
**IMPACT OF CULTURE ON TOURISM DEVELOPMENT IN UGANDA;
A CASE STUDY OF HOIMA DISTRICT**

BY

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**A RESEARCH report SUBMITTED TO THE FACULTY OF MANAGEMENT
SCIENCES BUSTIEMA UNIVERSITY IN PARTIAL FULFILMENT OF THE
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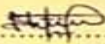
JANUARY, 2024

DECLARATION

DECLARATION

I, Saviour Jimmy, hereby declare that this research report was produced out of my own effort with guidance of my supervisor and has never been submitted to any other university for any academic award.

Signature



Date

8th January 2024

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APPROVAL

APPROVAL

This research has been supervised and approved by the supervisor and is therefore submission to the faculty of management sciences, Busitema university.

Signature..........Date 29/01/2024.....

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(ACADEMIC SUPERVISOR)

DEDICATION

I dedicate this work to my parents especially my beloved mother JACKLINER KUGONZA ATWOOKI for the supportive hand and courage they have given. My family especially my sons Joel and Jonah. Above all I thank the almighty God for guidance and provision towards completion of this research work

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LIST OF ACRONYMS AND ABBREVIATIONS

ANOVA	-	Analysis Of Variance
C.V.I	-	Content Validity Index
CDOs	-	Community Development Officers
GDP	-	gross domestic product
INE	-	Statistics of Spain
KNBS	-	Kenya National Bureau of Statistics
KTB	-	Kenya Tourism Board
TV	-	Television
UNESCO	-	United Nations Educational, Scientific and Cultural Organization
UNWTO	-	World Tourism Organization
WOM	-	Word of Mouth
WTTC	-	World Travel and Tourism Council
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ABSTRACT

Culture creates authenticity and distinctiveness in the global tourism market. In this regard, “tourism experiences” that can connect people and visitors to local cultures are very important. Purpose of the study was to examine the impact of culture on tourism development in Uganda; a case study of Hoima district in Bunyoro sub region. The study was based on three objectives namely: to assess the impact of people towards tourism development, to assess the impact of cultural sites to tourism development in Uganda and to assess the impact of cultural institutions towards tourism development in Uganda. Using a cross section design both qualitative and quantitative data was collected from 71 respondents using questionnaires and interviews. Both spearman’s regression analysis and regression analysis were used to show the relationship between variables. The findings show that people’s norms and practices have been positive fundamental transformation which has enhanced cultural sites, cultural institutions and development of tourism ($R= 0.99$, Sig 2-Tailed, F-Value = 4.14 and p-value =0.085753>0.05). Similarly, Pearson correlations of 0.99 (Sig 2-Tailed), indicated that Cultural sites have been positive fundamental transformation which has enhanced people’s norms and practices and cultural institutions. In addition, Pearson correlations of 0.98 (Sig 2-Tailed), it indicates that cultural sites have been positive fundamental transformation on development of tourism. The researcher recommended for more funding mechanism to the tourism sector, developing cultural routes through partnership and enhancing on the marketing strategies.

CHAPTER ONE

BACKGROUND OF THE STUDY

1.0 Introduction

This chapter presents the background of the study, statement of the problem, general objective, specific objectives, research questions, scope of the study and the significance of the study and the conceptual framework.

1.1 Background of study

Culture encompasses the shared beliefs, values, customs, traditions, arts, and way of life of a particular group or society (Hofstede, 2011). In the context of tourism development, culture refers to the unique cultural heritage, attractions, and experiences that a destination offers to its visitors. It includes the tangible and intangible aspects that showcase the history, art, music, gastronomy, festivals, architecture, and folklore of a place. Culture plays a pivotal role in shaping the identity of a destination, creating a sense of authenticity, and attracting tourists seeking immersive and enriching experiences (Hjalager, 2010). The unique cultural experiences offered by destinations have become a major attraction for tourists worldwide, leading to increased interest in understanding the impact of culture on tourism development.

Statistics suggest a growing interest in cultural tourism. According to the World Tourism Organization (UNWTO) and the United Nations Educational, Scientific and Cultural Organization (UNESCO), cultural tourism accounts for around 40% of all global tourism flows. Moreover, from 2009 to 2018, cultural tourism experienced an average growth rate of 6.2%, outperforming other tourism sectors. Years of research and analysis indicate the positive impact of culture on tourism development. Several examples highlight the significance of cultural tourism. Spain, for instance, has experienced substantial growth in its tourism industry in recent years. According to the National Institute of Statistics of Spain (INE), the number of international tourists visiting the country reached a record high of 82.8 million in 2019 ("Número de turistas internacionales...", 2020). This figure represents steady growth compared to the previous years. The country offers a wide range of unique cultural attractions that captivate visitors from all over the world. From its rich history and architectural marvels to vibrant which include las fallas biggest event between winter and springs, la tomatina, semana and feria de abril for flemenco dance in sevilla.

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