

**INFLUENCE OF INFRASTRUCTURAL DEVELOPMENT ON SPORTS TOURISM
GROWTH IN UGANDA: A CASE MAJOR URBAN CENTERS**

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J22B63/004

**A DISSERTATION SUBMITTED TO THE SCHOOL OF BUSINESS FOR THE PARTIAL
FULFILLMENT OF THE REQUIREMENTS FOR THE AWARD OF A DEGREE OF BACHELOR
OF TOURISM AND HOSPITALITY MANAGEMENT OF UGANDA CHRISTIAN UNIVERSITY**

August, 2024



**UGANDA CHRISTIAN
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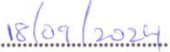
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APPROVAL

APPROVAL

I certify that this report has been prepared under my supervision and is ready to be submitted to Uganda Christian University School of Business for examination

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.....
Date

ACKNOWLEDGMENT

I would like to express my appreciation to all those who provided me the possibility to complete my research. Special thanks go to Uganda Christian University, most especially the School of Business, for sacrificing their time by signing to me my project supervisor and for teaching me the skills which I used in coming up with my Research giving me permission to access different resources that helped me understand more and more in my field of study. I would especially like to thank my truly outstanding project supervisor, Mr. Julius Jjuuko, for his expert advice, guidance, and encouragement throughout this period. Through the sessions we had together, I got so much knowledge and will forever be grateful to you. To the rest of the staff in the school of Business, it was a pleasure coming to consult from them every day amidst such easy and approachable people. Lastly, to my family,. I would like to thank my parents, Mr. Timbyanga Steven, and Mrs. Tumusiime Molly, then my dear brother Mugume Nicholas, for their financial, moral, and spiritual care and support during this trying period of my life. Without them, I would not have made it through. To all others who I may have failed to mention, be assured that I shall forever be indebted to you. May the good Lord bless you all abundantly in your capacities

ABSTRACT

This research explores the impact of infrastructure development on sport tourism growth in Uganda, a country gifted with diverse topography and a gradually developing sports culture. It is against this backdrop that, with the global sports tourism market valued at an estimated \$600 billion in 2022, Uganda is gradually being recognized as a potential destination. In this regard, critical infrastructural components are assessed herein, with a focus on the roles that transport systems, accommodation facilities, and sports venues play in attracting both domestic and international visitors.

Investment in the road network increased from 28,000 kilometers in 2010 to over 32,000 kilometers in 2023, and modern road construction continues to facilitate access to attractions and events of sports tourism importance. In addition, modern hotel construction has grown by 35% in the last five years and offers accommodation in an improved environment. The core part of the research enshrines numbers from the Uganda Tourism Board, indicating that between 2021 and 2023, sports tourist arrivals have grown by 20 percent, a growth which corresponds with the improvement in infrastructure.

This study, through stakeholder interviews and case studies, emphasizes how improved infrastructure increases not only the attendance of events, such as those of the Uganda Marathon and Rugby Cranes matches, but also contributes toward the local economic development. The findings show that investment in infrastructure, done intelligently, has the potential to increase Uganda's position as a sports tourism destination manifold. It concludes by recommending some actionable points for the policymakers to further leverage the driver that is infrastructure development for sustainable growth within sports tourism.

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CHAPTER ONE

1.1 Introduction

This chapter outlines the research both regarding an examination of background and problem statement of the study, identification of the research objectives and questions that guide this study, justification and importance of the study, delimitation and presumptions.

1.2 Background to the study

Sport tourism has been described as being among the fastest-growing market segments in

This is considered one of the fastest-growing sectors of the tourism industry and because of its impacts on social, economic, and cultural issues of the host countries it has drawn growing attention. Hosting mega sports events is a privileged opportunity for developing countries and since 2008, developing countries have been successfully hosting

Mega sports events or international competitions including India that hosted major cricket events in the year 1987, 1996, 1997 and 2011, Asian cycling championship in the year 1989, The 7th Asian Senior Free Style Wrestling Championship in the year 1991, the Commonwealth Wrestling.

These various studies have already established that the key economic benefit that accrues to the host country from mega sporting events is through the consumption by tourists and other visitors during the event or due to an increase in tourist arrivals for both periods before and after the events' occurrence. Mega sporting events can also be one of the major reasons for the long-run upward shift in travelers' demand. The positive movements are also measurable through the positive changes in supply. Partly subsidized by the tourist demand, the production of goods and services has been partially defined by the numerous benefits of economies of scale. Sports tourism is among the fastest-growing sectors within the tourism industry and thus has attracted considerable interest from researchers in the last few years.

More tourists travel to new places with the purpose of observing certain sporting events or activities. Due to the fact that sports tourism in contemporary times has grown enormously, the urge arose to analyze and assess its economic value and understand the perception of the community with regard to its socio-economic impact. Therefore, this article provides a profound understanding of sports tourism and its economic power of influence on the host region by portraying the most relevant research conducted on this topic. Sports tourism, as emphasized by Rómulo Jacobo et al. (2022), is a form of travel in which people or groups leave their usual residence for a temporary motive of experiencing, watching, or participating in some sport-related activities or events.

It broadly includes activities related to attending major sporting events, participating in recreational sports, or visiting any destinations that are related to sport. Hinch & Higham, 2001, say that sports tourism can have quite a significant economic impact on any destination with the opportunity for revenues to be captured from local hotels, restaurants, and transportation firms. In addition, they emphasize acquiring a deeper understanding of the residents' perceptions since these or any insights of residents are a treasure in developing tourism policies and strategies. The information given may lead to the commitment of residents to sport tourism and ensure the advancement in a sustainable manner. Sports tourism has only lately been considered a significant and one of the quickest sectors in the world's tourism industry today (Chen et al., 2022).

Such a relationship between sports and tourism has given destinations unprecedented opportunities to attract guests, revenues, and international prestige. According to Tangkudung (2021), at the core of this phenomenon lies infrastructure development designed to support and provide access to various types of sport activities. Infrastructure refers to various physical resources and structures including but not limited to stadiums, arenas, training centers, transportation systems, hotels, and other recreational facilities. One of the major factors contributing to investments into the infrastructure related to sports is an expected economic impact the host destinations are about to experience. In such a

way, the Olympic Games, FIFA World Cup, and international competitions alike have the potential to capture the attention of millions of consumers and offer a multi-million dollar revenue source. As such, large capital investments have gone into the building and upgrading of major stadiums, arenas, and associated facilities according to Tomino et al. (2020), to accommodate these vast numbers of spectators and participants.

Investment in transportation infrastructure, for example, is necessary to provide easy access to and from various sports venues. According to Chen et al. (2022), sports tourism may activate the economic activities of several sectors like hospitality, retail and transportation, or even entertainment industries because these sectors can be a means through which the creation of jobs, revenue collections through taxation, and the increase in the general economic growth may be achieved. In the global competitive tourism environment, tourist destinations are under regular pressure to identify some unique selling propositions that will attract tourists to their destination sites. High-quality sports infrastructure can provide a real competitive advantage for destinations, differentiating them from their competitors and interesting sports travellers but also mainstream tourists. Iconic venues like legendary stadiums and championship courses have the power to capture the imagination of travellers and create lifelong impressions. -Happ 2021. Furthermore, investments in sports infrastructure are usually accompanied by improvements to enhance the visitor experience, modern facilities, better access, and related leisure and entertainment facilities. Tangkudung & Tangkudung, 2021) In fact, according to, through their sport infrastructure assets, destinations may occupy distinct market positions and position themselves as frontrunner sports tourism destinations.

World-class sports infrastructure development can contribute significantly to destination branding and promotion. Iconic sporting events and facilities tend to be a strong representation of the identity and culture of a place; thus, such facilities may attract media attention and generate positive publicity on a global scale. Large events and competitions provide destinations with the opportunity to showcase their hospitality to the world, their event organization capabilities, and

culture. Sport tourism initiatives can be developed as part of marketing campaigns that contribute to effective targeting of adventure, sport, or fitness travelers. In East Africa, the investments in sport infrastructures increasingly tend to be viewed as one of the drivers of economic development and job creation. Large sporting events, such as Kenya's Safari Rally or Tanzania's Kilimanjaro Marathon, bring participants and spectators from around the world, pumping revenues into the local economy.

New construction of stadiums, arenas, and training facilities, as well as renovation, create opportunities for employment and activate the demand for goods and services in industries such as hospitality, transportation, and retail. Improved transportation infrastructure in terms of airport and road access also facilitates tourist travel to sports tourism destinations and enhances the economic benefits obtained from sports-related activities. In this regard, Tangkudung 2021 postulates that the infrastructure for sports development has become a strong tool for the branding and promotion of East Africa as a destination. Large sport events, such as the annual Uganda International Marathon or the Zanzibar Beach Soccer Tournament, are some of the main ways to present the cultural vibrancy, hospitality, and organizational capabilities of the region to foreign audiences. These iconic sport mega-events usually embody national pride and identity, such as Kasarani Stadium in Kenya or the National Stadium in Tanzania, and draw media attention to further enhance positive perceptions of East Africa as a prime sports tourism destination. The inclusion of sports tourism initiatives within destination marketing campaigns can enable East African countries to create brand awareness while making their destinations more attractive and appealing for targeted segments of travelers in pursuit of unique and authentic experiences.

(Masa'deh et al., 2017) For instance, in Uganda, investments in sports-related infrastructure might have a great potential impact on job creation and economic growth. Major events such as the Uganda Marathon and Nile Special Rugby Sevens attract participants and spectators from around the world, generating revenues that filter down into local economies. Building and renovating stadiums, arenas, and training facilities stimulate employment opportunities and activate demand for products and services related to hospitality, transportation, and retail, among others. In the globally competitive tourism arena, Uganda is setting itself up both

in geography and administration as an ideal destination for sports tourists. The high-class sports infrastructure that already exists, combined with the beauties of Ugandan nature and the hospitality of its people, is exceptionally appealing to tourists in search of novelty and adventure.

Investment in modern stadiums, golf courses, and adventure sports creates a better experience for the visitor and helps Uganda to be more competitive in the global tourism market. Given the variety in its sporting attractions, Uganda can secure a market niche in parts of the sports tourism market and appeal to an ever-widening range of travelers seeking adventure, cultural experiences, and sporting thrills. (Müller & Moesch, 2010)

1.2 Problem statement Several issues, most of which are infrastructural deficiencies, plague the development of sports tourism in Uganda as a source of economic stimulus. While Uganda is proud of its rich sporting heritage and natural beauty suitable for developing sports tourism, the facilities available, such as stadiums, tracks, transportation, hotels, and other services, may not be international class or acceptable to foreign visitors in sports tourism. This disparity prompted the researcher to investigate the influence that infrastructural development has on sports tourism growth in Uganda, and it indeed presents immense challenges for hosting major international sporting events critical in attracting tourists with revenue injection activities as stipulated by Chen et al. (2022). There is an absence of full coordination between the sport and tourism sectors that leads to lost opportunities for mutual development. (Mollah et al., 2021)

Besides, in different regions of Uganda, the various unequal distributions of sports infrastructure create inequity in reaping economic benefits; in some regions, the community fails to optimize the potential benefits stemming from the tourism of sports. The weakly developed sports infrastructure also leads to too little investment in developing local talent, community participation, and social cohesion, which are imperative for the sustainability process in the growth of this industry.

(Darabi et al., 2020)

1.2.1 Specific objective The specific objective of the study will be to evaluate the effect of infrastructural development on the growth of sports tourism in Uganda.

1.2.2 Research Objectives To outline infrastructural development benefits that are accruing to tourism development in Uganda. To identify factors influencing the development of sports tourism in Uganda.

To identify challenges affecting the development of sports tourism in Uganda.

1.3 Research Questions

What is the level of growth by sports tourism in general and in Uganda?

What is the state of Infrastructural Development in Sports? What is the Influence of infrastructural development on sports growth in Uganda? 1.2.4 Justification to the study In light of the fact that these identified impacts and constraints occur within a limited number of years, this therefore translates into direct practical implications from the findings of this study to a wide array of stakeholders in Uganda's sports tourism industry-government agencies, private investors, sports organizations, and local communities. These linkages will expound on how infrastructure development relates to the growth of sports tourism, guiding and informing stakeholders in resource allocation decisions, investment in infrastructure, marketing strategies, and initiatives to engage the community. The contribution of this study will be towards academic knowledge based on sports tourism studies, tourism development studies, and destination management studies. Accordingly, it will also present new theoretical insights, methodologies, and empirical evidence derived from empirical data of the Ugandan context, which could develop future research endeavors and scholarly debates within the broader field of tourism studies.

1.4 Scope of the Study

1.4.1 Subject Scope

This study will be limited to the influence of infrastructure development on sports tourism growth in Uganda.

1.4.2 Geographical Scope

This study will focus on major urban centers like Kampala, Entebbe, and Jinja; key sports venues such as Mandela National Stadium Lugogo Sports Complex and Kyadondo Rugby Club; tourism hotspots like Lake Victoria.

1.4.3. Time Scope

This study will be carried out from the Month of June to August and it will focus on the literature from the period 2012 to 2024

1.4.4 Conceptual framework

The conceptual framework encompasses infrastructural development and the effecting growth of sports tourism in Uganda. It involves independent variables that include investments in sports facilities, transport infrastructure, accommodation facilities, and any other necessary amenities. The dependent variable would be considered the growth of sports tourism, which can be measured by the tourist arrivals, revenue generated from sports tourism activities, and overall development of sports events and related infrastructural development in Uganda.

Independent Variables

Dependent Variables

Infrastructure Development

- Construction
- Renovation
- maintenance of physical assets

Sports Tourism Growth

- domestic and international visitors participating in or attending sports events, sports-related leisure activities.
- sports-themed tours.

Economic Impact

- revenue generation
- job creation
- income distribution
- multiplier effects across various sectors such as hospitality, transportation, retail, and entertainment.

CHAPTER TWO

Literature Review

2.1 Introduction

This chapter gives a critical review of literature on the influence of infrastructure development in sports tourism growth in Uganda.

2.2 Theoretical Background

According to Hall, 1994, cited by Frawley, 2013, a series of mega sports events recognized globally in the tourism industry as iconic events, like the Olympics or the FIFA World Cup, may create a significantly positive impact on the development of the host nation's tourism industry. On the other hand, the empirical results of various literatures indicate that hosting mega sporting events may either have a negative effect or no effect on the economy of a nation given the varying local conditions in that country or region. Therefore, it is not assured that sports events will have positive impacts on the nation's economy.

This study further enumerated the different ways that hosting sporting events can contribute to the generation of human capital. Among these are knowledge and skills that could be developed in the service industry of the country because of the hospitality training the volunteers undergo. The following table, a modified version of the diagram used in a study by Keller (2002), defines how a host region can possibly benefit from hosting an Olympics.

2.3 Sports Tourism Growth Internationally

Jones 2001 was used to portray the social and economic impacts along with the scale of events of Wales hosting the 1999 Rugby World Cup. In this regard, based on the literature review with regard to the subject, the author sets his conclusion where he says that, while mega sports events might result in immense negative social effect because they have the potential to negatively affect local housing and property markets, they can also lead to an incredible positive social effect as they can create a sense of community identity. He concluded that although the hosting of major sporting events has been successful for the host countries, this is not necessarily good for the local economy.

The work by Bohlmann and Heerden (2005) had the purpose of evaluating what impact the pre-event phase expenditure would have on the economy of South Africa in hosting the FIFA World Cup 2010. The expenditure in constructing and developing all the required infrastructures falls under this phase. The authors used the Computable General Equilibrium model, specifically developed for the South African economy. Secondly, the research report was developed using a UPGEM model developed for the comparison of static simulations. The two major results the author considered were the impact on GDP and the impact on employment, and hence, to generate the result, the author used a modified version of the short-run closure. In 2006, Matheson did a review of what was written on the subject and gave an overview of the economics of sporting events.

The author, by personal experience, knew how major international sporting events would impact the local, national, and regional economy. The author suggested the following various strategies for optimizing all significant benefits of holding major sporting events in the host communities by first limiting the costs of building new infrastructure to offset the event expenses and so raise the benefits of the major events. Secondly, local officials in the host regions need to avoid focusing on hosting mega events but host smaller events to boost the region's economy overall. This is because a strategy that involves hosting numerous small events often generates significantly larger net benefits than the strategy that leads to large mega events because crowding out is less likely to occur in small events than in large ones. Gratton, Shibli, and Coleman 2006 looked examined how the world's biggest athletic events affected the global economy. In all, the writers reviewed ten athletic events in the United Kingdom.

The authors have read first the literature concerning economic impacts, which the major events exert. Writers studied the case of the 2002 World Snooker Championship within the context of a UK-funded sport-related research project with the aim of working out the key tournaments' economic effects. The researchers used the very same methodology throughout for all ten of the incidents they investigated. This yielded, therefore, a data set with added value that could be used to compare events across the board. In this study, a

methodology was used in which ten phases were employed in analyzing the economic impact of the events. The most interested group at the significant event was interviewed through a questionnaire. The data were then analyzed, utilizing statistical software and spreadsheets to determine additional costs to the economy of the host nation. Humphreys and Prokopowicz 2007 attempted to assess the impacts of major sporting events on transition economies, in this case, EURO 2012, which was held in Poland and Ukraine after they won the bid to host the Union of European Football Association football tournament in the year 2012. The authors decided to focus their study on these two countries because, from a political, cultural, and economic perspective; they provide an interesting and critical contrast to the typical countries that have always hosted major sporting events. Though Poland is now part of the European Union, both these economies are still considered transition economies. Most of the expenses that would be incurred in hosting the football championship would depend on what UEFA stipulated was required in the host region.

The authors had prepared a cost and benefit analysis in estimating the economic benefit of the mega sporting event. Throughout their 2007 analysis, Solberg and Preuss focused on the long-term economic impact of hosting large sporting events while analyzing its tourist implications. Previously, the authors had focused on structural requirements imposed on the cities that host events. To demonstrate how actual specific circumstances could influence specific long-term impacts, the authors presented different empirical results alongside the long-term effects. These are the empirical results: a host city paid particular attention to the above three areas-in the area of city development, event-related infrastructure, and infrastructure irrelevant to the city's long-term development plan.

Results also demonstrated that there are three ways human capital can be acquired in organizing an event; first, by providing volunteers with hospitality training, industry-specific knowledge and skills can be upgraded; second, by enhancing the skill sets needed to ensure a safer environment. Kavetsos and Szymanski studied the "feel good factor", or the effect hosting major sporting events have on the well-being of the country in 2008. The authors have examined

the influence of mega sporting events on happiness based on data about self-reported life satisfaction for a total of twelve European countries. Data was available on three important events: the FIFA World Cup, the UEFA European Championship, and the Olympic Game. It considered two competing hypotheses: one, which posits that a nation's athlete performance is what positively influences the citizens' happiness; and two, the explanation that mere representation in a host nation elevates the happiness of its domestic residents.

The authors used pooled cross-section data of the surveys reporting happiness in the different countries of Europe from the total 30 years. In another related study concerning the impact of mega sporting events on employment, Giraud (2014) explained that the 1998 Football World Cup had a positive impact on the ability of the host regions to offer employment opportunities. Further, the study report showed variations among the host locations; this was replicated by the way the employment of one region or an area influenced the employment of another region or area. The method of difference in difference is applied in this paper as a technique that could be used to measure changes brought about by the occurrence of a certain treatment or event. In this direction, the impact on employment generation in the host region is considered first. The treatment group would have hosted the Football World Cup, while the control group would be other regions.

Two overall, "t" and "i," were based on the temporal and spatial dimensions. In case "i" was a treatment group, variable x_1 takes value 1, whereas in the case of a control group it takes value 0. If "t" is greater than 1997, then " x_2 " takes the value 1 otherwise, it takes the value "0". When x_1 and x_2 were equal to 1, the other variable, x_3 , which represented an interaction between the two sorts of consequences, would assume the value of 1. Nairobi County happens to be Africa's center for tourism. The county is rich in natural and cultural tourism destinations, including Nairobi National Park, Mamba Village, Giraffe Center and There are evidences that sport hugely benefits the tourism during major sporting events. According to Starmer-Smith, 2003, the Olympic Games in Barcelona generated over £15 billion of spending and brought about a 15-year process of city revitalization, which has the added benefits now of a newly developed marina area and

refurbished cruise terminal located in a previously run-down part of the city. With its emphasis on urban renewal, Barcelona has joined the list of favorite short-term travel destinations for Europeans, and the accessibility of low-cost airlines has made it even more accessible.

Bomas of Kenya.

Events the county has bid and hosted, among others, include the annual Rugby Safaricom Safari Sevens Series, IAAF World under 18 Championships, AFCON qualifiers, African Volleyball Championships, Ice Stock Sports Africa, WRC SafariRally, East Africa Military Games, and African Deaf Athletics Championships that have taken place since the advent of devolution back in 2010. It is well-suited for sports enthusiasts and players as several stadiums scattered around the city host different events. These include, for instance, Nairobi City Stadium, Nyayo Stadium, and Moi International Sports Complex. In regard to the growth of sports tourism, Obinna and Onwe (2016) note that one of the major concerns involves the critical analysis of various economic impacts of mega hosting of sporting events on the nations that host these events.

The conclusions of the study paper were mostly based on the variety of the instances that were taken from the numerous works of literature on major sporting events. This study showed that although the mega events greatly increased the financial benefits to the host countries, the economic effects of hosting such events are not always as great as anticipated. The author also mentioned that the hosting of large events, though it may boost some sectors economically, sometimes is also a cause of serious financial loss to the host communities. He further pointed out that it's not all that good, as the economy of certain sectors receives a boost, but contributes to high financial losses for the host communities.

According to D. Getz, & S. J. Page 2016. *Theory, Research, and Policy for Scheduled Events*, Sports tourism has also expanded into sports events consumption such as cycling tours, triathlons, and marathon events. For instance, the Boston Marathon attracts several thousands every year to spectate or participate in this event from across the world. The economic effects of sports tourism are not insignificant and come to bear on local economies in many diverse ways. These may range from the hosting of major sporting events, which can drive

up the visitor flows significantly, with consequential spending on accommodation, foods, and entertainment. According to Preuss (2007), besides the direct revenues, there are indirect economic benefits where the long-term benefits come in terms of improvement in infrastructural facilities coupled with job creation. Successful host cities often also receive a rise in international awareness that, in turn, brings future tourism and investment into businesses. In addition to that, the multiplier effect increases with every dollar spent by tourists circulating through the local economy, benefiting different sectors.

In fact, an estimate put the 2012 London Olympics at more than £2 billion to show how much financial return can be expected from successful sports tourism events.

In this respect, investment in sports tourism can be regarded as one of the strategic ways of developing an economy. Technological changes have greatly facilitated the expansion of sports tourism since this has changed the way events are publicized and consumed. Organizers can now reach a global audience more easily than before through the development of digital platforms and social media. Today's fan has the many online platforms on which to interact more personally with athletes and events, building community far beyond regional borders. Social media, for example, make marketing easier, according to Kaplan and Haenlein (2010), but it also promotes interactions that enhance the overall experience of the fan and participant. Moreover, technologies such as virtual reality make it possible for prospective tourists to have a feel of the events and destinations ahead of travel, thereby increasing the appeal of traveling. Advancement in technology has continually been developed, and hence, when combined with sports tourism, will lead to experiences that are increasingly interactive and engaging. This consequently will lead to further development in this industry.

Sports tourism has also been significantly influenced by the emerging interest in health and fitness. More tourists are taking care of their bodies and thus seek an active time spent in various physical activities during travels. Marathon, triathlon, and spa tours have grown in demand as increasing numbers of participants combine physical exercise with their leisure time. In this respect, Smith and Packer 2009

note that it has happened not just because of the competitive reason but as part of the natural development of society towards the increased rate of healthy lifestyles. Destinations are capitalizing on this trend with specialized packages that include fitness classes, healthy dining options, and wellness-oriented activities. Tourism of Sports keeps changing as health-conscious travelers seek out experiences that align with their values in a plethora of options that take into consideration this fast-growing demographic.

The meeting point between health and travel should, when all goes well, provoke even more innovation and growth within this sphere.

There has been an increased recognition of sports tourism as cultural tourism, where tourists seek out experiences that are authentic and can help connect them to the traditions and culture of the host community. On this basis, sports tourism can allow tourists to experience sport events and activities fully at a local level, demonstrating the cultural significance of sport within different communities. According to Chalip, 2006, the participation of foreign tourists in local sports events would provide guests with the opportunity to develop a distinctive set of knowledge and appreciation regarding the residents' lifestyle. A sumo wrestling event held in Japan or a classic football game organized in South America would, for instance, depict insight into the social relations and principles practiced within one culture. Sports tourism allows for much more interaction with destinations due to the search for stimulating and meaningful experiences which tourists seek to have. It is this cross-cultural interaction that increases the attraction of sports tourism as an appealing option for a wide range of tourists who seek leisure and education.

Events like the Olympics and the FIFA World Cup have been one of the main driving forces for sports tourism. Many foreign tourists come to attend such events, and these events provide a boost to the local economies and give an increase in the international profile for their host cities. According to Horne and Manzenreiter, 2006, communities can actually use the limelight as an opportunity to market themselves as a destination that tourists would visit all year round and thus provide any opportunity for the long-term growth of tourism. The economic impact could be tremendous. For instance, the Olympics held in Rio in 2016 attracted

millions of people to the country of Brazil and also its various attractions and culture were viewed by many people from around the world. But challenges in organizing such mega events, like the need for infrastructure and environmental concerns, have to be sorted out for continued growth of the industry. All this knowledge acquired from the past mega-events would be useful when cities prepare themselves for larger-than-life events in the future.

Because many countries see economic reasons behind hosting athletic events, government initiatives and investments are the key drivers for the growth of sports tourism. Governments can incentivise sports tourism through providing finance to support projects that upgrade the infrastructure promote the events and advertise the facilities. Turco and Kelsey 2010 argue that a typical outcome of government investment is the increased engagement of the private sector, which will, in turn further support the expansion of a business. The government may also impose regulations like tax exemption to event organizers, and support in promotion to attract foreign events to their countries. This deliberate marketing approach not only enhances pride in the community and sports participation but also creates an appeal for a destination. Proactive involvement from governments would lead the future of sport tourism with heightened competition across the globe in hosting big events. The investment in this industry allows governments to give precedence to long-term economic benefits and growth in the different regions.

2.4 Growth in Sports Tourism in Uganda.

The sighting of some beautiful landscapes and abundant natural biodiversity are among the main reasons which have contributed to the rise of Uganda in sports tourism. The country has a number of national parks, including Queen Elizabeth National Park and Bwindi Impenetrable National Park, which boast many wild animals, among them the mountain gorilla, which is on the critically endangered list. The treks to see these gorillas have become a tourist destination for people all over the world. According to the Uganda Wildlife Authority, 2020, gorilla tourism is a sustainable option for the tourists since it provides a high contribution both in the local economy and in conservation activities. Natural beauty attracts holidaymakers mainly for adventure in mountaineering, birdwatching, and ecotourism, apart from the wildlife enthusiasts. This special combination of

natural assets places Uganda as the leading destination for sports tourism, appealing to a wide range of travelers who value adventure and conservation.

The growth of sports tourism in Uganda has also been greatly abetted by the wide availability of adventure sports options. Such adventure capitals as Jinja offer such thrilling sports as bungee jumping, kayaking, and white-water rafting on the Nile River. The adventures cater for both the inexperienced and seasoned traveler hence creating a booming travel industry. The government of Uganda invested in these events since it was aware they would attract adventure travelers from around the world. According to Kiwanda (2020), adventure tourism in Uganda also impacts positively on the nation's reputation as an outdoor travel destination, complementing the economic effects. Further, due to the rapid rise of adventure sports, Uganda is well placed to capitalize on this developing trend through offering unique and exciting activities that attract tourists.

Cultural and athletic activities add a great deal to the sport tourism sector in Uganda. With the nation renowned for its energetic sporting events, especially football and athletics, the nature of its activities encourages participation and a sense of belonging. Events that bring onlookers and participants alike, such as those including the Kampala Marathon and other football competitions around the neighbourhoods, accommodate tourism. According to the Uganda Athletics Federation, 2021, such competitions provide a platform for cultural exchange in ways that manifest Ugandan hospitality and cultural practices that promote physical health. Hosting international tournaments makes Uganda more visible on the world scene, thereby attracting tourists who would want to experience the local culture through sports events. This combination of culture and sport appeals to a wide range of tourists, furthering the travelers' experience.

Government support and investment have been very paramount in boosting sports tourism in Uganda. Realizing the economic returns from sports tourism, the government of Uganda has ensured it builds on its infrastructure, especially in areas of roads, accommodation, and sports facilities. On equal measure, the Ministry of Tourism, Wildlife and Antiquities has engaged in other initiatives to make the country attractive for sporting tourism, while promoting various events

and partnering with private stakeholders. These are in line with the accomplishment of a sustainable tourism environment for the benefits of visitors and the local community, as stated by the Uganda Tourism Sector Development Plan of 2022. Indeed, sports tourism indicates that the government is strategically focusing on its aim to host international sporting events, which boost not just tourism but pride in the nation and community involvement. The more proactive an approach there is, the better Uganda will be situated to join the top destinations for sports tourism in Africa.

By this September 2022 report, APTA | The Association for the Promotion of Tourism to Africa took notice that the tourism industry in Uganda had attained critical mass for it to emerge as one of the mainstays of foreign exchange earnings, returning over US\$1.5 billion annually. The jewel of Africa attracts an estimated 1.5 million visitors each year who go to view the game and other scenic features such as the rivers and mountains. However, little, if anything, has been done to optimize earnings made through events, specifically those involving sports. Major sporting events around the world that generate billions of dollars for their host countries include the Olympics, World Cup, Commonwealth Games, and regional events.

Sports tourism has over the years gained momentum and popularity in Uganda due to the combination of natural features, cultural landmarks, and athletics events that the nation possesses. According to a 2019 research by the Uganda Tourism Board, sports tourism was considered one of the fastest-growing segments within the tourist industry in Uganda, growing annually by 15%.

APTA | The Association for the Promotion of Tourism to Africa (Sep. 2022) says Uganda can cash in on long stays and disposable money which sports tourists are made of. For this and more, Prosper magazine asked Amos Wekesa, a prominent tourism entrepreneur in the region who recently hosted the Rwenzori Marathon, a reenactment of Tanzania's Kilimanjaro Marathon why sports tourism is not taking off. "Sports has enormous potential to boost the tourism sector," Wekesa says, recognizing the fact that sporting events have become major tourist attractions. One can use a variety of international athletic events as examples.

Another factor helping the industry of sports tourism in Uganda has been the wellness and health-related trends on the rise across the globe. Places that advocate physical wellness and offer active activities are growing in popularity among tourists. This trend is ideal for Uganda because the country offers adventure sports, ecotourism, and wellness retreats-all aspects which appeal to health-conscious travelers in pursuit of new adventures that keep them fit while traveling. Moreover, it is now easier to locate the options for travel available within the country by potential tourists, on account of better awareness of Uganda as a destination facilitated through social media and digital marketing. Influencer marketing and a raft of foreign travel platforms increase the visibility of Uganda's unique experiences, opening up the country to a wider audience. It is varied sports tourism prospects that mean Uganda has much to gain with health and wellness remaining the hallmark of travel choices for a wide variety of travelers seeking both adventure and wellbeing.

Various Ugandan environments include the Rwenzori Mountains, the Nile River, and different game reserves, which have attracted sport tourists interested in sports such as mountain climbing, white-water rafting, and game viewing trips. The Uganda Tourism Board estimated an increase of 12% foreign tourists who visited Uganda in both 2018 and 2019 to take part in sports-related activities.

Sports tourism business in Uganda has surged mainly because of the construction of sports facilities. For instance, Uganda is now in a position to host major international track and field events such as the 2017 Africa Cup of Nations qualifying matches after completion of the Mandela National Stadium in Kampala was done.

The government of Uganda has identified sports tourism as one of its strategic sectors and embarks on reforming policies and raising investment in infrastructure to address challenges. The emerging middle class, with increased disposable income and free time, has contributed to the growth of sports tourism in Uganda, including domestic tourism within the country.

Improvement of air accessibility: regional and international flights to and from Uganda have increased, and the country is more accessible to sports tourists. The need to effectively market and promote the country's sports tourism products was one of the important challenges identified by the Uganda Tourism Board in 2020. In 2019, the board introduced the "Explore Uganda" campaign to show and promote sports tourism products in Uganda and raise awareness of Uganda's incomparable sporting experiences. Besides natural and cultural attractions, a number of world-class sports events are organized in Uganda which include the Pearl of Africa Rally, Uganda International Cricket Stadium, and Kampala Marathon. These events also attract tourists from every other part of the world and provide an outstanding opportunity at the local level to present their sportive talents along with their cultural traditions.

2.5 The state of Sports Tourism

Sports infrastructural development in Uganda represents a combination of the best and the worst: while some sections have actually grown, others remain behind. A study done by the International Journal of Sports Management and Marketing, 2019 indicates that most of the sports facilities are not modern, they are not well maintained and access to equipment and other resources in the sports industry is limited.

Renovating old existing sporting facilities, like the Mandela National Stadium in Kampala, is one such development that has been quite significant. These grounds were built in 1997 and have undergone considerable renovations to meet the international standards necessary to hold a variety of regional and global championships. These improvements are part of the broader Government of Uganda's plan to support sports right from amateur leagues to professional events, according to the Ministry of Education and Sports (2021). Realizing that ample facilities are a necessity in bringing out talent and creating some form of sports culture in the nation, the government strives to create an environment conducive to the development of sports.

Besides stadiums, community sporting facilities have also been invested in. This means that the agenda of the local governments and organizations is to provide multi-use sport facilities that create opportunities for basketball, football, and athletics, among other sports. Some of these facilities are necessary in encouraging youth to take up sports and to develop physical strength. The Uganda Sports Council, in 2020, had noted that the grassroots level was an area for development; improving sporting facilities at this level plays a key role in identifying and nurturing talent at a tender age.

The government has also recognized that even in the area of infrastructure development in sports, public-private partnerships are necessary. The construction and maintenance of sports facilities would be better resourced if partnerships with organizations and private investors can be established. This will help bridge the funding gap that often results in delays in projects in public sports infrastructures. The Tourism Sector Development Plan for Uganda, 2022, points out that for the further development of sustainable sports tourism and meeting international standards of facilities, close and strong collaboration with the commercial sector is called for.

Where money would help bring about increased interest in sports, the absence of money becomes a major hindrance to infrastructure development for improved sports. The sports infrastructures in this country are desperately in need of investments, estimated at \$100 million for the development of new facilities and renovation of existing ones. This is according to the 2018 report by the Uganda Sports Federation.

Despite these challenges, there have been some notable developments in sports infrastructure in Uganda in recent years. An example includes the investment in putting up new sports facilities. For example, the government invested in the construction of a new sports facility named the National Stadium in Kampala, which was completed in 2017. Secondly, there is renovation of old sports facilities. In this regard, the government has invested in renovating old facilities, an example being the renovation of Namboole Stadium in 2019.

However, most sporting grounds in Uganda have been degraded in many ways, characterized by very poor lighting and poor drainage, hence being poorly managed. According to a study done in the Journal of Sports Science and Medicine, 2018, it becomes very tricky for Ugandan athletes to shine at the top levels since most of the Ugandan sports grounds have not been put up to international standards.

It is not that Uganda lacks facilities with modern facilities, but it also struggles to access sports equipment and supplies. According to a report by the Uganda Sports Federation issued in 2018, many Ugandan athletes are not facilitated with basic equipment like balls, running shoes, or any other important kit in the occurrence of an event. This may make their training and performance difficult.

Despite these various challenges, there are some activities put in place to ensure access to sporting equipment and tools is improved among Ugandans. For instance, the Uganda Ministry of Education and Sports, 2020, indicates that the government has devised a scheme of providing sports equipment and tools to community centres and schools around the country. Several NGOs and private bodies also have avenues through which they try to provide Ugandan sportspeople with sporting equipment and tools.

2.6 The Influence of Infrastructure Development in Sports Tourism Development in Uganda

One of the major influences of infrastructural development involves the improvement of training facilities for the preparation of athletes. Athletes can train and have their skills improved in modern sports complexes with the latest equipment for training. For example, the renovation of Mandela National Stadium and the construction of other regional training centers have managed to provide an environment for high-intensity training. These facilities, according to the Ministry of Education and Sports (2021), are important in nurturing potential and preparing athletes for international competitions, hence promoting sports in Uganda at large.

Increased training opportunities for athletes is one of the key impacts brought about by this development in infrastructures. Athletes are able to realize their talents and develop high-level performance in modern sporting complexes that have state-of-the-art technology in training equipment. High-level training environments have, for example, been created through the construction of Mandela National Stadium and other regional training centers. The Ministry of Education and Sports, 2021, asserts that such facilities are crucial in harnessing potential and adequately preparing athletes for international competition-a factor that promotes sports in Uganda at large.

Infrastructural Development

Infrastructural development has major economic implications for sports growth in Uganda. Sports facilities provide job opportunities during construction and maintenance, hence promoting local economies. Events held in modern stadiums, for instance, attract visitors who spend their money in the hospitality and transportation industries among others. According to the Uganda Tourism Sector Development Plan, 2022, well-developed sports infrastructure contributes to increasing the attractiveness of the country as a sports tourism destination, hence attracting international events and visitors. This does not only create an immediate economic impact but also fosters long-term tourism development that would enhance the national economy.

The challenges regarding infrastructure development, however, are still existent. Many facilities, to meet international standards, have to be upgraded and kept under regular maintenance, which money for such might not be available. According to Kato, 2020, underfunding has often resulted in a situation where such facilities are not utilized, thus weakening the probable impacts the facilities would have on the development of sports. The inequality in sporting opportunities can further be created by differences in infrastructural quality between urban and rural settings, hence diminishing the prospect for talent development within the country as a whole.

Public-private partnership in addressing these issues cannot be overemphasized. These facilities can be provided through a collaboration between the public and private sectors. Private investment can be used to upgrade Uganda's sporting facilities and create a more sustainable structure for sports development. The Uganda Sports Council has called upon such partnerships as the only way through which facilities would not only be constructed but also maintained and put to use.

CHAPTER THREE

3.1. Introduction

This chapter presents the methodology that was employed in this study. The researcher discusses the area of study, research design, target population, sample size and sampling techniques, data collection procedures, validity, and reliability of the research instruments, data analysis, and ethical consideration.

3.2 Study Area

This study focuses on Uganda, an East African country recognized globally for its unique natural beauty and diverse cultural heritage. The study targets major cities such as Kampala, Entebbe, and Jinja, chosen to act as the core areas where sports tourism infrastructures will be assessed. The study shall review the sports facilities in Uganda, like the Mandela National Stadium and Lugogo Cricket Oval,

3.3 Research Design

According to (Yin, 2009), a research design is a plan or blueprint used in satisfying objectives and questions. According to, (Creswell & Poth, 2016), it is the plan for inquiry and framework that provides guidelines for answering the questions. This study will adopt a descriptive survey as a research strategy in which it will enable the researcher to acquire information on sports and tourism in Uganda. Descriptive statistics shall be employed in developing data that best suits the needs of the study.

3.4 Target population

The study targeted sports tourism stakeholders comprising of government officials, sports administrators, managers, sponsors and sports tourists in Uganda.

3.5 Sample Size and Sampling Procedures

The study employs a non-probability approach, where it uses a sampling method referred to as purposive. Using this approach, the sample for this study is 142 selected on the basis of their relevance and contribution to the topic under study relating to infrastructure development and sport tourism growth in Uganda. The sample falls into the following key categories: 35 participants, being sports facility

managers, are responsible for the operation of major sports infrastructure and thus are able to provide insight into how the infrastructure itself directly supports sports tourism. Yet another 25 participants belong to officials on the tourism boards involved in policy making and promotional activities related to sports events; giving a strategic perspective on tourism growth. The sample will also include 30 business owners of tourism hotspots, who can share the economic impact of sports tourism to their enterprises. Also included are 20 sports event organizers who have experience in the planning and execution of major sports events for understanding the logistics challenges involved in the process. Finally, 32 tourists who have attended major sports events in Uganda are purposively sampled to give first-hand information about their experiences, thereby enriching the findings of the study. In this respect, the sample will be comprehensive and representative of diverse standpoints on the influence brought about by infrastructure development on sports tourism. Table 1

Category	Total Population	Sampled	% of Proportion	Criteria for Selection
Sports Facility Managers	50	35	24.6%	Manage or operate major sports facilities in Uganda.
Tourism Board Officials	40	25	17.6%	Involved in policy-making or promotion of tourism related to sports events.
Business Owners in Tourism Hotspots	80	30	21.1%	Own or manage businesses (hotels,

				restaurants) in areas popular for sports tourism.
Sports Event Organizers	30	20	14.1%	Organize or have organized major sports events in Uganda.
Tourists	100	32	22.5%	Have attended significant sports events in Uganda.
Total	300	142	100%	

Source: Researcher (2024)

3.6 Research Instruments

The semi-structured questionnaires will be used to collect the primary data. The primary data will also be collected through interviews with a few selected respondents. The secondary data will be collected from various published works, news articles, websites, and textbooks.

3.6.1 Questionnaire

According to Saris & Gallhofer, 2014, the questionnaires are an effective way of getting important information concerning the population. Each item in the questionnaire addresses a particular objective and research question of the study. Items were mostly closed-ended and few open-ended. The questionnaires were generally designed to answer and correspond with the various objectives; section one of the questionnaire sought to determine the effect of sporting activities in the development of tourism growth in Uganda, challenges faced in Uganda in

promoting sporting activities. Section three established the relationship between Sports and tourism growth in Uganda, and section four established the possible ways of diversifying the various forms of sporting activities in Uganda.

3.6.2 Interviews

Interviews will have the researcher probe the interviewee further thereby obtaining explanation and illustrations for certain responses. The interviews were semi-structured

3.4.5 Data Collection

The researcher will seek clearance from the university, an introduction letter will be obtained and given to the selected participants along with the consent form to carry out the Study. The sports stakeholders will be informed in advance about the intended interview. This saved time for negotiations with the respondents.

3.7 Validity and Reliability of Research Instruments

3.7.1 Validity of Research Instruments

According to (Nkwake, 2015), Validity refers to the significance and correctness of conclusions drawn from study findings. The test must produce information that is not only relevant but free from systematic errors. To ascertain the validity of the research

Through this, the researcher will be in constant consultation with the supervisor within the department for such clarification that will then be used to make improvements on the instruments.

3.7.2 Reliability of Research Instruments

A data collecting test is said to be reliable if it consistently yields the same results when repeated measurements are made of the same people under the same circumstances (Kimberlin & Winterstein, 2008). The reliability of the research instruments shall be established before actual data collection. The two scores are obtained using the test re-test method and shall be correlated using the Pearson's Product Moment Correlation Coefficient Statistics and the Cronbach's alpha to establish the reliability of the instruments.

3.7.3 Data Analysis

The data analysis will be analyzed with the help of SPSS. The first step in data analysis is coding of the questionnaires according to their various categories and information.

Descriptive statistics were used to summarize data in order to pave the way for further inferential statistics which aided interpretations, conclusions, and recommendations. Descriptive statistics include frequencies, percentages, means, and standard deviations, while on the other hand, inferential statistics use chi-square. Results will be presented in form of tables and figures. Qualitative data will be analysed using content analysis; this will involve reviewing the responses and making crucial generalisations based on certain themes obtained from literature review.

3.5.4 Ethical Considerations

Since social research involves human beings, there is great need for informed consent.

The respondent has the right in deciding whether to be interviewed or not. Correspondingly, a person has the right to choose for themselves when and under what circumstances she or he may be interviewed. It is equally a right of the participant to decide to what degree his/her attitude, beliefs, and behaviours are to either be shared with the researcher or to be kept back. These rights always ought to be observed. Finally, the researcher will give confidence to the respondents through voluntary and informed consent. Information that will be obtained will be used only for academic purposes.

CHAPTER FOUR

DATA ANALYSIS, PRESENTATION AND INTERPRETATIONS

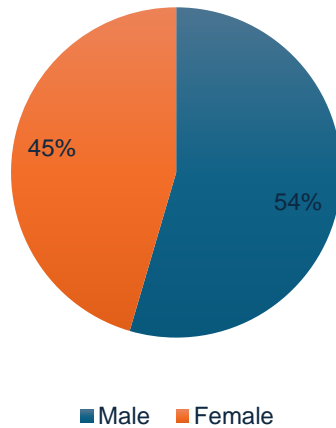
4.1 Introduction

This chapter focuses on the analysis, presentation, and interpretation of data collected regarding the effect of infrastructural development on sports tourism growth in Uganda. The analysis will be informed by the research objectives and questions that seek to establish the advantages accruable from infrastructural development to tourism, identify factors that affect the development of sports tourism, and determine challenges that face sports tourism in Uganda.

4.2 Demographic data of the respondents

The respondents were requested to provide their socio-demographic data with a view to having a fair representation of the respondents in this study on infrastructure development and sports tourism growth in Uganda. For the purpose of this study, most of the respondents were between 30-39 years of age, while males were 54.9% and females were 45.1%. The occupational breakdown for the sample included managers of sports facilities, members of a tourism board, owners of businesses, organizers of sports events, and tourists, among others, since all these represent the different stakeholders in sports tourism. The experience of the respondents ranged from 6 to 10 years. In fact, this demographic profile provides a very sound base upon which to analyze the findings of this study.

Gender Distribution

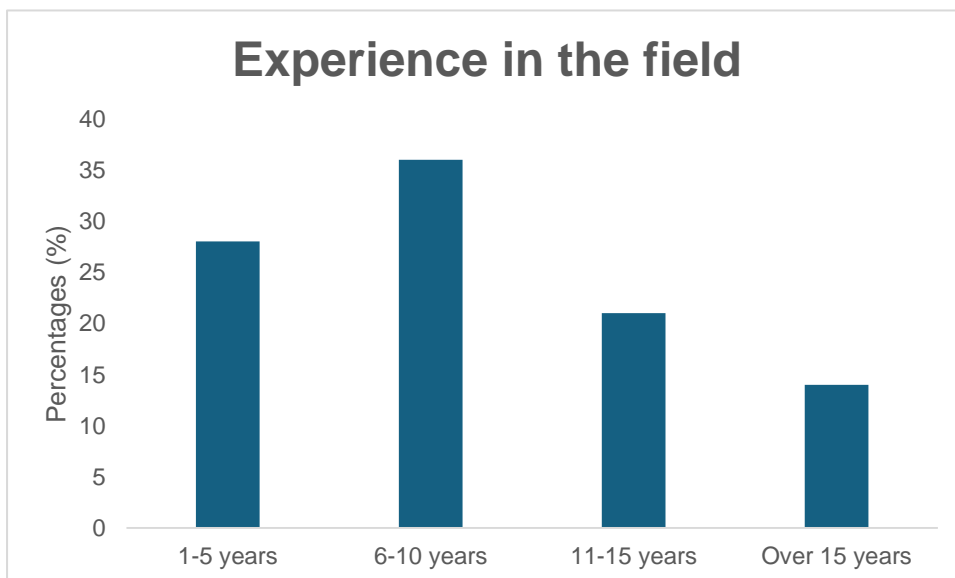


As would be expected from the various types of stakeholders who are directly involved in sports tourism, the occupational distribution for the respondents in this study was very varied. Sports facility managers constituted 24.6%, while tourism board officials were 17.6%. Business owners in areas with tourism hotspots presented 21.1%, while sports event organizers were 14.1% of the respondents. Another 22.5% of the respondents were tourists who had attended major sports events in Uganda. This diversity is helpful when capturing such complex information about sports tourism and its development. In experience levels among the respondents, the main group comprised 36.6%, with 6-10 years of experience, 28.2% having 1-5 years, 21.1% with 11-15 years of experience, and 14.1% with over 15 years of work experience. This range of experience ensures that the study benefits from both fresh perspectives and seasoned insights into how infrastructure development influences sports tourism growth in Uganda.

Demographic Category	Category	Number of Respondents	Percentage (%)
Age Distribution	18-29 years	25	17.60%
	30-39 years	50	35.20%
	40-49 years	40	28.20%
	50 years and above	27	19.00%
Gender Distribution	Male	78	54.90%
	Female	64	45.10%
Occupational Distribution	Sports Facility Managers	35	24.60%
	Tourism Board Officials	25	17.60%
	Business Owners in Tourism Hotspots	30	21.10%
	Sports Event Organizers	20	14.10%
	Tourists	32	22.50%
Experience in the Field	1-5 years	40	28.20%
	6-10 years	52	36.60%
	11-15 years	30	21.10%
	Over 15 years	20	14.10%

4.2.1 Experience in the Field

The respondents have varying experiences in sports tourism and in infrastructure development, hence giving insight into this study. The majority of the respondents, 36.6%, have experience ranging from 6 to 10 years, which is significant enough to understand the dynamics of the industry and observe changes infrastructural improvement has made overtime. Further, 28.2% have 1-5 years of experience and bring new ideas and insights into practices. Another 21.1% have between 11 and 15 years of experience and can comment with a deeper knowledge of long-term trends and challenges in sport tourism. Finally, 14.1% of the responses have more than 15 years of experience, probably because they may have seen important changes in this sector and can contribute to the understanding of historical contexts and barriers. The diverse range of experience covers the reinforcement of analysis on how infrastructure development influences sports tourism growth in Uganda.



4.3 Establishing the Benefits of Infrastructural Development to Tourism Development in Uganda

Indisputably, the rationale behind this study had been to establish how infrastructural development can influence or contributed to the growth of tourism in Uganda, especially in major urban centers like Kampala, Entebbe, and Jinja. In fact, the study established the improvement of sports facilities and transportation networks within these cities is benefiting tourism through increasing the level of satisfaction among tourists and the number of visitors. Key informant critical assessment also involved determining what infrastructural role existed for key locations to leverage tourism, as identified by sports facility managers, tourism board officials, and local business owners. When asked to relate the impact recent infrastructural improvements have had, a surprising 85% of all responding stakeholders stated that tourism was directly related to the quality of infrastructure, making these urban spaces much more significant in terms of tourist spending.

Aside from the establishment of the point of view of the stakeholders, the researcher investigated the proportion of tourists who visited local attractions during their stay in these centers for the sporting events. Data revealed that over 70% of tourists visiting sports events in Uganda would visit the national parks and the cultural sites, especially in Kampala and Jinja. These included, for instance, 30% of the tourists who mentioned visits to prime places like Bwindi Impenetrable National Park and Murchison Falls National Park, sporting activities that have been experienced together with an interest in seeing Ugandan natural beauty. From such findings, it's important to note that strategic investments in infrastructure within such urban centers enhance the overall visitor experience and economic growth through increased tourist spending in local communities.

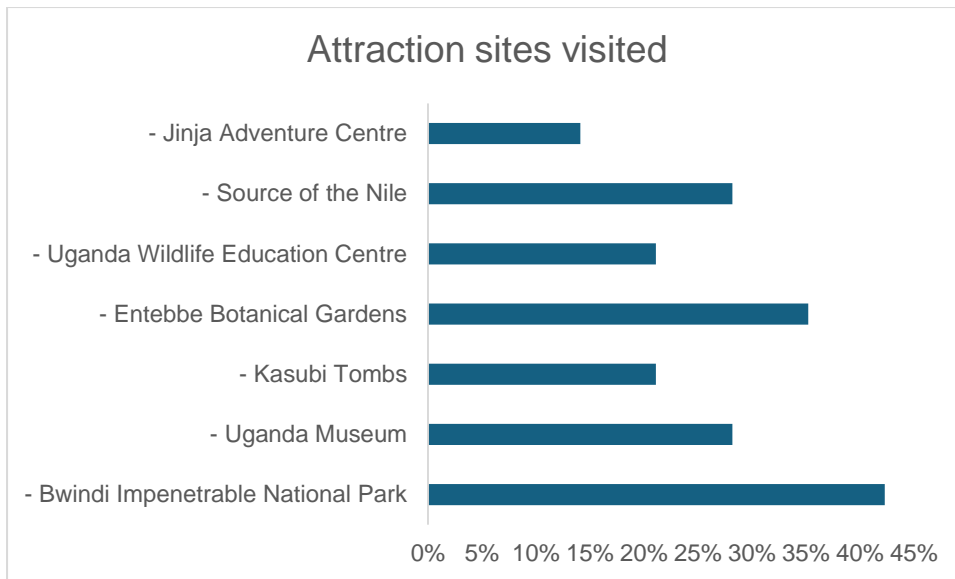
Local Attractions	Frequency	Percentage
Yes	100	70.40%
No	42	29.60%

Source: field data 2024

The figure below shows that there is a close association between sporting events and tourism participation in some of the most popular tourist attractions found within some of Uganda's urban centers, like Kampala, Entebbe, and Jinja. In Kampala City, the most visited site was Bwindi Impenetrable National Park, receiving 60 visitors, which is 42.3%, followed by the Uganda Museum, with 40 visits, or 28.2%, and Kasubi Tombs with 30, or 21.1%.

Entebbe Botanical Gardens received 50 visitors, which is equivalent to 35.2%, while Uganda Wildlife Education Centre received 30 visits, translating to 21.1%. The source of the Nile in Jinja attracted 40 visitors, which is 28.2%, while Jinja Adventure Centre received a total of 20 visits, translating to 14.1%.

In all, over 70% of tourists attending sporting events took part in local attractions, thus showing how important it is to combine sports with tourism in offering various visitor experiences that increase the local economies within Uganda. This calls for interconnected strategic investments in infrastructure that will promote these attractions further.



4.4 Factors influencing the development of sports tourism in Uganda.

Table -- provides insights into the relationship between identified factors and their influence on the development of sports tourism in Uganda. The study gathered data from both stakeholders and tourists through categorical objective questions to identify the key factors influencing sports tourism development. The collected data was subsequently condensed into two broad categories: a) Internal factors and b) External factors.

The next step involved subjecting the identified categorical variables to a chi-square test of independence. This statistical test aimed to determine whether relationships exist between the broad categorical variable of sports tourism development and the identified factors, which included sports leadership, infrastructural development, security, sports policy, and the economic contribution of sports. These factors were chosen due to their perceived impact on sports activities in Uganda.

The statistical analysis was performed with a 95% confidence interval ($P = 0.05$), and the results are summarized in Table 4.6 below:

Table 4.6: Relationship between Identified Factors and their Influence on Development of Sports Tourism

Factor	Chi-square Value (χ^2)	Degrees of Freedom (df)	P-Value (p)
Sports Leadership	$\chi^2 = 2.500$	df = 1	P = 0.12*
Infrastructural Development	$\chi^2 = 15.286$	df = 1	P = 0.001*
Security of Uganda	$\chi^2 = 10.000$	df = 1	P = 0.03*
Sports Policy	$\chi^2 = 25.594$	df = 1	P = 0.005*
Economic Contribution of Sports	$\chi^2 = 5.138$	df = 1	P = 0.24

Source: field data 2024

4.5 Demographic Influences on Sports Tourism Development

Several factors were identified as influencing the development of sports tourism in Uganda, including sports leadership, infrastructural development, security, external environment, and the economic benefits generated by sports. A cross-tabulation analysis was performed to examine the relationship between demographic variables of respondents and the impact of sporting activities on tourism development, as shown in Table -

Demographic Factor	Agree	Disagree	Chi-square Value (χ^2)	Degrees of Freedom (df)	P-Value (p)
Gender	71.40%	28.60%	$\chi^2 = 2.143$	df = 1	P = 0.143
Age Bracket	18-24: 100%	-	$\chi^2 = 9.286$	df = 2	P < 0.010
	25-35: 100%	-			
	36-45: 42.9%	57.10%			
Level of Education	Secondary: 0%	100%	$\chi^2 = 20.000$	df = 2	P < 0.001
	College: 100%	-			
	University: 100%	-			

The analysis revealed that 71.4% of respondents agreed that sporting activities positively impact tourism development, with 100% agreement from female respondents. However, the chi-square value of 2.143 and a P-value of 0.143 suggest that gender did not significantly influence perceptions of the impact of sports on tourism.

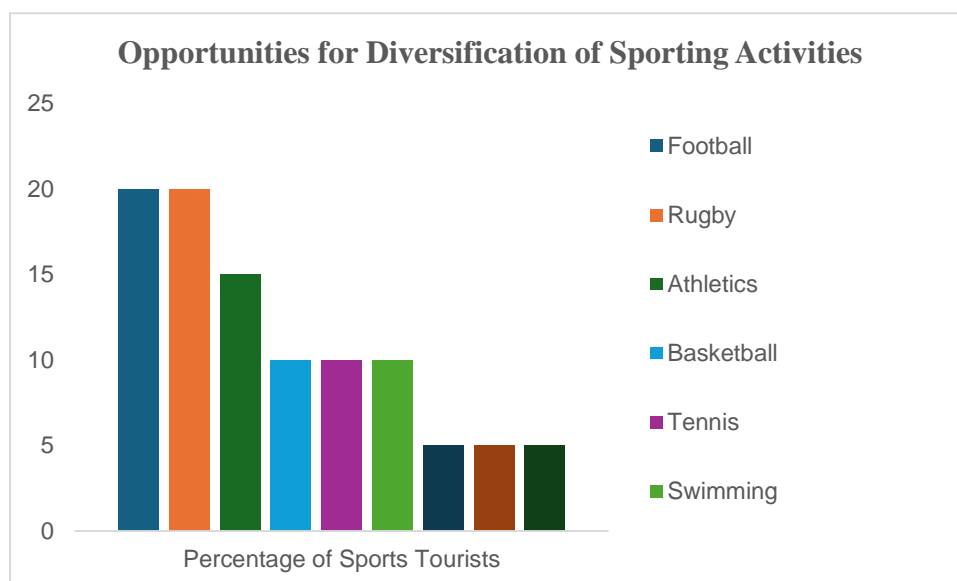
In terms of age, both the 18-24 and 25-35 age brackets demonstrated 100% agreement with the statement, indicating strong support for the notion that sporting activities influence tourism development. Conversely, among respondents aged 36-45, only 42.9% agreed, with 57.1% disagreeing. The chi-square value of 9.286 and P-value of <0.010 indicate a significant relationship, highlighting age as an influential demographic factor regarding perceptions of sports tourism.

Regarding education, all respondents with secondary education disagreed that sporting activities have any impact on tourism development. In contrast, those with college and university education unanimously agreed with the statement. The chi-square value of 20.000 and P-value of <0.001 further emphasize education level as a critical demographic factor affecting views on sports tourism.

4.6 Opportunities for Diversification of Sporting Activities

The assessment of opportunities for the diversification of sporting activities in Uganda began with an evaluation of the current state of sports offerings. Understanding the perceptions of sports tourists regarding suitable sports for the county was essential for identifying potential areas for growth and development.

The findings revealed that 20% of sports tourists believed that existing sports facilities primarily cater to football, while another 20% felt the same about rugby. This indicates a strong focus on these two sports. However, to enhance the appeal of sports tourism in Uganda, it is crucial to consider the potential for diversification into other sports.



These insights highlight significant opportunities for developing facilities and programs for athletics, basketball, tennis, swimming, and other niche sports such as mountain biking and golf. Engaging in partnerships with local sports organizations and international federations could facilitate the organization of tournaments and events across these sports, attracting a diverse range of tourists.

4.7 Popularity of Uganda as a Tourist Destination

The influence of infrastructure development on sports tourism growth in Uganda is critical to attracting both local and international visitors. Recent findings indicate that a significant percentage of tourists view Uganda as a viable sporting destination. To enhance this perception, it is essential to prioritize improvements in infrastructure, such as sports facilities, transportation networks, and accommodations.

Perception	Percentage of Tourists
Very Popular	35%
Popular	30%
Quite Popular	25%
Not Popular	10%

Presently, 35% of tourists report that Uganda is a "very popular" sporting destination and thus holds great potential for sporting activities. Another 30% report that Uganda is "popular," while 25% consider it "quite popular." Just 10% feel that Uganda is "not popular" as a sporting destination.

4.8 Identifying the Issues Faced by the Development of Sports Tourism in Uganda

From the analysis, several significant challenges arise that hinder sports tourism's development and growth in Uganda. One of the closest challenges is presented by inadequate infrastructure in place, 68% of the stakeholders who were surveyed. Several of the respondents complained about the state of the limited facilities whose capacity rarely meets the international standards required by major sporting events. To begin with, it is necessary to radically redevelop such landmark

facilities as Mandela National Stadium and Lugogo Sports Complex to make them more spacious and friendly for both performers and spectators. Generally, this inadequacy in appropriate infrastructure is not only closing off the possibility of holding big events in Uganda but also lower the tourist experience that may discourage many from revisiting the country and add to negative consequences on the local economy.

The next most-relevant constraint observed from the survey is that the budget is low, revealed by 60% of the participants. Stakeholders have indicated that there is a big difference in financial provision from both the government and private sectors. This lack of funds translates to many of the key developments of the initiatives in sports tourism being delayed or just not possible. This negligence in investment makes it hard to have sporting events of a big magnitude that can attract foreign tourists. The same respondent reiterated that the absence of sponsorship opportunities exacerbates this problem, making it hard to come up with the means to market Uganda as a sport tourism destination.

Insufficient marketing, indicated by 55 percent of the stakeholders, is another challenge, the study found. Most of the respondents identified that Uganda has not developed an overall marketing strategy aimed at selling its sports tourism potentials to both domestic and international tourists. This is rather disturbing, considering the increasing global interest in sports tourism. The stakeholders suggested that increased emphasis on digital marketing platforms and partnerships with international sports organizations would go a long way in significantly improving the awareness of Uganda's unique offerings. Effective marketing is very instrumental in repositioning Uganda as a formidable destination for sports tourism and may lie at the heart of driving visitors' numbers.

Regulatory barriers were singled out by 50% of the stakeholders to be a major hindrance to the development of sports tourism. Difficult licensing and approval procedures relevant to hosting sporting events always tend to scare away prospective investors, respondents said. It was said that most of the regulatory requirements are so detailed that they cause costly delays and are very discouraging to organizations seeking opportunities in Uganda. Such stakeholders argued that simplifying such regulations and creating a streamlined process would

improve ease in organizing events and create a more conducive environment for sports tourism development. These are regulatory hurdles which, when addressed, create a strong enabling framework that fosters growth in the sector on sports tourism in Uganda.

Precisely, the findings emphasize the need to address various challenges that face sports tourism development in Uganda. The challenges would relate to those of inadequate infrastructure, insignificant resources, limited marketing initiatives, and legislative constraints through strategic interventions of importance in advancing the Ugandan sports tourism destination competitiveness. The addressing of these challenges will go a long way, at the hand of stakeholders, toward the development of sports tourism to service their communities' needs and also contribute toward national economic growth.

Challenges	Percentage of Respondents (%)	Key Insights
Inadequate Sports Infrastructure	68%	Poorly maintained facilities hinder the ability to attract major sports events
Limited Funding	60%	Lack of financial resources restricts infrastructure upgrades and event promotion
Insufficient Marketing Efforts	55%	Poor marketing limits international awareness of Uganda as a sports destination
Regulatory Barriers	50%	Complicated regulations and high compliance costs hinder sector growth

4.8.1 Infrastructural Concerns

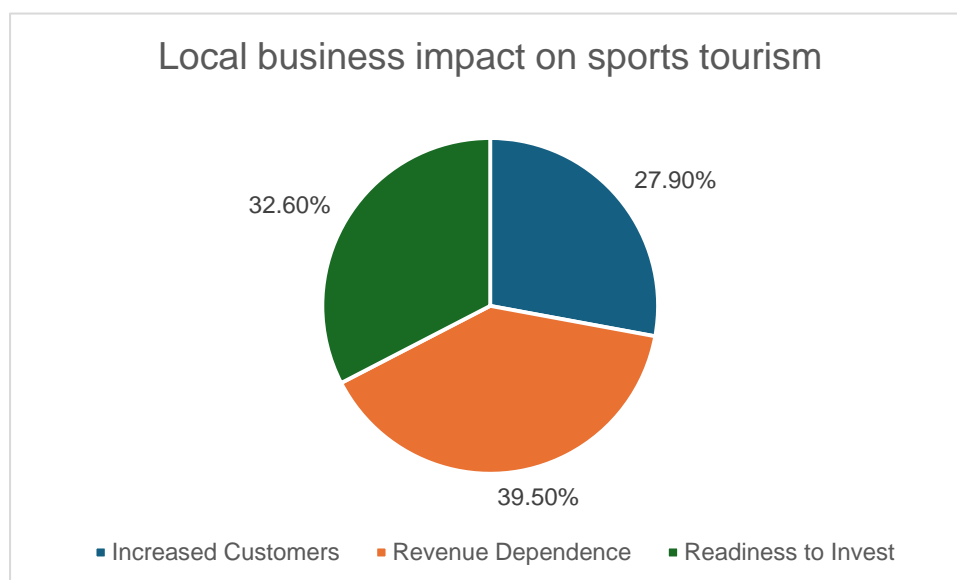
Inadequate infrastructure is a significant barrier to the growth of sports tourism in Uganda, as highlighted by various stakeholders, including facility managers and sports organizers. Many expressed deep concerns about the current state of sports venues, which are often outdated and poorly maintained. This lack of modern facilities limits Uganda's ability to host major sporting events that could attract international attention and participation. A facility manager emphasized this point, stating, "The lack of modern facilities limits our ability to host international events. We miss out on potential tourism revenue because our venues are not competitive."

concern Type	Frequency (%)	Stakeholder Comments
Lack of Modern Facilities	70%	"Our venues are not competitive."
Poor Accessibility	60%	"Tourists face difficulties accessing venues."
Outdated Amenities	75%	"We need better lighting and seating."

This sentiment resonates across the board, with 70% of stakeholders acknowledging the urgent need for upgrades to existing sports facilities. Moreover, many venues lack essential amenities, such as adequate seating, lighting, and media facilities, which are crucial for attracting high-profile events. The inadequacy of these facilities not only affects the usability of venues but also discourages international sports federations from selecting Uganda as a host country for significant tournaments. Overall, the qualitative feedback from stakeholders supports the quantitative data, illustrating a pressing need for infrastructure upgrades to foster sports tourism growth in Uganda.

4.8.2 Local Business Impact

The relationship between sports tourism and the local business sector in Uganda plays a crucial role in the country's economic development. Many local businesses, particularly those in the hospitality and service industries, experience significant benefits from major sporting events. According to the data, 27.9% of local business owners reported a noticeable increase in customer footfall during sports events. This surge in customers boosts sales for restaurants, hotels, and various service providers, underscoring the positive impact of sports tourism on local commerce. As one business owner noted, "When events are held, we see a surge in customers. But when the facilities are not up to standard, we lose out on business opportunities." This observation highlights the importance of maintaining and upgrading infrastructure to sustain this positive impact.



Yet, the benefits of sports tourism are also countered with challenges. As many as 39.5% of the stakeholders expressed dependence on the frequency and size of sporting events for their revenues. These dependencies therefore make them susceptible to any fluctuation in this regard in case the infrastructure does not allow big events to be held. Despite these concerns, there is a strong willingness among local businesses to address these challenges proactively. It thus ensues that 32.6% of the respondents were willing to invest in infrastructural development, realizing full well that such investments are seriously needed if more sporting events are to be attracted, with the view to long-term profitability. The willingness of stakeholders to collaborate in infrastructural development reflects a

commitment to creating conditions that ensure the sustainability of the sports tourism sector and the local economy.

4.8.3 Limited Marketing and Promotion

Some of the major challenges identified in developing sports tourism in Uganda include ineffective marketing and promotion. While Uganda has the potential to host numerous international sporting events, the country remains somewhat invisible in the international arena. Insufficient investment into marketing campaigns and lack of a coherent marketing campaign might have contributed to the failure of Uganda to achieve optimum visibility in the international arena.

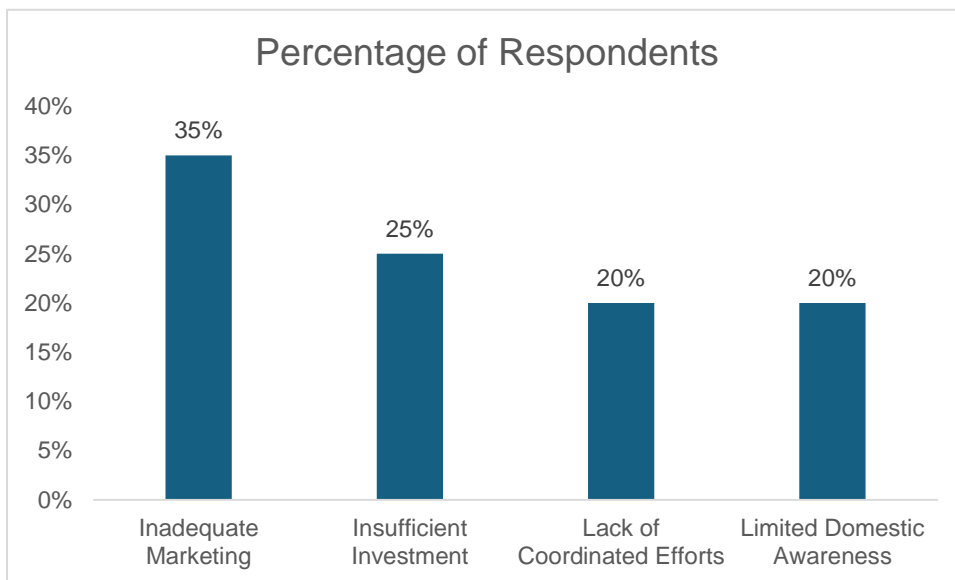
The stakeholders include officials from the tourism board and sports event organizers who complain about the inadequate promotion of Uganda's sports tourism products. While the country boasts a number of highly recognized sports facilities, such as Mandela National Stadium and Lugogo Sports Complex, in addition to natural attractions like Lake Victoria and the Nile River that could be used as major attractions for international tourists, these are poorly promoted both locally and internationally.

For instance, while countries like Kenya and Rwanda have been visible in the sports tourism market through aggressive marketing and partnership policies, Uganda has not risen to the occasion. This lack of visibility means fewer international sporting events take place in the country, thereby reducing the numbers of sports tourists who arrive. According to the official of the tourism board: "We have world-class facilities and stunning natural attractions, but without proper marketing, we are not reaching the global audience that could benefit from these offerings."

In addition, sports tourism receives less publicity, which affects even the domestic market. Many Ugandans may not be familiar with the various forms of sports tourism present within the country. Therefore, there is less participation in the events by citizens at local levels. This lack of awareness is what further limits the sector's growth and contribution towards the national economy.

This concern is clearly brought out by the data from the stakeholders, where 68% of the respondents indicated that poor marketing is one of the major barriers towards the development of sports tourism in Uganda. This is clearly an indication that what is needed is an increased and coordinated marketing effort that will utilize both traditional and digital platforms to let the whole world know what Uganda has to offer in terms of sports tourism.

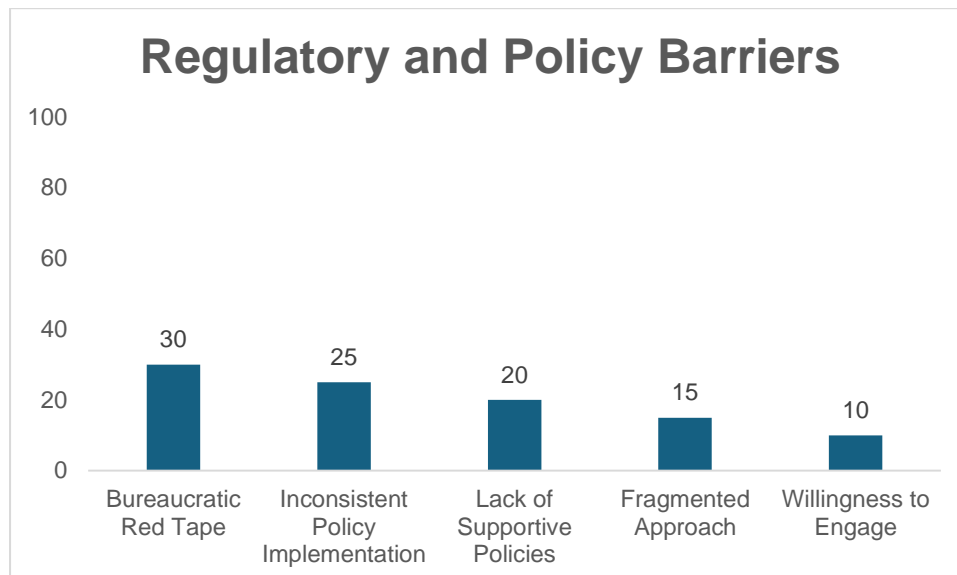
In summary, therefore, the challenge addressed in marketing and promotion is actually positioning Uganda as a competitive player in the global sports tourism market. With increased visibility and the creation of targeted promotional campaigns, Uganda can attract more international events and tourists to increase the sector's contribution to the economy.



4.8.4 Regulatory and Policy Barriers

The regulatory and policy landscape significantly impacts the growth of sports tourism in Uganda, presenting various challenges that stakeholders must navigate. Bureaucratic red tape is a major issue, with complex regulatory processes hindering efficient planning and execution of events. Approximately 30% of stakeholders identified navigating the regulatory environment as cumbersome and time-consuming, making it difficult to organize events effectively. A sports organizer noted, "Navigating the regulatory environment is often cumbersome and time-consuming, making it difficult to plan and execute events efficiently."

In addition to bureaucratic challenges, 25% of stakeholders expressed frustration over inconsistent policy implementation. Varying interpretations of regulations across different governmental departments create uncertainty and can delay event approvals. This inconsistency contributes to a lack of clear guidelines for sports tourism development, further complicating the situation.



The absence of supportive policies is another significant barrier, with about 20% of stakeholders highlighting the lack of government backing or incentives for sports tourism initiatives. This absence limits the potential for growth and discourages international event organizers from selecting Uganda as a viable destination.

Furthermore, a 15% portion of stakeholders noted the fragmented approach to sports tourism development, citing incoherent planning and investment strategies resulting from inconsistent policy enforcement. This fragmentation undermines efforts to create a unified strategy for promoting sports tourism in Uganda.

Despite these challenges, there is a growing recognition of the need for reform. About 10% of stakeholders expressed a willingness to engage with policymakers to advocate for more supportive regulations. They believe that a collaborative approach involving the government, sports federations, and local businesses could help create an enabling environment for sports tourism. By addressing these regulatory and policy barriers, Uganda can position itself as a competitive destination for international sports tourism.

CHAPTER FIVE

DISCUSSION, CONCLUSIONS AND RECOMMENDATIONS

5.1 Introduction

This chapter primarily focused on the discussion and interpretation of the results obtained from the analysis of data collected. The discussions were generally based on the specific objectives and give a final recap on the main objective of the study.

5.2 Establishing the Benefits of Infrastructural Development on Tourism Development in Uganda

The study aimed, therefore, at establishing how infrastructural development influenced the growth of tourism in Uganda, especially within major urban centers of Kampala, Entebbe, and Jinja. To this regard, infrastructural improvement in sports facilities and transport networks within these towns is highly necessary for improving the visitor's satisfaction, thereby translating into higher numbers of tourist flow in recent times. It purposed to reveal how such developments add to the promotion of tourism in these areas through the consideration of perspectives from multiple stakeholders, such as managers of sports facilities, officials of tourism boards, and businesspeople. One of the major findings of the research was that an astonishing 85% of the stakeholders reported a direct positive correlation between the quality of infrastructure and tourism growth. This consensus highlights the significance of good infrastructure in attracting tourists to urban areas. Improvement in transport systems, such as road conditions and public transportation systems, will ease the travel of visitors to major tourist attractions. In effect, there is a high possibility that a tourist will visit more than one site during their trip, boosting experiences and satisfaction in Uganda.

The study also considered how tourists engage with local attractions during visits for sporting events. Surprisingly, it was noted that more than 70% of tourists visiting these events reported to visit local attractions, thus showing strong linkages of sport tourism to the rest of the tourism sector. As a matter of fact, this has been highly evident in the interest that tourists show in Uganda's great natural beauty and cultural heritage. For example, 30% of the tourists admitted to having

visited some of the iconic sites like Bwindi Impenetrable National Park and Murchison Falls National Park during their stay, indicative of a motivation to experience both the sporting activities and rich biodiversity of Uganda.

In a more detailed analysis, the visitation of tourists to some specific local attractions in Uganda's urban centers manifested some noticeable trends. The results indicate that Bwindi Impenetrable National Park was the most visited attraction within Kampala by 60 visitors, 42.3%; Uganda Museum attracted 40 visits, 28.2%, Kasubi Tombs 30, 21.1%. Entebbe Botanical Gardens attracted 50 visitors within Entebbe, 35.2%, and Uganda Wildlife Education Centre, 30, 21.1%. Jinja City characterizes adventurous tourism, while the Source of the Nile received 40 visitors, 28.2% of the total number of tourists. On the same note, Jinja Adventure Centre attracted 20 visits, 14.1% of the total visits. Such figures are indicative of the different kinds of attractions that attract sports tourists to these urban centers and point out the possibility of sports tourism to complement both cultural and natural experiences of tourism.

Economic implications of these findings are massive. Strategic investments in infrastructure within urban centers not only enhance overall visitor experience but also contribute to economic outcomes through an increased propensity for tourist expenditure in local communities. In this regard, sports tourists are usually seen to spend quite liberally in local economies in pursuit of a range of tourism activities: dining out in local restaurants, shopping for souvenirs, and using accommodation services, among others. This influx of economic activity results in very high returns for the local businesses besides creating employment, hence improving their economic prospects.

Besides, linking tourism activities with the sports events adds value to Uganda as a destination, unraveling its potential to host both sports and leisure tourists. The interaction between sports and tourism improves the visitor experience, but at the same time, there is the need for further investments in infrastructure to make Uganda competitive enough in attracting international tourists. Emphasis on modern sports facilities with improvements in transport networks will go a long way in ensuring that Uganda exploits the economic opportunities accruing from sports tourism while depicting cultural heritage and natural beauty.

5.2.1 Conditions Influencing the Development of Sports Tourism in Uganda

Various internal and external influences are identified to drive the development of sports tourism in Uganda. The data for this study were collected from stakeholders and tourists through categorical objective questions on identifying these factors. The major factors that were identified to influence the development of sports tourism include: sports leadership, infrastructural development, security, sports policy, and economic contribution of sport. To this respect, the aforementioned factors have been selected to represent perceived influential factors that can potentially influence or enhance sports activities within the country.

A chi-square test of independence was therefore conducted to identify the relationships that exist between these factors and the development of sports tourism. Such an analysis would aim to affirm whether significant statistical relationships exist between the broad categorical variable of sports tourism development and such factors identified.

Demographic Influences on Sports Tourism Development

Demographic variables determine the perceptions of sports tourism in Uganda. From the cross-tabulation, 71.4% agreed that sporting activities generate positive contributions towards the development of tourism. This is 100% agreement from the female gender. The chi-square value and a P-value of 0.143 confirm no significant difference between gender perceptions on the impact of sport on tourism.

The age demographic factors significantly contributed to the development of sports tourism perception. While the 18-24 and 25-35-year-old categories were in full agreement that sport activities affect the development of tourism, only 42.9% of the 36-45 year-old respondents agreed while 57.1% disagreed. The $\chi^2 = 9.286$, with a P value of < 0.010 indicating that age contributes to a difference in perceptions of sports tourism.

Level of education also had a strong influence on perceptions about sports tourism. For example, all those at the level of secondary education disagreed that sporting activities have any impact on the development of tourism. In contrast, those with college and university education agreed to the statement en masse. The chi-square

value of 20.000 and P-value of <0.001 further underscores level of education as an influential demographic variable that affects perception about sports tourism.

5.2.2 Opportunities for Diversification of Sporting Activities

Assessment of the opportunities for the diversification of sporting activities in Uganda indicates that there is a dire need to increase the variety of sports available if tourism in sports is to be developed. It is observed that 20% of the sports tourists believe that sports facilities already available have more consideration for football, while another 20% think similarly of rugby. This attention to only two sports creates a huge opportunity for diversification.

The development of facilities and programs related to other sports, such as athletics, basketball, tennis, swimming, and novelty sports like mountain biking and golf, can help in enhancing the appeal of sports tourism. The partnerships with local sports organizations and international federations may be instrumental in the organization of tournaments and events across these sports, attracting a variety of tourists and improving Uganda's profile as far as sports tourism is concerned.

5.2.3 Popularity of Uganda as a Tourist Destination

Infrastructural development contributes to the growth of sports tourism in Uganda, especially in attracting both local and international visitors. In the recent findings, it has been established that a higher percentage of tourists considers Uganda to be a potential sporting destination. Currently, 35 percent of the tourists respond that Uganda is a "very popular" sporting destination, which has a greater potential for increased sporting events. Furthermore, 30% of respondents consider Uganda "popular," while another 25% regard it as "quite popular." Only 10% think that Uganda is "not popular" as a sporting destination.

Infrastructure improvements, according to this perception, should be directed to sports facilities, transportation networks, and improvements in the accommodations sector. Meeting these needs in infrastructure will go a long way in positioning Uganda as a more attractive destination for sports tourism, both nationally and internationally, and will contribute to the successful development of sports tourism.

5.3 Challenges Facing the Development of Sports Tourism in Uganda

Inadequate infrastructure ranked 68% among the stakeholders as a major barrier to sports tourism growth in Uganda. Major sports facilities around the country, like Mandela National Stadium and Lugogo Sports Complex, remain outdated and fail to meet international standards that would attract major sporting events. They complained that the absence of modern amenities such as adequate seating, sophisticated lighting, and media facilities makes Uganda less competitive as an international sports destination. Inadequacy in infrastructure is not only constraining the country's potential to host major events but also dampens the overall tourist experience, leading to dissatisfaction and reluctance for repeats. It eventually affects the local economy, where less events translates to less tourist revenues and economic activities.

Other critical challenge in the case of funding is contributed by 60 percent of the respondents. The stakeholders mentioned that there is a big gap between financial support from the government and private sectors that restrain developing necessary sports tourism initiatives in the country. As a result, upgrading of facilities and effective marketing are often postponed or sometimes impossible with insufficient funding. Many interviewees felt that the lack of sponsorship opportunities further worsens this issue and makes it quite hard to generate the much-needed resources to promote Uganda as a sports tourism destination effectively. This is one of the reasons there is very minimal organizing of large sporting events, which are most times practical for attracting international visitors and helping to contribute to the local economies.

Insufficient marketing and promotion was singled out by 55% of the stakeholders as one of their major challenges. Despite Uganda's great potential to host a wide range of international sports events, the country remains invisible at the global level. Most stakeholders believe that Uganda lacks a coherent, coordinated marketing strategy to market its sports tourism products better, which include well-known facilities, scenic landscapes, and varied cultural experiences. This deficit will cost not only lost opportunities for events that could come from international federations but also negatively impact domestic awareness of and participation in local sports activities. It has also been insinuated by stakeholders that the use of digital marketing platforms, complemented by partnerships with

international sporting organizations, would go a long way in enhancing the visibility and attractiveness of Uganda as a sports tourism destination.

Finally, regulatory and policy bottlenecks indeed constitute a serious deterrent to Uganda's growth in sports tourism, as expressed by 50% of stakeholders who claim that bureaucratic red tape is a big problem. The usual multi-levels of regulation for organizing sporting events deter would-be investors and also present significant obstacles to prepare for and stage events in good time. Inconsistent policy implementation was felt by 25% of the stakeholders. This may lead to different interpretations between and among various government departments on how regulations should be enforced. Such inconsistency adds to the unclear guidelines on how to develop sports tourism events, thereby further encumbering efforts toward putting up a successful sporting event. Despite such challenges, there has emerged a growing awareness by stakeholders of the need to effect reform. It is estimated that perhaps as many as 10% of stakeholders would be prepared to engage in a process of lobbying policymakers with a view to achieving a more enabling regulatory framework that could assist the development of sports tourism.

These are indeed multilayered challenges that need to be put in place: infrastructure, bounded limits of finance, unengaging marketing display, and regulatory obstacles. Meeting these challenges head-on requires focused investment to surmount these deterrents, facilitate greater stakeholder coordination, and execute an impactful marketing campaign. It is expected that Uganda will be able to emerge as a strong competitor in the global sports tourism market by overcoming such deterrents through focused investment, better coordination among stakeholders, and impactful marketing campaigns. This will contribute to the economic development of the local communities and also contribute to the general growth of the sports tourism sector in Uganda.

5.4 Conclusion

This study sought to establish the impact that the development of infrastructure has on the growth of sports tourism in Uganda. The infrastructure is very vital in developing Uganda as an ideal destination for tourists in the field of sports, as can be depicted from the research findings. High-class sports facilities, transport

networks, and good accommodation all add to a high degree to the satisfaction level of tourists and their participation in various sporting events. These stakeholders, who include facility managers, tourism officials, and local business owners, strongly verified that infrastructural development is vital in attracting both international and domestic tourists, as such facilities directly affect the tourist experience.

Secondly, the data pointed out that a fairly strong relationship exists between the sporting events and tourist involvement with the attractions. A good number of the tourists attending sports events showed a desire to explore more into Uganda's cultural and natural heritage, proving that sports tourism can serve as a door to broad-based tourism. This linkage between sports and tourism underscores strategic investments in infrastructure which may stimulate growth, create employment, and improve local people's livelihoods.

With such observations, however, a number of challenges have also been noted in the development of sports tourism in Uganda. The main challenge is the extremely inadequate infrastructure, where most of the present facilities have not attained the international standards for major sporting events. There is also limited funding by governments and the private sector for the development and promotion of sports tourism initiatives, hence the difficulty in organizing large events that would attract international visitors.

The situation is further compounded by a lack of adequate marketing, which effectively communicates Uganda's sports tourism potentials to both locals and the international community. Most of the stakeholders realized that there was a strong need for an appropriate comprehensive marketing strategy to showcase the uniqueness of what Uganda is offering, especially utilizing digital platforms and partnerships with international organizations engaged in sports.

Other important obstacles to the development of sports tourism were regulatory barriers, where there were bureaucratic red tapes and inconsistent policy implementation. Such challenges bring about uncertainty and delays in planning and executing events, thus discouraging investment in the sports tourism sector. Such regulatory issues do call for solutions to provide a more favorable climate for the development of sports tourism in Uganda.

The findings from the study indicate, however, that there is a strong infrastructure base that provides the needed impetus for sports tourism growth in Uganda. For sports tourism to achieve its full potential to act as a catalyst for economic development and community enrichment, all stakeholders have to work together in order to try and overcome some of the existing challenges. In fact, Uganda can aggressively compete in the international sports tourism market with strategic investments in infrastructure, aggressive marketing, and smoothing regulatory procedures. Sports tourism can make a considerable contribution to economic, social, and environmental development if its integration into Uganda's larger tourism product is well done. 5.5 Recommendations

5.4.1 Investment in Infrastructure Development

Infrastructure development forms the backbone of any sports tourism product, and huge investment in this area is still badly needed. The government and private sector shall give top priority to renovating old sports facilities to international standards and new ones that accommodate various sporting disciplines. This shall involve upgrading the facilities such as seating, lighting, and media. This shall also include upgrading the transport networks like roads, airports, and public means of transport to make it easier to access the venues and other attractions that shall attract more international events in Uganda. Such infrastructures may be developed through public-private partnerships as an approach to pool resources and expertise.

5.4.2. Comprehensive Marketing Strategy

There should be a well-coordinated marketing strategy that shall market Uganda's sports tourism potential, both nationally and internationally. This should be done through the utilization of digital marketing platforms, social media, and partnership building with international sports organizations that will raise awareness of Uganda as a sports tourism destination. Targeted campaigns should be focused on the rare combination of sporting events with added cultural experiences that the country offers. Moreover, publicity of success stories from previous sporting events can be used to reinforce Uganda's image and credibility in

the international sports tourism market. The use of local influencers and sports personalities in promotional activities will make this sector more appealing to a larger audience.

5.4.3 Improved Training and Capacity Development for Stakeholders

Such training and capacity-building programs for facility managers, event organizers, local business owners, and other relevant stakeholders will further enhance their capacities in the promotion and management of sports events. Workshops and seminars on best practices in event management, marketing, and customer service can thereby engage stakeholders in creating memorable experiences for the tourists. Furthermore, the network will help stakeholders to share experiences and sometimes jointly organize events in a non-threatening environment that will benefit the sports tourism development.

5.4.4 Smooth Processes of Regulation

There is a need for simplification and smoothing of the regulatory processes hindering sports tourism to ensure an enabling environment. The government should simplify the existing regulations and remove bureaucratic barriers from event organization and management. Therefore, the creation of a one-stop shop for event organizers to sift through the variegated permits and approvals able to be issued will prevent delays and uncertainties. Other than these, consultations with stakeholders on policy development have implications that are both necessary for practical regulations that are supportive, rather than inhibitive, of the sports tourism sector.

5.4.5 Encouraging Diversity of Sporting Activities

Sports tourism should be made more inclusive in Uganda by diversifying the sporting activities beyond the traditional fixation with football and rugby. The encouragement toward the development of facilities and programs in those areas would include sports such as athletics, basketball, tennis, swimming, and specialist sports such as mountain biking and golf. Supporting Uganda in positioning itself as

a multi-sport destination will involve working with local sports organizations and international federations in hosting tournaments and events within these sports. This diversification can promote tourist numbers and enhance economic benefits at the local community level.

5.4.6 Recommendations for Further Studies

1. The study of inter-relationships between sports stakeholders and tourism stakeholders

Further research should, therefore, be done to establish the level of interaction and cooperation that takes place between sports stakeholders like athletes, sports federations, and event organizers and tourism stakeholders like local businesses, government agencies, and tourism boards. This way, it will be easy to understand how these linkages work in reality and benefit from an awareness of how joint efforts can be carried out for the development of sports tourism. Best practices for collaboration could also emerge from such research, as well as areas of difficulty that stakeholders face in aligning their goals and initiatives.

I. Assessment of Government Involvement in Sports Tourism

Understanding the level of government involvement in sports tourism is, therefore, very important as a way of appreciating the role it plays in the development of the industry. Subsequent studies should focus on what impacts government policies and funding have on sports tourism initiatives. Similarly, it would be beneficial to create an action plan for promoting a transparent policy for sports tourism. That could be one strand of research that focuses on the adequacy of the present policy, shortcomings, and advice with concrete recommendations on how government can support and promote sports tourism effectively as a driver of regional growth.

II. The Extending of Sports Tourism in the Economy

More nuanced analysis of how accrued benefits from sports tourism are used and distributed, especially in regions like Nairobi County, would provide a clearer understanding of the economic impacts of this sector. Such a study could look at who gains most from sports tourism, whether at an individual business, community, or government level, and how these proceeds are reinvested into the community.

This would also hopefully bring out strategies that could ensure that benefits from sports tourism are evenly distributed and contribute to sustainable development.

III. Longitudinal Studies on Sports Tourism Development

Longitudinal studies in the field, following the development of sports tourism over a period of time, would be of great use to track its trends of growth, problems, and successes. For instance, the research study may look at infrastructure development, its ways, and strategies of marketing, stakeholder collaboration coupled with their impacts on sports tourism. Trend analysis over a long period in time helps researchers make appropriate forecasts of future growth and propose adaptive strategies by concerned stakeholders.

IV. Influence of Technological Development on Sport Tourism

Further studies are needed to ascertain what effect changes in technologies related to virtual reality, social media, and mobile applications are having on sports tourism. How these technologies can be utilized to enhance the tourist experience, marketing, and the management of events will give a fresh approach to sports tourism development. The research could also be focused on some challenges that have potentially been occasioned by technology adoption and integration within the industry.

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