
CONTRIBUTION OF HOTELS INDUSTRY ON UNEMPLOYMENT REDUCTION
AND POVERTY ALLEVIATION A CASE OF MT ZION
HOTEL IN KAMPALA

BY

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DECLARATION

I NAMATOVU MADAH EVERINE do hereby declare that this research proposal has been my own original work and it has not been submitted to any other University/Institution by anybody else for any other academic award.

Signature:

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APPROVAL

This research report was compiled under my supervisions and is here by submitted for examination with the approval of the designated University Supervisor.

Academic Supervisor: **MR. WAMPANDE JOWALIE**

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

DEDICATION

I dedicate this report to my beloved parents Ms Nambooze Grace and Mr. Segawa Vicent, my brothers Herman Kabugo, Katumba Jonathan, Bisaso Edrine Michael and sisters Namugwanya Immaculate, Naluggwa Brenda and Nabuule Phionah. Relatives; Grandfathers Mr. Njakasi Herman, Mr. Mayanja Kawuma for their contribution towards the completion of this report. May God bless you all.

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ABSTRACT

The study aimed at contribution of hotels industry on reduction of unemployment and poverty alleviation in Kampala. The objectives of the study were; To examine the contribution of hotels industry in Kampala, to assess the reduction of unemployment and poverty alleviation in Kampala, To find the relationship between contribution of hotels industry and reduction of unemployment and poverty alleviation This study was confined to Mt. Zion hotel Kampala Uganda. This placed business organization which was chosen to take form of this study because it provided various services and they were packed differently for differentiation to attract more customers and this helped to give information required to accomplish this study hence reliable and valid data was obtained at the end of the study. A stratified sampling procedure was selected from hotel employees so as to ensure representativeness and minimize bias, whereby the strata were composed of different Hotels categories. The Hotels were the main targets for the study. From each of the sampled Hotels, two respondents were selected. The first respondents were persons identified by the Hotels leadership as the staff, and the second was a member of the Hotels governing body. From the findings on table 4.5 the majority of respondents (66.7%) agree that hotels employ 50 permanent staff, who receive above average compensation and also benefit from a 26.7%percent service charge which is distributed monthly, and 6.7% were not sure. From the computation, the findings indicate that hotels affect the development of Kampala levels by 0.05 which reduces unemployment and poverty This is positive significant relationship ($r= 0.837$) implying that if hotels do perform its functions very well, development will highly affect positively and when hotels are not well development will be highly affected negatively. The study concluded that the development of hotels was very important because without hotels the tourism industry cannot develop since these hotels host tourists from different parts of the world who wish to have recreation in their holidays, however these hotels face a great challenge concerning the service they offer to the tourists. The findings reveal that among the challenges facing the hospitality industry include shortage of qualified personnel, different expectations and different demands of the tourists which make it difficult for every customer to be satisfied due to their different attitudes and different perception on the services they get. Hotels and Tourism sector in Uganda act as the back born of our economic as the second after mining sector increasing the GDP of our country. The government should invite more tourism investors to invest in our country particularly hotels investors that provide meals and accommodation and other tourist facilities both in cities and rural area where the tourists attractions found.

TABLE OF CONTENTS

DECLARATION	i
APPROVAL	ii
DEDICATION	iii
ACKNOWLEDGMENT.....	iv
ABSTRACT.....	v
LIST OF TABLES	ix
LIST OF FIGURES	x
LIST OF ABBREVIATION AND ACRONYMS	xi
CHAPTER ONE INTRODUCTION.....	1
1.0 Introduction.....	1
1.1Background	1
1.2Statement of Problem	2
1.3Purpose of the study.....	3
1.4 Objectives of the study.....	3
1.5 Research Questions	3
1.6 Scope of the study	3
1.7 Significance of the study.....	4
1.8 Conceptual framework	5
CHAPTER TWO: LITERATURE REVIEW	6
2.1Introduction.....	6
2.1.0 The effects of hotels on development	6
2.1.1 Impact of Rising Energy Costs on Consumer Travel & Hotel Demand.....	7
2.1.3 Escalating Renovation and Construction Costs	8
2.1.4 Challenges faced by hotels in Uganda	9
2.3 Havoc from Recent Natural Disasters	13
2.4 The relationship between contribution of hotels and development.	13

CHAPTER THREE METHODOLOGY	15
3.0 Introduction.....	15
3.1 Research Design	15
3.2 Study Population.....	15
3.3 The Sample Size and Selection.....	15
3.4 Sampling Method:	16
3.5 Data Collection Sources:	16
3.5.1 Primary Data:	16
3.5.2 Secondary Data:.....	17
3.6 Validity and Reliability.....	17
3.7 Data Processing and Analysis	18
3.7.1 Data Processing:	18
3.7.2 Data Analysis.....	18
CHAPTER FOUR: DATA PRESENTATION, ANALYSIS AND INTERPRETATION OF FINDINGS	19
4.0 Introduction.....	19
4.1 Findings on the demographic information	19
4.2 Findings on Age bracket of respondents	19
4.3 Findings on working experience in the organization	20
4.4 Findings on the effects of hotels on development of Kampala.....	21
4.5 Findings on Compression of Labor force.....	22
4.6 Findings on the challenges faced by hotels in developing Kampala	22
4.7 Findings on lack of infrastructure to support sustainable tourism development	23
4.8 The relationship between hotel and development.	24
CHAPTER FIVE: SUMMARY CONCLUSIONS AND RECOMMENDATIONS	25
5.0 Introduction.....	25
5.1 Summary of the findings.....	25

5.2 RECOMMENDATIONS	27
5.2.1 Recommendations to the government	27
5.2.2 Recommendation to hotels investors.....	27
5.2.3 Recommendation to Busitema university.	27
5.2.4 Recommendation to the researchers	27
APPENDIXES	31
Appendix: I Proposed Time Plan for The Study.....	31
Appendix: II Proposed Budget For The Study	32
Appendix III: Questionnaire	34

LIST OF TABLES

Table 1. 1 Summary of the Sample Size.....	16
Table 1. 2 Gender of respondents.....	19
Table 1. 3 Age bracket of respondents.....	19
Table 1. 4 working experience in the organization.....	20
Table 1. 5 effects of hotels on development.....	21
Table 1. 6 Compression of Labor force.....	22
Table 1. 7 The challenges faced by hotels in developing Kampala.....	22
Table 1. 8 The lack of infrastructure to support sustainable tourism development.....	23
Table 1. 9 Showing relationship between hotels and development.....	24

LIST OF FIGURES

Figure 1. 1 Conceptual Framework	5
Figure 1. 2 A bar graph showing the period worked.....	21

LIST OF ABBREVIATION AND ACRONYMS

GDP	Gross Domestic Product
U.S	United States
CVI	Content Validity Index
CHR	Center for Hospitality Research
C.P.U	Central Processing Unit
H.C.T	
UHOA	Uganda Hotel Owners' Association
SPSS	Statistical Package for The Social Sciences
SARS	Severe Acute Respiratory Syndrome

CHAPTER ONE INTRODUCTION

1.0 Introduction

This chapter comprise of background of the study, statement of the problem, purpose of the study of objectives, research questions, the scope the scope of the study and significance of the study

1.1 Background

The hotel industry is a huge and famous industry in this world, and there are multiple areas in this industry. This industry is specialized by training. This gigantic sector includes traditional hotel industry such as resorts and hotels, motel and a range of other hotel services. (Johnston, 2010). Because of this industry is famous so there are several advantages in this industry. But if we look deep through this industry also got some disadvantages also.

The advantage of hotel industry is that, they afford to provide the full service to their customers. For example, many hotels or resorts are around-the-clock, provide 24-hour operations and staff care required to work varied shifts and extended hours for their customer satisfaction. Its means they provide the services for their clients all the time. Without bothering the time of the clients ask for the service.

Besides that, this industry also provides other services such as tour and tourism beside provide only the accommodation service. In this situation, the industry helps their client to enjoy the nature by staying at beach site. The resorts also sometimes will build at jungle site.

The hotel industry is famous for accommodation sector. They provide this sector with multiple categories. For example, mount Zion hotel, four-star hotels, and three-star hotels and so on. Then glamour myth also an advantage of the hotel industry. Is means the hotel industry offers you the chance to meet rich, famous and interesting people. So, we can meet them at the place where go for rest but at the sometimes it brings benefiter.

At the same time, they can include scientists attending in-house conferences, foreign tourists, local business people and ordinary everyday citizens. Although you might be able to tell your friends that Hollywood's hottest stars are staying in your hotel, you'll probably have to stretch the truth a little to say that you actually talked with them. Celebrities might chat with you like an old friend, out of politeness, only when ordering room service, or not at all. Some may be jovial and even invite you for a drink, while others will treat you with the cool and fun.

Besides that, pressure, high standards and deadlines also a disadvantage of the hotel industry. Working for demanding clients and management is not the downside of working in hotels - for it is what the industry is all about - but you may find that the pressure of guest and management expectations are more stressful than you ever imagined. Pressure and deadlines are intrinsic elements of the industry and the best hotel workers thrive on conquering the challenges and obstacles placed in the way of personal and company objectives.

1.2 Statement of Problem

The disadvantage of this industry is long and odd hours. This means that if the client or customer of that particular hotel doesn't like early starts or late finishes, then the hotel industry may not help them. Furthermore, the hotel industry provides the standard living for their client (Johnston, 2010) They provide services with the standard level such as the rooms that they provide the foods, they provide (Johnston, 2010) rooms with full furniture and all the equipment. So, the client will happily enjoy all the service of them. So, they will satisfy with their service and may be the loyal to the particular hotel industry. However, the hotel industry faces labor and human resource challenges including the compression or shrinking of the labor force, union issues and escalating health care and benefit costs among others affecting the employment in Kampala. Therefore, this research is aimed at identifying the contribution of hotels industry in reduction of unemployment and poverty alleviation in Kampala.

1.3 Purpose of the study

The purpose of the study was to assess the contribution of hotels industry on reduction of unemployment and poverty alleviation in Kampala

1.4 Objectives of the study

To examine the contribution of hotels industry in Kampala.

To assess the reduction of unemployment and poverty alleviation in Kampala

To establish the relationship between contribution of hotels industry and reduction of unemployment and poverty alleviation in Uganda.

1.5 Research Questions

What is the contribution of hotels industry in Kampala?

What is reduction of unemployment and poverty alleviation in Kampala?

What is the relationship between contribution of hotels industry and reduction of unemployment and poverty alleviation?

1.6 Scope of the study

1.6.1 Content scope of the study

The study was carried out on the contribution of hotels industry in Kampala. It was guided by the objectives; to examine the contribution of hotels industry in Kampala, to assess the reduction of unemployment and poverty alleviation in Kampala and to find out the relationship between contribution of hotels industry and reduction of unemployment and poverty alleviation.

1.6.2 Geographical scope of the study

This study was confined to Mt Zion hotel Kampala Uganda. This placed business organization which was chosen to take form of this study because it provided various services and they were packed differently for differentiation to attract more customers and this helped to give

information required to accomplish this study hence reliable and valid data was obtained at the end of the study.

1.6.3 Time scope of the study

These studies were confined to a period of seven years that was 2020. It was because from that time many services had been offered by this company and there were packed differently to increase their sales volume and compete favorably in the market environment.

1.7 Significance of the study

The study finding will be useful to company because it will help them make a marketing strategy by meeting customer needs.

The study finding will be helpful to improve quality perceptions of their product(s) by designing packages that are more elaborate than visual competitors in the segment of interest, there by generating more value as perceived by the consumer, motivating purchasing decisions to wards development process.

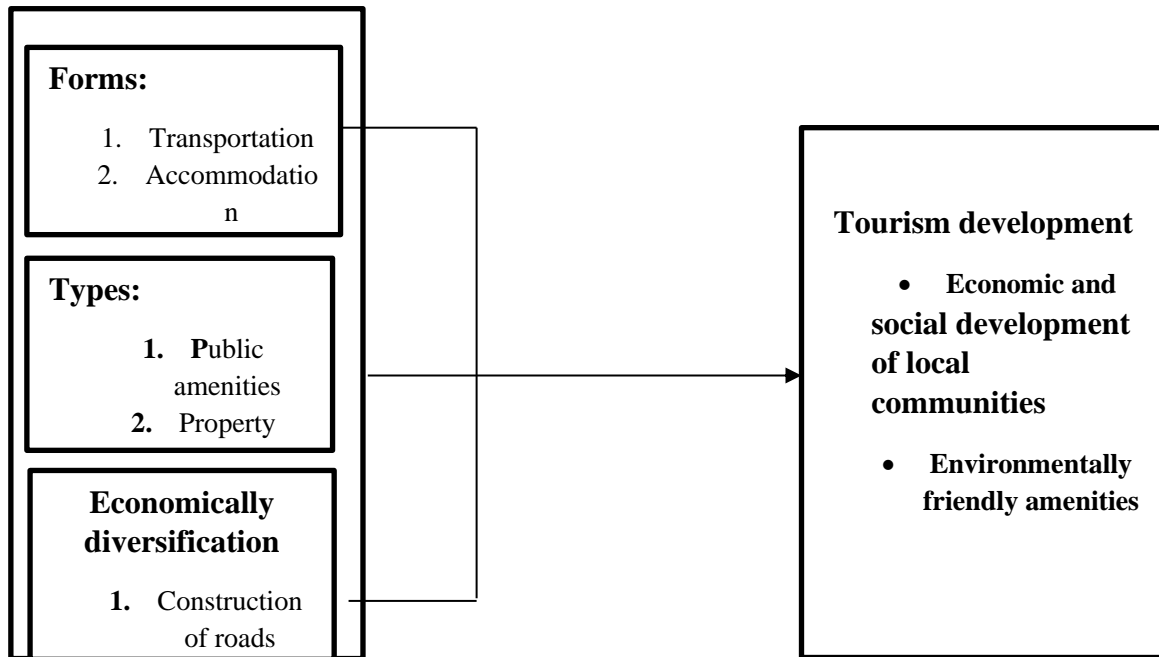
The study will be of the help to the marketer on package and sale volume that might find the findings of this study relevant to the organizations

The study will be relevant to other scholars who will be presented with factual information on the relevance on sale volume.

1.8 Conceptual framework

Conceptual framework was defined as a set of broad ideas and principles taken from relevant fields of enquiry and used to structure a subsequent presentation (Reichel and Nilsson, 1987)

Figure 1. 1 Conceptual Framework



Source: <http://www.helium.com/items/1491348-differen-hotel-departments>

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