
**ROLE OF SOCIAL MEDIA TO THE DEVELOPMENT OF TOURISM INDUSTRY IN
UGANDA, A CASE STUDY OF UGANDA WILD LIFE EDUCATION CENTER (UWEC)
IN ENTEBBE.**

BY

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**A RESEARCH REPORT SUBMITTED TO THE FACULTY OF MANAGEMENT
SCIENCES, DEPARTMENT OF TOURISM AND HOSPITALITY MANAGEMENT IN
PARTIAL FULFILLMENT OF THE REQUIREMENTS FOR THE AWARD OF THE
DEGREE OF BACHELOR OF TOURISM AND TRAVEL MANAGEMENT OF
BUSITEMAUNIVERSITY**

DECLARATION

DECLARATION.

I Moro Ambrose, hereby declare that contents of this research work are my original work and that no other study has been conducted on the topic. To the best of my knowledge, this work has never been submitted before; in any other university or higher institution of learning for any degree or related qualification. In all cases where other people's ideas were quoted, they have been duly acknowledged by complete references.

Signature: 

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Date: 26th Oct 2024

APPROVAL

APPROVAL

This report is submitted to Busitema University as a partial fulfillment for the award of Bachelors Degree of Tourism and Travel management with my approval as a university supervisor.

Ms Adong Gorret.

Signature: Adong Gorret

Date: 26/08/2024

DEDICATION

This work is dedicated to the family of Mr. Emeri Bonny for their moral support, encouragement and understanding. To all my friends, course mates, lecturers and the Almighty God for His unceasing blessings without which it is impossible to ensure the proposal submission a reality.

ACKNOWLEDGEMENT

I am grateful to the Almighty God that He has given me the gift of life, the gift of my parents and friends, given me the opportunity to be in school and guided me throughout this study and writing of this research.

My heartfelt thanks go to my beloved mother Ms. Alum Lucy, my beloved father Mr. Emeri Bonny, my sister Akello Pamela, my brother Mr. Ocen Ronald, the family of Mr Okori Jimmy and Ms Santa Okori who generously provided me with financial, emotional and social support while carrying out this study and throughout my entire course.

I wish to acknowledge the incredible guidance rendered to me by my supervisor Ms Adong Gorret who guided me in the right direction from the beginning till the end of this proposal and he has greatly contributed in making difference in my performance.

I am also beholden to all my classmates and friends especially Kusasira Emmanuel, Galimaka Julius Matte, Asiimwe Meron and Sande Joel Oundo for the support that made my Bachelor's program an engrossing journey. May the Almighty God grant vast blessings and propel each and every one of you to serve Him your entire life.

I perceive this opportunity as a big milestone in my career development. I will strive to use gained skills and knowledge in the best possible way and I will continue to work on their improvement in order to attain desired career objectives.

ABSTRACT

This study was about the role of social media to the development of tourism in Uganda. The objectives of the study were; to examine the role of social media in travel planning by the tourists visiting UWEC, to examine the role of social media in building positive destination image of UWEC, to examine role of social media in influencing tourist decision making process. The researcher based on uses and gratification theory to explain more about the dependent variable and the independent variable. Data was collected using descriptive cross sectional survey employing quantitative and qualitative data collection methods, this study design was selected because it assisted in getting the required data for the study easily. The study population were 40 and the target population were 36 from which the data was be collected, the researcher later used sample technique of collecting data and this was simple random sampling and it was carried out in four departments of the UWEC. The data was collected using a close ended questionnaire and data was presented using frequency tables and the correlation and regression results was obtained. Collected data was analyzed both quantitatively and qualitatively. The data sources were both from primary and secondary which helped the researcher to be equipped with much information. The analysis of data was carried out through the use of computerized software (SPSS) and qualitative statistical techniques was used to describe and summarize data. The presentation of data were done through use of tables which hold results of correlation and regression and bio data. Then the findings were made basing on different objectives which a researcher gave a clear conclusion from the findings. The study recommended that emphasis shall be put on the use of social media on tourism development in Uganda. In conclusion, social media can enhance tourism development through enabling tourists in planning itineraries, gathering information about destinations, and share their travel related experiences with their friends among others.

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LIST OF ABBREVIATIONS

- UWEC**.....Uganda wild life Conservation Education Centre
- UWA**Uganda Wild life Authority
- UGT**.....Uses and Gratification Theory
- UTB**.....Uganda Tourism Board

WTTC.....World Tourism and Travel Council

UBOS..... Uganda Bureau of Statistics

GDP.....Gross Domestic Products

ICT.....Information and communication Technology

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CHAPTER ONE

1.0 INTRODUCTION

This chapter presented the background of the study, statement of the problem, research objectives, research questions, scope of the study, significance of the study, and conceptual frame work.

1.1 BACKGROUND OF THE STUDY.

Social media is regarded as an online (network) platform that has the tendency to improve business performance and has become an effective communication tool within which people obtain information, identify options, assess and make tourism destination decisions easier for existing and potential visitors ((Kakirala and Singh 2020), Pop et al., 2022). Social media plays a role in tourism development through information sharing with both tourists and potential visitors. This is done through the dissemination of their experiences, videos, and photos via social media networking sites to lure other guests or visitors (Santi and Fadjar 2020). Globally, the massive use of social media translates in 3.48 billion users (45% of the world's population) in 2019 (Martí-Parreño and Gómez-Calvet 2020) . Facebook alone accounts for 2.27 billion users while YouTube nearly reaches 2 billion users which evidenced how the Social media use in tourism development is becoming dominant. Social media facilitate not only personal interactions, but also enable individuals and businesses to connect with wider audiences and build communities of like-minded individuals. Social media has become a crucial tool for communication, marketing, and tourism development in today's society (dollarhide, 2023),(Okonkwo 2015)). Additionally, social media plays a significant role in influencing travellers' decisions on where to visit, as it promotes tourist attractions and increases their popularity among potential visitors and contributes to the development of tourism, according to (Liu et al., 2020; Surya & Efrianto, 2022).

Globally, Bangladesh is a popular country known for their use of the social media in tourism development. Currently, Bangladesh has the prospect and capability to attract more local and overseas tourist and earn lot of foreign currency from tourism industry with the use of social media. Social media can play a very important role to discover and develop the tourism industry

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