CONTRIBUTION OF DARK TOURISM ON THE DEVELOPMENT OF THE TOURISM INDUSTRY IN UGANDA, ACASE STUDY OF THE UGANDA MARTYRS NAMUGONGO CATHOLIC SHRINE IN KIRA MUNICIPALITY, WAKISO DISTRICT

BY

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A RESEARCH REPORT SUBMITTED TO THE FACULTY OF MANAGEMENT SCIENCES, IN PARTIAL FULFILLMENT OF REQUIREMENT FOR THE AWARD OF A BACHELORS DEGREE OF TOURISM AND TRAVEL MANAGEMENT OF BUSITEMA UNIVERSITY

AUGUST 2024

DECLARATION

DECLARATION

I GALIMAKA MATTE JULIUS, declare that the information in this report was collected and gathered by me and it is true and has never been submitted by any other person for the award of a degree in tourism and travel management.

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APPROVAL

APPROVAL

This report is submitted to Busitema University, faculty of management science as a partial fulfillment for the award of a bachelor's degree in Tourism and travel management with my approval as internal supervisor

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Date : 27th / August / 2024

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DEDICATION

To my parent Mrs. NANSEERA PERUTH for her love, ceaseless prayers and support both financially, morally and generous contribution towards the success of my academic excellence. To my sisters and brother, Seruzi Ambrose, Nakatagi Joan, together with my classmates Makoha Emma, Mirembe Racheal and many others for their encouragement and prayers.

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LIST OF ABBREVIATIONS AND ACRONOMYS

UBOS	Uganda Bureau Of statistics
UNESCO	United Nations Educational, Scientific and Cultural Organization
U.T.B	Uganda Tourism Board
MTWA	Ministry of Tourism Wildlife and Antiquities
G.D.P	Gross Domestic Product

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ABSTRACT

Dark tourism, the act of visiting to sites associated with death, human sufferings, disasters or tragedy, has gained significant attention in the field of tourism studies. Marketing plays a crucial role in shaping the contribution of dark tourism hence the development of tourism industry and promotion of dark tourism destinations. This dissertation focuses on the impact of marketing strategies on the development of dark tourism, using the case study of the Uganda Martyrs Namugongo catholic Shrine. This study examined how marketing efforts have influenced visitation patterns, visitor experience, and the overall development of the shrine as a dark tourism destination. Through a combination of qualitative research methods including interviews, surveys, and site observations, this research sheds light on the strategies implemented by the Uganda Martyrs Namugongo Shrine to promote dark tourism and analyses their effectiveness. The findings of this study contribute to the existing literature on dark tourism marketing and provide insights to other destinations seeking to develop and promote dark tourism sites.

CHAPTER ONE
INTRODUCTION

1.0 Introduction

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

1.1 Background of the study

Dark tourism involves tourists visiting to human sufferings, heritage sites of death, disasters or tragedy (Mionel, 2021) and it was coined by Lennon and Foley in 1996. Components of dark tourism include disaster, genocide, cemeteries/grave yards, battlefields and ghost tourism according to (Agapito et al., 2013). The dark tourist sites where tourists can visit and express their desires to understand the past events related to death, tragic or human sufferings (Bowman & Pezzullo, 2009) at the global level, dark tourism is analyzed as follows;

According to (Topsakal & Ekici, 2014) on august 6th 1945 Hiroshima of Japan in Asia was bombed by the atomic bomb, approximately to 70000 people died instantly and by the end of 1945 the number the death reached 140000 all most half way of the population. The Hiroshima peace memorial museum and park which were opened on august 1952 attracted 110000 visitors in the first year, because of marketing strategies used around 11.5 visitor visit Hiroshima peace memorial museum and the Hiroshima peace memorial park , about 530000 visitors come from overseas (Poade, 2017). Hiroshima was designated as a UNESCO heritage site in 1966 with a reason that after the atomic bombing, the building was the only structure that remained standing around the atomic bombing of Hiroshima at the end of war II.

According to (sheshadri, Raja on 4th march 2016), Kigali genocide memorial of Rwanda at Gisozi where 250000 victims have been buried. It is also called the genocide against the Tutsi, occurred between 7thApril and 15thJune 1994 during the Rwanda civil war. The esteemed number of the death is 491000-800000. However, in the years that followed, dark tourism grew rapidly whereby in 2010, the country Kigali genocide attracted 660000 international visitors who generated US$200 million in revenue although it must be noted that 80% from 38.136 or 5.8%, were non Africans leisure visitors (RDBa, 2014). The Aegis trust attendance statistics show that more than 40000 foreigners visited Kigali genocide memorial in 2012 (Gasana 2012). According to Friedrich and Johnston (2014) attracted more than 42000 international tourist that visited Kigali genocide

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