

**THE IMPACT OF TOURIST PERCEIVED RISK ON DESTINATION IMAGE AND REVISIT  
INTENTIONS IN TOURISM INDUSTRY IN UGANDA**

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**A RESEARCH PROPOSAL SUBMITTED TO THE DEPARTMENT OF TOURISM AND  
HOSPITALITY MANAGEMENT IN PARTIAL FULFILMENT OF THE REQUIREMENT OF  
THE AWARD OF A DIPLOMA IN TOURISM AND  
TRAVEL MANAGEMENT OF BUSITEMA UNIVERSITY**

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## DECLARATION

I Kiirya Amitwa, hereby declare that this research proposal is my original work and is a result of my own investigation. It has never been submitted or published to any institution of higher learning or university for any award.

Signature.....

Date.....

.....

Kiirya Amitwa.

## APPROVAL

I certify that this research proposal satisfies the partial fulfillment of the award of Diploma in Tourism and Travel Management of Busitema University, Faculty of Management Sciences. This research has been done under my supervision and it is now ready for submission to Busitema University for examination.

SIGNATURE..... DATE.....

MR. Wampande Jowalie.

SUPERVISOR

## DEDICATION

With much pleasure, I would like to dedicate this research proposal to the entire management of Queen Elizabeth National Park for the excellent information, I also dedicate it to my lecturers of Bisitema University especially my HOD Mr. Wampande Jowalie who have imparted the best of their time, knowledge in me to complete my diploma in tourism and travel management course, I dedicate it to my family most especially my beloved father, Mr. Kiirya Muhammed and mother, Mrs. Takobwaku Bayati, my sisters, brothers, in-laws, niece and nephews for their support in terms of finance, encouragement and among others and lastly, dedicate it to my academic colleagues, course mates and my friend Nabirye Judith for being supportive and encouraging during my studies. And always been there for me.

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## **ABSTRACT**

The intent of this study is to investigate the mediating role of Destination image on the relationships between perceived risks and Intention to revisit in the context of a risky destination. Tourist revisit intention is an important factor in achieving success in a highly competitive tourism market place. Furthermore, tourist revisit intention provides evidence to determine the level of loyalty from a product perspective, service quality, satisfaction, perceived value felt from the destination.

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## LIST OF ACRONYMS

BRVT.....Ba Ria-Vung Tau province.

KNBS....., Kenya National Bureau of statistics.

UK....., United Kingdom.

US..... , United States.

UTB.....Uganda Tourism Board.

UWA....., Uganda wildlife authority

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## CHAPTER ONE: INTRODUCTION

### 1.0 Introduction.

This chapter includes the background of the study, problem of the study, purpose of the study, objectives of the study, and hypothesis of the study, scope of the study, significance of the study and the conceptual framework.

### 1.1 Background of the study.

It is generally agreed that tourism destination must be seen as a risk-free and safe place to visit. This will have a positive impact on the purchase, re-purchase and on the tourist intention to revisit, (Mohammed, 2020), therefore the security issue has a major influence on the purchasing behavior and decision-making process of tourists. If a tourist does not feel safe at his destination this will generate a negative impression/image (Savas Artuger 2015).

Globally according to Giao et, al... (2020), safety and destination image is one of the factors influencing tourist's behavior. In 2018, in Vietnam, BRVT welcomed and served 13.5 million tourists while in 2019 it welcomed 8.46 million tourists, moreover according to Khuong and Nguyen (2017), survey showed that 32.98% foreign tourists returned to the country at least once in comparison to 55% of tourist revisit Thailand, similarly literature shows a significant drop of 50% of tourist arrivals in Japan after the Fukushima disaster (Diana Martin-- Azami, 2015) nevertheless according to Hashim et, al... (2020), literature demonstrate that a number of countries such as United kingdom(UK), Australia, and United States(US) had put a travel ban against Sabah in Malaysia who have been identified as an abduction and violence destination, furthermore according to Lepp and Gibson (2003), the tourist attack of September 11, 2001 in the United States resulted in 6.8% fewer international tourists visiting North America in the same year, and also in China, literature indicates that tourist arrivals in first quarter of 2020 and the whole year will decrease by 56%and 15.5% and a total of 982 million person-fold decrease was forecasted for the year.(Want et, Al,..... (2020). Further in India according to (MD Kamrul Hasan A. R., 2017) literature describes that from 1989 to 2005 the flow of tourists in the valley came down drastically because of the ongoing disturbance in the region.

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