



**BUSITEMA
UNIVERSITY**
Pursuing Excellence

P.O. Box 236, Tororo, Uganda
Gen: +256 - 45 444 8838
Fax: +256 - 45 4436517
Email: info@adm.busitema.ac.ug

www.busitema.ac.ug

LOCAL COMMUNITIES AND GASTRONOMY TOURISM DEVELOPMENT IN UGANDA.

A CASE OF COMMUNITIES LIVING NEAR PALLISA FOOD MARKET IN PALLISA
DISTRICT

BY

Ocaya HELLARY

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Ocayahellary5@gmail.com

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DECLARATION

I Ocaya Hellary hereby declare that this research was produced out of my own effort with the guidance of my Academic supervisor and has never been submitted to any other Institution for any academic award.

NAME: OCAYA HELLARY

SIGNATURE 

REG-NO BU/UG/2020/2445

DATE 31.07.2024

DATE.

APPROVAL

This research has been supervised and approved by me and is therefore ready for submission to the Faculty of Management Sciences of Busitema University

MR.WAM

DE JOWALIE AHMED



Date



DEDICATION

I dedicate this research to my parents Jalango Patrick and Ms. Anirwoth Jeres, for the supportive hand and courage they have given me, dear friends Innocent Ocago and Taban Siraji who advised, supported and mentored me throughout my education up to University level. Above all,

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ABBREVIATION/ACRONYMS

AUTO: Association of Uganda Tour Operators

CBST Community based sustainable tourism

GDP Growth Domestic Product

MOT: Ministry of Tourism

NGO: Non-Governmental Organization

UBOS: Uganda Bureau of Statistics

UCOTA: Uganda Community Tourism Association

UNWTO: United Nations World Tourism Organisation

USA: United States of America

UTB: Uganda Tourism Board

WTO: World Tourism Organisation

WTTC: World Tourism and Travel Council

LC1: Local council 1

PFM: Pallisa Food Market

ABSTRACT

This study was done on the “contribution of local communities on gastronomy tourism development in Uganda using a case of Pallisa food market. The study was carried out under the Following specific objective: to examine the effects of perception on gastronomy tourism development, to examine the effects attitudes on gastronomy tourism development, to examine the satisfaction level of tourists on local gastronomy. The study was conducted in Local council Authorities, Field Officers, food guides, market vendors, and Social Developers, local communities, Economic Developers and Members of the public. The study confirmed that the community related gastronomy tourism sector activities in in Pallisa food market and the local food can satisfy visitors. On the effects of perception on gastronomy tourism development, the findings show that all the items had a positive significant effect with all the test statements. Majority of the respondents agreed that long term impact of perceptions on the Pallisa food market can easily be noticed and also other respondents agreed that the need to promote more gastronomy tourism development activities have led to increased tourists’ arrivals and utilization of local food resources however other respondents disagree that the effects of gastronomy tourism development can directly be seen in the area of Pallisa food market can easily be observed. This was a clear sign that the local community is doing enough in promotion of gastronomy tourism.

Findings on attitudes of tourists on gastronomy tourism, the findings show that all the items had a positive significant effect with all the test statements. Majority of the respondents agreed that long term impact of attitudes on the Pallisa food market can easily be noticed also other respondents agreed that the need to promote more gastronomy tourism development activities have led to increased tourists’ arrivals and utilization of local food resources, however other respondents disagree that the effects of gastronomy tourism development can directly be seen in the area of Pallisa food market can easily be observed.

Findings on the satisfaction level of tourists on the local gastronomy shows that all the items had a positive significant effect with all the test statements. Majority of the respondents agreed that long term impact of satisfactions on Pallisa local food market can easily be noticed also other respondents agreed that the need to promote more gastronomy tourism development activities have led to increased utilization of local foods in Pallisa market.

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CHAPTER ONE

BACKGROUND OF THE STUDY

1.0 Introduction

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

1.1 Background

Tourism in which local gastronomy plays a central role can be called culinary tourism (Boutsioukou, 2018) or food tourism. According to Stone, Migacz & Wolf (2019), this form of tourism includes many different areas and activities such as visits to wineries, breweries, distilleries, farmers markets, cooking schools, etc. as well as experiencing local restaurants. However, they state the term culinary tourism could refer more to high-end food experiences. Culinary tourism may also be interpreted as a wider term, including food and beverage. Gastronomy is described as a visit to a place to experience authentic local food (World Food Travel Association, 2019). It's also denoted with the terms 'gastronomy tourism' and 'culinary tourism'. It involves organizing food workshops, events, tours and exhibitions that not only promote local food but also fascinates and attracts tourists. It's estimated that good food adds 25% of economic advantage to destination (World Food Travel Association, 2020).

Local food can be used for regional development in marketing by service providers, destinations, regions, or countries. Different destinations have different kinds of food connected to the country, Italy is famous for pizza and pasta, Iceland for fermented shark, Korea is known for Kimchi, Scotland for Haggis, and England has its signature dish: fish & chips (Björk & Kauppinen-Räsänen, 2016; Ellis et al., 2018). Some countries, such as France and Italy, have always been known for their fine food and it is often used in the marketing of these destinations (Ellis et al., 2018). The UK is not a typical culinary destination but already in 2007, the National Tourism Organisations of Britain, Scotland and Wales promoted food from these regions (Ellis et al., 2018).

Food and drink can be a competitive advantage for a destination and central to destination development. Food and drink can also be a tool in rural development through creation/ protection of jobs, development of agriculture and small-scale ventures (Ellis et al., 2018) and culinary

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