

THE ROLE OF TOURS AND TRAVEL COMPANIES IN THE DEVELOPMENT OF  
THE TOURISM INDUSTRY: A CASE STUDY OF GREAT  
LAKES SAFARIS

BY

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### DECLARATION

I Nasasira Agnes do hereby declare that the work of this content is entirely my original work and that it has not been submitted before to any university or any other institution of higher learning for any award.

NASASIRA AGNES

Signature:.....

Date:.....*6<sup>th</sup> september 2018*

### APPROVAL

This is to certify that this research report has been under my supervision and is now ready for submission with my due approval.

MRS. NAMAKULA PROSSY

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Date: 8 September 2015

SUPERVISOR

## **DEDICATION**

This report is dedicated to the Almighty God who is the source of all wisdom, knowledge and strength. Special thanks go to my family members for tolerating my busy schedules throughout the research process.

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I wish to acknowledge the contribution of all those who in one way or the other assisted to the progress of my work. The list is too long to be individually thanked. However, I cannot refrain from mentioning a few individuals without whose support and input this report would never have been accomplished.

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## ABSTRACT

The purpose of the study was to assess the role of tours and travel companies in the development of the tourism industry. The study was guided by four research objectives which were; To examine the role of tours and travel companies to tourists, to identify the role of tours and travel companies towards infrastructural development, to explore the trend of growth of tourists visiting the country, and lastly to examine the contribution of safari tours and travel companies to the tourism industry.

The methodology involved the use a descriptive research design which employed both qualitative and quantitative designs. The sample size involved the 50 respondents to obtain responses. Simple random sampling alongside purposive sampling was used to obtain the required data. The data collection methods involved the use of both questionnaires and interview guides. The data sources involved the use of both primary and secondary data sources. Data analysis undertook both qualitative and quantitative methods.

The findings revealed that Tours and travel companies play roles not limited to transportation and logistics services which primarily ensure that tourists reach their various destinations. They offer information to tourists such as the countries forex exchange rates. safe transportation zones, historical information, and ideal lodging sites. The role of tours and travel companies towards infrastructural development involves its influence to aids construction and improvement of roads, accommodation/hotels and improvement in the number of tourists that travelled by great safaris tours and travel company are usually high but numbers tremendously reduce during political tensions such as the general elections periods, The level of development of tourism industry is dimensional as it caters liar fiscal and social aspects not limited to generation of foreign exchange, leisure and hospitality Some tourists resort to being investors in the country after they have realized the economic potential of the country.

## CHAPTER ONE

### INTRODUCTION

#### 1.0 Introduction

This chapter presents the background of the study, statement of the problem, purpose of the study, objectives of the study, research questions, scope of the study, significance of the study, and lastly the conceptual framework.

#### 1.1 Background of the Study

Over the last decades, the development of the tourism sector has led to the thrive of tours and travel companies all over the world. Tours and travel companies aid the tourism sector as they play a great role in the provision of logistical services to tourists, travellers and vacationers, (Adler Anderson, 2010).

However, Mathew (2013) asserts that the role played by tours and travel companies by fostering economic development through foreign exchange earnings. For example, the UBOS report (2016) stipulates that number of tourists that came into the country for leisure, recreation and holidays rose from 176,000 in 2014 to 233,000 in 2016. The majority of tourists mainly came into the country to visit friends and relatives followed by business and conferencing, and leisure and recreation. The most popularly visited national park in 2016 was Queen Elizabeth (42 percent), followed by Murchison falls (29 percent) and Lake Mburo (10 percent). All the logistical services to and from the above aforementioned national parks was provided by tours and travel companies.

Uganda has a total count of 145 registered Tours and travel companies that operate to support the tourism sector, (UBOS 2106). The existence of the companies has led to the generation of employment opportunities of over 10,000 people who are directly and indirectly employed in the tourism sector.

Great Lakes Safaris is one of the tours and travel companies located in Kampala district. It is one of the leading tours and travel companies in Uganda and east Africa as a whole. Great lakes safaris offer the exploration of the diverse Ugandan beauty by offering accommodation reservations and the authentic travel experience throughout the amazing magnificent sites in Uganda that constitute not limited wildlife, cultural sites and geological sites. The study was set to investigate the role of tours and travel companies.

## **1.2 Statement of the Problem**

Tours and travel companies are globally recognised for their immense contribution in the tourism sector, (Matthew 2013). This is basically through attracting foreign exchange earnings, contributing towards infrastructural development and also generating employment opportunities. Tours and travel companies are by far the most dominant means of transportation to tourists in Uganda as they provide over 90% of the tourist's travel needs. This is because roads provide the only means of access to most of the tourists sites thus making tours and travel companies highly relevant.

Despite their remarkable roles and contributions, many tours and travel companies remain unutilised implying that numerous tourist's sites remain untapped. This challenges their role in the development of the tourism industry. This study therefore sought to establish the role of travel and tour industries on their development towards the tourism industry.

## **1.3 Purpose of the Study**

The purpose of the study was to investigate the role of Tours and Travel Companies in the Development of the Tourism Industry.

## **1.4 Objectives of the Study**

The study was based on the following Research Objectives;

- i. To examine the role of tours and travel companies to tourists.
- ii. To identify the role of tours and travel companies towards infrastructural development
- iii. To explore the trend of growth of tourists visiting the country
- iv. To examine the contribution of safari tours and travel companies to the development of the tourism industry

## **1.5 Research Questions**

This study addressed the following research question:

- i. What is the role of tours and travel companies to tourists in Uganda?

- ii. What is the role of tours and travel companies towards infrastructural development?
- iii. What is the trend of growth of tourists visiting Uganda?
- iv. What is the contribution of safari tours and travel companies to the development of tourism industry?

## **1.6 Scope of Study**

### **1.6.1 Content Scope**

The researcher investigated the role of tours and travel companies in the development of the tourism industry. The study specifically examined the contribution of tours and travel companies in growing the number of tourists visiting the country.

### **1.6.2 Geographical Scope**

The study was carried out in Kampala using Great Lakes Safaris as the case study. The company is one of the biggest tours and travel companies in Uganda and has reached a wide range of geographical locations thus possess rich knowledge on the phenomenon under investigation. Great lake safaris are located on Mutungo Hill, block 243, Biina road, plot 1001, Mutungo tank road.

### **1.6.3 Time Scope**

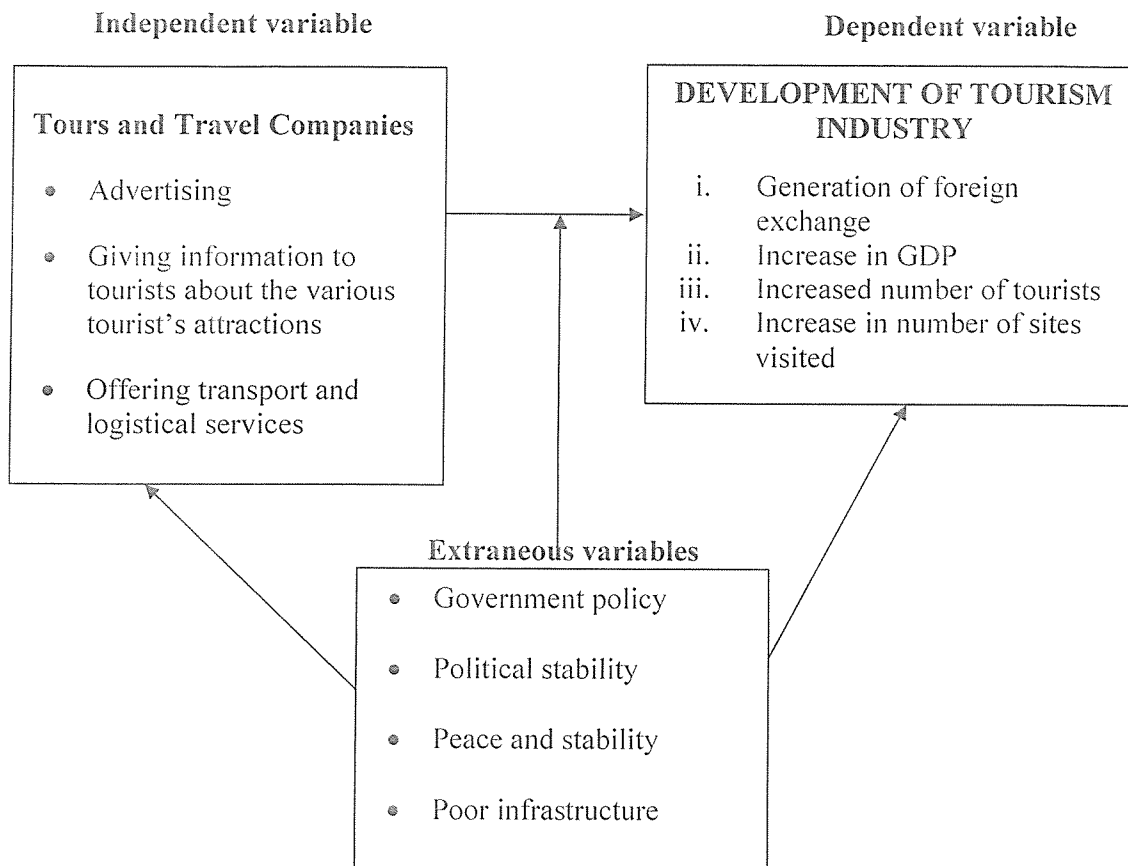
The study was conducted in the period between May 2017 to May 2018. The period was sufficient enough to collect data pertaining to the phenomenon under investigation.

## **1.7 Significance of the Study**

- i. To the policy makers such as the Government and related stake holders, the study will help formulate guidelines that will facilitate the operators of tour and travel companies.
- ii. To the researchers and students who wish to undertake investigations similar to the phenomenon under investigation. The study will be of immense benefit by guiding future researchers with literature on the phenomenon under investigation
- iii. The study will be beneficial to Great Lakes Safaris by serving as a guidance to the future developmental aspects for improving performance.

- iv. Lastly, the report will serve as a prerequisite for the researcher for the award of the requirements for the award of a degree of Tourism and Hotel Management.

## 1.8 Conceptual Framework



**Source:** Weele and Miller (2000) and modified by the researcher 2018

The conceptual framework above attempts to explain the relationship between the Independent Variable and the dependent variable and the effect of the intervening variables. The independent variable (tours and travel companies) have a positive causal influence on the dependent variable (the role of development of the tourism industry). This is because Tours and travel companies through their operations directly and secondarily contribute towards the generation of foreign exchange, the increase in GDP, the increase in number of tourists and the increase in number of sites visited. However, there are other factors that may influence either the dependent or independent variable which could affect the study investigation. These factors include various factors such as the Government policy, Political stability, Peace and stability.

## **CHAPTER TWO**

### **LITERATURE REVIEW**

#### **2.0 Introduction**

This chapter is mainly going to deal with the review to the related literature on the role of tours and travel companies and the development of the tourism industry. The researcher consulted the works of accredited scholars and researchers in order to understand and investigate the research problem, sources such as books, magazines, journals, internet and dissertations were analysed to deepen the theoretical foundation of the study.

#### **2.1 Role of tours and travel companies to tourists**

The study undertaken by Worship et al, (2010) stipulated that tours and travel companies have provided employment opportunities that are exhibited both directly and circuitously. Martin et al, (2013) postulated that tours and travel companies play a big role in ensuring that information about the various tourist's attractions in East Africa is made available to all potential tourists. This information is often displayed on the websites, manuals and journals on tourism.

The travel and tour companies also offer transportation as well as logistical services that are mainly dominated by road transport. Although alternative transportation means have not been exhausted, the road transport usage has played a significantly positive role towards the development influx of tourists in Uganda (Emory R. (2004).

The companies also act a s source of information to the tourists. This information is cross cutting and encompasses economic aspects which has seen some tourists later on become potential investors in the country, (Magezi 2014). Additional information constitutes of the shopping centres, restaurants, accommodation as well as crosscutting socio-cultural aspects such as history and cultures of the various tribal settings. This partially explains why Alyson



et al, (2015) maintains that it's important for the tours and travel companies to recruit personnel with diversified understanding that is not only confined to the tourism arena.

The tours and travel companies also offer courteousness and effective customer care that makes the tourists feel at home despite being in a foreign country. Abraham (2011) contends that it is important for tours and travel companies to ensure that the ultimate service is provided to the tourists. A report by the Consortium index survey (2016) revealed that despite the trivial political upheavals, Uganda remains outstanding as one of the friendliest, welcoming and approachable country in some measure due to the outstanding services that are provided by the tours and travel companies. Some of the tours and travel companies such as 1000 Shades Of Green Tours and Safaris Co. Ltd, Ababa Uganda Safaris, Access Budget Safaris as well as Acacia Safaris are some of the tours and travel companies that have been trending lately in Uganda according to the eye magazine.

## **2.2 Role of tours and travel companies towards infrastructural development**

The World Bank report, (2010) emphasized that improving road transport network is an essential requirement for modernization and growth of the tourism sector and better market. It reduces economic costs in transport and reduces resource wastage in rural and peri-urban areas of Sub-Saharan Africa. While Benson and White Head (2015) scholars agree that transport infrastructure both in urban rural economy is vital in socio- economic concerns of the entire economy and human capital.

In terms of infrastructure, the identified opportunities are “supply side measures which incorporate roads, air transportation, information and amenities, public transport, safety and security” (Department of Environmental Affairs and Tourism 2000). One step forward taken by the government on the side of transportation is to allow more airlines into the country. The UWA in Uganda announced a 1billion investment in infrastructure development in the

Western region in 2013. Its first phase included a 211 million upgrade of the highway within the Rwenzori region. Other notable features have been the substantial investment in tourism infrastructure such as game stocking, game fencing and key access roads and services (Msomi, 2015).

In recent years the attitude of tour operators towards the environment in tourism destinations has been slowly changing, as consumers have put greater pressure towards sustainable tourism. Although there are just a few tour operators in Europe that take responsibility for sustainability and the environment, these are among the biggest ones, and they have the power and are willing to change their practice and the practice of many others in this business. Moreover, their central position in the tourism system gives them great potential to influence the decisions and behaviour of both sides: tourists and service providers

Infrastructure, like roads, running water, electricity and social capital, are the most important basic requirements for the participation of rural communities in the tourism industry. Addressing these problems can be a gateway for rural communities to participate through community run lodges and craft centers. At Mahenye in Zimbabwe's southeast low-veld for example, "the local community has gained significantly from a lease agreement for the lodges" (Ashley, 2000). Further, the upgrading of the roads can also reduce high accident rates on the roads. This is a potential threat for the tourists wanting to travel around the country. Although initiatives have been taken to develop and modernize the infrastructure for tourism and the related services, there are concerns in regard to the attractiveness of destinations for the foreign tourists.

### **Partnership in tourism industry**

Forming partnerships in the areas like public services, sustainability, regional policy, and coordination of promotion, improvement of regulation and law enforcement, can enhance the

South Africa has recognized the importance of partnership in tourism. This is evident in the public/private partnership for international marketing of South Africa that was launched in the first week of December 1999 and was based on international best practices. In this partnership, local and international investors have already indicated that they want to put their money into the Spatial Development Initiative (Dr. ZP Jordan, 1999). The SDI project is a joint venture of the governments of Southern African countries bordering South Africa that facilitates the upgrading of the road and rail linkages through the region to improve transport routes for tourists and local communities. These have indeed facilitated travel by tourists.

## **2.3 Growth of tourism industry**

### **2.3.1 Trend of growth of tourists visiting the country**

The trend of growth of tourists visiting respective countries is commonly regarded as activity by tourists in a space where historic artifacts are presented. By contrast it is argued that tours and travel companies should be understood based on the relationship between the individual and the heritage presented and, more specifically, based on the tourists' perception of the site as part of their own heritage. This argument lies at the heart of this research and it partially explains why countries such as Uganda have lately attracted a big number of black Americans in the past decade.

The second issue raised here by the authors is that studies around the concept of tourist motivation, as well as studies that apply the various theoretical frameworks, are concerned mainly with travel classified as leisure or pleasure related. For example, Haukeland (2013) studied holiday travel, while Aroch (2005), who looked at motivation in relation to socio-demographic characteristics, considered only leisure and recreational travel. Likewise Gnoth (2016), in a theoretical paper about the link between tourist and destination areas revealed that a big number of tourists from the high polar altitudes such as Canada preferred to come to flock into other countries during the winter period since such countries are very cold with

temperature going as low as negative (-14) degrees centigrade.

### **Trends of tourism industry**

The number of tourists that visit the country increases and decreases with the sociopolitical and economic tension in both the destination and the country of origin. The table below shows the number of tourists that visited the Uganda between the year 2010-2016.

<b>Year</b>	<b>Tourism arrival</b>
2010	168,000
2011	159,011
2012	150,020
2013	149,000
2014	156,212
2015	174,010
2016	189,040

**Source: (UBOS Statistical Abstracts)**

From the above table, it is seen that in the year 2016, there was an increase in the number of tourists that entered the country compared to other year period. In the year 2015, the country received 174, 010 tourists. This year 2015 received low number of tourists compared to year 2016. The year 2010 follows with 168, 000 tourists, followed by 2011 with 159, 011 and the year 2014 follows with 156, 212 then the year 2012 follows with 150, 020 and finally the year 2013 with the lowest number of tourists that visited the county. According to the above table, it implies that though there has been a bit increase in the number of tourists entering the county every year, Uganda as a country still needs more tourists for the betterment of tourism industry and the country at large.

### **Political climate and industry**

The political tension in countries such as Russia have also contributed towards the changing trends with many tourists flocking into the country when the countries of origin are amidst intense political periods.

The once in a long life time events such as the solar eclipse have seen a rise in the unprecedented volume of tourist in the country. Celebrities including the well known actor Angelina Jolie and Brad pit were compelled to make the unprecedented move to tour Uganda to observe the solar eclipse.

The anticipated natural disasters have also seen people in areas such as California migrate when meteorologists warn the locals against such tragedies. This has seen African countries experiencing tremendous influx of tourist.

Nevertheless, periods of political tension especially during walk to work riots as well as election periods have seen Kenya register the least influx of tourists that was registered to have reduced by 16.3% in the recent Kenyan election. The tribal clashes and violence that is often sparked off affect the trend negatively.

Existing researches give the reasons why people drive to visit places where historic artifacts are presented. However, such research often approaches 'tours and travel companies' as part of 'cultural tourism' and relies on the leisure and recreation literature. Such research which perceives tours and travel companies to be based on the presence of tourists in historic places or places where cultural artifacts are presented, it is argued, does not clarify the nature of the phenomenon (Poria, et al, 2003a, 2003b, 2003c). It is argued that to understand the presence of people in places where, for example, religious artifacts are presented, there is a need to explore elements which are different from those used in the tourism literature. One example is work presented by Davies and Prentice (2015), who tried to provide a theoretical background for understanding why people do not visit museums. They regarded a visit to a museum as a leisure activity, seeing museums as 'heritage attractions'. Another example is that given by Kerstetter et al. (2001), who suggested the segmentation of tourists visiting heritage sites by their interest in history. Prentice (2012), in research dealing with heritage

consumers in the context of the leisure market, suggested six motivations: pleasure of viewing, education, information, relaxation, entertainment and exercise. It is argued here that these may be applicable to any form of cultural tourism and are not necessarily linked to the heritage presented, which is arguably central to a heritage site.

In Uganda's neighboring country called Kenya. The most lucrative foreign exchange earner is tourism. Saitoti (2010) notes that the influx of foreign visitors in this country can be dated back to the 1930s when the visitors came for game hunting purposes. Others, such as settlers, arrived with other vested interests. Saitoti also notes that before Kenya gained independence from Britain in 1963, the country lacked good infrastructure facilities that would enhance effective tourism. Most of the lands occupied by the natives were at natural state with wild tropical forests. The means of production was at a low scale, and most societies practiced communal subsistence production that was at a relatively low scale due to low technological standards. Tourism was thus a foreign activity to the natives. However, the government and the locals had to adjust to the new social and economic trends.

#### **2.4 The Contribution of tours and travel companies to the tourism industry**

Many studies have been conducted about the impact of the Internet on various players in the travel industry. At the end of the 1990s and the beginning of the 21st century, it was foreseen that the online environment would reform many industries and travel would be one of the first to be influenced by this wave.

This can easily be attributed to the suitability of the electronic environment for important processes in this industry thus explaining why many tours and travel companies in LDCs like Uganda have adopted ICT to leverage on tourism catchment. As accurately portrayed by Kuom and Oertel (2009), the Internet and online services are highly appropriate to present products and information about products, perform booking and reservation activities, and conduct payment and completion services in comparison to various other distribution channels.

Buhalis and Licata (2002) have conducted a very extensive study displaying the importance and the disadvantages of tours and travel companies for travel companies as evaluated by experts in various fields of tourism. This study has shown that the importance is expected to outpace the disadvantages greatly. The most important importance is stated to be greater flexibility and convenience and increased penetration and reach of the customer base. Additionally, lower distribution costs, increased customer interaction, easier identification and targeting of the customer base and globalization of the product are cited to be important benefits.

Moreover, some of the possible drawbacks of tours and travel companies are expected to be much less important and threatening. Disadvantages such as lack of human contact and face-to-face upselling and cross-selling opportunities, a volatile customer base, security issues, difficulty of offering tailor-made products or alienation of potential customers were not observed as prominent shortcomings.

There are also studies regarding consumer perceptions toward online distribution of tourism products. Law, Leung and Wong's (2004) research conducted on 413 tourists regarding their preferences between online and traditional travel agents shows that the most important lacking point of online agents is the personal touch and human interface. However, the power of the online environment to perform extensive searching and purchasing functions conveniently was also found to be just as important. Authors of the study also state that receiving comprehensive, timely and relevant information and the balancing of perishable tourism products and changeable tourist demand are important factors contributing to the fit between Internet and travel and tourism products.

Therefore, well recognized benefits of tourism are usually reason advanced or government supported. The benefits are usually felt at two levels; one is macro or national level. At the

first level, tourism is expected to foster economic growth foreign exchange earnings and an increase in the state revenue and act at a second level, in improvement in population well being in areas of job creation, revenue distribution and balance regional development. In this respect tourism is described as an industry though it has no single production characteristics or defined operational parameter. Tourism is also multi-faceted and its economic expansion cannot occur without inputs of social, cultural and environmental nature.



## **CHAPTER THREE**

### **METHODOLOGY**

#### **3.0 Introduction**

This Chapter focused on the approach that was used to collect data and analyze it. This chapter presents and discusses the research design used in the study, the area of study, study population, sampling procedures, sample size, sampling techniques, the data collection methods and instruments, the data quality control methods, data management and processing, data analysis, ethical consideration and lastly, the limitations of the study.

#### **3.1 Research Design**

The study used a descriptive Research Design so as to depict the participants in an accurate way. The descriptive research design is appropriate because it enables the researcher to conduct an empirical study that investigates the contemporary variables relating the subject matter.

#### **3.2 Area of Study**

The study was carried out in Kampala using Great Lakes Safaris as the case study. The company is one of the biggest tours and travel companies in Uganda and has reached a wide range of geographical locations thus possess rich knowledge on the phenomenon under investigation. Great lake safaris is located on Mutungo Hill, block 243, Biina road, plot 1001, Mutungo tank road.

#### **3.5 Subject scope**

The study will be carried out with the aid of two variables stated on the topic of this study. The study in this case will concentrate on the role of tortures and travel companies and tourism industry development together with the attributes stated in the both variables.

### 3.3 Study Population

The population of the study consisted of 85 respondents who comprised of tours and travel operators, tourism authorities (tours and travel company) local tourists engaged in the tourism sector among others.

### 3.4 Sample Size

The sample size of the study was statistically ascertained using the formula below;

$$n = \frac{N}{1 + N(e)^2}$$

Where n=the required sample size

N=the study population

e= the level of significance

Table 3.1: Categorization of respondents

Category	Sample size	Sampling method
Key informants (tours and travel operators)	20	Purposive sampling
Homogenous sample population	50	Stratified random sampling
<b>Total</b>	<b>70</b>	

Source: Researchers Estimate

### 3.5 Sampling Techniques

#### Purposive Sampling

Purposive sampling was used to target key informants such as the tours and travel company's operators. This sampling technique was utilized to ensure that only people with substantial data are sampled. This was purposely selected to obtain qualitative and quantitative data through personal interactions with key informants. Purposive sampling was used because the study was targeting basically key informants in Great Lakes Safaris.

#### Stratified random sampling

This sampling technique was utilized to divide the entire population into manageable strata. This method was particularly used to obtain data from the various respondents in Great Lakes

Safaris. Stratified random sampling was used because it splits the heterogeneous population into fairly standardized clusters.

### **3.6 Data Collection Methods and Instruments**

#### **Questionnaires**

Questionnaires were used because of the time limitation and partly because the research was dealing with homogenous sample population. The questionnaires were equally used because the information has to be collected from a large sample in a short period of time specifically for those who were educated enough to translate the questionnaires.

#### **Interviews**

Interviews were conducted with the key informants such as the Key informants in Great Lakes Safaris. Interviews during this research were structured and were specifically administered to Key informants in Great Lakes Safaris.

### **3.8 Data Management Processing, Analysis and presentation**

#### **3.8.1 Data Management Processing**

The study targeted Key informants in Great Lakes Safaris. The collected Data was fed into computer programs using Microsoft Excel. The data was analyzed using both statistical and narrative methods. This was analyzed using descriptive frequencies and percentages by means of a 5 point Likert scale ranging from 1 to 5 which was Strongly Disagree and Strongly Disagree respectively.

#### **3.9 Data analysis and presentation**

The data collected in the research was edited, coded, classified on the basis of similarity and tabulated. To permit quantitative analysis, data was converted into numerical codes representing attributes or measurement of variables. Descriptive statistics such as frequency distributions, percentages and frequency tables were used to summarize and relate variables obtained from the study.

### **3.10 Data processing**

After collecting and cleaning the data it was entered in a computer using Microsoft excel, various statistical tests were run to analyze the data. Tables were used for quantitative analysis while qualitative analysis used narrations and thematic analysis.

### **3.11 Ethical Considerations**

To ensure that the rights of the participants were not violated and to maintain good working relationship and credibility, the ethical issues were considered at three levels, that is, the planning level, during and after the study. The ethical issues constituted of refraining from noting the various respondent's names to maintain confidentiality.

### **3.12 Limitation of the Study**

- i. Another important point is that the study was conducted using a single tours and travel company (Great Lakes Safaris) with an assumption that the results were replicated and applied to any other tours and travel companies. Therefore, some important insights were missed from limiting the investigation to only great lakes safaris.
- ii. Some respondents especially those with key information did not answer nor fulfill their appointments thereby affecting the questionnaires and interview questions response rate. This could have had an impact on the results.

## CHAPTER FOUR

### PRESENTATION ANALYSIS AND INTERPRETATION OF FINDINGS

#### 4.0 Introduction

This chapter presents the major findings of the study, their discussion and analysis on a research titled “the role of tours and travel companies in the development of the too sin industry.” The findings in this chapter were the outcomes from the answered questionnaires and interviews from respondents who were thought to have relevant information about the study. The researcher targeted 70 respondents however not all respondents were reachable thus only 50 responses were collected.

#### 4.1 Respondents Bio data

This presents the demographic characteristics of the respondents; it encompasses the gender of respondent's, their age group, level of education, their respective departments and lastly their duration in the organization.

**Table I: Gender of respondents**

Gender	Frequency	Percentage (%)
Male	38	76
Female	12	24
Total	50	100

Source: Primary data

According to the table above, 76% of the respondents were male while the least were the female represented by 24%. The findings imply that both genders were represented in the study.

**Table II: Age group of respondents**

Age group	Frequency	Percentage (%)
18-30	13	26
31-39	25	50
40 and above	12	24
<b>Total</b>	<b>50</b>	<b>100</b>

**Source: Primary data , 2018**

The findings in the table above indicate that the majority of the respondents were between the age group 31-39 represented by 50%. Those between the age bracket of 18-30 had 26% and those above 40 years of age were 12 represented by 24%. The findings imply that the data was obtained from mature people thus first hand information was got from them thus impacting much towards the completion of this study.

**Table III: Level of Education**

Level of education	Frequency	Percentage (%)
Certificate	13	26
Postgraduate	12	24
bachelors	25	50
<b>Total</b>	<b>50</b>	<b>100</b>

Primary source data

The data in the table III above reveals that the majority of the respondents represented by 50% attained a certificates, post graduate scored 24% and did those with a bachelor's degree were represented by 50%. The findings reveal that data was obtained Imm knowledgeable respondents and therefore implying that the researcher obtained valid and reliable data.

**Table IV: Period of work**

<b>Duration</b>	<b>Frequency</b>	<b>Percentage (%)</b>
Less than 2 years	08	16
2-5 years	26	52
6-9 years	13	26
10 & above	03	6
<b>Total</b>	<b>50</b>	<b>100</b>

**Source: Primary Data, 2018**

It was eminent for the researcher to investigate on the period each respondent had spent in the organization. This was the basis for the researcher to know how reliable the data given is. according to the table above, it can be seen that most workers had worked for a period of 2 to 5 years with 52%, 6 to 9 years with 26%, less than 2 years with 14% and those above 10 years with 6%. The findings imply that data was obtained from long serving respondents enabling the researcher to obtain reliable findings.

#### **4.2 The role of tours and travel companies to tourists**

The researcher investigates the role of tours and travel companies. The respondent's views and opinions were collected by the researcher and presented in the tables below.

**Table V: Showing the role of tours and travel companies to tourists.**

<b>Statement</b>	<b>Strongly Agree</b>		<b>Agree</b>		<b>Not Sure</b>		<b>Disagree</b>		<b>Strongly Disagree</b>		<b>Total</b>	
	<b>F</b>	<b>%</b>	<b>F</b>	<b>%</b>	<b>F</b>	<b>%</b>	<b>F</b>	<b>%</b>	<b>F</b>	<b>%</b>	<b>F</b>	<b>%</b>
Tours and travel companies offer transportation and logistics.	20	40	25	50			05	10			50	100
Tours and travel companies offer a	25	50	25	50							50	100

wide range of information to the tourists												
Tours and travel companies provide customer care to the tourists	20	40	25	50			5	10			50	100
Advertising of tourist attractions	15	30	20	40			15	30			50	100
Source of information to tourists	25	50	25	50							50	100
Provide information about tourism attractions	20	40	25	50			5	10			50	100

**Source: Primary Data, 2018**

From the table above, it can be envisaged that 40% and 50% strongly agreed and agreed respectively that Tours and travel companies offer transportation and logistics. However, only 10% of the respondents disagreed with the statement, It was revealed that the tours and travel companies primary role is to offer transportation and logistics services thus why an immense number of respondents were in agreement to the assertion.

In addition, all the respondents (50% strongly agreed and 50% agreed) agreed that tours and travel companies offered a wide range of information to tourists. In an interview a key respondent mentioned.

The Tours and travel companies also provide customer care to the tourists and this was supported by an aggregate of 90% while only 10% disagreed. It was revealed that tours and travel companies provide customer care as a way of ensuring that the tourists feel at home and most importantly enjoy the best experience that could see them returning to the country in the near future.



Great lakes Safaris also advertises the various tourist attractions, a total of 70% agreed while only 30% disagreed. It was revealed that great lakes Safaris advertises the various tourists attractions in various platforms not limited to websites. International magazines and tins enable the tourists all over to know about the existence of various fauna and flora in the country. Additionally, it was mentioned that such information is provided to enhance the experience of the tourists.

#### 4.3 The role of tours and travel companies towards infrastructural development

The researcher investigates the role of tours and travel companies towards infrastructural development. The respondent's views and opinions were collected by the researcher and presented in the tables below.

**Table VI: Showing the role of tours and travel companies to tourists.**

Statement	Strongly Agree		Agree		Not Sure		Disagree		Strongly Disagree		Total	
	F	%	F	%	F	%	F	%	F	%	F	%
Tours and travel companies influence in the implementation	20	40	25	50			05	10			50	100
Tours and travel companies facilitate the improvement of accommodation/Hotels	25	50	25	50	05	10					50	100
Tours and travel companies have resulted into improvement in ICT and its use.	20	40	25	50			5	10			50	100

**Source: Primary Data, 2018**

The findings exhibited in the table VI exhibit that 'tours and travel companies influence in the improvement of roads. This was supported by 90% of the respondents while only 10% disagreed. In addition, tours and travel companies facilitate the improvement of accommodation/hotels and this was supported by an immense number of respondents that

amounted to 90%. The Tours and travel companies have resulted into improvement in ICT and its use.

From the table above, it was perceived by the researcher that tours and travel companies play a great role in the construction of better roads and infrastructure. A key informant cited that most of the roads in the game park reserves were initially impassable but the tours and travel companies played a great role in facilitating the construction processes through the Uganda wildlife authority.

#### 4.4 The number of tourists that travelled by great safaris tours and travel company'

The researcher presents the number of tourists that travelled by great safaris tours and travel company. The respondent's views and opinions were collected by the researcher and presented in the tables below.

**Table VII: Showing the number of tourists that travelled by Great Safaris Tours and Travel**

	Year	2010	2011	2012	2013	2014	2015	2016	2017
Country									
Asia		130							
S.America			98						
N.America				101					
Australia					130				197
Europe						204		104	
Africa							223		

Source: (Great Lakes Safari Archive)

The extract of the number of tourists that travelled by great lakes safaris in the table VII above shows that the tourist's numbers fluctuate with the years. The countries political elections could have perhaps influenced the tourist's influx as many tourists feel unsafe being in a country that is hosting elections to avoid political tensions.

The number of tourist raised steadily until the year 2016 when they dropped from 223 to 103. This drop of tourist's numbers explicably explains the fact that political atrocities repel tourists from getting into the country.

#### 4.5 The level of development of tourism industry

The researcher investigated the level of development of tourism industry. The respondent's views and opinions were collected by the researcher and presented in the tables below.

**Table VIII: Showing the role of tours and travel companies to tourists.**

Statement	Strongly Agree		Agree		Not Sure		Disagree		Strongly Disagree		Total	
	F	%	F	%	F	%	F	%	F	%	F	%
The tourism industry has contributed towards generation of foreign exchange	20	40	25	50			05	10			50	100
The tourism industry is a source of information	25	50	25	50							50	100
The tourism industry has generated employment opportunities	20	40	25	50			5	10			50	100
The tourism industry improved transport and logistical services	15	30	20	40			15	30			50	100
The tourism industry has contributed towards generation of	25	50	25	50							50	100

foreign exchange												
------------------	--	--	--	--	--	--	--	--	--	--	--	--

Source: Primary Data, 2018

From the table above, it can be seen that a big number of respondents were in agreement that the tourism industry has contributed towards generation of foreign exchange. It was revealed that the foreign exchange is generated with these companies attract foreigners into the country and thus end up leaving their currency here.

The table also exhibits that the tourism industry has generated employment opportunities. In an interview, a key informant mentioned;

The tourism industry has provided employment opportunities for drivers, chefs, waitresses and waiters, managers and the whole tourism ministry is dependent on tourism As such the country earns a bigger Gross domestic Product since the level of unemployment is reduced which eventually improves the Standard and Cost of Living simultaneously.

## CHAPTER FIVE

### DISCUSSION SUMMARY CONCLUSION AND RECOMMENDATIONS

#### 5.0 Introduction

This chapter presents the discussion, summaries conclusion and recommendations for the research. As previously indicated, the study's main aim was to study the role of tours and travel companies in the development of the tourism industry.

#### 5.1 Discussion of Major Findings

##### 5.1.1 The role of tours and travel companies to tourists

The table V showed that Tours and travel companies offer transportation and logistics service. The tours and travel companies primary role is to offer transportation and logistics services that's why an immense number of respondents were in agreement to the assertion. In addition, all the respondents agreed that tours and travel companies offered a wide range of information to tourists. A key informant narrated that the information that tours and travel companies offer to tourists constitutes of forex exchange rates, safe transportation zones, historical information, and ideal lodging sites and most importantly the legal aspects to enable the tourists avoid breaking the destination laws. Others cited the provision of customer care to the tourists and the advertising role.

##### 5.1.2 The role of tours and travel companies towards infrastructural development

The table VI exhibited that Tours and travel company's influence in the improvement of roads. In addition, it was observed that they facilitated the improvement of accommodation/hotels and this was supported by an immense number of respondents that amounted to 90%. The Tours and travel companies have resulted into improvement in ICT and its use. The findings revealed that tours and travel companies play a great role in the construction of better roads and infrastructure as most of the roads in the game park reserves were initially impassable before the tours and travel companies through the Uganda wildlife authority.

##### 5.1.3 The number of tourists that travelled by great safaris tours and travel company

The tourist's numbers raised steadily until the year 2016 when they dropped from 223 to 103. This drop of tourist's numbers explicable explains the fact that political atrocities repel

tourists from getting into the country. This is in conformity with Poria et al, (2013) who points out that the political tension especially during walk to work riots as well as election periods in Uganda reduce the arrival of tourists.

#### **5.1.4 The level of development of tourism industry**

The level of development of tourism industry is measured by the growing number of tourists and increasing sites visited thus contributing to GDP. The findings exhibited that a big number of respondents were in agreement that the tourism industry has contributed towards generation of foreign exchange. In addition, it was revealed that the tourism industry is a source of information and this information is usually composed of trade information, leisure and hospitality. A key informant informed the respondent that some tourists resort to being investors in the country after they have realized the economic potential of the country after the tourist activity. It was also reinforced by various respondents that the tourism industry has generated employment opportunities for a wide range of people not limited to drivers, chefs, waitresses and waiters, managers and the whole tourism ministry is dependent on tourism. The findings of the researcher concur with Worship et al, (2010) who postulated that tours and travel companies have provided employment opportunities that are exhibited both directly and circuitously.

#### **5.2 Conclusion**

The researcher concludes the findings as follows;

The tours and travel companies play various roles not limited to transportation and logistics services which primarily ensures that tourists reach their various destinations thus why many respondents were in agreement to the assertion. Tours and travel companies offered a wide range of information to tourists such as the countries forex exchange rates, safe transportation zones, historical information, and ideal lodging sites and most importantly the legal aspects to enable the tourists avoid breaking the destination laws. Others cited the provision of customer care to the tourists and the advertising role. The role of tours and travel companies towards infrastructural development involves its influence towards construction and improvement of roads, accommodation/hotels and improvement in ICT. The level of development of tourism industry is dimensional as it caters for fiscal and social aspects not limited to generation of foreign exchange, leisure and hospitality. Some tourists resort to being investors in the country after they have realized the economic potential of the country.

### 5.3 Recommendations

The researcher recommends the following;

- There is need to improve on the security aspects in the country, for instance the political tensions and the current abduction of people threaten tourists from getting into the country
- There is need to train the employees in the hospitality sector about customer service practices as a way of retaining customers.
- The government of Uganda needs to improve on the infrastructure such as roads and health facilities in the country. This is because these are primary requisites for a vibrant tourism sector.
- There is also need for the government to ensure that the tourists attractions in the country are not destroyed, this is especially through minimizing on encroachment for settlement and activities such as poaching and minimizing deforestation. This is because such acts minimize on the tourism potential in the country.
- Lastly, there is need for the government to allocate more finding to the tourism ministry, this is because tourism just like other sectors is a foreign exchange earner thus government needs to ensure that that the funding is sustainable to boost capacity building.

### 5.4 Areas for further research

A comprehensive study needs to be conducted on the following research topics

The effect of hospitality training on the influx of tourists in Uganda. This is because there is need to study the various training methodologies and approaches used in hospitably training at these institutions in Uganda.

Secondly, there is need to investigate the effect of political tensions on the number of tourists in the country. This is because the country could be losing out immensely as a result of the political tensions in the country.

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## APPENDIX I: SAMPLE RESEARCH QUESTIONNAIRE

### Dear Respondents

I am Nasasira Agnes a student of Kampala international University pursuing a Degree of Tourism and Hotel management. As a part of my course, I am undertaking a research on *“The role of tours and travel companies in the development of the tourism industry.”* You have been identified as a key informant on this subject of study and kindly request you to complete the questionnaires. The information you provide will be kept with utmost confidentiality and be used for academic purposes only. I thank for your participation and cooperation. Your time and effort are sincerely appreciated.

### Section A: BIO DATA

#### a) Gender

Male ☐

Female ☐

#### b) Age bracket

18-30 years ☐      31-40 years ☐      41-50 years ☐      51 years and above ☐

#### c) Marital Status

Single ☐      Married ☐      divorced ☐

#### d) Level of education

O' level ☐      Masters ☐

A' level ☐      Graduate ☐

Others, please specify: .....

## Section B: The role of tours and travel companies to tourists.

Please respond to the following statements by indicating the extent to which you agree or disagree as per the given choices

		5	4	3	2	1
		Strongly agree	Agree	Uncertain	Disagree	Strongly disagree
	Question					
1	Tours and travel companies offer transportation and logistics					
2	Tours and travel companies offer a wide range of information to the tourists					
3	Tours and travel companies provide customer care to the tourist					
	<b>Section C: The role of tours and travel companies towards infrastructural development</b>					
1.	Tours and travel companies influence in the improvement of roads					
2	Tours and travel companies facilitate the improvement of accommodation/hotels					
3	Tours and travel companies have resulted into improvement in ICT and its use.					

**Section D: The number of tourists that travelled by great safaris tours and travel company**

Year	Tourism arrival	Continent of origin
2010	530	Asia
2011	398	South America
2012	501	North America
2013	430	Australia
2014	604	Europe
2015	523	Africa
2016	103	Europe
2017	597	North America

Source: (Great lakes safari archive)

**Section E: The Contribution of tours and travel companies to the tourism industry**

		5	4	3	2	1
		Strongly agree	Agree	Uncertain	Disagree	Strongly disagree
	Question					
1.	Tours and travel companies increase Foreign exchange earnings					
2	Tours and travel companies increase improved hotel services					
3	Tours and travel companies generate employment opportunities					
4	Tours and travel companies increase in the tourism budget					

## APPENDIX II: INTERVIEW GUIDE

1. What is the role of tours and travel companies to tourists in Uganda?

.....  
.....

2. What is the role of tours and travel companies towards infrastructural development?

.....  
.....

3. What is the trend of growth of tourists visiting Uganda?

.....  
.....

4. What is the contribution of safari tours and travel companies to the tourism industry?

.....  
.....

**“The End”**

**COLLEGE OF ECONOMICS AND MANAGEMENT**  
**OFFICE OF THE HEAD OF DEPARTMENT**  
**LEISURE AND HOSPITALITY**

29<sup>th</sup> May, 2018

**TO WHOM IT MAY CONCERN**

Dear Sir/Madam,

**RE: PERMISSION TO CONDUCT A RESEARCH STUDY IN YOUR ORGANIZATION**

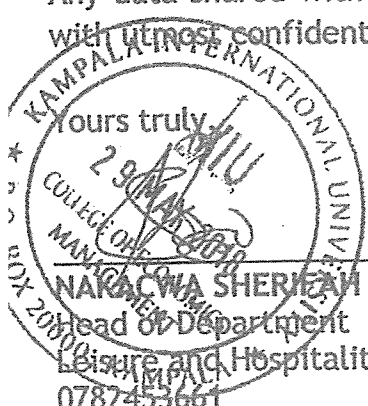
With reference to the above subject, this is to certify that NASASIRA AGNES REG.NO. 1163-05054-08070 is a bonafide student of Kampala International University pursuing a Bachelors Degree of Tourism and Hotel Management.

She is currently conducting a field research entitled "The role of Tours and Travel Companies in the Development of the Tourism Industry. A case study of Great Lakes Safaris".

This area has been identified as a valuable source of information pertaining to her research project. The purpose of this letter therefore is to request you to avail her with the pertinent information as regards to her study.

Any data shared with her will be used for academic purposes only and shall be kept with utmost confidentiality.

Yours truly,

  
NAKACWA SHERIFAH KASOZI  
Head of Department  
Leisure and Hospitality  
0782453661