

**INFLUENCE OF RURAL TOURISM ON THE LOCAL COMMUNITY LIVELIY HOOD A CASE
STUDY OF JINJA UGANDA**

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**UGANDA CHRISTIAN
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DECLARATION

I NAFUNA RITA declare that the work presented in the research report is my original work and has never been submitted to any university or institution for any academic award

Signature.....

Date.....

NAFUNA RITA

M21B63/004

APPROVAL

This is to certify that Nafuna Rita has done her research report under my supervision and is now ready for submission with my approval

Signature

Date.....

Name.....

(UNIVERSITY SUPERVISOR)

DEDICATION

I dedicate this work whole heartedly to the Almighty GOD without his grace I wouldn't have completed my studies. To my parents and Siblings for their unconditional support spiritually, emotionally, socially and financially

ACKNOWLEDGEMENT

I wish to extend my sincere appreciation to the Almighty GOD for enabling me to accomplish my studies successfully with good health

I do appreciate my research supervisor for the timely, adequate and positive influential style of supervision that I was subjected to from the starting point up to this level

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TABLE OF CONTENT

DECLARATION.....	i
APPROVAL.....	ii
DEDICATION.....	iii
ACKNOWLEDGEMENT	iv
TABLE OF CONTENT	v
CHAPTER ONE.....	1
BACKGROUND / INTRODUCTION	1
1.0 Introduction.....	1
1.1 Background of the study	1
1.2 Problem statement	2
1.3 Purpose of the study.....	3
1.4 Objectives of the Study	3
1.5 Research Questions	3
1.6 Scope of the Study	4
1.6.1 Geographical Scope	4
1.6.2 Content Scope.....	4
1.6.3 Time Scope	4
1.7 Significance of the Study.....	4
1.8 Conceptual framework	5
CHAPTER TWO	6
LITERATURE REVIEW.....	6
2.0 Introduction.....	6

2.1 Characteristics and Dynamics of Local Community Livelihoods in Rural Settings in Africa	6
2.2 Key Features and Trends of Rural Tourism in Africa	10
2.3 Influence of Rural Tourism on Local Community Livelihoods	11
The contribution of rural tourism to natural capital assets of local communities	18
CHAPTER THREE	21
RESAERCH METHODOLOGY.....	21
3.0 Introduction.....	21
3.1 Research Design	21
3.2 Population of Study	21
3.3 Sample Size	21
3.4 Sampling techniques.....	22
3.5 Sources of Data	22
3.6 Data Collection Methods	23
3.6.1 Interviews.....	23
3.6.2 Questionnaire	23
3.7 Data Quality Control.....	24
3.7.1 Validity	24
3.7.2 Reliability	24
3.8 Data Analysis.....	25
3.10 Ethical consideration.....	25
3.10 Limitations of the Study	25
CHAPTER FOUR	26
RESULTS AND DISCUSSION	26
4.1 Access to information by tourists.....	26

4.2 Tourist attractions in the area	26
4.3 Impact of Rural tourism to the livelihoods of the local communities	28
4.4 Factors hindering the development of Rural tourism in the area.....	31
CHAPTER FIVE	34
CONCLUSIONS AND RECOMMENDATIONS	34
5.1 CONCLUSION	34
5.2 RECOMMENDATIONS.....	34
REFERENCEE.....	36
APPENDIX I.....	42
APPENDIX II.....	45
APPENDIX III.....	48
APENDIX IV	50

CHAPTER ONE

BACKGROUND / INTRODUCTION

1.0 Introduction

This chapter contains the background of the study, defining local community livelihood, explaining it in detail in the perspective of rural Africa/Uganda showing the challenges in it as shown by other researchers, discuss the factors affecting it and define rural tourism.

1.1 Background of the study

Local community livelihood refers to the means by which individuals and families sustain themselves within a specific geographic area, typically through a combination of economic activities, social networks, and natural resource utilization (Chambers and Conway, 1992). Chambers and Conway further observe that in the context of rural Africa, including Uganda, local community livelihoods are often deeply intertwined with the land, agriculture, and traditional practices. These communities rely heavily on subsistence farming, small-scale trade, and informal economies to meet their daily needs and support their families. However, challenges abound in rural African communities, presenting formidable barriers to sustainable livelihoods. This is evidenced by limited access to basic infrastructure such as clean water, healthcare, and education, and when coupled with the unpredictable weather patterns and environmental degradation, exacerbates the struggles faced by local populations (De Waal, 2015). Additionally, the lack of economic opportunities and the prevalence of poverty contribute to a cycle of vulnerability and dependency. Numerous studies have shed light on the factors perpetuating these challenges within rural African contexts. For instance, researchers have highlighted the adverse impacts of climate change on agricultural productivity, the persistence of gender inequalities in access to resources and decision-making, and the marginalization of certain ethnic or social groups within broader community structures (Moser and Barrett, 2003). However, the need to improve local community livelihoods in rural settings is still paramount and underscores the urgent need for holistic approaches to poverty alleviation and

community development. This study therefore proposes rural tourism as a possible determinant of local community livelihoods.

Rural tourism has been increasingly recognized as a significant catalyst for positive change within rural communities globally. It provides an avenue for economic diversification, cultural preservation, and environmental stewardship. According to Sharpley and Vass (2006), rural tourism is defined as travel to rural areas for leisure, recreation, or experiential purposes, encompassing a broad spectrum of activities and attractions that highlight the unique heritage, landscapes, and traditions of rural regions. This form of tourism offers opportunities for local communities to capitalize on their existing assets, such as natural beauty, cultural heritage, and indigenous knowledge, to foster sustainable development and create viable livelihood opportunities (Mbaiwa, 2005).

In the specific context of rural Africa, rural tourism holds immense promise as a potent driver of socio-economic development and empowerment. African rural areas are endowed with rich cultural traditions, diverse landscapes, and unique wildlife, which can serve as major attractions for tourists seeking authentic and immersive experiences. By leveraging these assets, rural communities in Africa can harness the transformative power of tourism to generate income, create jobs, and improve living standards for residents while simultaneously preserving their cultural identity and way of life. Studies have shown that rural tourism can contribute significantly to poverty alleviation, community empowerment, and environmental conservation in rural African communities (Chikweche & Fletcher, 2013; Saayman & Saayman, 2006). Thus, this study aims to examine the influence of Rural Tourism (RT) on Local Community Livelihoods (LCL) to better understand the potential benefits and challenges associated with rural tourism development in Africa and its implications for community well-being and sustainable development.

1.2 Problem statement

The Busoga community in Jinja, Uganda, despite being endowed with unique cultural attractions that draw international tourists, has not substantially benefited from

tourism initiatives proposed to address poverty, empower local communities, and conserve the natural environment (Mbaiwa, 2005; Ashley et al., 2001). Traditionally, the Busoga people have not been directly involved in tourism development and entrepreneurship. This disconnects between the potential of rural tourism and its actual impact on local community livelihoods highlights a significant problem. Despite the promise of rural tourism as a catalyst for socio-economic development and empowerment, there exists a gap in translating tourism opportunities into tangible benefits for local communities. This underscores the need to investigate the influence of Rural Tourism (RT) on Local Community Livelihoods (LCL) in Jinja, Uganda, to identify the barriers and opportunities for enhancing the socio-economic benefits of tourism for the Busoga community and similar rural communities facing similar challenges.

1.3 Purpose of the study

To examine the influence of rural tourism on the local community livelihood in Jinja, Uganda

1.4 Objectives of the Study

1. To examine local community livelihoods in rural settings in Africa
2. To examine rural tourism in Africa
3. To assess the influence of rural tourism on local community livelihoods

1.5 Research Questions

1. What are the characteristics and dynamics of local community livelihoods in rural settings in Africa?
2. What are the key features and trends of rural tourism in Africa?
3. How does rural tourism influence local community livelihoods in rural African settings?

1.6 Scope of the Study

1.6.1 Geographical Scope

The research study will be conducted from Jinja. Jinja is a town in southern Uganda, on the shore of Lake Victoria. The area has various tourism attractions. The source of the Nile, at Coronation Park, is marked by a garden and a monument honoring British explorer John Hanning Speke. Owen Falls Dam and Bujagali Dam both span the Nile. Farther north on the river, Itanda Falls is known for its white-water rapids.

1.6.2 Content Scope

This study will basically focus on the influence of rural tourism on the local community livelihood in Jinja, Uganda

1.6.3 Time Scope

The study will look at information t for the period of 2017 to 2024 and will be carried out for months because of the nature of exercise that was undertaken in gathering, editing and processing data.

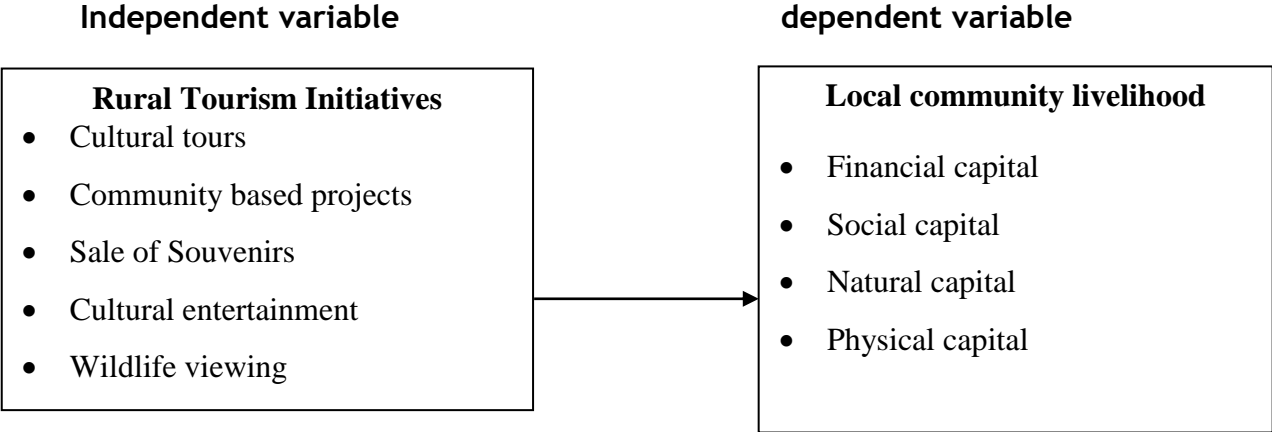
1.7 Significance of the Study

The findings of this study will enable the authorities of Jinja to understand ways in which rural tourism initiatives contributes to rural livelihoods and thus be able to develop various plans to ensure that the local community benefits more from rural tourism

The results of the study can be used by tourism industry to come up with strategies in which they can organize rural tourism initiatives and increase local community participation in rural tourism so as to gain more benefits from it.

The other importance of the study is that it would act as a reference for students, scholars and researchers with interests in similar or related studies.

1.8 Conceptual framework



Source: Adopted from Butler (1991) and modified by the researcher

Figure 1: Conceptual framework

Figure 1 presents the conceptual framework for this study. It shows how rural tourism initiatives contribute to every aspect of the capital assets used in this study. In this study financial capital is used to refer to the employment opportunities, income and benefits that the local communities get from rural tourism initiatives to support their livelihoods. Physical capital is used in the study to refer to buildings, health and education infrastructure, water supply obtained as a result of tourism initiatives for supporting livelihoods of local community. Natural capital in this study refers to tourism natural resources e.g. wildlife which the local community uses to generate their livelihoods and Social capital refers to the relationship between the local community and various stakeholders.

CHAPTER TWO

LITERATURE REVIEW

2.0 Introduction

This chapter presents a review of relevant studies in relation to this study. However the depth of this study is a factor of attempting to substantiate or create new perspectives for understanding the social media and morality.

2.1 Characteristics and Dynamics of Local Community Livelihoods in Rural Settings in Africa

Local community livelihoods in rural African settings are predominantly anchored in traditional economic activities. These activities primarily include agriculture, livestock rearing, fishing, and natural resource exploitation. According to Ellis (2000), these livelihood activities are often characterized by subsistence farming practices, limited access to modern technology, and vulnerability to environmental shocks and climate change. Despite facing these significant challenges, rural communities in Africa exhibit remarkable resilience and adaptability. They leverage indigenous knowledge and employ community-based strategies to sustain their livelihoods, as highlighted by Bebbington (1999). This resilience is often manifested through innovative agricultural practices, community cooperatives, and the utilization of local resources to meet daily needs and generate income.

Traditional agricultural practices remain a cornerstone of rural livelihoods in many African communities. Subsistence farming, which involves the cultivation of crops for personal consumption rather than commercial sale, is prevalent across the continent. Limited access to modern farming technologies, such as mechanized equipment and advanced irrigation systems, often hinders agricultural productivity and contributes to food insecurity in rural areas. Additionally, the reliance on rain-fed agriculture makes rural communities particularly vulnerable to climate variability and environmental degradation, further exacerbating livelihood challenges.

Livestock rearing is another essential component of rural livelihoods in Africa, providing both food and income for many households. Cattle, goats, sheep, and poultry are among the commonly reared animals, with pastoralism being a prevalent livelihood strategy in arid and semi-arid regions. However, livestock farming also faces challenges such as disease outbreaks, inadequate veterinary services, and competition for grazing land, which can negatively impact the livelihoods of pastoral communities.

Fishing and natural resource exploitation are significant economic activities in many coastal and forested regions of rural Africa. Fishing communities rely on freshwater lakes, rivers, and coastal waters for their livelihoods, often using traditional fishing methods and small-scale fishing vessels. Similarly, natural resource exploitation, including logging, mining, and non-timber forest products collection, provides employment opportunities and income for rural communities. However, these activities can also lead to environmental degradation, depletion of natural resources, and conflicts over resource access and ownership, posing challenges to sustainable livelihood development.

Creation of jobs: The development of rural tourism can create job opportunities through the establishment of tourist facilities such as camps, lodges and bed and breakfast and accommodation (Mbaiwa, 2003). The labor-intensive nature of tourism facilitates the creation of employment in rural communities, particularly services and new product development. The creation of employment is critical to poverty alleviation and stabilization of the rural population. The rural tourism sector demands inputs such as foodstuffs and supporting services from other sectors of the economy and in this way it can generate new employment opportunities, especially among the low-skilled rural poor. Its link with the agricultural sector is an advantage because this makes it a propeller of economic growth in rural development (McCarthy & Serju, 2006).

Generate income: Due to low agricultural incomes, cuts in subsidies and depressed farm prices, the success of farmers no longer depends on one activity. It largely

depends on their ability to diversify into tourism, recreation, environmental protection, generation of green energy and other sectors. This requires them to establish new enterprises on a farm in order to supplement their income and to save the population from job losses and poverty. Rural tourism is a way of supplementing income from the farming activities in rural areas (Lopez, 2006). Diversification through rural tourism provides an attractive business supplement or alternative to rural-urban migration.

Emergence of new markets: Dawar and Chandra (2010) argue that rural tourism creates rural markets which present opportunities for the profitability of small scale businesses. The recent surge in rural tourism and direct selling by farmers from stands has changed the market environment of rural areas. At local levels tourism has great potential for creating markets for local products. Travelers enjoy the pleasure of visiting rural craft markets and enjoy wandering. Some of the rural destinations have craft markets once or twice a week. In some areas these markets have developed to such an extent that they operate throughout the week during the peak times. In destinations where rural tourism is successful local people make profits by selling home-made goods and services produced in the household in the local craft markets (Ciolac et al., 2011).

Opportunities for Diversification: According to El sayed (2010), rural communities have been forced to try many different agricultural activities to try and survive the problems of rural downturn, drought and diminishing returns at the farm gate for their produce. Tourism is promoted as one way of diversifying their economic base via the alternative “crop” that tourism can represent to rural communities (USTTA, 1995; DOT, 1995; Streckfuss, 1997). For example, the structural changes brought about by initiatives of the European Common Market have meant that farming communities are looking for opportunities for diversification (Garcia et al., 1995). Diversification into rural tourism tends to stimulate new initiatives and enterprises within a rural community enabling locations in decline to take control of their economic destiny (Long et al., 1994; DOT, 1995). Therefore, rural tourism initiatives eventually

diversify the resident population of a community along with the product offerings of the region (Huang et al., 1996).

Reduction of Poverty: Most rural areas have small populations compared to urban centers. Rural-urban migration can change rural areas into demographic deserts where depopulation takes away hundreds of inhabitants (Collantes & Pinilla, 2004). Rural-urban migration can create a population structure that is characterized by a predominance of old people and children. When this happens most of the rural community structures and services become under-utilized and businesses close down, which results in more unemployment and more poor individuals. When this happens, rural workers leave with their labor, resulting in low productivity in agriculture (Omoniwa et al., 2009). To stem the tide of rural urban migration and retain young people in rural areas, governments, especially in developing countries, should pursue strategies such as tourism development, which presents opportunities for investment in rural infrastructure that can boost the development of nonfarm rural economic activities.

Increase in the Standard of Living: Mansour and Mahin (2013) stated that due to numerous economic benefits of tourism and its potential growth it helps in the increase of standard of living of the people by offering new and better jobs, which in turn help them to improve the quality of life and their families. Rogerson and Visser (2004) contend that tourism in rural areas contributes to the improvement of living standards of populations. They further argue that rural tourism encourages citizens to participate in the local economy and take pride in their resources. Besides the pressing socio-economic needs of the local communities adjacent to the protected areas, the decision to invest in tourism reinforces the community's faith in tourism and recognition of the valuable contribution that tourism can play in community development and improvement of the lives of rural people (Rogerson & Visser, 2004). As tourism generates employment and additional income for rural families it results in social changes, associated social benefits, improvement of lives, alleviation of poverty, minimization of rural depopulation, facilitation of the transfer of new ideas

from other parts of the world to rural areas, and the strengthening of the rural identity (Polucha & Zukovskis, 2010).

2.2 Key Features and Trends of Rural Tourism in Africa

Rural tourism in Africa has emerged as a sustainable development strategy, leveraging the continent's rich cultural heritage, diverse landscapes, and unique wildlife to attract both domestic and international tourists. Ashley et al. (2001) highlights that rural tourism initiatives in Africa encompass a wide array of activities and attractions. These include eco-tourism, which focuses on promoting environmentally friendly practices and conservation efforts; cultural tourism, which showcases the traditions, customs, and lifestyles of local communities; agro-tourism, which involves visits to farms and agricultural landscapes to learn about food production and rural life; and community-based tourism, which emphasizes the active involvement of local communities in tourism planning, development, and management.

The growth of rural tourism in Africa is driven by increasing consumer demand for authentic and immersive travel experiences, as well as the desire to support local communities and contribute to sustainable development. Tourists are increasingly seeking opportunities to engage with local cultures, learn about traditional livelihoods, and explore off-the-beaten-path destinations that offer unique and enriching experiences. This shift towards experiential tourism has led to the diversification of rural tourism products and the development of niche markets targeting specific interests and preferences of travelers.

In response to the growing demand for rural tourism experiences, various stakeholders, including governments, non-governmental organizations, and local communities, have been actively involved in the promotion and development of rural tourism initiatives across Africa. These initiatives aim to promote responsible tourism practices, conserve natural resources, and empower local communities by involving them in tourism planning, development, and management (Chikweche & Fletcher, 2013). Sustainable tourism development strategies often focus on capacity building, training, and skill development for local community members, as well as the

establishment of partnerships and collaborations between tourism stakeholders to ensure the equitable distribution of benefits and the long-term viability of rural tourism initiatives.

Despite the potential benefits of rural tourism, challenges such as inadequate infrastructure, limited access to markets, insufficient funding, and lack of awareness and capacity among local communities can hinder the successful implementation and sustainability of rural tourism initiatives in Africa. Addressing these challenges requires concerted efforts from all stakeholders, including the government, private sector, and civil society, to develop and implement comprehensive and inclusive rural tourism development strategies that prioritize the needs and aspirations of local communities, promote environmental sustainability, and contribute to poverty alleviation and socio-economic development in rural areas.

In conclusion, rural tourism in Africa is characterized by its diverse range of activities and attractions, which capitalize on the continent's rich cultural heritage, diverse landscapes, and unique wildlife to attract tourists and generate income for local communities. Despite facing challenges such as inadequate infrastructure, limited access to markets and lack of awareness and capacity among local communities, rural tourism holds significant potential as a sustainable development strategy that can contribute to poverty alleviation, environmental conservation, and community empowerment in rural African settings. Continued efforts to promote responsible tourism practices, foster partnerships and collaborations, and address the specific needs and challenges of rural communities are essential for realizing the full potential of rural tourism in Africa and ensuring its long-term sustainability and impact on local community livelihoods.

2.3 Influence of Rural Tourism on Local Community Livelihoods

Rural tourism has the potential to significantly impact the financial capital assets of local communities by creating jobs, propelling economic growth, generating supplementary income, and introducing new markets for rural products (Saayman & Saayman, 2006). The tourism sector often serves as a catalyst for economic

development in rural areas, offering diverse employment opportunities and contributing to poverty alleviation and socio-economic empowerment. Wanhill (2000) further elaborates on the various tourism-related employment opportunities that emerge in rural settings. These include hospitality services, such as accommodation and food service providers; tour guiding, which involves showcasing local attractions and cultural heritage to tourists; handicraft production, where local artisans create and sell traditional crafts and souvenirs to visitors; and agricultural diversification, which encourages farmers to engage in value-added activities such as agro-tourism, organic farming, and the production of local specialty products for the tourism market.

Additionally, rural tourism can stimulate economic multiplier effects, benefiting various sectors of the local economy and enhancing community resilience against external shocks (Sharpley & Vass, 2006). The influx of tourists into rural areas creates demand for goods and services, spurring growth in sectors such as transportation, retail, construction, and entertainment. Local businesses often experience increased sales and revenue during peak tourist seasons, leading to expansion and diversification opportunities. Moreover, rural communities can leverage tourism revenues to invest in essential infrastructure development, public services, and community amenities, thereby improving the overall quality of life and well-being of residents.

However, the potential socio-economic benefits of rural tourism are not uniformly distributed across local communities. In many cases, tourism development initiatives may inadvertently exacerbate existing inequalities and vulnerabilities, particularly among marginalized and disadvantaged groups. Issues such as land tenure rights, cultural appropriation, and unequal access to tourism benefits can undermine the equitable distribution of tourism revenues and limit opportunities for meaningful participation and empowerment of local communities in tourism planning, development, and management.

To maximize the positive impacts of rural tourism on local community livelihoods, it is crucial to adopt a holistic and inclusive approach that prioritizes the needs and aspirations of local communities, promotes responsible tourism practices, and fosters partnerships and collaborations among stakeholders. Capacity building, training, and skill development initiatives should be implemented to enhance the employability and entrepreneurial skills of local community members, while also promoting environmental conservation, cultural preservation, and social inclusivity in tourism development strategies.

In conclusion, rural tourism has the potential to significantly influence the financial capital assets and livelihoods of local communities by creating diverse employment opportunities, stimulating economic growth, and generating supplementary income. However, realizing the full potential of rural tourism as a sustainable development strategy requires addressing the challenges and complexities associated with tourism development, promoting responsible tourism practices, and ensuring the equitable distribution of tourism benefits among all members of the community. Continued efforts to empower local communities, foster collaboration and partnership among stakeholders, and promote inclusive and sustainable tourism development are essential for harnessing the transformative power of rural tourism to enhance community resilience, promote socio-economic development, and improve the overall quality of life in rural African settings.

The contribution of rural tourism to physical capital assets of local communities

The costs and benefits of rural tourism for local livelihoods can be assessed in relation to the improvement of infrastructure in the rural areas. The existence of tourist attractions cannot assist in poverty alleviation if there is no connectivity, sanitation and transportation facilities and other types of infrastructure to support it. Rural tourism in all its different shapes and forms can rely on the physical capital for survival because the consumer must reach the destination in order to enjoy the product. Tourism in rural areas induces changes in many aspects of life including the development of infrastructure (Giaoutzi & Nijkamp, 2006). Rural tourism can have an

impact on the livelihoods of people. It can lead to a number of benefits such as infrastructure development and improvement of destination image.

Accessibility to destinations: The development of infrastructure has a number of spin-offs for rural communities because it is one of the ways in which tourism can influence the livelihoods of the rural poor. Sarkar (2009) argues that the key challenges to rural tourism development are infrastructure, connectivity and sanitation. When infrastructure expands, the growing tourism industry gets support and grows further. Road networks change inaccessible rural destinations into busy tourist destinations, create jobs, and help to curb rural depopulation and reduce the impact of poverty. The provision of roads helps to link different tourist's destinations and make it easy for the tourists and local people to travel from one area to another (Mbaiwa, 2003).

Improvement of destination image: The success of a destination depends mainly on its image. Remoteness of destinations makes them hard to reach and eventually gives them a negative image. Availability of both mobile and immobile transportation facilities improves the image of a destination, which in turn increases the number of visitors. As more visitors patronize the destination they create job opportunities which contribute to poverty alleviation. Therefore there is a relationship between the destination image and its accessibility. Some visitors return to a destination if they can count on safe, reliable, convenient and efficient transportation systems (Barker, 2003). When transportation develops, the local communities benefit by becoming users of the transportation system. As they use the transport service, they are able to save time and improve their safety. Transportation allows for the inflow of new ideas and the movement of goods between the local markets and outside markets. In this way the image of a destination improves further (ibid).

Contribution of rural tourism to social capital assets of local communities

Wall and Mathieson (2006) warn that social impacts of tourism must not be confused with social tourism, which is characterized by the participation of people with modest incomes (UNWTO, 2007). Social impacts are changes in the quality of lives of residents

of a destination that are a consequence of tourism in a destination. Aref et al. (2009), stress that local communities are very important in tourism development because they are crucial in providing a good environmental condition for tourists. They are a focal point for the supply of accommodation, catering, information, transport and other services. The participation of local people makes tourism a purely socio-economic activity which is adapted to the needs of tourists and responds to the needs of local communities.

When tourists stay in a particular destination for a long time, they come into contact with the host people. This continuous contact may have positive impacts on both the host and the guests. Tourism is an industry that employs a multiplicity of skills and offers training opportunities and substantial entrepreneurial opportunities, particularly for small and medium enterprises. It is one of the few industries with the capability of significantly increasing employment especially during peak times (Nickerson & Christensen, 1995). Some of the contribution of rural tourism to social capital include:-

Transformation of rural communities: The type of tourism introduced can determine the extent to which tourism can promote the relationships and networks. Cultural tourism, for instance, focuses on daily local life, traditional celebrations, history, and archaeology of the community. This focus keeps people within the scope of their life patterns whilst it generates extra income for them. The same applies to village-based tourism, where tourists share the local daily life experiences with the local people (Nusser, 2005). Since the daily life experiences help to empower the local people, their livelihoods may change during and even after the visit. The other major benefit is that the rural community derives income from the presence of tourists in the area since the tourists obtain most of the materials, equipment, energy and foodstuffs from the locality. The tourism industry is able to influence the establishment of social facilities such as banks, post offices and telecommunications, which in turn create more jobs for the rural people. This influence is a result of the fact that the tourists obtain their reinforcements from the locality, as rural people get jobs they are able to reduce the impact of poverty (Mbaiwa, 2003).

Revitalization of Community: Pride Rural tourism revitalize the community pride in that it is cited as keeping traditional culture strong and that communities feel pride in community tourism achievements. Huang et al. (1996) stated that tourism encourages conformity to an ideal image of community, which can result in growth of personal ties and community solidarity. Thus the basis for community solidarity shifts from shared cultural background to shared image. Betz (1993) and Prideaux et al. (1997) argued that amenities play a fundamental role in shaping a community's identity and pride and so the potential of tourism for improvements to facilities and amenities has positive implications for community pride, particularly rural museums as an important repository of rural culture. The involvement of women in rural tourism in Spain for example resulted in stronger sensitivity to their environment and heightened interest in maintaining the aesthetic values of their region (Garcia-Ramon et al., 1995).

Preservation of Rural Culture and Heritage: Rural tourism encourages people to preserve and protect the cultural heritages, ancient and historical places, customs, handicrafts, and festivals. In this sense, tourism is directly helping to preserve the resources of high importance that has both local and national values (Cooper et al., 2008). However, Macbeth (1997) and Prideaux et al. (1997) stated that this may represent a paradox, but tourism does have a capacity to provide the impetus for preservation of cultural heritage while it acts as a vector for cultural exchange. In rural tourism, the 'sense of place' is a fundamental element in both the tourists' and host community's feelings of what makes the area attractive to visit and live in. This sense of place is maintained partly through rural museums that play a vital role in preserving heritage. Weaver and Opperman (2000) stated that, tourism also contributes to the restoration or preservation of historical buildings and sites. This is done through the collection of entrance fees, souvenir sales and donations. Irandu (2004) in his study stated that International tourism in Kenya has stimulated the restoration and preservation of historical sites and monuments.

Cultural and Social Exchange: The motivation for farm hosts engaging with tourism is as much a social driver as an economic one, and meeting and socializing with people is the main reason for remaining in the tourism business (Williams, 1995; Oppermann,

1996; Huang et al., 1996; WTO, 1997). For example as stated by Bendix (1994), German farming families who offer vacations on the farm experience, social relationships with tourists that transgress touristic encounters and exchanges so that meaningful relationships, and often friendships, result from the interaction with tourists. These meaningful social exchanges are in part dependent on the nature of the rural lifestyle and the low numbers of tourists (Macbeth, 1997). Indigenous tourism operators often cite teaching aboriginal culture to visitors and the opportunities for cultural exchange and to meet new people as the most valuable aspects of being in tourism. (DOT, 1995; ATSI, 1996).

Improved lifestyles and local life: Rural tourism creates initiatives of improved lifestyles and local life. As stated by Mansour and Mahin (2013) in his study, local communities can mix with people from diverse backgrounds with different lifestyles which through ‘demonstration effect’ may lead to the initiatives of improved lifestyles and practices from the tourists’ examples. There can be an improvement in local life through better local facilities and infrastructure (developed to sustain tourism) which could lead to better education, health care, employment opportunities and income. A case study on rural tourism development in Uganda shows that rural tourism has resulted in the conservation of the natural and cultural assets and has added values such as the renovation of cultural structures (Holland et al., 2003). Improvement in the lifestyle in rural families can change other support activities such as education and health. However, rural tourism provides social and cultural benefits such as social contacts between local population and tourist, and an augmented perception of the importance of stronger communication among local people. Local communities begin to find ways to develop the economy of the area, improve living standards and preserve cultural heritage and social values (Ramanauskiene et al., 2006). Appreciation of the culture of local communities among visitors is one of the best benefits of tourism. Such appreciation and enhancement encourages local people to develop their cultural assets, such as customs, handicrafts, architecture, food, and local knowledge, for their own benefit (Mametja, 2006).

Revival of traditional arts and Crafts: Rural tourism has led to the revival of traditional arts and crafts as argued by Othoche (1999) in his study that with regard to creativity and excellence, tourism may help the local communities such as the Maasai, Turkana, Pokomo and others to take pride in their art forms and culture. In this way, the identity of the local communities in Kenya is preserved. During the colonial era, art forms and other cultural attributes of the Kenyan people were nearly eradicated by the European colonizers who were determined to “Christianize and civilize natives”.

Revival of traditional festivals, songs, music and dance: International tourism has also acted as a stimulus to festivals, songs and dances. In terms of cultural diversity, Kenya has many ethnic groups, each with unique cultural activities which have been developed and/or tapped to diversify tourism products. The various ethnic groups in the country have folklore. The local communities attach a lot of meaning and value to such cultural attributes (Othoche, 1999). For example, among the Maasai, ceremonies are held to mark transition from boyhood to manhood, junior and then senior elders. Unique dance, music and musical instruments are found among the various communities in Kenya. Many of these were almost dying until tourist demand led to their revival (ibid).

The contribution of rural tourism to natural capital assets of local communities

Conservation and Protection of Important Natural Areas: Rural tourism enables the conservation of natural areas as stated by Leonard and Carson (1997) that tourism can help justify and pay for conservation of nature parks, outdoor recreation and conservation areas as attractions which otherwise might be allowed to deteriorate ecologically. In addition, Sunlu (2003) indicated that tourism can significantly contribute to environmental protection, conservation and restoration biological diversity and sustainable use of natural resources. Because of their attractiveness, pristine sites and natural areas are identified as valuable and the need to keep the attraction alive can lead to creation of national parks and wildlife parks.

Environmental ethics: Tourism changes unused environmental objects into useful resources. When these resources begin to contribute to the rural economy, residents are encouraged to conserve them. In this way the natural environment benefits from rural tourism in the sense that the community takes care of it once its resourcefulness is discovered. Eco-tourists prefer a destination that offers a wide range of flora and fauna. Once these have been identified as attractive to visitors, they become important resources. This identification of new resources encourages the community to save flora and fauna in order to sustain the productivity of a destination and its role in poverty alleviation. Along with flora and fauna, all other natural resources which form part of tourist attraction are maintained. Appreciation of diverse tourism resources can change the mind-set of tourists from a desire to exploit the natural environment to a desire to work with local people to conserve it (Goodman & Francis, 2003).

Improved Environmental Management and Planning: Tourism leads to improved environmental management and planning as stated by WTO (1995) that sound environmental management of tourism facilities and especially hotels can increase benefits to natural areas. It requires careful planning for controlled initiatives, based on analysis of the environmental resources of the area. Planning help to make choices between conflicting uses, and find ways to make them compatible. By planning early for tourism initiatives, damaging and expensive mistakes can be prevented, avoiding the gradual deterioration of environmental assets significant to tourism.

Environmental Awareness: Tourism creates environmental awareness as indicated by UNEP (2010) that tourism has the potential to increase public appreciation of the environment and to spread awareness of environmental problems when it brings people into closer contact with nature and the environment. Also it can play a key role in providing environmental information and raising awareness among tourists of the environmental consequences of their actions. In addition if tourists and tourism-related businesses consume an enormous quantity of goods and services; moving them toward using those that are produced and provided in an environmentally sustainable way could have an enormous positive impact on the planet's environment.

Research and development: Tourism in rural areas creates an ideal situation for tourists to socialize with local people and scientists to conduct research (Page & Dowling, 2002). There is a general hope that the results of scientific research would lead to a better understanding of the local community in general and of the natural environment in particular (Thermil & Sheaffer, 2004). In this way, the tourism industry can expand in the rural areas and provide more advancement opportunities for local people. The local communities could use the knowledge obtained from researchers to promote sustainable development programs for the conservation of flora and fauna. They can use the income from tourism to conserve and protect nature reserves, historic towns, battlefields, river gorges, beaches and ocean reefs. Research can also help to develop new tourism products for the expansion and diversification of the sector in rural areas which may create new products and new employment opportunities (Mametja, 2006).

Financial Contributions: Tourism can generate finances which can be used in conservation of sensitive areas and habitat. According to WTO (1997 & 1998), the revenue from park entrance fees and similar sources can be allocated specifically to pay for the protection and management of environmentally sensitive areas but special fees for park operations or conservation activities can be collected from tourists or tour operators. Though, governments collect money in more far-reaching and indirect ways that are not linked to specific parks or conservation areas user fees, income taxes, taxes on sales or rental of recreation equipment, and license fees for activities such as hunting and fishing can provide governments with the funds needed to manage natural resources and such funds can be used for overall conservation programs and activities, such as park ranger salaries and park maintenance.

CHAPTER THREE

RESEARCH METHODOLOGY

3.0 Introduction

This chapter presents the research methodology that is used to collect data. The chapter shows the research design, population of study, sample size, sampling techniques, and data collection instruments, data analysis, ethical consideration, and limitations to the study.

3.1 Research Design

The study will use descriptive and explanatory designs to generate the required information. Descriptive design aims to describe characteristics of populations based on data collected from samples and useful for identifying variables and hypothetical constructs (Babbie et al., 2001). Explanatory seek to identify causes to ascertain causality between factors and to determine effects on behavior of a social phenomenon, and to predict how one phenomenon will change or vary in relation to another (Engel & Schutt, 2010). These designs will be significant to this study because it will assess the role of rural tourism initiatives to local community livelihoods.

3.2 Population of Study

The study was conducted local government authorities, field officers, social developers, economic developers, elected politicians and members of the public. the population will comprise of 58 individuals from which the researcher will obtain a sample of 50 respondents.

3.3 Sample Size

A sample size of 50 respondents will be determined through purposive and random sampling methods. This is so because the nature of data to be generated requires different techniques for better understanding of the research problem under

investigation. Besides this the approach is also commonly known for achieving higher degree of validity and reliability as well as elimination of biases as per Amin (2005).

3.4 Sampling techniques

The study will use simple random and purposive sampling technique to identify the respondents for this study.

According to Fink (2005), simple random sampling is the basic sampling technique where the researcher selects a group of subjects or a sample for study from a larger group (a population). Each individual is chosen entirely by chance and each member of the population has an equal chance of being included in the sample. Simple random sampling is advantageous because it is easy to assemble the sample, it is also considered as a fair way of selecting a sample from a specific population since there is an equal opportunity for every member to be selected.

According to Denzin and Lincoln, (2011), purposive sampling is a sampling technique in which researcher relies on his or her own judgment when choosing members of population to participate in the study. Purposive sampling will be applied to select media staff for the qualitative study. Purposive sampling is cost-effective and time-effective sampling methods available. The reason why the researcher will use purposive technique is because it saves time, cheap and saves effort.

3.5 Sources of Data

Primary Data: As argued by Igiha (2013), the household survey is one of the most appropriate research methods because it was intended to collect the views of people and it's important to ensure high community representation. Primary data is firsthand information collected for a first time. It will be collected using questionnaires, interviews and direct observation from the selected sample population.

Secondary Data: This will be acquired from text books and other related works of outstanding scholars such as published magazines, written data sources including published and unpublished documents, company reports and internet sources which

will all be referred to, to provide more information on the influence of rural tourism on the local community livelihood in Jinja, Uganda.

3.6 Data Collection Methods

Data collected from the study will mainly be through primary and secondary sources. Secondary sources of data will be obtained from books, journals, the internet, newspapers for the critical review of related literature for the study. The method of collection of primary data will be through the administration of questionnaire and structured interview. The questionnaires and structured interview will be structured in line with the research objectives and questions which will be made up of close-ended questions.

3.6.1 Interviews

An interview is a conversation between two or more people i.e. the interviewer and the interviewee, where interviewees are questioned by the interviewer to obtain information (Black, 2010). The researcher will organize key informant interviews who will enrich the study findings. The researcher will therefore have to interact with the respondents, face to face and ask them relevant questions to the study. The method will be used purposely because it provides for a systematic flow of information due to the order of questions and it also helps in covering information that may have been skipped in the questionnaires.

3.6.2 Questionnaire

A questionnaire is a structured technique for collecting primary data. It is generally a series of written questions for which a parent or a child has to provide the answers (Black, 2010). Both open and close ended questionnaires will be used in the collection of data and these will be distributed to local community member to provide answers. The instrument will be purposely selected because it seeks personal views of the respondents and thus enable the respondents to use their knowledge in providing a

wide range of data as they never shy away in any way. This is in addition help to avoid repletion of question.

3.7 Data Quality Control

3.7.1 Validity

According to Hennink, Hutter & Bailey (2011), content validity is highly advised in testing for the validity of any research in controlling statement in the instruments. Under this aspect the researcher ensured the validity of the information by use of the content validity, the researcher sent the questionnaires to the parents and children to identify whether they reflected the predicted data by the researcher and adjustments will be made and this reflected the required data for the research study. Validity indicates the degree to which the instrument measures what it is supposed to measure (Kothari, 2004). To ensure precision, relevance and content validity of the instrument, the questionnaire will be subjected to critical evaluation by the researcher and the supervisor.

3.7.2 Reliability

According to Hennink et al., (2011), the reliability of instruments is the ability of the instruments to test for the same data at different times. Therefore reliability will aim at testing for how reliable the instruments are to the study. The measure of how stable, dependable, trustworthy, and consistent a test is in measuring the same thing each time. It is the degree to which they accomplish the purpose for which they are being used. The researcher therefore will use the Likert scale to measure the internal consistency of the research instruments and under this method, the researcher will use a computer program Statistical Packages for Social Sciences (SPSS) to calculate Cronbach's alpha which is the level of internal consistency of the research instruments thus ensuring the quality of the data.

3.8 Data Analysis

Quantitative data will be coded, edited and tabulated. Frequencies will be obtained for respondent's socio-demographic variable such as age and gender. By use of Microsoft Excel, tabulated data will be graphically presented on charts. Qualitative data analysis will include analyzing data during and after collection and this involves identifying the themes of the study. All responses will be coded according to each theme and analyzed accordingly.

3.10 Ethical consideration

The study will observe the research ethics in that, the consent of the parents, youths and media staff the moral justification of the investigation or intervention will be taken care of to enable the researcher create the friendly relationship in which people understand each other very well with the parents, youths or media staff.

3.10 Limitations of the Study

Some respondents may not be willing to avail the researcher with the required information due to negative attitudes, suspiciousness and speculations. In order to deal with the limitation of unwillingness to provide data, the researcher will ensure that the respondents understand that confidently will be part of the ethical concerns.

The time allocated for conducting the research may not be enough for the researcher to cover the area of study since the researcher have other academic obligations. Time management problem will be solved by trying to prioritize the researcher's schedules according to deadlines in order to utilize the given time effectively and efficiently.

CHAPTER FOUR

RESULTS AND DISCUSSION

4.1 Access to information by tourists

Many travelers learn about these locations by word of mouth from friends who have visited there, as well as online via various platforms like websites, podcasts, vodcasts, Facebook, and trip advisor. It was found that, at 58.33%, the majority of tourists obtain their knowledge about cultural sites via the internet, whereas 41.67% of tourists learn about these places through word-of-mouth.

4.2 Tourist attractions in the area

The presence of several tourist attractions in the vicinity has been determined. These include Jinja town, Jinja museum, Mpumudde hill, Lake Victoria, the Nile River Source, Basoga culture, Igenge Palace, and Itanda Falls. Globally and in many developing nations, tourist attractions are becoming critical to the growth of sustainable tourism.

Tourist attraction	Number of Responses
Igenge Hill	7
Itanga falls	8
Jinja museum	9
L. Victoria	5
Mpumudde hill	11
Source of R. Nile	15

Table 1: Tourist attractions

As one of the heritage sites in the kingdom of Busoga, Mpumuddehill shares both general and unique traits with many other locations that fall under this category. In addition to being a historical location for the Bunyoro kingdom, the hill has information regarding the Kingship in the Busoga kingdom. The hill was used as a

ritual place for the death of Bunyoro's returning omukama, Chwa Kabimba II, in 1923 as well as for the hereditary chief of Butembe.

Right now, it is appropriate for the coronation rituals due to its central location and close proximity to the Kyabazinga's palace. The hill's past includes both the British and the illustrious Omukama Kabalega of Bunyoro. Mpumudde hill has a rich past and has been recognized as the most important historical site in Busoga since Henry Wako Muloki was crowned the Kyabazinga there in 1996. Omukama Kabalega, who died on this hill in 1923 while returning to Bunyoro from the Seychelles Islands, is credited with giving the peak its fame.

The source of the Nile is well recognized as the origin of the second-longest river in the world, starting with the Rippon Falls and traveling 6500 kilometers to the Mediterranean Sea (Egypt). It takes three months for the river to flow into Egypt. Eleven nations—including Uganda, Tanzania, Kenya, Ethiopia, Egypt, Congo, Burundi, Rwanda, Eritrea, South Sudan, and North Sudan—share it. It contains the hydroelectric power source and the Owen Falls Dam. One of Uganda's top tourist destinations is the source of the River Nile, which draws adventure, recreational, educational, and a small amount of cultural tourists.

With its rich history, the Speke monument, and the Mahtam Gandhi monument honoring the founder of the Boudisem faith, it boasts a plethora of cultural tourist attractions. There are traditional dances known as Basoga, a small cultural museum near the Nile reptile village's source, and a variety of artwork and handicrafts.

The formal residence of the King of Busoga, who has traditional authority over the Basoga tribal people, the second largest Bantu-speaking community in central and eastern Uganda, after the Baganda people, is Igenge Palace. The palace is where the customs and ceremonies related to the king's coronation are carried out. The architectural distinctiveness and cultural significance of the area to the monarchy present a chance for the growth of cultural tourism. Because of its distinctive features and architecture, palaces are a popular tourist destination in Uganda.

Examples of places that draw cultural visitors are Twekobe in Mengo and the Toro Kingdom Palace in Fort Portal.

Located along the historic River Nile, Itanda Falls is one of the best falls in Jinja and is not well-known to tourists. Unlike other sites, such as the Nile's source, the path to the falls is not lined with souvenir shops and vendors yelling at visitors to purchase their wares. Itanda Falls in Jinja is still commercialized and has not yet been fully explored as a tourist destination. The locals view Itanda Falls as a sacred site and a "blessed place," where those living nearby go to pray at the base of the tree and at the large rock when they require physical miracles. As a result, Itanda Falls is seen as a place of cultural worship by locals.

The location hosts cultural dance performances to amuse the site's visitors. A lot of tourists may visit the location to partake in the various tourist activities offered there, such as diving, white water rafting, and waterfall gazing.

The Jinja Museum is situated 300 meters from the well-known Nile Source at the Kakindu Community Center. The facility seeks to preserve Ugandan and Basoga history. The items that were employed throughout Uganda's early modern history are on display in the museum. Among the artifacts are instruments of music and amusement like drums and xylophones, as well as common farming tools like Knives, hoes, kitchenware like bowls and saucepans, fishing gear like baskets, and hunting equipment like bows and arrows, shields, and regular spears. Because it provides a chance for cultural development, this is one of the attractions that can draw in more cultural visitors to the region.

4.3 Impact of Rural tourism to the livelihoods of the local communities

It has been determined that rural tourism either directly or indirectly supports local livelihoods through employment (55.56%), infrastructural development (27.78%), and cultural preservation (16.67%). The tourism industry is a vital component of the local communities' lives in emerging nations such as Uganda, Kenya, Rwanda, and Cameroon. It is one of the driving forces behind the transformation of peoples'

lifestyles in these places. Many people are directly or indirectly employed in the labor-intensive tourism industry. In Uganda, employment in the sector 284,000 employs more than 200,000 people (UBOS, 2012). Since tourism is essentially an economic activity, communities in developing nations respond favorably to its growth, which shows how tourism contributes to and alters local livelihoods.

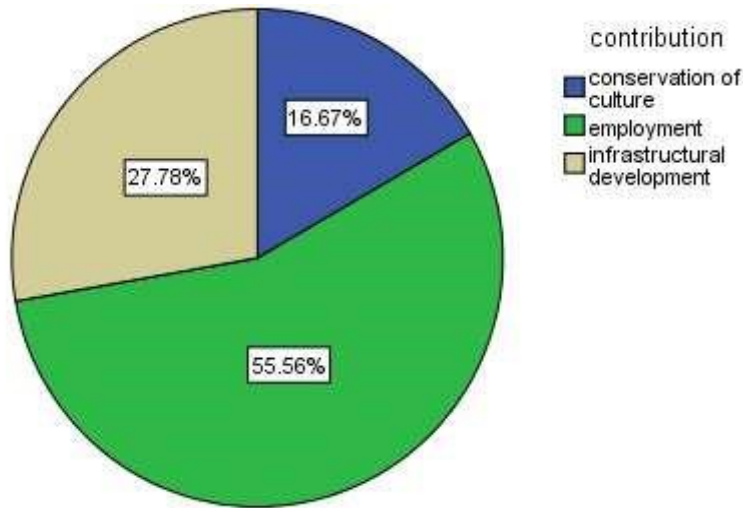


Figure 2: The contribution of cultural tourism to livelihoods of the local community

The local community in the area has job prospects because to the tourism industry. Residents of the community participate in tourism-related activities either directly or indirectly. They work as self-employed tour guides in tourist destinations such the Jinja Culture Museum, Itanda Falls, and the Nile River source or they are engaged by different companies. Others work in agriculture, such as fishing, providing food for the local tourists. Hotels and restaurants are examples of tourism service facilities. In addition, the locals assist in getting visitors from one location to another. Others conduct riverboat tours for visitors on the Nile. Other jobs include selling trinkets, entertaining visitors near the Nile source and at Itanda Falls, and working in lodging establishments like the Rippon Falls Restaurant, Nile Resort Hotel, and Speke Hotel. Crested Crane Hotel, an all-seasons hotel. The cash generated by these jobs raises the level of living for the people living in the community.

The development of the local infrastructure is crucial to the growth of the tourism industry. It should be highlighted that certain infrastructures, such as roads, bridges, trains, and hotels, have the potential to become standalone tourist destinations. The development of infrastructure in Jinja City is a result of tourism. To facilitate tourism and community activities, infrastructure has been established in the area, including roads and bridges. The transfer of local items to tourist destinations where they are marketed has been made easier by the upgrade of several roadways from murrum to tarmac. Such as Main Street Road, Nadiope Road, and Wanyange Road.

Due to the growing number of tourists in Jinja, some locals are able to import some things from Kenya. This is because the main forms of transportation in Jinja are road and water.

To help the children of the local community members with their education, schools have been established. For instance, various hotels, such as the Speke and crested crane hotels, which give services and goods to tourists, and the Kyabazinga School of clinical officers in Bugembe, Uganda, are hotels and tourism institutes that train students in tourism and hospitality. Due to this, Jinja City's tourism attractions have seen growth and an increase in employment opportunities for the local population.

One of the most important industries for maintaining a community's culture is tourism. Tourism conserves cultural resources in response to the growing demand for sustainable tourism development worldwide. In order to draw more tourists and preserve the customs for future generations, the Basoga people's legacy and cultural landmarks are safeguarded through tourism. Notable examples of these places are the Jinja Museum, the Igenge Hill, and the Source of the Nile. The preservation of commonplace tools like drums, bows and arrows, shields, and spare parts that were utilized in the past and are housed at the Jinja has contributed to the revival of the People's culture.

Between the hosts and the guests at the destination, friendships have been forged. Interactions between locals and visitors from around the globe are possible.

Due to its rapid growth, tourism is one of the industries with the quickest rates of

development worldwide. In developing nations, this is especially true for the local populations that benefit from tourism-related activities both directly and indirectly. In order to reduce the negative effects of tourism on local livelihoods and increase its beneficial effects, effective planning strategies should be implemented (Poon 1993). Any community that has a high level of tourism will see a rise in both local and national employment prospects.

However, it has been found that there are certain detrimental effects of rural tourism on local livelihoods as well. These include

Locals being evicted from their houses and land: Forty percent of respondents said that tourism was the reason behind the locals' displacement.

Living expenses have gone up: According to 60% of respondents, the area's cost of living has gone up as a result of tourism.

Poll respondents expressed concern about the impact of tourism on local resources, namely water and energy, with 50% stating that it had caused such challenges.

4.4 Factors hindering the development of rural tourism in the area

The growth of cultural tourism in Jinja Municipality is hampered by a number of issues, including inadequate infrastructure, inept personnel, and others.

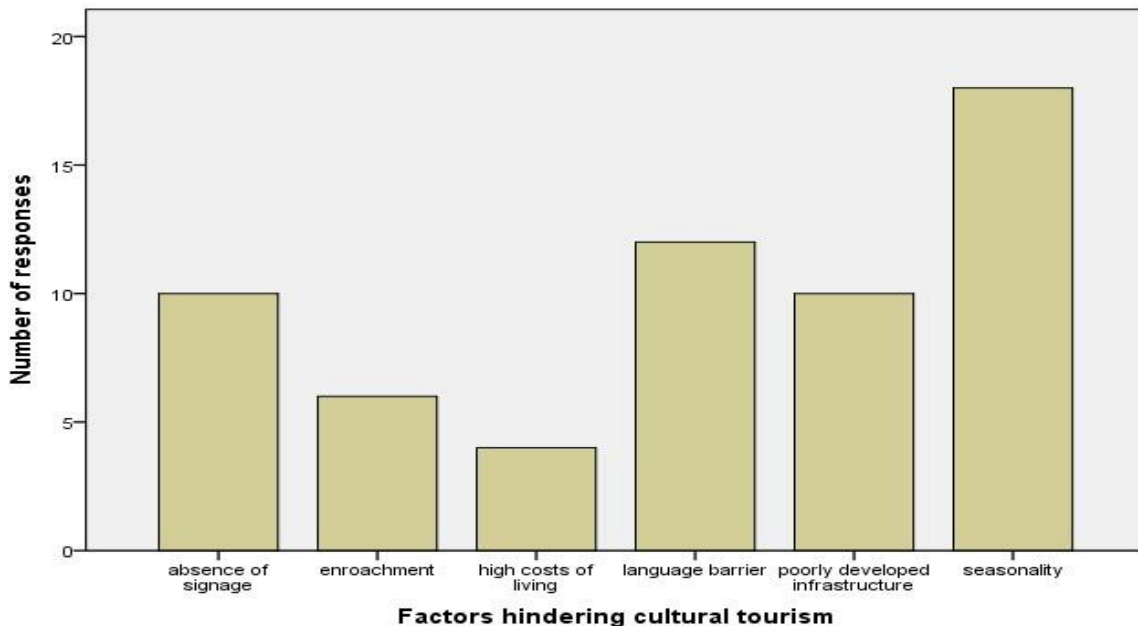


Figure 3: Factors hindering the development of rural tourism

One of the main things that every destination's tourism business benefits from is the development of its infrastructure. Transportation infrastructure makes it easier to reach to any location, while lodging infrastructure makes it possible for visitors to enjoy amenities like rest and refreshments (WTTC, 2003). In several areas of the region, the infrastructure is underdeveloped, particularly the road system that links different locations. For instance, the road leading to Mpumudde Hill and Itanda Falls is in very bad condition and is very dusty. Travelers' ability to get to their destinations is hampered by this. Additionally, the tarmac on the road leading to the Source of the Nile is peeling off, making it difficult for travelers to travel on and causing other problems.

At certain locations, there are insufficient qualified human resources. One crucial component of the tourist sector is human resources. Without skilled human resources, a destination cannot become competitive even with its attractiveness, attractions, and infrastructure. Some locations, like Mpumudde Hill, lack human resources, such as tour guides, while some have insufficiently qualified guides who don't know the fundamentals of guiding, like the guides at Itanda Falls. Due to this, visitors' unhappiness at the location has escalated, and they are missing out on important information about the location.

The growing population in the area is causing encroachment on the cultural sites. Some of the area's tourist attractions, such Mpumudde Hill, which are not completely protected, have seen encroachment. The locals hunt for land to settle on by doing this. Additionally, there are indications that several individuals have excavated murrum from the site, and some locals have exploited this to cultivate.

The majority of respondents in the area indicated that the growth of cultural tourism in the area is negatively impacted by the seasonality of tourism, particularly during the low season. Residents experience seasonal unemployment during this season due to the decrease in tourists visiting the locations. The limited tax base in the area as a result of seasonal unemployment means that the Municipal Council receives little

cash. This causes the area's infrastructure to grow slowly and the cultural sites to receive poor maintenance, which results in some of the sites being underdeveloped. At some of the locations, there are always a lot of visitors during the peak season, which causes site degradation. This is a significant obstacle to the growth of cultural tourism in the region. The area's attractions have been negatively impacted by the uncontrolled rubbish dumping at the destination and the destruction of some of the sites' attractions as a result of the rising number of tourists visiting the area. As a result, resources like the public restrooms are being used needlessly at these locations. Additionally, visitors to the numerous locations, such as the Nile River source and Itanda Falls, are adversely affected by the absence of resting areas under the shade on hot, sunny days.

CHAPTER FIVE

CONCLUSIONS AND RECOMMENDATIONS

5.1 CONCLUSION

The growth of rural tourism can be facilitated by a number of cultural sites in Jinja City, such as the Jinja Museum, Mpumudde Hill, Itanda Falls, Igenge Hill, and the Source of the Nile. In addition to preserving and conserving culture, these tourism attractions have helped the inhabitants of Jinja Municipality by creating jobs, developing infrastructure, and building schools. The study finds that a variety of obstacles, such as a lack of human resources, the seasonality of tourism, and crowding at the sites, impede the development of rural tourism.

5.2 RECOMMENDATIONS

The Government should put laws in place to defend the rights of local communities and make sure they receive fair compensation in the event that tourism development forces them to relocate.

Put in place controls to rein in the rising cost of living, including rent control laws or local citizens' subsidies for necessities like groceries and utilities.

Encourage the growth of regional companies and sectors that can boost the local economy and create jobs, therefore minimizing reliance on tourism as a source of income.

Create and implement rules to guarantee the sustainable use of energy and water resources in tourism destinations.

Make investments in water and energy-saving technology and infrastructure, such as water recycling programs and renewable energy systems.

Encourage tourists to engage in responsible tourism by educating them about the value of protecting local resources and promoting energy and water conservation techniques.

Offer local communities' capacity-building and training programs so they can engage in tourism-related activities like entrepreneurship, hospitality, and environmental conservation more successfully.

Utilize input from stakeholders and locals to modify tourism policies and strategies in order to tackle new issues and guarantee the long-term viability of tourist growth.

To boost tourism during the off-peak months, Jinja City's tourism board ought to market and promote the area's rural tourism attractions and extend discounts to visitors, particularly those from within the country.

In particular, the City ought to build and renovate the roads that connect different localities, such as the ones that lead to Mpumudde Hill and Itanda Falls.

It would be beneficial to have information centers nearby so that visitors may easily obtain information.

By conducting a thorough inspection of the area's tourist spots, the relevant parties will be able to prevent encroachment and preserve the area's charms, particularly Mpumudde Hill.

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APPENDIX I

QUESTIONNAIRE TO LOCAL COMMUNITIES

Dear respondent,

This is a questionnaire designed by Nafuna Rita, a student of Uganda Christian University undertaking research and gathering data on Influence of Rural Tourism On

The local community livelihood in Jinja. You are kindly requested to fill the blank spaces shown to the best of your knowledge. All the information will be for research purpose only.

Demographic information

NAME.....

..... (Optional) **GENDER**

MALE		FEMALE		AGE	
-------------	--	---------------	--	------------	--

For how long have you been living in this area?

Do you participate in tourism in the area?

Yes

No

If yes which activities do you?

.....

Which tourism attractions are found in the area?

.....

How do you benefit from the tourist sites in the area?

.....

Do you see people visiting the sites apart from the local communities?

.....

For how long do the tourists stay in the area?

.....

Do you participate in tourism planning in the area?

.....

Which economic activities do you carry out in the area?

.....

Do tourists buy your products while in the area?

.....

Do tourist accommodations facilities like hotels buy your products?

Yes

No

If yes which products do they buy?

.....

How has tourism contributed to the improvement of your daily activities?

.....

Are local members employed in any of the tourism activities? Tick on the activities in which they are employed.

ACTIVITY	TICK
Transport	
Accommodation	
Guiding	
Craft selling	
Cultural performance	

Which challenges do you face during the participation in the activities?

.....

What can be done to overcome the challenges?

.....

Thank you.

APPENDIX II

QUESTIONNAIRE TO LOCAL LEADERS

Dear respondent,

This is a questionnaire designed by Nafuna Rita, a student of Uganda Christian University undertaking research and gathering data on Influence of Rural Tourism On The local community livelihood in Jinja. You are kindly requested to fill the blank spaces shown to the best of your knowledge. All the information will be for research purpose only.

Name (Optional)

Gender

Female

Male

Age range

Below 20 21-29 30-39 40-49 above50

Do community members participate in tourism in the area?

Yes

No

If yes which activities do they participate in?

.....

Which service facilities are found in the area?

.....

Do people who come to the sites pay?

Yes

No

If yes how much do they pay?

.....

If yes who is responsible for the money collected?

.....

If yes what is the money collected used for?

.....

If yes how

Where do the tourists who come to the site originate from?

.....

In which ways have local residents benefited from tourism?

.....

How has tourism changed the local community?

.....

Which challenges hinder the development of tourism sites in the area?

.....

How can the above challenges be solved?

.....

Which challenges are faced by local leaders in the development of the sites?

.....
Which measures can be put in place to overcome the above challenges?

.....

APPENDIX III

QUESTIONNAIRE TO TOURISTS

Dear respondent,

This is a questionnaire designed by Nafuna Rita, a student of Uganda Christian University undertaking research and gathering data on Influence of Rural Tourism On The local community livelihood in Jinja. You are kindly requested to fill the blank spaces shown to the best of your knowledge. All the information will be for research purpose only.

NAME..... (Optional)

SEX

Female

Male

Age range

Below 20 21-29 30-39 40-49 above50

Age range

1. Where do you come from?

.....

2. How did you get to know about this area?

.....

3. Which tourist attractions are in the area?

.....

4. Which tourism activities take place in the area?

.....

5. Did you pay for the activities?

Yes

No

6. Are there service facilities in the area? If yes specify.

.....

7. For how long do you stay in the area?

.....

8. Do you buy products from the local community?

Yes

No

9. If yes which products do you buy?

.....

10. Which problems have you encountered while at the destination?

.....

11. How can the above problems be solved?

.....

Thank you.

APENDIX IV

INTRODUCTORY LETTER



**UGANDA CHRISTIAN
UNIVERSITY**

A Centre of Excellence in the Heart of Africa

SCHOOL OF BUSINESS

13th May, 2024

TO WHOM IT MAY CONCERN

Name: NAFUNA RITA

Reg. No M21B63/004

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

"INFLUENCE OF RURAL TOURISM ON THE LOCAL COMMUNITY....."

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

The Uganda Christian University School of Business thanks you in advance

Mukisa Simon Peter
Research coordinator



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