

**EFFECT OF ENVIRONMENTAL ETHICAL PRACTICE BY TOUR GUIDES ON
VISITOR SATISFACTION IN MURCHISON FALLS NATIONAL PARK**

SHEENA NAMULI SEWANKAMBO

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**UGANDA CHRISTIAN
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DECLARATION

I Namuli Sheena Sewankambo hereby declare this report in my own work, to the best of my knowledge and belief, it contains no material previously published or written by another person nor material which has been accepted for the award of any other degree or diploma of the University or other institute of higher learning, except where due, acknowledgement has been made in the text and reference list

Signature: 

Date: 28/02/2026

APPROVAL

This is to certify this research report entitled “Effect of environmental Ethical practice by tour guides on visitor satisfaction in Murchison Falls national park” by Namuli Sheena Sewankambo has been under my supervision and it is now ready for submission.

SUPERVISOR:

MR. JJUUKO JULIUS SIGNATURE:

A handwritten signature in blue ink, consisting of several loops and a final flourish.

DATE: 28/02/2026

DEDICATION

I dedicate this report my parents, Mr. Joseph Paul Segawa, Mrs Tezita Stella, Mrs Mudoola Lilian, sisters and friends who has contributed wholly are entirely to my education and who has tirelessly supported me in all aspects. May the lord bless them.

ACKNOWLEDGEMENT

I am sending a warm thanks to my supervisor Mr. Jjuuko Julius for his direction, assistance, and guidance. In particular for his recommendation and suggestions that has been valuable for the completion of this research.

I thank the almighty God who enabled me to complete this long process with a successful end.

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ABSTRACT

The study was conducted on the topic entitled the effect of environmental ethical practice by tour guides on visitor satisfaction in Murchison Falls National Park. It later followed the following objectives; to investigate the environmental ethical practices of tour guides in Murchison Falls National park, to evaluate the level of visitor satisfaction among tourists who visit Murchison falls National Park, to evaluate the impact of environmental ethical practice by tour guides that affect visitor satisfaction in Murchison Falls national park.

In order to achieve the objectives of this study, a descriptive research design was employed in which the relationship between visitor satisfaction and environmental ethical practice in Murchison falls National Park was determined. The descriptive kind of research was adopted because it helps in providing answers to questions of who, what, and when.

LIST OF ABBREVIATIONS

MFNP - Murchison Falls National Park

UWA - Uganda Wildlife Authority

UNWTO - United Nations World Tourism Organization

CHAPTER ONE

1.1 Introduction to the study

This chapter presents the background to the study, statement of the problem, purpose of the study, objectives of the study, research question, and scope of the study and the significance of the study.

1.2. Background to the Study.

Worldwide, tourism is among the largest industries, serving as a vital contributor to socioeconomic development, particularly in developing countries that are rich in natural and cultural resources. (UNWTO, 2019). In this regard, protected areas such as national parks have increasingly become key to tourism development strategies, paving the way for not only revenue generation but also an instrument for biodiversity conservation and enhancement of community livelihood.

In sub-Saharan Africa, wildlife is significantly impacting on national economies and conservation efforts (Kayima & Karasiewicz, 2024). They further mention that, Uganda, often called the "Pearl of Africa," is globally recognised for its diverse ecosystems, wildlife, and breath-taking landscapes. Tourism is one of Uganda's top sources of foreign exchange and plays a crucial role in the country's development agenda (Government of Uganda, 2020). National parks managed by the Uganda Wildlife Authority (UWA Website), such as Murchison Falls National Park (MFNP), attract both local and international visitors looking for authentic nature-based experiences.

Environmental ethical practice, involves principles and behaviours that encourage individuals to act responsibly towards the natural environment, focusing on conservation, sustainability, and respect for ecological systems (Holden, 2016). In the context of tourism, environmental ethical practices for tour guides include following park regulations, minimising environmental disturbance, promoting conservation awareness, discouraging harmful behaviours among visitors, and demonstrating responsible interactions with wildlife and ecosystems (Devi & Gandwane, 2024). The increasing interest in the ethical implications of human-wildlife interactions highlights the need for clear guidelines and educational programs to promote responsible and sustainable tourism activities (Faustino-Dias & Mariani, 2025).

Visitor satisfaction, on the other hand, as the primary dependent variable in our research, offers sufficient indicators of the success and sustainability of tourism. (Gnanapala, 2015).

According to Wang et al. (2009), tourists' satisfaction is a feeling that is generated through cognitive and emotional aspects of tourism activities. It is mainly based on the tourists' expectations, destination image, perceived quality, and perceived value. The understanding of the concept of visitor satisfaction is an essential forecaster of loyalty and repeat visits, directly affecting the economic viability and competitive position of the destination. (Stumpf, et al., 2022). It is important to highlight that the highly satisfied tourists are more likely to revisit the destination and spread the word about their positive experiences, which is essential for sustainable development and prosperity in the tourism industry. (Ghazali et al., 2023). The measurement of visitor satisfaction is a significant tool that offers insights into the quality of services, facilities, and natural scenery, thereby offering hints to the management about the areas of improvement for a better visitor experience. (Geng et al., 2023)

Chen and Chen (2010) emphasise that "high levels of visitor satisfaction are closely associated with word of mouth, repeat visitation, destination loyalty, and the long-term competitiveness of tourism destinations." They also stress that in the context of protected areas, visitor satisfaction has been increasingly associated not only with the quality-of-service delivery, but also with the perception of the environmental responsibility and ethical conduct of tourism service providers.

According to the Uganda World Life Authority website, Murchison Falls National Park, the largest and oldest national park in Uganda, is famous for its magnificent waterfall, savannah, and wildlife. Tour guides play a critical role in improving the experience of tourists within the park. Tour guides, being frontline service providers, play a role in interpreting the natural and cultural heritage of the park, managing tourist behaviour, and influencing tourists' interaction with the environment. Therefore, the ethical behaviour of tour guides, about environmental practices, is very important in achieving both conservation and tourist experience outcomes (Christian & Mwaura, 2013). This is supported by Gnanapala (2015), who argues that in the services industry, including hospitality and tourism, customer satisfaction is a major issue and challenge, since the customer's attitude, perception, personality, and tolerance for ambiguity may differ from person to person. It is worth noting that, although the role of ethical and sustainable tourism is recognised (Holden, 2008), the impact of ethical and sustainable tourism on tourist experience is empirically supported to a very minimal level (Moscardo, 2008).

However, Holden (2016) emphasizes that the tourism activities that take place within the protected areas, such as Murchison Falls National Park, depend on the experiences gained by the tourists. Although Uganda has done a remarkable job in the promotion of sustainable tourism through the adoption of various policy instruments, there have been concerns over the unethical practices that are taking place within the environment during the guided tours. (Christian & Mwaura, 2013) There have been reports of off-track driving, disturbance of the wildlife, and lack of clear communication on the need to conserve the environment, and the failure of the tour guides to comply with the environmental guidelines while on the tour. (Christian & Mwaura, 2016) In this regard, Ssempala (2013) states that the management of Murchison Falls Park needs to step up the priority, preparedness, and response to the reported and unreported animal cases.

Dredge (2022). However, it is worth noting that these activities not only have a detrimental effect on the environment but also have a potential impact on the satisfaction of the visitors. In this context, it is worth changing the mind-set and attitudes of the tour guides to enhance the resilience of the community and the environment despite the extraction of resources and the effects of global warming. Dredge further asserts that the modern-day tourists, particularly those involved in nature-based tourism activities, are highly sensitive to the environment and are concerned about unethical activities that harm the environment. When the tour guides lack high ethical standards concerning the environment, the tourists are likely to have low satisfaction. (Dwyer, 2018).

In relation to the Murchison Falls National Park, the tour guides are the major link between the tourists and the environment. However, there is a lack of empirical evidence to illustrate the effect of the environmental ethical behaviour of the tour guides on the satisfaction of the tourists. (Ssempala, 2013). Consequently, the lack of availability of this evidence presents challenges in the formulation of strategies and interventions aimed at improving the conduct of the guide and the visitor experience. Thus, this study seeks to bridge this gap in knowledge by assessing the impact of environmental ethical practices of the tour guides on visitor satisfaction in Murchison Falls National Park.

1.3 Problem Statement.

However, Holden (2016) emphasizes that the tourism activities that take place within the protected areas, such as Murchison Falls National Park, depend on the experiences gained by the tourists. Although Uganda has done a remarkable job in the promotion of sustainable

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In relation to the Murchison Falls National Park, the tour guides serve as the primary interface between visitors and the environment. According to Byaruhanga (2025), one of the most important challenges facing the tourist guiding industry in East Africa is the reluctance of many guides to actively pursue the expansion of their knowledge and skills. In spite of having access to different learning sources, many guides tend to ignore self-improvement and prioritise driving over a comprehensive guiding experience. This has caused deterioration in service quality, leading to poor public relations and an increase in complaints and security concerns, which will lead to visitors' dissatisfaction. (Byaruhanga, 2025). As further noted by the BBC News (2023), a couple on honeymoon were killed with their tour guide at Queen Elizabeth National Park. On the other hand, at the Murchison Falls National Park, a Dutch national went missing, which became a court case against the tour guide (The Daily Monitor, Sunday, November 02, 2025). When the tour guides lack high ethical standards concerning the environment and the general safety of tourists, there is likely to be low satisfaction. (Dwyer, 2018).

In spite of the existence of different literature on various challenges facing the tourism industry regarding visitor satisfaction, there is little empirical evidence on the effect of

environmental ethical practices by tour guides on visitor satisfaction. Therefore, this study seeks to fill this gap by exploring the effects of environmental ethical practices by tour guides on visitor satisfaction in Murchison Falls National Park.

1.4. Purpose of the study.

This study aims to examine how environmental ethical practices by tour guides affect visitor satisfaction in Murchison Falls National Park.

1.5 Objectives of the Study.

This study will be driven by clear objectives that will shape our findings and insights, as shown below.

1. To investigate the environmental ethical practices of the tour guide in Murchison Falls National Park.
2. To evaluate the level of visitor satisfaction of the tourists who visit Murchison Falls National Park. (MFNP)
3. To evaluate the impact of environmental ethical practice by the tour guide that affect visitor satisfaction in Murchison Falls National Park.

1.6. Research Questions.

The following research questions will guide the study.

1. What environmental ethical practices are exhibited by tour guides in Murchison Falls National Park?
2. What is the level of visitor satisfaction among tourists visiting Murchison Falls National Park?
3. What are the impacts of environmental ethical practices by tour guides that affect visitor satisfaction in Murchison Falls National Park?

1.7. Significance of the study.

The study will also be beneficial to various stakeholders, including the management of Murchison Falls National Park (MFNP), the Uganda Wildlife Authority, tour operators, and other parks. This study will also help enhance the effectiveness of various policies and training programs geared towards promoting ethical environmental practices among tour

guides. Moreover, tour operators and tour guides may also find this study beneficial in terms of the impact of ethical practices on client satisfaction, thus contributing to the quality and professionalism of services provided.

In the academic field, this study will contribute to the limited literature on environmental ethics and visitor satisfaction in protected areas in Uganda and East Africa. This study will also serve as a reference point for future researchers interested in environmental ethics and visitor experience research. Finally, this study may also be beneficial to policymakers since the findings can be used as a reference point for best practices.

1.8. Scope of the study.

The site of the study will be Murchison Falls National Park in north-western Uganda. The focus of the study will be on tourism activities within the park. The conceptual framework of the study will include environmental ethical practices as the independent variable and visitor satisfaction as the dependent variable. The period of the study will be determined by the data collected during the period of the study.

1.9 Geographical scope

The study was conducted in Murchison Falls National Park which is located in north western Uganda.

CHAPTER TWO: LITERATURE REVIEW.

2.1 Introduction

This chapter presents related literature on the subject under investigation. The researcher drew literature from various sources that are closely related to the study. The literature will be reviewed according to the themes, which include ethical practice for tour guides, tour guide professional competencies, quality services for tour guides, and tour/visitor satisfaction.

2.2 Tourist/visitor's satisfaction at National Parks

According to Zho & Yao(2023), tourist's satisfaction is a crucial psychological state that captures how well traveller- related goods and services meet each traveller's unique expectations. This complex satisfaction results from carefully weighing the perceived advantages of the travel experience, such as pleasure, leisure and adventure, against the expenses, like financial, temporal, or emotional. Feelings of happiness and fulfilment or on the other hand, dissatisfaction and disappointment may result from this comparison. (Ge&Chen., 2024)

In the broader field of tourism, visitor's satisfaction is frequently seen as a contemplative assessment made following an encounter with a particular good or service. (Ardani et al., 2019). This assessment is crucial because satisfaction has a strong impact on future behavioural intentions; it determines traveller's inclination to keep visiting a place and produces favourable word of mouth referral, which can increase a destination's appeal. (Su et al, 2020). Ultimately, maintaining a flourishing tourism business and improving the whole tourism experience depends on comprehending and promoting visitor pleasure.

Theoretical foundation and empirical evidence on the determinants of visitor satisfaction in protected areas emphasizes that service quality, interpretive experiences, and destination attributes significantly influence behavioural intentions such as loyalty and the likelihood of revisiting (Carvache-Franco et al., 2020). Research suggests that travel satisfaction directly affects overall destination satisfaction and has both direct and indirect effects on the intention to return. Importantly, travel satisfaction often proves to be a more robust predictor of revisiting behaviour than destination satisfaction alone (Acharya et al.,2022). This aligns with broader definitions of satisfaction as a post-consumer assessment of whether the services received meet or exceed expectations, as well as an emotional response derived from overall consumer experience (Carvache-Franco et al., 2020).

2.3 Environmental ethical practices employed by tour guides.

The tourist experience is fundamentally shaped by the relationship between tour guides and visitors, with guides serving as essential leaders who cultivate a meaningful connection throughout the trip by establishing trust (Nam et al, 2023). Tourist' pleasure and their general trust in their guides are significantly impacted by this relationship, which is typified by sympathetic and attentive listening. Building these kinds of constructive relationships is crucial because it encourages visitors to act morally by expanding their moral awareness and bolstering their own resources for responsible behaviour. (Nam et al., 2023). Furthermore, competent tour guide encourage pro environmental initiatives, which are essential for preserving the sustainability of cultural heritage place, in addition to enhancing the overall enjoyment and experience of visitors.(Ranga & Paatlan, 2019).

This lively exchange between tourists and guides is essential to guaranteeing that travel remains enriching and responsible, leaving lasting impacts on both individuals and destinations they visit.(Alazaizeh et al., 2019).

According to ASCI & Yetgin (2025), tour guides demonstrate environmental ethics by safeguarding natural environments, preventing damage to historical sites, and discouraging harmful behaviour, such as smoking in archaeological ruins. They serve as a role model for tour participants and help them raise awareness about sustainable tourism.

Tour guides' moral behaviour is crucial to promoting sustainable tourism and improving visitor's overall experience. As the middlemen between visitors and local cultures, tour guides are essential and their behaviour has a big impact on how visitors feel and behave when it comes to sustainability (Paramita, 2023). In essence, therefore, tour guides encourage responsible behaviour and raise visitors' awareness of local ecosystems, cultures, and social norms by using captivating narratives. (Parmita, 2023). Tourist behaviour and the growth of tourist attraction are significantly influenced by the position of a tour guide. As part of their investigation of esteemed occupation in the tourism sector, researchers have increasingly concentrated on tour guides 'performance (Suryana (2022) further mentions that tour guide's performance can be classified by use of both soft and hard skills.

2.4 Impact of environmental ethical practice on visitor satisfaction

Environmental ethical practices are now central to sustainable tourism Management, especially in protected areas and ecotourism destination. These practices encompass conservation oriented behaviour and, environmental interpretation, effective waste

management, respect for wildlife and responsible engagement with visitors. Research increasingly indicates that visitors assess destinations not just based on their scenery or amenities but also on how ethically and sustainably those destinations are managed (Chang et al., 2024)

According to Cokal & ILI(2024) ethical practices in the tourism industry significantly influences visitor satisfaction. Their analysis draws on established theoretical framework to examine the complex interaction between sustainable operations and consumers perceptions. This examination is essential for developing more comprehensive strategies with the tourism sector, which can ultimately enhance destination competitiveness and increase customer satisfaction (Cokal & ILI, 2024). Environmental ethical practice is expressed through interpretation and environmental education. Littlejohn et al., 2016) show that satisfaction with interpretative tours contributes to pro- environment behaviour and enhances the overall visitor experience.

Furthermore, understanding the direct and indirect impact of ethical conduct on visitor experiences can inform policy making and operational adjustments, fostering a more sustainable and appealing tourism landscape (Chang et al., 2024) a solid understanding of destination ethics, including the well being of local communities, visitor's subjective well being and equitable participation, can significantly impact visit or loyalty and return intentions (Roget et al., 2020). As the ethical dimensions of travel increasingly shape tourists' perceptions and behavioural intentions, studies have shown a direct link between perceived fairness and loyalty in service settings (Martinez-Roget et al., 2020)

Definition of key terms

a). Environmental ethical practice

Environmental ethical practice involves responsible behaviour, principles, and action that prioritise environmental conservation, sustainability and respect for natural ecosystem. In the context of tourism, these practices include effective waste management, wildlife protection, compliance with conservation regulations, environmental education, minimizing ecological impact and promoting sustainable resource use.(Holden, 2026).

In the case study environmental ethical practices specifically refers to the environmentally responsible actions taken by tourism operators or tour guides that aim to protect natural resources and promote sustainable tourism.

b). Visitor satisfaction

Visitor satisfaction encompasses the overall assessment of a visitor's experience at a destination, grounded in the comparison between their expectation and the reality of their experiences. It indicates the degree to which a destination or service fulfils or surpasses these expectations. (Gnanapala, 2021).

In this case study, visitor satisfaction specifically pertains to the overall contentment of visitors with their tourism experiences, particularly regarding the environmental management practices and ethical conduct observed throughout their visit.

c). protected Areas/ national park

A protected area is a geographically defined space recognised and managed to achieve longterm conservation of nature, ecosystem services, and cultural values. National parks fall under this category (Maldonado et al., 2019)

In this study, the protected area context provides the environmental setting where ethical practices are particularly significant. In this case study we look at Murchison Falls national park as a protected area.

2.5 Tour guide professional competencies

Tour guides' professional skills are crucial for improving service quality and guarantee visitor's happiness. According to research, these competencies, which have a big impact on the visitor experience, include both hard and soft abilities (Suryana, 2022). Recognising the critical role of tour guides in influencing a visitor's experience at a location is essential. They leave a lasting impact as frontline service providers. Every stakeholder in the tourist industry has different expectations about the functions of tour guides (Prakash, 2010).

According to Hafid (2025), language competency is crucial for promoting communication as well as greatly impacting traveller's favourable opinions of locations and improving their overall experience. He further emphasizes that learning a foreign language, especially English , is essential to build successful communication with international tourists, improve service quality, and increase the competitiveness of tourism destinations.

Tour guides' skills have a significant influence on the general calibre of service offered to visitors, which in turn affects their degree of satisfaction. Important to note is that, as an observation as noted by Lin et al.(2017), a higher standard of service is closely linked to good

levels of satisfaction. Tour guides can create memorable experience that resonate with travellers and consequently increase happiness and fulfilment throughout the tour when they exhibit proficiency in their duties through compelling story telling, in depth knowledge and outstanding customer care. (Lin et al., 2017).

According to Gu (2018), developing students' vocational skills and optimising the design of professional courses both depend on a defined approach to guiding their professional competence. Aspects like professional character and interpersonal skills, cognitive learning, efficient communication, coordination and social involvement should all be included in the development of students' professional talent. (Gu, 2018). A key tactic for improving tour guides' student professional skills is to centre curriculum, practice, evaluation and support system on vocational competency (Gu, 2018).

2.6 Qualities services for tour guides

Given the crucial role tour guides play in influencing visitors' experience and contentment, the tourism industry must provide outstanding service (Wani et al., 2024). The guides are more than just service providers; they have a profound impact on client happiness, the desire to return to a place, and the general prosperity and reputation of tourist organisation, as well as the places they present (Cokal & ILL., 2024). Encouraged by an enriching experience, happy tourists are far more likely to return for more services and tell their friends and families about the experience, demonstrating the direct link between good word of mouth marketing and high quality service (Almasoodi & Rahman, 2023)

This highlights the significance of tour guides, who frequently operate as the main point of contact for visitors and play pivotal role as on site interpreters of local language and mediators of cultural understanding (Almasoodi & Rahman, 2023). Their broader knowledge base and behavioural skills are vital in improving the whole tourist experience, turning what may otherwise be a straight forward trip into a rich, significant and unforgettable encounter (Kuel et al., 2024). As we examine the complex dynamics that contribute to a visitor's lasting impact, the fundamental view point Lays the ground work for a thorough literature analysis that delivers into many facets of quality services in tour guiding.

CHAPTER THREE RESEARCH METHODOLOGY

3.1. Introduction

In this section, the researcher will outline the study design, including the population, sample size and sampling technique. A detailed examination of the instruments to be utilized, along with the quality control measures, data management strategies, and data collection and analysis techniques, will also be addressed. Additionally, potential research challenges will be discussed.

3.2. Research design

The research will employ a case study approach combined with mixed research methods to achieve a comprehensive understanding of the research problem. A case study facilitates an in-depth examination of a specific instance within a real world context (Ebneyamini, 2018), making it particularly suitable for a detailed exploration of a specific national park. This mixed method design will allow us in gathering, evaluation, and integration of both qualitative and quantitative Data within a single study (Almeida, 2018). This approach is highly effective for identifying correlations within numerical data. We will meticulously tally and analyse the data to uncover patterns, which we will subsequently convert into percentages, providing valuable insights.

3.3. Area of study

The study will be conducted in the stunning Murchison falls National Park, a remarkable region celebrated for the breath-taking landscapes and the diverse ecosystems. This area has been chosen for its enriching biodiversity and distinctive geographical features, making it an ideal location for comprehensive research, exploration, and a prominent attraction for tourists and visitors.

3.4. Study Population

The study population will comprise a diverse group of individuals, including tour guides, tourists and visitors exploring the park, and the overall management team. This selection is intentional, as each group plays a pivotal role in the park's ecosystem and possess valuable insights essential for the study. Tour guides, with their in-depth knowledge and interaction with visitors, offers a unique perspective. Tourists and visitors, meanwhile provide first-hand accounts of their experience and expectations. The park staffs contribute their operational expertise and day to day observations, while the general management team hold a broader understanding of the park's vision and strategic objectives. Together, these stakeholders form a rich tapestry of information crucial for a comprehensive study.

3.5. Sample size

The researcher will use a purposive sampling method to obtain a representative sample of the study population. Under this approach, the researcher will categorise the population into a subset of strata created on population characteristics, for example, tour guides, visitors/tourists and park management.

A comprehensive sample of 60 respondents was meticulously chosen for the study, consisting of 20 visitors, 15 tour guides, 10 park management of the national park, and 15 community members. The selection of the visitor sample was strategically determined using Yamane's (1967) formula, which guarantees a robust representation of the diverse visitor demographic. In contrast, the sample sizes for the tour guides and park managers were thoughtfully established based on the principles of information richness and saturation, ensuring that insights gathering from these groups were both meaningful and comprehensive.

Table showing sample size

	Sample size	Sample technique
Visitors	20	Simple random sampling
Tour guides and tour rangers	15	Purposive sampling
Park management	10	Purposive sampling
Community	15	Simple random sampling
TOTAL	60	

3.6. Sampling Technique

3.6.1 Simple random sampling

Simple random sampling simply provides an equal and systematic chance in selecting of both variables. It helps the researcher to balance the representation of the demographics of the population such as age, sex, religion and others. The choice of the technique helped the researcher to get unbiased data.

3.7. Purposive sampling

The purposive sampling is also known as a judgemental sampling which helped the researcher to focus on the decisions of the respondents who have adequate information about the effect of environmental ethical practice on visitor satisfaction in the national park.

3.8. Data Collection

To collect data, the researcher will use questionnaires and interview guides. Questionnaires are well- suited for this study as they enable us to efficiently gather comprehensive information from large samples (Aithal, 2020). Furthermore, we will enhance the qualitative aspects by conducting semi- structured interviews with selected postgraduate students, allowing us to gain deeper insights.

3.9. Research procedures.

Upon successfully meeting all the necessary criteria outlined in the proposal, as advised by the supervisor, the researcher will procure an official introductory letter from the appropriate administrative office. This letter will serve as an essential document to be presented at Murchison falls national Park. The goal of this process is to secure the requisite permission with the respondents within the park's breath-taking landscapes, facilitating a meaningful interaction that aligns with the research.

3.10 Limitation

Financial problems in gathering the relevant data and also expenses related to transport, stationary such as printing and photocopying. The researcher faced non- response of some questions especially where the respondents selected have little knowledge about particular questions.

CHAPTER FOUR DATA PRESENTATION AND ANALYSIS OF FINDINGS

4.0 Introduction

This chapter presents the findings that were collected using data collection instruments such as the questionnaires, interviews etc. findings are presented in line with the stated objectives of the study

4.1 Demographic information of the respondents

This section presents the background characteristics of respondents including gender, age, and education level. These characteristics were important in determining whether the respondents were suitable for the study.

4.2 Gender of respondents

	Frequency	Percentage
Male	8	40
female	12	60
Total		100%

Source: Primary

According to findings in the table above, It was revealed that 40% of the respondents were male and 60% of the respondents were female. This indicates that both male and female respondents participated in the study. This implies that the view collected on environmental ethical practice and visitor satisfaction were balanced and representative.

Age brackets of respondent.

AGE GROUPS	FREQUENCY	PERCENTAGE (%)
18-25	7	35
26-35	8	40
36-45	2	10
46 and above	3	15
Total	20	100%

Source: Primary data

Findings from the table 2, it was revealed that 35% of the respondents were between 18 to 25 years of age,40% of the respondents were between 26 to 35years, 10% of the respondents

were between 36 to 45years and 15% of respondents were 46years and above. This indicates that the park attracts young and middle aged visitors. Age is an important factor in tourism experience and environmental awareness.

Table showing education level

	Frequency	Percentage (%)
Secondary	22	22%
Diploma	28	28%
Bachelor’s degree	40	40%
Postgraduate	10	10%
Total	100	100%

Source: Primary data

It’s from the above table that was revealed that the respondents had at least a diploma or degree (68%). This implies that most tourist were educated and therefore more aware of environmental conservation issues. Educated visitors were a more likely to appreciate tour guides who practiced eco-friendly behaviours such as discouraging littering and maintaining safe wildlife viewing distances.

Findings on the level of visitor satisfaction among the tourists visiting Murchison falls national park.

The table showing findings on the level of visitor satisfaction among the tourists visiting Murchison Falls national park.

Level of satisfaction	Frequency	Percentage
Very satisfied	54	54%
Satisfied	33	33%
Neutral	8	8%
Dissatisfied	3	3%
Very dissatisfied	2	2%
Total	100	100%

Primary data

The findings indicate that 87% of the respondent was satisfied or very satisfied with their visit. High satisfaction levels were attributed to good wildlife viewing, professional tour

guiding, and adherence to environmental conservation practices. Dissatisfaction (5%) was mainly linked to overcrowding at certain sites and instances where some guides did not enforce environmental rules.

Findings on the impact of Environmental ethical practices by tour guides on visitor satisfaction in Murchison falls National Park

The table showing the findings on the impact of environmental ethical practice by tour guides on visitor satisfaction

Response	Frequency	Percentage(%)
Strongly agree	58	58%
Agree	32	32%
Neutral	5	5%
Disagree	3	3%
Strongly disagree	2	2%
Total	100	100%

Primary data

From the findings in the table above, it was revealed that 90% of the respondents agreed that environmental ethical practice by tour guides significantly enhanced their satisfaction. Some of the key practices that influenced visitor satisfaction which were proper waste disposal and anti-littering enforcement in the park, 3% of the respondents disagreed and 2% of the respondents strongly disagreed.

These findings align with studies which show that environmentally responsible guiding improves tourist experience and promotes sustainable tourism (Weaver,2011; Ballantyne & Packer, 2016).

CHAPTER FIVE SUMMARY OF FINDINGS, CONCLUSION AND RECOMMENDATIONS

5.1. Summary of findings

Introduction

This chapter presents the summary of the major findings of the study, conclusion drawn from the findings, and recommendations based on the results. The chapter also highlights areas for further research. The purpose of the study was to examine the effect of environmental ethical practice by tour guides on visitor satisfaction in Murchison falls National Park.

5.2. Findings on the environmental ethical practice that are exhibited by the tour guides in Murchison falls national park.

From the study in the table above, it was revealed that 40% were male whereas the female were 60% whereby most of the tourists were in the age between 26 to 30 years indicating disposal and anti-littering enforcement around the park, respect for wildlife and maintaining viewing distance, staying in designated tracks while at the park.

5.3. Findings on the level of visitor satisfaction among tourists visiting Murchison falls national park.

From the findings, it was revealed 86% of the respondents were either satisfied or very satisfied. The level of visitor's satisfaction in Murchison falls national park were on an increase. The visitors reported their satisfaction on proper waste disposal and anti littering enforcement, wildlife viewing experience and scenic landscape.

Dissatisfaction was mainly linked to overcrowding in some areas and failure by some few guides to enforce environmental rules.

5.4. Findings on the impact of environmental ethical practice by tour guides that affect visitor satisfaction at Murchison Falls National park.

From my findings, it was revealed that 90% of the respondents strongly agreed or agreed that environmental ethical practice practices by tour guides influenced their satisfaction due to environmental education and interpretation whereby it taught people about the natural ecosystem and conservation. This implies that Murchison falls National Park had well educated tour guides with interpretive skills which satisfied the visitors.

Then for 3% of the respondents and 2% of the respondents that disagreed and they were not satisfied because maybe the visitors were not impressed by the interpretation of the tour guides because language barrier since some visitors may not understand the language being spoken by the tour guide.

5.5 CONCLUSION

From the study findings, it can be concluded that there is stronger positive relationship visitor satisfaction and environmental ethical practice by tour guides, since visitor satisfaction in Murchison falls National Park is generally high and significantly influenced by the conduct of interpretive skills of tour guides.

Therefore promoting environmental ethics among tour guides is very essential for achieving both conservation sustainability and enhanced visitor experience

5.6. RECOMMENDATION

Basing on my findings, I recommend that the park should implement structured visitor satisfaction surveys that focus on the guides' environmental ethical behaviour to improve on the service quality.

I recommend that they should examine other factors that influence visitor satisfaction such as infrastructure, the pricing, and the accommodation to provide a broader understanding of tourism sustainability.

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QUESTIONNAIRE

Dear Respondent,

I am Namuli Sheena Sewankambo, a student of Uganda Christian University pursuing a Bachelor in Tourism and Hospitality Management (BOTHM) currently undertaking research on the topic “the **effect of environmental ethical practice by tour guides on visitor satisfaction, a case study of Murchison Falls National Park.**” The data will be used for academic purpose only and it will be treated with confidentiality. The respondents are highly encouraged and persuaded to respond to the statements in this questionnaire in the most truthful and objected way possible. Your participation in facilitating this study will be highly appreciated,

Kindly tick in the space provided with correct answers

SECTION A: A DEMOGRAPHIC INFORMATION

Please tick in the box with the correct answer/option

1. Gender

a). Male b). Female

2. Age

a).18-25 b).26-35 c). 36-45 d). Post graduate

d).Above 46years

Education Background

a). Secondary b). Diploma c). Bachelor’s degree

SECTION

B: ENVIRONMENTAL PRACTICES THAT ARE EXHIBITED BY TOUR GUIDES IN MURCHISON FALL NATIONAL PARK

Please indicate your level of agreement with the following statements

(Strongly agree=SA, Agree=A, Neutral=N, Disagree= D, Strongly Disagree=SD)

statement	SA	A	N	D	SD
Sustainability practices around the park					
Discouraging of littering around the park					
Environmental conservation during tours					
Follow rules and regulations of the park					
Respect and protect wildlife					

SECTION

Educate tourist on environmental sustainability					
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C: LEVEL OF VISITOR SATISFACTION AMONG TOURIST VISITING**MURCHISON NATIONAL PARK**

How was your experience while at Murchison falls national park

(Very Satisfied, Satisfied, Neutral, Dissatisfied, Very dissatisfied)

Aspects	Very satisfied	Satisfied	Neutral	dissatisfied	Very dissatisfied
Quality of guiding services					
Environment Awareness provided					
Wildlife experience					
Safety and professionalism					

SECTION

D: IMPACT OF ENVIRONMENTAL ETHICAL PRACTICE BY TOUR GUIDES THAT AFFECT VISITOR SATISFACTION IN MURCHISON FALLS NATIONAL PARK

1. Do you believe that environmental ethical practice by tour guides can influence your satisfaction

Yes.....

No

Not sure.....

2. To what extent does environmental ethical practice improve your overall experience?

To a great extent.....

To a moderate extent.....

To a small extent.....

Not at all.....

3. In your own opinion, how does environmental ethical practice affect visitor satisfaction?

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