

**TOURISM AND RURAL DEVELOPMENT IN SIPI FALLS, TINGEY
COUNTY, KAPCHORWA DISTRICT**

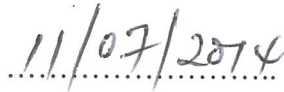
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**A RESEARCH DISSERTATION PRESENTED TO THE COLLEGE OF
HUMANITIES AND SOCIAL SCIENCES IN PARTIAL FULFILMENT
OF THE REQUIREMENTS FOR THE AWARD OF DEGREE
OF BACHELORS OF DEVELOPMENT STUDIES OF
KAMPALA INTERNATIONAL
UNIVERSITY**

JULY, 2014

DECLARATION A

I, **ERIMIA MILTON** hereby declare that this research report entitled “Tourism and Rural Development in Sipi falls, Tingey County, Kapchorwa district” is my original work and indeed has never been submitted to any institution for any award.



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DECLARATION B

I confirm that this Dissertation was submitted to College of Humanities and Social Sciences for examination under my supervision as a University Examination supervisor.

Oliver Benson Position (PLD) 11/07/2014

Name and signature of supervisor Date

APPROVAL

This research Dissertation entitled “tourism and rural development in Sipi falls, Tingey county, Kapchorwa district” was prepared by **Erimia Milton** in partial fulfillment of the requirement for the award of Degree of Bachelors of arts in Development studies of Kampala International University and has been examined and approved by the examination supervisor.



.....
DR. OGWEL BENARD PATRICK (Ph.D)
SUPERVISOR

..... 11/07/2024
DATE

DEDICATION

To God be the glory for the good life and blessing given to me during the time of writing this research work. To my beloved parents who have always inspired and prayed for me to succeed, only God is to reward them.

ACKNOWLEDGEMENT

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LIST OF ACRONYMS

UNDP	:	United Nation Development Program
UTB	:	Uganda Tourism Board
MFPED	:	Ministry of Finance Planning and Economic Development
UNTO	:	United Nation Tourism Organization
IMF	:	International Monetary Fund
WB	:	World Bank
EU	:	European Union
UCOTA	:	The Uganda community Tourism Association
EAC	:	East African Community
DTO		District Tourism Officers
AUTO	:	Association of Uganda tour operators
HCAU	:	Hotel and catering Association of Uganda
TUGATA	:	Uganda Association of travel agents
UAAO	:	Uganda Association of Air operators
UAATI	:	Uganda Association of tourism training institution
USAGA	:	Uganda safari guide Association
UDTA	:	Uganda district tourism Association

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ABSTRACT

The study investigated, “tourism and rural development in Tingey county, Kapchorwa district”. The main purpose of the study was to establish the role of tourism in rural development. The study mainly targeted tourists, tour guides and the proprietors’ of tourism centers. Questionnaires’ (self administered questionnaires’) in-depth interview, documentary sources and observation methods were used to get the required information in which 50 respondents were interviewed in the whole study. Primary and secondary data sources were used to analyze and present the data in respective ways.

Qualitative and quantitative data collection and analysis methods were used. The research study was descriptive in nature. The study found out that the male respondents constituted the highest number of respondents representing 75.2%, the majority of 40% of the respondents were aged 31-35 years, 41% had attained a diploma as their highest level of education, majority of 43% of the respondents had worked for 4 -7 years, 50% of the respondents were married. The study findings revealed that existence of highly cherished cultures has led to slow flow of tourists in the sense that the people are arrogant and uncivilized (conservativeness’), unimproved quality tourism inputs to lure tourists, therefore with such in place, development in the areas has become a wild dream and unrealistic. The study concludes that the government, development partners and other stakeholders should take on extensive role in thorough sensitization of the local tourist agencies and proprietors’ on the essence of improved tourism related activities like infrastructural development, subsidizes (tax holidays to tour operators), vigorous advertisement, security and awareness creation among others and spell out their contribution to the increased and quality tourist varieties which will lead to both rural and national development. The study recommends that Kapchorwa district (through the district tourism officers and planning units) should engage in support of tourist operators in a spectrum of activities, for instance under the Uganda community tourism Association (UCOTA), sensitization and technical advice to tour operators, improve political stability, capacity building and finally emphasis should be put on eco tourism and sustainable tourism. The researcher recommends further research to be carried out on rural tourism and tour operator’s income.

CHAPTER ONE

INTRODUCTION

1.1 Introduction

This chapter covers the background of the study, statement of the problem, purpose of the study; research objectives, research questions, hypothesis, scope of the study, significance of the study, conceptual framework and key operational definitions.

1.2 Background of the study

Tourism is one of the world's most rapidly growing industries. In India, the growth promises to turn into a virtual boom by the beginning of the next century. The growing ranks of international leisure travelers are being further swelled by business travelers who are flooding into India as a result of economic liberalization (UNESCO/UNEP, 2005). Some indication of the immense scale of the growth can be gauged from the fact that the current investments in the hotel industry alone have reached over Rs. 1,500 crores, while foreign investments are estimated at Rs. 600 crores. International travel companies, hotel, chains and related businesses are looking at India with new eyes, scouting for ways to participate in those new opportunities. At the same time, new domestic investors are being attracted to tourism related endeavors', while established hotels and travel companies are involved in vigorous expansion. Engel, et al (2006) and O; shaughnessy (2005)

In the 1960's, Uganda was the main tourism destination in eastern Africa and tourism became one of the country's main economic sectors.

However, the period of turmoil in the 1970's and 80's saw the wildlife hunted to virtual extinction in all the national parks, tourism infrastructure vandalized and looted and as a result, Uganda lost its position as the number one to neighboring countries like Kenya who consolidated their position and enforced the safari brand that to date they are known world over safari. (Kotabe, 2004)

In the mid eighties, the current government took over power and started the long arduous and painful process of restoring peace, the economy which has evidently moved in a crawling manner though tourism now seems to have a flicker of hope and optimism.

Tourism is the Uganda's second highest foreign exchange earner ranked in over US \$ 600 last year.

Globally, tourism generates about 10% of total world GDP and employs over 10% of the global workforce.

The tourism sector continues to be a strong and growing contributors to the National economy, investment, both direct foreign as well as domestic and employment, particularly in rural areas where few other jobs are available but also in urban centers. (UNDP HUMAN DEVELOPMENT REPORT 2007)

It contributes nearly 26% of Uganda's total exports earnings. The hospitality sub sector alone employs country wide an estimated 59,000 people with the related transport sector accounting for another 17,000 jobs. This totals over 76,000 employees or 17% of the total employed workforce Cohen 2011 and Kim (2008)

Tourism compared to other export sectors is unique in that consumption takes place in Uganda resulting in a higher added value within the country's expenditure of the tourists which gives rise to six major economic impacts that include the Gross national product (GNP), foreign exchange earnings and the balance of payment (BOP), employment, government revenue, regional distribution of income and investment. (Sekiboobo 2006)

As a result tourism plays a key role in the enhancement of the economic and social well being of Uganda and its people through foreign exchange earnings, the creation of jobs and consumption of Ugandan goods and services. At the same time a successful tourism industry contributes to the preservation of Uganda's physical and aesthetic environment thus preserving the culture and unique heritage (Ministry of finance, planning and economic development 2006)

Uganda boasts of one of the largest variety of natural resources on the African continent which range from fresh water bodies like lakes and rivers, loft Mountains forests, numerous flora and fauna found in our protected areas. Distinctively, Uganda as a tourist destination has a variety of game stock that habit un spoilt lush and green beauty which is

endowed with numerous outstanding attractions based on its lakes, Rivers , forests and ecology, ice capped mountains of the Rwenzori. (Barzetti, 2004, Sekiboobo, 2007).

Uganda continues to outshine other east African countries with its vast range of bird species and most of all it's the home to over 50% of the world remaining mountain gorillas at Bwindi impenetrable forest and Mgahinga gorilla national park. Africa review recently also noted Uganda's tourism growth is the fastest growing in Africa. (Ministry of tourism 2009)

1.3 Statement of the problem

Since 1987, the government of Uganda liberalized the economy through partial or full privatization of government institutions and assets, greater market flexibility, lower tax rates for businesses, less restrictions on both domestic and foreign capital, open markets, and put in place conditions conducive for growth of tourism business and development. Hotels have been refurbished, roads have been repaired, many tour operators have come on the scene and the size of the tourism industry has greatly improved. The Uganda Tourism Board (UTB) has been the prime institution in charge of promoting tourism through advertising in guide books and magazines, trade shows, fairs and exhibitions, the website and embassies abroad.

More and more tourist arrivals have been recorded at the various entry points. Whereas the arrival figure drops by a 29 % fold between 1971 and 1991, it quickly goes up a 76% increase in 2000. (Background to the Budget, Issues 2005-2009).

There is need for an investigation into whether the recent increase in tourist arrivals is a result of this growth and development. The study therefore seeks to find out whether there is a relationship between tourism and development.

1.4 Purpose of the study

1. To establish the role of tourism in rural development.

1.5 Research Objectives

1. To establish the profile of respondents in terms of age, sex, levels of education and gender.
2. To establish the benefits of tourism on the rural development of Kapchorwa.

3. To examine the challenges faced by tourism and rural development in Kapchorwa.
4. To establish the solutions to challenges faced by tourism and rural development in Kapchorwa.

1.6 Research questions

1. What are the profiles of respondents in terms of age, sex, levels of education and gender?
2. What are the benefits of tourism on rural development?
3. What are the challenges faced by tourism and rural development in Kapchorwa?
4. What are the solutions to the challenges faced by tourism in Kapchorwa?

1.7 Hypothesis

1. There is a significant difference between tourism and development on a large scale production.
2. Tourist has a significant influence on the tourism transition.

1.8 Scope of the study

1.8.1 Geographical scope

Kapchorwa district is a district in eastern Uganda. It is named after Kapchorwa, the main municipal, administrative and commercial center of the district, where the district headquarters are located.

The district is bordered by Kween district to the north and east, Sironko district to the south and Bulambuli district to the east and northeast. The district headquarters at Kapchorwa, (which means “home of friends” are located approximately 65 kilometers (40 miles) by road, northeast of Mbale, the nearest large city.

The coordinator of the district is 01 24N, 34, 27 E. It covers average areas of 1783 square kilometers.

Under colonial administration, Kapchorwa was Sebei county in north of Bugisu in the now defunct Bukeddi district.

Kapchorwa was granted district status in 1962 1st February, shortly before Uganda got her independence. Kapchorwa is home to most Kalengin people, the Sabiny and few of the Pokots and the Nandi who are Kalengin as well.

They were mainly cattle keepers in the late 1960's but a change was seen when the Karamojong raided most of their cattle and displaced hundreds of people. Tourism has become one of the major economic activities in the district around Sipi falls which attracts hundreds of tourists.

1.8.2 Content scope

This included the following; to establish the benefits of tourism industry, to examine the challenges faced in the tourism industry, to establish the solutions to the challenges faced by people living around tourist zones.

1.8.3 Theoretical scope

The research based on conceptual framework which shows the relationship between tourism and development.

1.8.4 Time scope

The study was conducted for Two (2) month in Sipi sub county, kapchorwa district. This was between April and June 2014. It was estimated that by this time an adequate data would have been gathered.

1.9 Significance of the study

The study was of great significance to the researcher because he got equipped with the knowledge obtained from the study of tourism industry and development.

The study may be supported by the donor agencies for instance UNESCO, UNTO, UTB, IMF, World Bank, EU hence leading to international relationships between the researcher and the donor communities.

The study may also attract government attention to provide extension services in terms of loans, training on hospitality and provision of infrastructure and security.

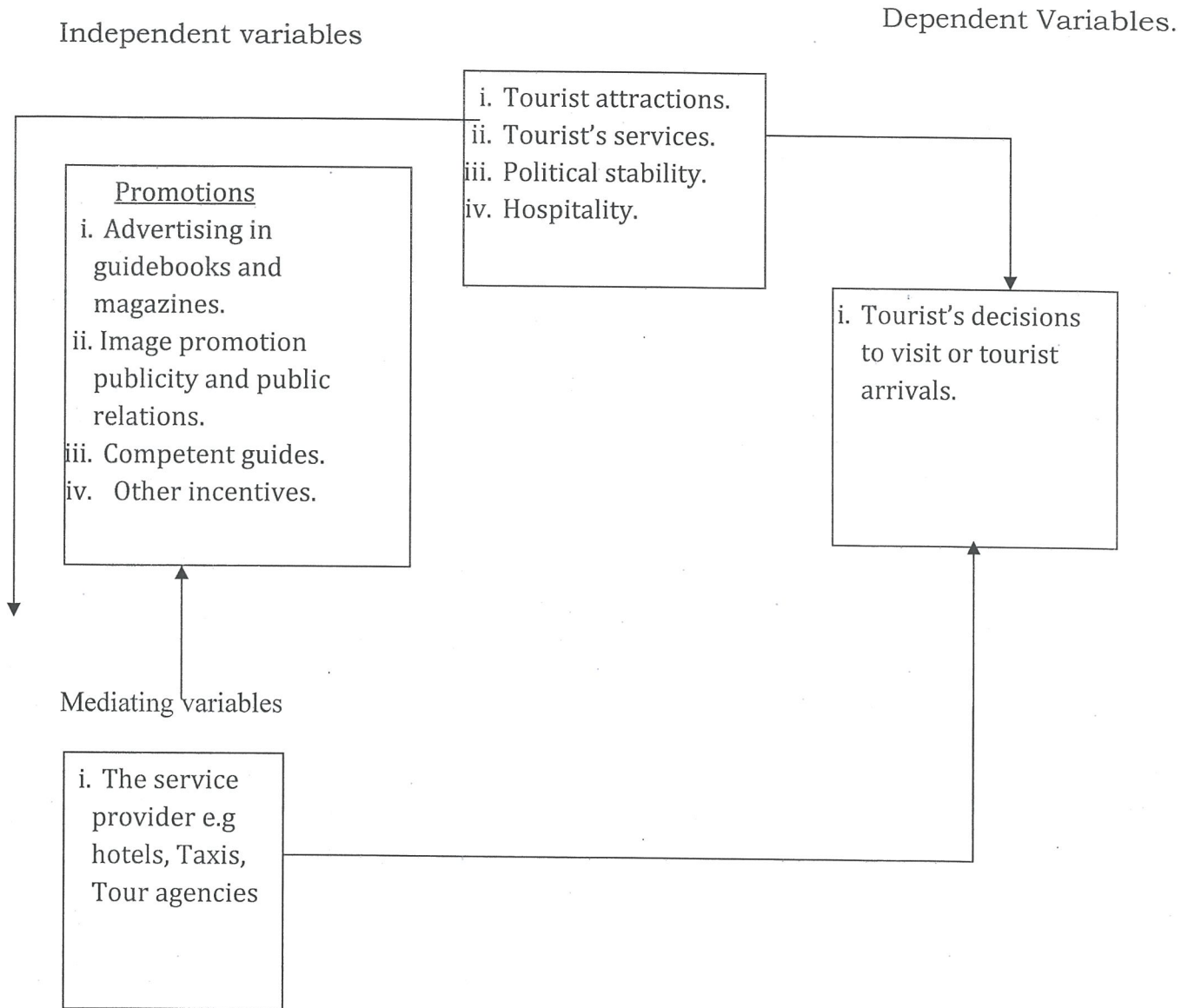
To the policy makers, the government in particular, the findings of the study may act as a guide in the making of future tourism development policies.

The study also benefited several scholars including the tourism industry and policy makers.

The findings from this study may be based for development policies. This may then help to develop various strategies in promoting of individual countries as tourist destinations.

1.10 Conceptual framework showing elements of marketing the tourism industry coupled with mediating variables that influence customers.

Models



Source: Primary data 2014

The conceptual framework was established in such a way that it indicates interrelation among the variables that is to say independent, dependent and mediating variables. Independent variables are advertising in guidebooks and magazines, image promotion publicity and public relation, competent guides and other incentives. Dependent variables include tourists, decision to visit or tourist arrivals.

Finally, mediating variables work collectively to generate both independent and dependent variables for instance tourist attractions, tourist services, political stability, hospitality as illustrated from the above relationship.

1.11 Key operational definitions.

Tourism; is traveling for recreational, leisure or business purposes, usually of a limited duration.

Eco- tourism; is a form of tourism involving visiting fragile , pristine and relatively undisturbed natural areas, intended as a low impact and often small scale alternative to standard commercial tourism.

Stakeholders; is any body who can affect or is affected by an organization strategy or project. They can be internal or external and they can be at senior or junior levels.

Hotel; is a commercial establishment providing lodging, meals and other guest services.

Respondents; are people that give information in the field.

Industry; this is the production of an economic good or service within an economic content.

Weather; is the state of the atmosphere to the degree that it is hot or cold, wet or dry, calm or stormy, clear or cloudy.

Development; This is defined as growing and becoming more advanced according to Cambridge international dictionary of English (1995 page 377).

CHAPTER TWO

LITERATURE REVIEW

2.1 Introduction

This chapter captures the following vital areas relating to literature review as tourism varieties; it also covers the benefits of tourism, the challenges to tourism and the remedies to such challenges.

2.2 Tourism varieties

The latest trend in the tourism industry is called “Ecotourism” which refers to the travel that combines preserving the natural world and sustaining the well being of the human cultures that inhabit it (Mowforth and Munt, 2003). In general ecotourism differs from traditional tourism into two main aspects:

First, ecotourism openly promotes environmentally friendly travel and seeks to ensure that visitors do not disturb the natural environment of flora and fauna, nor do they leave behind rubbish and hazardous materials, which can disrupt the delicate ecosystem.

A second aspect of eco tourism is that it seeks to promote sustainable tourism and development. Tourism that destroys the natural environment or that leads to the disappearance of local human culture and values are not compatible with eco tourism. (Saasa, 2006, Ntayi, 2008)

An early example of ecotourism occurred in Kenya then government began to collect fees for tourists to support conservation and park maintenance in the wild life reserves Engel, et al (1991) and O’Shaughnessy (2005). Pritchard (2005), Cohen (2004), Kim 2009)

2.3 Benefits of Tourism and its impact on economic and business development

Many of the Caribbean countries are not resource rich, and therefore depend upon international tourism as an important source of foreign exchange earnings. (Barzetti, 2002, Sekiboobo, 2007)

Thus, as a source of economic development, tourism has to be sustainable and environmentally friendly Evans (2008) and Jefkins (2010)

Tourism has caused developing countries to lessen their reliance on traditional agricultural products for their main source of export earnings. It has encouraged a diversification of their economies. At a national level, the major aim of a country to increase foreign exchange earnings and to improve or redress the balance of payments situation, consequently countries would tend to improve only the minimum currency exchange regulations on foreign visitors. It is evident that the continued development of tourism in a country provides benefits in terms of increased foreign exchange earnings because tourism is an industry that has experienced notable growth and more potential growth for many years to come. (Riley, Ladkins, Szivas 2002)

In 2012, almost 1,196,765 tourists visited Uganda compared to 1,151,356 in 2011. This number represents an increase of almost 4% over the previous years. Tourism brought US \$ 834 M into the economy in 2012 compared to US \$ 805M in 2011. It is presumed that overall each visitor to Uganda spends about US \$ 800 per visit thus representing 4% of the total GDP. Tourism total contribution to GDP which incorporates indirect and induced imports stood at US \$ 1.7b in 2011 which was equivalent to 9% of total Uganda GDP with corresponding figures for Rwanda, Tanzania, and Kenya being 8.4%, 13.3 % and 13.7% respectively.

This is an indicator that the tourism industry is not only continuing to grow but is also now recognized at the highest level for its significant impact on the Uganda's economy. (By Geoffrey Baluku, Red paper 2012)

2.4 Challenges facing tourism industry and development.

Political instability; most foreign operators have little knowledge of what Uganda has to offer which must be corrected.

There is also an adverse image problem to be overcome although Uganda's progress in establishing stability, rehabilitating the economy and taking steps to develop tourism is beginning to percolate beyond the country. (The Uganda Community Tourism Association)

Security is of first importance before tourists can make an attempt to visit a tourist destination, Uganda's increased unrest, has threatened the countries tourist industry , with

some national parks closing down and others not attracting as many visitors as before. But the country is fighting hard to prepare its most unique tourist attractions called Gorilla tourism. (Mayanja, 2004)

Pierce (1996) in his book, viewed tourist destinations from five broad sectors namely attraction, transport, accommodation, supporting facilities and infrastructure. He explains that attractions encourage tourists to visit the location, the transport service enable them to do so, the accommodation and supporting facilities alike for example, shops, banks, restaurants, hotels.

The tourism industry is often defined as those enterprise and organizations involved in facilitating travel and actively away from ones usual environment one challenge in this approach to defining tourism is of course the fact that many enterprises which produce commodities for tourists also serve non tourists. (Nelson, 2007)

2.5 Solutions to overcome problems facing tourism industry and development.

Studies conducted in East Africa shows that tourism remains underutilized, yet tourism provides a means for Uganda and its neighboring countries to achieve economic recovery and modernization. There is however, a lack of a theoretical base to guide the development of associated programs. The purpose of this quantitative grounded theory study was to formulate and understanding of how the tourism industries in East African countries of Uganda, Kenya, Tanzania, Rwanda and Burundi can be more efficacious. Archival resources, documents, related statistics, and personal experiences demonstrate the profound effect tourism has had on these countries and what further steps are needed to ensure continued growth. (Metzergen Qemarez, 2005)

Data analysis was conducted using open, axial and selective coding. Based on open coding, the following categories supporting tourism were identified, maintain political stability, eliminate corruption and preserve natural resources. Based on axial coding, relationship building among the 5 nations emerged as the central category to which all other categories could be integrated. Factors that inhibit tourism were also explored, including political unrest and corruption within the government. The study reveals the

region shares a common social and cultural heritage and a common language, having been governed by the European super powers as colonial and protectorates from 1800 to 1963. This provides a positive environment to foster the continued growth of tourism. It's recommended that the positive aspects of tourism be tied to the EAC charter signed in November 2002, which commits the countries to regional cooperation. (Victurine, 2004)

From a positive social perspective the opportunity for increase revenue resulting from further growth of tourism could be used to improve the socio-economic systems of the countries (According to Gatimu , Simon N.N, Ph.D , Walden University , 2007), 106 pages ; 33 of 3746)

The tourism industry in Uganda has increased considerably in recent decades and has become one of the main sources of income in many countries (Williams and Shaw 1998, cocossis and Nijkamp 2007). For many tourists' sites, the reward phase of development is characterized by a long and intense growth in infrastructure, superstructure and facilities which sooner or later seriously impact on the environment thus creating a critical situation. In fact, some destination after flourishing for a long time, have been abandoned by tourists sites newly available on the market (Butler 2006). In order to compensate for this investment and develop special facilities to attract tourists, sometimes they are successful but at the expense of the environment, which may be severely degraded.

CHAPTER THREE

METHODOLOGY

3.1 Introduction

This chapter covers the following important areas of research design, area of study, study population, sample size; sampling procedure, research instruments, ethical considerations, limitations and data analysis.

3.2 Research design

The research was a simple design in nature as that it provided explanation about the phenomena and explained the relationship between the two variables.

The study also applied quantitative and qualitative research design to establish the connection among the variables.

3.3 Area of study

The study was carried out in Sipi Sub County, Tingey County, in Kapchorwa district. The area has tourist potentials with good weather conditions; it has favorable rainfall and moderate temperatures which attracts the tourists. The area is famously known for tourism attractions thus making it suitable for the study.

3.4 Study population

The study mainly targeted tourists, tour guides, proprietors, farmers in the age brackets of 18 years and above as well as district tourism officers (DTO's), this was because they possess the required information.

3.5 Sample size

A total of 50 respondents were contacted in the field during the study. The sample mainly included 40 tour guides both boys and girls in the ages of 18 and above purely engaging in tourism activities and 10 respondents from stakeholders such as tourists, extension officers from tourism associations and District Tourism Officers (DTO's).

3.6 Sampling procedure

Here purposive sampling was used also known as judgmental sampling in that the researcher selected respondents having the required information. For the 40 tour guides, 10 were selected from each tour operation area and the researcher mainly concentrated on

those willing to avail him with the information. This is referred to as stratified sampling. For the district tourism officers, the researcher used purposive sampling since these are the key informants with the vital information for the study.

Finally the researcher used four representatives from the tourism association basing on their availability.

3.7 Research instruments

Data was obtained using primary and secondary tools. Primary data was obtained using interview guide for tourism officers and tourists, self administered questionnaires were used because tourism officers and tourists know how to read and write. Observation checklist was also used by the researcher by observing what was really on the ground. Secondary data was got from documented sources like text books, magazines, news papers, journals, and internet.

3.8 Ethical considerations

The first place the researcher got his research topic approved by the faculty research committee. After, he followed the supervisor's guidelines in relation to how the research was to be conducted. The researcher then gathered supervisor's instructions and got an introduction letter from the faculty. In the field, the researcher first sought permission from the local authorities before approaching respondents. After he got the permission, then the researcher obtained information from the respondents who gave him information without being forced.

3.9 Limitations of the Study

During the study, the following were the limitations to the researcher;

The study faced the problem of respondents not being available because they were busy farming, might have taken a walk with tourists, carrying out their business schedules so the researcher resorted to use of time tables which was hard, still the area was sparsely populated, it was hard for the researcher to get the desired number of respondents.

3.10 Data analysis

Data from the field was analyzed in order to present the results as information. The researcher used quantitative and qualitative methods. Quantitatively results were amassed to generate tallies and frequencies. Hence the related findings helped the researcher to create themes and sub themes. Microsoft excel helped the researcher in editing and

presenting data in form of tables, graphs and percentages to qualify for corresponding statistics. Qualitatively, data analysis was done thematically; the researcher read through the gathered field developed patterns and generated themes.

CHAPTER FOUR

PRESENTATION, ANALYSIS AND INTERPRETATION OF DATA

4.0 Introduction

This chapter presents analysis and interpretes the study findings arising from the field information collected from respondents on Tourism and the rural development in Tingey county, Kapchorwa district. The first section presents the response rate. This is followed by a presentation and analysis of the study findings in relation to the research questions.

4.1 Response rate

A total of 110 questionnaires were distributed but 105 useable questionnaires were returned making a response rate of 95.45% which according to Amin (2005) is a good representation of the sample used in the population of study. The rest of the distributed questionnaires were not returned in time by the respondents to be considered in the study report.

4.2 Biographic data of respondents.

4.2.1 Sex composition of respondents.

The gender of respondents was developed. This was intended to knowing how males and females as members of the community actively participate in activities of tourism on rural development. The study targeted both male and female sex which gave multiple findings that were gender sensitive. The table below presents sex composition of respondents.

Table 1: Showing sex composition of respondents

Sex	Frequency	Percentage
Male	30	60
Female	20	40
Total	50	100

Source: Primary Data, 2014.

From the table (1) above the study found out that the majority of the respondents were male. The number of male who took part in the study reached 30 (60%) as compared to 20 (40%) of the female respondents.

The difference in percentage arose due to the fact that most men were the ones owning most tourism centers, given the above findings , it indicates that male participate more in tourism related activities than females in Tingey county , Sipi sub county , Kapchorwa district.

4.2.2 Marital status of the study

The marital status of the respondents were also captured and analyzed to assess their ideas in relation to the research topic. This included those who were married, single, widowed and separated.

Table 2: Showing marital status of the respondents

Marital status	Frequency	Percentage
Married	25	50
Single	14	28
Widowed	08	16
Separated	03	06
Total	50	100

Source: Primary Data, 2014

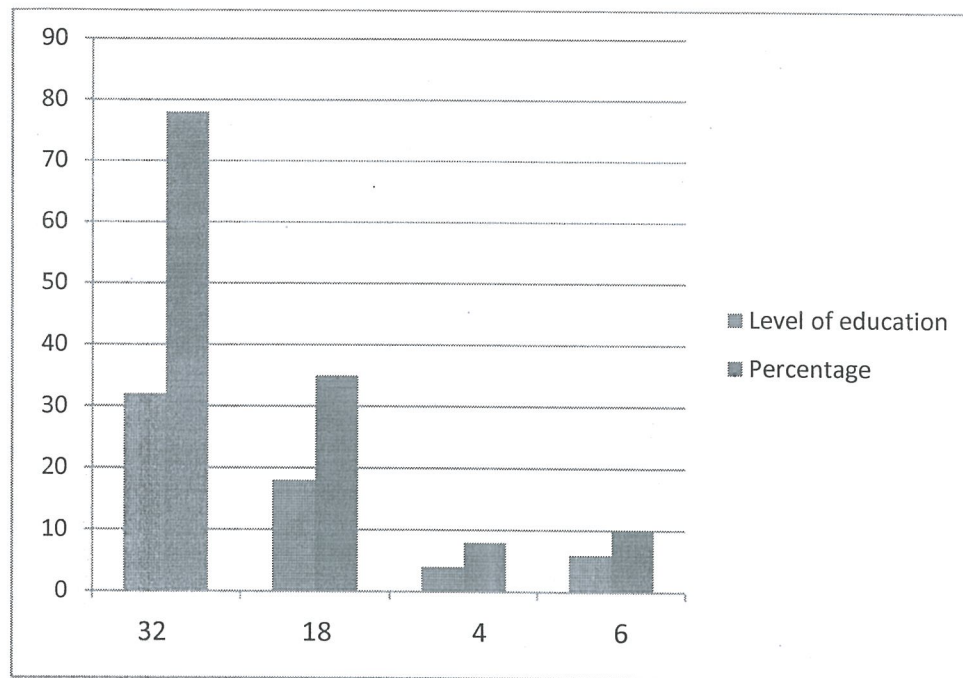
Given the above table, majority of the respondents say 25 (50 %) were married and these were followed by respondents who were single constituting 14 (28%) then 08 (16%) who were widowed and finally, 03 (06%) comprised of those ones who had separated. The study also indicated that the majority of the respondents who were married owned tourism centers in the study area.

Above all, the respondents irrespective of their status were willing to provide the information that was required by the study that aided in the process of understanding the study problems that was under serious study.

4.2.3 Level of education of the respondents

For me to obtain the information from all classes of persons say those that attained formal and informal education were visited for. This led to the generation of education levels of the respondents as stipulated in the figure below.

Figure 1: A bar graph showing levels of education of the respondents



Source: Primary Data, 2014

The diagram above exhibits that the majority of respondents had attained primary level of education with 32 (64%), followed by 18 (36%) who had attained secondary school education as well as tertiary with 4 (8%) and finally 6 (12%) cited had neither specified their education levels.

The above findings openly show that primary school graduates take a lead in involving themselves in tourism related activities like tour guides, tour operators compared to those with secondary level, those in other specification and tertiary levels of education respectively, This is an illustration that the information was from literate people who understood the challenges of tourism activities in the area of study.

4.2.4 Age composition of respondents.

The age composition of respondents of the study was also established in the process of gathering and understanding the challenges faced by tourism proprietors in Kapchorwa district, Tingey County, Sipi Sub County.

This was so because different age groups were thought to know the study variables differently yet considered important to the study was per the study results, the respondents views were as follows.

Table 3: Showing age composition of respondents

Age range	Frequency	Percentage
18-20	06	12
21-24	08	16
25-30	16	32
30 and above	20	40
Total	50	100

Source: Primary Data, 2014

The above table shows that most of the respondents were in the ages of 30 and above years as they amounted to 20 (40%)

This means that they were likely to understand better the challenges faced by tourism proprietors /industry in Sipi Sub County.

The other group of respondents who were in the age group of 25 -30 accounted for 16 (32%) and these respondents views were very pertinent as majority of them were actively participating in tourism activities for improved incomes.

More, 08 (16%) as well as 6 (12%) respondents were in the category of age range of 21-24 and 18-20 respectively. Their views were so important in the course of gathering and studying information of the study variables and also helped to understand the problems at hand.

The aspect of age composition is a vital factor in the process of information gathering and generating related challenges facing tourism industry in Sipi Sub County.

4.3 Tourism varieties and attractions and their influence on rural income.

The study was also intended to establish tourism varieties and during the course of the study, the following findings were established.

Table 4. Showing range number of tourism varieties commonly found in Kapchorwa district, Tingey County, Sipi Sub County.

Table 4: Tourism varieties and attractions and their influence on rural income.

Number of varieties	Frequency	Percentage
1-2	16	32
3-4	16	32
Above 4	18	36
Total	50	100

Source: Primary Data, 2014

From the table 4 above, majority of respondents said that the number of tourism varieties or tourism attractions are commonly in the district of Kapchorwa ranging from 4 and above with 18 (36%) followed by those who revealed that the tourist varieties are commonly within Tingey county in the range of 1-2 were 16 (32%) plus those of 2-3 comprising also to 16 (32%)

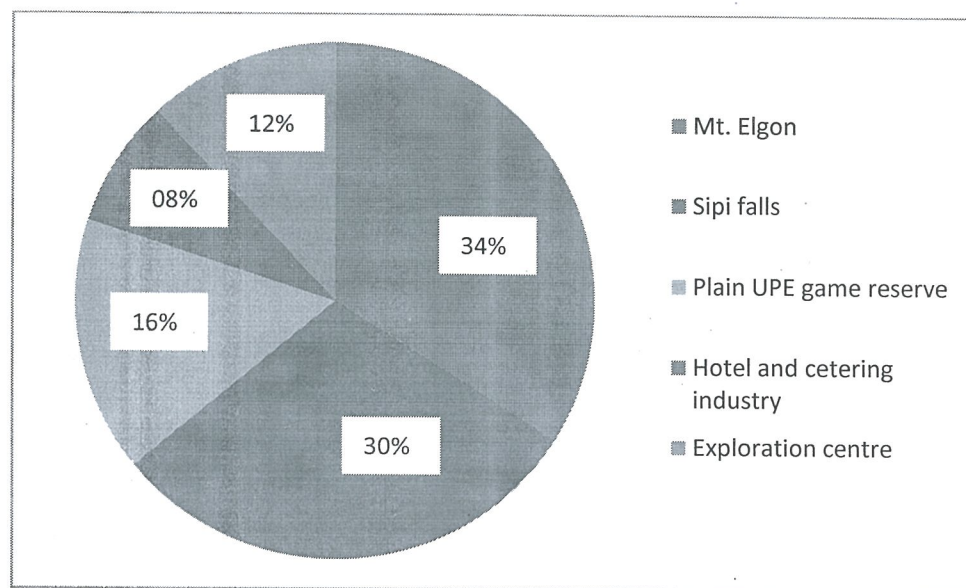
The researcher found out that there are numerous tourist attractions or varieties within the district hence has led to rural development whereby tourists who go there remits some revenues inform of cash which in turn will be used for other developmental activities like infrastructural development.

Notably after understanding that people in Sipi Sub County knew the varieties of tourist attractions on their area, it was necessary to develop such kinds basing on the information provided by them. The varieties or attractions of tourism include the following.

4.3.1 Types of tourist attractions or varieties commonly found there,

Figure 2: A pie chart showing tourism varieties or attraction commonly found there.

Tourism attraction / varieties



Source: Primary Data, 2014

4.3.1.1 Mt. Elgon

According to the study results above, majority of the respondents 17 (34%) said that Mt Elgon is one of the most visited variety by tourist in the district. they added that its so because it has a variety of features ranging from Mt climbing, trekking , walking , mountaineering, game viewing , primate tracking eg chimps. Mt Elgon is an extinct volcano located on Uganda's eastern border. It boasts numerous interesting features including gorges, ancient caves, water falls and hot springs, bird life is abundant on the mountain although various wildlife may also be encountered thus attracting many tourists from allover the world due to its scenic beauty.

4.3.1.2 Sipi falls.

Also 15 (30%) of the respondents said that Sipi falls is a tourism variety which has really put the district on the world market. Respondents selected from that area argued that Sipi falls is really one of the tourism attractions which usually attract tourists during both

winter and summer. Sipi falls is found at Sipi about 15 kilometers from Kapchorwa town along the Mbale Kapchorwa road, the falls comprises of 4 falls and the walk to the bottom of the falls is the main attraction. Cave exploration and community, nature walks are part of the products offered at Sipi.

4.3.1.3 Pian upe game reserve.

Furthermore the study found out that pian UPE game reserve is also one of the varieties of tourism attractions in the area. A relatively moderate respondents 08 (16%) who were in position to reveal that pian UPE game reserve is a tourist attraction in Kapchorwa even though its found in Nakapiripirit district at Northern boundary of Kapchorwa district. The reserve is habitat to significant numbers of game species due to the various rivers and green river valleys. The animals found there include Buffalos, hyenas, Dik-Dik, the greater and lesser Kudu. Others are topis, zebra, Oryx, Jackson, harte beasts, Oribi and ostriches. Occasionally Kenya zebra also wander from Kenya through the pian UPE reserve. By the time of study there were plans by local operators guides in Kapchorwa to resume game drives to the reserve.

4.3.1.4 Exploration centers.

Last but not the least, the study also found out that's there is another major tourists variety which falls under ecosystem and 6 (12%) were able to reveal that Kakwai exploration center is too vital to the tourism industry in Kapchorwa district. It's a facility designed for training local communities and visitors on ecological aspects and sustainable use of the parks resources, the centre according to the respondents also revealed that it offers ample accommodation to tourists. It's found in Kakwai parish.

4.3.1.5 Hotel and catering industry.

And finally 04 (08%) of the respondents also said that hotel and catering industry is to the larger extent attracted the tourists in Kapchorwa district and they were of the view that its the hotels which provides accommodation to the tourists for example they gave cottages, camp sites, motels.

The district has 16 accommodation business establishments with a capacity of 275 beds at the time of the study. The industry according to the respondents employed 99 people in the district, SIPI falls rest camp was the most outstanding accommodation establishment in the district catering for a middle and upper class tourists and others include crows nest , Moses camp , Lacam lodge , Twallight.

4.4 Means of transportation of tourists in Kapchorwa district, Tingey country, Sipi Sub County.

The study also was intended to establish the ways of transporting the tourists from one destination to another in Kapchorwa district; Tingey County, Sipi Sub County and the following are some of the means established.

Table 5: Showing means of transporting the tourists in Sipi falls

Means of transport	Frequency	Percentage
Counter taxi	20	40
Bicycle /motorcycles	18	36
Trekking and Walking	12	24
Total	50	100

Source: Primary Data, 2014

From the above table findings , its clear that most of the tourists are transported using commuter taxi like super customs, mini buses, Passenger Service Vehicles (PSV), (Kamunye) which amounted to 20 (40%). Respondents agree that most of the visitors are transported by the above mentioned means to the tourist sites.

Also, the researcher identified that 18 (36%) of the respondents said that bicycles and motor cycles like mountain bikes and Bajaj respectively besides commuter taxis also transports the tourists because the area is hilly and the state of roads are poor so they decide to make the movements flexible by using mountain bikes and Bajaj hence making the journey interesting and also they are able to view other varieties on the way for example community activities which are on large scale grown like wheat , maize and subsistence growing of bananas and other crops are important to tourist movements.

Furthermore, the researcher also identified that 12 (24%) of respondents had a different view about the means of transporting tourists and they said that due to ranges and ragged landscape of the district of Kapchorwa , some tourists decide to take a walk and they were able to convince researcher that its indeed one means of transport besides commuter taxis, motorcycles and bicycles and the reason was that in order for them to view and carry out their research, they organize walks with the tour operators and tour guides to various places hence during walking and trekking they are able to view economic activities like agriculture which ranges from food crops to cash crops. The food crops include millet, potatoes, beans, simsim and sunflower and cash crops include cotton, coffee and wheat, there are also fruits and vegetables, passion fruits and onions. However, they reported that this means of transport is very expensive to the tourists due to sleepless, rugged landscape and said that it's only few who manage to remit the costs.

Table 6: Showing if tourism growth is of any benefit

Response	Frequency	Percentage
Yes	50	100
No	00	00
Total	50	100

Source: Primary Data, 2014

According to the table above, the respondents of the study area unanimously agreed that indeed tourism in the area has to greater extent been a beneficial to them. This amounted to 50 (100%) of the respondents in total.

These respondents were in position to establish the benefits of tourism industry in this area as follows.

4.5 Benefits of tourism industry

One of the study objectives developed was to establish the benefits of tourism industry to the people of Kapchorwa district, Tingey County, Sipi Sub County. To accomplish this, data was collected and the respondents selected in the study said that growth of tourism in the region is of a great benefit to incomes of people. This is so since all of them asked were in agreement with the statement developed below areas as follows.

Table 7: Showing benefits of tourism industry

Benefits of tourism industry	Frequency	Percentage
Income generation	11	22
Foreign exchange	08	16
Employment opportunity	14	28
Growth of small scale industries	06	12
Diversification of the economy	04	08
International relations	03	06
Infrastructural development	04	08
Total	50	100

Source: Primary Data, 2014

Regarding the benefits of tourism sector, respondents revealed a number of benefits as shown in the table above. These were further explained as follows

4.5.1 Income generation:

Respondents totaling to 11 (22%) said that tourism growth has led to high levels of income both to the operators of tourist attractions and the people living within. The respondents especially tour guides and tour operators said that they participate in tourism related activities mainly for money (cash). Additionally tour guides reported that after trekking and walking the tourists around the areas for viewing they are afterwards given tokens and on top of that, they are paid by their employers and its from this tourists that they acquire money to improve on their living conditions as they use the money to purchase basic needs of life (necessities), pay school fees for their siblings and children and buy home necessities like utensils clothes, food and erect good housing among others. Respondents said that this has been beneficial as it has improved on the lives of tour guides and tour operator's living standards in Sipi Sub County. This is comparative to the study conducted in Switzerland and Netherlands office of international tourism and eco tourism center where a tour guide who was a woman doubled her incomes by creating a tour center to the neighboring tourists.

4.5.2 Foreign exchange.

According to 08 (16%) of the respondents contacted they had a view that tourism to greater extent has led to foreign exchange whereby the tourist who come as visitors from different parts of the world most notably USA, South Africa, UK, Netherlands, Denmark, Germany and others have led to foreign exchange i.e. dollars, Pounds, Francs thus leading to high exchange rates. Therefore they use such foreign rates to set up bureau standards which have ended up employing more than 20% of the population in the districts.

4.5.3 Employment opportunities.

The study indicated that also respondents amounting to 14 (28%) reported that tourism sector is a source of employment to an increasing population of Kapchorwa district which is 193, 510 people of which 96,984 are female and 96,526 are male thus the industry has employed 99 people in different sectors notably in hotel and accommodation which takes the high percentage. The study revealed that most of the active participants of tourism sector notably the guides had attained hardly any education because most of them ended up in P.7 and S.4 and this was due to the fact that Sipi primary school and Sipi secondary school are near the Sipi falls which is the major tourists site in the district hence most of the youth got lured in therefore most of them got employed in tourism activities. Also residents reported that those tour proprietors /operators with large tourists centers normally employs many people to work in their tour firms during the summer and winter when the tourists come in large numbers to transport them to different tour sites hence it has enabled them to generate income.

4.5.4 Growth of small scale industries

The study also indicated that the tourism industry is one of steady growth sectors in their area (Sipi Sub County). Respondents amounting to 06 (12%) agreed that besides other benefits, tourism sectors has led to the growth of small scale industries for example graft and Souvenirs industry, hotel and catering industry, community activities and others whereby crafts like mats, pots which are made by artists on road sides, accommodation

business establishment with a capacity of 275 beds at the time of the survey, the industry employed 99 people in the district and growth of community activities like agriculture , music dance and drama (promotion of culture) respectively have all been achieved to the greater extent and its due to tourism activities . This is related with some study which was carried out in South Africa “face of tourism and African culture” (Tours and Travel South Africa 2008 GSA).

4.5.5 Diversification of the economy

Important too, 04 (08%) of respondents reported that, tourism has led to growth of other sectors for example banking sectors, agricultural sectors, health sectors, recreational sectors, hotel and accommodation sectors, business sectors and others in the district. Centenary rural development bank, SACCOS’ medical facilities like Kapchorwa and Sipi hospitals, Moses camp, Lacam lodge, twilight, pacific and Noah’s ark hotels have all shine due to tourism growth at its peak. Since Kapchorwa is a mountainous area with steep slopes of Mt Elgon, the area is blessed with fertile soils which have led to growing of maize, wheat thus they are sold to help the economy diversified. This is in relation to New Vision 2002, “Kapchorwa with its unique landscape”.

4.5.6 International relations.

The study also found out that, international relations has been of great benefit to the growth and development of rural areas of Kapchorwa and it’s due to tourism industry. According to 03 (06%) of the respondents who avail the information said that the tourism sector has led to creation of roads mainly Mbale -Kapchorwa road which was funded by Kenya beneficiary funds with the help of World Bank and Holland government. The respondents said that its due to unique characteristics of the district with vast tourist attraction ranging from Sipi falls, Mt Elgon ranges, exploration center and others thus the road was constructed and besides that, due to international relations, Kapchorwa has also benefited with the infrastructural development and renovation of Kapchorwa main hospital with the funds from Norwegian government and USAID.

4.5.7 Infrastructural development. From the survey carried out, 04 (08%) of the respondents said that through tourism growth and rural development, the district has benefited in the establishment of Mbale -Kapchorwa road, hospitals, schools, churches, Mosques for example Sipi secondary school, Kawai reception institute have been constructed with the help of tourists for example Peter Whitter is responsible for the construction of Kakwai reception institute. Further more the respondents revealed to me that Sipi provisional church of Uganda was funded by the Chinese and Italian tourists who had come for missionary activities and finally Gamatui Girls secondary school laboratory was funded by the Rome government hence indeed tourism according to respondents revealed that it has been of importance to the area.

4.6 Challenges faced by tourism industry in the rural development of Kapchorwa district Tingey County.

According to respondents, the following are the challenges facing the tourism industry in the rural development of Kapchorwa district, Tingey County.

Table 8: Showing challenges facing tourism industry in Tingey county

The challenges	Frequency	Percentage
Poor infrastructure	08	16
High cost of tourist inputs	06	12
Inadequate capital	04	08
Insecurity	14	28
Depletion of cultures	11	22
Inadequate personnel and human resource	04	08
Language barrier	03	06
Total	50	100

Source: Primary Data, 2014

4.6.1 Poor infrastructure: From the above findings, it's indicated that about 08 (16%) of respondents argued that poor transport (roads), housing (accommodation and hotels) are the main problems affecting the tourism industry in Kapchorwa district, Tingey county. According to respondents, tourism industry has faced transport challenges as there is limited accessibility to tourist sites due to the land scape of the area, Kapchorwa is full of hilly areas hence vehicles are unable to go through such areas and on top of that, the

roads are in a sorrow state and its worst when it rains. And again the housing sector for example accommodation and hotels are also a vital challenges for example the district has only 2 hotel and 3 cottage centers that is to say Noah's Ark hotel and pacific hotel and the cottages include missi cave , Locam lodge and moses camp site, as such, the tour operators have registered a lot of costs while transporting and providing accommodation to tourists and to make matters worst, tourism is still at its juvenile stages due to inadequate advertisement in the world market hence making the whole activities cumbersome. This relates to the research conducted in western Uganda districts on the slopes of Kabale, Kasese and Kisoro and in eastern part of Mbale revealing that steepness of these areas make transport a big problem. (Buginyanyi research station 2001)

4.6.2 High costs of tourist inputs.

Respondents 06 (12%) said that high cost of tourist inputs affect the tourism proprietors and operators widely . inputs like labor, timber , housing, recreational gardens , viewing sites, advertising , security , swimming pools capacity and training of the staff are very expensive ventures. One of the respondents said that in the year 2004 a bag of cement was shs. 20,000 but today its shs. 30,000 (Hima cement) hence the construction of cottages is really very costly. This has discouraged tour operators from engaging vigorously in tourism sector by putting in place quality structures and several inputs mentioned above. Those ones who have/can afford have produced quality on a small scale hence leading to low production.

4.6.3 Inadequate capital and high taxes.

The study also indicated that 04 (08%) of the respondents argued that and identified inadequate capital as one of the factors affecting the growth of tourism on a high scale in the rural area of Kapchorwa. They had a view that since the district had several banks and financial institutions for example centenary bank , FICA bank, SACCOs, Stanbic bank, Post bank and credit facilities , they said that only centenary bank was the only bank which gives loans at a durable rates compared to others like stanbic bank which gives loans at a very high rate. Therefore according to one of the tour operators of twilight, he

said that even though centenary was there to help them, the money they give is not adequate enough to take care of the tourism operational activities hence rendering the sector into slow development.

4.6.4 Insecurity.

The majority of respondents 14 (28%) said that major challenges facing the tourism industry in the district was insecurity and lawlessness.

They said that around 20 tourists in the year 2005 were killed and dumped into river CHEKWANDA and on top of that one tourist was found dead at sports centre. one tour guide went on to say that in the year 2009 they had a trek walks to the slopes of Mt Elgon that is to say a place called BUGUMOTTWO and on reaching their with the two tourists he was moving with, around 20 men surrounded them and they ended up vandalizing all their property ranging from the bags which contained laptops , cameras ipads, tabs and clothing hence they ended up stranded till they were rescued by GSO operator who then organized boda boda cyclists to take the victims back to Sipi falls, therefore insecurity has really topped as a major challenge facing the tourism industry in the district , this is related to the situation which occurred in PIAN UPE Game reserve in Nakapiripirit district at northern boundary of Kapchorwa which acts as one of the tourist varieties to tourist who go to Kapchorwa whereby 14 of which 7 where male and 7 where female with their tour guides where put at a gun points by the Karamojong warriors and they ended up killing 4 women and 3 men and the one's who resisted ended up overpowering the warriors.

The same survey was carried out in kabale and Kisoro (journal of tourist guides service, 2006)

4.6.5 Depletion of cultures.

Cultural deterioration has been reported by the Sabiny cultural elders committee to be another big problem imported by the tourist in the area. About 11 (22%) respondents revealed that Sabiny cultures have been diluted by the tourist notably change of language accents, sexual immorality, disrespect of elders for example one of the highly respectful citizen of the district and he is even one of the tour operators said that the entire sub county of Sipi has greatly disoriented and diluted by the tourist for example he cited a situation whereby 4 tour guides 2 male, 2 female were coerced by the tourists and they gave them 200 dollars and ended up committing homosexuality and Lesbian acts by the tourists from America who are used to such acts of homosexuality since a place called brothels has legalized bi sexual in America.

Another respondent who was a tour guide confessed that the tourist have ended up diluting their cultural norms and values for instance he revealed to me that these days majority of the people have ended up adopting the European slangs which have totally led to disrespect for instance he gave an example of “kneeling before elders”, putting decent clothes, speaking in orderly manner, said that all have been replaced by “standing while greeting the elders, putting on mini clothes, speaking in vulgar language e.g. what’s up, “hi” using provocative signs” are all manifested as a threat due to tourism.

4.6.6 Inadequate personnel and qualified human resource. 04 (08%) of respondents revealed that tourism operators finds it very hard and challenging to get the qualified personnel to run the day today affairs of the sectors. According to one of the tour operators of lacam lodge, he said that getting a qualified chef, tour receptionist, hotel and management personnel with qualified skills and knowledge related to tourism and hospitality is not easy, so they go ahead to source a person from external field for instance he said that 14 of their tour guides, 4 chefs and 1 managing director were outsourced from safari tours which costed them a lot of money hence its really a challenge they are working on.

4.6.7 Language barrier.

Language barrier has affected tourism industry negatively. 03 (06%) of respondents said that the district has different ethnic groups for example they said that Karamojongs,

Pokots, Bagisu, Kenyans and the Kalejis make up part of the ethnic groups in the district. Therefore they went ahead and revealed how language barrier has become a challenge as far as tourism industry is concerned they said that most of the tourist who come to the area are from UK, America , South Africa , Germany , Sweden , Italy , Denmark , Holland, France , China, India hence several of them know English therefore the tour guides around and the entire populace are not well versed with hospitable language hence they have ended up scaring the tourist when they speak Kupsabiny which is the common language in the district hence it has been of a challenge to the tourism sector.

4.7 Strategies to overcome challenges facing tourism industry in the rural development of Kapchorwa, Tingey County.

The study also covered strategies to be employed to overcome the challenges tourist operators and tourists face in Kapchorwa district Tingey County. According to respondents totaling to 50 (100%) were in place to indicate the strategies to overcome the challenges that were facing tourism industry. This is illustrated in the table below.

Table 9: Showing strategies to overcome the challenges facing tourism industry as per the study respondents.

Response	Frequency	Percentage
Improvement of the infrastructural development	10	20
Subsidizing and giving tax holidays to tour operators	04	08
Provision of extension services to tour operators and tourists	04	08
Vigorous advertisement	14	28
Provision of technical institutions and tour centers	07	14
Provision of security in all installations of tourists	08	16
Sensitization and awareness campaigns to avert escalation of cultural deterioration	03	06
Total	50	100

Source: Primary Data, 2014

4.7.1 Improvement of infrastructural development.

From the above table it can be said that tourism industry should be advocated for improvement of infrastructural development ranging from housing, roads, hotels ,

hospitals , schools, churches, mosques to overcome the challenges faced by the industry most notably transport and accommodation infrastructures which are major factors which pursue tourist to come into an area. 10 (20%) of respondents believed that constructing both feeder and main roads to tourist sites like Kapchorwa Suam border will greatly attract many tourists who wants to go and view places like Benet, Kapraron, Kwanyiny, Binyiny, Kaptanya, Ngenge which boast of tourist attractions like sun bathing in Teryet, Monkey's in Binying and field studies in Kapraron and Suam border. Such roads should be properly maintained hence will help tourist operators access the market to such unutilized areas for better services. Roads works as a link between tour centers and tourist sites on top of that, there should also be expansion of accommodation since the district has only 2 star hotels.

4.7.2 Subsidizing and giving tax holidays to tour operators. 04 (08%) of respondents went ahead with an alternative of subsidization and provision of tax incentives to tour operators in terms of firm inputs, grants, loans, wide range of tax holidays as a practical remedy to help tour operators raise up the tourism sectors for tourists to increase in the number coming to the sites since the areas will be unlimited to varieties of activities.

This will lead to high sales hence income generations. Tourist inputs like hospitable receptionists, food variety, maximum security, swimming pools, study centre's and others are very expensive to poor Sipi operators, therefore their suggestion was that government should provide tourist operators with such incentives in order to improve on the image of the industry at its infant stage.

4.7.3 Provision of extension services to tour operators and tourists (visitors). In related development, the study also discovered that 04 (08%) of respondents identified that four operators and tourists (visitors) should be granted with extension services such as advisory services like "bench marking," orientation of tour guides, exchange programs, skills and knowledge for instance extending computer centre's (internet) around the areas so that the tour operators and tourists will be able to use them to exchange experiences to their people back at home, for emailing, for social networking and typing related activities. Graft industries, music dance and drama (MDD), health

centers, school centers, praising houses and others in order to equip both the operators and visitors with zeal and comfort thus will improve the services offered.

4.7.4 Vigorous advertisements.

Massive advertisements was also among other remedies respondents suggested to overcome challenges such as language barrier, hostility, remoteness of the area so that the outside world come to know that a place called Sipi falls exists which attracts thousands of tourist most especially during winter days. Respondents amounting to 14 (28%) and majority of them according to the survey identified vigorous advertisements as a practical solution that would reinforce tourist operators efforts to produce much and increase the quality of services provided.

They said that efforts are underway to sale off the beauty and unique image of Kapchorwa through both local and international media houses.

Locally they said that Elgon Radio, Kapchorwa Trinity radio (KTR) and Sabiny today a local tabloid have vigorously sold off the beauty and its uniqueness through electronic and their print medias as mentioned above. Another respondents who works with Noah's Ark hotel said that efforts have been made by their boss possible to advertise the image of Kapchorwa through 91.3 capital FM, 93.3 KFM, 99.8 Step FM , NTV Uganda , UBC , WBS, NBS, STEP TV and Print medias like Red Pepper, Observer, New Vision, ETOP, Daily Monitor , and on top of that, they said that currently BBC is airing out the uniqueness of the district through working together with Uganda tourism board and finally , they said that their golden boy Stephen KIPROTICH who won the gold medals in both Olympics and Moscow games has been made their ambassador to sale off the image of the district notably Aqua Sipi a bottling mineral water company used him to advertise the beauty of water from the source of Sipi and Sebei land.

4.7.5 Provision of technical institutes and tour centers. The respondents who amounted to 07 (14%) said that through provision of technical institutions and tour centers by the Ministry of tourism and Wildlife with partnership with the Ministry of education and sports. It will ease the problem of inadequate man power and technical staff who are capable of providing unique reception to the tourist. They said that when

the government come up with such a program they will be able to enroll and study tourism related activities for instance tourism and hospitality, hotel management, tour guide and others hence it will help them to get employed by the tour operators who had previously outsourced the skilled personal and human resources from outside the district hence leading to their income hence helping their families to avert poverty and have good living conditions.

4.7.6 Provision of security in all installations of tourists. Several respondents also went a head and said that the government and other private security guards should be able to provide maximum security to avoid the challenges of insecurity in the tourism sites 08(16%) of respondents had a view that the government should put in place police posts within remote areas like Kobil , teryet which has unique tourist attractions so that it will be able to provide stability and peace to the visitors, another section of respondents also said that private security companies should enter into memorandum of understanding (MoU) with tour operators as that they will be able to provide security at all the tour sites and hotels.

4.7.7 Sensitization and awareness campaigns to avert escalation of cultural deterioration. 03 (06%) of respondents said that efforts are underway by the traditional leaders in the areas of Kapchorwa, they said that through sensitization and awareness campaigns it will minimize the challenges of cultural depletion and heritage. They said that tour operators should work hand in hand with NGOs operating in the district like REACH, United Nations Population Fund (UNPFA) so that they will sensitize the populace about the cherishment of their cultural values and norms which in the other way all round may have been diluted by the tourists.

CHAPTER FIVE

FINDINGS, CONCLUSIONS AND RECOMMENDATIONS

5.1 Introduction

This chapter states the major study findings on the tourism and rural development in Tingey county, Kapchorwa district. It also presents the conclusions and recommendations of the study arising from the study findings. The first section presents the summary of findings. This is recommendation in relation to the study research objectives.

5.2 Summary findings

The study found out that the male respondents constituted the highest number of respondents representing 75.2% of the respondents while the female constituted only 24.8%. Similarly, study found out that the majority of 40% of the respondents were aged between 31-35 years followed by 36.2% who were aged 36-40 years and 19% who were aged between 26-30 years. Those who were aged 18-25 years constituted on 4.8% of the total number of respondents. On the education level, the study found out that a majority of 41% had attained a diploma as their highest level of education, followed by 25.7% who had attained a university degree, 23.8% who were certificate holders and 9.5% who had attained secondary education as their highest level of education. On the time worked, majority of 43.8% of the respondents had worked for 4-7 years and 21% who had worked for 8 years and above while those who had worked for less than a year constituted 4.8% of the total number of respondents.

Regarding the benefits of the tourism sector, 28% said that employment opportunities has been realized, 22% said income, 16% foreign exchange, 12% said that it has led to growth of small scale industries.

Furthermore on the challenges facing the tourism sector, respondents amounting to 28% said that insecurity was the serious challenge followed by 22% who said that deterioration of cultures has been witnessed and others faulted the poor state of roads as some of the major obstacles.

Last but not the least, several respondents came up with solutions in order to overcome such challenges and majority of them who amounted to 28% said that through vigorous advertisement, the area will boast of several tourists and it will show good image throughout the world.

5.3 Conclusions

The study findings indicated that there are various tourism varieties and attractions found in Kapchorwa district, Tingey County like Mt Elgon, Sipi falls, Pian UPE game reserve, exploration center, hotel and catering industry. On the same note, some of the varieties and attractions though commonly unutilized by the tourists are pian UPE game reserve due to inaccessibility and insecurity and the ones most utilized are Mt Elgon, Sipi falls and kakwai exploration centre.

For this reasons some tour operators are not yet convinced by catering and hotel industry.

The study also concludes that some of the common means of transport use for transporting tourists include commuter taxis, bicycles/Motor cycles, trekking and walking. The commonly accessible transport systems are bicycles and motor cycles because it is affordable by most tour operators and tourists themselves who have their own mountain bikes.

The study also concludes that tourist operators and tour guides gets enough incomes from tourist related activities of which income they use for acquiring basic necessities of life, paying their children's school fees and buying home utensils. It's also a source of employment, foreign exchange and growth of small scale industries.

Finally the study concludes that there are very many challenges facing the tourism industry in Kapchorwa district , Tingey country such as poor infrastructure, high cost of tourist inputs, inadequate capital and high taxes imposed on them by URA (Uganda revenue Authority), Insecurity , language barriers , cultural depletion and inadequate human capital who are skilled and unskilled.

The respondents also proposed that there is need to improve the infrastructural development of roads, accommodation facilities, subsidizing and giving tax holidays to tour operators and tourists (Stakeholders), vigorous advertisements, provision of technical institutes and tour centers, provision of security in tourist sites and awareness creation campaigns to overcome the previously mentioned challenges.

5.4 Recommendations

Basing on the above conclusions the researcher is recommending the following, the following recommendations can be made to be policies as well as management and staff of tourism handling bodies in Kapchorwa district.

The tourism financial funding of investment should include promotion and advertisement on top of other investments for infrastructures. Promotions and advertisements should be a regular investment which should be maintained in order to increase the arrivals rate. This would also increase receipts respectively.

The improvement of political stability and security are very necessary for tourism development and growth. Political instability and lack of security greatly affect tourism performance.

Immigration regulations to tourists should be investigated and quicker procedure is adopted in order to encourage more tourist traffic into Kapchorwa. Immigration and customs services should specifically be put in place to cater for international visitors.

Improving on social amenities such as promotion, education, health, water and sanitation and recreational facilities.

Providing employment opportunities for both men and women with equal opportunities.

To enhance rural development, the study recommends that the government of Uganda, the management of tourism in Kapchorwa and other stakeholders should always put emphasis on eco tourism, sustainable tourism and community participations.

Respecting of Kapchorwa cultural beliefs, values, norms and practices by tourists should be emphasized and put into implementation.

Spending on local capacity building should be encouraged by the KTB and other stakeholders like Uganda Tourism Board (UTB), UNESCO, UNDP and World tourism organization.

Local and organizational capacity training of staff and their community stakeholders to improve on their Managerial capabilities and sustainable tourism.

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APPENDICES

APPENDIX A

Transmittal letter for respondents

Dear sir madam,

Greetings,

I am BDS's candidate at Kampala international university, part of the requirement for the award is a dissertation; my study is entitled "tourism and rural development in Sipi falls Tingey county, Kapchorwa district". within this context may I request you to participate in this study by answering the questionnaire, kindly do not leave any option unanswered .any data u you will provide shall be for academic purposes only and no information of such kind shall be disclosed to others.

Thank you very much in advance.

Yours faithfully,



MR. ERIMIA MILTON

APPENDIX B
QUESTIONNAIRE 1

To be filled by other tourist handling bodies like hotels, tour operators and government departments

The information given will be treated as highly confidential. The results of the study will help in the betterment of tourism development. The study is for academic purposes

1. Which of the categories below best explains why you/your company happens to deal directly with Kapchorwa Tourism Board (KTB)

- a) Hotel
- b) Camp sites
- c) Tour operators
- d) Government departments

2. How long have you been dealing with KTB in this category?

- a) Less than 1 year
- b) 1-3 years
- c) 4-7 years
- d) Over 12 years

3. Do you remember KTB ever having carried out any of the activities below between 2002-2014 insert Y for Yes , N for No and U for uncertain in the appropriate box

- Organizing trade exhibition
- Advertising on TV
- Advertising on radio
- Publishing travel magazines
- Organizing promotions
- Tourism marketing through trade fair
- Others please specify

4. What would you say about the way KTB has been trying to increase the tourist volume since about 10 years ago?

- Appropriate Don't Know
- Not appropriate

5. In case you think it was not appropriate briefly explain

.....
.....

6. Do you deal with other bodies concerned with promoting tourism in Kapchorwa

Yes ☐ No ☐

7. Please list 1-5

If yes (B) how are they trying to increase the tourist visiting Kapchorwa?

.....
.....

8. Do you find it appropriate

Yes ☐ No ☐

9. If No, how could you /they improve on this 1-5

.....
.....

10. How has your organization attempted to promote Kapchorwa as a tourist destination both national and within in order to attract tourists?

- Assuming inquisitive clients about our political stability ☐
- Attending trade exhibitions ☐
- Procuring recommended tourists vehicles ☐
- Providing acceptable accommodation ☐
- Direct mailing of brochures and price list ☐
- Sponsoring programmes on TV and radio ☐
- Vial the website ☐
- Others please specify ☐

11. What would you say about KTB's developmental and promotional activities between 2002-2014 (Tick as appropriate)

- All have been very successful ☐
- Most of them have been inadequate ☐
- Some were inappropriate ☐
- Some were unnecessary ☐
- ☐

➤ Some were unsuccessful

12. Would you say there is a significant relationship between the number of tourists visitors and say KTB developmental and promotional activities

Yes ☐ No ☐

13. If No, what do you think could be a cause for the number of tourists visiting 1-5

.....
.....

14. Would you say there has been an increase in the number of visitors since 2002?

Yes ☐ No ☐

15. Please quote numbers handled since
2002,2003,2004,2005,2006,2007,2008,2009,2010,2011,2012,2013,2014

.....
.....

16. What would you wish to be done in terms of expenditure on tourism developmental and promotional activities? Please give suggestions 1-5

.....
.....

17. How long have you been in tourism related business

.....
.....

18. What are your qualifications

.....
.....

Thank you for your cooperation

QUESTIONNAIRE II

To be filled by Kapchorwa Tourism Board Management

This information given will be treated as highly confidential. The study is for academic purposes

1. Which places do most of the tourists you handle visit

- Mt. Elgon ☐
- Sipi falls ☐
- Exploration center i.e. Kakwai ☐
- Teryet ☐
- Plain UPE game reserves ☐
- Towei hills ☐
- Lacam camp sites /lodges ☐
- Hotels i.e. Noah's Ark and pacific ☐
- Twallight and Kamswahili lodges ☐

2. What do you think is fascinating about these places

- Extinct volcano ☐
- Gorge ☐
- Ancient caves ☐
- Water falls ☐
- Hot springs ☐
- Wild life ☐
- Fauna and flora ☐
- Atmosphere ☐
- Game viewing ☐
- Primate tracking (gorillas, Chimps and others) ☐

3. How do you promote Kapchorwa's image to prospective tourists (Following are some of the most common tools and a coronary may use for developmental and promotional related activities, please tick the tool which could have been used at one time or another since 2002

- Advertising ☐

- Personal selling ☐
- Sales promotion ☐
- Publicity ☐
- Others (please specify) ☐

4. I am interested in the expenditure used to promote tourism between 2002-2014. Starting with the most recent to the most distant as indicated in the table below, kindly give me this information in the space provided

Year / Months	Volume of tourists	Promotional cost
2014		
21013		
2012		
2011		
2010		
2009		
2008		
2007		
2006		
2005		
2004		
2003		
2002		

5. Between 2002-2014 ; were there any major promotional campaign KTB launched

Yes ☐ No ☐

6. If yes , which ones and were they launched

Promotional campaign	From	To (months) Year

7. What would you say about KTBs promotional and developmental activities in rural areas between 2002-2014 (Please tick as appropriate)

	Strongly agree	Slightly agree	Uncertain	Slightly disagree	Strongly disagree
All have been very successfully					
Most of them have been inadequate					
Some were inappropriate					
Some were unnecessary					
Some were unsuccessful					

8. Has KTB evaluated the effectiveness of any promotional and developmental activity since 2002

Yes ☐ No ☐

9. Incase KTB has done the evaluation what were the main findings

.....

10. The following services have often been considered to be very crucial to tourists in the places where they visit. Please rank them as follows. 1 for the most important through to 8 for the least important

- Accommodation ☐
- Catering ☐
- Information services ☐
- Entertainment ☐
- Decoration ☐
- Health services ☐
- Transport and travel ☐
- Others ☐

11. It has also been noted that the tourists have often sought for an improvement in service through the following suggestions, please give your independent opinion by ticking the appropriate box

	Strongly agree	Slightly agree	Uncertain	Slightly disagree	Strongly disagree
Improve information services					
Better catering , bar and track services improve sanitation					
Provide mosquito nets					
Uninterrupted power supply					
Better access					
Timely meals					
Fair food prices					

12. I am interested in the list of the other bodies that you deal with in handling tourists when they come to Kapchorwa such as tour and travel agent, hotels, government departments, airlines. please avail me with a list

1.
2.
3.
4.
5.
6.
7.
8.
9.
10.

11. ☐
12. ☐
13. ☐
14. ☐
15. ☐

13. Apart from KTB , are there any other bodies involved in promoting Kapchorwa's tourism sector

Yes ☐ No ☐

14. If yes, please mention below

1-10

15. The following are some of the observations made by some members of the public which they consider to be tourism challenges. What is your response to them?

Please tick the appropriate box

	Strongly agree	Slightly agree	Uncertain	Slightly disagree	Strongly disagree
➤ Lower rates of growth					
➤ More interview competition					
➤ Greater awareness of tourism impacts					
➤ More knowledgeable and demanding consumers					
➤ Technology driven market					
➤ Growing dominance of multinational and globalization of tourists arrangement					
➤ Infrastructural ad					

facility limits					
➤ Human resource					
education and training					
➤ Quest for value and quality					

16. Below are some ways which other districts use to promote tourism both national and within. Please tick any that you have attempted to use

- Organize national and local trade exhibition ☐
- District image promotional through public relations ☐
- Advertising in guidebooks , magazines etc ☐
- Direct mailing of brochures and price lists ☐
- Sponsorship of programmes ☐
- Car posters, travel magazines ☐
- Via the website, internet ☐
- Organize workshops, seminars , filming ☐
- Publications ☐
- Promotion tours ☐
- Train competent guides ☐

Thank you for your cooperation

QUESTIONNAIRE III

To be filled by tourists

1. Which of the places have you visited or intend to visit? Please tick

- Mt. Elgon ☐
- Sipi falls ☐
- Exploration centers ie kakwai ☐
- Teryet ☐
- Plain UPE game reserve ☐
- Lacam lodge ☐
- Hotels like Noah's Ark and Pacific ☐
- Twallight and ☐
- Kamswahili Lodge ☐

2. What led to your fascination about these places?

- Extinct volcano ☐
- Gorges ☐
- Anceint caves ☐
- Water falls ☐
- Hot water ☐
- Wild life ☐
- Fauna and Flora ☐
- Atmosphere ☐
- Game viewing ☐
- Primate tracking ☐
- Gorillas, Chimps and others ☐

3. How did you come to learn about Kapchorwa and its tourist's attractions? Please tick

- Friends ☐
- Magazines ☐
- Radio /television ☐
- Travel /trade manual ☐
- Kapchorwa tour agents in Kampala ☐
- ☐

- Website/internet ☐
- Curiosity ☐
- Others, please specify ☐

4. Do you prefer a particular attraction

Yes ☐ No ☐

5. Incase of preference, which one could it be? Please tick

- Gorilla/primate viewing ☐
- Cultural facilities ☐
- Eco –tourism ☐
- Hunting ☐
- Sun bathing ☐
- Ancient caves ☐

6. How many times have you visited Kapchorwa?

.....

7. How many times have you opted for your preference

.....

8. Incase of its absence inaccessibility, which of the following statement best describes what you would do?

- Go to other places within Kapchorwa ☐
- Visit other districts ☐
- Opt for a second choice ☐
- Stop visiting altogether ☐
- Other ☐

9. If you were to change from one place of attraction to another, please attach numbers of importance (ranking)

1. Being of the most important and 8 being the least important

- Gorilla/primate viewing ☐
- Cultural facilities ☐
- Eco –tourism ☐

- Hunting
- Sun bathing
- Ancient caves

10. Do you remember ever visiting a place because of some persuasion by any body like Kapchorwa tourism Board?

11. Could you kindly give me a list of bodies known to you that are involved in promoting Kapchorwa tourism industry

1.
2.
3.
4.
5.

12. Which of the following services do you consider to be important in the places where you visit? Please rank them , 1 being the most important, 8 being the least

- Accommodation
- Catering
- Information service
- Entertainment
- Decoration
- Health service
- Transport and travel
- Others

13. Where do you come from?

- United Kingdom
- USA
- Canada
- Australia
- Holland
- Kenya
- Austria
- Germany

➤ South Africa ☐

14. What is your occupation

- Business man/woman ☐
- Researcher ☐
- Professional ☐
- Student ☐
- Others ☐

15. To which sex do you belong?

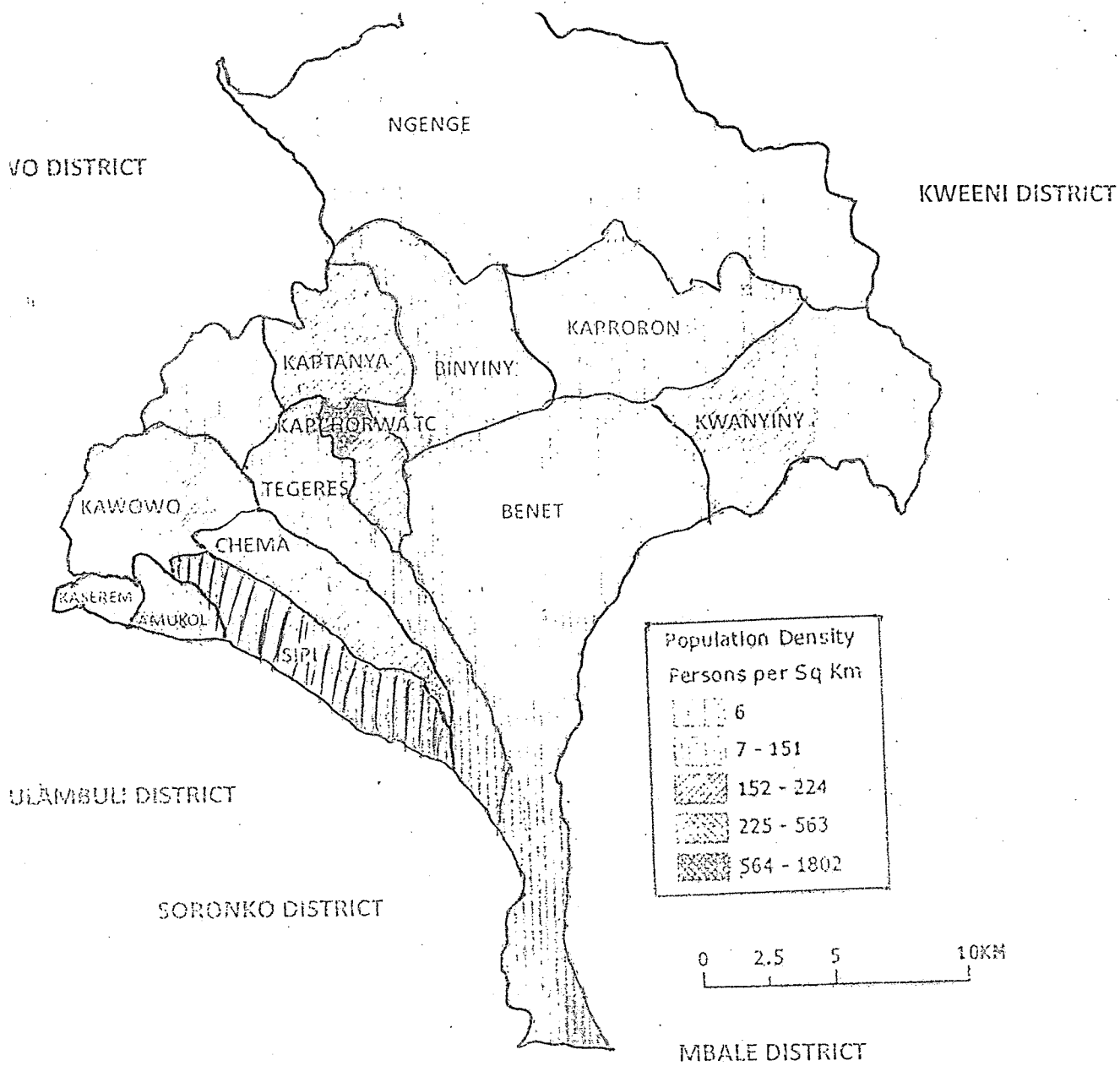
Male ☐ Female ☐

16. What is your marital status?

- Single ☐
- Married ☐
- Separated ☐
- Divorced ☐
- Specify others ☐

Thank you for your cooperation

APPENDIX C MAP OF KAPCHORWA SHOWING SUB COUNTIES



Source : Kapchorwa Planning Unit

APPENDIX D

MAP OF UGANDA

