
**THE EFFECT OF LOCAL COMMUNITY PARTICIPATION IN CULTURAL
TOURISM DEVELOPMENT IN BUDUDA DISTRICT.**

BY

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**A RESEARCH REPORT SUBMITTED TO THE FACULTY OF MANAGEMENT
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DECLARATION

I **AKIA SUZAN** do hereby declare that this research project has been my own original work and it has never been submitted to any University or Institution for any degree award by any person.

Students Signature.....

Date.....

APPROVAL

This research proposal will be submitted for examination with approval of my supervisor and is for the award of a Bachelor of Tourism and Travel Management of Busitema University.

Supervisors. Mr Emojongo Ronald.

Signature.....

Date.....

DEDICATION

This research project is dedicated to my beloved Dad, Mr. Okwalinga Stephen Jimmy, Maama, Mrs. Tino Magret and also the whole team workers that helped me in compiling the pieces of information into meaning full data.

I also take this opportunity to dedicate this research to the whole staff of Busitema University most especially my supervisor Mr Emojongo Ronald for his sincere gratitude and guidance towards compiling this research report and secondly to all my beloved brothers and sisters as the time my classmates of Tourism and Travel management class for full time corporation and teamwork showed while in struggle as well as not forgetting other colleagues in the BBA Class that granted help whenever I was stranded . May the Almighty God bless you all AMEN.

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ABSTRACT

The study was carried out with the purpose of determining the effects of local community participation on cultural tourism development in Bududa district. The objects for the study was: to determine the effects of Coercive participation on cultural tourism development, the effects of Induced participation on cultural tourism development, and lastly the effects of Spontaneous participation cultural tourism development. The research applied both qualitative and quantitative technique in designing the research. A total of 40 respondents participated in the study and were selected using random sampling method. The data was collected using questionnaires and interviews and presented using tables, graphs, and pie charts for easy analysis. The research finding revealed that effects of Coercive participation did more of negative discouragement of local involvement in cultural tourism development as well as that of induced participation indicating the local community was partially involved in cultural tourism development. However, on the positive side, the effects of spontaneous participation in cultural tourism development indicated that the involvement of local community in tourism development leads to continuity of in existence as locals will work hard to protect what is their source of employment since they are directly involved hence conservation. The findings also indicated the different roles played by local community towards the development of cultural tourism which were planning, advertising, managing, coordination and many others. Once locals are involved in tourism development, there is always that tendency of cultural conservation and for culture being the major sell item it will always be planned for, managed and advertised.

CHAPTER ONE: INTRODUCTION

1.0 Introduction

This chapter introduces the background of study, statement of the problem, purpose of study, objectives of study, research questions and the scope of study.

1.1 Background of study

Cultural tourism is a type of tourism that allows the tourists to participate in local cultural activities like festivals and rituals and as a result, tourists can enjoy genuine cultural change with the locals (e Travel Team (2021)). The Asia Pacific is region of great diversity containing societies that have undergone rapid change alongside those that have remained relatively traditional, despite its widespread popularity as a center of debate in heritage tourism studies, authenticity is an elusive notion in that it has no standard definition and no set of central identity in criteria (Dallen J. Timothy (2004)). Cultural tourism in the Asia Pacific region is very diverse, with the existence of many preserved heritage sites that attract tourists (Nielson (2019)).

This has resulted into a tourist increase to the destinations with an effect of rapid growth of tourism, but with some controversies emerging such as authenticity versus commodification, exploitation versus preservation of natural culture, foreign versus community management of heritage sites (Zuliksander (2017)). According to Nielsen (2015) rapid incorporation for cultural and heritage experiences creates a problem of exploitation, improper management of heritage sites and adverse effects on local communities.

Asia Pacific destinations made up half of the world's top 10 most visited cities and some of these popular destinations in the region are; Bangkok being the most popular, followed by Singapore, Kuala Lumpur in the third followed by key cities in East Asia-Tokyo, Seoul, Hong Kong, Taipei and Osaka. Mumbai is the only Indian city in the Asia Pacific top 10 (Minh Ho (2018)).

In Asian countries, such as Malaysia as a unique country with diversity of races and culture has traditionally exploited the advantages of having cultural diversity and the beauty of its natural heritage, however historical towns like George town, buildings have not been conserved well, buildings are severely damaged due to long periods of abandonment (Zuliksander (2017)). This is well presented by Tourism AR 2018 Report that stated cultural tourism is still very low, in which 36.8% of visitors travel to historical sites, 30.6% visit museums, and 16.1% come for cultural events or festivals. This problem also prevails in other cultural destinations regions like Africa.

The situation in Africa is not any better, since the attention is on limited tourism products that are based on wildlife and nature Akama (2000). In regards to Patricia (2000) she argued that Africa has diverse indigenous cultures that are characterized by a multiplicity of ethnic materials, non-material culture items which still remain undeveloped due to the great potential. Recent focus according to Ivanovic & Saayman, (2013) is on experience economy, unique experiential value proposition in the cultural tourism for emerging destinations such as South Africa. It is clear that leading tourism pioneer countries like South Africa cultural tourism still remains the least developed amidst other tourist products.

According to Najib (2017) in East Africa Kenya is the leading tourism destination in which 73.9% of total tourists come for Holidays, 13.3% come for business/conferences, 6.7% come to visit friends or relatives, 6.4% come for other purposes, implying that cultural tourism is not of concern despite have many nature tourism products linked to different cultural groups.

In the context of Uganda, tourism greatly relies on nature-based products such as wildlife parks, tropical rainforest and geographic features, this create over reliance, a limited tourism product offering, thereby making the country less competitive perhaps the exploitation of cultural historical sights can increase on the tourism returns to the nation. Uganda has a vast pool of tourism resources that have not been mapped or documented and packaged there is need to conserve, promote cultural heritage resources so as to spur the development of cultural tourism Mucha M, (2019).

Government has put in place measures such as the Uganda Tourism board, increased budget allocation to tourism development still the number of cultural tourist to Uganda remain low. According to the Ministry of Tourism, Wildlife and, Antiquities Statistics Bulletin Report 2018, 60% of tourist to Uganda come to visit friends and relatives, 22% come for business and 18% come only for holidays/leisure. This implies that cultural tourism remains greatly ignored.

1.2 Statement of the Problem

Development of cultural tourism is a problem in the USA, UK, since it affects the social, economic and physical, cultural impact on the society (Jamieson (2000)). The development of any tourism product undergoes three stages of: initiating tourism, scaling up tourism and deepening and sustaining tourism. These stages present unique challenges that are unique to each country. A country like Uganda in the Scaling up stage faces a challenge of convincing policy to make increased resource allocation to the tourism sector Christie et al (2014). The situation is made worse in that cultural tourism is a very dynamic product in that culture is not static. Cultural tourism is faced with a challenge of the deteriorating tourist product, competition from other cultural tourism products, and uneven distribution of cultural tourism benefits. Rotich, (2012). It is argued that cultural tourism faces a problem of westernization, inadequate marketing of cultural tourism products Simon (2013).

It's for this reason that the study concerns the Bagisu people in Bududa district due to the fact that the culture is faced with the above mentioned problems. Bududa is one of the district that is located in Eastern Uganda populated by the Bagisu or the Bamasaba people. Bagisu/Bamasaba is a Ugandan tribe inhabiting the slopes of Mount Elgon covering the districts of Mbale, Sironko, Manafwa, Bulambuli with Mbale being the center of Bugisu civilization Petnah African Tours (2020). Bamasaba are well known for their cultural practice known as the Imbalu (which male circumcision) together with the cultural dance ("Kadodi"). Previously, circumcision was done in specific enclosure and only the initiates and the circumciser were allowed in as the rest of the congregation would just wait and listen from outside the enclosure. Today however all people are allowed to watch the whole process. Firmness and encourages endurance on the part of initiate is appreciated as a sign of bravery Go visit Kenya (2014).

The ritual initiates boys to manhood, Mr. Nazebasay during the old days, whenever the circumcision year arrived, the festival atmosphere was irresistible as the blowing of horns and playing Kadodi took over but all this is dying out. What you find out now are educated Gishu men, circumcising their children like Muslims as others have become shameless and take their children to hospitals. For therefore Imbalu has been reduced to fit people's interests Fred W., Phoebe M (2021). Further education, the influence of politics, technology and religion has led to imbalu music and dances transcend their original context to schools, political rallies and discos Dominic D.B Makwa (2010).

This means that as much as government tries to market tourism, the efforts are not equally in comparison to efforts allocated in sectors such infrastructure and agriculture. It's for that reason

that the Purpose of the study is to find out what is not done by those involved in tourism especially the local community.

The general objective of study is to determine effect of local community participation in development of Cultural Tourism.

1.3 Research objectives

The study will be guided by the following objectives:

- To determine the effect of coercive participation by local community in cultural tourism.
- To determine the effect of induced participation by local community in cultural tourism.
- To determine the effect of spontaneous participation by local community in cultural tourism.

1.4 Research questions

The study was guided by the following questions:

- What is the effect of coercive participation of local community in cultural tourism?
- What is the effect of induced participation of local community in cultural tourism?
- What is the effect of spontaneous participation of local community in cultural tourism?

1.5.0 Scope of the Study

1.5.1 Content Scope

The study focused on the effect of local community participation in the development of cultural tourism. The study considers what is the effect coercive participation, induced participation and spontaneous participation by local community in the development of cultural tourism. These are considered the forms of participation that local communities can utilize when it comes to cultural tourism development.

1.5.2 Geographical Scope

The study will be carried out in the Eastern Region of Uganda, in particular Bududa district. The district is bordered by Sironko district to the north, Kenya to the east, Manafwa district to the south and Mbale district to the west. This is due to the presence of large cultural group of the Bagishu that continuously attract cultural tourists. The study will be conducted in sites of Namasho,

Nalufutu, Iyerakha in Bulucheke, Bukigai and Bushika Sub-counties. This is due to the presence of culturally aware respondents, sites.

1.5.3 Time Scope

The study was conducted within a period of 5 years. The data gathered used in the study will cover the last five years. The study will take a period of 3 months to be conducted.

1.6 Significance of the Study

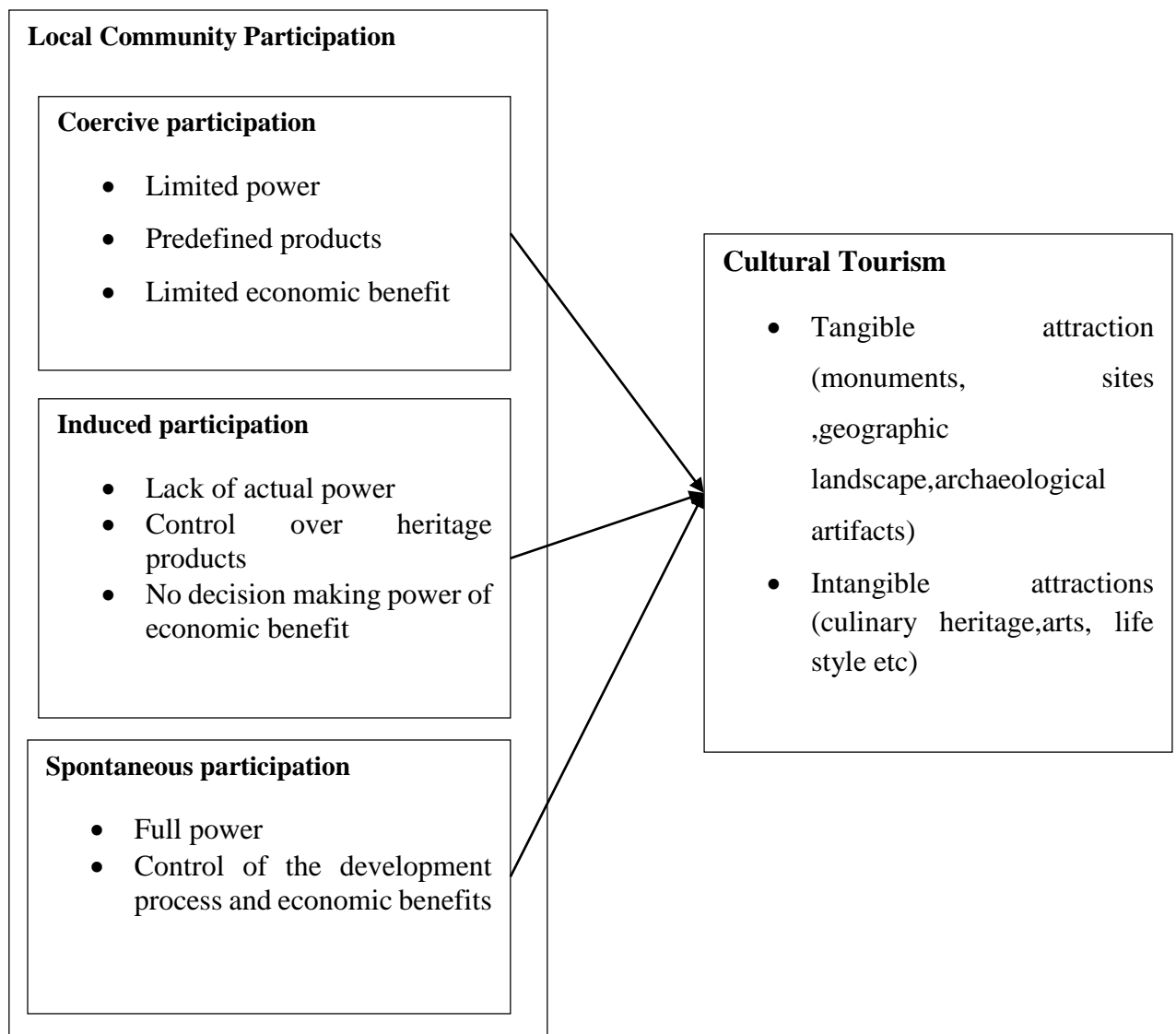
The study shall guide other future researchers intending to carry out future studies in the related field (tourism).

The study will provide empirical data for those involved in tourism industry to assist them basically identify how relevant and how important local community (communities) is in the development of cultural tourism and tourism art large since they are the major stake holders involved in tourism.

1.8 Conceptual framework

Cultural tourism according to Olubulyera (2018) has two definition perspectives, the first conceptual definition states cultural tourism is the people moving to cultural attractions that are far away from their residence with a purpose of collecting novel information, experiences to satisfy their cultural needs. The other second definition perspectives is technical in which cultural tourism is the movement of persons to specific cultural attractions(heritage sites) , artistic and cultural manifestations, arts and drama outside their normal place of residence. Cultural tourism is a subset of tourism concerned with a country's or region's culture, the history of those people, their art, architecture, religion (s) and other elements that helped shape their way of life.

Figure 1 Conceptual frame work



Source: Rasoolimnesh and Jaafar(2016)

According to Rasoolimanesh & Jaafar, (2016) Local community participation can be identified to be made up of coercive participation, induced participation and spontaneous participation. Coercive participation is the lowest level of participation in which residents have no power over the course of tourism development. Communities involvement is limited to predefined activities, that revolve around promoting destinations and receiving few economic benefits.

Induced community participation is whereby the local community possess actual power over the tourism development process and heritage site but lack actual power or control over the decisions being made by those in authority positions.

Spontaneous participation is where by the participants have power to make decisions and control the development process. Local community participation provides residents with opportunities to participate in tourism development, mobilization of social actors thereby resulting into cultural tourism development.

Cultural tourism includes irreplaceable historic, culture and natural resources. Cultural tourism has various forms such as cultural villages, language, cultural routes, art, crafts, local food and dances that are offered to tourists Ritchie and Zins, (1978). It gives clear ideas to the tourists regarding the different touch of life-style and the difference in culture of people.

The study conceives cultural tourism to be made up of Tangible and Intangible attractions. These are greatly influenced by Local community participation.

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