

**EXAMINING THE ROLE OF SPORTS TOURISM ON SUSTAINABLE  
DEVELOPMENT IN UGANDA: A CASE OF KAMPALA CITY**

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**UGANDA CHRISTIAN  
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## Declaration

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

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## Approval

I hereby confirm that this dissertation, authored by **SSERUGUNDA EDWARD**, registration number (**M21B63/023**), was conducted under my supervision and is now ready for submission.

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## **Dedication**

I would like to dedicate this piece of work to my beloved and inspirational mother Margret Kaggwa and family members for their endless support both financially and morally during my academic career.

I would also like to dedicate this same piece of work to sponsor for the financial support given to me during my academic career.

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May the Almighty God richly bless you.

## List of Abbreviations

COVID	Corona Virus Disease
FIFA	Federation of International Football Associations
PACEID	Presidential Advisory Committee on Export and Industrial Development
SD	Sustainable Development
SDGs	Sustainable Development Goals
ST	Sports Tourism
UNWTO	United Nation World Tourism Organization
VIP	Very Important Person
WTO	World Tourism Organization
UEFA	Union of European Football Associations

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## Abstract

**Background:** Sport has become a phenomenon of large dimensions and it is an important resource for the development of a local context and it contributes to Sustainable Development Goals. It has witnessed the formation of mega global and regional sports movements such as the Olympic Games, Commonwealth Games, Asian Games, and Pan American Games whose activities go on round the year, each with high degrees of political, cultural, educational and economic significance. However, in Uganda sport tourism cannot be fully exploited because they are many and most of which are very adventurous

**Objectives:** The study investigated the influence of sports tourism on sustainable development in Kampala City using three objectives namely; to examine influence of active sports tourism on the sustainable development, assess influence of passive sports tourism on the sustainable development and nostalgia on the sustainable development of Kampala City

**Methodology:** Cross sectional survey design was adopted supported by qualitative approach based in-depth interview where ten respondents were purposively sampled and the data analyzed manually and responses were summarized in a narrative form.

**Results:** The findings of the study revealed that sports tourism has a significant positive influence on sustainable development in Kampala city.

**Conclusion:** Majority of the sports tourists in Kampala city had knowledge about sports tourism was but had little knowledge on sustainable development and sports tourism

showed a significant positive influence on sustainable development. However, the study recommended that The government should promote sports tourism through favorable policies and budget support, invest more in sports infrastructure and encourage Ugandans to take part in sports tourism.

## CHAPTER ONE

### GENERAL INTRODUCTION

#### 1.1 Introduction

Sport tourism (ST) contributes to Sustainable Development Goals (SDGs) especially SDG 8 (promote sustained, inclusive, and sustainable economic growth, full and productive employment, and decent work for all) by creating many opportunities for new business activities that will create the need for many new jobs (World Tourism Organization, 2013). ST also contributes to SDG 3 (ensure healthy lives and promote wellbeing for all at all ages), SDG 15 (protect, restore, and promote sustainable use of the terrestrial ecosystem) as well as SDG 16 (promote peaceful and inclusive societies, provide access to justice for all, and build inclusive institutions) (Gibson, H.J.; Fairley, S, 2022).

Sustainable Development (SD) is a core concept within global development policy and agenda. It provides a mechanism through which society can interact with the environment while not risking damaging the resource for the future (Cerin, P, 2006). SD aims at achieving social progress, environmental equilibrium and economic growth (Zhai, T. T., & Chang, Y. C, 2019). This chapter comprises of background of the study, problem statement, general objectives, specific objectives, research question, and significance of the study, justification of the study, conceptual framework and definition of terms.

#### 1.2 Background of the study

In modern world, sport has become a phenomenon of large dimensions and it is an important resource for the development of a local context (Hautbois, C & Desbordes,

M, 2008). It has witnessed the formation of mega global and regional sports movements such as the Olympic Games, Commonwealth Games, Asian Games, and Pan American Games whose activities go on round the year, each with high degrees of political, cultural, educational and economic significance. Sport and tourism are concerned with the important economic activities in the developed and developing nations (Swart K & Bob U, 2007). Sport Tourism is one of the most dynamic sectors of the contemporary leisure industry and it is a very important socio-cultural and economic phenomenon. This segment combines elements of tourism and sport by offering a wide variety of activities dedicated to different target groups such as children, women, youth, seniors, plus others.

Sport Tourism refers to a temporary movement from a person's settlement to pass their free time playing and watching games and so forth (Preuss H, Benoit S, Norm O & Reilly K, 2007). According Gibson, sports tourism refers to as set of leisure-based trips that bring individuals temporarily outside their local community in order to participate actively in sports, or as spectators of sports or sports-based events (Gibson, H, 1998). Sport Tourism is the fastest growing sector in the global travel industry and equates to hundreds of billions a year (World Tourism Organization, 1997). Millions of tourists are interested in sport and leisure activities during their travel regardless of whether sports are the main objective of the trip or not (Alexandris, K.; Girginov, V.; Scheerder, J.J, 2022). Sport tourism, a two-dimensional economic and social activity, is at the crossroads of tourism and sport sectors (Pigeassou, C, 2004). The interrelationships between active living and active travelling have a powerful economic and social impact

on societies globally, playing simultaneously a pivotal role in areas' sustainability (Gibson, H.J.; Kaplanidou, K.; Kang, S.J, 2012).

In 2010, sports tourism at the international level generated an added value of more than 120 billion dollars and an annual growth rate of 10% until 2020 is estimated (WTO, 2011). In Italy, over 10 million trips are made for sports tourism reasons. The turnover of this sector is estimated at 6.3 billion Euros and about 1.5 billion results from spending on plein air sports such as sailing, canoeing, diving, plus others. (BTS, 2011). According to Holloway, sport tourism will draw the greatest number of tourists to any one site on the planet; as tickets to the Olympic Games, World Cup, and other world - class sporting events often witness demand well beyond available supply. The economic benefits of these events to host destinations can be enormous. For instance, the 1992 Olympic Games held in Barcelona boosted much needed investment, and tourism trade increased in the aftermath of the Games. Tourism accounted for less than 2% of GDP in the region before the Olympics; but accounted for 12.5% ten years later (Holloway, C, 2006).

The sport tourism landscape in Africa is a virgin territory yet to be deliberately and consciously attended to. Very few African nations make a deliberate effort at development. One major challenge sports tourism has in Africa is the lack of understanding of how and why sports and tourism administrators need each other. Sports administrators believe the travel profession is such a laid-back job that they can get any friend or associate who parades him/ herself as a travel agent to do it. They end up making a mess of the grand opportunity a sporting event provides for visiting sport tourists to experience their country or city. They do not live up to expectations

and are hardly bothered about the damage this does to the image of the destination. Tourism boards sparsely identify or pay attention to the tourism that stems from sport. In Johannesburg, Durban, Cape Town, Nairobi, Kigali, as well as Morocco and Egypt as countries. Cape Town is home to three of Africa's biggest road races, Two Oceans Marathon, Cape Town Marathon and Comrades. These three marathons have proven themselves as billboards promoting the city's attractions, as their locations are included in the race routes. They are also perfect excuses for social runners to visit the city, to run and experience the city's fervor, while emptying their wallets with a smile on their faces. Cape Town also uses sport in promoting noble causes like conservation and carbon neutrality, which the city's handlers seek to be known for.

In the last 10 years, Rwanda has emerged as a prominent destination for sport tourism in East Africa, particularly renowned for its enthusiasm for basketball and cycling. This petite landlocked nation has made substantial investments in the advancement of its sporting infrastructure, most notably the impressive BK Arena, and has been a proud host of major international events, contributing to its global recognition (Emmanuel Omogunwa, 2024). Rwanda has experienced a staggering influx of revenue from sport tourism, surpassing a remarkable \$42 million in 2021 alone. In addition to this impressive figure, analysts estimate that sport tourism directly sustains over 5,000 employment opportunities within Rwanda and makes a substantial contribution of approximately 2% towards the nation's gross domestic product (Emmanuel Omogunwa, 2024).

Uganda known as the Pearl of Africa, boasts stunning landscapes, diverse wildlife, and a rich cultural heritage. However, beyond its natural beauty and cultural treasures,

Uganda has also emerged as a burgeoning destination for sports tourism. From thrilling wildlife encounters to adrenaline-pumping outdoor adventures, this article delves into the world of Ugandan sports tourism, highlighting the unique sporting wonders that draw visitors from around the globe. Uganda has the second youngest population in the world. More than three quarters (78 per cent) of its citizens are below the age of 35, and this youthful population is projected to double in the next 25 years (UNICEF, 2015). This youngest population and a number of them are involved in sports activities including sports tourism.

Tourism sports in Uganda cannot be fully exploited because they are many most of which are very adventurous like bungee jumping in Jinja, white water rafting along the Nile in Jinja, quad biking, local football usually held at Mandela international stadium or Nakivubo stadium, beach volley ball held at the different beaches along Lake Victoria especially Lido and Speenah beaches and so many others. The Government of Uganda, through the Ministry of Education and Sports and the Presidential Advisory Committee on Export and Industrial Development (PACEID), in conjunction with the private sector, recently has plans to inaugurate the Kampala City Marathon with a ten-year project to brand Kampala City and Uganda as preferred tourist destinations as one of the strategies to generate revenue for the country (Crispus Mugisha, 2024).

### **1.3 Problem Statement**

Sport tourism has experienced significant growth as an industry, an area of research focus, and as an economic and social growth strategy for many countries, globally (Hemmonsby, J. & Tichaawa, T, 2018). Developing sport tourism could be a viable way

of enhancing socio-economic development that will ultimately impact positively on the wellbeing of people and nations.

Government of Uganda has come up with a number of reforms to work with a number of stakeholders in sports tourism sector within Kampala Capital City Authority. For instance, the establishment of Nakivubo War Memorial Stadium as a tourism destination in the city (David Serumaga, 2023). Sport tourism events such as the annual Kabaka's birthday marathons, the famous Rotary club cancer run and other passive tourism sport activities like the golf at the Kampala golf coast, canoeing at Munyonyo on Lake Victoria, rugby at Lugogo and Kyaddondo Rugby Clubs, as well as tennis and cricket at Lugogo, Uganda Museum which contains collection of nostalgic sport tourism events like playable musical instruments, hunting equipment, weaponry, archaeology and entomology.

Despite the reforms and development of the sport tourism activities in Kampala City, their influence on sustainable development of Kampala City has not been well documented to inform policy and therefore little is known about the influence of ST regarding development within the city thus leaving many loopholes with a lot of un questions.

Therefore, this calls for an investigation on the influence of sport tourism on the sustainable development of Kampala City with aim of finding out loopholes in this sector by providing evidence to concerned stakeholders like policymakers, ministry of education and sports, ministry of tourism and antiquities to improve on areas that need urgent attention.

#### **1.4 General Objective of the study**

To assess the influence of sports tourism on the sustainable development of Kampala City.

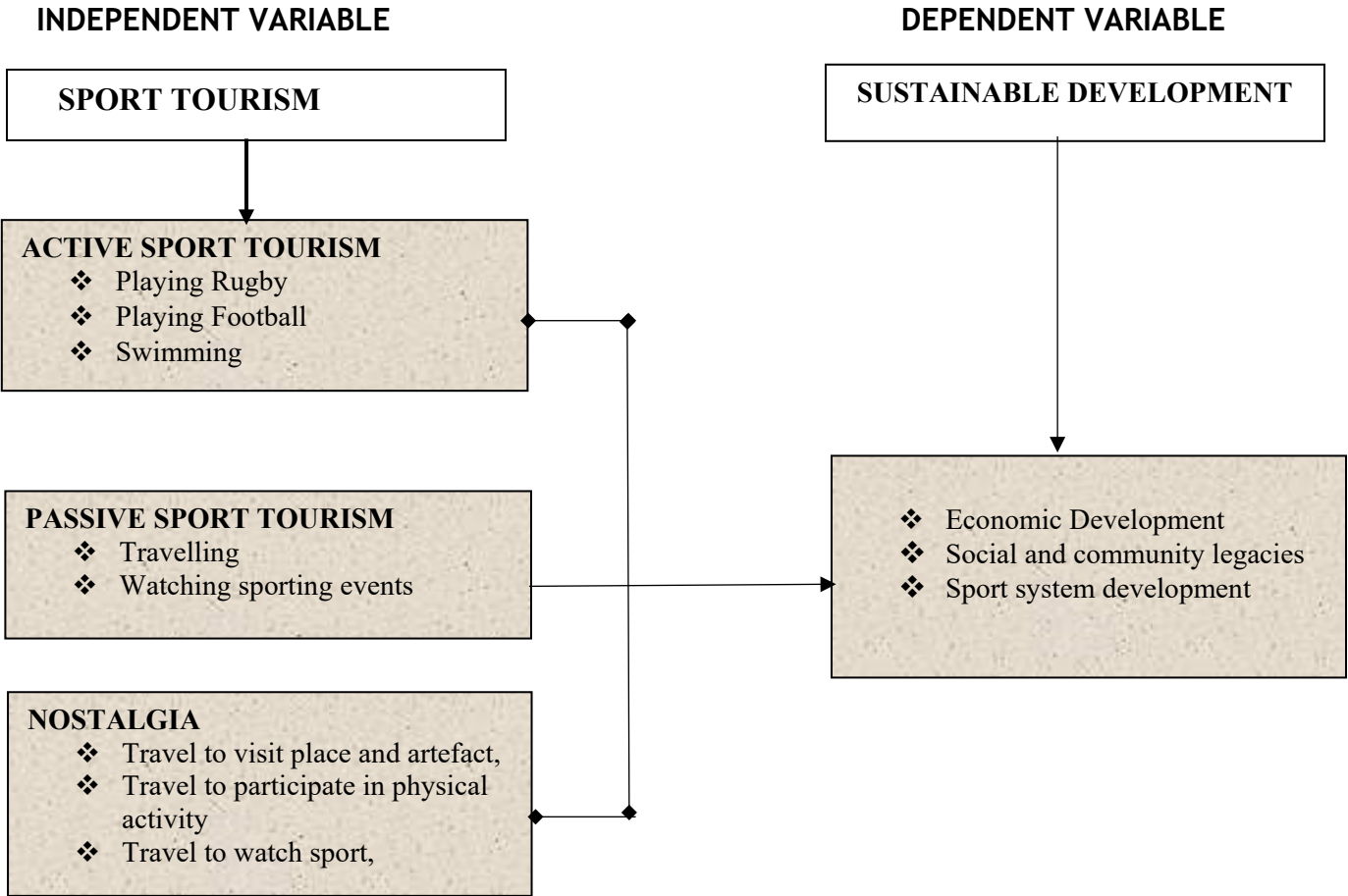
#### **1.5 Specific Objectives of the study**

1. To examine the influence of active sports tourism on the sustainable development of Kampala City.
2. To assess the influence of passive sports tourism on the sustainable development of Kampala City.
3. To find out the influence of nostalgia on the sustainable development of Kampala City.

#### **1.6 Research Questions**

1. What is the influence of active sports tourism on the sustainable development of Kampala City?
2. What is the influence of passive sports tourism on the sustainable development of Kampala City?
3. What is the influence of nostalgia on the sustainable development of Kampala City?

**1.7 Visualization of the Conceptual Framework**



*Source: Adopted from Kim, W, et al (2015) with modification by the Researcher.*

*Figure 3.1: Conceptual framework showing influence of Sport tourism on the development of Kampala City.*

The conceptual framework in figure 1:1 above explains the relationship between the independent variable (Sports Tourism) and the dependent variable (Sustainable Development). Sport Tourism will be measured in terms of Active Sport Tourism, Passive Sport Tourism and Nostalgia. The dependent variable (Development) will be measured in terms of Economic Development, Social and community legacies and Sports system development.

**Passive sports tourism:** This type of tourism focuses on travelling to a destination with the intention of watching an event or tournament rather than participating. Sporting events can be of any size and importance including amateur events - watching a friend or someone in your family run in a marathon, for example. However, when we talk about passive sports tourism to watch an event, we usually think of the most well-known events in the world. Some examples are: The World Cup, the Olympic Games

**Active sports tourism:** Contrary to what we saw before, active sports tourism is when a person travels to actively participate in their chosen sport, or when they travel for other reasons, but sport is an important part of their tourism experience. Increasingly, popular races, such as the London Marathon, New York City Marathon, Berlin Marathon, and Boston Marathon, are attracting amateurs and running enthusiasts to compete and experience running a marathon. Adventure sports and New Zealand are synonymous; in fact, the country is the world capital of adventure sports such as bungee jumping, skydiving, rafting and more.

**Nostalgia Tourism:** Nostalgic sports tourism is the act of travelling to famous sports-related tourist attractions. Such travel includes visits to museums or exhibitions, visits to Sports Hall of Fame or sports facilities. The nostalgic sports tourist does not need to be actively participating in the sport or be a spectator.

### **1.8 Significance of the study**

The findings of the study will help to highlight on the impact of ST on sustainable development of Kampala City and surrounding community.

The findings of this study will inform the political leaders, technocrats, Civil Society Organizations (CSOs) and other stakeholders on the development of Kampala City as well as loopholes that do exist which will help in integration of divergent views, policies that are friendly in improving ST in the country at large.

The study will contribute tremendously in the field of research at the Uganda Christians University since the researcher will publish this work to inform future professionals and academicians.

The study will also help the researcher to partially fulfill the requirements needed to complete the course for the award of a Bachelor's Degree in Tourism and hospitality management.

### **1.9. Justifications of the study**

The Previous studies done in Kampala City have been focusing on other areas of tourism especially by Akampereza Vianny in 2018 on challenges of Kampala as Business Tourist Destination and this means areas particularly sport tourism is still virgin and this explains why this study will focus on the influence of sport tourism on sustainable development at Kampala City.

### **1.10 Scope of the study**

The study focused on three areas that is content scope, geographical and time scope.

#### **1.9.1 Content scope**

The study examined the influence of sports tourism on sustainable development at Kampala City. The general objective was broken down into three specific objectives

that includes; influence of financial active sports tourism on sustainable development, influence of passive sports tourism on sustainable development and influence of nostalgia on sustainable development.

### **1.10.2. Geographical scope**

This study was conducted in Kampala City which is the legal entity, established by the Ugandan Parliament, that is responsible for the operations of the capital city of Kampala in Uganda. The headquarters of Kampala City are located on Nakasero Hill in the central business district of Kampala. The headquarters are immediately south-west of the Uganda Parliament Building. The main entrance to the Kampala City Complex is located on Kimathi Avenue, which comes off of Parliament Avenue. The coordinates of this building are 0° 18' 54.00"N, 32° 35' 9.00"E (Latitude:0.315000; Longitude:32.585832).

### **1.10.3. Time scope**

The time scope of this study was from the time when COVID 19 stopped 2022 to 2024. In terms of data collection, it was done in the month of June 2022.

## **1.11. Definition of key Terms**

**City** refers to a large urban area with many people and businesses.

**Sports tourism** refers to as set of leisure-based trips that bring individuals temporarily outside their local community in order to participate actively in sports, or as spectators of sports or sports-based events (Gibson, H, 1998).

**Sustainable Development** is a mechanism through which society can interact with the environment while not risking damaging the resource for the future (Cerin, P, 2006).

**Sport** refers to any activity or experience that gives enjoyment or recreation; pastime; diversion. Such an activity, especially when competitive, requiring more or less vigorous bodily exertion and carried on, sometimes as a profession, according to some traditional form or set of rules, whether outdoors, as football, golf and others, or indoors, as basketball, bowling

**Tourism** is a temporary short-term movement of people to destinations outside the places where they normally live and work, as well as their activities during their stay at these destinations.

**Tourist** is someone who travels at least fifty miles from home as defined by the WTO.

## **CHAPTER TWO**

### **LITERATURE REVIEW**

#### **2.1 Introduction**

This chapter covers the review of the theoretical and empirical literature on the influence of active sports tourism on the sustainable development, passive sports tourism on the sustainable development and nostalgia on the sustainable development of Kampala City as well as the summary of the gaps.

#### **2.2. Theoretical Review**

This study was based on Interactionist Theory; Interactionism (also called symbolic interactionism) is a sociological perspective that suggests society is the by-product of the social interactions people have in different situations. It is also a perspective in social psychology and personality psychology that suggests behavior and personality are the products of the social interactions had in specific situations in which the person displays a certain type of behavior or personality trait. The philosophers who influenced the development of interactionism include George Mead, William Thomas, and Charles Cooley but Mead is typically considered the founder of this perspective.

This theory operates on the assumption that every person must make choices based on how they define reality (Coakley, J, 2003). This definition of reality is based on the interaction they have with other people. This group of researchers assumes that choices are truly choices and not automatic responses. These choices are conditioned by our perception of how the choice will affect our lives, those we value and the world we live in. Interactionist theorists tend to focus their research on particular groups of people or subsets of culture. Interactionist theory focuses on meaning, identity, social

relationships and subcultures in sports. As they research they try to view life through the eyes of those within the group or cultural subset. Their research is often ethnographic or anthropological. Those studying sport migration from an interactionist perspective are most concerned with the experience of those involved, the migrant athlete or the receiving team/country, and how it shapes or shaped their reality.

## **2.3. Actual Literature Review**

### **2.3.1 Influence of Active tourism on sustainable development**

Active Sport tourists travel to a location in order to participate in competitive or non-competitive sporting events; engage in recreational sports; or try out a discipline, such as a leisure interest, during a holiday. More recently, several scholars have underlined its importance for the development of the territory in which the sports activity occurs that they also consider superior to tourism linked to participation in major sporting events (Melo. R & Sobry. C, 2017).

Active Sports tourism lengthens peoples' life expectancy, since it has been proven that sports and physical activity contribute catalytically to its increase. According to studies done by Ekelund, Tarp, Steene-Johannessen et. all who in their study, where they included 39 other similar studies, provide clear scientific data for the positive correlation between physical activity and life expectancy (Ekelund, U., Tarp, j., Steene-Johannessen, J., et. all, 2019). Specifically, the longer the period of physical exercise, even of low intensity, the lower the chance of premature death

Active sport tourism has led to economic growth at local creating jobs and favoring the seasonal adjustment of tourism (Bouchet, P., and Bouhaouala, M, 2009). For instance,

tourism officials estimated that the 2003 cricket World Cup generated at least 1.2 billion rands for the South African economy (Hassen, 2003). Similarly, in the tourism sector of Greece, the percentage of female employees amounts to 48% compared to 40.8% in the other sectors for 2018, as shown by a study of INSETE (Institute of the Association of Greek Tourism Enterprises, 2019). Accordingly, in the sports sector, for 2017 among young people up to 34 years of age, employment for young women amounts to 44.3% and for young men to 55.7% of a total of 10,619 young workers, according to data shown by the Hellenic Statistical Authority for 2018 (Rosati, F. & Faria, L. G, 2019)

Sports tourism and the application of sports ideals, a more environmentally friendly way of life is promoted, such as the use of bicycle instead of motorized vehicles or the use of rowing boats instead of motorized in order to explore beaches and others. Through combined effort for alternative forms of tourism and green sports with investments in sustainable development and environmentally friendly buildings, there is a significant contribution to environmental protection as recently highlighted by the World Tourism Organization (UNWTO , 2019). Similarly, regarding forests. Sports and sporting activities such as mountain biking, walking tourism and others, contribute positively to forest protection and preservation, especially since they need them to take place. In this way, efforts should be made for their institutional protection and their promotion to protected areas and natural places for carrying out specific sports activities. Something similar has been pointed out by the Council of the European Union in the program 2021-2024, concerning green sports, which aims to develop sports in the

light of climate change and conduct environmentally friendly sports activities and events, alongside education for sustainable sports (Mitoula, R, 2010).

On contrary, tourism can be regarded as a double-edged sword, an industry that, in addition to its most obvious benefits, often creates a range of problems and impacts, particularly of an environmental and socio-cultural nature. These include the degradation of ecosystems as a result of over tourism (Koh, E., & Fakfare, P, 2019).

The 1992 Olympic Games held in Barcelona boosted much needed investment, and tourism trade increased in the aftermath of the Games. Tourism accounted for less than 2% of GDP in the region before the Olympics; but accounted for 12.5% ten years later (Holloway, C, 2006). Thus, developing sport tourism can be a viable way of enhancing socio-economic development that will ultimately impact positively on the wellbeing of people and nations. Accommodation providers such as hotels and guests' houses witness higher customers and make more money during sports events especially the mega events such as World Cup. There is always higher demand for hotel rooms leading to increase in financial charges. Also, there is always higher sports products and non-sports products buying and selling above normal buying and selling from both national and international sports tourists. The high buying and selling of these sports and nonsupport products would not have taken place without sports participants leaving their homes to the sports venue or hosting community.

### **2.3.2 Influence of Passive tourism on sustainable development**

Passive sports tourism is a source of economic growth and employment opportunities to people. For instance, Southeast Asia had become known as a thriving tourism region

with 128.7 million international tourist arrivals in 2018, generating EUR 121 billion tourism receipts (UNWTO , 2019), contributing 12.6% to the Southeast Asian economy, and employing 38.1 million people (12.2% of total employment) (WTTC, 2019).

Sport tourism contributes to high media coverage on a community, entertainment sites and profiles a city (Kurtzman J and Zauhar J, 2005). There is no nation that does not need other nations for its social, economic and political existence. Sport being a social event ensures that athletes, coaches, media personnel, fans and spectators meet and interact with their counterparts from other places. During sports event whether mega or small scale, people establish relationship with both national and international sports tourists. A social bond and relationship formed during the sports events may not be broken by the parties. Inter-personal relationship involving two individual from different socio-cultural backgrounds is established and maintained even after the sporting event. Individual can be visiting each other after the events. The individuals exchange addresses and items as a mark of friendship and love for each other. Cities and countries can form social links and interactions with each other during and after sports events which can be transferred to other facet of their lives. These individuals, cities and countries share ideas as friends.

The sale of gate tickets and reservation of spectator's sits for high dignitaries known as Very Important Personality, (VIP) are avenues which sports organizers make money from wealthy sports tourists. The aviation industry makes money from sports tourists especially international sports tourists who pay for their flight tickets (Ifeanyichukwu Christian Elendu, 2013). Sports tourism offers temporary and permanent employment and jobs to people, thereby adding to individual and national economic transformation.

It was observed that there is evidence of new economic activity at a micro, entrepreneurial level within destinations hosting mega sporting events, creating self-employment in a manner that is imperceptible to standard economic employment indicators. Sports tourism exposes the investment potentials of a hosting city or country to local and foreign investors who may later come back to invest thereby increasing the nation's economy.

Tourism helps sustainable governments maintain and improve infrastructure to remain sustainable and clean as an effective means to attract tourists and foreign investment, this facilitates the establishment of industrialization and sustainable production necessary for economic growth and sustainable development. In the case of Egypt, it can be said that clean energy production technologies such as solar and wind energy are appropriate for the conditions. The climate in Egypt, where the percentage of solar brightness increases throughout the year and the intensity and intensity of winds rise over Bahrain's red and white coasts. It would be desirable if legislation were passed in the new parliament to obligate hotels, resorts, and tourist villages to use renewable energy sources which are clean and environmentally friendly and for everyone who loves beautiful nature and pure natural and social environment (Nazmfar, H., Eshghei, A., Alavi, S., Pourmoradian, S, 2019).

Sports tourism contributes in strengthening a country's democracy by the coming together of Heads of States and their sharing of democratic ideas during sports events. Some Heads of states or their representatives attend mega sports events where they may exchange ideas on national issues affecting their countries. The Heads of States can in their sports tourism, discuss not only politics but social and economic matters

that will contribute to the development of their countries. Sports event tourism especially the mega type improves the host city or country's image and reputation.

### **2.3.3 Influence of Nostalgia on sustainable development**

In a world that is constantly evolving, adventure sports and adventure tourism have emerged as powerful catalysts for positive change. Beyond the thrill and excitement they offer, these activities have the potential to drive sustainable development, foster environmental stewardship, and promote cultural exchange (Ben Barker, 2024). Tourism also promotes cultural exchange, reduces barriers between different communities, and facilitates the acceptance and growth of different societies. According to the World Tourism Organization, by 2020, international tourist arrivals are expected to exceed 1.5 billion, while corresponding expenditures are expected to exceed 2,000 billion euros, reflecting impressive annual growth rates (Jeon, C.Y., Yang, H.W, 2021).

Mega sports events provide the opportunity to incorporate supporting events and attractions of social and cultural nature that promote the host country's capabilities, culture and traditions even further (Kim & Morrison, 2005). Sports tourism strengthens the cultural heritage of the host community. Host communities of sports events utilize the occasion to showcase their culture and tradition. Glamour has been added to sports events with the exhibition of traditional foods and dishes, dressing, dances, and artifacts. Some sports participants usually dress in their cultural attires while engaging in traditional music and dances (Ifeanyichukwu Christian Elendu, 2013). At the opening and closing ceremony of the 17th National Sports Festival held in Rivers State on 3rd July and 10th July 2011 respectively, athletes from different states showcase their

popular pattern of dressing. For example, Rivers State athletes (Team Rivers) wore the popular Ikwerre ethnic-nationality cultural attire of long sleeve and loose shirts known as "Etibo", hats, wrappers, blouses, and walking sticks. Other athletes from Niger-Delta and Southern States of Nigeria were identified with their cultural dresses. Athletes from Northern Nigeria were easily identified with their dressing. People visited notable places like the cultural museum in the sports hosting communities.

#### **2.4 Research Gaps**

The review on previous studies discussed issues around the key research questions this study raised. Scholars agreed that there is a significant positive influence of active sports tourism on sustainable development. However, regarding the influence of active sports tourism on sustainable development, there were some contractions where a section of scholars disagreed with other scholars about a significant positive influence of active sports tourism on sustainable development which gives a room for this study to investigate. On the influence of passive sports tourism on sustainable development, scholars agreed that it has a significant positive influence on sustainable development. Lastly the findings of many studies revealed that nostalgia has a significant positive influence on sustainable development. However, all the study findings reviewed were done from other countries with none from Uganda, others deeply focused majorly on tourism as a whole but not sports tourism which is the focus of this study and some of the methods used in some of the study were through online data collection method and my study will have a physical data collection data collection instruments. All these gaps laid good investigation areas the principal investigator of this study needed to investigate that explained why the researcher will conduct this study on the influence

of sport s tourism on sustainable development with consideration of Kampala city in Uganda as study area.

## CHAPTER THREE

### RESEARCH METHODOLOGY

#### **3.1 Introduction**

This chapter presents the approaches and techniques the researcher used to collect data and investigate the research problem. They included research design, study area, study population, data sources, sample size and selection, sampling techniques and procedure, data collection methods, data collection instruments, data quality control (validity and reliability), data analysis, ethical considerations and anticipated limitations to the study.

#### **3.2 Research Design**

A research design refers to a plan and strategy of investigation conceived in order to obtain answers to research questions or problems. A descriptive cross sectional survey design was adopted for the proposed research. A cross sectional survey enabled a researcher collects data from a cross section of respondents at a single point in time. According to Kothari (2014), a cross-sectional survey enables a researcher to collect data from a cross-section of respondents at a single point in time. The cross-sectional survey was less time consuming and least costly (Creswell, 2009).

#### **3.3. Study area**

The study was conducted in all the five divisions in Kampala City that is, Kampala Central division, Nakawa division, Makindye division, Kawempe and Rubaga divisions. It included canoeing at Munyonyo on Lake Victoria, rugby at Lugogo and Kyaddondo Rugby Clubs, as well as tennis and cricket at Lugogo.

### 3.4. Study Population

Kampala is the capital and largest city of Uganda. The city proper has a population of 1,680,600 and is divided into the five political divisions of Kampala Central Division, Kawempe Division, Makindye Division, Nakawa Division, and Rubaga Division.

### 3.5. Sample Size determination

This study had a sample size of 10 participants out of the 60 participants who were expected to be a representative of the entire study population and this has been represented in a table below, out of the targeted 60 participants, there were two technical staff of Kampala city out of five who participated, two political leaders out of five participated, two ST event managers out of the thirty targeted participants and four out of the twenty tourists participated.

**Table 3.1: Sample size determination**

Category of Respondents	Target Study Population(N)	Sample size(n)	Sampling techniques
Technical staff of KCCA	50	05	Purposive sampling
Politicians of KCCA	50	05	Purposive sampling
Sports tourism event managers	100	30	Purposive sampling
Sports tourists	100	20	Purposive sampling
<b>TOTAL</b>	<b>300</b>	<b>60</b>	

*Source: Author's construct using ideas from Patton, 1990.*

### **3.6 Sampling Techniques and Procedures**

In this study, purposive sampling technique was employed. A purposive sample is a nonprobability sample that is selected based on characteristics of a population and the objective of the study (Ablorh, 2011).

The study used judgment sampling technique because the respondents in this study were known and easy to select from the available sample. The technique was found to be useful in selecting a sample of 10 respondents. The researcher used this technique because it helped him to interact with persons thought to be knowledgeable about sports tourism and its contribution in the sustainable development of Kampala City.

### **3.7. Data collection methods**

#### **Interview method**

The researcher employed a semi-structured interview study design for in-depth information. Patton (1990), stressed that face to face interviews help to garner the detailed information since the method allows for more exploration and elaboration of the questions in conversational manner. The method has some advantages including yielding detailed data with new perceptions, allows head-on interaction with respondents, offer prospect of discovering and understanding topics deeper, lets the investigator to experience the sentimental as well as mental aspects of respondents.

However, this method is costly and laborious, and requires well trained interviewers (Patton, 1990). This was used to probe the Technical Officers, the Politicians, Managers of sports tourism events and the tourists within Kampala City.

### **3.8. Data collection instruments.**

#### **Interview Guide**

The researcher conducted interviews using the interview guide. An interview guide is a document that contains a set of items that the researcher follows. The interview guide contained items on each and every variable in the conceptual framework. According to Ragin (2009), the interview guide has items that are used to guide the interviewing process henceforth the process has the advantage of ensuring probing for more information, clarification and capturing facial expressions of the interviewees.

### **3.9. Validity and reliability**

#### **3.9.1. Validity**

Validity is the extent to which research instruments measure what they are intended to measure. Measurement of validity ensured stability and quality to the data obtained. Validity is the extent to which research instruments measure what they are intended to measure (Amin, 2005). Measurement of validity ensures stability and quality to the data obtained (Earl-Babbie, 2011).

#### **3.9.2. Reliability**

Reliability refers to the dependability or trust worthiness of a measuring instrument in as far as the degree to which the instrument consistently measures whatever it is set to measure. An instrument is reliable if it produces the same results whenever it is repeatedly used to measure a trait or concept from the same respondents even by other researchers. The researcher used standardized methods and protocols for capturing observations, alongside recording forms with clear instructions.

### **3.10. Data Analysis**

Qualitative data responses were transcribed into themes and categories in order to support the hypotheses that were tested. There was audio-taping of interviews, on completion of the transcription; the researcher carried out a detailed review of the verbatim data by reading the transcribed material. The study findings were presented and analysed manually and responses were summarized in a narrative form as a representation of the major finding of the study.

### **3.11. Ethical Considerations**

In concert with the rules and regulations of the university about conducting research using human subjects, the following ethical considerations were taken into during the research.

#### **3.11.1. Permission**

The researcher obtained written permission from the the Faculty of Business-Uganda Christian University to conduct this research, to ensure that it is a legal exercise.

A letter of the ethical clearance certificate from the Ethics Committee at the University was not obtained to guarantee the authenticity of this study due to some reason beyond the researcher.

#### **3.11.2. Confidentiality and Privacy**

Confidentiality refers to handling the information concerning the respondents confidentially. Respondents will be assured that their names and the names of their organizations will be kept confidential. This aspect includes the principle of trust in which the researcher will assure the participants that their trust would not be exploited

for personal gain or benefit, by deceiving or betraying them in the research route or its published outcomes

### **3.11.3. Voluntary Participation and Informed Consent**

The principle of voluntary participation was explained to the respondents and they were informed that they have the right to withdraw from the study at any time.

The principle of informed consent was given to the study respondents and verbally explained to them.

The researcher did not offer any incentives to the respondents for participating in this study.

### **3.12. Limitations to the study**

The researcher was limited by the short time frame for this study which prevented him to fully exhaust some of the issues and necessary data however the researcher managed to collect the key data to address the generated research question for this study.

## CHAPTER FOUR

### DATA PRESENTATION AND ANALYSIS

#### 4.1 Introduction

This study focused on assessment of the influences of sports tourism on the sustainable development of Kampala City. The influences were assessed based on active sports tourism, passive sports tourism and nostalgia on the sustainable development of Kampala City. These influences were analyzed and presented in this chapter.

#### 4.2. Response Return Rate

The study had a sample size of ten respondents out of the target sample size of sixty respondents meant to collect data in respect to the influence of sports tourism on the sustainable development of Kampala City. The respondents were introduced to the study and informed about its purpose and then their consent was sort to participate. The inclusion/exclusion criteria were observed and those who gave the consent were interviewed and data collected.

The response return rate was low as shown by ten respondents who turned up for the discussions. However, many of the targeted respondents were unable to participate simply because there was limited time period to collect this data, others declined and some of them had flown outside Uganda for official duty and sports activities especially the watching of the Union of European Football Associations (UEFA) Euro 2024 which made them to give a longer appointment date beyond study period which the researcher could not wait.

The sample frame was a list of political leadership, technocrats within Kampala City, Sports event Managers and sports tourists within the city. A total of Ten out of the targeted sample of Sixty were interviewed of which there were two technocrats of Kampala City, two politicians, four sports tourists and two sport event managers. Findings from this study are presented in subsequent sections.

### 4.3 Demographic Factors

The study targeted the various categories of stakeholders within Kampala City that included technocrats, politicians, sports tourists and sports event managers. This section represents demographic details of the respondents which included gender, age, and distribution of the respondents by educational status.

#### 4.3.1 Gender of the Respondents

The research sought to establish the distribution of respondents' gender. The results obtained revealed that majority of the respondents were male who were nine in number and one represented by female.

**Table 4.1: Shows demographic characteristics of respondents by gender**

Gender	Numbers	Percentage (%)
Male	09	90
Female	01	10
Total	10	100

*Source: Author's own construction*

From Table 4.1 shows that male respondents were more readily to participate in the study compared to the female gender and this was due ignorance of the female respondents about the sports tourism and other culture of the place.

#### 4.3.2 Age of the Respondents

The research sought to establish the age of the respondents by responding to the age issues considered in this study as politicians, technocrats, sports event managers and sports tourists.

**Table 4.2: Shows demographic characteristics of respondents by age**

Age Bracket	Numbers	Percentage (%)
30-39	01	10
40-49	03	30
50-59	04	40
60-69	02	20
Total	10	100

*Source: Author's own construction*

According to the findings of the study, many respondents were in age bracket of fifty to fifty-nine years' old who were four, followed by age bracket of forty to forty-nine who were three, then sixty to sixty-nine who were two and one was in age bracket of thirty to thirty-nine. However, the findings of study never had respondents below the age of twenty and above seventy years of age.

### 4.3.3 Respondents' Level of Education

The study sought to establish the distribution of level of education among respondents because the level of education enables one interact, communicate more in life and influences mind change.

**Table 4.3: Shows demographic characteristics of respondents by Level of Education**

Level of education	Numbers	Percentage (%)
Primary	0	0
Secondary	01	10
Tertiary	09	90
Total	10	100

*Source: Author's own construction*

From the study findings, majority of the respondents were mainly bachelor degree holders who were six, followed by those who have post graduate degrees who were three and one of the respondents managed to study up to secondary school.

### 4.4 Presentation and Interpretation of findings

This section presents the analysis of data to assess the influence of sports tourism on sustainable development in Kampala City and the influences of sports tourism were many but this study was limited to influence of active sports, passive sports and nostalgia on sustainable development.

The analysis of this study was worked on manually and responses was summarized in a narrative form as a representation of the major finding of the study based on study specific objectives that included, the influence of active sports on sustainable

development, influence of passive sports on sustainable development and influence of nostalgia on sustainable development.

#### **4.4.1 Understanding Sports Tourism and Sustainable Development**

The findings on the knowledge of the understanding of Sports tourism, the respondents who participated had divergent opinions on the understanding of the sports tourism. Majority of respondents who participated in the study showed that they had knowledge on the understanding of Sports tourism as stated by one of the respondents.

*“Sports tourism involves travelling from one place to another for sport related activities either to watch or participate and this may be local or international”. As defined by one of the respondents (MF).*

And one of the sports tourists who has been deeply involved in the sport tourism has to say this on his understanding of Sports tourism;

*“I take sports tourism as travelling to attend particular events tournaments and competitions”. One of the sport tourists (BL) said.*

However, on the findings on the knowledge of the understanding of Sustainable development, very few of respondents were very sure of the meaning of sustainable development.

*One of the respondents (MJ) said, sustainable development is all about utilization of the resources at disposal without comprising the development of future generations.*

#### **4.4.2 The influence of active sports tourism on sustainable development in Kampala City**

The study findings on the influence of active sports tourism on sustainable development in Kampala City showed that very many respondents revealed there is a significant positive influence of active sports tourism on the sustainable development because it results into infrastructural development, economic prosperity as asserted by them;

*“Infrastructural development improving the facilities and the road networks and accommodation in order to enhance tourist experiences as well as economic impact, the money or funds that are obtained from such activities like can boost the economy of the country and the economy of the local communities”. As echoed by MJ who was one of the respondents.*

The findings showed that many of the respondents were excited in participating in sports activities such as Rugby, Football, Golf, the annual Kabaka Birthday run, Pool table.

*“I play wonderful game of football for one of the football clubs in Kampala City because I love it and I have grown up playing it seeing my older siblings play it so I love it and it’s through this participation, I am employed and the city gets taxes from my salaries which is used for provision of services including the garbage collection”. Said by MR, one of the respondents.*

*Another respondents (KF) said active sports boost economies of a particular country drastically and positively and are also able to change people’s lives and livelihoods for example the track runners from up north in the Elgon regions who have won World championships and changed their lives us those of their families because of sports therefore sports should be encouraged.*

This finding correlated to the findings of the previous studies that showed that active sport tourism has led to economic growth at local creating jobs and favoring the seasonal adjustment of tourism (Bouchet, P., and Bouhaouala, M, 2009). For instance, the tourism sector of Greece, the percentage of female employees amounts to 48% compared to 40.8% in the other sectors for 2018, as shown by a study of INSETE (Institute of the Association of Greek Tourism Enterprises, 2019).

#### **4.4.3 The influence of passive sports tourism on sustainable development in Kampala City**

The findings of the study showed that passive sports tourism has a significant positive influence on sustainable development as confirmed by the majority of the respondents

*As clearly expressed by SJ one of the respondents, playing may cost you Ugshs. 10,000 but watching may cost you Ugshs. 20,000 and that is if it is the local teams playing but if the national team is playing it can go for as much as Ugshs. 50,000. Kyaddondo Rugby grounds is where most of the national team games are played and a mere watching can bring more revenue for economic growth than active sports tourism.*

Similarly, the findings of one of the studies done in Southern Asia showed that passive sports tourism is a source of economic growth and employment opportunities to people. For instance, Southeast Asia had become known as a thriving tourism region with 128.7 million international tourist arrivals in 2018, generating EUR 121 billion tourism receipts (UNWTO , 2019), contributing 12.6% to the Southeast Asian economy, and employing 38.1 million people (12.2% of total employment) (WTTC, 2019).

#### **4.4.4 The influence of sports nostalgia on sustainable development in Kampala City.**

The findings of the study showed sports nostalgia significantly influence sustainable development in positive ways through environmental conservation, restoration and preservation of cultural heritage within Kampala City as expressed by many respondents;

*“For me, environmental Conservation nostalgia for natural landscapes and green spaces in Kampala may lead to efforts to protect and sustainably manage those areas and playgrounds for sports for future generations like the Uganda Golf Coast”. Echoed by SS a male respondent.*

Many respondents synonymously agreed that sports nostalgia revitalize and preserve historical artifacts for future generations.

*“Preservation of sites that have historical meaning and allowing future generations to enjoy it as well is very good that is, sports nostalgia encourages programs to teach younger generations about various history and various sports that are less known and so much advised. This maybe a sports arena or venue such as Nakivubo Stadium, Uganda Museum, national theater and so on”. AS recollected by KF, a study respondent.*

The findings of the previous studies also showed that Mega sports events provide the opportunity to incorporate supporting events and attractions of social and cultural nature that promote the host country's capabilities, culture and traditions even further (Kim & Morrison, 2005). Sports tourism strengthens the cultural heritage of the host community. Host communities of sports events utilize the occasion to showcase their culture and tradition. Glamour has been added to sports events with the exhibition of traditional foods and dishes, dressing, dances, and artifacts. Some sports participants usually dress in their cultural attires while engaging in traditional music and dances (Ifeanyichukwu Christian Elendu, 2013). At the opening and closing ceremony of the 17th National Sports Festival held in Rivers State on 3rd July and 10th July 2011 respectively, athletes from different states showcase their popular pattern of dressing.

## CHAPTER FIVE

### DISCUSSION, CONCLUSION AND RECOMMENDATIONS

#### 5.1 Introduction

This chapter presents a discussion of findings of the study, conclusion and recommendations

#### 5.2 Discussion of the findings

The findings of the study have to be discussed and interpreted in relation to the objectives and literature of previous scholars as this enables to provide more insight to the topic under research and provides room for comparison of the findings with those of previous scholars. The interpretations of the findings are discussed according to the objectives of the research as the following.

The study findings found out that big number of respondents interacted with, had understanding of the sports tourism but little knowledge on the understating of sustainable development. In fact, they knew that sports tourism is all about travelling to one place to another to actively participate or watch sports events.

As far as influence of active sports tourism on sustainable development is concerned, majority of the respondents very many respondents revealed there is a significant positive influence of active sports tourism on the sustainable development as they asserted their references in relation to prevention obesity and disease through active sports participation which coincided with the findings of the some previous studies that showed active Sports tourism lengthens peoples' life expectancy, since it has been proven that sports and physical activity contribute catalytically to its increase. According to studies done by Ekelund, Tarp, Steene-Johannessen et. all who in their study, where they included 39 other similar studies, provide clear scientific data for the positive correlation between physical activity and life expectancy (Ekelund, U.,

Tarp, j., Steene-Johannessen, J., et. all, 2019). Specifically, the longer the period of physical exercise, even of low intensity, the lower the chance of premature death.

Regarding the influence of passive sports tourism on sustainable development in Kampala city, it has a significant positive influence on sustainable development which similarity with previous study findings in Southern Asia showed that passive sports tourism is a source of economic growth and employment opportunities to people. For instance, Southeast Asia had become known as a thriving tourism region with 128.7 million international tourist arrivals in 2018, generating EUR 121 billion tourism receipts (UNWTO , 2019), contributing 12.6% to the Southeast Asian economy, and employing 38.1 million people (12.2% of total employment) (WTTC, 2019).

On the influence of sports nostalgia in relation to sustainable development, the study revealed that it promotes sustainable development through preservation of sites that have historical meaning and allowing future generations to learn from which was affirmative to the findings of the previous studies that showed sports tourism strengthens the cultural heritage of the host community. Host communities of sports events utilize the occasion to showcase their culture and tradition. Glamour has been added to sports events with the exhibition of traditional foods and dishes, dressing, dances, and artifacts. Some sports participants usually dress in their cultural attires while engaging in traditional music and dances (Ifeanyichukwu Christian Elendu, 2013). At the opening and closing ceremony of the 17th National Sports Festival held in Rivers State on 3rd July and 10th July 2011 respectively, athletes from different states showcase their popular pattern of dressing. For example, Rivers State athletes (Team

Rivers) wore the popular Ikwerre ethnic-nationality cultural attire of long sleeve and loose shirts known as "Etibo", hats, wrappers, blouses, and walking sticks.

### **5.3 Conclusion**

In conclusion, the findings of the study found out that the majority of the respondents in Kampala city knew what the sports tourism was but had little knowledge on sustainable development. However, the findings of the study showed that sports tourism in Kampala city showed a significant positive influence on sustainable development

### **5.4 Recommendations**

The government should have a mechanism in place to promote sports tourism through favorable policies and budget support in order to achieve sustainable development.

The government should invest more in sports infrastructure such as putting up more stadia across the country, establish sports academy like for athletics, football, netball, rugby, swimming, basketball plus others to train future generations.

Ugandans should be encouraged to take part in sports tourism and it through this government can raise some revenue, create jobs and for the physical health.

### **5.5 Suggested areas for future study**

This section suggests areas for further study by the future researchers on Sports tourism and Sustainable development.

The influence of Sports tourism on mental health of Ugandans.

Comparative study on the influence of sports tourism on development in Uganda and another developed country.

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## Appendix I: Consent Form

Thank you for accepting to participate in an interview for this study. My name is **Sserugunda Edward**, a student of Uganda Christian University studying Bachelor Degree of Tourism and Hospitality Management. This study seeks to *assess the influence of sports tourism on the sustainable development of Kampala City*. The reason why I chose this area for carrying out this study on this topic was because no one has done study on this topic in Kampala city this means areas particularly sport tourism was still virgin and this explained why this study focused on the influence of sport tourism on sustainable development at Kampala City. Feel free to ask any questions.

**Your participation in the study:** Your decision to participate in this study is voluntary. You may refuse to take part in the study or stop at any time without affecting your relationship with the investigators of this study.

**The risks involved in participating in this study:** I do not anticipate any risk resulting from your participation in this study. However, should you feel uncomfortable with the questions asked during the discussion, feel free to discontinue your participation without any repercussion.

**Procedure:** Your participation in this interview requires that I ask you some questions which may take between 30-45 minutes and audio recording will be used.

**Your confidentiality:** Your name will not be written on this form, rather we shall use a unique identifier and therefore you will not be identified in any way.

**Benefits of being in this study:** There are no direct benefits when you participate in this study however your responses will guide formulation of guidelines useful in addressing the influence of sports tourism on the sustainable development of Kampala City. You shall not receive any payment for participating in this study.

**What does your signature mean:** Your signature indicates that you have agreed to take part and that you have read and understood the information provided.

**Contacts:** For questions on the study, kindly ask before signing on the form. For any additional information, contact the Principle Investigator, **Sserugunda Edward,**

**Tel No: 0745094744/0786269269**

**Statement of person giving consent:**

I have read the information on this study/research or the information has been explained to me in a language I understand. I have also talked it over with the interviewer to my satisfaction.

NAME..... SIGNATURE ..... DATE: .....

**Investigator/Research Assistant:**

NAME..... SIGNATURE .....DATE: .....

## **Appendix II: Interview Guide**

1. What is your understanding about sports tourism and sustainable development?
2. Kindly tell me about some of the types of sports tourisms you know in Kampala City.
3. Which sports tourism do you normally participate in? Kindly explain
4. What are the costs of participating in the sports tourism within Kampala City?
5. How do you understand active sports tourism and what do you think could be contribution of active sports tourism towards sustainable development within Kampala city?
6. Kindly share your ideas about passive sports tourism and what is your opinion about the contribution of passive sports tourism towards sustainable development within Kampala city?
7. Briefly explain your understanding of nostalgia and how does it impact on the sustainable development of Kampala city?
8. In your own view, what do you think can be done to make sports tourism beneficial to the sustainable development of Kampala city?
9. Do you have any comments or additions?

**Thank you for your time and participation**

**NB: Probe as much as possible**

### Appendix III: The Research Time Line

Activity	Time Frame (Months): 2024				
	APR	MAY	JUNE	JULY	AUG
Identification of research problem and Presentation of research concept					
Approval of proposal and data collection					
Data collection					
Data processing and analysis					
Submission of final thesis					

Appendix IV: University Introduction Letter



UGANDA CHRISTIAN UNIVERSITY

A Centre of Excellence in the Heart of Africa

SCHOOL OF BUSINESS

13<sup>th</sup> May, 2024

TO WHOM IT MAY CONCERN

Name: SSERUGUNDA EDWARD Reg. No M21B63/023

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

"EXAMINING THE ROLE OF SPORTS TOURISM ON SUSTAINABLE DEVELOPMENT IN UGANDA"

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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