



**BUSITEMA
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Pursuing Excellence

**DEVELOPMENT OF TOURISM IN SMALL TOWNS OF SCENIC AREAS OF UGANDA
A CASE STUDY OF SANGA (C) WARD, SANGA TOWN COUNCIL, KIRUHURA DISTRICT
NEAR
LAKE MBURO NATIONAL PARK**

**BY
KUSASIRA EMMANUEL
BU/UG/2021/3404**

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REQUIREMENTS FOR THE AWARD OF A
BACHELORS DEGREE IN TOURISM
AND TRAVEL MANAGEMENT
BUSITEMA UNIVESIRTY**

AUGUST, 2024

DECLARATION

DECLARATION

I **KUSASIRA EMMANUEL** hereby declare that the work in this research proposal is original and has never been published or submitted to any institution of learning for any academic award.

Kusasira Emmanuel

BU/UG/2021/3404

Signature..... *Kusasira Emmanuel*

Date..... *27th August, 2024* .

APPROVAL

APPROVAL

This research proposal titled, "*Development of tourism in small towns of scenic areas of Uganda*" has been developed under my supervision and is ready for submission for the award of a Degree of Bachelors of tourism and travel management of Busitema University

Signed:  Date: *27/Dec/2024*

Mr. ORINGO JONAH
(Supervisor)

DEDICATION

This work is dedicated to my family members; mostly my parents (Mr. Tumushabe colleb and Mrs. Jennifer Kishokye) and my brother Nuwataho Hannington for each and every effort they have put in place both spiritually and financially to make me who I am today. May almighty God bless you and lift you on high forever endeavors.

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LIST OF ABBREVIATIONS

Short form	Meaning
EAC	East African community
GDP	Growth domestic product
UWA	Uganda wildlife authority
MTWA	Ministry of tourism, wildlife and antiquities
WTTC	World tourism and travel council
CNN	Cable news network
LED	Local economic development
NDP	National development plan
UNDP	United nations development plan
TBL	Triple bottom line theory
COVID-19	Corona Virus Disease Of 2019
IV	Independent variable
DV	Dependent variable
CREATOUR	Creative tourism
WTO	World tourism organization
SPSS	Social package for statistical science
SDG	Sustainable development goals

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ABSTRACT

This study was about the Development of tourism in small towns of scenic areas of Uganda. The objectives of the study were; to assess the current state of tourism in small towns surrounding Lake Mburo National Park, to identify factors hindering the development of tourism in the developing country like Uganda, to propose strategies for promoting tourism and sustainable development in the small towns surrounding Lake Mburo national park. The researcher based on theory of triple bottom line and conceptual considerations 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 was 40 and the target population was 36 from which the data was 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 area. The data was collected using a close ended questionnaire and data was presented using frequency tables and the correlation and regression results were 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 were used to describe and summarize data. The presentation of data was 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 enhancing tourism infrastructure and services to drive small town development, emphasizing the need for targeted marketing, improved funding, and strategic stakeholder engagement. In conclusion, effective tourism promotion and infrastructure upgrades can significantly benefit small towns, fostering sustainable growth and community involvement.

CHAPTER ONE

BACKGROUND OF STUDY

1.0 Introduction

This chapter presents the Background of study, Statement of the Problem, Purpose of the study, Research objectives, Research questions, Scope of the Study, Content Scope, Geographical Scope, Time Scope, Significance of the Study and Conceptual Framework.

1.1 Back ground of the study.

The study is about the development of tourism in small towns of scenic areas of Uganda. The study is important because it helps in improving the small towns in scenic areas economically, socially and environmentally well.

Small towns, are defined as those with fewer than 20,000 inhabitants (Majewska et al., 2022), are diverse and face significant challenges, including population decline and economic crises due to competition from larger cities and reduced rural services (Bartosiewicz and Marszał, 2013; Heffner and Halama, 2011; Heffner, 2005). These issues drive many small towns to explore local or regional tourism development as an economic stimulus. Defining small towns can be approached practically, using population size or legal criteria, or scientifically, focusing on their economic, administrative, or cultural importance (Steinführer et al., 2016). Functional definitions emphasize their role in connecting metropolitan and rural areas and balancing settlement systems (Filipović et al.; Hinderink and Titus, 1988). Scenic areas for tourism can be defined as places with significant natural or human features that attract tourists (Leiper, 1990; Pearce, 1991), (Lu, 2022)

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