
**THE IMPACT OF CULTURAL TOURISM ON TOURISM DEVELOPMENT IN UGANDA,
A CASE STUDY BUGANDA TOURISM AND HERITAGE BOARD**

BY

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DECLARATION

I, Lubwama Steven, 2200402342, to the best of my knowledge, declare that the contents of this research report are my original work of creation and have never been written, compiled, and submitted by any scholar/student anywhere in any other university or higher institution of learning for any degree or related qualification.

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APPROVAL

This research report is submitted to Busitema University as a partial fulfillment for the award of Bachelors Degree of Tourism and Travel management with my approval as a university supervisor.

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DEDICATION

This work is dedicated to Mr. Musasizi Patrick, Rev.Fr. Emmanuel Ivan Kibirige, Mrs. Namwanje Annet for their moral support, encouragement and understanding. To all my friends, course mates, lecturers and the Almighty God for His unceasing blessings and love.

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LIST OF ABBREVIATIONS

OECD-	Organization for Economic Co-operation and development.
UNWTO-	United world tourism organization
GDP-	Gross Domestic Product
BHTB-	Buganda Heritage and Tourism Board
WTTC-	World tourism travel council
URT-	United Republic of Tanzania
IV-	Independent variables
DV-	Dependent variables
CTT-	Culture, Technology and tourism theory
UNESCO-	United nations Education, Scientific, cultural Organization
ILO-	International Labor Organization
SPSS-	Statistical package for social sciences
UNDP-	United Nations Development Programme

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ABSTRACT

The study explored the impact of cultural tourism on the tourism development in Uganda with the major focus on Buganda kingdom through the Buganda Heritage and Tourism Board as the case study. The study further analyzed the impact of cultural tourism initiatives on Buganda Kingdom, the socio-economic benefits of cultural tourism and strategies for integrating traditional cultural practices and rituals in the tourism development. The study further reviewed relevant literature basing on the theoretical framework, the culture, technology and tourism theory and the study objectives of the study. Descriptive cross-sectional surveys using both quantitative and qualitative data collecting techniques were used to gather data. This study design was chosen since it made it easier to obtain the data needed for the investigation. The researcher employed a sample technique to collect data, which was simply random, from the study population, which consisted of 40 people, and the target population, which consisted of 36 people. A closed-ended questionnaire was used to gather the data, which was then shown using frequency tables to determine the correlation and regression results. Both quantitative and qualitative analyses were performed on the collected data. Both primary and secondary data sources were used, which gave the researcher a wealth of knowledge. Computerized software (SPSS) was employed for data analysis, and qualitative statistical methods were applied to characterize and condense the data. Tables containing correlation and regression results as well as biodata were used to present the data. A researcher then provided a clear conclusion based on the findings, which were made based on various aims.

CHAPTER ONE

1.0 Introduction

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

1.1 Background of the study

The study looked at the impact of cultural tourism on tourism development in Uganda with a case study of Buganda Tourism and Heritage Board.

The World Tourism Organization (WTO, 2012), defined cultural tourism as travel that allows visitors to participate in local culturally related activities such as rituals and celebrations and whose primary or related goal is to visit places and events whose cultural and historical significance has made them a part of a society's history and culture. In most regions of the world, cultural tourism is a vital component of the travel business and is among the earliest types of travel. The wide definition of culture has resulted in an increase in cultural practice and a growing supply of cultural goods and services (Escudero, 2018).

A diverse number of tourism policy objectives can be advanced through the employment of cultural tourism as a marketing and development instrument in a variety of contexts. According to (Fairley, 2021), cultural tourism has been on a global quick consecutive growth for many years to extend that the European Commission selected 2018 as a year of cultural heritage. Since cultural tourism involves extremely intelligent people and is expensive, many established and underdeveloped nations have come to the conclusion that it is worthwhile to pursue (Richards, 2014).

According to WEF, (2024), tourism development is the procedure of increasing a region's capacity to draw in and host visitors in order to foster sustainable practices, preserve cultural assets, and boost economic growth. In this process, rules that support travel and tourism activities are developed, infrastructure is established, and tourist locations are promoted. Through the creation of jobs, the improvement of infrastructure, and the cash generated from visitor spending, tourism plays a crucial part in the development of nations (OECD, 2020). One of the most important segments of the international economy is tourism and traveling, that contributed US\$2.9 trillion to GDP in 2019—the largest amount of any sector before

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