

**KAMAPALA INTERNATIONAL UNIVERSITY**

**THE CONTRIBUTION OF THE MEDIA IN THE  
DEVELOPMENT OF TOURISM INDUSTRY IN UGANDA**

*CASE STUDY: SOURCE OF THE NILE*

**BY**

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FULFILMENT OF THE REQUIREMENT FOR THE AWARD OF A  
BACHELORS DEGREE IN MASS COMMUNICATION AT  
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(II)

DECLARATION

I BABIRYE SUSAN, Declare that this piece of work is entirely original and has not been submitted in for the award of a Bachelor's Degree in any other institution.

Signed: .....  
BABIRYE SUSAN

DATE: 3/10/2005.....

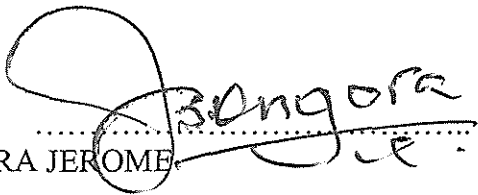
(iii)

## APPROVAL

The following research by Babirye Susan has been carried out under the title "**The Contribution of the Media in the Development of Tourism Industry in Uganda**" Case Study: Source of the Nile, and it has been under my supervision it's now ready for submission to the faculty of Social Sciences at KIU with my approval.

Signed: .....

DR. ONGORA JEROME

A handwritten signature in black ink, appearing to read 'Ongora', written over a dotted line.

DATE: .....

10/10/2005

(iv)

#### DEDECATION

This piece of work is dedicated to the entire family of the late Mr. And Mrs. Muyodi of Bukoloto Kayunga District and Kayongo Musa.

## ACKNOWLEDGEMENT

I wish to express my gratitude first to my supervisor Dr. Ongora Jerome for his guidance tireless effort and support through out the whole exercise.

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2. Kayongo Musa
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## LIST OF ABBREVIATIONS

i.e That is to say

MP Member of Parliament

SON Source of the Nile

UWT Uganda Wildlife Tourism

E.g for example



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## ABSTRACT

The Research was conducted under the title (The Contribution of the Media towards the Development of Tourism Industry in Uganda). Case Study Source of the Nile Jinja. The aim of the study was to investigate the role played by the Media towards the development of Tourism Industry of Uganda. The research questions that thought to answer the problem were

1. Does Mass Media contribute to the development of Tourism Industry in Uganda?
2. Will Uganda continue to compete with other countries as far Tourism is concerned?
3. What factors have contributed to the development of the Source of the Nile

The subjects that the researcher sampled were 110, 17 were from the management and the employee of the source of the Nile, 27 were from the selected business personnel and 66 respondents were the tourists at the source of the Nile.

It was hypothesized that the Media does not significantly contribute to the development of tourism industry in Uganda. The researcher used different methods of data collection like; the research questionnaire, observation, documentary analysis and interviews.

Data was analysed using table, percentages, graphs and chi-square test. The results obtained hypothesized that the Media has significantly contributes to the development of tourism industry in Uganda. The results showed the media contribution to the source of the Nile and tourism industry as a whole. The researcher come up with the following finds: Media has significantly contributed the development of tourism through publicity, advertisement and sensitization of both local and foreign tourist.

The researcher also come up with the following conclusion, that mass medium has done a lot toward the development of tourism industry. This is evident by increase in the number of tourist which is as a result of publicity ie in 1998/99 there was 38% increment and in 1999/2000 there was 24.7% increment at the source of the Nile.

The researcher also made the following recommendations:

The Government should sensitize people about the role played the media in the development of tourism industry.

Jinja municipal council should look for interested investors to construct an international hotel at the source of the Nile.

The Government should also sensitize people about the importance of tourism industry to increase the number of local people going to tour.

## **CHAPTER ONE**

### **1.0 INTRODUCTION**

Tourism is about providing facilities and services that visitor's need. It includes all their travel arrangements, their accommodation, what they want to eat and drink, the activity they want to do and the services they need to use during their visit. Therefore leisure and tourism is a complex industry, which include everything from large organization like international hotel chain and international airline right down to small operations like souvenir kiosks and independent guide.

However, as regards the source of the Nile, [the researcher's case study],it was discovered in 1862 by John Speke. Since then, it has attracted both local and foreign tourists but they had not realized that it would develop up to its current appearance till President Museveni's proposal in 1993,that a fence should be constructed so that it could generate income to Jinja municipality which income should be used for its publicity and hence development. Refurbishment was carried out by Uganda Breweries contributed 135m for its completion. It was handed over to Jinja municipal council in December, 1993.

Because of the various roles played by the media in advertisement, surveillance and transmission of information, the source of the Nile has developed and hence attracted more and more tourists.

## **1.1 BACKGROUND TO THE STUDY**

Tourism industry in European countries where there is press freedom like Switzerland is well developed. In the far east it is developed in Indonesia and Hawaii in the far west. However East Africa's tourism industry is being developed with Kenya having the greatest advantage over Tanzania and Uganda.

Senior [1981] argues that, Kenya has the best developed tourism industry over countries in tropical Africa.

Tourism in Uganda is centred around wildlife reserves like Bwindi impenetrable forest national park, mgahinga gorilla national park, queen Elizabeth national park, Rwenzori national park, Semiliki national park ,Kibaale forest national park, Mt. Elgon national park, Marchision park and Lake Mburo national park.

Some other tourist attractions are Bujagali waterfalls which attracts many of the foreign tourists who visit Uganda for its well known rafting games which is only done here in Uganda above the neighboring countries. The Ssese Islands is famous for its monkeys and the source of the Nile plus the beautiful scenery around the country. There are also cultural/historical centers like Kasubi tombs, Nyero rock paintings, camping sites like Speke and Najjembe camping

sites found in Mabira forest, museums, galleries and the different cultures of the people of Uganda.

In the 1960's, Uganda's tourism was not only very prosperous but also a lucrative industry. It played a significant role in the country's intangible export. According to Byamugisha [1993]"by 19970 international tourist arrival reached a record of 85,000 bring in us\$20m hence a gross rate estimated of 20%" per year.

When Idi Amin Dada took over power, press freedom was suppressed, tourism management and the associated infrastructural facilities declined as most the country's revenue was spent on the purchase of weapons, there was insecurity in the whole country and there came the downfall of tourism industry. During Amins's reign, Uganda was full of chaos and press censorship. In 1977,5000 visitors came while in 1978 only 1000 visitors came.

Treadaway (1974),"Total expenditure with in Uganda by visitors from outside amounted to about 65m foreign exchange costs of the tourism industry amounted to less than a half of the gross foreign exchange earnings of the industry".

The development of tourism industry is a two way accelerated, not only by the role played by the media but also the availability and accessibility to the tourist centers, infrastructure such as roads, hotel facilities and security within the country are equally important.

In the words of Kichodo (1995), "there has been a positive trend in the growth of tourism industry mainly due to considerable improvement in Uganda's image abroad in security situation plus government expenditure on the rehabilitation of the major components of the industry." This takes us back to publicity as a role of the media which has created a positive mood for the would be tourists and hence wetting the appetite of even the most unwilling to travel therefore improving our image abroad.

According to the regional Economist debate (1997), "despite the fact that Uganda received 220,000 visitors in 1997, accounting for less than 5% of Uganda's gross domestic product, compared to Tanzania with 16% and around 20% for Kenya. Uganda's tourism industry is still fruitful with various and interesting potentials tourist and the government's campaign on tourism since 1985"

Tourism industry in Uganda is growing at a rapid pace. This detailed background about the growth and development of tourism industry in Uganda is what prompted the researcher to conduct a study on the role of the media in the improvement of tourism industry in Uganda with particular reference to the source of the Nile Jinja.

## **1.2 STATEMENT OF THE PROBLEM.**

The problem arose from the situation in the industry where a number of discussions increased on whether to reserve some of the tourist attraction centers or destroy them for the purposes of other activities.

Muto (1999) said," Two MPs from Acholi, Zachary Olum (Nwoyo) and Reagan Okumu (Aswa) rejected Uganda wildlife Authority proposal to establish a 620sq miles wildlife corridor in the former game reserve west of Gulu and the construction of the power project at Bujjagali falls a place that has been a historical site.

Tourism at the moment is the fastest growing industry in the whole world this therefore prompted the researcher to investigate the role of media in the development of this industry in Uganda basing on the source of the Nile as most of Uganda's tourists centers have improved and developed.

The study is addressed to answer the following questions;

- Do you think media has contributed significantly to the development of tourism industry in Uganda?
- To what extent has the media contributed to tourism development in Uganda?
- Why has Uganda continued to compete favourably with other neighbours as far as tourism is concerned?
- Is the source of the Nile a better tourist site in Uganda than others?
- What seem to be the future of the tourism industry in Uganda?

### **1.3 OBJECTIVES OF THE STUDY.**

The main objective that prompted the researcher to carryout the study was to explore the contribution of the media in the development of tourism industry in Uganda since almost all tourist sites are growing day by day.

The other objective is that the researcher wanted to bring out a clear understanding of the source of the Nile as a major tourist site.

The further researcher wanted to know the other factors that limit and promote tourism industry.

The research also wanted to know the future performance of tourism industry in Uganda.

#### **1.4 SIGNIFICANCY OF THE STUDY**

- The study was intended to create awareness towards the role media plays in the development of tourism and will be usefull to the following;
- Its also intended to help the researcher to acquire a Bachelors Degree in Mass Communication at Kampala International University.
- The results of the study will be of benefit to any individual or groups of individuals as well as interested organization in economic development especially the government when laying down strategies for the tourism industry.
- The tourism industry could benefit from the findings as it will be able to know what trend was developing over time.
- The result of the study equipped the researcher with practical skills which are relevant to her.



- It will create insight amongst local government individuals (officials) on how to encourage tourism industry through the use of the media at a minimum cost without social distabances in a relatively populated area.
- The local council plus other authorities will be well informed on the principles behind the role of media in the development of tourism especially in Jinja where the source of the Nile is found.
- It will also be important to the curriculum developers to include tourism subject in the syllabus but not a topic in the learning\teaching situations in schools.
- It could encourage the would be investors who may be interested in joining the market of tourism industry and those in need of the source of the Nile so as to receive a bigger number of tourists than before.
- It will also sensitise readers about the presence of the source of the Nile.
- It will help to highlight the significancy of the media to any industry.

## **CHAPTER TWO**

### **2.0 LETERATURE REVIEW.**

#### **2.1 TOURISM DEVELOPMENT.**

Tourism is about providing facilities and services that visitors need. It includes all their travel arrangements, accommodation, what they want to eat and drink, activities they want to do and the services they need to use during their visit.

Where as development refers to the quantitative and qualitative increase in the goods and services over a long period of time.

Therefore tourism development refers to an increase in the quality and quantity of the services and facilities that visitors need for instance travel arrangements, accommodation, food and drinks to mention but a few.

Essential tourism development is the continuous improvement of the tourism industry.

According to Robinson, socio-economic factors like income, mobility, age, education and cost are crucial in the evolution of demand, together with leisure are responsible in determining the growth of tourism.

According to S.M. Lawson (1994), "In some cases uncontrolled developments have actually destroyed the very 'attraction' which attracted tourists in the first place; At the same time such developments can have serious

consequences for the ecology of the area concerned, too often insufficient attention is paid the conservation.”

Therefore the government policy, for example of burning Bujagali water falls tourist attraction most commonly known for white water rafting into a power generating station (dam) will be a blow to the Tourism industry. Apart from the Victoria falls of the South African Countries Bujagali falls is the only second water falls where sports like white water rafting take place. It tells us that when its turned into a power station, many of the foreign tourists will be reduced. However these destruction of the attraction may also have a negative effect to the environment of our dear country.

Despite the possible adverse consequences of developing tourism, some countries have little alternative to doing so, especially if they are not affluent and have few, if any, other resources to develop. Tourism has the possibilities of increasing foreign earnings, and improving the balance of payments.

#### **2.1.2 TYPES OF TOURISM DEVELOPMENT;**

Development of tourism can be achieved through the following programmes one at a time or at times all at once.

##### **2.1.2● TRANSPORT AND COMMUNICATION**

The construction and rehabilitation of the transport and communication system enable a systematic flow of information from one person to another and therefore a spread of the information concerning tourist sites hence promoting tourism. Better roads enables or smoothens the

movements of tourists – where as better communication systems eases their communication.

Byamugusha (1993), “In 1960’s tourism growth rate annually was estimated at 20% which was high due to the improvement – made in air communication’. The construction of Airports, roads and railways may attract may tourist in the country. By the time when the NRM government came to power in the Late 1980s, the rehabilitation of the Entebbe International Airport, increased the number of flights. Thus in turn increased the number of visitors in the country and in itself development of tourism as an industry many International flights like the British Airways, Sabena, Alliance, Gulf Air re now flying direct to Entebbe and they have also increased their flight numbers.

Very soon Delta airlines, a reputable American Airline will conclude its contract with the Civil Aviation authority. This means direct flight to U.S.A., which has the biggest number of tourists.

## **2.1(b) FINANCIAL INSTITUTIONS**

Financial institution services can be extended to tourism industry that’s to say credit facilities. This can help to alleviate the problems of lack of capital for expansion and renovation hence development of tourism.

According to S.M. Lawson (1994), “to finance the development of tourist facilities and amenities, the industry should go in for loans from financial institutions, also Local

people/residents may be called up to pay increased taxes and more for services which may offset some of the financial gains accruing to them from tourism. Such construction too may result into resentment and lack of warm welcome towards tourists"

## **2.2© RECREATION AND CULTURAL ACTIVITIES**

Recreation centers like beaches, hotels, amusements parks plus cultural factors like historical places, entertainments facilities attract various tourists and hence development in the industry.

According to Robinson, the attractions of tourism are to a very large extent geographical in their character. Location and accessibility are important. Scenery or Landscape is a compoint of land forms water and the vegetation and has an aestheric and recreative value.

Accommodation is very basic to any tourist destination. The demand for accommodation away from one's home is met by a variety of facilities. The term is loosely used to cover and Lodging (A.K. Bhatia (1982)

Socio-economic factors like income, mobility, age, education and cost are crucial in the evolution of demand; together with Leisure these are responsible in determining the growth of tourism (A.K. Bhatia (1982).

Morgan (1982); put the following factors for the development of tourism industry in any country; "physical factors such as

pleasant climate especially sunny conditions, attractive or impressive scenery, weather, mountains, Lakes, forests, pleasant historic or architectural interests, entertainment facilities and the accessibility of transport to the various attraction places.”

According to Ssebagereka (1990), the Minister of Tourism put forward among other strategies to develop tourism, the idea of multiplying them 5000 capacity bedrooms to cater for the increasing tourists every year.

According to C.I.B.B.S. (1971), “development of tourism industry in Switzerland had led to the construction of 7,800 hotels which provide 31.4 million people with accommodation overnight.” “In Uganda, most of the hotels like Nile Hotel, Grand Hotel and Hotel Equatoria have all since been renovated and refurbished to a 5 star level hotels.” Karake (1999)

## **2.2(d) GOVERNMENT POLICY**

The government should set up favourable policies for this industry that will enable it to develop. For instance the government should subsidize on it taxes, put in more resources plus so many other policies that ate developmental rather than destructive one.

Since mid 80's, with the N.R.M. Government, where the country has enjoyed peace in most areas, has lead to a positive trend in the growth of tourism. In East Africa, Kenya has been the principal destination above the other member countries.

According to the "New Vision " dated 20<sup>th</sup> April 2005, "Kenya Airways has finally agreed to relinquish one of its 4 daily Nairobi Entebbe flights in favour of East African Airlines after protected inter government negotiation. Negotiations for the second route are going on.

Transport Minister Hon. John Nasasira recently wrote to his Kenyan Comrade demanding that Kenya Airways relinquish two of its routes for visitors based in East Africa. Kenya has had a monopoly over the route since the collapse of Uganda Airlines in 1998.

In Uganda, tourist decline was as a result of war. Kenya received 291,000 visitors in 1975 while Uganda has 85,000 in 1971 and therefore Kenya has the best development tourism industry in the tropical Africa (Senior 1981).

## **2.2 (VI) POLITICAL STABILITY**

A country with which is politically stable attracts more tourists because they will be assured of security unlike an insecure country where visitors cannot risk there lives. This serves to explain

In Uganda, tourist decline was as a result of war. Kenya received 291,000 visitors in 1975 while Uganda has 85,000 in 1971 and therefore Kenya has the best development tourism industry in the tropical Africa (Senior 1981).

## **2.2 (v) Power Supply**

Power supply help modernize tourism industry by leading to more efficient use of facilities even establishment of radio/television stations that sensitise and inform their audience about the existing tourist sites hence developing tourism.

## **2.2 THE ROLE OF MASS MEDIA**

### **2.3 (a) Mass Media:**

Mass media are channels through which messages are transmitted from the sources to the receivers. Media can be classified according to their functions or technology that to say:-

Print Media which refers to printed text or publications for example text books, News Papers, Posters, Magazines, Banners, Leaflets extra while electronic is that type of media which broadcasts both emotional pictures or text like television, films, computers.

The key word here is “mass”, hence according to Denis Mcquail means “a aggregate in which individuality is lost. It is the concept of large, larger, than most groups, crowds or publics”. In the context of the research the mass media referred to here includes Radio, television, Newspapers & text books.



### **2.3(b)Its Role:**

Basically, there are 3 roles that media play in the development of tourism that is to say inform, educate and entertainment. But in detail the mass media performs other intricate duties like the following:-

#### **2.3b(i) Surveillance:**

This is the information and News role of the media. It is important that people depend on televisions, radios and for their news supports. It involves warning, informing about threats that to say military attacks. Other type of surveillance is called instrumental surveillance this has to do with transmission of information that is useful in everyday life for example a news item about the opening of a newly constructed bean on Lake Victoria, this will attract both Local and Foreign tourists to this site.

#### **2.3b(ii) Interpretation;**

mass media do not just supply facts and data, they also provide information on the ultimate meaning and significance of events.

The travel Guide entitled "Safari Vision", unpublished every Saturday & Sundays in "The New Vision" Newspaper, its objective is to advise tourists on the tour and travel industry.

#### **2.3b(iii)Sensitization**

Media plays a significant role of sensitizing both the Local and foreign community about the available tourist sites. It is also through the media that tourism leaders can be sensitized on how to develop their industry.

According to the New Vision Friday 21 April 2000 in the story headed "Domestic tourism pick up" Brig. Moses Ali urged the World Tourism Leaders to increase resources in tourism in order to reduce its negative impact like prostitution, drug trafficking, child abuse and poverty. He also said "Economic success in tourism stakeholders and respect for culture and heritage"

#### **2.3b(iv) Linkage and Value**

Mass media links us with other elements of society and other societies and countries at large. It also adds value to our tourist sites. This is through writing a detailed story about any tourist site, this site will be exposed to the outside society and countries hence attracting more people to come and tour it.

Saturday 26<sup>th</sup> February 2005, on the front page of "Safari Vision" came with a half a page story reporting on "The source of the Nile". The beauty of this tourist site was exposed to wherever the publication reached hence linking this place to so many societies.

Saturday 26<sup>th</sup> March 2005, "Safari Vision" "Came up with the Sanic Zebras grazing in front of the Kaaturun Lodge, Kidepo's Shattered Splendour. "This added value to Kepedo National game park as it was exposed on a fully page story.

## **2.4.0 PROBLEMS CONTRIBUTING TO POOR PERFORMANCE/AFFECT TOURISM DEVELOPMENT**

### **2.4(a) Government Policy**

Un favorable government policy affect the rate of which tourism industry is growing/developing for example government policy of turning Bujagali water fall into a power generating station (dam) will be a blow to the tourism industry. Other un favorable government policy may include increased taxes or revenue. There is also lack of government support for example government rarely fund tourism programmes.

A.K. Bhatia (1982), summarized the problems hindering the growth of tourism industry as government failure to monitor the process of the industry, failure to promote and market the industry else where and also government failure to assess the tourist demand and supply plus others like time factor.

### **2.4(b) Poor Infrastructure**

The problem of poor transport system greatly hinders this industry in that it will be hard for tourists to excess the tourists ties. In addition to that better infrastructure facilities the flow of information concerning tourism, therefore poor infrastructure hinders the flow of information as well hence contributing to poor performance of the industry.

According to Tread away (1974), "when Idi Amin took over power, tourism management and the associated infrastructure facilities declined, there was insecurity in the whole country and there came

the downfall of tourism industry". In 1977, 5000 visitors came while in 1978 only 1000 visitors came.

In East African Kenya, has been the principal destination above other member countries because of her political stability and better infrastructure. Kenya received 291,000 visitors in 1975 while Uganda had 85,000. (Senior 1981).

#### **2.4 (c) Political insecurity**

insecurity within the country greatly hinders or contributes to poor performance of the tourism industry as it scare off the would be tourists. That's why the trend of growth of tourism in Uganda during Amin's regime was low because the country was characterized by human killings and torture.

According to the safari vision of Saturday March 26.2005 it said, "Most of the historical sites in Uganda needed repair after the war and this was done without destroying the original architecture".

#### **2.4(d) Lack of Financial Support**

Tourism industry faces a problem of lack of enough money to fund its programmes/ Projects which in turn leads to its poor performance. Government is reluctant in supporting (financially) this industry even when it continues to the country's development in terms of revenue/foreign exchange.

In between 1989-90 the total earnings from he international tourism amounted to 400 billions per year. Europe had the biggest share of this value however the countries in East Africa and

Southern Asia are picking up tourism. Africa's share of tourist was about 3.28% in 1989, almost 13 million arrivals.

According to John Bumber (1991) tourism brings money and other benefits, Hotel and entertainment. Tourism industry very much contributes to the country's foreign exchange earning.

According to Ssebagereka (1990), "Uganda's tourism industry has the potential to overtake other industries and our target now is reach 1 million visitors a year within the next five years. That will boost the country's present meager foreign exchange resources and transform Uganda's economy generally."

According to John Ward (1993), "Tourism is of great importance to the economic development of many countries. He quoted that in 1991 tourist expenditure in Britain was around pound sterling 25 billion. And around 7% employment in Britain is directly related to tourism." However the exact figures for tourism employment in Uganda were not available to the researcher, but he industry has created a very big employment opportunity to the people of Uganda.

#### **2.0.5 STATISTICAL RELATED LETERATURE:**

The arrival in East Africa were from the following countries  
(sources)

2.0.5(a) Table showing tourist to E. Africa and their country of Origin (1989)

COUNTRY	VISITORS (000)
France	1,580
Germany	1,083
United Kingdom	758
Italy	446
U.S.A.	335
Switzerland	210
Netherlands	147
Belgium	132
Spain	402

Source: *World Tourism Organization (WTO) report in republic of Uganda: Ministry of tourism, wildlife and Antiquities Integrated tourism masterplan: UNDP?WTO UGA 91/010 (1991) page 23.*

2.0.5(b) The major source of tourism that was expected by world tourism organization to generate demand to East Africa in 1995 were:

Table showing the Origin of tourists to East Africa

COUNTRY	VISITORS (000)
France	204
Germany	704
United Kingdom	205
Italy	122
U.S.A.	121

Source: World Tourism Organization (WTO) report in republic of Uganda, Ministry of Tourism, World life

and Antiquities, Integrated tourism master plan UNDP/WTO UGA 91/010 (1991) page 25 .

2.5. ©The table showing the trend in tourism between 1983 and 1997

YEAR	TOTAL ARRIVALS	EXPENDITURE US\$
1983	12,786	1,266,111
1984	21,378	1,430,128
1985	27,089	5,305,806
1986	53,594	5,043,258
1987	50,942	4,235,517
1988	42,783	5,270,760
1989	53,240	8,700,000
1990	54,672	26,789,280
1991	66,750	32,707,500
1992	92,736	45,440,640
1993	111,393	54,582,570
1994	147,308	72,180,920
1995	183,308	94,570,000
1996	253,830 (projection)	123,886,700 (Projection)
1997	220,000	107,800,000

Source: Ministry of Wildlife and Antiquities & Bank of Uganda statistics department Ministry of Finance. Tourist arrival figures for Entebbe International Airport, Busia and Malaba were captured by statistics Department through Embarkation and disembarkation cards for 1983 up to 1994. 1995 and 1996 figures are estimated using a growth rate of 315 from 1994 real figures. The total arrival include Entebbe, Malaba and Busia Interpolated on account. Using 1993 and 1994 figures, it was established that Entebbe accounted for 42%, Malaba 23% and Busia 21% of total arrival

## **2.1 HYPOTHESIS**

It is here by hypothesized that media does not significantly contribute to the development of tourism in Uganda.



## **2.2 DEFINITION OF TERMS**

**TOURISM:** Tourism is about providing facilities & services that visitors need. It includes all their travel arrangements, their accommodation, what they want to eat and drink, the activity they want to do and the services they need to use during their visit.

Therefore Leisure and tourism is a complex industry, which include everything from large organization like international hotels chain and international airline right down to small operations like Souvenir kiosks and independent guide. It also involves traveling with a purpose.

### **AN INDUSTRY -**

It is an organization (business) that is capable of producing commodities and services under a unified management. It can also be a group of firms dealing in one similar activity.

### **DEVELOPMENT**

Development is achieved whenever there is an improved standard of living, increase in demand and supply i.e. when there is an increase in the output level, wide markets available for the output, as well as improvement in infrastructure. Therefore development is a micro term which measures both qualitative and quantitative increase in goods and services over a long period of time.

**MEDIA -**

These are channels through which messages are transmitted from the sources to the receivers. Media is classified according to its function or technology that is to say print and electronic media.

**DOMESTIC TOURISTS**

This refers to a local national and resident of the country who travel to another part of that country for their vacation or business purpose.

**FOREIGN TOURIST**

Any person visiting a country other than that in which he actually resides with a purpose of seeing new places

**RESIDENT FOREIGN TOURIST**

This refers to any person who is a non citizen of a country but residents in that country or works in that country or works in that country in which he moves to some parts of that country for either leisure or study tour.

**CURRICULUM**

This is the scope of the teaching syllabus within the Ministry of Education of Sports.

## **EMPLOYMENT**

This is the act of giving daily occupation to the local people who are willing to work.

## **ATTRACTIONS**

These are both Geographical and Historical sites that are of interest to the visitors, some of the tourist attractions in Uganda are waterfalls, mountains and wildlife as well as Historical sites like the Kasubi Tombs.

## **RESENTMENT**

These are bad feelings that may be created to residents who may be working with or settle near these tourist attraction centers and then displace for other constructions.

## **DESTINATION**

It is a place where visitors or tourists plan to go for their holidays.

## **PRESS FREEDOM**

This is a situation where the press/media operates freely without any intervention from the government

## **PRESS CENSORSHIP**

Is a situation where the government controls what comes out through the media. This can be done through direct or indirect censoring.

## **CHAPTER THREE**

### **3.0 METHODOLOGY**

#### **3.1 Introduction:**

This chapter focuses on the investigation techniques that were undertaken by the researcher to ensure that data gathered effectively represent the reality. Under this chapter the researcher looks at area sampling, subject selection procedure data collection procedures, administration of instruments and data analysis.

#### **3.2 Area Sampling**

The researcher is to carry out a study at the source of the Nile in Jinja Municipality. The researcher wishes to know more about the source of the Nile as a tourist site. In other words the researcher wants to know the contribution of media in the development of the source of the Nile.

#### **3.3 Subject Selection**

Selection of the subjects was based on probability and non probability sampling. A sample of 17 respondents from both the management and the employees was selected. This represented the side of the sample responsible for the running and maintaining of the source of the Nile and collection of the dues from the attraction.

27 respondents were selected using the probability sampling. This part of the sample showed the population that have come up as beneficiaries of tourism at the source of the Nile and how media has helped them succeed. 66 respondents were selected on the side of tourists. This type of the sample was selected to represent and show how media is influential on their side.

### **3.4 Procedures**

The introductory letter was given to the researcher introducing him/her to her/his areas of study, Jinja Municipal Council. The researcher was then permitted by the public relations officer and the town clerk to obtain the required data from the concern offices. The researcher then supplied the questionnaires to their specific category that to say to the employees, management and tourists at the source of the Nile. The accounts data/figures were obtained from the cash office by the finance officer on the basis of annual earnings and other data was obtained from the gate officials.

### **3.5 Data Collection Instruments:**

#### **1. Questionnaires**

This is an instrument that consists a set of questions which the subjects respond in writing. They are cheap to administer to respondents over a large areas and convenient for collecting information from a large population within a short space of time. The respondents feel free to give frank answers to disclose their names. They can also answer the questions in their own time.

## **2. Face to Face Interview**

An interview is a simple conversation in which researcher tries to get information from the interviewee by asking him/her some questions. The method assumes that the respondent to be interviewed has the information required, they can understand the question presented to them and willing to give honest answers while are face to face with the researcher.

This method is commonly used when the respondents can't read and write or when the researcher is investigating complex and sensitive issues.

During interviews, the researcher can repeat questions to the respondents which are not clear. During the interview, the interviewer may come across new ideas which require follow up. Not only the information from their interview, the researcher is able to notice and record a lot of information from the respondents social and physical environment and to observe the respondents reaction to the subject under discussion.

## **3. Observation**

This is the earliest and has remained the most dormant method of inquiry. It consists of a set of specific techniques including the use of Standardized observation forms. Use video tape recorder, training of observers and use of particular observers. This process is not confirmed to seeking only, we can observe by hearing, smelling,

touching and tasking. The researcher used this method because it has the following merits:-

By observing the researcher gets first hand information. Observation is used to cross check information derived from other research procedures.

#### **4. Library Research**

This is the data collection exercise based on reading books, Newspapers and other document. A researcher reads a great deal about the subject he or she is going to undertake in order to get the background and to find out information from other studies on a similar topic. Some of the advantages to the above instrument are as follows: Library research can give clear views of the same findings by other researchers. It also helps the researcher to get confidential information that he could not get anywhere.

### **3.6 DATA ANALYSIS**

The researcher used tables and detailed descriptions to analyze the data from the study. The chi-test was used, the formula being:

$$X^2_{OBS} = \frac{\sum (f_o - f_e)^2}{f_e}$$

Where:

$X^2_{PBS}$	=	Chi-square value
$f_o$	=	Frequencies observed
$f_e$	=	Frequencies expected
$\Sigma$	=	Summation

### 3.7 LIMITATIONS

- (i) There was limited time, this could not allow the researcher to carry out the study in depth. The researcher also lacks enough funds to enable her travel to her area of study several times hence a limitation.
- (ii) The researcher did not get the required information in depth due to the failure of some of the respondents to release the information required (particularly information concerning income) they thought that it could may be released to the authorities in the Uganda Revenue Authority.
- (iii) Another problem was language barrier. The researcher does not understand some of the languages that were spoken by the respondents especially the tourists from various parts of the World. This limited the communication between the researcher and respondents.



- (iv) Another limitation the researcher faced was that of bad weather. Being a rainy season, it limited a number of visitors to the place. It also affected the researcher's time schedule since she could not travel to the tourist sites when it was raining.
- (v) The researcher is also failed to spot out the days at which the number of tourists is always higher than the other days of the week. She wanted to be aware in order to obtain the required size of his sample, on the side of the tourists.

### **3.8 DELIMINATIONS**

- (i) The researcher chose the Source of the Nile because of its accessibility since she hails from Jinja district.
- (ii) The researcher was confined to the Source of the Nile tourist site only.

## **CHAPTER FOUR**

### **4.0 FINDINGS, INTERPRETATION AND ANALYSIS.**

#### **4.1 INTRODUCTION:**

As stated in chapter 1, the main problem of in this study was to establish the contribution of the media in the development of tourism industry in Uganda.

The contribution was directed towards the recent government policy of transforming some of these tourist sites into hydro electricity power stations, which will effectively reduce the number of tourists in the country. The key questions the study addressed its self were as follows.

- I. Does mass media contribution to the development tourism industry in Uganda?
- II. Will Uganda continue to compete with other countries as far as tourism is concern?
- III. What factors have led to the development of the source of the Nile?

These questions were used to test the null hypothesis and data was collected to test them. In this chapter the result of analysis to the data are tabulated and presented according to the hypothesis shown below. The actual computation of chi- square values are found in the appendix E

#### **4.2 HYPOTHESIS**

Media does not contribute significantly to the development of tourism industry. The hypothesis was tested using item 6,7 and 8 of the questionnaires for different categories A, B and C.

Where A- was a questionnaire to the management and the employees of Jinja municipal council in relation to the source of the Nile.

Category B, was a questionnaire sent to the selected business personnel as well as C was a questionnaire sent to the tourists at the source of the Nile.

Item 6 was aimed at knowing whether the Uganda will continue to compete favorably with other countries as far as tourism is concerned.

Item 8 was aimed at knowing the factors that have contributed to the development of the source of the Nile.

**TABLE 1:**

Does the media contribute significantly to the development of tourism Industry

Perception	A	B	C	Total	% of total response category		
					A	B	C
Yes	12	8	40	60	71	30	61
No	1	12	14	27	6	44	21
I don't know	4	7	12	23	23	26	18
Total	17	27	66	110	100	100	100

**Source: Primary data**

N: Total number of respondents which is 110

Category A : Management and the employees of Jinja municipal council in relation the source of the Nile.

Category B: Selected business personnel at the source of the Nile.

Category C: Selected tourists

**Definition of the above table.**

Out of the 17 respondents in category A, 12(17%) agree that the media significantly contribute to the development of tourism industry as well as one respondent (6%) said that the media does not significantly contribute

to the development of tourism industry. Meanwhile 4(23%) of the respondents were not certain whether the media contribution to the development of tourism industry.

In category B out of 27 respondents 8(30%) strongly agreed that the media has significantly contributed to tourism industry in Uganda.

12(44%) of the respondents disagreed that the media does not contribute to the development of tourism industry. While 7(26%) were uncertain whether media contributes towards the development or not.

In category C, out of the 40(61%) strongly agree that media contributes significantly towards the development of tourism industry. 14(12%) respondents strongly disagreed where as 12(18%) of respondents were uncertain on whether the media has contributed to the development of tourism industry in Uganda.

**TABLE II:**

Chi-square test on response to whether the media has contributed to the development of tourism in Uganda.

DF	Level of significance	X2 obs	X2 obs		Statistics
4		12.12		X2 obs x 2 cr	Significance

X2 obs 12.12 x 2 cr 9.49 at DF = 4p= 0.05 hence the result was found to be statistically significant. The hypothesis was there rejected and the conclusion drawn that the media significantly contributes in the development of tourism industry in Uganda.

DF = degree of freedom.

$$= (c-1)(r-1)$$

C v= number of columns

R = number of rows

$$= (3-1)(3-1)$$

$$= 2 \times 2$$

= 4

**TABLE III.**

Will Uganda continue to compete favorably with other countries as far as tourism is concerned?

Perception	A	B	C	Total	%age of total response category		
					A	B	C
	14	17	60	91	82	63	91
No	1	7		9	6	26	1.5
I don't care	2	3	5	10	12	11	7.5
Total	17	27	66	110	100	100	100

**Source: Primary data**

N: Total number of respondents which is 110

Category A: management and employee of Jinja municipal council in relation to the source of the Nile

Category B: The selected business personnel at the source of the Nile Jinja

Category C: The tourist that the researcher interviewed at the source of the Nile.

#### **Explanation of the table:**

Out of the 17 respondents in category A, 14(82%) strongly agreed that Uganda would compete favorably with other countries as far as tourism is concerned.

Only one respondent making up (6%) did not agree that Uganda would continue to compete with other countries in the areas of tourism.

While 2(12%) of the respondents where not certain on whether Uganda will continue to compete with other countries in the areas of tourism or not.

In category B out of the 27 respondents, 17(63%) respondents strongly agreed the Uganda would continue to compete with other countries as far

as tourism is concerned. 7(26%) disagreed that Uganda shall continue to compete with other countries in areas of tourism and 3(11%) of the respondents were not certain on whether it will continue to compete or not.

Out of 66 respondents in category C, 60(91%) agreed that Uganda would continue to compete favorably with other countries as far as tourism is concerned.

While 1(1.5%) of the respondents did not agree that Uganda will continue to compete favorably with other countries as far as tourism is concerned. Where as 5(7.5%) of the respondents were uncertain on whether Uganda shall continue to compete or not.

**TABLE IV:**

Chi-square test on response to whether the Uganda will continue to compete with other countries in tourism.

DF	Level of significance	X2 obs	X2 cr		Statistics
4	0.05	15.98	9.49	X2 obs x 2 cr	Significance

X2 obs 15.98 x 2 cr 9.49 AT df4 = P= 0.05 hence the result was found to be statistically significant. The hypothesis was there rejected and the conclusion drawn that the media significantly contributes in the development of tourism industry in Uganda.

DF = degree of freedom.

$$= (c-1)(r-1)$$

$$= (3-1)(3-1)$$

$$= 4$$

= Number of columns

= Number of rows in data

**TABLE V:**

What factors have contributed to the development of the source of the Nile.

Perception	A	B	C	Total	% of total response by category		
					A	B	C
Publicity(media) and efficient management	15	15	62	92	88	56	94
Location, environment and beautiful scenery	1	7	1	9	6	26	1.5
I don't know	1	5	3	9	6	18	45
Total	17	27	66	10	100	100	100

**Source: Primary data**

N: Total number of respondents which is 110

Category A: Management and the employees of Jinja municipal council in relation to the source of the Nile

Category B: Selected business personnel at the source of the Nile

Category C: Tourists to the source of the Nile.

Out of the 17 respondents in category A, 15 (88%) agree that publicity and efficient management has strongly contributed to the development of the source of the Nile. While 1(6%) of the respondents said that it is the location, environment and the beautiful scenery at the source of the Nile that have contributed to its development. Where as 1(6%) of the

respondents where uncertain on whether answer A or B has contributed to the development of the source of the Nile.

For the case of the category B, 15(56%) out of the 27 respondents agreed that publicity and efficiency management has strongly contributed to the development of the source of the Nile. Seven respondents which is 26% out of the 27 respondents did not agree that publicity and efficient management has contributed to the development of the source of the Nile but location, environment and beautiful scenery, Meanwhile 5(18%) of the respondents were uncertain to whether its publicity and efficient management that has boasted the development of the source of the Nile or other factors.

In category C, out of the 66 respondents, 62(94%) strongly agreed that its publicity and efficient management that have contributed to the development of the source of Nile. 1(1.5%) of the respondents disagreed and instead said that it's the location, environment. Whereas 3(4.5%) of the respondents where uncertain on both.

**TABLE VI: CHI- SQUARE TEST ON THE RESPONSES TO WETHER PUBLICITY AND EFFICIENT MANAGEMENT HAS CONTRIBUTED TO THE DEVELOPMENT OF THE SOURCE OF THE NILE.**

DF	Level of significance	X2 obs	X2 cv		Statistics
4	0.05	15.98	9.49	X2 obs x 2 cv	Significance

X2 obs 22.38 x 2 cv 9.49 at df4 = P= 0.05 hence the result was found to be statistically significant. The hypothesis was therefore rejected and the conclusion drawn that the media significantly contributes in the development of tourism industry in Uganda.

DF = degree of freedom.



$$=(c-1)(c-1)$$

$$= (3-1)(3-1)$$

$$= 4$$

c: number of columns in data

r: number of rows in rows in data

## **CHAPTER FIVE**

### **5.0: DISCUSSION, CONCLUSION AND RECOMMENDATIONS**

#### **5.1:INTRODUCTION**

A number of discussions have increased on the destruction of tourist attraction into power project. Thus may prove a threat to the tourists industry, which may lead to its final blow. However, the media has joined hands with the few parliament members who have the heart of environment protection to protest against this. The Uganda tourist board is also trying its best to see that these sites are still in position in order to generate income to the country and also general development of the tourism industry.

#### **5.2 DISCUSSION.**

The hypothesis advanced in this study was to investigate whether the media does not significantly contribute towards the development of the tourism industry.

Item 6 of the questionnaire to all categories aimed at establishing whether the media contributes towards the development of tourism industry. In response to the category of management and the employee of Jinja municipal council (source of the Nile) insisted that the media significantly contributes to the development of tourism industry in Uganda. They gave several ways in which the media has contributed to the development like advertising, sensitization of masses, media has published information about the availability of tourists sites both locally and internationally hence an increment in the number of foreign visitors. This view was also cited in the literature review by Byamugisha (1993) when he observed that "in 1960's tourism growth rate estimated at 20%

which was due to the improvement made in communication". This may be in form of media freedom.

The category of selected business personnel also insisted that the media is of great importance to the tourism industry. They were almost in line to the management and employee's views. They gave their views in accordance the role media has played in boosting their business and source of the Nile at large through advertisement, sensitization and information dissemination.

When the same question was put to the selected tourists they also insisted that mass media contributes to the development of tourism industry. In a way that they were informed and motivated by the media about availability of the source of the Nile. Even this view was cited by A.K Bhatia (1982). "He observed that publicity has become more aggressive hence increasing the appetite of even the most unwilling travel. Publicity at home and abroad with the objective of creating an over all awareness of tourist sites and facilities available is equally important.

Item 7 of the questionnaire to all categories aimed at establishing to whether Uganda will continue to compete favorably with other countries as far as tourism is concerned.

In response to the category of management and employee of Jinja municipality (source of the Nile) insisted that Uganda would continue to compete favorably with other countries as far as tourism is concerned.

In response from the selected business personnel insisted that Uganda would continue to compete with other countries as far as tourism is concerned. The government has given a conducive atmosphere to both the

local and foreign investors who have constructed better tourist facilities e.g. transport and accommodation facilities.

That view was also cited in literature review i.e. according to regional economist debate (1997), it was stated that "Uganda's tourism industry is still fruitful with various and interesting tourist potentials and government 's campaign on tourism since 1985."

When the same question was put to the selected tourists by insisted that Uganda will continue to compete favorably as far as tourism is concerned. They appreciated the beautiful scenery and re creative value in Uganda. With this Uganda will continue to compete.

Item 8 of the questionnaire to all categories sought to find out the other factors that have contributed to the development of the source of the Nile.

In response to the category of management and employees, insisted that publicity and efficient management contributes positively towards the development of the source of the Nile. The finance officer responded to the question by explaining that efforts of the management shouldn't be undermined in the development of the source of the Nile.

In response, many of them appreciated the role of media in giving them publicity and attracting many to come to the source. They said this has boasted their business and the source of the Nile. In response many of them appreciated the role of the media in giving them publicity and attracting many to come to the source. They said this has boasted their business and the source of the Nile.

### **5.3 CONCLUSION**

In the final analysis, media has contributed a lot towards the development of tourism industry in Uganda. The source of the Nile being the case study, showed that media has done a lot towards the development of tourism industry. This is evident by the increase in the number of tourists which is as a result of publicity both locally and abroad leading to an increase in revenue generated from tourism industry i.e. in 1998/99 there was 38% increment and in 1999/2000 there was 24.7% increment at the source of the Nile. This implies that there as been development in the entire industry.

In respect to the hypothesis, media significantly contributed to wards the development of tourism industry. Therefore the media deserves greater attention as far as tourism development and the whole country is concerned.

### **5.4: RECOMMENDATIONS**

The researcher given the contribution of tourism industry towards the improvement of incomes came up with the following recommendations:

- I. Jinja Municipal Council should put more money toward the construction of roads leading to the source of the Nile. They should also organize transport facilities to the tourists from the town to the source of the Nile and then from the source of the to town.
- II. The metallic fence near the water that reminds many of the tourists about prisons should be removed and replaced by a wooden fence. And in order to maintain the source of the Nile as a natural tourists site, having replaced the metallic fence by a wooden fence, the yellow and red color painted by the

Uganda breweries should also be replaced by at least a green color.

- III. According to the researchers observation, many people find way to the source other than the main gate, therefore a fence should be put a round to minimize such cases provided its constructed a far distance in order to maintain the natural beauty.
- IV. The council should also encourage local investors to construct an international hotel near the source of the Nile so as to minimize the accommodation problems as well as providing services to visitors from far places.
- V. The government should also promote the tourism industry with in the country and the outside world by advertising through local and foreign media and sensitizing the local people about the importance of tourism to the country.
- VI. In order to maximize the importance of tourism, the government should improve its image within and outside the world by maintaining security in the country and in places of tourist attraction like Bwindi National Parks.
- VII. The government should also extend loans to tour travel operators so as to improve on their services they offer to the tourists.
- VIII. For more improvement in the tourism industry, more manpower should be trained into practical skills of tourism and its sister fields like catering and hotel management courses to improve on the performance of tourism.

- IX. The government decision of turning Bujagali falls into a power generation station should be rejected or constructed as an underground dam as that proposed to be constructed at Kaluma falls otherwise this will be a big blow to the tourism industry of Uganda.
- X. The government should emphasize more on the attraction of which are not found in other neighboring countries like the source of the Nile which is only found in Uganda, the mountain guerrilla and Bujagali falls of which it's the 2<sup>nd</sup> to Victoria falls in Africa where white water rafting do take place. Therefore the above points should be put into consideration to boost the tourism industry than it was in the 1960s.

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**APPENDIX A**  
**KAMPALA INTERNATIONAL UNIVERSITY**

**RESEARCH QUESTIONNAIRE TO THE MANAGEMENT AND  
EMPLOYEE OF THE SOURCE OF THE NILE**

Dear respondent, the purpose of this research is it finds out the contribution of media in the development of tourism industry, the source of the Nile as a case study.

I would like to bring to your attention that this information is for academic purpose and will be kept confidential, as well, it may be helpful and serve to provide suggestions and recommendation that may be of great use to the future smooth running of the source of the Nile and the country as a whole.

Your co-operation shall be highly appreciated

**NB** Put a tick in the boxes where appropriate and gives an opinion where necessary

1. Sex

Male ☐ female ☐

2. Marital status

Single ☐ Married ☐

3. For how long have you been working with Jinja municipal in conjunction with the source of the Nile?

1-3 years ☐ 4 -6 years ☐

7-9 years ☐ 10 years and above ☐

4. When was the source of the Nile organized as a tourist site?

1970-1979 ☐ 1980-1989 ☐

1990 and above ☐

5. Is the source of the Nile privatized

Yes ☐ No ☐

6. Do you think that media has contributed significantly to the source of the Nile and the tourism industry in general?

Yes ☐ No ☐ I don't know ☐

7. Do think that Uganda will continue to compete favorably with other countries as far as tourism is concerned?

Yes ☐ No ☐ I don't know ☐

8. What factors have contributed to the growth of the source of the Nile?

Location, environment and beautiful scenery ☐

Publicity and efficient management ☐

I don't know ☐

9. What percentage of foreign exchange does the source of the Nile contribute to the Jinja municipal council per annual?

10. Of what incentive is the source of the Nile to the working staff?

Transport ☐ Medical care ☐ Allowances ☐

Housing ☐ All the above ☐ others specify ☐

11. What are the future prospects of the source of the Nile?

Expansion into a large tourist center ☐

Destruction for other developments ☐

I don't know ☐

## APPENDIX B

### KAMPALA INTERNATIONAL UNIVERSITY

#### RESEARCH QUESTIONNAIRE TO THE SELECTED PERSONEL OF SOURCE OF THE NILE .

Dear respondent, the purpose of this research is it finds out the contribution of media in the development of tourism industry, the source of the Nile as a case study.

I would like to bring to your attention that this information is for academic purpose and will be kept confidential, as well, it may be helpful and serve to provide suggestions and recommendation that may be of great use to the future smooth running of the source of the Nile and the country as a whole.

Your co-operation shall be highly appreciated

NB Put a tick in the boxes where appropriate and gives an opinion where necessary

1. SEX

Male ☐ female ☐

2 Marital status

Single ☐ Married ☐

3. What kinds of business do you under take?

Restaurant and Bar ☐

Canteen ☐

Crafts and Art ☐

Boat ride ☐

Others specify ☐

4. How long have you been working with the source of the Nile?

0-2 years   
3-5 years   
6 years and above

5. Does your business increase when there is a lot of tourism?

Very much   
No difference   
I don't know

Do you think that media has contributed significantly to the source of the Nile and the tourism of Uganda in general?

No  Yes  I don't know

6. Do think that Uganda will continue to compete favorably with other countries as far as tourism is concerned?

Yes  No  I don't know

7. What factors have contributed to the growth of the source of the Nile?

Location, environment and beautiful scenery   
Publicity and efficient management   
I don't know

8. Do you pay any kind of tax to Jinja municipal council?

Yes  No  I don't now

9. Who are the most customers to your business?

Domestic tourists   
Foreign tourists   
Resident foreign tourist

## APPENDIX C

### KAMPALA INTERNATIONAL UNIVERSITY

#### RESEARCH QUESTIONNAIRE TO THE TOURIST

Dear respondent,

The purpose of this research is it finds out the contribution of media in the development of tourism industry, the source of the Nile as a case study.

I would like to bring to your attention that this information is for academic purpose and will be kept confidential, as well, it may be helpful and serve to provide suggestions and recommendation that may be of great use to the future smooth running of the source of the Nile and the country as a whole.

Your co-operation shall be highly appreciated

**NB** Put a tick in the boxes where appropriate and gives an opinion where necessary

1. Sex

Male ☐

Female ☐

2. Marital status

Married ☐

single ☐

3(a) What type of tourist are you?

Domestic tourists ☐

Foreign tourists ☐

Resident foreign tourists ☐

(b) What country does come from?.....  
.....

4. How many times have you ever visited the source of the Nile?

Once ☐

2-3 ☐

5 and above ☐

5. Why do you choose the source of the Nile as your favorite tourists attractions?

Good facilities ☐

Beautiful scenery ☐

Strategic location ☐

Studying research ☐

6. Do you think that media has contributed significantly the Nile and tourism industry in Uganda?

Yes ☐ No ☐ I don't know ☐

6. Do think that Uganda will continue to compete favorably with other countries as far as tourism is concerned?

Yes ☐ No ☐ I don't know ☐

8. What factors have contributed to the growth of the source of the Nile?

Location, environment and beautiful scenery ☐

Publicity and efficient management ☐

I don't know ☐

9. What problems do you experience as a tourist to the source of the Nile?

Transport ☐

Accommodation ☐

Communication ☐

Limited physical features ☐

Others ☐

10. What form of transport have you used to access the source of the Nile?

Air transport ☐

Road transport ☐

Water transport ☐

Railway transport ☐

11. How did you get acquainted with the Ugandan environment and the source of the Nile?

Through;

Tour and travel operators

Hotel manager

Self

Others specify

**Thanks**



## APPENDIX D

### RESULT OF ITEM 6

**TABLE 1 (a)** Percentage presentation of responses of to whether the media contribute towards the development of tourism industry.

N=110

Perception	A	B	C	Total	% of total response by category		
Yes	12	8	40	60	71	30	61
No	1	12	14	27	6	44	21
I don't Know	4	7	12	23	23	26	18
<b>Total</b>	<b>17</b>	<b>27</b>	<b>66</b>	<b>100</b>	<b>100</b>	<b>100</b>	<b>100</b>

**Source: Primary data**

(b) Chi- square computation for responses to whether the media contributes towards the development of tourism industry.

Perception	Response in various category			Total
	A	B	C	
Yes	12(9)	8(14.7)	40(36)	60
No	1(4)	12(6.6)	14(16)	27
I don't care	4(3.6)	7(5.6)	12(14)	23
<b>Total</b>	<b>17</b>	<b>27</b>	<b>66</b>	<b>110</b>

N: Total number of responded = 110

Category A: Management and employees of the source of the Nile

Category B: Selected business personnel at source of the Nile

Category C: Tourists to the source of the Nile

To compute the expected frequency using the formula (fe),

$$Fe = \frac{\Sigma(fr \times fc)}{N}$$

$$= \frac{\Sigma(\text{row total} \times \text{column total})}{\text{Number of responses}}$$

$$\frac{17 \times 60}{110} = 9$$

$$\frac{17 \times 60}{110} = 4$$

$$\frac{17 \times 23}{110} = 3.6$$

$$\frac{27 \times 60}{110} = 14.7$$

$$\frac{27 \times 27}{110} = 6.6$$

$$\frac{27 \times 23}{110} = 5.6$$

$$\frac{66 \times 60}{110} = 36$$

110

$$\frac{66 \times 27}{110} = 16$$

110

$$\frac{66 \times 23}{110} = 14$$

110

To compute the  $X^2$  obs using the following formula

$$X^2 \text{ obs} = \frac{\sum (f_o - f_e)^2}{f_e}$$

$$X^2 \text{ obs} = (12-9)^2 = 9/9 = 1$$

$$\frac{(1-4)^2}{4} = \frac{9}{4} = 2.25$$

$$\frac{(4-3.6)^2}{3.6} = \frac{0.16}{3.6} = 0.044$$

$$\frac{(8-14.7)^2}{14.7} = \frac{44.89}{6.6} = 44$$

$$\frac{(12-6.6)^2}{6.6} = \frac{29.16}{6.6} = 0.35$$

$$\frac{(40-36)^2}{6.6} = \frac{16}{36} = 0.44$$

$$\frac{(14-16)^2}{16} = \frac{4}{16} = 0.25$$

$$\frac{(12-14)^2}{14} = \frac{4}{14} = 0.29$$

## RESULT OF ITEM 7

**TABLE II (a)** Percentage presentation of responses to whether Uganda will continue to compete with the countries as far as tourism is concern.  
N=110

Perception	A	B	C	Total	% of total response by category		
					A	B	C
Yes	14	17	60	91	82	63	91
No	1	7	1	9	6	26	1.5
I don't know	2	3	5	10	12	11	7.5
Total	17	27	66	110	100	100	100

**Source: Primary data**

b) Chi- square computation for responses to whether Uganda will continue to compete with the countries as far as tourism is concerned.

Response in various category				
Perception	A	B	C	Total
Yes	14(14)	17(22.3)	60(54.6)	91
No	1(14)	7(2.2)	1(5.4)	9
I don't know	2(1.5)	3(2.5)	5(6)	10
Total	17	27	66	110

N: Total number of respondents =110

Category A: Management and the employee of the source of the Nile.

Category B: The selected business personnel at the source of the Nile

Category C: Tourists to the source of the Nile

To compute the expected frequency using the formula

$$Fe = \frac{\sum(fr \times fe)}{N}$$

$$Fe = \frac{\sum(\text{row total} \times \text{column total})}{\text{Number of responses}}$$

$$\frac{17 \times 91}{110} = 14$$

$$\frac{17 \times 9}{110} = 1.4$$

$$\frac{17 \times 10}{110} = 1.5$$

$$\frac{27 \times 91}{110} = 22.3$$

$$\frac{27 \times 9}{110} = 2.2$$

$$\frac{27 \times 10}{110} = 2.5$$

$$\frac{66 \times 91}{110} = 54.6$$

$$\frac{66 \times 9}{110} = 5.4$$

$$\frac{66 \times 10}{110} = 6$$

$$\frac{66 \times 91}{110} = 54.6$$

To compute the  $X^2$  obs using the formula

$$X^2 \text{ obs} = \sum \frac{(fo - fe)^2}{fe}$$

$$\frac{X^2_{\text{obs}} = \sum (14-14)^2}{14} = \frac{0}{14} = 0$$

$$\frac{(1-1.4)^2}{14} = \frac{(14-14)^2}{14} = 0.114$$

$$\frac{(2-1.5)^2}{1.5} = \frac{(14-14)^2}{1.5} = 0.17$$

$$\frac{(17-22.3)^2}{22.3} = \frac{28.1}{22.3} = 1.3$$

$$\frac{(7-2.2)^2}{2.2} = \frac{23.04}{2.2} = 10$$

$$\frac{(3-2.5)^2}{2.5} = \frac{0.25}{2.5} = 0.1$$

$$\frac{(60-54.6)^2}{54.6} = \frac{29.2}{54.6} = 0.53$$

$$\frac{(1-5.4)^2}{5.4} = \frac{19.36}{5.4} = 3.6$$

$$\frac{(5-6)^2}{6} = \frac{1}{6} = \frac{0.17}{15.98}$$

### RESULT OF ITEM 8

**TABLE III (a)** Percentage presentation of responses to the factors that have contributed towards the development of the source of the Nile.



# JINJA MUNICIPAL COUNCIL

Phones:

256 043 121370

256 043 130002

**TREASURER'S DEPARTMENT**

P.O. BOX 720  
JINJA – UGANDA.

20<sup>th</sup> June 2005

Dean of Faculty of Social sciences  
Kampala International University  
P.O. Box 20000  
Kampala

Dear Sir / Madam

**RE: RESEARCH RECOMMENDATION FOR BABIRYE SUSAN**

Reference is made to the above students who you seconded to us to carry out research in Jinja Municipal Council.

I am glad to report that she carried out the same to your specifics. All information as well as co-operation was availed to her which went along way in satisfying his field of research. While with us, she visited our tourist sites and other aspects in her field of interest.

By copy of this letter, we are satisfied that Miss Babirye Susan has indeed excelled in her research.

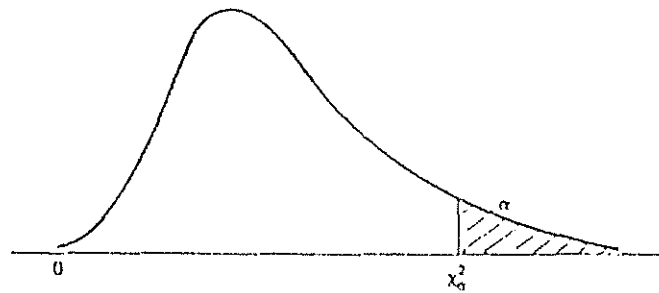
Looking forward to continued co-operation.

Yours faithfully,

A handwritten signature in black ink, appearing to be 'M. Babirye', written over a horizontal line.

**FINANCE OFFICER**

# APPENDIX F

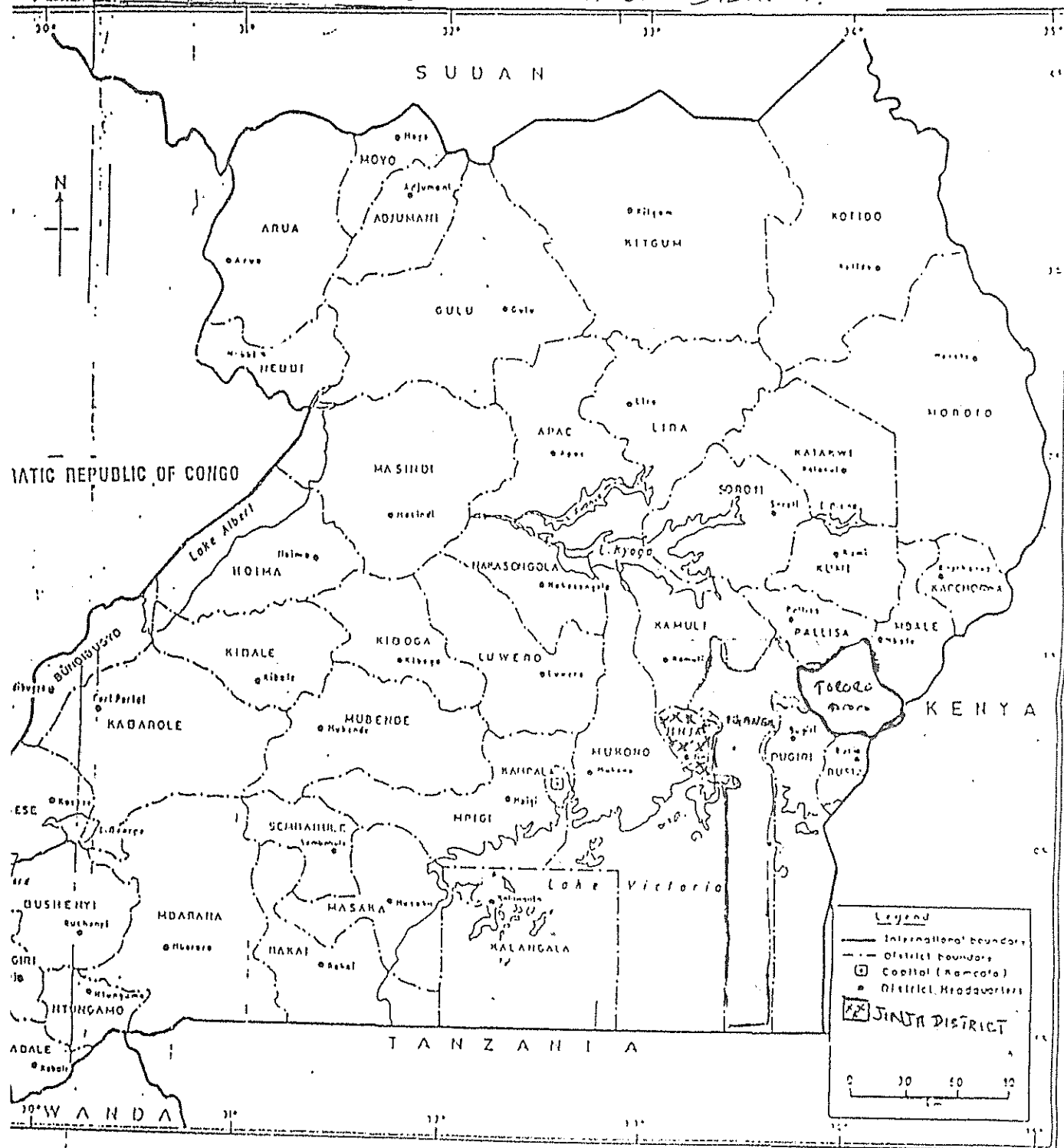


Values of  $\chi^2$

d.f.	$\chi^2_{.995}$	$\chi^2_{.99}$	$\chi^2_{.975}$	$\chi^2_{.95}$	$\chi^2_{.90}$	$\chi^2_{.85}$	$\chi^2_{.80}$	$\chi^2_{.75}$	d.f.
1	.0000393	.000157	.000982	.00393	3.841	5.024	6.635	7.879	1
2	.0100	.0201	.0506	.103	5.991	7.378	9.210	10.597	2
3	.0717	.115	.216	.352	7.815	9.348	11.345	12.838	3
4	.207	.297	.484	.711	9.488	11.143	13.277	14.860	4
5	.412	.554	.831	1.145	11.070	12.832	15.086	16.750	5
6	.676	.872	1.237	1.635	12.592	14.449	16.812	18.548	6
7	.989	1.239	1.690	2.167	14.067	16.013	18.475	20.278	7
8	1.344	1.646	2.180	2.733	15.507	17.535	20.090	21.955	8
9	1.735	2.088	2.700	3.325	16.919	19.023	21.666	23.589	9
10	2.156	2.558	3.247	3.940	18.307	20.483	23.209	25.188	10
11	2.603	3.053	3.816	4.575	19.675	21.920	24.725	26.757	11
12	3.074	3.571	4.404	5.226	21.026	23.337	26.217	28.300	12
13	3.565	4.107	5.009	5.892	22.362	24.736	27.688	29.819	13
14	4.075	4.660	5.629	6.571	23.685	26.119	29.141	31.319	14
15	4.601	5.229	6.262	7.261	24.996	27.488	30.578	32.801	15
16	5.142	5.812	6.908	7.962	26.296	28.845	32.000	34.267	16
17	5.697	6.408	7.564	8.672	27.587	30.191	33.409	35.718	17
18	6.265	7.015	8.231	9.390	28.869	31.526	34.805	37.156	18
19	6.844	7.633	8.907	10.117	30.144	32.852	36.191	38.582	19
20	7.434	8.260	9.591	10.851	31.410	34.170	37.566	39.997	20
21	8.034	8.897	10.283	11.591	32.671	35.479	38.932	41.401	21
22	8.643	9.542	10.982	12.338	33.924	36.781	40.289	42.796	22
23	9.260	10.196	11.689	13.091	35.172	38.076	41.638	44.181	23
24	9.886	10.856	12.401	13.848	36.415	39.364	42.980	45.558	24
25	10.520	11.524	13.120	14.611	37.652	40.646	44.314	46.928	25
26	11.160	12.198	13.844	15.379	38.885	41.923	45.642	48.290	26
27	11.808	12.879	14.573	16.151	40.113	43.194	46.963	49.645	27
28	12.461	13.565	15.308	16.928	41.337	44.461	48.278	50.993	28
29	13.121	14.256	16.047	17.708	42.557	45.722	49.588	52.336	29
30	13.787	14.953	16.791	18.493	43.773	46.979	50.892	53.672	30



MAP OF UGANDA SHOWING JINJA DISTRICT.



MAP OF TINTA DISTRICT SHOWING POSITION OF THE SOURCE OF THE NILE

