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**THEME PARKS ON THE DEVELOPMENT OF DOMESTIC TOURISM IN  
UGANDA, A CASE OF KAVUMBA RECREATION CENTER, WAKISO  
DISTRICT**

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**BU/UG/2020/1953**


**A RESEARCH REPORT SUBMITTED TO THE FACULTY OF MANAGEMENT  
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PARTIAL FULFILLMENT FOR THE REQUIREMENT OF AWARD  
OF A BACHELORS DEGREE IN TOURISM AND TRAVEL MANAGEMENT OF  
BUSITEMA UNIVERSITY**

**JANUARY -2024**

## DECLARATION

### DECLARATION

I Nansereko Fatia, Regn No BU/UG/2020/1953, hereby declare that the contents of this research work are purely my original work and that no other study has been conducted on the topic. To the best of my knowledge, this work has never been submitted before; in any other university or higher institution of learning for any award of either a degree or any other related qualification. In all cases where other people's ideas were quoted, they have been duly acknowledged by complete references.

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## Approval

### APPROVAL

This is to certify that this Research Proposal by Nansereko Fatia Regn. No. BU/UG/2020/1953 On the topic "theme parks and development of domestic tourism in Uganda a case of Kavumba recreation center" has been under my supervision and is now submitted for examination with my approval as the University supervisor.

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## **DEDICATION**

I dedicate this research work to my beloved Parents Mrs. Nabirye Hadijah and Mr. Ssekabira Sulaiman who have endeavored to provided me with both financial and non-financial assistance that enabled me accomplish this course and above all the almighty GOD.

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## **LIST OF ACRONYMS**

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BoU	Bank of Uganda
Kshs	Kenya shillings
Ugshs	Uganda shillings
CVI	Content Validity Index
COVID	Corona Virus Disease of 2019
SHS	Shillings
SPSS	Statistical Package for Social Sciences
TP	Theme parks
TS	Transport standards
AM	Administrative method
AS	Advertisement setting
DDT	Development of Domestic Tourism
MTP	Medium Term Plan

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## **ABSTRACT**

This study examined the effect theme parks on the development of domestic tourism in Uganda. The study utilized a descriptive research design and quantitative approach. Data was collected from 36 as a target population with accessible unit of inquiry being 34 respondents consisting of administration department, food and beverage, housekeeping and conservation department. Data was collected using a closed ended questionnaire and statistical package for social sciences was used for analyzing data from which frequency tables, descriptive statistics, reliability, validity, correlation and regression results were obtained. From the research findings there is a significant and positive effect between transport standard practices like degree of safety and reliability on the development of domestic tourism, the two variables look to be directly proportional in that the more the transport standard practices, a well-developed transportation system and standard of a tourist destination has an impact on the tourism experience, still transportation standard of this organization, can help the local community to enhance other economic activities related to tourism such as transportation of agricultural produce due to good traffic flow.

The findings further indicated that transport standard, advertisement methods, and admirative setting serve as an engine for increasing the development of domestic tourism of recreation centers. The study therefore, recommends that improvement on the development of domestic tourism depends on a proper and impressive transport standard, advertisement method and administrative setting.

## **CHAPTER ONE: INTRODUCTION**

### **1.0 Introduction**

This chapter presents the introduction, background of the study, problem statement, purpose of the study, objectives, research questions, scope of the study, conceptual framework, significance of the study, and definitions of key terms.

### **1.1 Background of study**

The study shall focus about the impact of theme parks on the development of domestic tourism in Uganda. The study is important because theme parks has been valuable for the maintainable development of domestic tourism in both developed and undeveloped countries. Also it does a lot to maintain world peace, help in eradication of poverty and amalgamation of people (Fayissa, Nsiah & Tadasse, 2020).

Therefore, Theme Parks can be defined as part of visitor attractions. Visitor attractions are described as permanent resources designed, controlled and managed for fun, entertainment and education for visiting tourists. Another definition of Theme Park attraction is considered by academics as single units, individual sites or small-scale geographical areas that are accessible and motivate large numbers of people to travel far from their homes, usually in their free time, to visit in a short period of time and limited (Raluca & Gina, 2012).

Also, domestic tourism refers to activities of residents of a country travelling to other places outside their usual place of residence for at least a period of not more than one year for either leisure, business or other purposes (KIHBS, basic report 2019). Domestic tourism has been in existence for longer than international tourism which arose due to improvement tourism place for example theme parks and international transport.

Many scholars have carried out several steps all over the world to improve on the development of domestic tourism in the different parts of the through modernization of tourism places, acquired government support to the citizens, improvement of security and others but domestic tourism development is still a challenge hence introducing the study to investigate on the contribution of theme parks on the development of domestic tourism in Uganda by using Kavumba recreation center in Wakiso district as a case study.

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