

FACTORS INFLUENCING THE GROWTH OF TOURISM IN UGANDA:

A CASE STUDY OF BWINDI IMPENETRABLE NATIONAL PARK

BY

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DECLARATION

Katwesigye Jordanddeclare that this research report has not been published or submitted for the ward of degree or diploma in any other institution for any academic award.

Signature **date 23/3/2022**

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APPROVAL

his is to certify that this research report entitled "Factors influencing the growth of tourism in Uganda. A case study of Bwindi impenetrable national park" is under my supervision.

Signature date

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DEDICATION

This research is duly dedicated to my beloved parents, brother, sisters and relatives for all material and spiritual support they rendered to me during my study. May the almighty God reward their efforts.

Above all to the almighty God for giving me wisdom and guidance in all I have gone through.

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LIST OF ABBREVAIATION

WTTC	World Travel Tourism Council
BINP	Bwindi Impenetrable National Park
UWA	Uganda Wildlife Authority
UNDP	United Nations Development Programme
UTB	Uganda Tourism Board
UK	United Kingdom
ITFC	Institute for Tropical Forest Conservation
RTP	Responsible Tourism Patron
BMCT	BwindiMugahinga Conservation Trust
GEF	Global Environmental facility

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ABSTRACT

The study was about factors influencing the growth of tourism in Uganda. A case study of Bwindi Impenetrable national park. The study was guided by the following objectives; to identify the attractions that have influenced growth of tourism at Bwindi impenetrable national park, to examine how government policy has contributed to the tourism at Bwindi impenetrable national park and to identify other potential factors that have led to the growth of tourism at Bwindi impenetrable national park. Descriptive research design was used in the study and data was collected using a questionnaire and key informant interviews. During data collection purposive sampling technique and simple random sampling were used. Both qualitative and quantitative approaches were used to collect data from 81 respondents. The respondents were dominated by males accounting for 59% and females accounting for 41 %. In terms of occupation, respondents were comprised of tour guides with diploma level represented by 48% most tour guides had completed Diploma, policy makers were represented by 8% and had completed degree level of education. Tourists were represented by 12% and they had completed postgraduate level of education, peasants had completed primary and secondary level and they were represented by 15% and 17% respectively.

The findings revealed that animal species such as mountain Gorillas were the major tourist attractions at Bwindi impenetrable national park because 22% of the respondents or tourists rated them as the main reason for visiting Bwindi impenetrable national park. Other factors have led to the development of tourism at Bwindi impenetrable national park include political climate with 10% of the respondents, image of the destination with 7%, craft shops and tourism centers with 18%, game and bird watching with 16%, nature walks with 11 % and friendly tour guides and tour operator with 14%. Some of the challenges that hinder tourism development at Bwindi impenetrable national park include poor road network and cool climate which most of the tourists feared. The study concludes that the presence of unique wildlife especially mountain Gorillas, the image of Bwindi as a tourist destination and favourable policies are the major factors that influenced tourism development, policies that improve and promote tourism in the sharing of tourism benefits and other factors that contribute to tourism development at Bwindi impenetrable national park. -The findings of this research are expected to be useful to policy makers, academicians and other key players in the tourism industry and community development sector. Although the results have established that local communities participate in the tourism decision-making process through their leaders who are members of the decision-making bodies, overall the local people in Ruhija sub-county felt they were generally not involved. This was in part caused by people's reluctance to attend village general meetings, which eventually posed barriers to communicate outcomes. This suggests the need to raise people's awareness of the importance of village general meetings as important avenues through which public opinion can be collected and feedback from leaders can be communicated.

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 concepts.

1.1 Background of the study

Tourism is an industry that is widely considered as an effective contributor to socioeconomic development particularly in less developed countries (Sharpley and Telfer(2009). According to World Travel Tourism Council (WTTC), Tourism is a social, cultural and economic phenomenon which entails the movement of people to countries or places outside their usual environment for personal or business/professional purposes. These people are called visitors (which may be either tourists or excursionists; residents or non-residents) and tourism has to do with their activities, some of which imply tourism expenditure (United Nations World Tourism Organization, 2008).

Of recent the Kenyan secretary of tourism, Dr. Nelson Githinji (2011) has ranked and appreciated the Uganda tourism industry growth as number one in the whole of Africa. In accordance to the tourism review of 2011, Uganda's tourism sector grew 25% compared to that of South Africa and Tanzania that grew 21% and 13.4% respectively. However. there are few factors that justify this enormous growth in Uganda's tourism industry. According to Dr. Nelson, there are some of the drivers that have earned Uganda the first place in Africa as far the tourism industry growth is concerned. And they include political stability and availability of unique plant and tree species among others.

Bwindi Impenetrable National Park (BINP) is located in south-western Uganda covers an area of 331 km². It is situated on the edge of the Western Rift Valley occupying the highest blocks of the Kigezi Highlands. The park lies along the border of the Democratic Republic of Congo, at about 29 km by road to the north west of Kabale town and 30 km north of Kisoro town. Bwindi is home to about 400 endangered mountain gorillas (*Gorilla beringeiberingei*) about half the world population. It has been managed as a protected area since 1932, first as a forest reserve,

then as a game sanctuary and, from 1991, as a national park (with subsequent evictions of the resident, indigenous Batwa people). The park was declared a World Heritage Site in 1994,

Tourism at Bwindi impenetrable national park has undergone a tremendous change increased number. Sources from UWA indicate that in 1990 approximately 3,000 people visited Bwindi impenetrable national park, in 2011, 15,000 tourists visited the park, in 2012 the number of visitors increased from 21% to 25% in 2019 (from 18,000 to 126,000 of tourists). In 2021 the number of tourist increased from 19,850 to 20,000 tourists (UW A, 2022). There was decrease in tourists from year 2019 to 2020 because of the Covid-19 outbreak which hindered travel movements in and outside the country.

Tablet: Showing number of tourists who visit Bwindi impenetrable national park

Year	Number of tourists
1990	3,000
1993	1,313
2011	15,000
2012	18,000
2015	16500
2019	126,000
2020	19,850
2021	20,000

Source: UWA, 2022

However, several factors attribute to tourism development in Bwindi impenetrable national park among which some are still unknown and its' on this basis that the researcher intends to find out the factors influencing the growth of tourism in Uganda and Bwindi impenetrable national park in particular.

1.2 Problem statement

The growth of tourism industry in Uganda is attributed to a number of factors such as presence of attractions, government policy and security. Bwindi receives many tourists throughout the year for example visitors numbers have grown from 108 in 1992 to 1,300 by 2019. However it is not clear as to which factors have mainly influenced the growth of tourism at Bwindi. More so, It is not clear whether there are other non-conventional factors that have led to this growth. For a national park that charges the highest visitation fees that is 750USD for a single activity of Gorilla tracking and has experienced security problems in March 1999, a force of 100 to 150 former Rwandan Interahamwe guerrillas infiltrated across the border from Democratic Republic of Congo and kidnapped 14 foreign tourists. It raises curiosity to know the major factors that have led to continued growth despite the said issues. Therefore this study aims to find out those factors that led to the continued growth in tourism at Bwindi despite the said challenges.

1.3 Objectives of the study

1.3.1 General objective

The general objective of the study was to assess the factors influencing the growth of tourism in Uganda. A case study of Bwindi impenetrable national park

1.3.2 Specific objectives of the study

1. To identify the attractions that have influenced growth of tourism at Bwindi impenetrable national park
11. To examine how government policy has contributed to the tourism at Bwindi impenetrable national park
113. To identify other potential factors that have led to the growth of tourism at Bwindi impenetrable national park

1.4 Research questions

1. What are the attractions that have influenced growth of tourism at Bwindi impenetrable national park?
11. How has the government policy contributed to the tourism at Bwindi impenetrable national park?

111. What are other potential factors that have led to the growth of tourism at Bwindi impenetrable national park? **1.5**

Scope of the study

1.5.1 Content scope

The study focused on the factors influencing the growth of tourism in Uganda and was confined at Bwindi impenetrable national park in south western Uganda.

1.5.2 Geographical scope

The study was carried out at Bwindi impenetrable national park located ¹¹¹ south western Uganda.

1.5.3 Time scope

The study focused on the period of four eight months that's (June 2021 to February 2022). This was because the researcher believed that the information for this period was needed to establish the relationship between the study variables.

1.6 Significance of study

Community level

The findings of the study may help community members neighboring Bwindi to know different tourism based activities that should be done around the national park for a better tourism development.

District level

The study findings may provide relevant information about tourism sector ¹¹¹ Kanungu and Kisorodistricts and how best community based tourism activities can be improved basing on tourism development activities.

National level

The government of Uganda may understand different factors that contribute to tourism development needed by the community members and the government and how to implement them for better tourism growth.

1.7 Definition of operational Terms

Tourism: This is an industry consisting of tourists, a business and an environment or local community for operations.

CHAPTER TWO: LITERATURE REVIEW

2.0 Introduction

This chapter reviews the existing literature on the topic under study. It considers the factors influencing the growth of tourism in Uganda and Bwindi impenetrable national park in particular following the order of objectives.

2.1 Attractions that have influenced growth of tourism at Bwindi impenetrable national park

Uganda's political climate had stabilized and conditions were suitable for reinvestment in Uganda's tourism industry. However, the loss of the charismatic wildlife in previously popular safari parks such as Queen Elizabeth, Murchison falls prevented these parks from competing with similar tourists' attractions in the neighboring Kenya and Tanzania. Uganda's tourism industry instead promoted its tropical forests. The key stone of the new industry was Bwindi National Park which has approximately half of the world's population of mountain gorillas. In October 2014, the Ugandan governments Ministry of Tourism Wildlife and Antiquities released the 2014- 2024 Tourism Development Master Plan with support from UNESCO and UNDP, (2014). Among other strategies, the plan divides the country into several geographical tourism development areas for example Bwindi impenetrable national park falls in south western area and specifically is allocated for Gorillas which attract more of the tourists to Uganda and Kigezi sub region in particular.

Game and bird viewing are the most popular tourists' activity in Bwindi impenetrable national park Uganda, wild animals like lions, buffalos, giraffes, antelopes, elephants are common in Uganda's ten national parks. Uganda is one of the only ten countries where it is possible to visit endangered gorillas. Mountain gorillas are Uganda's prime tourist's attraction. Bwindi impenetrable national park has got 400 Gorillas which fall in 10 family groups with the vast majority of these are in Bwindi Impenetrable National Park with a few others in Mgahinga National park both in South Western Uganda.

Availability of quality accommodation. Accommodation establishments are facilities that offer to travelers overnight stay in rooms and a number of auxiliary services travelers may be interested depending on their level of expectations and income. Travelers, especially tourists, require

Presently, the ministry of Tourism Wildlife and Heritage and Uganda Tourism Board (UTB. 2017) maintain information along with statistics pertaining to tourism for the country. There has been increased investment in tourism, particularly in travel, accommodation and related facilities and this has enhanced tourists experience in the country. Adventure tourism, ecotourism, and cultural tourism are being developed. About three-quarters of Uganda's tourists are from other African countries, Kenya which borders Uganda is the biggest source of tourists to Uganda

making up almost half of all arrivals into the country.

Research to Policy (2014) specified that the availability of craft shops and tourism centres around Bwindiare filled with craft shops and rickety signs pointing to guiding and other services. A snapshot inventory gives the impression of a vibrant local tourism industry. However, many of the enterprises listed - particularly the guided walks and other guiding services - are occasional and opportunistic rather than viable businesses. Others are aspirational for example the many honey producers have limited sales to lodges as do the market gardeners. Key challenges include inadequate capacity to produce quality products and services, inconsistent supplies and poor agricultural practices. In the case of the craft producers and outlets, there are numerous small craft shops and producer groups. However the majority sell the same products- gorilla carvings, baskets and fabric crafts - with quality standards in general being fairly low.

Availability of tour operators which reported that trips to Bwindi varied in length between 2 and 5 nights with the large majority being two or three nights. Guests may have some free time in the afternoon when they first arrive, and evenings, at their accommodation (although they are likely to have an early night before and after the trek). If trips are longer than 2 nights, then tourists tend also to have a day free after doing the gorilla trek on their first full day in Bwindi. Some will choose to repeat the gorilla trek on their second day. Sometimes the gorilla trek will finish early if the gorillas are sighted early in the day. That would leave the remainder of the day free but willingness to participate in any other activities would depend on the tourists' mood after the trek, how tired they were and so on. Any activities marketed to meet this available at

(www.iied.org)

2.2 Government policy contributions to the tourism at Bwindi impenetrable national park According to Uganda Tourism Act. An Act to reform, consolidate and streamline the law relating to tourism; to provide for licensing, regulating and controlling of the tourism sector; to give effect to the implementation of the tourism policy of Government; to reconstitute the Uganda Tourist Board to make it private sector driven; to establish a tourism development levy; to provide for the establishment and management of a tourism development fund; to repeal the Hotels Act, the Tourist Agents (Licensing) Act, and the Uganda Tourist Board Act; and to provide for related matters.

While well-motivated, the revenue sharing scheme, gorilla levy and other tourism initiatives have not to date generated significant benefits for the majority of people living around the park. This is partly due to the system of disbursement of funds which has been corrupted leading to some funds failing to reach intended beneficiaries. It is also due to poor targeting of benefits at those households who actually bear the costs of conservation for example the poorest households who live closest to the park. Furthermore, Bwindi is surrounded by one of the most densely populated areas of rural Africa, with up to 300 people/ km², (Plumptre et al. 2004). There are 101 villages in 27 parishes along Bwindi's boundary representing approximately 70,000 people, of whom approx. 1000 are from the indigenous- and politically marginalised Batwa ethnic group. Under UWA's Revenue Sharing Guidelines, all should receive a share of the income that UWA raises from park entrance fees and gorilla tracking permits. The total amount of revenue is, however, limited. Like many other African countries, tourism to Uganda has suffered as a result of the Ebola outbreak in 2014 and security concerns with tourist numbers to Bwindi dropping to 16,500 in 2015 (JGCP Perscomm), state managed gorilla tourism started in 1993, tourist numbers have exponentially increased from 1,313 in 1993 to 18,000 in 2012 (BINP General Management Plan 2014-2014) and then 21,500 in 2014 (IGCP Perscomm).

Uganda actively participated in the United Nations Conference on Environment and Development (UN CEO) in 1992 and officially endorsed Agenda 21, the key policy output of the conference: Agenda 21, in Chapter 4, encourages countries to promote sustainable consumption and production technologies. Following her endorsement of Agenda 21 therefore, Government of Uganda advocated for the introduction of cleaner production methods across all key sectors of the economy. Cleaner production methodologies demonstrate how scientific and technological

innovations influence the production cycle in ways that benefit the environment and protection of wildlife.

The loss of income and livelihoods resulting from the designation of the National Park led to violent conflict between local people and the Uganda Wildlife Authority (UWA) responsible for managing the Park (Baker et al. 2011). In 1994, as a result of the tense relationship between the community and UWA, a collaborative forest management approach was set up. This allows limited forest resource access and use by the frontline communities that shoulder the opportunity cost of land not used for agriculture and that also suffer crop damage from gorillas and other wild animals. A revenue sharing programme was also introduced in the late 1990s whereby 12% of Gorilla tracking fees were allocated to a fund for community development projects such as schools and clinics. In the early-mid 2000s, the scheme changed to an allocation of 20% of park entry fees to the community fund resulting in a significant lowering of the total funds disbursed to local development projects. After lobbying by local government, residents and international organisations working in the area, an additional allocation of 1 % of the gorilla tracking fee (US\$ 500 per permit) was added to the fund from 2010 onwards in the form of a 'gorilla levy'.

There are 18 habituated Gorilla groups in Bwindi forest. This spread of habituated Gorilla groups has associated challenges, key among which is the increased human-wildlife conflict caused by gorillas ranging outside the park on community land. At least six of the habituated Gorilla groups are known to range on private land. This contributes to the perception of costs associated with the park among local communities available at (<http://Ugandawildlife.org>)

2.3 Other potential factors that have led to the growth of tourism at Bwindi impenetrable national park

The 'Local Economic Development Through Pro-Poor Gorilla Tourism' project, funded by the

UK Darwin Initiative, was intended to start to address this problem. Running from 2016 to 2019, the project (involving IIED with partners the Institute for Tropical Forest Conservation (ITFC), the International Gorilla Conservation Programme (IGCP) and the Responsible Tourism Partnership (RTP)) aimed to develop and test new or improved local tourism products and services that responded to an expressed demand from tourists, tour operators and lodges, and have the potential to increase local revenue from tourism around Bwindi Forest thus contributing

to poverty alleviation, improving local peoples' attitudes to conservation and reducing threats to gorillas Twinamatsiko et al., (2014).

Changing community perception was that by explicitly linking the delivery of benefits from a vibrant tourism industry based on a healthy population of Mountain Gorillas to front-line, marginalized communities, local attitudes to conservation would be improved and threats to the park reduced. It was hoped that rural areas around Bwindi Forest will support sustainable local economic development which maximises the contribution from tourism as opposed to simply existing alongside it Harrison, (2014).

Perceived safety and security. Safety and security are the measures or efforts put in place to safeguard tourists and other elements from harm and unlawful interference by unauthorized elements. (Chauhan, 2007) Tourists want to feel safe from any harm such as terrorism, theft and disease outbreaks or in and that is why the success or failure of a tourism destination depends on its ability to provide a safe and secure environment for its visitors. (Caribbean tourism organization, 2012) This is why tourists always search for safe destinations; government normally shuns insecure destinations.

In addition to the revenue sharing programme, a tourism programme was established as one component of a range of local development projects supported by the Bwindi Mgahinga Conservation Trust (BMCT) - an endowment fund established by the Global Environment Facility (GEF) in 1994. For example, in 2002, the 'Buhoma Village Walk', was established with support from BMCT in the community adjacent to Buhoma gate and park headquarters.

Beyond tourists and tour operators, lodge owners and managers also directly influence the uptake of local tourism products and services. At the start of the project there was limited use of local products and services by the tourist lodges around Bwindi. In discussions about the constraints and opportunities, nearly all highlighted problems of quality, quantity and consistency of supply. Lodge managers reported that they would be willing to purchase a wide range of fresh fruit and vegetables, herbs and spices, honey, cut flowers, milk and (to a lesser extent) meat, if regular supply of good quality products could be assured. Beyond food products, a number of lodge owners noted problems in providing cultural services and other tourism products. For example, they noted a lack of coordination between suppliers of different services for example dance

groups- and lots of quarrelling about who will attend which lodge. Lodge managers also noted that many of their guests are very interested in experiencing Batwa culture but are equally concerned to ensure experiences are not exploitative and that the Batwa themselves are actually benefiting.

CHAPTER THREE

RESEARCH METHODOLOGY

3.0 Introduction

This chapter describes the methodology that was employed in conducting the study. This chapter focused on the description of the procedures that were employed in the study.

3.2 Research Design

Descriptive research design was used in the study. Descriptive research design was used to describe characteristics of the population or phenomenon being studied and this enabled the researcher capture respondents view in their own words. Characteristics of the population helped to describe the attitudes, opinions, behaviours and feelings about the factors influencing the growth of tourism at Bwindi impenetrable national park

3.3 Study area.

The study covered Ruhija at Bwindi impenetrable national park Rubanda district and it considered two villages of Rwemengo and Ruhija which are adjacent to the national park. Ruhija is located in the eastern part of Bwindi impenetrable national park and is a good a habitat to mountain Gorillas left in the wild. This was because the Ruhija receives 1200 tourists thought the year compared to other tourism destination areas of Ntengo which receives 650 which receives and Rushaga which receives 800 and the area was accessible during data collection.

3.4. Study Population and Sample Size Determination

The study population of 3200 respondents was selected from two villages of Ruhija sub county Rubanda district (Household survey 2020). To get the sample size, the Glenn formula was used to get the sample size of the population.

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

n = Sample size

N = Population size

k = constant

e = Level of precision 15%

Therefore

$N=3200$

k = constant

$n=3200$

$1+3200 (0.15)$

$n=44$ respondents were selected.

Purposive sampling further was used to select key informants which included 30 tourists and 05 Local administrators who included 01 Chief Administrator officer, 01 Chairperson LCV, 01 Tourism Officer, 01 Community Development Officer and 01 District Planner among others. The researcher did this in order to acquire specific data and information from respondents who believed to have more information regarding this specific type of study.

Table: 1: Study Population and Sample Size Determination and Selection

Category of Respondents	Population	Sample	Sampling Method
Population	3200	44	Simple Random Sampling
Key informants			Purposive Sampling
Tourists	30	30	
Local administrators	05	05	
Total		81	Respondents

Primary data, 2022

3.6 Sampling procedure

To get clear and accurate data, simple random sampling and purposeful sampling were used.

Community members were selected using simple random sampling and the reason was to avoid bias. Purposive sampling was used on tourists and local leaders because the researcher was interested in their classified tourism data records.

3. 7 Source of data

Data sources were both secondary and primary sources

3. 7. t Primary data source

This data was obtained from the firsthand information for example wildlife authority officials, tourism records, resources available, observation, interviews and questionnaires. The primary data was applied on those respondents because questionnaires were used plus the interviews.

3.7.2 Secondary data

This data was collected from written materials or literature for example text books, journals, reports magazines and internet. Secondary data was obtained from the records of community development officers and the tourism officer of the entire district and in this case Rubanda district was used.

3.8 Methods of data collection

The following instruments and methods were used

3.8.1 Questionnaires

A set of questions containing open ended and close ended questions was set and administered to the respondents. Respondents who knew how to read and write for example tourist, tourism officer, managers, policy makers and community development officer who were literate filled these questionnaires. These questionnaires were different, the researcher designed questionnaires for community development officer mainly to reveal the number of community members who mostly got involved in tourism activities and revealed the concern of their participation in those tourism development activities and the consequences that they faced.

3.8.2 Interview method

The researcher basically interviewed community members, tourists, hotel managers and policy makers at Bwindi impenetrable national park.

3.9 Procedures for data collection

The researcher obtained an introductory letter from the university authorities who granted him the permission from the local authorities of Ruhija sub-county in Rubandaa district as well as respondents print and type the questionnaires and then the researcher visited the targeted respondents for easy collection of data.

3.10 Data management and analysis

Data was processed into meaningful information by editing and classifying it and then it was compiled and collected from the various sources, comparisons, contracts and conclusions were made.

Quantitative data was summarized and categorized whereas Qualitative data was analyzed and presented using tables, percentages, pie charts and histograms.

3.11 Limitations of the study

Time constraint. The time which was allocated in this study was not enough to exhaustively cover all the research variables and this was worsened by the fact that there were other course units to be covered in this semester alongside research.

Financial constraints. The financial costs were involved during the study like stationary, binding, typesetting, printing and transport costs which was a big burden to the researcher and besides he could have to pay tuition, accommodation and examination dues and this was very serious.

Language barrier. Some targeted respondents could not easily interpret the instruments like questionnaires since they were designed in English. However, the researcher tried to translate the questions into local language for better understanding.

CHAPTER FOUR: PRESENTATION OF FINDINGS

4.0 Introduction

This chapter presents findings of the study, which were presented according to the objectives of the study; such as to identify the attractions that have influenced growth of tourism at Bwindi impenetrable national park, to examine how government policy has contributed to the tourism at Bwindi impenetrable national park and to identify other potential factors that have led to the growth of tourism at Bwindi impenetrable national park and the socio demographic characteristics of respondents is also shown under here;

4.1 Socio demographic characteristics of respondents

Personal information of respondents was collected and determined the responses of respondents and these were; Age, sex, educational level and occupation of respondents as highlighted hereunder.

4.1.1 Socio demographic characteristics of respondents

Table 1: Socio demographic characteristics of respondents

Variable	Frequency(n=81)	Percentage (%)
Sex of respondents Male	48	59
Female	33	41
Age in years		
18-25	17	21
26-35	28	35
36-45	20	25
46 and above	15	19
Level of education Primary	12	15
Secondary	14	17
Diploma	38	48
Degree	06	08
Post Graduate	10	12
Main occupation		
Tour guides	07	08
Tourism officer	01	02
COO	01	02
Peasant	68	82
Civil servant	04	06
others	00	00

Source: primary data, 2022

The finding of the study indicates that female respondents were highly represented as reported by 71.0% of the total respondents compared to their male counterparts 29% who were obtained as a result of interviewing. This shows that females were engaged in community tourism than males. This could have been due to ability to produce work and hope associated to male. The population of female respondents shows that they are actively engaged in community tourism practices and skills than male respondents. Most female respondents were found in tourism activities such as hand craft making of baskets as well as hats and they were selling them to tourists around Bwindi impenetrable national park. This is in line with Tourism Development Plan 2040 which

stated that many participants have been in tourism for a long time and are used to certain old practices of selling local art crafts to earn income.

Age of respondents was considered as one of the variables in the study area and the findings presented in table one above revealed that majority of the respondents were with the age of 26-35 years with 35%, followed by respondents who were having age of 36-45 years with 25%, respondents of the age bracket 18-25 years accounted for 21 % and 46 years and above were reported by 19% who were obtained from questionnaires and interviewing. This means that majority of the respondents were between the age of 26-35 who are still in youth stage with more energy and skills were involved in growth of tourism in Bwindi impenetrable national park.

The study finding indicates that majority respondents attained diploma level of education 48%. Respondents with secondary level of education constituted 25% followed by those with primary level of education with 15% and finally post graduate qualification with 10% respondents. The study found out that the respondents with secondary level, diploma level and postgraduate level of education were having adequate knowledge about the factors influencing growth of tourism in at Bwindi impenetrable national park.

Findings from the study also found out that peasants were highly represented by 82% were highly involved in the study, respondents who were tour guides were represented by 8%, civil servants were also represented by 10% and there were not other respondents with different occupational levels all were obtained as a result of interviewing and use of questionnaires. However, findings revealed that peasants were highly represented in the study as they were the neighbors of the park and they were engaged in different tourism projects that are friendly to the national park such as bee keeping and therefore they gave out informed responses because they had knowledge about the factors that influence growth of tourism of Bwindi impenetrable national park.

4.2 Attractions that have influenced growth of tourism at Bwindi impenetrable national park

Table 2: Attractions that have influenced growth of tourism at Bwindi impenetrable national park

variable	Frequency (F)	Percentage (%)
Political climate	08	10
Image of destination	06	07
Craft shops and tourism centres	15	18
Animal and plant species such as Mountain gorillas	18	22
Game and Bird watching	13	16
Nature walks	09	11
Friendly tour guides and tour operators	12	14
Total	81	100

Source: Primary data, 2022

Table 2 above, the study findings from the questionnaires revealed that there were different attractions that have influenced growth of tourism at Bwindi impenetrable national park as they reported by political climate which was represented by 10% of respondents, Image of destination was also represented by 7% of the respondents, Craft shops and tourism centers was also represented by 18% of the respondents, Animal and plant species such as Mountain gorillas was also represented by 22% of the respondents, Game and Bird watching was also represented by 16% of the respondents, Nature walks was also represented by 11% of the respondents and friendly tour guides with tour operators was also represented by 14% of the respondents. However, majority of the respondents revealed that animal and plant species such as

Mountain gorillas which had 22% was the most tourist attraction at Bwindi impenetrable national park.

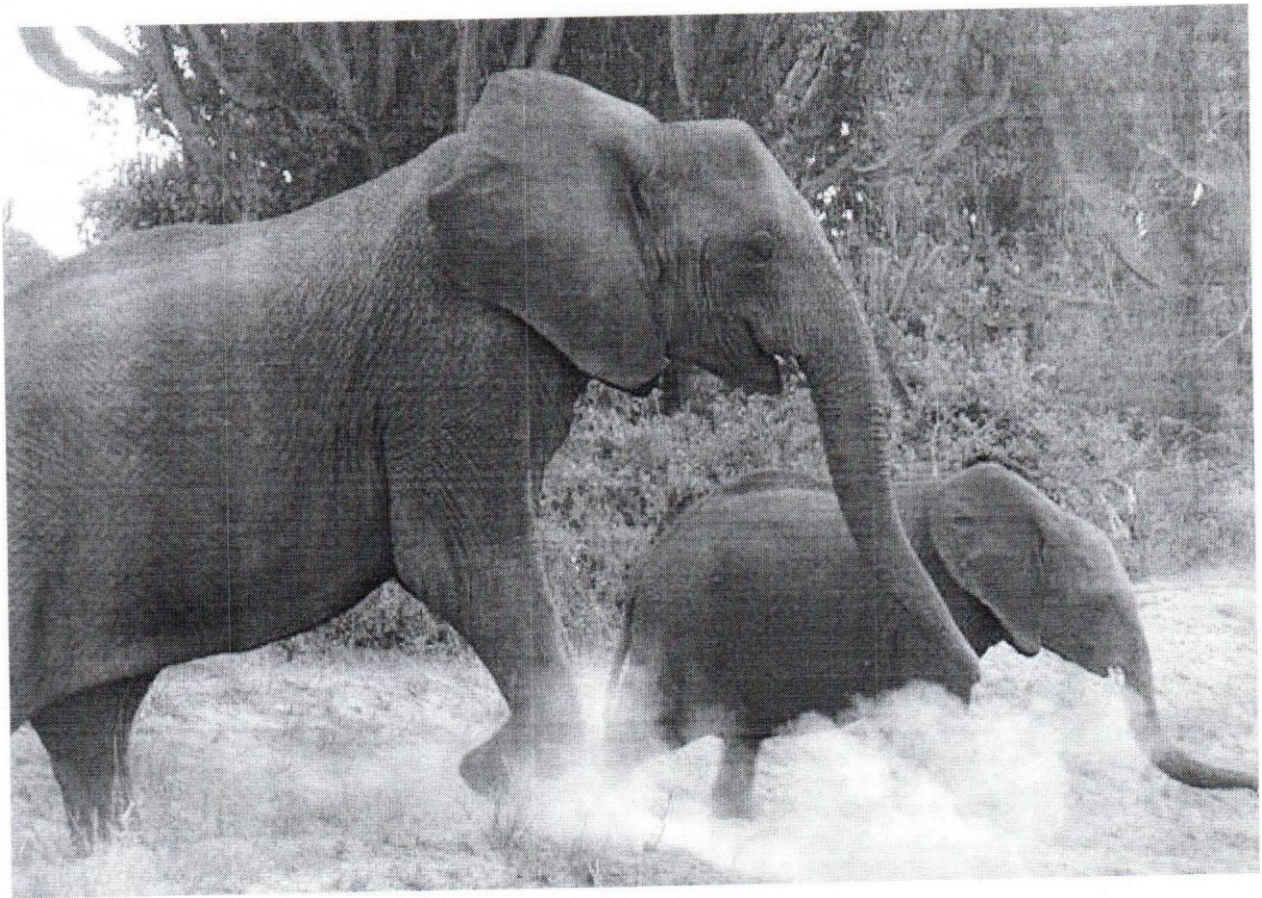
From the interview that was conducted between the researcher and tourist from California revealed that Gorilla habituation was the most attraction that made her come to visit Bwindi impenetrable National Park. He narrated that she travelled to Bwindi by road transport and the transport was accessible and stayed at Gorilla safari lodge.

Figure 1: Animal species at Bwindi impenetrable national park



Gorilla

From the interview that was conducted between the researcher and a tourist respondent from Ruhija revealed that Bird watching and mountain climbing attracted him to Bwindi and his experience that he shared revealed that he had come for leisure. He added on that his image did not change when he visited Bwindi impenetrable national park. The love for mountain Gorillas and basically flora and fauna were the most things that attracted him most.



Elephant

From the interview that was conducted between the researcher and a tour guide from Ruhija who had come from Kirima parish in Buhoma sub-county Kanungu district revealed that Most elephants are also found in Bwindi. He said that Bwindi has got current statistics which are a little vague with the estimates of 30-50 elephants. roughly the same as eight years ago. These elephants are slow breeders, with only one infant every five years, that's why they don't increase in number quickly like other animal species of cat family. He added on that Elephants in the gorilla highlands are of two species; the forest elephant and the savannah elephant. The main differences are the numbers of nails on their feet, the shape of their ears and the tusks. The most feasible activity of elephant viewing in the sides of Buhoma and Kihicho of Kanungu side of the national park.

From the interview that was conducted between a researcher and UW A staff revealed that Bwindi impenetrable national park has got a variety of over 100 bird species which can be

spotted per day. She said that 23 are endemics like Blue headed sun birds and short warbler. The most simple birds to spot at Bwindi impenetrable national park are; Red headed bluebill, African blue, African Emerald Cuckoo, White tailed blue fly catchers and common bulbul. Those bird species were found mainly to be traced at Mubwindi swamp trail in Ruhija.

Other major birds that are found in Bwindi Impenetrable National park includes; Hand some francolin, African wood owl, Rwenzori Nightjar, Bar-tailed Trogon, Black Bee eater, Western Green Tinker, Dwarf Honey guide, Broad bill, Fine banded wood pecker, Grey cuckoo-shrike, Shelly's Green bul, yellow- Streaked Green bul, Red-throated Alethe, Archers Robin chat, Redfaced Wood land Warbler, Regal sun bird and Brown-capped Weaver.

Figure2: Bird species at Bwindi impenetrable national park



4.3 Government policy contributions to the tourism at Bwindi impenetrable national park

Government in tourism policy generally considers tourism areas to be an area of a nation's overall economic policy. It is a "public policy is designed to achieve specific objectives relevant to tourism and conserve the environment around the protected areas. It is the responsibility of both national local governments and central government to prepare and implement tourism development plans, enforcement of standards and collection of data for tourism purposes. It is imperative to national governments to assist the local government in planning and law enforcement for better protection of the Bwindi impenetrable national park.

Table 3: Government policy contributions to the tourism at Bwindi impenetrable national park

Variable	Frequency	Percentage
Tourism act	14	17
Local policy of revenue sharing scheme	35	43
Gorilla levy policy	32	40
Source: Primary data, 2022		
Total	81	100

The findings also indicate that there were government policies that contributions to the tourism at Bwindi impenetrable national park as they include; tourism act which was represented by 17% of the respondents, local policy of revenue sharing scheme was also represented by 43% of the respondents and Gorilla levy policy which was also represented by 40% of the respondents.

However, most respondents revealed that local policy of revenue sharing scheme which was at 43% was the most common policy at Bwindi impenetrable national park. Most respondents revealed that revenue sharing scheme which is brought back to their communities is used to build health facilities and construction of feeder roads around Bwindi impenetrable national park. Revenue sharing is a flexible concept that involves sharing operating profits or losses among responsible partners. Tourism revenue sharing programs promote tourism development and ensure that local communities enjoy tangible benefits such as construction of community schools and health facilities whilst participating in wildlife conservation.

Findings also revealed that Gorilla levy policy which was represented by 40% is a policy used to protect and conserve Gorillas from being exploited as they are endangered species and 4% of tourism levy is used to promote education by sponsoring students for further studies in the surrounding sub-counties of Ruhija in Rubanda district, Bukimbiri and Rubuguri town council in Kisoro district. At Bwindi impenetrable national park, tourists numbers have increased from 1300 the revenue sharing scheme, Gorilla levy and tourism activities.

A respondent who was interviewed from RushagaRuhija revealed that tourists contributes most to the development of Bwindi impenetrable national park. He said that price start from \$35 (price watch)dollars per night and according to the type of room and number of people. He classified hotels and said that mostly hotels at Rushagaincludes Istar, 2 stars 3 starts and 4" stars hotels and this has be attributed to good government policies which favor tourism development. He narrated that Rushaga rest camp lodge started in April 30" 2019.

Another respondent who was interviewed from Ndego village in Ruhija said that the Batwa cultural experiences such as the dancing styles and collaboration with the local communities with their hospitality are among the key a ventures towards tourism development at Bwindi impenetrable national park.

Figure3: Image showing Batwa indigenous people around Bwindi impenetrable national park



4.4 Other potential factors that have led to the growth of tourism at Bwindi impenetrable national park

Table 4: Other potential factors that have led to the growth of tourism at Bwindi impenetrable national park

Variable	Frequency	Percentage
Hospitality of indigenous community	16	20
Community perception	12	15
Good quality products for the tourists	14	17
Accommodation facilities	15	19
Security from the government and local community	24	30
Total	81	100

Source: Primary data, 2022

Data from interviews and questionnaires revealed that, there were other potential factors that have led to the growth of tourism at Bwindi impenetrable national park as they include; Hospitality of indigenous community with 20%, Community perception with 15%, Good quality products for the tourists with 17%, Accommodation facilities with 19%, and security with 12%. However majority of the respondents revealed that good quality products for the tourists was one of other potential factors that have led to the growth of tourism at Bwindi impenetrable national park.

Respondents who were interviewed revealed that security from the government and local community has boosted tourism development at Bwindi impenetrable national park. Local community has formed different groups to assist game rangers in monitoring of the national park with the support from the government officials which work hand in hand with UWA in protection of the national park. UWA officials have tried to deploy forest guards and they also use surveillance cameras to monitor Gorillas within the national park.

Different respondents who were interviewed also revealed that good accommodation facilities around Bwindi impenetrable national park attract tourists most. He said that as a hotel manager good accommodation attracts tourists to approximately 50 tourists per month and all are accommodated by our hotel "Ruhija Gorilla friends resort. He said.

Figure 4: Images of hotels in Ruhija



Ruhija gorilla safaris lodge



Ruhija gorilla friends resort

From the interview that was conducted by the researcher and tourism officer of Rubanda district revealed that there are a variety of tree species at Bwindi impenetrable national park which include species like *Iymalos*, *NeoboutoniaMacrocalyx*, *Monospora*, *Myrianthusholstii*, *Tecleanobilis* and *Allophylusabyssinicu* among others. He added on that the tree species which are exist at Bwindi impenetrable national park are rare to find in other parts of Uganda that's why Bwindi impenetrable national park receives a variety of tourists compared to other national parks in western Uganda.

From the interview that was conducted by the interviewer and the community development officer revealed that good quality products from the local community such as art crafts as well as

the nature of the community itself surrounding the national park attracts tourists most. She narrated that the surrounding people are earning revenue from their local products which they sale to tourists and this has improved the well-being of the people in Ruhija sub-county Ru band a district.

CHAPTER FIVE

DISCUSSION OF THE STUDY FINDINGS, CONCLUSION AND RECOMMENDATION

5.0 Introduction

This chapter includes discussions, conclusions and recommendations. The findings are discussed basing on the study objectives.

5.1 Discussion of the study findings

5.1.1 Attractions that have influenced growth of tourism at Bwindi impenetrable national park

Findings from the study revealed that political climate which was represented by 10% was one of the best attractions that have influenced growth of tourism at Bwindi impenetrable national park and this is supported with Ministry of Wildlife and Antiquities released the 2014- 2024 Tourism Development Master Plan with support from UNESCO and UNDP, (2014) which states that Uganda's political climate had stabilized and conditions were suitable for reinvestment in Uganda's tourism industry. However, the loss of the charismatic wildlife in previously popular safari parks such as Queen Elizabeth, Murchison falls prevented these parks from competing with similar tourists' attractions in the neighboring Kenya and Tanzania. Uganda's tourism industry instead promoted its tropical forests. The key stone of the new industry was Bwindi National Park which has approximately half of the world's population of mountain gorillas. In October 2014, the Ugandan governments.

Findings from the study also revealed that good image of destination which had 7% of the respondents was one of the factors that favour tourism development at Bwindi impenetrable national park and this is in conjunction with (Banyai,2009) who asserted about the image of destination. The perceived picture tourists have about a given location is what is commonly

known as the image of a destination. (Park, 2000) also explains why destination promoters try hard to always to portray their destinations in positive limelight so as to attract tourists to the destination. Destinations portrayed in poor limelight in the news and other news media platforms are normally shunned by tourists as they tend to go to destinations with an exquisite image and products that connect with their self-concept as individuals.

Findings of the study also revealed that animal and plant species such as Mountain gorillas which had 22% was also another influential factor towards tourism development at Bwindi impenetrable national park and this is in relation with UWA, (2010) which highlighted that some will choose to repeat the gorilla trek on their second day. Sometimes the gorilla trek will finish early if the gorillas are sighted early in the day. That would leave the remainder of the day free but willingness to participate in any other activities would depend on the tourists' mood after the trek, how tired they were and so on. Any activities marketed to meet this available at (www.iied.org).

5.1.2 Government policy contributions to the tourism at Bwindi impenetrable national park

Findings from the study also found out that tourism act which was represented by 17% of the respondents was one of the major factors of government policy contributions to the tourism at Bwindi impenetrable national park and this is in conjunction with Uganda Tourism Act. This Act helps to reform, consolidate and streamline the law relating to tourism and provides safety, licensing, regulating and controlling of the tourism sector and its collaborators. The tourism act also protects foreigners from being over exploited in monetary terms and provides support to all tourists who visit the park and this has accelerated on the number of tourist who visit the national park since they know that they are fully protected and this has increased on foreign earnings of the country hence development.

Study findings also revealed that local policy of revenue sharing scheme which was represented by 22% of the respondents were also another local policy towards tourism development at Bwindi impenetrable national park and this is supported by (Plumptre et al. 2004) who said that the revenue sharing scheme, gorilla levy and other tourism initiatives have not to date generated significant benefits for the majority of people living around the park. This is partly due to the

system of disbursement of funds which has been corrupted leading to some funds failing to reach intended beneficiaries. It is also due to poor targeting of benefits at those households who actually bear the costs of conservation for example the poorest households who live closest to the park.

5.1.3 Other potential factors that have led to the growth of tourism at Bwindi impenetrable national park

Findings from the study revealed that community perception which was represented by 15% was one of other potential factors that have led to the growth of tourism at Bwindi impenetrable national park and this is in relation with Harrison, (2014) who stated that changing community perception was that by explicitly linking the delivery of benefits from a vibrant tourism industry based on a healthy population of Mountain Gorillas to front-line, marginalized communities, local attitudes to conservation would be improved and threats to the park reduced. It was hoped that rural areas around Bwindi Forest will support sustainable local economic development which maximises the contribution from tourism as opposed to simply existing alongside it.

Findings from the study also revealed that security from the government and local community which was represented by 30% of the respondents was another factor that have led to the growth of tourism at Bwindi impenetrable national park and this is in line with safety and security measures or efforts put in place to safeguard tourists and other elements from harm and unlawful interference by unauthorized elements. (Chauhan, 2007) revealed that tourists want to feel safe from any harm such as terrorism, theft and disease outbreaks or in and that is why the success or failure of a tourism destination depends on its ability to provide a safe and secure environment for its visitors. (Caribbean tourism organization, 2012) This is why tourists always search for safe destinations; government normally shuns insecure destinations and this has led to increased tourism development in the area.

5.2 Conclusion

Using this case study, the research has made an important practical contribution to understanding tourism in Uganda, particularly in relation to the three key concepts discussed in this research: factors that have influenced the tourism development; policies that improve and promote tourism in the sharing of tourism benefits; and other factors that contribute to tourism development at

Bwindi impenetrable national park. The findings of this research are expected to be useful to policy-makers, academicians, and other key players in the tourism industry and community

development sector.

The research findings established that community members wish to play a role in the tourism development decision-making process. The findings have suggested that while local people recognize and acknowledge the need to involve tourism professionals and experts when making decisions about tourism development, they themselves wish to be involved in the decisionmaking process. In general, community members want to see decisions about tourism development in their area made jointly by government officials and local leaders in consultation

with the local community.

The research findings have also established that community members wish to be involved in the sharing of tourism benefits. The findings have revealed that tourism businesses in the study area have developed some benefit-sharing schemes that favour local people to access tourism benefits. These schemes include local employment, local capacity building, and sharing tourism profits with the wider community.

5.3 Recommendations

Using the findings, the study has established that there are policy issues, which need to be addressed for the effective involvement of local people in the tourism decision-making process, in the sharing of tourism benefits, and in tourism's contribution towards tourism development:

Tourism at Bwindi impenetrable national park requires relatively much attention and support from the government with much capital investment in tourism sector, Given that in most parts of rural Uganda the majority of the population have little education and lack capital to invest in local tourism business. This is of crucial importance to ensuring that tourism contributes towards development, especially given that this type of tourism is associated with activities such as cultural shows, curio shops, and handcraft sales which do not require high education. In addition,

the incomes accrued go directly to the community involved.

Lack of education has been identified as a one of the obstacles to efforts by local people in accessing tourism employment opportunities. In order to increase the contribution of tourism to communities surrounding Bwindi impenetrable national park and its development, there is a need

to institute training programmes at the community level that will ultimately provide opportunities for the local people to be employed in various tourism businesses and tour guiding,

Although the results have established that local communities participate in the tourism decisionmaking process through their leaders who are members of the decision-making bodies, overall the local people in Ruhija sub-county felt they were generally not involved. This was in part caused by people's reluctance to attend village general meetings, which eventually posed barriers to communicate outcomes. This suggests the need to raise people's awareness of the importance of village general meetings as important avenues through which public opinion can be collected and feedback from leaders can be communicated.

The findings have revealed that tourism businesses have different approaches to sharing tourism benefits with the wider community. Public or community-based businesses have more systematic benefit-sharing schemes than private businesses, whose schemes are executed on an ad hoc basis. This suggests the need to have a policy in place which would ensure private businesses also have more systematic schemes of benefit sharing. This would ultimately create opportunities for local people and development while contributing to achieving sustainability in tourism development.

5.4 Suggested areas for further research

Future research should be done on the following areas:

1. Examining challenges facing the growth of tourism at Bwindi Impenetrable forest National Park.
2. More research studies on tourism and poverty alleviation towards tourism development and efforts needed at the grass-root level, where little research has been done.

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APPENDICES

APPENDIX I: QUESTIONNAIRE FORTOURISTS AT BWINDI IMPENETRABLE

NATIONAL PARK

Dear respondents;

[am Katwesigye Jordan, a student of Kabale University pursuing a Bachelors' degree in Tourism and hospitality management. I am undertaking a study on the topic •'**Factors influencing the growth of tourism in Uganda. A case study of Bwindi impenetrable national park**'" as a partial requirement for obtaining the Bachelors in tourism and hospitality management. I am hereby requesting you to participate in the study by filling the questionnaires. The outcome of the study is purely for academic purposes and shall not be used against you.

SECTION A: BIO-DAT A OF RESPONDENTS

1. Age

- a) 18-25
- b) 26-35
- e) 36-45
- d) 46 and above

2. Se

- a) Female
- b) Male

Educational level

- a) Primary
- b) secondary
- c) Diploma
- d) Degree
- e) Post graduate

4. Occupation

- a) Tour guide
- b) Tourism officer

» **csraw**

c) CDO

f) Others specify

d) Peasant

6 What attracts you most at Bwindi impenetrable national park?

.....

7. How did you travel to Bwindi?

A. Road transport from Entebe

B. Air transport to Kanungu

C. Road transport to Kanungu

D. Specify others

8. What was your experience with your transport to Bwindi?

A. Very accessible

B. Accessible

C. Fairly accessible

D. Poorly accessible

9. Where did you stay while at Bwindi impenetrable national park?

A. Gorilla Heights lodge

B. Bwindi Forest lodge

C. Rushaga Gorilla lodge

D. Trackers Safari lodge

E. Others specify

10. What was your experience when you stayed at Bwindi?

.....
 :.....

11. What was your image at Bwindi before you visited?

.....
 :.....

12. Did your image of Bwindi change?

117.

- A. Yes
- B. No

13. If yes, how did it change?

.....

9. If your to come back to Bwindi, What was the most things that would draw you back again?

[illegible]

**APPENDIX 11: QUESTIONNAIRE FOR POLICY MAKERS AT BWINDI
IMPENETRABLE NATIONAL PARK**

Dear respondents;

I am Katwesigye Jordan, a student of Kabale University pursuing a Bachelors degree in Tourism and hospitality management. I am undertaking a study on the topic **"Factors influencing the growth of tourism in Uganda. A case study of Bwindi impenetrable national park"** as a partial requirement for obtaining the Bachelors in tourism and hospitality management. I am hereby requesting you to participate in the study by filling the questionnaires. The outcome of the study is purely for academic purposes and shall not be used against you.

SECTION A: BIO-DATA OF RESPONDENTS

1. Age

- e) 18-25
- f) 26-35
- g) 36-45
- h) 46 and above

2. Sex

- c) Female
- d) Male

3 Educational level

- f) Primary
- g) secondary
- h) Diploma
- i) Degree
- j) Post graduate

4 Occupation

- g) Tour guide
- h) Tourism officer

j) so)
Peasant D
0 csnow [

1) Others specify

5. When did Bwindi impenetrable national park start operation as a national park?

.....
.....
.....
.....
.....

6. What role do you or your office play in the management of Bwindi?

.....
.....
.....
.....
.....

7. Are there policies that the local leaders and the government have put in place to ensure economic

benefits?

- a) Security and safety
- b) Biodiversity and conservation
- c) Community involvement
- d) Tourism development

APPENDIX III: QUESTIONNAIRE FOR COMMUNITIES AT BWINDI IMPENETRABLE NATIONAL PARK

Dear respondents;

I am Katwesigye Jordan, a student of Kabale University pursuing a Bachelors' degree in Tourism and hospitality management. I am undertaking a study on the topic "**Factors influencing the growth of tourism in Uganda. A case study of Bwindi impenetrable national park**" as a partial requirement for obtaining the Bachelors in tourism and hospitality management. I am hereby requesting you to participate in the study by filling the questionnaires. The outcome of the study is purely for academic purposes and shall not be used against you.

SECTION A: BIO-DATA OF RESPONDENTS

I. Age

- i) 18-25
- j) 26-35
- k) 36-45
- l) 46 and above

2. Sex

e) Female

f) Male

3. Educational level

- k) Primary
- l) secondary
- m) Diploma
- n) Degree
- o) Post graduate

4. Occupation

- m) Tour guide
- n) Tourism officer

- a) Civil servant
 b) CDO
 c) Others specify
 d) Peasant
 e)
 f)
 g)
 h)
 i)
 j)
 k)
 l)
 m)
 n)
 o)
 p)
 q)
 r)
 s)
 t)
 u)
 v)
 w)
 x)
 y)
 z)

5. How many tourists do you receive per day?

A. 0-10

B. 10-20

C. 20-30

D. 30-40

E. 40-50

F. 50 and above

6. How much does each tourist pay per visit?

.....

7. What are the levels of hotels and lodges at Bwindi impenetrable national park?

A. 1 Star

B. 2 stars

C. 3 stars

D. 4 stars

E. 5 stars

F. Others specify

8. When did your lodge start?

.....

9. What are the services or facilities does your hotel or lodge offer?

.....
.....
.....

10. Which services are utilized most by tourists?

.....
.....

11. What are the most three top activities do tourists undertake at Bwindi?

.....
.....
.....
.....

12. What strategies or facilities and services that hotels put in place to ensure that visitors come to Bwindi?

.....
.....
.....
.....
.....

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FACULTY OF ECONOMICS AND MANAGEMENT SCIENCES

DEPARTMENT OF TOURISM AND HOSPITALITY MANAGEMENT

2nd February 2022

TO WHOM IT MAY CONCERN

This is to certify that **KATWESIGYE JORDAN** Registration number 2018/KTH/O809/F is a student of Kabale University, Department of tourism and Hospitality Management . He is conducting a research entitled " ***Factors influencing the growth of tourism in Uganda. A case study of Bwindi Impenetrable Forest National Park*** ". He needs to collect data from your organization; your cooperation will be highly appreciated.

Best Regards,

Dr. Nuwe John Bosco

Head of Department

DEPARTMENT OF TOURISM AND HOSPITALITY MANAGEMENT