



THE ROLE OF MEDIA IN THE PROMOTION OF CULTURAL TOURISM

A CASE STUDY OF BAMASABA CULTURAL CENTER

IN MBALE, UGANDA.”

BY

MAKAYI CYRUS

BU/UG/2022/2341

makayicyrus24@gmail.com

A RESEARCH REPORT SUBMITTED TO THE FACULTY OF MANAGEMENT

SCIENCES, DEPARTMENT OF TOURSIM AND TRAVEL IN PARTIAL

FULFILLMENT OF THE REQUIREMENT FOR THE AWARD

OF A BACHELOR’S DEGREE IN TOURISM AND

TRAVEL OF MANAGEMENT

BUSITEMA UNIVERSITY

AUGUST, 2025

DECLARATION

I, MAKAYI CYRUS, hereby declare that this research report is my original work and has never been submitted or published to any Institution of higher learning for any academic award.

Signature..........

Date.....25/08/25.....

MAKAYI CYRUS

BU/UG/2022/2341

APPROVAL

This is to certify that the research report entitled **The Role of Media in the promotion of Cultural Tourism** submitted by **Makayi Cyrus** has read and approved as meeting requirements to the Department of Tourism and Hospitality Management at Faculty of Management Sciences for the award of a Bachelor's degree in Tourism and Travel Management of Busitema University.

Name of supervisor

Ms Taaka Hope

Signature 

Date 25th 08 2025

ACKNOWLEDGEMENTS

I sincerely thank my H. O. D Mr. Wampande Jowail and My Supervisors Ms Taaka Hope and Mr Oringo Jonah for they guidance and support throughout this research. I also appreciate my family my father Mr. Mutuma Michael, my mother Kakai Grace, my sisters, Nakami Scovia, Khakasa Base and Nakhumitsa Gloria and my brothers Mafabi Robert, for their. Ncouragement and assistance. Finally, lastly I extend my gratitude to my colleagues Mr. Masette Abednego my academic Advisor and Mr. OKello Stephen and all other course mates and whoever contributed in one way or the other towards the success of this report. May the Almighty God richly reward them all with prosperity and long life?

TABLE OF CONTENTS

DECLARATION	i
DEDICATION	i
APPROVAL	ii
ACKNOWLEDGEMENTS	iii
LIST OF FIGURES	viii
LIST OF ACRONYMS	ix
ABSTRACT.....	x
CHAPTERONE	1
INTRODUCTION	1
1.0 Introduction.....	1
1.1 Back ground of the Study	1
1.2 Problem Statement	3
1.3 Research Objectives.....	3
1.3.1 General Objective	3
1.4 Specific Objectives	4
1.5 Research questions.....	4
1.6.0 Scope of the Study	4
1.6.1 Geographical Scope	4
1.6.2 Content Scope	4
1.6.3 Time Scope	5
1.7 Significance.....	5
1.8 Justification.....	6
1.9 Conceptual frame work.....	6
1.9 Explanation of Key Terms in the Context of the Study.....	8

CHAPTER TWO	10
LITERATURE REVIEW	10
2.0 Introduction.....	10
2.1 Theoretical Framework.....	10
2.1.1 Diffusion of Innovations	10
2.2.0 Empirical Literature Review	11
2.2 Media Type (Channels) and Cultural Tourism	11
2.3 Media Contents and Cultural Tourism.....	12
2.4 Media Challenges and Cultural Tourism	14
2.4 Summary of Research Gaps.....	15
CHAPTER THREE	16
RESEARCH METHODOLOGY.....	16
3.0 Introduction.....	16
3.1 Design of Research	16
3.2 Study Population.....	16
3.3 Sample Size.....	17
3.4 Sampling Technique	17
3.5 Data Type and Sources	17
3.6 Data Collection and Method.....	18
3.7 Data Analysis Plan.....	18
3.8 Data Analysis Techniques and Methods.....	18
3.9 Reliability and Validity of Research Instruments.....	18
3.10 Ethical Consideration.....	19
3.11 Limitations of the Study.....	20
CHAPTER FOUR.....	21

PRESENTATION, ANALYSIS AND DISCUSSION OF FINDINGS	21
4.0 Introduction.....	21
4.1 Rate of Response.....	21
4.2.1 Respondents' Gender.....	21
4.2.2 Age.....	22
4.2.3 Level of Education.....	22
4.3 Analysis of Correlation.....	23
4.4.1 Media Types and Cultural Tourism	23
4.4.2 Media Content and Cultural Tourism	24
4.4.3 Media Challenges and Cultural Tourism	24
4.5 Regression Analysis.....	24
4.5.1 Media Types and Cultural Tourism	25
4.5.2 Media Contents and Cultural Tourism.....	25
4.5.3 Media Challenges and Cultural Tourism	26
CHAPTER FIVE	28
DISCUSSIONS OF FINDINGS, CONCLUSIONS, RECOMMENDATIONS, LIMITATIONS OF THE STUDY, AND AREAS FOR FURTHER RESEARCH.....	28
5.0 Introduction.....	28
5.1 Discussion of findings.....	28
5.1.1 Media Type and Cultural Tourism.....	28
5.1.2 Media content and Cultural Tourism	29
5.1.3 Media Challenges and Cultural Tourism	29
5.2 Conclusion	30
5.3 Recommendations of the Study	30
5.4 Limitations of the Study.....	31

5.5 Areas for Further Research	31
REFERENCES	33
REFERENCES	34
APPENDICES	37
APPENDIX I: QUESTIONNAIRE	37
Appendix ii: Research Work Plan.....	43
Appendix iii: Research budget.....	44

LIST OF FIGURES

Figure 1: Showing Conceptual Frame Work media and Cultural Tourism	6
---	---

LIST OF ACRONYMS

FY	Financial year
UMMD	Uganda Museum and Monuments Department.
WTTC	World Travel and Tourism Council
UTB	Uganda Tourism Board
KRA	Kenya Revenue Authority
KShs	Kenya Shillings
MoF	Ministry of Finance
ICTC	International Cultural Tourism Committee
OECD	Organization for Economic Cooperation and Development
SSA	Sub-Saharan Africa
TZS	Tanzania Shillings
UGX	Uganda Shillings
UK	United Kingdom
URA	Uganda Revenue Authority

ABSTRACT

Title: The Role of media in promoting cultural Tourism at Bamasaba Cultural Center, Mbale, Uganda.

Cultural media – ranging from tradition radio and television to digital storytelling play a vital task in building tourisms and involvement with cultural heritage. The Bamasaba Cultural Center in Mbale, Uganda, has long served as a vibrant platform for preserving and showing Bamasaba dance, music, storytelling traditions through performances at wedding, public function and community. Complementing this, the Bamasaba’s Imbalu circumcision ceremony at Mutoto Cultural sites attract large crowds and is increasing promoted as tourism.

Despite rich cultural offerings, Bamasaba cultural Center faces marketing and infrastructure challenges that limit the global visibility. At this time media campaigns are planned both traditional and digital to enhance visibility, an appeals and sustainability development of Bamasaba cultural tourism destination.

CHAPTER ONE

INTRODUCTION

1.0 Introduction

This chapter structures the significant details about the topic, problem statement, and justification, objectives of the study, purpose of the study and the scope of the study.

1.1 Back ground of the Study

Cultural tourism has emerged as one of the fastest-growing segments of the global tourism industry, contributing significantly to economic development, heritage preservation, and community identity (UNWTO, 2023). It encompasses travel motivated by an interest in experiencing and understanding the heritage, arts, traditions, and lifestyles of other communities (Richards, 2018). Globally, cultural tourism is recognized as a key driver of sustainable tourism development, enabling host communities to safeguard their heritage while generating revenue and employment (OECD, 2022). According to the United Nations Conference on Trade and Development (UNCTAD, 2023), cultural tourism accounts for over 40% of total global tourism receipts, with destinations leveraging traditional festivals, museums, heritage sites, and indigenous cultural expressions to attract visitors.

Despite this growth, cultural tourism faces multiple challenges. In Europe, for example, a UNESCO (2022) report notes that heritage degradation, inadequate interpretation services, and limited stakeholder engagement have hindered the visitor experience in several destinations. In Asia, countries such as India and Thailand have faced difficulties in integrating cultural heritage into broader tourism strategies, leading to commercialization and loss of authenticity (Sharma & Gupta, 2021). Similarly, in Africa, research by Ndlovu and Rogerson (2020) shows that cultural tourism potential remains underutilized due to poor infrastructure, limited promotional capacity, and weak community participation. In Nigeria, Adebayo (2019) highlights that despite rich cultural heritage; many local cultural sites remain unknown to tourists because of insufficient branding and lack of coordinated tourism development strategies.

REFERENCES

- Akullo, J., & Mwesigwa, R. (2019). Community media and cultural heritage promotion: The case of Bamasaba Cultural Center. *Journal of African Cultural Studies*, 31(4), 451–463. <https://doi.org/10.1080/13696815.2019.1629273>
- Ariani, R., Wijaya, S., & Hadi, S. (2023). Social media influence on cultural tourism decisions in Yogyakarta. *Indonesian Journal of Tourism and Leisure*, 5(1), 34–45.
- Baine, A. (2020). Cultural heritage and tourism in Eastern Uganda: Challenges and opportunities. *Uganda Cultural Research Review*, 5(1), 67–74.
- Brooklyn Museum. (2022). *Digital engagement report*. New York: Brooklyn Museum.
- Del Chiappa, G., & Baggio, R. (2021). Social media marketing and museum visitation: Evidence from Italy. *Tourism Management Perspectives*, 38, 100812.
- Brooklyn Museum. (2022). *Digital engagement report*. New York: Brooklyn Museum.
- Del Chiappa, G., & Baggio, R. (2021). Social media marketing and museum visitation: Evidence from Italy. *Tourism Management Perspectives*, 38, 100812.
- Buhalis, D., & Law, R. (2008). Progress in information technology and tourism management: 20 years on and 10 years after the Internet—The state of eTourism research. *Tourism Management*, 29(4), 609–623. <https://doi.org/10.1016/j.tourman.2008.01.005>
- Cheng, M., & Edwards, D. (2019). A comparative study of heritage tourism marketing via traditional and digital media. *Journal of Heritage Tourism*, 14(3), 225–239. <https://doi.org/10.1080/1743873X.2018.1541977>
- Ghana Tourism Authority. (2020). *Year of Return: Impact Report*. Accra: GTA.
- Govers, R., & Go, F. M. (2016). *Place Branding: Glocal, Virtual and Physical Identities*. Palgrave Macmillan.

- Gretzel, U., Sigala, M., Xiang, Z., & Koo, C. (2020). Smart tourism and cultural institutions. *Journal of Tourism Futures*, 6(3), 234–249.
- Huang, S. S., van der Veen, R., & Song, Z. (2020). Media influence on Chinese outbound tourism. *Tourism Management*, 81, 104162.
- Korea Tourism Organization. (2020). *Tourism Statistics Annual Report 2019*. Seoul: KTO.
- Luo, M., Zhang, L., & Liu, Y. (2022). Social media marketing and visitor engagement in Chinese museums. *Emerald Emerging Markets Case Studies*, 12(4), 421–438.
- Luo, M., Zhang, L., & Liu, Y. (2022). Social media marketing and visitor engagement in Chinese museums. *Emerald Emerging Markets Case Studies*, 12(4), 421–438.
- Ministry of Tourism, India. (2021). *Incredible India Campaign Performance Report*. New Delhi: Government of India.
- Mkono, M. (2011). Authenticity does matter: A content analysis of tourist comments on TripAdvisor. *Tourism Analysis*, 16(4), 437–446. <https://doi.org/10.3727/108354211X13149079788203>
- MoMA. (2023). *Annual Digital Strategy Report*. New York: Museum of Modern Art.
- Munyakazi, I., et al. (2022). Media strategies for youth engagement in South African museums. *Journal of African Cultural Studies*, 34(3), 210–229.
- MTWA (Ministry of Tourism, Wildlife and Antiquities). (2022). *Tourism Sector Performance Report FY 2021/2022*. Kampala: Government of Uganda.
- Mugizi, F., Nabeta, I., & Musisi, N. (2020). Community radio and cultural tourism promotion in rural Uganda. *African Journal of Communication*, 7(2), 105–122.
- Nantume, R., & Mwesigwa, D. (2020). Digital media strategies for cultural heritage promotion in Uganda. *African Journal of Tourism and Culture*, 12(1), 77–93.

- Nanyonjo, J., & Mugisha, D. (2023). Thematic trends in East African cultural tourism research: A systematic review. *East African Journal of Tourism Studies*, 12(1), 14–29.
- Okello, P., & Kinyanjui, J. (2021). Media diversity and international cultural tourism participation in East Africa. *African Journal of Tourism and Hospitality*, 5(1), 44–59.
- Ponce, J., & Chavez, R. (2020). Craft promotion and social media use in Peru. *Latin American Cultural Management Review*, 8(2), 89–103.
- Richards, G. (2018). Cultural tourism: A review of recent research and trends. *Journal of Hospitality and Tourism Management*, 36, 12–21. <https://doi.org/10.1016/j.jhtm.2018.03.005>
- Throsby, D. (2010). *The Economics of Cultural Policy*. Cambridge University Press.
- Uganda Tourism Board. (2021). *Annual tourism sector performance report 2020/21*. Kampala, Uganda: Uganda Tourism Board.
- UNESCO. (2021). *Intangible Cultural Heritage and Sustainable Development*. Paris: UNESCO.
- United Nations World Tourism Organization. (2023). *UNWTO tourism highlights: 2023 edition*. Madrid, Spain: UNWTO.
- United Nations World Tourism Organization. (2023). *UNWTO tourism highlights: 2023 edition*. Madrid, Spain: UNWTO.
- UNWTO. (2022). *Tourism and Culture Synergies Report*. Madrid: UNWTO.
- UNWTO. (2023). *Tourism Highlights – 2023 Edition*. Madrid: UNWTO.
- World Bank. (2022). *Uganda Digital Economy Report 2022*. Washington, DC: World Bank.
- Xiang, Z., & Gretzel, U. (2010). Role of social media in online travel information search. *Tourism Management*, 31(2), 179–188. <https://doi.org/10.1016/j.tourman.2009.02.016>