



**BUSITEMA  
UNIVERSITY**  
*Pursuing Excellence*

**THE ROLE OF EVENTS AND FESTIVALS IN DESTINATION DEVELOPMENT AND  
PROMOTION IN UGANDA**

**A CASE STUDY OF IMBALU**

**CULTURAL EVENT**

**MBALE DISTRICT**

**BY**

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**BU/UG/2021/3402**

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**BACHELORS DEGREE IN TOURISM**

**AND TRAVEL MANAGEMENT**

**BUSITEMA UNIVESIRTY**

**AUGUST, 2024**

## DECLARATION

### DECLARATION

I **Namulindwa Irene** hereby declare that the work in this research proposal is original and has never published or submitted to any institution of learning for any academic award.

**Namulindwa Irene**

**BU/UG/2021/3402**


Signature. Irene.....

Date. 27 August, 2024.

## APPROVAL

### APPROVAL

This research proposal titled, "*The Role of Events and Festivals in Destination Development and Promotion in Uganda*" has been developed under supervision, review and is ready for submission for the award of a Degree of Bachelors of tourism and travel management of Busitema University

Signed: .....  ..... Date: 27<sup>th</sup> / Aug. / 2024 .....

**Mr Oringo Jonah**

**(Academic Supervisor)**

## **DEDICATION**

This work is dedicated to the family of Mr. and Mrs. Frank Mutahonga for their moral support, encouragement and understanding. To all my friends, course mates, lecturers, and the Almighty God for His unceasing blessings without which it is impossible to ensure the proposal submission a reality

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## LIST OF ABBREVIATIONS

<b>Short form</b>	<b>Meaning</b>
SET	Social Exchange Theory
WTTC	World Tourism and Travel Council
COVID-19	Corona Virus Disease Of 2019
TUIK	Turkish statistics institute
MICE	Meetings Incentives Conferences and Events
NAF	National Arts Festivals
IV	Independent Variables
DV	Dependent Variables
UNWTO	United Nations World Tourism Organization
SEO	Searching engine optimization
SPSS	Social package for statistical science

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## **ABSTRACT**

This study explores the role of events and festivals in destination development and promotion in Uganda. The objectives were to understand the contributions of imbalu cultural events and festivals, the challenges faced in organizing these events, and the tourism promotion strategies employed to promote them. Data was collected using a descriptive cross-sectional survey, with a sample of 50 and 44 participants. The data was analysed using SPSS and qualitative statistical techniques. The findings were based on different objectives, and the study recommended implementing risk management strategies, contingency plans, training for event organizers, and establishing a feedback loop with participants and local communities to identify and address challenges proactively. The data was presented using tables, correlation and regression results, and bio data. The findings provide valuable insights into the challenges faced in organizing and promoting cultural events in Uganda.

# **CHAPTER ONE**

## **BACKGROUND OF THE STUDY**

### **1.0 Introduction**

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

### **1.1 Background of the study**

The study is about the role of events and festivals in destination development and promotion in Uganda using the imbalu cultural event as the case study. The significance of this study lies in enhancing understanding of how cultural events like the imbalu festival can contribute to destination development and promotion in Uganda, thereby informing tourism strategies and cultural preservation efforts.

Historical research shows that festivals and events have long served as tourist attractions and shaped destinations. According to Quinn (2009), festivals are "formal periods or programs of pleasurable activities, entertainment, or events with a festive character, publicly celebrating concepts or events." These celebratory aspects highlight festivals and events as key cultural practices for public display, collective celebration, and civic rituals.

In the past few years, the festival and event tourism industry has managed to be among the top three export industries contributing approximately US\$ 5.81 trillion to the worldwide GDP in 2022. This figure attributed to almost 6.1% of the total GDP. According to the World Travel and Tourism Council, in the pre-pandemic scenario i.e., in 2019, almost 10.3% jobs were created by tourism and international visitor spending amounted to US\$ 1.8 trillion. However, with the surge of covid-19, these numbers dropped sharply in 2020. Tourism statistics depict the international tourist arrivals at 917 million in 2022 in contrast to the pre-pandemic times (World Travel and Tourism Council, 2021).

Across the globe tourist destinations are developing and promoting events and festivals as a means of attracting and enhancing visitor experience. Esu and Arrey (2017) assert that this is because festival and event tourism is being used as a tool to boost the local economy and has the potential to combat

5.5.2 Further research should delve into the socio-cultural impacts of festivals on different demographic groups, such as age, ethnicity, and socioeconomic status. Understanding how various populations experience and benefit from cultural festivals can help in designing more inclusive and equitable events

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