions, narrow and winding roads, and lack of proper signage. These challenges have not only affected the safety and comfort of tourists but also impacted the tourism industry in the area.

A report by UNWTO (2019) revealed that tourist arrivals in the area decreased by 81 % in July and 79% in August, 2020 compared to 2019 as a result of several challenges including transportation and road experiences faced. Travel bans and visa processing also dominated among the challenges that tourists faced while traveling in the same period. In addition, UTB (2018) indicated that camp sites on Lake Bunyonyi which include Bunyonyi Rock Resort, Bunyonyi Safaris Resort, Lake Bunyonyi Eco Resort, and Bunyonyi Overland Resort received

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tourists only 1200 tourists realized in the year 2018 from different countries. However, the **case of** this reduction was not clear and roads experience of these tou ists remained a matter of =-.;:..-.. concern. Whereas this sounds strong, it does not seem to be backed by any data derived any form of systematic research. Therefore, there is a need to address these road challenges .:s: a> improve the overall tourist experience and promote tourism in the region. This is Wiste when the experiences of tourists are examined and related to measure the level of experience they pass through while visiting the place. It was against this background that the searcher conducted a study to establish the road experiences of tourists around Lake Bunyonyi Kabale district.

1.3 Objectives of the study

1.3.1 General objective

The main objective of the study was to establish the tourists' road experiences around Lake Bunyonyi in Kabale.

1.3.2 Specific objectives

1. To identify the most common road challenges faced by tourists around Lake Bunyonyi in Kabale.
t. To explore the perceptions and attitudes of tourists towards road infrastructure in the Lake Bunyonyi area.
u. To identify strategies for improving road conditions and infrastructure in the area around lake Bunyonyi.

1.4 Research questions

1.' What are the most common road challenges faced by tourists around Lake Bunyonyi in Kabale?
11. What are the perceptions and attitudes of tourists towards road infrastructure in the Lake Bunyonyi area?
111. What are the strategies for improving road conditions and infrastructure in the area around Lake Bunyonyi?

I5Scope of the study

151 Content scope

ce SPxl_y focused on the different kinds of road experiences of tourists around Lake Bunyonyi.

*I52*Geographical scope

The study was carried out at Lake Bunyonyi camp site located in south western Uganda. Lake onyi camp site covers approximately 8.9Km.

15Time scope

The study covered a period of 4 months. This is because the researcher believed that the formation for this period would help to establish the relationship between the study variables. **1.6 Significance of the study**

The study would be of great significance in the following ways;

Improving tourist satisfaction: The study would help to identify the road challenges that tourists face when accessing Lake Bunyonyi. This information would help stakeholders in the tourism industry to improve road infrastructure and transportation systems, ultimately improving tourist satisfaction.

Promote tourism development: By identifying the road challenges that tourists face, the study can contribute to the development of sustainable tourism practices in the area. This can help to increase tourism revenue and in turn create job opportunities for the local population.

The study would help stake holders in the tourism industry to lay down strategies towards enhancing safety and security of the tourists in the area. Improving road infrastructure and transportation systems can also enhance the safety and security of tourists visiting the area. This is important for the protection of both tourists and the local population.

The findings of the study may be used to formulate policy and decisions related to tourism development and infrastructure investment. This can contribute to more effective planning and resource allocation in the region.

The study can contribute to the body of knowledge on tourism and transportation studies, particularly in the context of developing countries. The findings can provide insights into the challenges and opportunities facing tourist destinations in developing countries.

1 Definition of key terms

Tarism: This is an industry consisting of tourists, a business and an environment or local **nmunity** for operations.

Tourist Experiences: This is an interaction between tourists and destinations, with destinations **:ei::;** rhe site of the experience and tourists being the actors of the experience.

Raad **experiences:** Refers· to the experiences that tourists have while traveling on roads,

 __--ays, or other forms of transportation infrastructure.

bfrastructure: Refers to the basic physical and organizational structures and facilities needed **for** the operation of a society or enterprise.

Tourists' satisfaction: According to Tse and Wilton (2010), define tourists' satisfaction as the consumer's response to the evaluation of the perceived discrepancy between prior expectations
 or some norm of performance) and the actual performance of the product as perceived after its consumption.

CHAPTER TWO LITERATURE REVIEW 2M Introduction

ₛ **chapter** covers the review of related information to the road experiences faced by tourists. information was generated from relevant books, magazines, journals, reports, newspapers -~ **... er** documents and presented basing on the study objectives .

and o~.

22Most common road challenges faced by tourists.

According to Al-Bakri and Shubber (2020), one of the biggest challenges that tourists face on the **med** is navigating in an unfamiliar area. To them, OPS navigation systems can be helpful, but **hey** may not always be reliable. In their study, they found that GPS systems can sometimes **provide** inaccurate directions or fail to recognize certain roads or landmarks. In addition, tourists **may** not have access to reliable internet or cellular data, making it difficult to use navigation apps **on** their smart phones.

Wang and Chen (2019) indicated that traffic rules and regulations vary from country to country, **and** tourists may not be familiar with the rules of the road in the country they are visiting. This **can** be particularly challenging when it comes to driving on the opposite side of the road, which **is** common in many countries. This study also found that tourists who are not accustomed to driving on the opposite side of the road are at a higher risk of accidents.

According to a study by Lei et al. (2020), tourists who do not speak the local language may have difficulty communicating with locals or reading road signs. In this study, it was found that language barriers can be a significant challenge for international tourists, particularly in areas where English is not widely spoken.

A study done in China by Wang et al. (2021), revealed that tourists may encounter unexpected road conditions, such as narrow or winding roads, unpaved roads, or road construction. These conditions can be particularly challenging for tourists who are not accustomed to driving in such conditions. The study thus found that road conditions were a major concern for tourists traveling on rural roads in China. Another study by Gomez-Baggethun et al. (2013) found that tourists

zeing by car in rural areas faced challenges such as difficulty navigating poorly marked roads mi unexpected road closures. The study also noted that tourists often lacked access to up-to-date ma information, which made it difficult to plan routes and avoid potential obstacles.

other study by Wu and Cai (2019) highlighted the challenges faced by tourists driving in 1ran areas, including traffic congestion, difficulty finding parking, and navigating complex road ems. The study also found that tourists often had different driving habits and preferences ...:::.= locals, which could lead to misunderstandings and conflicts on the road.

study by Klijs et al. (2018) highlighted that road safety is also a concern for tourists, particularly in countries with high accident rates. This study found that tourists in Thailand faced significant road safety risks, including reckless driving by locals and lack of enforcement of the _-ailable traffic laws. The study recommended that tourists take precautions such as wearing seatbelts and helmets and avoiding driving at night or in hazardous conditions.

According to a report by the World Bank (2021), Poor road infrastructure is one of the major road challenges that tourists face in Uganda. The report highlighted that only 20% of the roads in Uganda are in good condition, while the majority of roads are in poor condition, which often makes tours and travel difficult and slow.

According to a report by the Ministry of Works and Transport (2020), Uganda has a high number of road accidents, with an average of 10 people dying every day due to road accidents. Tourists can be particularly vulnerable to road accidents due to their lack of fam liarity with the roads and driving conditions in Uganda. Safety concerns are therefore a significant challenge for tourists on most of Ugandan roads.

According to a report by the Uganda Bureau of Statistics (2018), traffic congestion is a significant problem in most cities like Kampala, the capital city of Uganda, where the majority of tourists arrives and departs. This can lead to delays and frustration for tourists, particularly those who are trying to make it to their flights or other scheduled activities. Traffic congestion is thus a common challenge for tourists in Uganda, particularly in urban areas.

According to a report by the Uganda National Roads Authority (2018), poor drainage and inadequate road maintenance during the rainy season can result in roads becoming impassable, **which** can disrupt travel plans for tourists. The report also highlighted that unpredictable weather conditions, particularly during the rainy season, can also be a challenge for tourists on Ugandan mads. Heavy rains can lead to flooding and landslides, which can make tours and travel impossible in some areas.

2.3 Perceptions and attitudes of tourists towards road infrastructure

A study conducted by Sadoon, Jaffar, and Yaakup (2017) in Mafoysia found that tourists' perception of road infrastructure significantly affected their travel experience. The study found that tourists perceived good road infrastructure to be an essential factor for a positive travel experience, and that poor road infrastructure negatively affected their overall satisfaction.

In a study by Wang and Chen (2019) in China, tourists' perception of road infrastructure was found to be a significant predictor of their intention to revisit the destination. The study found that tourists who perceived the road infrastructure to be good were more likely to revisit the destination than those who perceived it to be poor.

Another study by Pan, Zhang, and Wang (2020) in China found that tourists' perception of road infrastructure was positively associated with their satisfaction with the destination. The study also found that tourists who perceived the road infrastructure to be good were more likely to recommend the destination to others.

A study by Jamaludin, Jusoh, and Wahab (2019) in Malaysia found that tourists' attitudes towards road infrastructure significantly affected their overall satisfaction with the destination. The study found that tourists who had a positive attitude towards road infrastructure were more likely to be satisfied with the destination than those who had a negative attitude.

In a study conducted in Spain. Mataran, Garcia-Palomares, and Gutierrez (2018) found that tourists perceived road infrastructure to be an essential factor in their travel experience. Tourists viewed good road infrastructure as necessary to reach their desired destinations and to avoid potential hazards. Similarly, another study conducted in Portugal by Dias and Caldeira (2021) found that tourists considered road infrastructure to be a significant factor in their decision to travel to a particular destination. Tourists preferred destinations with well-maintained roads, which provided a comfortable and safe driving experience.

In a study conducted in Thailand, Lertputtarak, Srivihok, and Thirawat (20 I 8) found that tourists' perceptions of road infrastructure were linked to their overall satisfaction with their travel experience. Tourists who had positive perceptions of road infrastructure reported higher levels of **satisfaction with their travel experience. In another study conducted in Rwanda, Munyampundu.** Guo, and Kim (2020) found that tourists perceived road infrastructure to be a critical factor in their travel experience. Tourists preferred destinations with well-maintained roads that provided easy access to tourist attractions

Also a study conducted by Twinomugisha, Mugisa, and Komakech (2019) examined the impact of road infrastructure on tourist arrivals in Uganda. The study found that tourists viewed road infrastructure as an essential factor in their decision to visit Uganda. Tourists preferred destinations with good road infrastructure, which provided them with easy access to tourist attractions.

Furthermore, a report by the Uganda Bureau of Statistics (2018) identified traffic congestion and poor road infrastructure as significant challenges faced by tourists in Uganda, particularly in urban areas such as Kampala.

2.4 Strategies for improving road conditions and infrastructure in the area to enhance tourist experiences and satisfaction

A ccording to Gursoy et *al.* (20 16), his study revealed that unexpected incidents such as vehicle breakdowns can also impact the tourist experience. The study found that tourists who experienced vehicle breakdowns while traveling reported negative emotions such as frustration

and anxiety but recommended that destinations should provide support services such as roadside assistance to help tourists manage unexpected incidents.

In a study conducted in Thailand, Lertputtarak, Srivihok, and Thirawat (2018) suggested that the government should focus on developing a comprehensive road infrastructure plan, which includes regular maintenance, repairing of potholes, and improving road signage to provide clear directions to tourists.

Similarly, a study conducted in Malaysia by Yeong and Lee (2020) recommended that the government should invest in the development of advanced road infrastructure technologies, such as intelligent transportation systems, to enhance road safety and reduce congestion, thus providing a more comfortable and safe driving experience for tourists.

A study conducted in Tanzania by Mwakalinga, Bilinga, and Mlozi (2019) suggested that improving road infrastructure could be achieved by involving the local community in road maintenance and providing them with the necessary resources and tools. This approach could lead to better road conditions and reduce the costs associated with road maintenance.

In Uganda, Twinomugisha, Mugisa, and Komakech (2019) recommended that the government should focus on improving rural road infrastructure to enhance tourists' experiences and satisfaction. The study suggested that the government could work with local communities to develop rural roads and improve signage to provide clear directions to tuurists.

According to Lertputtarak, Srivihok, and Thirawat (2018), upgrading and Maintenance of Roads is critical in the tourism sector. Upgrading and maintaining roads is a common strategy used to enhance road conditions and infrastructure in most countries. In their study conducted in Thailand, it was found that tourists' satisfaction with road infrastructure significantly improved when roads were upgraded and maintained.

In a study conducted in Indonesia, Widiastuti, Sunarti, and Suhartanto (2019) revealed that traffic Management is an important strategy that can enhance tourist satisfaction. Traffic

management can also improve road conditions and infrastructure. This study further found that implementing traffic management measures such as traffic lights and road signage improved tourists' satisfaction with road infrastructure.

In a study conducted in South Africa, Krynauw and Rogerson (2018) found that public-private partnerships were effective in improving road infrastructure in tourist destinations. Public-private partnerships can also be utilized to improve road conditions and infrastructure.

In a study conducted in India, Singh and Joshi (2018) found that using technology such as Intelligent Transport Systems (ITS) improved tourists' satisfaction with road infrastructure. Thus technological advancement can have a significant effect on infrastructure development and maintenance, resulting into improved road conditions and infrastructure.

In a study conducted in Nepal, Bhandari et al. (2019) found that involving local communities in road maintenance improved road conditions and infrastructure, which enhanced tourists' satisfaction with their travel experiences. Community Involvement is important in all stages of formulating community development plans and can also play a significant role in improving road conditions and infrastructure.

CHAPTER THREE
RESEARCH METHODOLOGY

3.0 Introduction

This chapter consists of research design, area of study, study population, sample size and sampling techniques and methods of Data collection, sources of data, data analysis, data collection procedure, ethical considerations, research limitations and delimitations.

3.1 Research Design

According to Kothari (2004), research design is defined as a frame work that shows how problems under investigation are solved. The researchers used a descriptive approach to establish the road experiences of the tourists in Uganda particularly around Lake Bunyonyi campsite. However, the study employed both qualitative and quantitative research approaches that helped in comprehension and capturing of the real properties rather than measuring the situation. This was through conducting interviews with the study participants/ tourists to capture the right ideas and first-hand information. Analysis of the prevailing documents to see what was on the ground was also carried out. The researcher's view and his conceptualization of the phenomenon were interacted with the respondents' reactions to shape their final reality towards the situation. This specifically a survey aiming at enabling respondents/tourists describe situations and conditions under which they travel while in Uganda and particularly around Lake Bunyonyi campsite.

3.2 Area of the Study

The research study was carried out at Lake Bunyonyi Camp site, including hotels and cottages such as Bunyonyi Safaris Resort, Lake Bunyonyi Eco Resort, Lake Bunyonyi Rock Resort, and Bunyonyi Overland Resort.

3.3 Study Population

The study considered tourists from Lake Bunyonyi camp sites, which included Lake Bunyonyi Rock Resort, Bunyonyi Safaris Resort, Lake Bunyonyi Eco Resort, and Bunyonyi Overland Resort. The researcher hoped that by the time of data collection, more than 36 tourists would be found at Lake Bunyonyi campsite and interviewed.

3.4 Sample Size

The sample size for this study was drawn from the total target population of 36 respondents N using Sloven's formula as follows: n $.1e$ Where:;

n is the sample size,

N is the population size, and **e** is the level of significance which is equal to **(0.05)²** Applying the formula, a total sample size of 30 respondents was arrived at as hereunder;

n = 36 1+75(0.5)

n = 36

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1 + 75(0.0025)

n= 36

$$n = \underline{30\ respondents}$$

1.187

3.5 Sampling Procedure

The study employed both purposive and non-probability sampling design using quota sampling technique. The sampling involved careful understanding of the features of the population such as level of education, gender, age and marital status. This followed the fact that the study respondents are not homogeneous, thus a cross section of views was needed for this study. The researcher also based himself on the records of tourists obtained at these hotels and Kabale District tourism department. Information was got through purposeful conversations between the interviewer and the interviewees. Purposive sampling was mainly used to select camp site managers who were predicted to be informative and knowledgeable about the road experiences of tourists in Lake Bunyonyi Camp Sites.

3.6 Data sources.

The researcher collected data using secondary and primary sources. Secondary data guided the researcher to establish what other researchers found out previously on road experiences of the tourists. This enabled the researcher to fill some gaps that would otherwise be left out. In this respect, textbooks, journals, tourist records at the selected hotels along lake Bunyonyi, newspapers and other relevant records were used interchangeably with primary data in order to come up with valid information relevant to the study topic.

3. 7 Data collection method and tool

3.7.l Interviews

The researcher (Interviewer) employed purposeful conversations (interviews with the respondents (interviewees) for the purposes of getting particular information. This took forms of both informal and formal. In the informal setting, the researcher developed major aspects or issues which he intended to study and he used them as a guide to questions he intends to ask. There was a specific order of asking questions as well as recording of answers. While in formal setting, the researcher had an interview schedule that entailed structured questions which was posed to the respondents and the researchers had a specific way of recording their responses.

All the above interview forms aimed at developing major issues or aspects of the study by provoking high response rates than any other tool of data collection.

3.8 Procedures for data collection

Authority for collecting data was guaranteed by a permission letter from the head of Research Department of Kabale University. This became an entry point to the field.

During interviews, the researcher motivated the respondents by sufficiently building rapports or making good working relationship with respondents. The researcher also looked, appeared and conducted himself decently to influence the respondents' motivation towards their participation in the research process. Interviews with tourists were conducted to get first-hand information from eligible respondents themselves and capturing of non-verbal communications in case of face to face interviews. An interview guide was also used and this helped in controlling the environment when asking questions, by controlling the order or the flow of the questions.

3.9 Data presentation and analysis

Data analysis process started with putting together stacks of sophisticated data that was noted during interactions with the respondents (Data assembling). Then data was sorted using a computer through use of codes, frequencies and percentages for easy comparisons. Data was then organized and tabulated. Descriptive statistics and in some cases graphs was thereafter employed to make comparisons easier.

3.10 Ethical considerations.

According to Dogolf, (2015), Universalists or deontological school of ethics argue that *"an action is inherently right or wrong"* and therefore implying that ethical rules are universal .On

the other hand, the relativist or teleological school holds that *"ethical principles are contingent on context"* meaning; ethical decisions may vary 'on the basis of the context in which they were made or on the basis of the consequences that result'. Ethics is thus defined as "the set for rules of conduct that enable us to operate defensibly in the political contexts in which we have to conduct educational research" (Simmons, 2014). In addition, ethical issues in research include codes of conduct that are concerned with the protection of the researched from physical, mental, and/or psychological harm (Chilisa, 2015). The codes of conduct to protect the researched include ensuring the anonymity of the researched and confidentiality of the responses as put up by Chillisa. In doing research, there are several aspects that surround ethics, however, there are four main principles which are whether there harm to participants; whether there is a lack of informed consent; whether there is an invasion of privacy and whether deception is involved (Diener& Crandall, 2018).

During this study, the interviews were taken in peaceful environments which were selected by the participants. A central individual was reached initially, who was further reached out to those who volunteered to be part of the study. In doing so, the rationale of the study was explained so that volunteers of the area get to know what they were engaged in. Tourists were contacted individually and asked if they liked to be interviewed about the issue of road experiences.

In terms of consent, it was done verbally upon the beginning of the meeting and participants had the freedom to withdraw. Each participant was free to speak, and they were not in any way forced to respond to what they did not feel comfortable with. To enable and maintain their confidence and not crash their self-esteem, tourists' responses were not labeled as right or wrong and they were assured that each response is of importance. As stated, tourists were choosen the location for the interviews and this was part of having their privacy respected. In addition, their identity in the study remained anonymous, rather codes and not their names was used. Consent was sought for each participant in the study and nobody was forced to, and they were free to withdraw. Transparency was practiced such that every necessary information that they was needed to know was told to them for example the rationale of the study, why they were chosen and that they were recorded for transcription's sake. They were fully aware of what were going on. The researcher wrote his research report without fabrications or distortions so that reliable findings and recommendations can be arrived at.

3.11 Limitations and delimitations.

Resistance from the respondents is likely to be a problem. Preliminary research indicates that the closed nature of Lake Bunyonyi area was a tremendous challenge. This assertion was based on the argument that most of the tourists and hotel workers in the area are so secretive and at times some will not be willing to disclose much regarding their take on the experiences of tourists to any outsider as this will in one way attract the attention of Hotel and cottage owners. However to reduce on this problem, the researcher will always first establish a rapport to capture the attention of his respondents.

There was limited time and resources for the study such that the sample size was smaller than what could possibly give a larger insight of the topic. On the side of resources, the researcher is likely to encounter a problem of limited funds for transport to move around the area of study, photocopying and printing. However, transport costs was met by seeking assistance from friends and relatives. On the side of time, the researcher will always be fixed with other personal commitments, hence he will lack adequate time for collecting data for research. To mitigate this, the researcher will draft a daily work plan on which he will set specific time for research activities. This will enable the study to succeed.

CHAPTER FOUR

DATA PRESENTATION, ANALYSIS AND INTERPRETATION

4.0 Introduction

This chapter presents the findings of the study regarding the tourist road experience in Uganda. Data was collected using interviews and document analysis and is presented in form of narrations.

4.1 Respondents' return rate

Information regarding respondents' return rate indicated a high turn up of the targeted

respondents. All 30 respondents who were tourists for purposes of obtaining particular turned up and were

interviewed and their views documented. Out of these, 22 were males and 8 were females.

4.2 The most common road challenges faced by tourists around Lake Bunyonyi in Kabale. In interviews with respondents, it was found out that the major challenge tourists face is safety

and security challenges. It was found that Lake Bunyonyi is a popular tourist destination located in

southwestern Uganda mostly with poor road infrastructure. Many respondents highlighted that although the

destination is known for its scenic beauty, rich biodiversity, and cultural heritage. tourists traveling to

Bunyonyi face safety and security challenges on the road due to various reasons. Most of the respondents

revealed that as they reach the outskirts of Kabale town especially in Kagarama and Kiyoora area, they

usually meet heavy trucks on the road which transport hard core from the quarries and also animals grazing

on the road sides. The most mentioned animals were goats, sheep and cattle. It was further stated that these

trucks and animals at times cause distractions in movements of tourist vehicles in the area, and ultimately

giving thieves a chance to track their vehicles by blocking the roads with intent to grab their property. For

example in an interview with one of the respondents she revealed; *"when my friends and I reached Kabale*

town and Later a place called Kagarama, the jams caused by boda

bodas, bicycles, heavy trucks carrying aggregates and other vehicles, affected our safety and security. You can imagine the boys grazing cattle started running at our car immediately when we reached in the quarries, some were requesting for food and money and I believe we were more vulnerable to the.ft and robbery in the outskirts of the town without no single security light. camera or signposts and we also met criminals afier Kagarama who wanted to take advantage of our slow-moving car to target our bags and binoculars I believe it was because we reached the area in a late evening it was quite embarrassing!"

Regarding road safety, it was revealed that the roads to Bunyonyi especially the one from Kabale town passing through Kekubo to the destination is very narrow, winding, and steep. Tourists revealed that they usually encounter potholes, and sharp turns that often lead to accidents. They further highlighted that the road is not well-maintained, bumpy, and also lacks proper lighting, and signage, making it difficult for drivers especially tourists driving themselves to navigate safely. In addition, tourists reported reckless driving, over speeding, and driving under influence of drugs especially by the boda boda riders in the area, which make it difficult for them navigate the roads in the planned schedules.

Respondents also revealed that they usually face a challenge of theft and robbery while traveling to Bunyonyi especially in areas near Kekubo, Bukoora, Kiyoora and Kagalama where criminals target tourists who appear wealthy or vulnerable, especially those carrying expensive items such as cameras, laptops, or smart phones. Most respondents revealed that thieves often use tactics such as distraction on the roads, pick pocketing, or mugging to steal from unsuspecting tourists. Further, respondents reported through interviews that they face wildlife encounters especially when traveling in the late evenings. Most of them revealed that the area surrounding Bunyonyi is home to various wildlife animals, including wild dogs especially near Bukoora area. It was

revealed that they encounter these animals while riding bicycles, driving or hiking in the area, which put them at risk of attack or injury. Wild dogs were reported to be most common in these areas especially on the roads from Kekubo leading to Bunyonyi area. It was stated that this road is surrounded with bushes which harbor these dogs and that when the tourists are walking or riding bicycles on these roads, the dogs attack them and bite them.

It was also found out that the weather conditions on the roads leading tc, Bunyonyi tend to have a significant impact on the tourists' travels while using the roads. It was reported that during rainy seasons, heavy rainfall cause flooded potholes on the roads at lower parts of Kiyoora and that when this happens, it makes the road to Bunyonyi impassable and in most cases leaving heavy damages/mechanical conditions on their vehicles.

Additionally, it was stated that this also often lead to canceled tours and delayed travel plans. Additionally, respondents revealed that heavy rains usually cause landslides and rock falls, especially at the quarries in kiyoora, making driving hazardous and also increasing the risk of accidents. In an interview with one of the respondents, he was quoted saying: " *Eh ... one day as I was coming to Bunyonyi, I suddenly came across a huge jig tree in the road at kagalama. Unfortunately it was raining a lot, it was hard for me to lift it alone. My decision was to cancel the visit and sleep in town, then plan another journey the following day I seemed a beast of burden to cross the blocked road".* Asked on how rains affected them, most revealed that the effect of the lake breeze usually leads to un predicted rains off shores lake Bunyonyi and this makes the roads connecting to the hotels and cottages muddy which complicates their navigation.

In another close interview with one respondent, she revealed; *"In some cases, the unpredictable rainfall also damages the road infrastructure, making the journey more difficult and uncomfortable for us. For instance, many roads around usually become slippery and muddy. which makes driving or walking more challenging. The wet conditions also cause potholes and erosion, which makes the road uneven and bumpy, spoiling our cars ".*

Responses from tourists further revealed that while traveling to Bunyonyi, they experience traffic jams on the roads leading to the destination, particularly during peak tourist season or holidays. Traffic jams usually occur on various roads leading to Bunyonyi especially in Kabale town center due to varic,us reasons, such as narrow roads with limited road capacity to accommodate high volume of vehicles, worsened by boda bodas and bicycles which double as private and public means of transport. It was stated that the same roads are used by the pedestrians and that towards Kiyoora, the lanes are characterized by lack of traffic management systems, street lighting, traffic security and cameras. The traffic jams experienced was reported to be negatively affecting the tourist experience in several ways. Firstly, it was stated that traffic jams usually cause delays and frustrations, leading to missed travel plans or reduced time spent at tourist sites. For instance, one of the respondents revealed while in an interview that; " *sometimes [f] have a tight schedule, I may miss out on planned activities or attractions if l get stuck in traffic. This can cause discomfort and stress, especially in hot or humid weather conditions. I may be forced to spend long hours in a cramped vehicle without proper ventilation, which can lead to dehydration, exhaustion, and even health risks like heatstroke to me*"

Also, it was stated that traffic jams can affect the safety and security of tourists. Tourists revealed that they may be more vulnerable to theft and robbery when they are stuck in traffic, as criminals may take advantage of the slow-moving traffic to target them. Apart from this, it was noted that traffic jams can also have a negative impact on the environment, as the emissions from vehicles can contribute to air pollution, which can affect their health and wellbeing and that of the local residents. In an interview with one of the respondents she said; " *As l reached in Kabale town traveling here, I met three long vehicles near a certain supermarket, when I parked at a caf to buy some coffee, the whole road was dusty and with a lot of emission from the trucks. This caused me a lot of coughing and I felt too uncomfortable with my travel*"

Respondents also revealed that there is poor visibility caused by dust from quarries especially during the dry seasons. Other respondents stated that there is always mist in the area especially in the mornings, which often cause poor visibility. Poor visibility caused by dust from quarries and mist in the morning along the roads to Bunyonyi was found to have negative impact on the tourist experience It was revealed that this can cause safety concerns, reduce enjoyment of

scenery, cause health concerns such as increasing the risk of accidents, and this makes travel uncomfortable. Through interviews it was stated by one of the respondents that; *"one day as I was coming to this hotel, I reached kabale early morning at 5:1 am and found all the area was full of mist, and as I tried to drive through. I reached an area where my headlights could not show a clear road direction. Ohhhh! This was tough. I was about to hit a pedestrian jogging on the road side, so much disturbing··* Therefore, it is essential to address these issues by implementing measures such as installing street lighting all over the area and reducing the dust from quarries and improving road infrastructure to ensure a positive travel experience for tourists.

Respondents also revealed that when they are traveling on roads to Bunyonyi, they face different types of accidents which negatively affect their travel experience. They reported accidents like road traffic accidents. To most of them, this was the most common type of accident that tourists mentioned that they face on the roads to Bunyonyi. It was reported, these accidents usually involve collisions with animals grazing on the road sides like cattle and goats, and also with other vehicles, and pedestrians using the same roads. They maintained that these can result in injuries, fatalities, and damage to their property. It was further stated that road traffic accidents often cause significant distress and trauma to them, affecting their overall travel experience.

Others reported slip and fall accidents on the roads leading to Bunyonyi especially at Kagarama, and Bukora particularly during the rainy season when the roads tend to become slippery and muddy. It was stated that these accidents often result in injuries such as bruises, sprains, and fractures, which negatively affect their overall travel experience. In relation to this, one respondent was quoted saying: *"one day. I fell off a vehicle as I was coming to Bunyonyi. I believe it was because of these muddy roads".* Apart from this, wildlife-related accidents were also reported. It was revealed that some of the roads leading to Bunyonyi pass through bushes, like the one from Kekubo to Bunyonyi, where animals like cattle graze from and that these animals sometimes block the road, increasing the risk of wildlife-related accidents on these roads. It was stated that in 'most cases, these animals collide with their vehicles, making their travel experience uncomfortable. Most respondents reported they encounter these animals crossing these roads especially cattle which result in collisions with their vehicles causmg

injuries and destruction to property. This implies that accidents can also negatively impact the tourist's travel experience. Therefore, it is important to implement measures to ensure road safety, provide tourists with information on road hazards, and promote responsible driving and traveling practices to reduce the risk of accidents.

In addition respondents reported challenges of language barrier while using the roads. Most of them stated that it is usually hard for them to initiate communication with locals along the roads, as many locals around Lake Bunyonyi do not speak English and other foreign languages like, French, and other languages for tourists. Most of them reported that this creates difficulties for them to communicate with the locals, especially when they need to ask for directions while in the area, order for food at hotels and restaurants, or even when trying to negotiate prices for services. Other respondents reported that they find it challenging to understand the local customs and traditions around Lake Bunyonyi if they don't speak the local language. For instance, one respondent quoted while in an interview that: *"If attending a cultural event or ceremony here i becomes difficult, as I can struggle to comprehend the rituals and meanings behind them"*

To many respondents, language challenges were attributed to the limited English proficiency in the area because many locals in the area around Bunyonyi do not speak English and other foreign languages fluently, which tend to become a challenge for most of them who don't speak the local languages. For example, the respondents claimed that some of their colleagues usually have difficulty in communicating with taxi drivers and boda bodas about where they want to go or how much they should pay..In this case, different dialects used in the area played a great role in escalating the problem. Some of them maintained that even if they speak some of the local language, they usually find it difficult to understand some of the local dialects. For example, someone who speaks basic Luganda may not be able to understand someone speaking Rukiga, which is the local language around Bunyonyi. Similarly was the challenge of variations in accents. Respondents revealed that even if one is fluent in English, they may find it difficult to understand locals who speak with heavy accents comprising several jargons. For example, one of them revealed; "*I usuaffy struggf e to understand the focal guides who speak with strong Rukiga accent. Sometimes I tend to think they are abusing me although no"*

Further, respondents revealed that in some cases also, they are faced with Jargon. It was reported there are some local terms or jargon used by people in the area that tourists are not familiar with. For example, some revealed that they did not know what a "boda-boda" is, which is a popular mode of transportation in Uganda and particularly in Kabale District. Similarly, they reported that most of the roads in the area lack of signposts, which makes it difficult for them to navigate. For example, one respondent who was interviewed said; " *one lime, I was driving and came to an intersection with no signpost indicating which direction I was to take"* This shows that tourists may, therefore, find it challenging to navigate and get around the area without a guide or interpreter.

All of these language problems can make navigation difficult for tourists who use the roads to Bunyonyi, but with patience and an open mind, most tourists are able to overcome these challenges and enjoy their time in this beautiful part of Uganda. It is possible that Language barriers may cause misunderstandings between tourists and locals. For instance, a tourist may use a phrase or word that has a different meaning in the local language, which can lead to confusion or an offense. Similarly it raises safety concerns. In some instances, tourists may be targeted by scammers or criminals who take advantage of their language problems. For instance, a tourist may unknowingly agree to pay more than they should for a service, or they may not be able to understand warning signs or instructions that could help them avoid dangerous situations.

Another proportion of respondents stated challenges in variation of traffic rules while using the roads as also another key road challenge. Many respondents revealed that traffic rules and driving habits in Uganda and particularly in all districts including Kabale differs from what they are used to in their home countries. Most of them reported challenges in driving for instance; it was revealed that driving is on the left-hand side of the road in Uganda, which they reported they are unfamiliar with especially tourists from countries where driving is on the right-hand side. Most said that this is worsened by lack of traffic lights and signs on these roads in the area. Indeed, traffic lights and signs are nonexistent on the roads to Bunyonyi. This creates confusion for tourists who are used to relying on these markers to navigate and understand traffic patterns. Other challenges were reported related to non-compliance with traffic rules. Some drivers and boda boda riders in the area were reported not to follow traffic rules, such as speeding,

overtaking in dangerous areas, or driving without proper lights or indicators. It is possible this can create hazards for tourists who are not used to such driving behavior and may not anticipate it.

Road conditions were also reported to be poor with lack of pedestriar crossings, sidewalks, or pedestrian-friendly areas on the roads to Bunyonyi. Respondents revealed this creates challenges when they are walking or cycling as they are not used to sharing .the road with cars and other vehicles and also animals. Many of them noted that the roads to Bunyonyi are not wellmaintained, and are with potholes, unpaved sections, and are narrow roads. It was reported this usually creates difficulties for them who are not used to driving on such roads and that they find it hard to navigate or avoid hazards.

In addition, respondents reported challenges with identifying directions. However, many of them attributed this to the remoteness of the roads, together with lack of G **PS** coverage. It was reported that the area around Lake Bunyonyi does not have consistent GPS coverage, which makes it challenging for them/tourists who rely on GPS navigation to find their way around. Overall, directions become a challenge for tourists visiting Lake Bunyonyi. It is essential for visitors to prepare in advance, carry a map, and hire an experienced local guide who can help them navigate the area safely and efficiently.

4.3 Perceptions and attitudes of tourists towards road infrastructure around Lake Bunyonyi area

Overall, responses revealed that tourist perceptions of the state of roads in Bunyonyi can vary depending on their previous experiences and expectations. Most of them were not happy with the poor road conditions. Most tourists perceived the roads leading to Bunyonyi as being in poor condition, with potholes, unpaved sections, or narrow roads. Most of them revealed that this affected their satisfaction as they reported they find it challenging to navigate the roads, because they are not used to driving on such roads.

On the other hand, some tourists perceived the roads to Bunyonyi as offering a unique and scenic driving experience. They revealed they appreciate the views of the rolling hills, lush greenery, and sparkling waters of Lake Bunyonyi along the way. In an interview with one of them he said;

*" the roads are bad, however, I enjoy the slow movements down the hills. **I** enables most of us to view the beauty around due to delayed vehicle movements. As we reach near potholes, I take advantage to take my pictures along the way"*

The roads were revealed to be remote and isolated, with little traffic and few amenities along the way. While this may be a draw for some tourists seeking a more off-the-beaten-path experience, it may be a drawback for others who prefer more developed areas with easy access to services and amenities.

Also, it was perceived the roads are a driving force for adventure tourism. Some tourists road experiences indic?.ted they perceive the roads to Bunyonyi as part of the adventure tourism experience. They may enjoy the challenge of driving on less developed roads, and the sense of adventure that comes with exploring a less-known area brings a lot of satisfaction. This is reflected in what one of the respondents quoted in an interview that; *"when I drive in an area with many potholes around, I feel so happy as it enables me to view the scenic beauty around the lake!"*

Also, responses revealed that traffic jams along the roads leading to Bunyonyi negatively impact the tourist experience by causing delays, discomfort, stress, and safety concerns. It can also have a negative impact on the environment by causing dusty roads, which can affect the long-term sustainability of the destination. Tourist perceptions on delays and missed opportunities caused by jam were not good. It was reported traffic jams often cause delays in reaching their destination, which often result in missed opportunities for tourists. For example, if tourists have plans to visit specific attractions or participate in an activity at a certain time, they may miss it due to traffic delays. This implies that jams can cause disappointment and frustration among tourists. Apart from this, indeed traffic jams can be uncomfortable and stressful for tourists, especially during hot or humid weather conditions. They may have to spend long hours in cramped vehicles without proper ventilation, which can lead to exhaustion, dehydration, and even serious health risks like a heatstroke. This can cause discomfort and affect the quality of the travel experience.

Respondents also reported safety concerns. It was revealed that traffic jams can also raise safety concerns that put the tourists' lives at risk. They reported they are usually more vulnerable to theft and robbery when they are stuck in traffic, as criminals may take advantage of the slowmoving traffic to target their property like phones and smart phones. To them, moreover, the risk of accidents may increase due to the close proximity of vehicles in traffic jams down town.

Some respondents reported that there are negative things associated with traffic jam such as negative impact oa the environment, including air pollution. It was perceived that traffic jams can have a negative impact on the environment due to increased emissions from vehicles which pollute the air, causing breathing problems. Indeed, air pollution can lead to health problems like coughing, which can affect the health and well-being of tourists and local residents. Most of them also reported that pollution can also affect the scenic beauty of the destination and reduce the attractiveness of the area.

To many tourists, they believed poor visibility caused by dust from quarries and mist in the morning along the roads to Bunyonyi can have a negative impact on their experience in several ways. Most of them had a perception and claimed that the unfavorable weather conditions can also affect the scenery and :visibility, making it harder for them to enjoy the beautiful views of the surrounding landscape like hills. They reported that rain and mist often obscure the views and make it challenging to see the surrounding hills and mountains. Moreover, it was reported that the unfavorable weather conditions can affect the availability and quality of accommodation and services in the area. For instance, they had stated that heavy rainfall often causes power outages and water shortages in Hotels and cottages, which affect their comfort while staying in hotels and lodges. Generally, this implies that unfavorable weather conditions can have a significant impact on the tourist experience while traveling to Bunyonyi as it can lead to canceled tours, delayed travel plans, and increased risks of accidents. It was further revealed this can affect the scenery, availability, and quality of accommodation and services in the area.

Some respondents reported safety concerns arising from poor visibility. Many of them had a perception that poor visibility can lead to safety concerns as it can increase the risk of accidents when they are using the roads. It was emphasized that when visibility is relatively low, tourist

drivers find it challenging to see the road ahead, obstacles, animals or other vehicles, which lead to collisions and other accidents. With these, tourists revealed that they feel unsafe and uncomfortable traveling in such conditions. Poor visibility was reported to also reduce the enjoyment of the scenic beauty of the destination. Through interviews, it was revealed by one of the respondents that: *"the dust from quarries often obscure the views and make it difficult for us to see the surrounding hills and mountains, it can settle on the vehicle and make it difficult for us to breathe. The mist also often causes dampness, which makes me personally feel cold and uncomfortable. This can reduce the quality of my travel experience and lead to dissati.sfaction between me and my friends. I believe they are not happy!"* Similarly, respondents revealed that the mist in the morning also makes it challenging for them to see the sunrise or other attractions that require good visibility. This usually lead to disappointment and dissatisfaction among tourists.

Apart from visibility, another perception among the respondents was that during the rainy season, the roads to Lake Bunyonyi can become slippery and muddy. reducing visibility and making it difficult to navigate. It was revealed this can be challenging for their colleagues who are not used to driving on slippery roads and can increase the risk of accidents. Some of them revealed that this is worsened by poor lighting along the roads, making it difficult to see the road ahead, pedestrians, and other vehicles at night. They claimed that this can be dangerous for them in case they are driving or walking at night and negatively impact their travel experience. This implies that overall, perceptions of the state of roads in Bunyonyi can vary among tourists. It is essential for visitors to do their research and understand the road conditions in advance, so they can plan accordingly and ensure a safe and enjoyable trip.

4.4 Strategies for improving road conditions and infrastructure in the area to enhance tourist experiences and satisfaction

Responses on the strategies indicated that unexpected accidents such as road accidents occur due to poor visibility and the state of the road infrastructure. Many respondents recommended that destinations should provide support services such as roadside assistance, including tour guiding to help tourists manage unexpected incidents. Indeed, this can help the tourists who are usually affected by road carnage as well as enhancing their satisfaction.

Other respondents further suggested that in order to increase their travel satisfaction, the government through her agency Uganda National Roads Authority should focus on developing a comprehensive road infrastructure plan, which includes regular maintenance, repairing of potholes, and improving road signage by installing signposts to provide clear directions to tourists. They also recommended that the government should invest in the development of advanced road infrastructure technologies, such as intelligent transportation systems, to enhance road safety and reduce congestion,

It was further found out that the local government of the area has embarked on involving the local community in road maintenance and providing them with the necessary resources and tools needed to reinstate good road conditions like slashers and hoes. This approach if better emphasized can lead to better road conditions and reduce the. costs associated with road maintenance. Tree planting along the roads has also been found out as one of the major strategies underway. Many non for profit organizations and clubs in the area are also taking up the initiative of tree planting such as TIST, Good Samaritan club, Lions Club among others.

Respondents further recommended that traffic management can also avert the problem poor road conditions and infrastructure. They emphasized that implementing traffic management measures such as installation of cameras, traffic lights and road signage can improve their satisfaction while using the roads in the area.

CHAPTER FIVE
DISCUSSION, CONCLUSION AND RECOMMENDATIONS

5.0 Introduction

This chapter presents the detailed discussion of findings in relation to theory and literature review. Bryman, (2012) noted that theory enables how social phenomena can be understood and the research findings can be interpreted. The discussions also include the latent content, some parts of the findings as it was earlier mentioned that the content analysis focused on both the manifest, which was presented in the findings and the latent which will look at hidden meanings of the respondents and participants and draws some conclusions from what is behind their responses. The discussions in this section are presented in the order of the objectives, just as the way in which the findings were presented. The discussions only highlights on interesting parts of the findings that include unexpected responses as well as unusual aspects of the responses that needs to be discussed.

5.lDiscussion.

5.1.1 The most common road challenges faced by tourists

Responses indicated that variations in traffic rules are a big challenge to the tourists' whiles they use the roads to Lake Bunyonyi. It was revealed that most of the tourists are usually not familiar with Ugandan traffic rules, which exposes them at risk of accidents through bad driving. This is in line with what AI-Bakri and Shubber (2020) found out that one of the biggest challenges that tourists face on the road is navigating in an unfamiliar area. To them, GPS navigation systems can be helpful, but they may not always be reliable. In their study, they found that GPS systems can sometimes provide inaccurate directions or fail to recognize certain roads or landmarks. In addition, tourists may not have access to reliable internet or cellular data, making it difficult to use navigation apps on their smart phones. Also, Wang and Chen (2019) indicated that traffic rules and regulations vary from country to country, and tourists may not be familiar with the rules of the road in the country they are visiting. This can be particularly challenging when it comes to driving on the opposite side of the road, which is common in many countries. This study also found that tourists who are not accustomed to driving on the opposite side of the road are at a higher risk of accidents.

One other road challenge as revealed by the findings shows that tourists are faced with language problems. It was revealed that sometimes it becomes hard for them to interprete the local languages such as Rukiga, and that the locals in the areas around the roads connecting to lake Bunyonyi campsite may not all be able to use English and other foreign languages used by the tourists. Language problems were also cited in a study by Lei et al. (2020). According to this study by Lei et al. (2020) tourists who do not speak the local language may have difficulty communicating with locals or reading road signs or even bargaining for transport in the area such as taxi and boda bodas. In this study, it was found that language barriers can be a significant challenge for international tourists, particularly in areas where English is not widely spoken.

Poor state or conditions of the roads was also found to be a great challenge. It was reported that the roads leading to lake Bunyonyi have a series of potholes which make tourists uncomfortable while in the area. This is also in line with findings of a study done in China by Wang et al. (2021), which revealed that tourists may encounter unexpected road conditions, such as narrow or winding roads, unpaved roads, or road construction. These conditions can be particularly challenging for tourists who are not accustomed to driving in such conditions. The study thus found that road conditions were a major concern for tourists traveling on rural roads in China. Another study by Gomez-Baggethun et al. (2013) found that tourists traveling by car in rural areas faced challenges such as difficulty navigating poorly marked roads and unexpected road closures. The study also noted that tourists often lacked access to up-to-date road information, which made it difficult to plan routes and avoid potential obstacles.

Safety and security concerns were also noted among many respondents. Most of them revealed that the roads are not having street lights and some thieves tend to target tourists property including laptops and smart phones. Further, responses highlighted that there is a lot of reckless driving on the roads leading to Bunyonyi, which often escalate accidents.This is in conformity with what a study by Klijs et al. (2018) highlighted that road safety is also a concern for tourists, particularly in countries with high accident rates. This study found that tourists in Thailand faced significant road safety risks, including reckless driving by locals and lack of enforcement of the available traffic laws. The study recommended that tourists take precautions such as wearing seatbelts and helmets and avoiding driving at night or in hazardous conditions.

Responses also revealed challenges of traffic jam and congestion on the roads leading to Bunyonyi. This is probably because of the increased trucks which use the same roads while collecting aggregates and hard core from the quarries at Kiyora. These lead to delayed movement of tourist vehicles in the area. These findings are in line with a report by the Uganda Bureau of Statistics (2018), which stated that traffic congestion is a significant problem in most cities like Kampala, the capital city of Uganda, where the majority of tourists arrives and departs. This can lead to delays and frustration for tourists, particularly those who are trying to make it to their flights or other scheduled activities. Traffic congestion is thus a common challenge for tourists in Uganda, particularly in urban and semi urban areas.

Another finding was that un predictable weather such as heavy rains make the roads in the area muddy, which leads to delays in tourist travels. It was revealed that the effect of lake breeze often lead to un timely rains in the area. Also, similar findings are traced in a report by the Uganda National Roads Authority (2018), poor drainage and inadequate road maintenance during the rainy season can result in roads becoming impassable, which can disrupt travel plans for tourists. The report also highlighted that unpredictable weather conditions, particularly during the rainy season, can also be a challenge for tourists on Ugandan roads. Heavy rains can lead to flooding and landslides, which can make tours and travel impossible in some areas.

5.1.2 Perceptions and attitudes of tourists towards road infrastructure at Lake Bunyonyi area

Most of the respondents were not happy with the poor road conditions on lake Bunyonyi roads.

Most tourists perceived the roads leading to Bunyonyi as being in poor condition, with potholes, unpaved sections, or narrow roads. In line with this is a study conducted by Sadoon, Jaffar, and Yaakup (2017) in Malaysia that also found that tourists' perception of road infrastructure significantly affected their travel experience. The study found that tourists perceived good road infrastructure to be an essential factor for a positive travel experience, and that poor road infrastructure negatively affected their overall satisfaction. Also, in a study by Wang and Chen (2019) done in China, tourists' perception of road infrastructure was found to be a significant predictor of their intention to revisit the destination. The study found that tourists who perceived

the road infrastructure to be good were more likely to revisit the destination than those who perceived it to be poor.

Also a study conducted by Twinomugisha, Mugisa, and Komakech (2019) examined the impact of road infrastructure on tourist arrivals in Uganda. The study found that tourists viewed road infrastructure as an essential factor in their decision to visit Uganda. Tourists preferred destinations with good road infrastructure, which provided them with easy access to tourist attractions.

5.1.3 Strategies for improving road conditions and infrastructure in the area

Responses on the strategies indicated that unexpected accidents such as road accidents occur due to poor visibility and the poor state of the road infrastructure. Many respondents recommended that destinations should provide support services such as roadside assistance, including tour guiding to help tourists manage unexpected incidents. Indeed, this can help the tourists who are usually affected by road carnage as well as enhancing their satisfaction.This is in line with a study by Gursoy et al. (2016). In his study, he revealed that unexpected incidents such as vehicle breakdowns can also impact the tourist experience. The study found that tourists who experienced vehicle breakdowns while traveling reported negative emotions such as frustration and anxiety but recommended that destinations should provide support services such as roadside assistance to help tourists manage unexpected incidents.

Other respondents further suggested that in order to increase their travel satisfaction, the government through her agency Uganda National Roads Authority should focus on developing a comprehensive road infrastructure plan, which includes regular maintenance, repairing of potholes, and improving road signage by installing signposts to provide clear directions to tourists. They also recommended that the government should invest in the development of advanced road infrastructure technologies, such as intelligent transportation systems, to enhance road safety and reduce congestion. Similar developments were citedin a study conducted in Thailand by Lertputtarak, Srivihok, and Thirawat (2018), which suggested that the government should focus on developing a comprehensive road infrastructure plaL, which includes regular maintenance, repairing of potholes, and improving road signage to provide clear directions to tourists.

It was further found out that the local government of the area has embarked on involving the local community in road maintenance and providing them with the necessary resources and tools needed to reinstate good road conditions like slashers and hoes. This approach if better emphasized can lead to better road conditions and reduce the costs associated with road management. Tree planting along the roads has also been found out as one of the major strategies underway. Many non for profit organizations and clubs in the area are also taking up the initiative of tree planting such as TIST. Good Samaritan club, Lions Club among others. This is in agreement with a study conducted in Tanzania by Mwakalinga, Bilinga, and Mlozi (20 I 9) that suggested that improving road infrastructure could be achieved by involving the local community in road maintenance and providing them with the necessary resources and tools. This approach could lead to better road conditions and reduce the costs associated with road maintenance.

Other studies such as one conducted in Nepal, Bhandari et al. (2019), also agrees with community participation to be a key driver to road improvement. The study also found that involving local communities in road maintenance improved road conditions and infrastructure, which enhanced tourists' satisfaction with their travel experiences. Community Involvement is important in all stages of formulating community development plans and can also play a significant role in improving road conditions and infrastructure. Also according to Lertputtarak. Srivihok, and Thirawat (2018), upgrading and maintenance of roads is critical in the tourism sector. Upgrading and maintaining roads is a common strategy used to enhance road conditions and infrastructure in most countries. In their study conducted in Thailand, it was found that tourists' satisfaction with road infrastructure significantly improved when roads were upgraded and maintained.

Respondents further recommended that traffic management can also avert the problem of poor road conditions and infrastructure. They emphasized that implementing traffic management measures such as installation of cameras, traffic lights and road signage on roads leading to Bunyonyi can improve their satisfaction while using the roads in the area.Advancementin road technology can have a significant effect on infrastructure development and maintenance, resulting into improved road conditions and infrastructure. This implies that such improvements

also come with tourist satisfaction. This can be compared with a study conducted in Indonesia by Widiastuti, Sunarti, and Suhartanto (2019). which highlights similar achievements. The studyalso revealed that traffic management is an important strategy that can enhance tourist satisfaction. Traffic management can also improve road conditions and infrastructure. This study further found that implementing traffic management measures such as traffic lights and road signage improved tourists' satisfaction with road infrastructure.

5.2 Conclusion

Generally, the study reveals that the tourist road experiences are both negative and positive. The study found that the state of the roads in the area is poor, with potholes, no street lighting and also with poor signage. Also the poor conditions of the roads in the area often cause life threatening events such as accidents, and increased safety challenges to the tourists using these roads. A number f strategies have been put in place to improve on road conditions but a lot is still desired. The study thus concludes that although the roads are poor, experiences of the tourists vary depending on the effect of what is experienced and the overall impact on tourist satisfaction. Some tourists for example claimed that the poor state of the roads can promote adventure tourism. Larsen (2007) indicated that tourist experiences can be positive or negative and may result in changes or memorable moments. These experiences are classified into peak experiences, extended or extraordinary experiences, and transformative experiences. The impact of these experiences on tourists varies, and they may acquire different skills depending on the challenge faced. If the challenge is more significant than the tourist's skill level, it can cause anxiety. On the other hand, if the ski II level matches the challenge, it can bring about relaxation. The type of experience a tourist has depends on the activities engaged in. Mules (2011) supports this notion, emphasizing that there is a distinction between the actual experience and the subsequent representation of that experience in a narrative form. A cognitive approach to studying tourist experiences must consider the mental memory processes, as memories are what remain after the experience has ended.

5.3 Recommendations.

Basing on the findings of the study and in relation to the study objectives, findings revealed that there are several challenges including safety and security along the roads, congestion, language

barriers among others, often affecting tourist satisfaction. It can therefore be recommended that there is need for improving the road conditions through constant renovation. However this calls for the attention of government and increased community participation in road maintenance activities if tourist satisfaction is to be boosted in the area. For example, Uganda National Roads Authority should focus on developing a comprehensive road infrastructure plan, which includes regular maintenance, repairing of potholes, and improving road signage by installing signposts to provide clear directions to tourists.

The study also recommends that the government should invest in the development of advanced road infrastructure technologies, such as intelligent transportation systems in the area so as to increase tourist satisfaction.

5.4 Areas for further research.

The researcher's task was to investigate "the tourists' road experiences around Lake Bunyonyi in Kabale, south western Uganda", maintaining the same topic, one should investigate similar developments on regional and national levels to establish the tourist road experiences in Uganda. French speaking tourists go through in general.

From the study that was conducted, it was found out that language is sometimes a problem to the tourists visiting the areas near Lake Bunyonyi. Further studies must therefore throw light on the impact of tourist language experiences in the country.

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APPENDICES

Appendix l: interview Guide for Tourists In Relation To Road Experiences

(TIME: 30 MINUTES).

1. How did you decide that you needed to travel to Uganda?

2. What sources did you use to learn more about Uganda?

3. Describe for me your booking process.

4. Share with me your road experience right from the Ugandan border or airport.

5. Describe for me your travel from the starting point to lake Bunyonyi

6. Which places have you visited in Kabale

7. Which transport means did you use when visiting the various places?

8. How do you rate the roads you passed in as you came to Bunyonyi?

9. Share with me the challenges you faced while using the roads to Bunyonyi?

10. Please share with me some of your memories especially the Interesting experiences in Uganda particularly on the roads in Kabale leading to Lake Bunyonyi?

11. What do you remember most about your experience on these roads?

12. How did you feel when you were using these roads?

13. How did all your experiences relate to your emotions?

14. What would you recommend in order to improve on the road experience you have had during yow· travel to Lake Bunyonyi and the overall tour in Uganda?