

**TOURISM DESTINATION IMAGE ON THE GROWTH OF TOURISM INDUSTRY IN
UGANDA**

A CASE STUDY OF MURCHISON FALLS NATIONAL PARK

BY

TABAN SIRAJI

BU/UG/2020/2493

DEPARTMENT OF TOURISM AND HOSPITALITY MANAGEMENT

FACULTY OF MANAGEMENT SCIENCES


BUSITEMA UNIVERSITY

**A RESEARCH PROPOSAL SUBMITTED TO THE FACULTY OF MANAGEMENT
SCIENCES IN PARTIAL FULFILLMENT OF THE REQUIREMENTS FOR THE
AWARD OF THE DEGREE OF BACHELOR OF TOURISM AND TRAVEL
MANAGEMENT OF BUSITEMA UNIVERSITY.**

DECLARATION

DECLARATION

I TABAN SIRAJI hereby declare that this research proposal has been my own original work and it has not been submitted to any other University or any higher Institution of learning by anybody else for any academic award.

Signature: 

Date: 23/07/2024

APPROVAL

APPROVAL

This research report was compiled under serious supervisions and is here by submitted for examination and verification with the approval of the designated University Supervisor and the head of department tourism and hospitality management.

Academic Supervisor:

Mrs. Adongo Gorret

Signature *Adongo Gorret*

Date *23/09/2024*

DEDICATION

I dedicate this research report to my late grandmother, beloved parents Sheikh Mansur Allahai, beloved mother Chandiru Zainab sisters Sarah, Kasfah, Jamilah brother Arish. The Uganda government for the wonderful sponsor it offered me to study free. The administration of Busitema at large, lecturers my Academic supervisors, fellow colleagues for their contribution towards enabling me complete this report. May Almighty reward you abundantly and make you prosper in whatever you are doing Amen. I love you all.

ACKNOWLEDGEMENT

In the first place, thanks to the Almighty God for the gift of life, blessings, good health and wisdom he rendered to me without any single cost. I would like to take this opportunity to express my sincere heartfelt appreciation for the contributions of those who in one way or another helped me in accomplishing this hard task of academic journey.

I would also like to acknowledge the contribution of my loving and caring parents, sisters and brothers friends my lecturers, classmates, with whom I enjoyed fruitful discussions on challenging situations and topics.

Finally, I would like to express my thanks to all Busitema University lecturers especially Mr. Jowalie Wampande Ahmed, Mrs. Adongo Gorret, Mr. Musoke Aggrey and Mr. Wejuli Joseph in the faculty of management sciences for the enormous contribution towards my education. May God bless you all?

TABLE OF CONTENTS

Contents

DECLARATION	i
APPROVAL	i
DEDICATION.....	iii
ACKNOWLEDGEMENT.....	iv
TABLE OF CONTENTS.....	v
LIST OF ABBREVIATIONS AND ACRONYMS	ix
ABSTRACT.....	xi
CHAPTER ONE:.....	1
BACKGROUND OF THE STUDY	1
1.0 Introduction.....	1
1.1 Background of study.....	1
1.2 Statement of the Problem.....	2
1.3 Purpose of the study.....	3
1.4 Research objectives.....	3
1.6.0 Scope of the Study	3
1.6.2 Geographical Scope	3
1.7 Significance of the Study	4
1.8 Conceptual Framework.....	5
Summary of conceptual framework.....	6
CHAPTER TWO:.....	7
LITERATURE REVIEW	7
2.0 Introduction.....	7
2.1 Theoretical review	7
2.2 Conceptual review	7

2.2 cognitive image on the growth of tourism industry Uganda.....	7
2.3 Tourist activities factors on the growth of tourism industry.....	8
2.4 Infrastructural factors and tourism growth and development.....	9
2.5. Summary of the literature review.	10
CHAPTER THREE:	11
RESEARCH METHODOLOGY	11
3.0 Introduction:.....	11
3.1 Research Design	11
3.2 Study Population.....	11
Table 1: the table 3.1 below shows the frame of sampling techniques	12
3.4 Sampling method	12
3.5 Type of data	12
3.5.2 Secondary data.....	13
3.6 Data Collection methods.....	13
3.7 Data Analysis plan	13
3.8 Data Analysis Techniques and Methods.....	13
3.9 Reliability and Validity.....	13
Table 2: table 2 validity and reliable of results based on CVI.....	14
3.10 Limitations of the study	14
3.11 Ethical Considerations	14
CHAPTER FOUR:	15
DATA ANALYSIS AND PRESENTATION OF FINDINGS	15
4.0Introduction.....	15
4.1Response Rate.....	15
4.2.2 Years served in the organization.....	16
4.2.3 Education background	16

4.3 Descriptive findings on effects of cognitive image and tourism growth and development. ..	16
4.4 Descriptive findings on effects of Tourist Activities and tourism growth.	17
4.5 Descriptive findings on effects of Infrastructural factor and tourism development.	18
4.6.0 Spearman’s correlation analysis	19
4.6.1 Cognitive image on tourism growth and development.....	19
4.6.2 Tourist activities on tourism growth and development	19
4.6.3 Infrastructural factors on tourism growth and development.....	19
4.7.0 Regression analysis.....	19
4.7.1 Regression analysis of cognitive image on tourism growth and development.....	20
4.7.2. Regression analysis of tourist activities on tourism growth and development.....	20
4.7.3. Regression analysis of infrastructural factors on tourism growth and development	21
CHAPTER FIVE:	22
RECOMMENDATIONS.....	22
5.0 Introduction.....	22
5.1 Interpretation of the findings	22
5.1.1 Cognitive image and tourism development	22
5.1.2 Tourist activities on tourism growth and development.	22
5.1.3 Infrastructure factor and tourism growth and development.....	23
5.2 Conclusion	23
5.3 Recommendations.....	23
5.4 Limitation.....	24
5.5 Recommendations for further studies	24
REFERENCES	26
APPENDICES	29
Appendix I: Letter of Introduction.....	29
Appendix II: Questionnaire	30

Appendix III: Work Plan for 2023.....	33
Appendix IV: Research Budget	34

LIST OF ABBREVIATIONS AND ACRONYMS

UNWTO united nations' world tourism organization

E.U European union

IATA international air transport association

WTTC world travel & tourism council

E.G. for example

USD united states dollar

LIST OF TABLES

Table 1: the table 3.1 below shows the frame of sampling techniques.....	12
Table 2: table 2 validity and reliable of results based on CVI.....	14
Table 3: table 4.1 response rate.....	15
Table 4: table 4.2.1 gender respondents.....	15
Table 5: table 4.2 level of education.....	16
Table 6: table 6.4.3.1 cognitive image on destination growth and development.....	16
Table 7: table 4.3.2 tourist activities and tourism growth.....	17
Table 8: table 4.3.3 infrastructural factors and tourism growth and development.	18
Table 9: table 4.6 spearman's correlation.....	19
Table 10: table 4.7.1 cognitive image on tourism growth and development	20
Table 11: table 4.7.2 tourist activities on tourism growth and development	20
Table 12: table 4.7.3 infrastructural factors on tourism growth and development.....	21

ABSTRACT

The study was about destination image and tourism growth and development in Uganda. The study was aimed at achieving the following objectives; to examine the impact of destination cognitive image on the growth of tourism industry in Uganda, to examine the impact of tourist activities factors on the growth of tourism industry in Uganda, to examine the impact of infrastructural factors to the growth and development of tourism industry in Uganda. The study discovered that despite the importance of destination image on tourism sector very few papers have tried to explore the relationship of destination image on tourism growth and development in Uganda. This creates the question of what is the impact of destination image on tourism growth and development in Uganda economy. 36 respondents were selected to give their views about destination images and tourism growth in Uganda and closed-ended questionnaire was the main tool used to collect the responses from the different respondents. We used cross sectional research design and a quantitative approach.

Findings showed that there is a very significant impact between destination image and tourism growth and development; cognitive image and tourism growth; and infrastructure factors and tourism growth. The study therefore recommends that improvement of tourism growth requires a good destination image having facilities, cognitive image for instance the tourist attractions, accommodation and infrastructure.

CHAPTER ONE:

BACKGROUND OF THE STUDY

1.0 Introduction

This chapter presents the introduction, background of the study, problem statement, purpose of the study, objectives, research questions, scope of the study, conceptual framework, significance of the study, and definitions of key terms.

1.1 Background of study

Tourism is the act and process of spending time away from home in pursuit of recreation, relaxation and pleasure while making use of the commercial provision of services. And tourism is the largest and most diverse service industry on which many countries rely as source of revenue, employment, private sector growth and investment. Its contribution is widespread to boost consumption, infrastructure development and gross domestic product (UNWTO, 2019). Besides generating foreign exchange earnings and alleviating the balance of payments problems encountered in many developing countries

Tourism destination refers the place that has a set of resources both culturally and naturally, infrastructures and other facilities and services to attract tourist. Any tourism destination comprises of the following components; transport, accommodation, attractions, activities and amenities, worldwide France is the leading tourism destination followed by Dubai, London, Singapore. In Uganda its queen Elizabeth, Murchison falls and Bwindi impenetrable national park.

Globally, Travel and tourism is the largest and most diverse service industry on which many countries rely as source of revenue, employment, private sector growth and investment. Its contribution is widespread to boost consumption, infrastructure development and gross domestic product (UNWTO, 2019). Besides generating foreign exchange earnings and alleviating the balance of payments problems encountered in many developing countries, international tourism generates employment, income, savings, investment, and economic growth in most part of the world (WTTC, 2018).

In addition to global level, many leading tourism destination has underlined the importance of destination image as one of the way to strengthen the competitive advantages of destination as well as increasing the quality of tourism destination facilities. The contribution of the tourism industry to the Chinese economy for example is considered as one of the most important employers, directly hiring 28.25 million individuals and providing jobs for almost 80 million people indirectly. To put numbers into even more perspective, the Chinese tourism sector accounts for approximately 10.28% of the total Chinese job sector. In terms of expenditures for the development of tourism, China topped the ranking by spending \$164.9 billion, which amounted to an increase of 27.14% relative to 2017 and 2018. The second position is held by the US, with the expenditure levels reaching \$110.8 billion, amounting to a 6.4% increase from the

REFERENCES

Ahuja (2009). Factors Influencing Performance of the UAE Islamic and Conventional National Banks. Department Of Accounting, Finance and Economics, College Of Business Administration, University Of Sharjah.

Assael, H. (1984). Customer behavior and marketing action, Boston: Kent publishing

Baloglu, S, & Mcleay, K.W. (2016). A model of destination image formation. *Annals of*

Buhalis, D. (2011). Marketing the competitive destination of the future tourism management, 21(1), 97-116. [https://doi.org/10.1016/s0261-5177\(99\)00095-3](https://doi.org/10.1016/s0261-5177(99)00095-3).

Borges, A.P.; Cunha, C.; Lopes, J. (2020). the main factors that determine the intention to revisit a music festival. *J.Policy Retour. leis. Events*

Baloglu, S. (2011). A path analytic model of visitation intention involving information sources, socio-psychological motivations, and destination. *Journal of travel and tourism marketing*, 8(3), 81-91.

Bornhorst, T., Ritchie, J. B., & Sheehan, L. (2010). Determinants of tourism success for DMOs & destination: empirical examination of stakeholders' perspectives. *Tourism management*, 31(5), 572-589. <https://doi.org/10.1016/j.tourman.2009.06.008>

Copper, C; J. Fletcher, A. Fyall, D. Gilbert and S. Wianhill (2010); *tourism; principles and practices* Essex: Pearson education limited fourth edition

Coulson, A.B., Maclaren, A.C., McKenzie. S., & O'Gorman, K.D. (2014), hospitality codes and social exchange theory: the pashturwali and tourism in Afghanistan. *Tourism management*, 45, 14-141. <https://doi/10.1016/j.tourman.2014.03.019>

Creswell, .J. W. (2014). *Research design: qualitative, quantitative and mixed methods approach* (4th Ed.). Thousand oaks, ca: sage. In sage, (vol. 12, issue 4th edition). <https://doi.org/10.539/elt.v12n5p40>

Meacher, J., & Buttle, F. (2010) "a repertory grid analysis of Austria's image as a summer vacation destination". *Journal of travel research*, 27(3); 3-7.

Emerson R. M. (1976). Social exchange theory. *Annual review of sociology*, 2(1), 335-362). <https://doi.org/10.1146/annurev.so.o2.080176.002003>.

Formation process". *Journals of academy of marketing science* 22(spings):114-129.

Govers, R., Go, F. M., & Kumar, K. (2013) promoting tourism destination image. *Journals of travel research*, 46(1), 15-23.

- Halstead Diane, David Hatman, and Sandra L. Schmidt. (1994) "multisource effects on the satisfaction
- Hashemi, D.E. (2019). Person-environment interacts: a challenge found wanting before it was tried. *Review of education research*, 45(2), 209-230. <https://doi.org/10.2307/1170054>.
- Hidayat, T., Hu, C.P, Chang, Y.Y., & Tsai, H.Y. (2020). Tourist satisfaction on culture events: the case of pacu jawi (cow racing) in west Sumatra, Indonesia. *International journal of organizational innovation*, 12(4), 150.
- Khuong, M., Nguyen, N., & Nguyen, T. (2020). Elements influence international tourist's satisfaction. *Management science letters*, 10(11), 2463-2476. <https://doi.org/10.5267/jmsl.2040.4.003>.
- Kim, H., & Richardson, S. L. (2013). Motion picture impacts on destination images. *Annals of tourism research*, 30(1), 216-237.
- Kozak, M. (2010). Measuring tourist satisfaction with multiple destinations attributes. *Tourism analysis*, 7, 229-240.
- Krejere, R. V, & Morgan, D.W, (1970). *Activities*, 38, 607-610.
- Ling. L.Q., Karim, M. S. A., Othman, M., Adamant, N.M., Ramachandran, S. (2010). Relationship between Malaysian food image, tourist satisfaction and behavioral intention. *World applied science journal*, 10(10), 164-171, <http://psasir.upm.edu.my/id/eprint/16500>
- Kushwah, R.S., & Chaturved, P, (2019). Resident's perceived economic benefits of heritage tourism and support for tourism development: a case of khajurabo, in proceedings of 10th international conference on digital strategies for organizational success, 1514-1525. Gwalior; prestige institute of management, <https://doi.org/10.2139/5610.3328133>
- Mugenda, A. a. (2003). *Reading in research method: quantitative and NAIROBI: Africa Centre for technology studies*, Nairobi, Kenya.
- Mugenda, O and Mugenda, A, (2008). *Research methods; quantitative and qualitative approaches*.
- Oliver, R.L. (2016). *Satisfaction; behavioral perspective on the consumer*, New York; McGraw-Hill.
- Oppewal, H., Huybers, T., & Crouch, G.I. (2015). Tourist destination and experience choice; a choice experimental analysis of decision sequence effects. *Tourism management*, 48(48), 467-476. <https://doi.org/10.1016/j.tourman.2014.12.016>.
- Pan, J. (2019). How Chinese officials use internet to consider their public image, *Political Science Research and Methods*, 7(2), 197-213, <https://doi.org/10.1017/psm.2017.15>

Park, J.Y., Bufquin, D., & Back, R.M. (2019). When do they become satisfied? An examination of the relationship among winery tourists' satisfaction, repeat visits and revisit intentions. *Journal of destination marketing & management* 11, 231-239.
<https://doi.org/10.1016/j.j.dmm.2018.04.004>.

McAlexander, J.H., Kim, S.K., & Roberts, S.D (2013). Loyalty; the influence of satisfaction and brand community integration. *Journal of marketing and practices* 11(4), 1-11