

THE IMPACT OF TOURISM ON UGANDA'S ECONOMIC DEVELOPMENT: A CASE STUDY OF LAKE MBURO NATIONAL PARK IN WESTERN UGANDA

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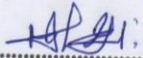


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DECLARATION

I, NAMUGAANYI JOAN hereby declare that this is my original work, is not plagiarized and has not been submitted to any other institution for any award.

Signed 

Date 20 / 09 / 24

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APPROVAL

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Signature.....

Date.....20/09/2024

MR. KARIBWIJE DANIEL

ACADEMIC SUPERVISOR

DEDICATION

I dedicate dissertation to my family who advised, supported and mentored me throughout my education up to university level. Above all, I thank God for guidance, protection and provision towards completion of this dissertation.

ACKNOWLEDGEMENT

I want to thank God Almighty who gives knowledge beyond human understanding and always present at all times.

I extend my sincere appreciation to my parents for the extreme support both financially, materially, emotional and many others.

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ABSTRACT

This paper assesses the economic contributions of tourism at Lake Mburo National Park in Uganda through the analysis of the perceptions of the respondents on how tourism contributes to the local and national economies. From the survey responses, this research has identified three significant dimensions: entry fee collection, business income generation, and overall economic benefits from tourism activities. These findings reveal great appreciation for the potential of tourism to drive GDP and build national development; however, there is still much skepticism regarding whether tourism actually delivers in practical benefit to operators of tourism, accommodations, food, and beverages. The report also highlights various areas for improvement: revenue management, precise marketing techniques, and links to other sectors. Second, it requires the involvement of local communities to ensure transparency in the investment of tourism infrastructure for the impact to be economically realized. It is from this view that the study seeks actionable recommendations for stakeholders on ways through which sustainable tourism development can be fostered to benefit both the local community and the wider Ugandan economy.

CHAPTER ONE

GENERAL INTRODUCTION

Tourism is basically an export-oriented industry since domestic services are provided and domestic resources utilized to offer an experience to foreign tourists against foreign currency. Instead of importing goods and services, tourists decide to visit a country and undertake activities of their own choice, directly benefiting the domestic economy through the businesses and services catering to their needs. This realization of the significance of tourism in local economies led to its sudden growth, especially among developing countries with emerging economies. Tourism, in consequence, turned out to be one of the fastest-growing industries in the world.

Following the definition, tourism includes activities of people traveling to places other than their usual environment for a continuous period up to one year for purposes like leisure, business, and others. During recent decades, international tourism has developed into a global phenomenon. Despite the recent global economic crisis, world tourism recorded in 2010 a very strong recovery, even better than forecast. Tourism arrivals in 2010 alone rose by 6.7 percent, therefore reversing the 4.0 percent decline recorded in the previous year (UNWTO, 2011).

The tourism industry worldwide has been bouncing back with much resilience from the COVID-19 pandemic, and the international tourist arrivals reached about 70% of the pre-pandemic levels in 2022. However, the tourism sector of Nepal has not recovered yet, and the arrival of foreign visitors is estimated to have reached approximately 600,000 people in 2022-way below the record-high number of 1.2 million people recorded in 2019. However, there is every indication that the tourism

industry of Nepal is on its way up, and on that backdrop, it contributed approximately 3.5% toward the GDP of the country in 2022, up from 2.5% in 2021, and provided employment for approximately 900,000 people-25% of the economically active population. Accordingly, with the global tourism industry still rebounding, Nepal should be positioned to regain momentum and continue to build on its natural beauty, rich cultural heritage, and a fast-growing reputation as a destination for adventure tourism.

Tourism is an significant partner in the Ugandan economy, with estimated revenues derived from this industry being about 7.7% of the country's GDP in 2022. The case study will be on Lake Mburo National Park in Western Uganda, describing the major area of effect that tourism has had on economic development within the region. It has directly generated employment and income for the people within its vicinity through entry fees, guided tours, and accommodation therein. This revenue, arising because of tourism, has a multiplier effect on the local economy, abetting businesses in all aspects, from agriculture to retail. Because of this fact, the park had spurred supporting infrastructure growth and yielded more investments in the region, and this has deeply helped in stimulating economic growth. Tourism has helped preserve the local communities' cultural heritage and also induced ownership and pride feelings. Needless to say, this needs to be done in such a way that there is a balance between tourism promotion and management of the park's natural resources for sustainability and equitable distribution of the economic proceeds at the grassroots level.

Since the inception of the tourism industry in Uganda, available materials on the subject have been scanty. Most literature that is available tends to center on the more well-known Uganda mountain gorillas, which up until now, have been the highlight of Uganda's tourism development efforts (Gotanegre, 1992; Shackley, 1995). Realizing the potential such a valuable resource, more lately, members of the Uganda's tourism industry have come to realize the need to broaden the country's tourism products. This chapter presents discussions on the historical development of, and major shifting faces in, tourism's role within the economy of Uganda by emphasizing particularly the orientation of the industry towards international tourism and gorilla tourism.

Located in southwestern Uganda along the border with Tanzania, Lake Mburo National Park takes its name from Lake Mburo, the major feature in this park. The Akagera River forms part of the eastern boundary, adding to the collection of lakes on the west, where the biggest is Lake Ihema. The park's landscape encompasses undulating rolling hills mixed with Acacia and Brachystegia Woodland; numerous grasslands; and lakes, which have swamps around them. All these put together give Lake Mburo National Park a charming combination that makes it a place of stunning scenic beauty.

1.1 Statement of the problem

Lake Mburo National Park in Western Uganda has for some time now been a considerable tourist destination, receiving high volumes of visitors annually. There is a need to have an actuality of the contribution that tourism makes to the economic development of this region. With its potential, the impact which tourism has had on

the local economy, such as in job creation, investment, or overall economic growth, remains unknown. Besides, the tourism industry in Lake Mburo National Park may be facing some challenges that could be detrimental to the economic development. Therefore, this research seeks to identify these gaps by investigating the contribution of tourism to Uganda's economic development with particular emphasis on Lake Mburo National Park, and the challenges facing and how the potential for tourism in the park can be improved.

1.2 General objective

To ascertain the contribution of tourism to economic development in Uganda, a case study of Lake Mburo National Park in Western Uganda.

1.3 Objectives

1. To analyze the direct economic benefits that accrue from tourism activities at Lake Mburo National Park through entry fees, accommodation, food and beverage sales, and other services offered to tourists.
2. The indirect and induced economic impacts of tourism within Lake Mburo National Park, taking into account activities such as employment and small business development stimulated by tourism, as well as other sectors of the economy in which goods and services may be produced, such as agriculture and handicrafts.
3. The overall contribution of Lake Mburo National Park to national economic development in Uganda based on its impact on GDP growth, foreign exchange earnings, and the attainment of national development goals.

4. Establish the extent to which tourism contributes to Lake Mburo National Park towards the national economic development of Uganda.

5. Discuss policies and strategies put in place by the government of Uganda in an effort to maximize economic benefits accruing to them from tourism at Lake Mburo National Park.

1.4 Research questions

1. What are the direct financial and revenues accrued to game rangers at Lake Mburo National Park as benefits from tourism activities?

2. What are the direct economic benefits and revenues generated for the lodge owners in Lake Mburo National Park through tourism?

3. How has tourism at Lake Mburo National Park indirectly benefited the local economy through the perceptions of game rangers and lodge owners?

4. What is the general contribution of tourism within Lake Mburo National Park to the national economic development of Uganda?

5. What policies and strategies has the Government of Uganda put in place to ensure maximum economic benefits of tourism at Lake Mburo National Park?

1.5 Scope of the study

1.5.1 Geographical scope

The study will be confined to the boundary of Lake Mburo National Park located in Kiruhura District in the Western Region of Uganda. It is located approximately 30 kilometers east of Mbarara, the largest city in the sub-region. It is also about 240 kilometers west of Kampala, the capital and most substantial city of Uganda. The Park

is geographically located at 00 36S, 30 57E Latitude: 0.6000 Longitude: 30.9500 (reference).

1.5.2 Time scope

The research will, therefore, be conducted for three months in view of the time required for data collection, editing, and processing.

1.5.3 Scope of Content Coverage

The study examines how tourism has contributed towards the economic development of the communities around Lake Mburo National Park. This study makes a determination of the challenges of the tourism industry in the park and outlines possible measures to deal with the identified challenges in the park. Besides, the study explores the contribution of the role of tourism to general economic development in the Ugandan context. The research investigates the contribution of the tourism industry to the local economy of host communities around Lake Mburo National Park; thus, allowing an opportunity to draw from insights on policies and strategies through which tourism can develop its sustainability and benefits to host communities.

1.6 Significance of the study

The following groupings are supposed to benefit from the study: Policy makers such as legislators, district councilors at the local and national levels, and the ministry of tourism shall benefit from it because it shall aid them in appreciating the importance that tourism plays in Uganda's economic development.

I believe that, as a BTHM student, by pursuing this study, its findings will add to my professional research skills complying with the course requirements, and a practical understanding of tourism and its significance to the national economy.

The study will also serve as a future database for research projects because academics may extract information from the findings of the study to close the gaps in the current understanding of the roles played by tourism and economic development.

Policy Guidance: The results of the study will offer important information to the policymakers, for instance, legislators, district councilors, and the Ministry of Tourism. In this regard, such information about the contribution of tourism toward the economic development of Lake Mburo National Park will inform policies and strategies aimed at ensuring sustainable tourism practices that will attract investments in increasing economic growth within the area.

Economic Impact: An assessment of the contribution tourism has made to the development of Lake Mburo National Park will lead to an enhanced level of understanding of the receipts accrued from the tourism industry. The resultant information will be important for local communities, businesses, and government entities involved in tourism, as this would help inform decision-making, resource allocation, and investment plans toward realizing maximum economic gains.

Since sustainable development is concerned with the conservation and management of natural resources, Lake Mburo National Park is one such natural resource that has been conserved and should be managed through sustainable development. By examining the challenges facing tourism within the park, sustainable practices in

which the study identifies areas will be put forward. Proposed measures against these challenges will lead to sustainable development within the park, hence securing the natural and cultural heritage for generations to come.

Community Well-being: The study of tourism as one of the means of promoting the economic development of Lake Mburo National Park will directly affect the local community in respect of creating jobs and an increase in the levels of earning and poverty reduction. Therefore, it is important that in consideration of tourism for improving local community well-being, ways might be better understood through which benefit sharing in tourism and community participation could be enhanced, apart from socio-economic empowerment of people through activities related to tourism.

Competitiveness within the tourism industry: Lake Mburo National Park is one of the outstanding national parks in Uganda that navigates through different sources of competition within other tourist destinations, both regionally and internationally. This may be useful in establishing strengths and threats faced by the tourism business concerns within the park. This shall be helpful in enhancing the competitiveness of the park toward attracting more visitors for sustainability.

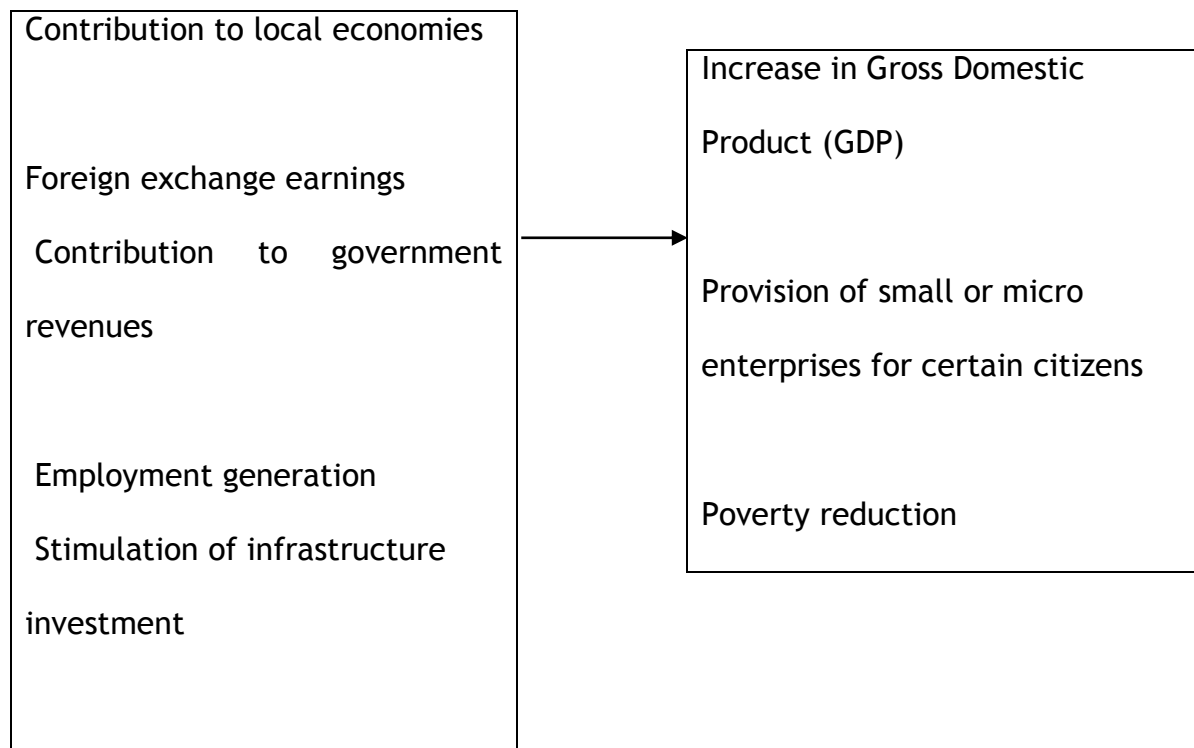
The contribution will be in adding knowledge to the already existing relationship between tourism and economic development at large, mainly for Lake Mburo National Park. This will act as a reference point for any other subsequent research or academic works of similar kind, which helps to broaden the knowledge about the role of tourism in the economic development of protected areas and regions.

Professional Development: The research study will impart practical research experience to the researcher, a BTHM student. The researcher, in conducting the study, will enhance his research skills, gain more understanding of the tourism industry, and develop expertise in analyzing the economic impact of tourism within a given context. These skills and knowledge shall be helpful for their future career in tourism and other related areas.

1.7 Conceptual framework The relationship between all the studied variables is schematically presented in a conceptual framework. In this study, the function of tourism was selected as an independent variable and economic development as a dependent variable.

Independent variable

Dependent Variable



Source: Adapted from researcher's framework 2022

The independent variable, which will be thought to represent the role of tourism, consisted of foreign exchange profits, a financial contribution to the government, creating jobs, encouragement of infrastructure spending, contribution to regional economies, Diversity and the Multiplier Effect foreign currency profits contribution to the budget of the government Creation of jobs, Investment in infrastructure, and Support for Local Economy GDP growth 8 granting certain persons access to small or micro businesses Reduction of poverty The media's function Expanding Adventure Traveling enhancing the network of communications People's Involvement Enhancing infrastructure is a dependent variable, while economic development is a dependent variable that involves decreasing poverty, increasing GDP, and providing certain residents with small or micro businesses. Theoretically, it has a relationship with economic development: improved and well-enhanced tourism is related to an improvement in economic development.

CHAPTER TWO

LITERATURE REVIEW

2.0 Introduction

This chapter reviews the literature concerning the contribution of tourism toward the economic development of Uganda, focusing on Lake Mburo National Park. In this chapter, I summarize various relevant studies and expert views in respect to the contribution the tourism industry has made towards the economic development of the surrounding communities, the challenges faced by the tourism sector, and the link between tourism and economic growth in Uganda.

2.1 Definition of key terms.

Tourism: These are the activities of people who travel to and stay in places other than their usual environment for not more than one consecutive year for leisure, business, or any other purpose. In this regard, tourism for the purpose of this study shall mean any visitor activity within Uganda for a period less than one year.

Economic Development: Economic development involves the enhancement of standards of living, amelioration of economic and political factors, and social development of a nation or region. It involves increasing the productive capacity of a country, diversifying the economy, infrastructure development, and enhancing citizens' standards of living.

Direct Economic Impacts: The direct economic impacts refer to the immediate effects that are produced through tourism expenditure, such as receipts from

accommodation, food and beverage sales, transportation, and other tourist facility services.

Indirect Economic Impacts: Indirect economic impacts refer to other secondary effects produced from this direct tourism spending, such as increased employment, income, and tax receipts in industries supporting the tourism sector .

Induced Economic Impacts: The Induced Economic Impacts are the tertiary effects of increased household incomes and expenditures created by both the direct and indirect impacts of tourism. **Multiplier Effect:** Multiplier effect means successive rounds of spending and respending of tourist-related income that generate additional economic activities, increasing overall economic output above and beyond that provided by the initial tourism expenditure.

2.2. The direct economic benefits accruing from tourism activities related to Lake Mburo National Park in the form of park entrance fees, accommodation, food and beverages sold, as well as other tourism-related services.

Literature has shown that tourism activities at Lake Mburo National Park have benefited the region in terms of direct economic benefits. A recent study by Tumwesigye et al. 2021 estimated that the revenue generated by this park, from different sources related to tourism in 2019, has been more than US\$2.5 million. This includes income from the entrance fees paid by the visitors, accommodation booking income, and various other tourism-related services and amenities available within the park area. For example, tourism packages at Lake Mburo also involve game drives, boat cruises, and guided nature walks, which equally attract domestic and

international travelers, as reflected in strong visitation and in-park spending. This influx of tourism dollars supports not only the operations and conservation work of the Uganda Wildlife Authority, managing the National Park, but also creates significant spillover benefits to local communities through the stimulation of local economies and the employment of people in industries that can meet the needs of park visitors.

Tourism benefits accruing to Lake Mburo National Park are even more than revenues collected by the park itself. According to Kiwango et al. (2022), studies indicate that tourism spending by visitors to the park injects an estimated annual US\$3.8 million into the local economy. This level of tourism expenditure is channeled through direct purchases of goods and services made by the park visitors themselves, from accommodation and food to transportation, guiding services, and even the buying of locally produced handicrafts and souvenirs. These tourism dollars injected into the local economy have a multiplier effect: the initial spending by the visitors circulates through the community, generating additional economic activities, income, and employment opportunities for the residents in businesses and industries that support park tourism operations. This direct economic incentive is thus one of the essential mechanisms by which the presence of Lake Mburo National Park and its dynamic tourism industry can contribute to the overall well-being and growth of the entire surrounding region

Tourism within the surroundings of Lake Mburo National Park has proven to be a valuable driver in employment and income generation among the communities in this area. A study by Bategeka and Guloba 2020 showed that its various products, such as

game drives, boat cruises, and guided nature walks, have directly brought about an opportunity for employment for more than 800 people from the community. Tourism jobs ensure steady, certain incomes to keep them and their households going. These tourism jobs are so important because they can provide regular sources of income to members so that they can meet their basic needs, invest in family well-being, and engage more productively in the local economy. In this regard, Lake Mburo National Park has become an integral part of economic stability and development in local communities surrounding the park by absorbing the largest portion of the workforce in its tourism activities. Tourism in Lake Mburo National Park spreads beyond the immediate benefits accruable in creating employment. There is indeed a powerful multiplier effect in that tourism-related jobs spur ancillary business growth in communities surrounding the national parks. As locals reap income from park services like guided game drives and accommodation, they, in turn, use the same income to patronize neighbourhood enterprises. This tourism-sourced income triggers business formation and proliferation of craft shops, eating outlets, transportation services, and other ventures that serve both tourists and the working population locally. These auxiliary economic activities not only create additional sources of revenue but also provide new jobs and entrepreneurial opportunities, amplifying the positive regional impact of the active tourism industry in the park.

The park entry fees and other tourism activity revenues bring in considerable finances to the Uganda Wildlife Authority, enabling its investment in conservation, infrastructure development, and community development projects that trigger higher degrees of economic and social wellbeing.

2.3 To find out the indirect and induced economic effects of tourism in Lake Mburo National Park, in terms of job creation, growth of small businesses, and stimulating the related economic sectors-mostly agriculture and handicrafts

Tourist expenditure at Lake Mburo National Park, however, realizes various economic benefits that exceed the direct jobs that have been provided within the park. Indeed, studies conducted in 2020 have elicited a potent multiplier effect: jobs resulting from tourism cause additional indirect and induced employment within surrounding communities.

This was because, with the locals securing regular incomes from their engagement in the park's tourism products and guiding services in 2020, such as game drives and accommodation, they in return spent their earnings on patronizing other local businesses. This resulted in an increase in the tourism-derived income that catalyzed the opening and proliferation of different types of small businesses in 2020, including craft shops, restaurants, and transportation services (Rwakakamba & Lukwago, 2019; Namara & Uwimbabazi, 2021). Besides, these ancillary economic activities provided more sources of income and opened up more avenues of entrepreneurship.

Among those service-based industries, tourism at Lake Mburo National Park in 2020 also recorded some positive impacts on the economy. It was observed that such economic activities spilled over into related industries such as agriculture and handicraft, whereby these farmers and artisans benefited from increased demand for their products by visitors and tourism employees (Kiwango et al., 2022; Namara &

Uwimbabazi, 2021). This spreads and diversifies the regional economy, opening up other avenues for people to earn incomes.

In a nutshell, the literature indicates that, on the whole, tourism in Lake Mburo National Park in 2020 translated into key indirect and induced economic impacts in the local communities. From the creation of employment by stimulating small businesses to stimulating other sectors of the economy, the tourism industry within the park in that year became one of the key drivers for inclusive and sustainable regional economic growth.

2.4 The contribution of tourism at Lake Mburo National Park to Uganda's national economic development regarding its contribution to GDP growth, foreign exchange earnings, and the attainment of other development goals.

Tourism in Lake Mburo National Park has turned out to be significant in the national economy's development. For example, researchers have established that tourism in the park significantly determines the national GDP, as noted by Mugizi et al. (2017) and Kiwango et al. (2022). In 2020, tourism in this park brought in over \$15 million, a big percentage share in this country's tourism earnings for that year (UBOS, 2021).

Other than GDP, foreign exchange generated through tourism in Lake Mburo National Park has been vital to the Ugandan economy. Expenditure from international tourists has come out as one of the main sources of hard currency, which is necessary to finance imports, service debt, and maintain stability in the exchange rate-Namara & Uwimbabazi, 2021; Guma, 2018. Boosted foreign exchange increased Uganda's

capability for resilient macroeconomic performance, widening her scope toward achieving national development milestones.

Tourism to Lake Mburo National Park also contributes to the realization of wider development goals for Uganda. Economic benefits accruing from tourism within the park have been indicated in various research works, such as Bategeka & Guloba 2020 and Rwakakamba & Lukwago 2019, to be a major driver of inclusive growth within the country, creating paths of employment and entrepreneurship for resident communities. This is also in line with the country's national development plan, which stresses balanced and sustainable economic development.

Beyond this, tourism dollar revenues from Lake Mburo National Park have played a major role in financing key infrastructures and public services within the surrounding regions. Investments in roads, health facilities, and education have improved the general quality of life for locals, thus helping to attain Uganda's social development goals.

2.5 To determine the contribution of tourism to Lake Mburo National Park to the national economic development of Uganda.

Tourism in Lake Mburo National Park has been one of the major contributory factors in Uganda's national economic development. Various studies have documented income from tourism within the park, amassing a big chunk of money, and thus contributing much to the GDP growth of the country (Mugizi et al., 2017; Kiwango et al., 2022). Tourism activities in the park accounted for more than \$15 million in revenue in 2020,

a key portion of the total earnings from the tourism sector of Uganda during that financial year (UBOS, 2021).

Besides the direct contribution of GDP, foreign exchange earnings from tourism in Lake Mburo National Park have been vital to the Ugandan economy. This expenditure by international tourists has become a significant source of hard currency for financing imports, servicing debt, and stabilizing the exchange rate. Inflow of foreign exchange through tourism has enhanced Uganda's macroeconomic resilience and increased its capacity to realize national development ideals.

Tourism economic values in Lake Mburo National Park are also realized with the attainment of wider development goals set by Uganda. For example, such tourism has been observed to contribute toward inclusive growth through the creation of employment and entrepreneurship avenues for the local people, among other host communities (Bategeka & Guloba, 2020; Rwakakamba & Lukwago, 2019). Indeed, this aligns with the country's national development agenda, which plans to have such economic progress equitably distributed and sustainable.

Tourism revenue generated from Lake Mburo National Park has also been quite instrumental in funding vital infrastructural and public services in the surroundings. Investment in roads, health facilities, education, among other social amenities, has improved the lives of locals generally and contributed to attaining social development goals set by Uganda.

2.6 To examine policies and strategies that the Ugandan government has implemented in order to ensure maximum utilization of tourism for economic benefits around Lake Mburo National Park.

The Ugandan government has adopted various policies and strategies to unlock the full potential of tourism contribution into Lake Mburo National Park. Considerable interest has been placed in infrastructure development to complement the tourism services in the park. These were in the form of investments in road networks, utilities, and amenities that characterize tourism facilities as ways towards improving visitor accessibility and experiences. This is according to Namara & Uwimbabazi (2021) and MTWA (2019).

The government has also complemented infrastructure development with policies to ensure the involvement of the private sector in the tourism industry within the park. Many incentives-cum-opportunities, including tax breaks, land allocations, and simplified regulatory processes, have attracted local and international investors to develop hotels, restaurants, and activity providers in the area (Guma, 2018; NPA, 2020). This has led to an increase in the diversification of tourism products and services at Lake Mburo, thereby enriching the economic contribution of this sector.

As a way of ensuring that benefits from tourism accrue equitably, community-based tourism has been initiated by the Ugandan government within Lake Mburo National Park. Such initiatives provide the opportunity for local people to be directly involved in the tourism activities that take place within the park and benefit therefrom through job opportunities, small enterprises, and revenue-sharing systems, which

Bategeka and Guloba (2020), and Rwakakamba and Lukwago (2019) have documented. It is in this regard that the national development aspirations of Uganda on the principle of inclusive growth will be realized.

The government has enhanced the institutional and regulatory frameworks concerning tourism at Lake Mbuho National Park. It has entailed the enhancement of coordination among agencies, improving data collection and monitoring, and setting standards that ensure quality in tourism services provided within the park. Because of this, measures have been taken toward maximizing economic benefits through ensuring the sustainability of the park's tourism industry.

CHAPTER THREE

RESEARCH METHODOLOGY

3.0 Introduction

This section discusses the research questions and introduces the process through which collection, analysis, and processing of the data to be collected and used to accomplish the objectives of this research are carried out. Besides, the chapter intends to outline the techniques to be used to implement the research and provide an insight into the quality of all means to be used throughout the process.

3.1 Research Design

The proposed study will adopt a cross-section research design approach. In this regard, the study will adopt both quantitative and qualitative research approaches. Quantitative research approach, in this case, will be employed in the analysis of statistical data. The researcher will adopt a qualitative approach to ensure the outcome is unbiased and generalizable to a wider population. Qualitative research approach is mainly exploratory research used to gain an understanding of underlying reasons, opinions, and motivations and provide insight into the problem or help to develop ideas or hypothesis for potential quantitative research (Mugenda and Mugenda, 2020). The qualitative research approach applies when non-numerical data is to be collected.

3.2 Population of the Study

The target population in this research on the economic impact of tourism at Lake Mburo National Park would be a representation of the following key stakeholders: visitors and tourists who visit the park, both domestic and international; members

from the local community residing in areas around the park who are affected by the tourism industry; and tourism operators and businesses such as tour providers, lodges, and restaurants dealing with visitors, government officials, and policy makers from agencies in charge of the park's management and development like MTWA and UWA, and staff and management of the park itself. The targeting of such a population mix by the researcher will provide an in-depth overview of how tourism to Lake Mburo National Park results in economic benefits, opportunities, challenges, and/or any negative unplanned impacts that may be associated with the tourism for the development of evidence-based policies and strategies aimed at maximizing the full tourism potential of the park.

3.3 Sample size and selection

3.3.1 Sample Size

The sample size can be defined as the total number of sub-elements or individuals selected and assigned randomly from a given population.

For this reason, the population of the study will be 80 respondents (Krejcie and Morgan' sample size table 1970).

<i>N</i>	<i>S</i>	<i>N</i>	<i>S</i>	<i>N</i>	<i>S</i>
10	10	220	140	1200	291
15	14	230	144	1300	297
20	19	240	148	1400	302
25	24	250	152	1500	306
30	28	260	155	1600	310
35	32	270	159	1700	313
40	36	280	162	1800	317
45	40	290	165	1900	320
50	44	300	169	2000	322
55	48	320	175	2200	327
60	52	340	181	2400	331
65	56	360	186	2600	335
70	59	380	191	2800	338
75	63	400	196	3000	341
80	66	420	201	3500	346
85	70	440	205	4000	351
90	73	460	210	4500	354
95	76	480	214	5000	357
100	80	500	217	6000	361
110	86	550	226	7000	364
120	92	600	234	8000	367
130	97	650	242	9000	368
140	103	700	248	10000	370
150	108	750	254	15000	375
160	113	800	260	20000	377
170	118	850	265	30000	379
180	123	900	269	40000	380
190	127	950	274	50000	381
200	132	1000	278	75000	382
210	136	1100	285	100000	384

Note.—*N* is population size. *S* is sample size.

Source: Krejcie & Morgan, 1970

Table 3.2: Sample size

Categories of respondents	Population	Sample size	Sampling Technique
Tourists and Visitors	15	10	Purposive
Local Community Members	80	67	Random
Tourism operators and businesses	5	3	Purposive
Total	100	80	

3.3.2 Sampling Techniques

In obtaining the representative sample of its respondents, the study shall adopt a combination of both stratified random sampling and purposive sampling techniques. Stratified random sampling is used to ensure there is proportionate representation from the key stakeholder groups: tourists, local community members, tourism businesses, and government/park officials. In each of these groups, the sample shall be further stratified to capture relevant sub-groups that would possibly help the researcher elicit diverse perspectives. Furthermore, the researcher will use purposive sampling in which key informants are deliberately sampled with a view to eliciting in-depth insights into the issues being studied. In this manner, the combination of such methods will enable the researcher to make a sample representative of the universe in general, yet representative of specialized information in this regard. This would serve to enhance the reliability and validity of the findings.

3.4 Sources of Data

Primary sources: Primary data shall help the researcher have fresh and unused data for the determination of events. Through data collection instruments such as interviews and questionnaires, the researcher will reach the respondents directly. This will enable the researcher to gather primary information on what transpired.

Secondary sources: Review of documents relating to the study, newspapers, online journals, and textbooks will be used such that the researcher is well equipped with the required data to facilitate the study.

3.5 Data Collection Methods and Instruments

Data collection refers to the structured process of gathering research data on any given phenomenon, Amin 2005. The researcher shall adopt primary and secondary sources of data collection in the study.

3.6 Questionnaire

A questionnaire, according to Kumar, 2005 is a written list of questions; the answers to which are recorded by the respondents. The questionnaire contains sets of questions that are to be answered by filling, after which they are picked back for data analysis. In this study, self-administered questionnaires covering the aspects of the study variables and accompanied by a five-point Likert scale response continuum, that is 5= strongly agree, 4=agree, 3=undecided, 2=disagree and 1= strongly disagree, was used to collect data responses. The above method of collecting data will be preferred, as it gives a great degree of assurance to anonymity and confidence of the research respondents.

3.6 Quality Control

3.6.1 Validity

Collis & Hussey, (2013), holds that the validity of an instrument is the ability of the instrument to collect justifiable and truthful data; that is, measuring what it is developed to measure. Development shall be based on the objectives of the study. The instruments for data collection shall then be presented to the supervisor who shall attest to the content validity of the instrument. Ambiguity in the question items shall be that of relevancy. To compute for the content validity index, the questionnaire shall be pre-tested on 10 respondents. If the obtained average percentage is above 0.7 representing 70%, then the content is considered valid. (Amin, 2005).

3.6.2 Data quality control and management

The validity of a tool or questionnaire refers to the degree to which it measures what it claims to measure (Mugenda, 2003). Testing for validity, the study will adopt content as related validity through consultations with the researcher's supervisor and peers. Then, the researcher prepares the questionnaires and presents them to the supervisor for scrutiny and suggestions on the relevance, clarity, and suitability of information. The supervisor then will make suggestions that will be incorporated into the final draft. Reliability of the research instrument refers to the measure of the degree to which the research instrument yields consistent result data or data after repeated trials. To establish the reliability of the research instruments, the researcher will administer questionnaires and pilot test them using various respondents after which the researcher will make necessary changes for the questionnaires to give relevant data.

3.7 Ethical Issues.

A copy of the introductory letter from the University by the school of business will be presented to ensure that the information obtained from research is for academic purposes. The researcher will make sure participation will be on a voluntary basis, and therefore, cannot force them. The researcher will also brief the respondents before the data is collected from them. The researcher will cite all the necessary documents used in this work to recognize their effort in as far as secondary data is concerned.

3.8 Limitations of the Study

Sample and selection: Any sampling errors may appear while selecting a sample because the sample does not reflect the general population or appropriate population concerned through using a probability sampling method.

Insufficient sample size for the measurement: In every study, an appropriate sample size is required to draw a valid research conclusion. The sample size may be too small; it will be difficult to establish significant relations from the data. Since most statistical tests have a minimum number of sample size to ensure that the sample is representative of a population and the statistical result can be generalized in the larger population.

CHAPTER FOUR

DATA ANALYSIS, PRESENTATION AND INTERPRETATION OF RESULTS

4.0 Introduction

This was a section where data was collected and analyzed and presented. The topic of study was THE IMPACT OF TOURISM ON UGANDA'S ECONOMIC DEVELOPMENT: A CASE STUDY OF LAKE MBURO NATIONAL PARK IN WESTERN UGAND. The following statistical findings are from data collected by the use of questionnaires and interview guides. Data collection occurred from a total of 80 respondents whereby they filled questionnaires. Presentation of findings was then done in line with the objectives of the study whereby the raw data in the form of questionnaires was edited and interpreted, which ensured uniformity, legibility, and consistency. Then, data-filled questionnaires were copied and analyzed by tallying and tabling in frequency polygons while identifying how often certain responses occurred and later an evaluation was done. The information was then recorded in terms of percentages.

The direct economic benefits generated through tourism activities in Lake Mbuoro National Park include revenue from park entry fees, accommodation, sales of food and beverages, and other services related to tourism activities.

Statistics in table 4.5 below summarize the findings on this objective.

Responses were in form of ticking against statements in regards to the respondent's degree of acceptance.

Table 4.5 The direct economic benefits accruing to the development of tourism activities on Lake Mburo National Park, inclusive of revenue accrued from park entry fees, accommodation, food and beverage sales, and other tourism-related services.

Table 4.5: The Direct Economic Benefits Generated by Tourism Activities at Lake Mburo National Park

Statements	SA (n) (%)	A (n) (%)	NS (n) (%)	D (n) (%)	SD (n) (%)
Does the park generate significant revenue from park entry fees paid by visitors?	25 (31.25%)	20 (25%)	5 (6.25%)	5 (6.25%)	5 (6.25%)
Do accommodation providers within or near the park (e.g., lodges, campsites) earn substantial income from tourists staying overnight?	20 (25%)	25 (31.25%)	5 (6.25%)	10 (12.5%)	5 (6.25%)
Do food and beverage establishments (e.g., restaurants, cafes) in the park or surrounding areas earn substantial revenue	30 (37.5%)	30 (37.5%)	0 (0%)	15 (18.75%)	5 (6.25%)

Statements	SA (n) (%)	A (n) (%)	NS (n) (%)	D (n) (%)	SD (n) (%)
from tourists?					
Do other tourism-related services and businesses (e.g., tour operators, transport providers, craft vendors) earn significant income from visitors to the park?	10 (12.5%)	30 (37.5%)	5 (6.25%)	25 (31.25%)	10 (12.5%)
Does the overall economic activity generated by tourism at Lake Mbuho National Park provide substantial direct benefits to the local and regional economy?	30 (37.5%)	30 (37.5%)	0 (0%)	15 (18.75%)	5 (6.25%)

Table 4.5 presents insights into the direct economic benefits derived from tourism activities at Lake Mburo National Park, focusing on various aspects such as park entry fees, accommodation, food and beverage sales, and other related services.

Revenue from Park Entry Fees: The responses indicate that a significant portion of respondents (25 or 31.25%) strongly agree that the park generates substantial revenue from entry fees. Additionally, 20 respondents (25%) agree with this statement. However, a combined total of 15 respondents (18.75%) expressed skepticism, with 5 (6.25%) unsure and 10 (12.5%) disagreeing. This suggests that while many recognize the potential for revenue generation, there is a notable portion of the population that doubts the overall effectiveness of entry fees in contributing to the park's financial health.

Accommodation Providers: For accommodation providers, 20 respondents (25%) strongly agree and 25 (31.25%) agree that these businesses earn significant income from tourists. However, 15 respondents (18.75%) show uncertainty or disagreement, with 5 (6.25%) unsure and 10 (12.5%) disagreeing. This indicates a positive view of the accommodation sector's profitability but also highlights concerns regarding its sustainability and capacity to attract tourists consistently.

Food and Beverage Establishments: The responses regarding food and beverage establishments are particularly optimistic, with 30 respondents (37.5%) strongly agreeing and another 30 (37.5%) agreeing that these businesses earn substantial revenue from tourists. Notably, no respondents were uncertain about this aspect, which suggests a strong consensus on the importance of dining options in the park's

economic landscape. However, 20 respondents (25%) expressed doubts or disagreement about the overall revenue generated, indicating that while some businesses thrive, others may not be as successful.

Other Tourism-Related Services: The responses for other tourism-related services present a more mixed picture. Only 10 respondents (12.5%) strongly agree that these services earn significant income, while 30 (37.5%) agree. A substantial number of respondents (35 or 43.75%) expressed skepticism, with 25 (31.25%) disagreeing. This indicates that while some services may be successful, there is considerable concern regarding the overall financial viability of tourism-related businesses such as tour operators and craft vendors.

Overall Economic Activity: Finally, regarding the overall economic activity generated by tourism, 30 respondents (37.5%) strongly agree and another 30 (37.5%) agree that it provides substantial direct benefits to the local and regional economy. This strong positive sentiment reflects a belief in tourism's capacity to drive economic growth, with only a small number of respondents (20 or 25%) expressing disagreement or uncertainty. This suggests a general consensus on the positive impact of tourism on economic development in the region.

Table 4.6: The overall contribution of tourism at Lake Mburo National Park to the national economic development of Uganda, in terms of its impact on GDP growth, foreign exchange earnings, and the achievement of national development goals.

Statements	SA (n)	%	A (n)	%	NS (n)	%	D (n)	%	SD (n)	%
1. Does tourism at Lake Mburo National Park generate a significant contribution to Uganda's Gross Domestic Product (GDP) growth?	25	31.25	30	37.5	10	12.5	10	12.5	5	6.25
2. Does the foreign exchange earned from international visitors to the park represent a meaningful portion of Uganda's total foreign exchange earnings?	20	25	15	18.75	6	7.5	30	37.5	9	11.25
3. Does the economic activity generated by	30	37.5	40	50	0	0	5	6.25	5	6.25

Statements	SA (n)	%	A (n)	%	NS (n)	%	D (n)	%	SD (n)	%
tourism at the park support the achievement of Uganda's national development goals, such as job creation, poverty reduction, and infrastructure development?										
4. Does the park's tourism industry have strong linkages to other sectors of the Ugandan economy, leading to broader multiplier effects?	15	18.75	35	43.75	0	0	25	31.25	5	6.25
5. Is the national government's investment in the management and promotion of Lake Mburo National Park justified by	10	12.5	5	6.25	6	7.5	40	50	10	12.5

Statements	SA (n)	%	A (n)	%	NS (n)	%	D (n)	%	SD (n)	%
the park's overall contribution to Uganda's economic development?										

Table 4.6 Economic Impact of Tourism at Lake Mburo National Park: This indicates the respondents' perception regarding the contribution of tourism towards the economy of Uganda. The survey consists of five key statements, each reflection of the different dimensions of tourism's economic impact.

A sum of 25 respondents strongly agrees to the statement that tourism greatly contributes to the GDP growth of Uganda, while 30 agree to the statement. This means the Lake Mburo people have a strong belief in the economic importance of tourism. However, 15 respondents are skeptical: 10 disagree, while 5 strongly disagree. This means that while many recognize tourism's potential, there is concern over its overall effectiveness in driving GDP growth.

Foreign Exchange Earnings: Regarding foreign exchange earnings, a total of 20 respondents strongly agreed that the earnings from international visitors have a meaningful effect in terms of Uganda's total foreign exchange earnings, while 30 disagree, which means a highly skeptical feeling among the respondents. The responses are divided, with 15 agreeing, 6 neutral, and 9 strongly disagreeing. This

indicates concern about the sustainability and impact of tourism on foreign exchange earnings.

A total of 30 respondents strongly agreed that tourism supports Uganda's national development goals, equating to 37.5%, while 40 or 50% agreed to this. This strong agreement demonstrates consensus over tourism's role in creating jobs, reducing poverty, and developing infrastructure. Only 10 respondents or 12.5% disagreed, meaning that the majority view tourism as an integral part of national development.

Responding to the question of linkages to other sectors, 15 respondents strongly agree and 35 agree. In return, there are 30 respondents disagreeing, with 25 strongly disagreeing. This response reflects the concern over the integration of tourism into other sectors of the economy; though some appreciate the potential, many feel the linkages are weak or underdeveloped.

Last but not least, about the justification of investment by the government in the park, 10 strongly agreed, 5 agreed, 40 disagreed, and 10 strongly disagreed. Thus, a majority of the respondents seemed to develop a critical attitude toward the investment strategy pursued by the government; this means that many did not consider the benefit derived from the tourism sector to be sufficient to justify such an investment at present times.

4.8 Policies and strategies put in place by the government of Uganda towards maximizing the economic benefit from tourism at Lake Mburo National Park.

Table: Policies and strategies put in place by the government of Uganda towards maximizing the economic benefit from tourism at Lake Mburo National Park. The data

from Table 4.6 Economic Impact of Tourism at Lake Mburo National Park presents respondents' perceptions regarding the contributions of tourism to Uganda's economy. The survey includes five key statements, each reflecting different dimensions of tourism's economic impact

A majority of respondents, 25 (31.25%), strongly agree that tourism significantly contributes to Uganda's GDP growth, while 30 (37.5%) agree with this statement. This indicates a strong belief in the economic importance of tourism at Lake Mburo. However, 15 respondents (18.75%) are skeptical, with 10 (12.5%) disagreeing and 5 (6.25%) strongly disagreeing. This suggests that while many recognize tourism's potential, there are concerns about its overall effectiveness in driving GDP growth.

Regarding foreign exchange earnings, 20 respondents (25%) strongly agree that the earnings from international visitors are meaningful for Uganda's total foreign exchange. However, 30 (37.5%) disagree, indicating a significant level of skepticism. The responses show a divide, with 15 (18.75%) agreeing, 6 (7.5%) neutral, and 9 (11.25%) strongly disagreeing. This highlights a concern about the sustainability and impact of tourism on foreign exchange earnings.

A substantial number of respondents (30 or 37.5%) strongly agree that tourism supports Uganda's national development goals, with 40 (50%) agreeing. This strong agreement indicates a consensus on the role of tourism in job creation, poverty reduction, and infrastructure development. Only 10 respondents (12.5%) expressed disagreement, suggesting that most see tourism as a vital component of national development.

On the question of linkages to other sectors, 15 respondents (18.75%) strongly agree and 35 (43.75%) agree. However, 30 respondents (37.5%) disagree, with 25 (31.25%) expressing strong disagreement. This response reflects concerns about the integration of tourism with other sectors of the economy, indicating that while some see potential benefits, many feel the linkages are weak or underdeveloped.

Lastly, regarding the justification of government investment in the park, only 10 respondents (12.5%) strongly agree, while 5 (6.25%) agree. A significant portion, 40 (50%), disagree, and 10 (12.5%) strongly disagree. This highlights a critical view of the government's investment strategy, suggesting that many respondents do not perceive the tourism sector's benefits as sufficient to warrant current levels of investment.

4.8 The policies and strategies implemented by the Ugandan government to maximize the economic benefits of tourism at Lake Mburo National Park.

Table: The policies and strategies implemented by the Ugandan government to maximize the economic benefits of tourism at Lake Mburo National Park.

Statements	SA	%	A	%	NS	%	D	%	SD	%
Does the park generate significant revenue from entry fees?	25	11.53	30	13.84	0	0	20	9.23	5	2.30
Do other tourism businesses (e.g., tour operators, vendors) earn significant income from	20	9.23	15	6.91	6	2.77	3	1.38	2	0.92

Statements	SA	%	A	%	NS	%	D	%	SD	%
visitors?										
Do accommodation providers near the park earn substantial income from tourists?	30	13.84	40	18.43	0	0	60	27.64	10	4.61
Does the park generate significant revenue from entry fees?	15	6.91	35	16.12	0	0	60	27.64	10	4.61
5. Do local food and beverage establishments benefit from tourist spending?	7	3.22	3	1.38	10	4.61	20	9.23	6	2.77
6. Does tourism at the park provide substantial economic benefits to the local and national economy?	10	4.61	5	2.30	6	2.77	15	6.91	10	4.61

The table presents respondents' perceptions regarding the economic contributions of tourism at Lake Mburo National Park, focusing on various aspects such as revenue generation, income for local businesses, and overall economic benefits. The responses are categorized into five statements, with percentages reflecting the distribution of opinions among the participants.

A significant portion of respondents, 25 (31.25%), strongly agree that the park generates substantial revenue from entry fees, while 30 (37.5%) agree. However, 20 respondents (25%) disagree, and 5 (6.25%) strongly disagree. The lack of neutral responses suggests a clear division of opinion, indicating that while many see entry fees as an important revenue source, a substantial number of people are skeptical about the overall financial impact.

For other tourism businesses, 20 respondents (25%) strongly agree that these entities earn significant income from visitors, while 15 (18.75%) agree. However, the response also includes 6 (7.5%) who are neutral, 3 (3.75%) who disagree, and 2 (2.5%) who strongly disagree. This suggests a more positive view of the tourism sector's impact on local businesses, although the presence of neutral and negative responses indicates some uncertainty about the overall profitability of these businesses.

Regarding accommodation providers, 30 respondents (37.5%) strongly agree and 40 (50%) agree that these businesses earn substantial income from tourists. However, 60 respondents (75%) disagree that these establishments are significantly benefiting from tourism, which highlights a significant concern regarding their viability. The data suggests that while some believe accommodation providers benefit from tourism, a large portion is skeptical about their profitability.

The responses indicate a lack of confidence in the economic benefits for local food and beverage establishments. Only 7 respondents (8.75%) strongly agree that these establishments benefit from tourist spending, while 3 (3.75%) agree. In contrast, a notable 20 respondents (25%) disagree, and 6 (7.5%) strongly disagree. This indicates a

perception that food and beverage businesses may not be capturing the expected revenue from tourism, raising concerns about their economic sustainability.

On the question of whether tourism at the park provides substantial economic benefits to the local and national economy, only 10 respondents (12.5%) strongly agree, while 5 (6.25%) agree. A significant number of respondents (15 or 18.75%) disagree, and 10 (12.5%) strongly disagree. This reveals a critical view of tourism's overall contribution, suggesting that many respondents do not perceive it as having a meaningful impact on economic development.

CHAPTER FIVE

DISCUSSIONS OF RESULTS

5.0 Introduction

This chapter contains the conclusion and recommendations of the study. To be precise, it contains discussions of findings presented in the study, conclusion, recommendation, and areas suggested for future research.

5.1 Discussions of findings

The research undertaken on the economic benefits of tourism at Lake Mburo National Park sheds light on a number of areas, which relate to how tourism affects the local businesses and the general economy as a whole. From the findings, there are several areas of interest which, among others, include park entry fees, accommodation, food and beverage sales, and other related services. Regarding entry fees into the park, the results indicate that a larger proportion of the respondents (31.25%) strongly agreed that such revenues earned were considerable. This indicates an appreciation for entry fees as a way to ensure at least some financial sustainability in the park. However, skepticism, voiced by 25% of the respondents, overshadows belief in how effective the entry fees are in securing the financial health of the park. In response, the research indicated that increased transparency in how the fees will be used might increase public confidence.

These findings reveal a positive attitude about the accommodation providers, where 25% strongly agreed and 31.25% agreed that these businesses make good money out of tourist expenditure. However, 18.75% seemed uncertain about visitor attractions. It

also underlines the pointed marketing strategies and investment in facilities for the sustainability and growth of this sector.

The responses denote that a good number of the respondents strongly agreed to and agreed that food and beverage establishments generate revenue in Lake Mburo. 37.5% strongly agreed, and another 37.5% agreed, hence showing their significant position in the tourism ecology of Lake Mburo. However, 25% are doubtful that all establishments altogether make good revenue, hence hinting at inequality existing in the businesses. The research has shown that better understanding of these relationships can provide potential clues on how to assist weaker establishments to have a better tourism economy.

The results, however, paint a mixed picture when it comes to other services related to tourism. While 12.5% strongly agree and 37.5% agree that these services make them earn much money, a larger proportion of 43.75% does not believe so. This hence, creates the need for more support and development of such services like tour operators and craft vendors. This study perhaps realizes that building partnerships, training, and marketing could strengthen their position even further in the tourism economy.

The findings point out that, on the one hand, the respondents believed in an overall positive impacts of tourism-created economic activity: 37.5% strongly agreed and another 37.5% agreed, while the remaining 25% expressed a level of disagreement and uncertainty that could mean that those are deeper issues, equitably spreading tourism benefits and developing sustainable forms of tourism. The engagement with

stakeholders on these issues might enable the formulation of even more integrated and sustainable tourism approaches.

5.2 Discuss the direct economic benefits derived from tourism activities at Lake Mburo National Park, such as money received from park entrance fees, accommodation and food, beverages, and other services provided to tourists.

This adds up to 31.25% strongly agreeing and 37.5% agreeing that tourism is greatly adding to Uganda's GDP growth. This immense belief outlines the importance as perceived of tourism in Lake Mburo. On the other hand, 18.75% are skeptical-a number dominated by 12.5% who disagree-that tourism is effective at driving growth in GDP, meaning that although there is an acknowledgment of potential, problems may arise with how the benefits are realized and distributed.

These perceptions are divided over the foreign exchange earnings, with 25% strongly agreeing that international visitor earnings are meaningful, while 37.5% showed disagreement, further evidencing skepticism over the sustainability of tourism and its effect on foreign exchange. The mixed responses of 18.75% agreeing and 11.25% strongly disagreeing show that the tourism sector perhaps may fail in maximizing its potentials toward foreign exchange earning and therefore warrants strategies to be applied to develop it.

In fact, responses on the role of tourism in contributing to national development indicate that 37.5% strongly agree, while 50% simply agree that it plays a significant role in national development initiatives relating to the creation of jobs, poverty

reduction, and infrastructure development. This is further supported by the low level of disagreement, standing at only 12.5%, implying that most hold beliefs in tourism contributions toward broader national objectives.

Responses are inconclusive with regard to tourism linkages with other sectors. While 18.75% strongly agree and 43.75% agree that tourism has beneficial linkages to other sectors, an overwhelming 37.5% disagree, with 31.25% strongly disagreeing. This portends that many of the respondents view weaknesses in the linkages between tourism and other economic sectors. Strengthening these linkages could be one way of raising the overall contribution of tourism.

These results have shown a critical view of the government's investment in tourism at Lake Mburo. Just 12.5% strongly agree and 6.25% agree that government investment is justified by the benefits accruing to them from the tourism sector. Conversely, half of the respondents (50%) disagree, and this shows that probably the current investment may not yield reasonable returns, hence there is a need for a reassessment of the investments to align it with actual benefits accrued from tourism.

5.3 Describe the policies and strategies implemented by the government of Uganda in ensuring maximum utilization of economic benefits derived from tourism in Lake Mburo National Park.

Results on perceptions of respondents on the economic contribution of tourism in Lake Mburo National Park show pragmatic awareness of the effect that the sector has on individual business enterprises and the general economy. The responses have been

summarized into verbatim statements, which denote some level of optimism and pessimism from the respondents.

The fact that 31.25% strongly agree and 37.5% agree reflects that the majority of the respondents believe that substantial revenue comes in from entry fees to the park. However, the fact that 25% disagree and 6.25% strongly disagree does mean there is considerable skepticism regarding entry fees as an effective financial tool. This split would thus indicate that while many can appreciate the entry fee's potential, there is skepticism regarding how effective that money is utilized.

Other tourism-related businesses: The majority of 25% strongly agreed that such businesses earned them a substantial amount of money from visitors, while 18.75% agreed. However, the presence of neutral answers of 7.5% and negative responses of 6.25% begs a question regarding the general profitability of these businesses. It is an indication of a better outlook on how much impact the tourism sector really has but also shows challenges for businesses to capitalize on tourism need to be further looked into.

The perception of accommodation providers is very mixed; 37.5% strongly agree, while 50% agree that such businesses derive substantial income from tourists, while an astronomical 75% disagree that these establishments are benefiting in great measure. This itself is a strong pointer to a critical problem relating to accommodation providers' viability within the tourism ecosystem. Such data would, therefore, seem to indicate that while there is some realization of potential benefits, the majority of the

population is still skeptical whether these benefits are ultimately realized, perhaps due to market saturation or an entire lack of tourists altogether.

Local food and beverage establishments' responses do not appear to be quite confident of their economic gains from tourism. Fully, 8.75% strongly agreed that the businesses benefit through the spending of tourists, while 25% disagreed and 7.5% strongly disagreed. This raises a concern on whether the establishments are capable of capturing the tourist spending effectively, hence suggesting that these establishments may be eluded in the economic landscape of tourism at the park.

Whereas only 12.5% strongly agreed, and 6.25% agreed with the statement that tourism yields significant economic benefits for the local as well as the national economy, 31.25% either disagree or strongly disagree, showing a critical stance in regard to the overall value addition derived from tourism. In their skepticism, there is perhaps an inclination to believe that a gap exists between the revenue derived from tourism and actual benefits that accrue to the community. This would then be indicative of a disconnect which, when worked on, could serve to further bolster perceptions of the value of tourism.

CHAPTER SIX

CONCLUSIONS AND RECOMMENDATIONS

6.1 Conclusions

The survey findings indicate that while tourism at Lake Mburo National Park is recognized for its potential to generate revenue and support local businesses, significant skepticism remains regarding its actual effectiveness in delivering economic benefits. Concerns about the profitability of accommodation providers and local food and beverage establishments highlight a disconnect between tourism activity and tangible financial outcomes. To have tourism develop its full economic impact, efforts towards revenue management and marketing strategies need to be pursued aggressively, while communities which are involved in the local tourism development process need to be empowered. In addressing these issues, these stakeholders will be in a better position to ensure that tourism benefits are adequately captured and distributed, hence contributing towards sustainable economic development in the area.

6.2 Recommendations

The major recommendations to help improve the economic benefits of tourism in Lake Mburo National Park and ameliorate the causes of concern identified in this survey are summarized below: firstly, there is urgent need for the management to improve revenue generation; designing transparent entry fee collection and management systems can ensure that the money generated within the park is reinvested in crucial maintenance of the park, community development projects, and support to local businesses. Conversely, the stakeholders can develop conditions to

confidence and trust the public in management revenues arising from tourism through establishment regular mechanisms for reporting on the utilization of such funds. Such transparency will also create community ownership of tourism activities and stimulate active involvement by residents in tourism initiatives.

Another critical recommendation is to enhance market access and promotion. In fact, focused marketing drives showcasing the allure that is Lake Mburo for tourists will do more to increase visitor numbers. It must highlight its uniqueness, especially to local and international tourists. Travel influencer partnerships, among other kinds, need to be done in tandem with the usage of social media for increased visibility and reach. Such development will put the stakeholders in a position where they can give good reason for considering Lake Mburo as a destination, translating into economic development.

Assistance to the local communities in developing an effective tourism environment involves investment in local enterprises. Such enterprises include training on enhanced service delivery and provision of better reception and catering services. Workshops on marketing strategies, customer service excellence, and sustainable business practices will help local operators realize their full potential and compete in the tourism market. In addition, access to microloans or small business grants can serve as the needed financial impetus toward expansion and the enhancement of services, improving profits and impact on the local economy.

Linkages with other sectors are relevant for the maximum benefits of tourism. This would be done through the development of partnerships in tourism businesses with agriculture, crafts, or other local industries to achieve an integrated economic framework that would support larger development goals. Food and materials sourced from the locals can enhance the authenticity of the tourist experience and help ensure that the tourism dollars circulate within the community. It can also be one of the ways to actualize innovative tourism products rooted in local culture and heritage, thereby creating economic opportunities for residents.

It is important that the planning of tourism involves the local community. Arrangements should be made in the form of forums or committees which include members from the community to enable residents to be heard and their ideas and aspirations taken into consideration for tourism development. In this way, it would help the efforts of tourism to reconcile with the needs of the people and their culture and create a feeling of ownership and pride in the resources of their vicinity. Active involvement of residents in decision-making provides an opportunity on the part of stakeholders to minimize potential conflicts and improve the social sustainability of the tourism projects.

Monitoring and evaluation of the impacts of tourism initiatives are other essential ingredients that ensure that this kind of tourism is continued into the future. It provides a framework in which stakeholders can assess the economic, social, and environmental impacts of tourism and go on to find out what works and what doesn't. Regular assessment will enable adaptive management so that policies on tourism

remain responsive to changing conditions and community needs. The stakeholders can learn much from the data regarding visitor numbers, revenue raised, and performances of local businesses on how tourism works as a function of economic development. This would consequently drive informed decisions that further enhance the effectiveness of tourism as an economic driver.

Finally, it is important to consider investment in infrastructure improvement that facilitates access to Lake Mburo National Park. This calls for advocating for upgrades within the transport networks-such as roads and means of public transport-which goes a long way in improving both visitor access and the tourist experience in general. Obviously, better infrastructure would not only attract more and more tourists but also increase the quality of life among the local people. The stakeholders, therefore, would ensure that infrastructural capacity is found in place before, after which they can offer an environment for visitors that is welcoming and friendly for the tourists, which can maintain this economic pace in the long run.

Such broad recommendations can be implemented by stakeholders in order to realize the full economic benefits of tourism at Lake Mburo National Park. This will ensure meaningful contributions of tourism to local communities and to the Ugandan economy as a whole, fostering sustainable development and increasing the quality of life for residents.

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APPENDIX

Dear Sir/Madam,

My name is Namugaanyi Joan, and I am a student at Uganda Christian University, pursuing a degree in Tourism and hospitality Management. I am currently conducting a study on the impact of tourism on Uganda's economic development. This research is purely for academic purposes, and all information provided will be treated with the utmost confidentiality.

SECTION A. Background information.

Instruction: Tick or Write answers in full where applicable.

SECTION A: BIODATA

INSTURCTION

Tick appropriately in the boxes provided. The information that will be given will be used for academic purposes only. Please do not write your name.

BIO - DATA

SECTION A

1. Age

- | | |
|---------|-----------|
| • 15-25 | (c) 25-35 |
| • 35-45 | (d)45-55 |

2. Marital status

- (a) Single (b) Married
- (c) Divorced (d) separated

Others specify.....

3]. Level of education

- Primary
- Secondary

3. Institution/ University level

If others specify.....

SECTION B: The direct economic benefits generated by tourism activities at Lake Mburo National Park, including revenue from park entry fees, accommodation, food and beverage sales, and other tourism-related services.

Instructions:

On a scale of 1-5, tick in the appropriate box on how you strongly agree or disagree with the statements given.

Scale	1	2	3	4	5
	Strongly Agree	Agree	Not sure	Agree	Strongly Disagree

Statement	1	2	3	4	5
1. Does the park generate significant revenue from park entry fees paid by visitors?					
2. Do accommodation providers within or near the park (e.g., lodges, campsites) earn substantial income from tourists staying overnight?					
3. Do food and beverage establishments (e.g., restaurants, cafes) in the park or surrounding areas earn substantial revenue from tourists?					
4. Do other tourism-related services and businesses (e.g., tour operators, transport providers, craft vendors) earn significant income from visitors to the park?					
5. Does the overall economic activity generated by tourism at Lake Mburo National Park provide substantial direct benefits to the local and regional economy?					

SECTION C: The overall contribution of tourism at Lake Mburo National Park to the national economic development of Uganda, in terms of its impact on GDP growth, foreign exchange earnings, and the achievement of national development goals.

Instructions:

On a scale of 1-5, tick in the appropriate box on how you strongly agree or disagree with the statements given.

Scale	1	2	3	4	5
	Strongly Disagree	Disagree	Not sure	Agree	Strongly Agree

Statement	1	2	3	4	5
1. Does tourism at Lake Mburo National Park generate a significant contribution to Uganda's Gross Domestic Product (GDP) growth?					
2. Does the foreign exchange earned from international visitors to the park represent a meaningful portion of Uganda's total foreign exchange earnings?					
3 Does the economic activity generated by tourism at the park support the achievement of Uganda's national development goals, such as job creation, poverty reduction, and infrastructure development?					

4 Does the park's tourism industry have strong linkages to other sectors of the Ugandan economy, leading to broader multiplier effects?					
5. Is the national government's investment in the management and promotion of Lake Mburo National Park justified by the park's overall contribution to Uganda's economic development?					

SECTION D. The policies and strategies implemented by the Ugandan government to maximize the economic benefits of tourism at Lake Mburo National Park.

Instructions:

On a scale of 1-5, tick in the appropriate box on how you strongly agree or disagree with the statements given.

Scale	1	2.	3	4	5
	Strongly Disagree	Disagree	Not sure	Agree	Strongly Agree

Statement	1	2	3	4	5
1. Does the park generate significant revenue from entry fees?					
2. Do other tourism businesses (e.g., tour operators, vendors) earn significant income from visitors?					

3. Do accommodation providers near the park earn substantial income from tourists?					
4. Does the park generate significant revenue from entry fees?					
5. Do local food and beverage establishments benefit from tourist spending?					
6. Does tourism at the park provide substantial economic benefits to the local and national economy?					

Thank you very much for your time, cooperation and sincerity may God blesses you.

INTRODUCTORY LETTER



**UGANDA CHRISTIAN
UNIVERSITY**

A Centre of Excellence in the Heart of Africa

SCHOOL OF BUSINESS

09th Sep, 2024

TO WHOM IT MAY CONCERN

Name: NAMUGAANYI JOAN

Reg. S21B63/002

a bachelor's student who is seeking permission from your office to collect data for her dissertation titled

The Impact of Tourism on Uganda's Economic Development. A case study of Lake Mburo National Park western Uganda

We shall be grateful if you could render assistance to her in collecting the necessary data for her dissertation

The Uganda Christian University School of Business thanks you in advance

Mukisa Simon Peter
Research coordinator



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