

**CONTRIBUTION OF TOUR OPERATORS IN MANAGEMENT OF
SEASONALITY IN MT. ELGON NATIONAL PARK
IN EASTERN UGANDA**

BY

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**A RESEARCH DISSERTATION SUBMITTED TO THE COLLEGE OF
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DECLARATION

I, **MAFABI RONALD**, hereby declare that this is my original work and has never been presented to any University or College for the award of a Diploma or a Degree.

Signed:; Date:

MAFABI RONALD

APPROVAL

This research report by MAFABI RONALD has been under my supervision and it is now ready for submission to the school of Economics And Management, Kampala international university for assessment.

Ms. MUGIZI FRANK

SUPERVISOR

Signature:..... Date:

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ABSTRACT

The purpose of the study was to assess the contributions of tour operators and management of seasonality in Mt. Elgon National Park, Eastern Uganda.

The study was guided by specific objectives that were meant to find out the level of activities carried out by tour operators, how these activities influence management of tourism and how tour operators can help in improving management in Mt. Elgon National park in eastern Uganda.

Regarding the literature review, in chapter Two, variables were reviewed under themes that constituted sub-headings. They included level of activities carried out by tour operators, origin of tourism, challenges encountered by tour operators, challenges faced by the tourism sector and what tour operators can do to improve tourism. Of the activities performed by tour operators, Monitoring, addressing and delivering visitor satisfaction was the most activity as found out during the study.

The research study used a cross sectional survey design consisting of both explanatory and descriptive designs. Explanatory design was used to explain the contribution of tour operators to the visitation while descriptive design was used to explore how big / the magnitude of the problem that was under study.

The selection of respondents was by simple random and purposive sampling basing a sample size of 30 respondents from a target population of 50 respondents who included tour operators, Mt. Elgon staff, UTB tourists, staff managers all within the area under study. Data collection methods used to collect data included self administered questionnaires, interview method, and reviews of documents like reports and journals all which helped the researcher to access data needed for the research.

In chapter four, findings from the contribution of tour operators showed Monitoring, addressing and delivering visitor satisfaction as a major contribution that result into a better management strategy of boosting tourism in Mt. Elgon. Other findings showed that government, stakeholders like private partners in tourism, UWA staff can play a vital role in keeping tourism a better source of attraction.

Basing on the findings, it is therefore recommended that the government through the ministry of tourism, private partners, communities neighbouring the park be considered in making decisions on how best to keep Mt. Elgon a better source of attraction for tourists.

CHAPTER ONE: INTRODUCTION AND BACKGROUND

1.0 Introduction

1.1 Background of the study

Tourism is a word with many meanings. It includes many different components and that is why it is difficult to come up with a meaningful definition that can be universally accepted. It essentially consists of elements such as activities, services and other industries that deliver the travel experience. Generally people think tourism to be an industry where people travel to destinations with different motivations like sightseeing, relaxing on the beach, shopping or visiting friends and relatives. The World Tourism Organization (WTO) defines tourism as follows: "Tourism comprises the activities of persons traveling to and staying in places outside their usual environment for not more than one consecutive year for leisure, business and other purposes. (Goeldner & Ritchie 2009)

The tourism industry has been ever marked as one of the eight drivers of economic development and wealth creation – ("*Uganda National Development Plan 2010/2015*"). As an industry, it has a potential of providing employment opportunities to the country's citizens both educated and uneducated. At the global level, Tourism refers to the temporary travel of individuals outside their usual environment (WTO 1994), an activity which is more common today than ever before.

In 2012, there were more than one billion international tourist arrivals worldwide and international tourism receipts hit a new record of 837 billion Euros, equaling to a 4% increase from the previous year. In addition, another five to six billion tourists are estimated to travel domestically every year. It is clear that the tourism industry is a significant contributor to the global economy, as it generates export earnings not only through international tourism receipts but also through international passenger transport. Consequently, international tourism accounts for 30% of the world's exports of services, 6% of overall exports, and is ranked fifth as a worldwide export category,

right after fuels, chemicals, food, and automotive products. (UNWTO 2013) This contribution is enhanced by tour operators who act as ground handlers for prominent and well established companies from developed countries.

According to Larsson Mossberg (2007), the role of tour leaders is important as their performances and duties affect tourists' perceptions of the whole tour.

In general, tour leaders are distinguished from tour guides who conduct the actual excursions, but notably, it is common that Finnish tour leaders also act as tour guides as the local guides practically never speak Finnish (Räikkönen & Cortez Monto 2010). According to 2012, *Uganda Wildlife Authority*, Mt. Elgon is one of the ten National Parks in Uganda blessed with many tourist attractions such as: food preparation, folklore, famous Malewa Bamboo shoots – cultural encounters like shambas (an area of cultivated ground) Other attractions are: Waterfalls, Caderal, Magnicent caves, vegetation with wild life. As a tourism destination, it receives different tourists interested in different things such as recreation, research adventures among others. However of the nature of the tourism industry tourists don't come all the year round thus experiencing seasonal variations. It is these variations that the study picked interest to see how tour operators can help to bridge the gap between tourism and not season.

1.2 Statement of the problem

Tour operators are a group of people or individuals who play a key role of facilitating the movement of people from origin to the destination. In their facilitation key provide tourists with information and regarding the destination and persuade them to visit the destination. In Uganda like, other countries, the operators do exist and are known however, what is not known is whether they can influence in the management of tourism seasonality. This study therefore, with the case study of Mt. Elgon, will establish their contribution to the management of tourism seasonality.

1.3 Purpose of the study

The purpose of the study was to investigate the contribution of tour operators to the tourist visitation to Mt, Elgon National Park, Eastern part of Uganda.

1.4 Objectives of the study

The study objectives were:

- i. To establish the level of activities carried out by tour operators in the tourism industry
- ii. To examine how these activities influence the management of tourism seasonality
- iii. To suggest how tour operators can help in the management of tourism seasonality in Mt. Elgon National Park

1.5 Research questions

- i. What is the level of activities that carried out by tour operators in the tourism industry?
- ii. How can these activities influence the management of tourism seasonality?
- iii. How can tour operators help in the management of tourism seasonality in Mt. Elgon National Park?

1.6 Scope of the study

This study was limited to the contribution of tour operators to the tourist visitation to Mt, Elgon National Park, Uganda in Mt. Elgon National Park in Eastern Uganda. The research focused on the years 2012-2016. The researcher focused mainly on the management of seasonality.

1.7 Significance of the study

At the end of the study, the following were gained;

Owners and administrators, got full knowledge on the contribution of tour operators to the tourist visitation to Mt, Elgon National Park, Uganda, and found it easy for them to device means that ensured the routine and management of seasonality.

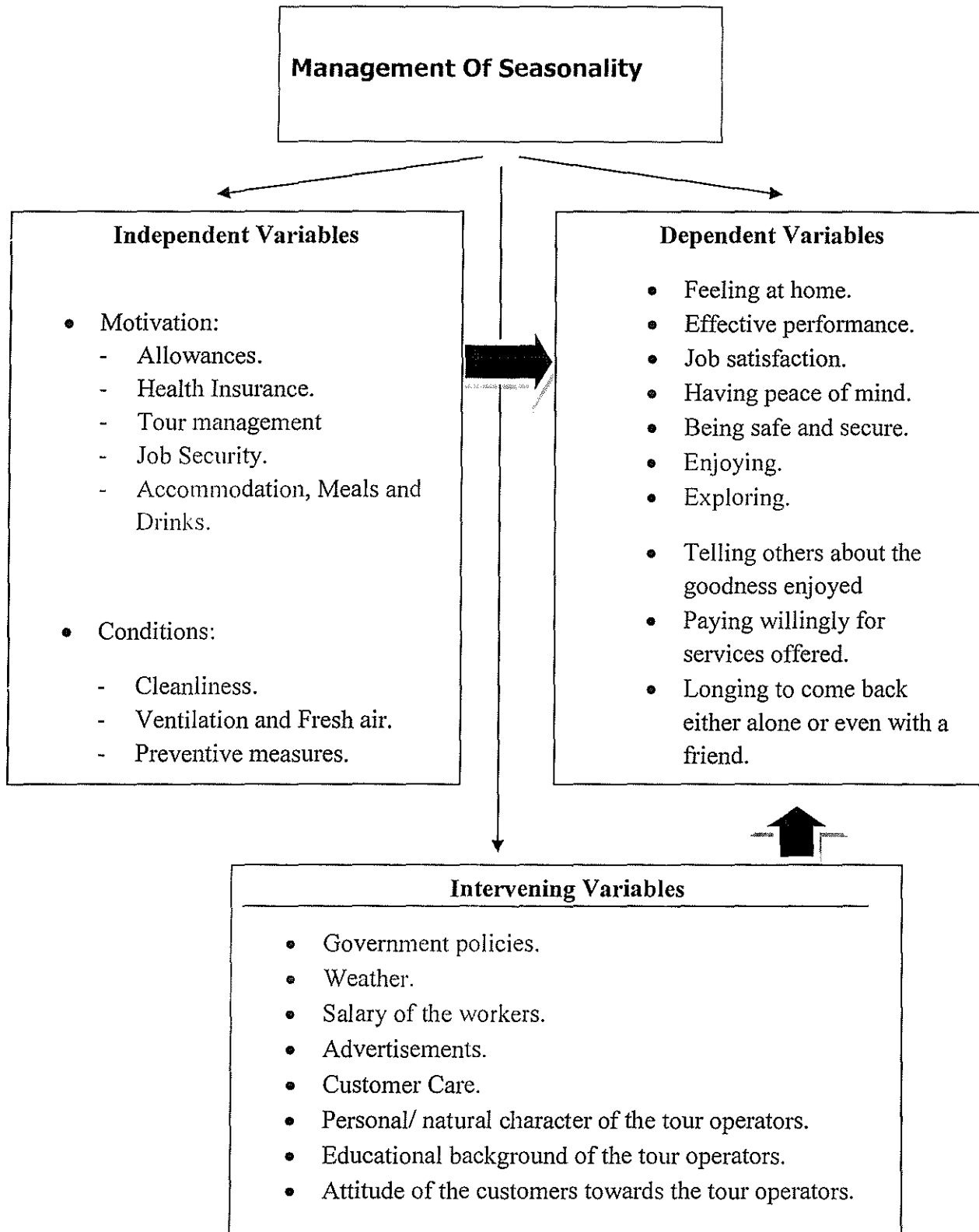
New policies and strategic plans were formulated to encourage full participation tourists, tour operators and staff at large in promoting the tour operators in the region.

The study acted as an eye opener for future researchers in making more analysis of the problem. The available data was of great importance to the academicians interested in this research topic.

Findings from the present study were of interest to workers, administrators and a wider community. It was hoped that this research shed further light on the problem of management of tour operators in Uganda.

1.8 Conceptual framework

There are so many contributions of tour operators. These are the key ones.



The contribution of tour operators depends on Motivation like allowances health Insurance job Security and accommodation, Meals and Drinks. It depends on Conditions too. Good examples are: Cleanliness, Ventilation and Fresh air, preventive measures and structure.

NB: During the research, the researcher put much on the emphasis on tour management and conditions as prevailed to the management of seasonality.

1.9 Definitions of terms used

Seasonality: Seasonality meant the specific time when there are so many tourists in Mt. Elgon National Park.

Tour Operators: Mean workers who guide tourists in Mt. Elgon National Park.

Tourists: According to en-dictionary, a tourist is someone who travels for pleasure rather than for business.

CHAPTER TWO: LITERATURE REVIEW

2.0 Review of Related Literature

2.1 Understanding the Concept of Tourism

2.2 The concept of tourism

Tourism is the travel for pleasure. Also the theory and practice of touring, the business of attracting accommodating and entertaining tourists, and the business of operating tours.

Tourism may be international or within the country. The world tourism organization defines tourism more generally in terms of which goes beyond the common perception of tourism as being limited to holiday activity only as people travelling to and outside their usual environment for not more than one consecutive year for leisure, business and other purposes.

Tourism refers to the temporary travel of individuals outside their usual environment (WTO 1994), an activity which is more common today than ever before. In 2012, there were more than one billion international tourist arrivals worldwide and international tourism receipts hit a new record of 837 billion Euros, equalling to a 4% increase from the previous year. In addition, another five to six billion tourists are estimated to travel domestically every year. It is clear that the tourism industry is a significant contributor to the global economy, as it generates export earnings not only through international tourism receipts but also through international passenger transport. Consequently, international tourism accounts for 30% of the world's exports of services, 6% of overall exports, and is ranked fifth as a worldwide export category, right after fuels, chemicals, food, and automotive products. (UNWTO 2013.) The enormous growth of international tourism since the 1950s has been fuelled by the development of the package tourism industry, which forms the context of the current thesis. Package tourism is seen as a model example of mass tourism, a Fordist mode of consumption characterized by undifferentiated products, a highly standardized production process, and a dependency

on scale economies (Shaw & Williams 2004). The history of package tourism is often traced back to Great Britain and Thomas Cook, who had a mission to popularize and democratize tourism by targeting tours to the lower middle and working classes. He saw the railways as an opportunity to create "travel for the millions" and organized the first domestic package tour in 1841. Later, his offerings covered also international destinations and even journeys around the world. (Kostiainen, Ahtola, Koivunen, Korpela & Syrjämaa 2004.) Shaw and Williams (1994) have dated the first phase of mass tourism to the 1920s in the United States, followed by the second phase in the 1950s in Europe. Notably, in the beginning, mass tourism was still mainly a domestic phenomenon directed towards popular 16 seaside resorts and accelerated by the invention of the motor car and its increasing availability to growing numbers of population (Ryan 2003).

However, package tourism, as it is understood today, developed later in the 1950s as Thomas Cook and other British tour operators began to offer relatively cheap package tours to Southern Europe (Honkanen 2004). This third phase of mass tourism in the 1950s and 1960s was the phase of internationalization, which continued in the fourth phase from the 1980s onwards, as mass tourism spread out to destinations all over the world (Shaw & Williams 1994). The emergence of the package tourism industry was fundamentally influenced by the social, economic, political, cultural, and technological development in the Western societies after the Second World War. The increasing economic affluence, the growing amount of leisure time, and the technological innovations were significant contributors, but the democratization of travel was largely due to the application of Fordist principles to the delivery of tourism (Ryan 2003; Kostiainen et al. 2004; Robinson & Novelli 2005).

In 1994, the United Nations identified three forms of tourism in its *Recommendations on Tourism Statistics*: Domestic tourism, involving residents of the given country travelling only within this country; Inbound tourism, involving non-residents travelling in the given country; Outbound tourism, involving residents travelling in another country.

2.3 Origin of tourism

Travel outside a person's local area for leisure was largely confined to wealth classes, who at times travelled to distant parts of the world, to see great buildings, works of art, learn new languages, experience new cultures, and to taste different cuisines. As early as shulgi, however, kings praised themselves for protecting roads and building ways stations for travellers. During the Roman Republic, medical spas and coastal resorts such as "*Baiae*" were popular among the rich. Pausanias (geographer) wrote his *Description of Greece* in the 2nd century AD. In ancient China, nobles sometimes made a point of visiting Mount Tai and, on occasion, all five Sacred Mountains.

By the Middle Ages, Christianity, Buddhism, and Islam all had traditions of pilgrimage that motivated even the lower classes to undertake distant journeys for the health or spiritual improvement, seeing the sights along the way. The Islamic "*hajj*" is still central to its faith and "*Chaucer's Canterbury Tales*" and "*Wu Chang'en' Journey to the West*" remain classic of English and Chinese literature.

Modern tourism can be traced to what was traditional trip around Europe, (especially Germany and Italy), undertaken by mainly upper-class European young men of means, mainly from Eastern and Northern European countries. The custom flourished from about 1660 until the 1840s, and was associated with a standard itinerary. It served as an educational opportunity and rite of passage. Though primarily associated with the British nobility and wealthy landed gentry, similar trips were made by wealthy young men of Protestant Northern European nations on the 18th century some South America, US, and other overseas youth joined in.

The Grand Tour became a real status symbol for upper class students in the 18th and 19th centuries. In this period, Johann Joachim Winckelmann's theories about the supremacy of classic culture became very popular and appreciated in the European academic world. Artists, writers and travellers (such as Goethe) affirmed the supremacy of classic art of which Italy, France and Greece provide excellent examples. For these

reasons, the Grand Tour's main destinations were to those centres, where upper-class students could find rare examples of classic art and history.

Recently, the New York Times, (2008), described the origin of tourism as – three hundred years ago, wealthy young Englishmen began taking a post – Oxbridge trek through France and Italy in search of Eastern civilization. With nearly unlimited funds, aristocratic connections and months (or commissioned paintings, perfected their language skills and mingled with the upper crust of the Continent.

Primarily value of the Grand Tour, it was believed, laid in the exposure both to the cultural legacy of classical antiquity and the Renaissance, and to the aristocratic and fashionably polite society of the European continent.

Leisure travel was associated with the Industry Revolution in the United Kingdom – the first European country to promote leisure time to the increasing industrial population.

Initially, this applied to the owners of the machinery of production, the economic oligarchy, the factory owners and traders. These comprised the new middle class. Cox and Kings was the first official travel company to be formed in 1758.

For modern day tourism, leisure – oriented tourists travel to seaside resorts at their nearest coast or further apart. Coastal areas in the tropics are popular both in the summer and winter.

2.5 The Components of Travel and Tourism

The components of travel and tourism can be broadly divided into six key areas. They are discussed as follows:

Travel agent: A travel agent provides information to the people on various travel destinations advises them of available holiday packages to suit their tastes and budget and chart their travel plan. One would generally sell the travel associated products like currency exchange, car, rentals, lots insurance etc.

Tour operators: Tour operators offer holiday packages which comprise of: travel like by rail, road or air; accommodation like hotels, resorts, apartments, guest houses; travel services like airport pick and drop, sightseeing excursions etc. These tour operators may be the whole operators who operate tours only through retail travel agencies or they may be direct sell operators who market their products directly to the public.

Lodging and catering: This component consists of those who provide accommodation to people in the hotels, resorts, apartments, camps, guest houses etc. the accommodation may be market individually or through the tour operators in the form of package. Direct marketing may require huge costs on advertisement and selling huge catteries, various fast food, out lets in house or in the form of a Galleria.

Various kinds of transport: Transport providers are those operatory any major form of transport. They could be airline, cruise lines, car rentals and all companies. A tourist's choice of transport would depend on the travel budget, destination, time purpose of the tour and convenience to the point of destination.

Information and guiding: The tourist information and guide providers include a number of service providers such as those offering, insurance, recreational, communication and banking services, government agencies, tour guides, industry association, packaging agents, ticketing agents and holiday sellers.

Tourist attractions: The principle of attraction is to establish the need for the attraction in a particular location to invite more football. It may be a huge theme park, a museum, a gallery. A heritage building, and educational center etc. many countries see the need to have one or more visitor attractions in the area to widen their appeal and attract huge potential tourist.

2.6 Challenges Encountered by Tour Operators

The challenges of tour operators are facing the promotion of Romanian destinations of the well-known global destination. The most important concerns are about the following:

The internal tourism is situated on a much higher level than the inbound. The resident travels overtake the number of foreign travel in Romania and the general evolution is positive but at a low rate. Targeting both the Romanian and foreign tourist needs a special interest for offer segmentation reported to the nationality, age, social status etc. for providing an increase of attractiveness of tourism packages;

Mass tourism is preferred by residents because is considered cheaper. This mentality underlines the importance of tourism perceptions about Romanian vacations, the role of tour operator being to help the transition to a point of view closely related to the realities of global tourism market. In addition to the consumers' changes in behavior, the modern tourists are interested in tailor made offers, and their involvement in creating the best holiday package.

The specific development of different forms of tourism, adventure based one, need a special attention as tour operators must consider the existence of an active approach rather than a passive one, therefore including such characteristics in their process of creating and commercializing the tourism offers.

Tourism providers, for instance the accommodation units, don't have interest or financial possibilities to invest in the ecological technology. As mentioned above, the eco component of tourism services is becoming more and more important for tourist on one hand and for destinations on the other. Promoting intensely the importance of sustainable development as a base of each offer represents a major impact on stimulation tourism circulation and attracting investors to support these changes.

The discrepancies between the major tourism components, with accent on the lack of leisure infrastructure, especially since leisure activities has become search engines for holidays. The modern offer should definitely include a form of leisure activity, nature based or anthrop which provides the framework for vacations.

The high level of prices of Romanian services is a big impediment in the increasing popularity among tourists, and especially foreigners, considering the strong competition of countries with similar potential; applying high prices must be correlated with service quality and increase the attractiveness of destination by providing discounts, early booking opportunities, last minute trips etc.

The lower interest for organized vacation, in particular for circuits, is another characteristic of resident travel that organizations are facing. The Romanian tourists often consider the individual trips as being cheaper than the organized one, thus choosing to travel on their own.

The new technologies are influencing the way consumers are prospecting the market and purchasing the best services. This determines that each tourism organization invests in creating a special interface in order to raise the attractiveness and set apart from competitors. Promoting through online, social networks represents an important asset in increasing visibility and accessibility, this being another primordial concern of tour operators.

According to Romanian Economic and Business Review, (Special issue 2013 – 325), in support of the promotion the capitalization and inclusion of a country brand in foreign tourism offers is an important requirement; promotion actions must be linked with tourism development; etc.

In conclusion, the alignment with international market trends represents the most important requirement of tourism development and notoriety of destinations. Keeping an uncertain situation of tourism by failing to adapt to the demanding requirements of consumers will generate a reduction in terms of tourism arrivals, regardless of their origin. Creating a segment oriented packages enlarges the opportunity to attract more tourists, to meet the needs and wants of them and to raise awareness of the tourism.

In addition, the promotion initiatives should focus upon creating a successful image as a major destination. These were: Visa policy and home security, Regulation and deregulation, Regeneration plans, Employment and training policy, Travel advisories and Minimum wages.

2.7 Challenges in Tourism Industry

There are many challenges of tourism sited out in Africa. These are some of such challenges. Safety and Security, Lack of adequate Resources and Infrastructure, Poor image and perception of Africa, political instability, Limited Connectivity, High operating costs, fuel prices, Limited and Expensive air access.

Others are: Restrictions of the air distribution channels Reluctance by African Governments to enter into an open skies policy, air liberalization policies, and an increasing dominance of regional gateway hubs. There is also a challenge of Set-up of the African Air Transport Systems,

Different characteristics in terms of route structure, numbers of carriers operating, type and the number and runway length of airports served and lack of a Critical Tourist Mas.

CHAPTER THREE: RESEARCH METHODOLOGY

3.0 Research Methodology

3.1 Research design

The study used a cross sectional survey design. The study findings used both qualitative and quantitative methods. Questionnaires were quantitative where tables of frequencies for personal information like age, gender and percentages were used in presenting findings while interviews were qualitative for information about services and challenges of tour operators – describing and explaining the findings.

3.2 Area of the study

The study was carried out in Uganda. It was carried out in Mt. Elgon which is an extinct shield volcano border of Uganda and Kenya, North of Kisumu and west of Kitale. The mountain's highest point, named "Wagagai", was visited. It is located entirely within the country of Uganda.

3.3 Target population

The target population was; tourists, tour operators, tourism establishment owners, staff of UTB and staff of Mt. Elgon National Park. The study targeted 50 respondents from whom 30 representatives were chosen to represent the target population. These are distributed as reflected in the table below.

Table 1: Target respondents (Target population)

No.	RESPONDENTS	TARGET POPULATION
1	Tour Operators	8
2	Mt, Elgon Staff	10
3	Staff Managers	8
4	UTB Tourists	4
TOTAL		30 respondents

3.4 Sample Frame work

The study employed both random and purpose sampling procedures because of their big numbers of tourists and the researcher's inability to have them at ago, they were randomly sampled. The other categories like tour operators, managers and staff were purposively chosen since they worked in the tourism related industry and were assumed to have knowledge about the subject matter.

3.5 Research instruments:

Data was collected by using the following methods;

- i. **Questionnaires;** A semi-structured questionnaire was used to collect data from respondents were able to read, understand and write well on tour operators especially those who studied in English. Questionnaires were given to the respondents for filling. This enabled the researcher to get wide information from different people, like tour operators, workers, managers and community members within the shortest time.
- ii. **Interview guide;** An interview guide was used to obtain data from respondents especially those managers, tour operators and technical people whose English language was a big problem or where too busy to fill the questionnaires. This was done by asking them questions and obtaining answers, so as to help the researcher get clear information about the contribution of tour operators to the tourist visitation to Mt, Elgon National Park, found in the Eastern part of Uganda.
- iii. **Documentary analysis guide:** This was used to generate more information like comments in the attendance books, visitor's books and suggestions from suggestion boxes. Thus helped the research to supplement on the data got from primary respondents.

3.6 Research procedure

The researcher introduced himself to people in authority. These were Top administrators and managers of Mt. Elgon National Park. District leaders like the mayors and RDC. The researcher presented an introductory letter from Kampala International University, seeking for permission to carry out research about *"Contribution of tour operators to the tourist visitation to Mt, Elgon National Park, Uganda in Mt. Elgon National Park in Eastern Part of Uganda"*. After granting of permission, the researcher was able to collect data from the selected respondents according to the agreed time schedule.

3.7 Data analysis

Data will be processed and analyzed both qualitatively and quantitatively. This will include tables, explanations, descriptions, percentages, frequencies and tabulating of data to ensure clear and easy presentations of research findings.

CHAPTER FOUR: PRESENTATION OF FINDINGS AND DATA ANALYSIS

4.0 Introduction

This chapter attempts to analyze the data collected and its interpretation in relation to the studied themes. The empirical findings of the study are presented, analyzed and interpreted in this chapter. The collected data was organized from the responses on the questionnaires and the interview guide administered to the community members, tour operators, Mt Elgon staff, manager and some few other respondents who were used in the study.

The chapter also highlights the demographic characteristics of the respondents in terms of gender, age of respondents, marital status and level of education, and their role in society in relation to their views and perceptions towards the contribution of Tour operators in Mt. Elgon National Park. The reason for including the biographic data was such that variables would assist in generating varied information in all aspects hence helping the researcher to understand the responses of the study variables.

4.1 Background information of the Respondents

4.1.1 Gender Distribution of the Respondents

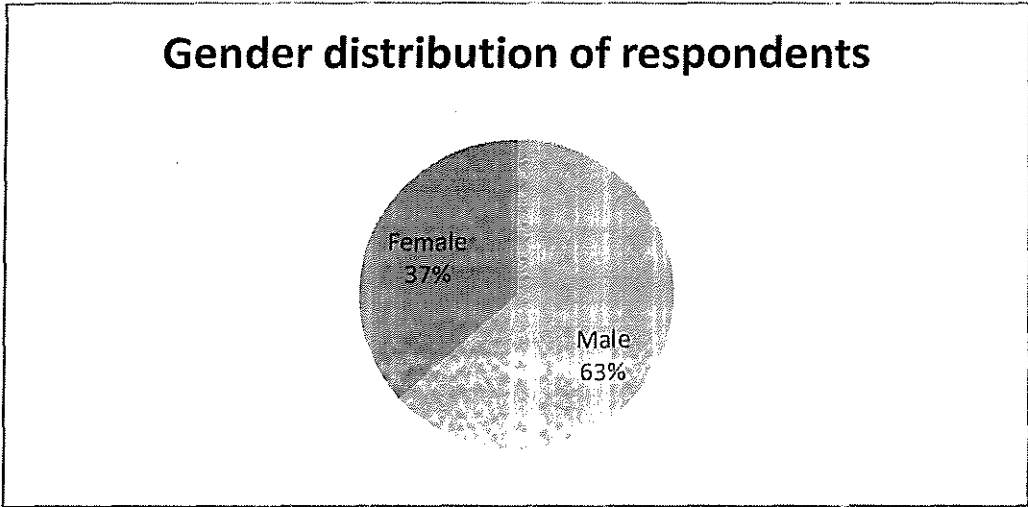
Table 1: A table showing Gender Distribution of the Respondents

Sex	Frequency (No.)	Percent (%)
Female	11	37
Male	19	63
Total	30	100

Source: Primary data, 2016

Table two above shows that male respondents were 11 (37%) and female respondents were 19 (63%). Both sexes were considered so that information got from the field of study is not biased against one sex. But rather be seen varied.

Figure 1: A Pie Chart showing the Gender Distribution of the Respondents



Field findings 2016

From the figure above, respondents who were female were 37% and those who were male were 63%. This shows that male were the largest number of respondents. This was simply because men are the mostly common group of people found in the tourism sector than women. Most women were found to be managers and employees in the hotels in Elgon.

4.1.2 Age of the Respondents

Further analysis was made on the age of respondents to determine whether decisions made when giving a response to the question asked. The respondents were therefore asked to identify their age and responses were tabulated as below;

Table 2: Showing age intervals of respondents

Age Bracket	Frequency (No.)	(%ge)
20-29	09	30
30-39	10	33
40-49	06	20
50+	05	17
Total	30	100

Source: primary data, 2016

Majority of the respondents were in the age brackets of (30 - 39) representing 10(33%) of respondents while the age bracket of 20 - 29 was the second with 09(30%), 40-49 at 06 (20%) and 50+ who were 05(17%) respectively. This implies that most of the respondents used were in ages of 30 to 39. Therefore basing on the age groups interviewed it can be interpreted that data was obtained from mature respondents who were believed to be reliable in giving more reliable data.

4.1.3 Respondents' Marital Status

The researcher also considered the marital status background of respondents to establish how different marital status perceived Tour Operators' contribution to tourism. The findings are presented in table IV below

Table 3: Showing marital status of respondents

Marital Status	Frequency (No.)	(%ge)
Single	06	20
Married	17	57
Widow	03	10
Separated	04	13
Total	30	100

The majority of the respondents were married with a number of 17 (57%), followed by the single ones, 06(20%), separated respondents were 04(13%), and widows were represented by the percentage of 10% at a frequency of 03 respondents, that participated in the study. This implied that majority of the respondents were married. The study therefore dealt with the right respondents who determined the contribution of tour operators to tourism in Mt. Elgon National Park.

4.1.4 Level of education of respondents

The researcher also had an interest in the academic qualifications of the respondents as part of their bio data and the responses acquired were given as in the table below;

Table 4: Showing level of education of respondents

Level of education	Frequency (No.)	Percentage (%)
Ordinary level	03	10
Advanced level	05	16
Diploma and Bachelors	20	67
Masters and Doctorate	02	07
Total	30	100

Source: Primary data, 2016

Table V shows that most of respondents represented by 67% had completed or were attending their diploma or Bachelors had completed, 05% had attained advanced level, 03 had ordinary level and 2% had attained their master’s education. This meant that most respondents used in the study had attained formal education according to responses attained during field research.

4.1.5 Languages commonly used in Elgon;

Of the languages, it was found out that there are different languages commonly used in the tourism sector of Mt. Elgon.

Responses from the respondents regarding languages spoken were displayed and are as follows.

Table 5: Showing the languages spoken in the tourism sector of Mt. Elgon

Language	Frequency (No.)	(%ge)
English	20	66
Kiswahili	05	17
French	03	10
Others	02	07
Total	30	100

Source: field findings

According to the findings as displayed in the table above English is the common language spoken at Mt. Elgon National Park with 20% followed by Kiswahili 17%, French at 10% and then according to respondents other local languages are used too at 7%. Respondents said that most tourists only understand English hence a reason to why it's commonly used in the place, tour guides use Kiswahili and most people around Mt. Elgon, and then French is used by some tour and ranger guides at Mt. Elgon Park.

4.2 Respondents' sources of understanding tourism.

Respondents were also asked to explain there understanding of tourism. Their responses were as follows;

Table 6: showing responses on the respondent's source of understanding tourism.

Response on sources of understanding tourism	Frequency (No.)	(%ge)
I have been a tourist for several times	02	07
I have so many friends who have ever been tourists	04	13
I learnt about tourism from my parents	02	07
I learnt about tourism from my relatives and friends	07	23
I about learnt tourism from my former teachers.	03	10
I about learnt tourism from Radio/T.V	02	07
I learnt about tourism from the internet	10	33
Total	30	100

Source: field findings

From the table above, most residents revealed that relatives and friends were the most sources that helped them in understanding tourism with 23%, followed by 13% that revealed how their friends have ever been tourists, others expressed the fact that they came to know about tourism from internet (10%), 07% learnt it from their parents, radio/TV and other ever been tourists several times respectively.

The findings therefore showed that different respondents perceive/understand the concept of tourism as shown that they got to know it from different sources.

4.3 origin of tourism

As per the research, the respondents were asked to reveal what they think was the origin of tourism. Their responses were as follows;

Table 7: showing responses on the source of tourism.

Response	Frequency (No.)	(%age)
Leisure	15	50
Educational opportunity	12	40
No answer	03	10
Total	30	100

Source: field findings 2016

From the table above, respondents revealed Leisure as a most origin of tourism with 50% respondents. According to New York times (2011), Travel outside a person's local area for leisure was largely confined to wealth classes, who at times travelled to distant parts of the world, to see great buildings, works of art, learn new languages, experience new cultures, and to taste different cuisines.

Other respondents showed that the need for education opportunity is another source of tourism. The need to explore the world educational nature, acquire new language skills all help in expanding tourism in the world.

Only 10% of the respondents had no idea on the source of tourism implying that the rest of 90% of the respondents had an idea on the origin of tourism.

4.4 Components of travel and tourism

On the findings of tourism and travel components, different responses were revealed concerning the components of travel and tourism. Therefore below are the responses as per the respondents.

Table 8: showing responses on the components of tourism and travel

Response	Frequency (No.)	(%ge)
Travel agent	04	13
Tour operators	07	23
Lodging and catering	06	20
Various kinds of transport	05	17
Information and guiding	06	20
Tourist attraction	02	07
Total	30	100

Source: field findings 2016

From the findings as in the table above, 07 (23%) of the respondents revealed tour operators as a component of travel and tourism, 06 (20%) respondents revealed lodging and catering, other 06(20%) showed information and guiding, 05(17%) respondents revealed various kinds of transport 04(13%) revealed travel agents and 02(07%) respondents revealed tourism attraction as another component of tourism and travel.

This implies that all these components help in creating a favourable ground for tourist attraction hence increasing tourism visitation to Mt. Elgon National Park.

4.5: Level of activities carried out by tour operators.

There are several activities carried out by tour operators in a bid to promote their companies and tourism in Uganda and Elgon region at large.

The respondents were therefore asked to identify activities carried out by tour operators, their responses were as follows;

Table 9: Showing responses on the activities carried out by tour operators.

Response	Frequency (No.)	(%age)
Encouraging land holds to practice sustainable land	05	17
Working with private parks and reserves	06	20
Understanding the market	04	13
Maintaining a duty of care to visitors	05	17
Monitoring and addressing and Delivering visitor satisfaction	07	23
Minimizing damage of natural heritage from tourist	03	10
Total	30	100

Source: field findings 2016

From the table above, 23% of respondents showed that tour operators monitor, address and deliver visitor satisfaction. Respondents revealed that Long-term viability needs satisfy visitors who return and end up recommending others to visit the tourism area.

A respondent was heard to say; *"I have always had visitors who come on the direction of their friend and because my services were good to them. Therefore satisfying visitors' expectations and needs is very important"*.

Another respondent commented by saying that *"monitoring in every business and organisation is very important because it helps to work and check on the departments that are doing poorly. This can help to boost the organisations performance."*

The above statements therefore show monitoring, addressing and delivering visitor satisfaction as an activity tour operators perform.

Another 20% of respondents revealed that working with private parks and reserves is another activity performed by the tour operators. According to findings, tour operators have a big role they can play in working closely, patterning and advising management in the sector to improve the sector.

A tour operator was heard to say, *"if we were involving in making decisions with UWA management, we would be able to work together with management to improve the services at Mt. Elgori"*. The activity therefore is important in ensuring and keeping a good relationship between the tour operators and park management.

Another finding revealed by 17% shows another activity done by tour operators as maintaining a duty of care to visitors. Client tourists believe in being given care and love extremely to show they are very important. Findings from respondents revealed that tour operators who give an excellent care to their visitors are likely to be recommended by the same clients to their friends and relatives, countrymen when they travel to Uganda.

A respondent said *"Many times we receive clients recommended by their friends because services and the care we gave to them were good"*.

Further findings from 17% of the respondents revealed that encouraging land holds to practice sustainable land help in promoting management of tourism resources. Tour operators according to findings understand the importance of sustainable land because it brings business to them. Therefore, tourists find it attractive to visit such sceneries.

Research according to Mossberg, L. (2007), shows in relation to the above that rural landholders (smallholders, farmers or communities engaged in agriculture on communal lands) can earn additional income from tourism, either directly or indirectly. This may involve providing accommodation or other services on the land, income from the sale of produce into the tourism supply chain, or income from engagement in tourism off the land (e.g. acting as guides).

Understanding the market is also another activity performed by tour operators. 13% of the respondents revealed during research findings that tour operators are best at identifying and understanding market for tourism. Respondents identified market as another activity tour operators perform and how it's vital for their businesses. Some

other respondents revealed that ensuring accuracy of marketing and information and avoiding misleading and false descriptions are other important aspects is important.

Therefore, there should also be clear procedures for registering and handling visitors' complaints and for solving problems that they encounter such as loss of possessions or the need for emergency medical attention as an activity performed by tour operators.

Tour operators also help in minimizing damage of natural heritage from tourist. 10% of the respondents revealed that tour operators help in minimising natural heritage damages. According to a respondent many tourist visit tourism areas due to the presence of a natural heritage thus tour operators play a big role of minimising the problem of damaging the heritage.

Other activities performed by tour operators as per the findings included; take into account resource supply in the planning of tourism development, help in minimizing water consumption by the tourism sector, ensure efficient use of land and raw materials in tourism development and they promote the use of more sustainable transport.

A respondents was heard to say, *"I really appreciate the role played by tour operators, they have really taken in account planning in the development of the tourism and helped improve management of the tourism sector"*

Thus from the discussions and findings above, activities played by tour operators are vital in the tourism sector and contribute in the growth of tourism sector.

4.6: Challenges encountered by tour operators

On this question posed, responses from residents were as follows;

Table 10: showing responses on the challenges encountered by tour operators

Responses	Frequency (No.)	(%ge)
Limited and lack of standard accommodation units	08	27
Limited finances to invest in ecological technology	05	17
Lack of leisure infrastructure	10	33
Competition	07	23
Lower interest for organized vacation	05	17
New technologies to influence the way of prospecting the market.	04	13
Total	30	100

Source: field findings 2016

According to the table above, respondents expressed their different views on the problems tour operators face.

08(27%) of the respondents expressed that tour operators encounter a challenge of Limited and lack of standard accommodation units. Mt. Elgon has got limited accommodation that is standard for tour operator's clients to enjoy while at Mt. Elgon.

According to one of the respondents during an interview with him, he was heard to say; *"sometimes we bring our clients and find ourselves with no place to provide them with first client accommodation. Most accommodation here in Mt. Elgon is poor and our clients have always criticised the accommodation facilities and services"* Still on the same issue another tour operator was heard say;

"My clients always use air transport services and I pick them from soroti to the park simply because there's no good accommodation here in the place for the class of clients I bring for tour."

The above statements describe how a poor accommodation and good accommodation services affect the tour operator's services to their clients.

Further research revealed that limited leisure infrastructure in Elgon is a challenge to tour operators. According to 33% of respondents, infrastructure is a major challenge tour operator's encounter.

Research shows that leisure activities have become search engines for holidays. The modern offer should definitely include a form of leisure activity, nature based or anthrop which provides the framework for vacations (Goeldner & Ritchie 2009).

Findings further stressed that competition from other tour companies and tour operators is a challenge they face. 7(23%) of the respondents revealed that many tour operators take up a number of clients while others do not have.

A respondent said during an interview that; *"we tour operators have competition amongst ourselves and some end up hating us for reasons we cannot understand, decamping us among other reasons we can't understand"*

The above response shows how tour operators have a problem that limits their operation in terms of acquiring clients.

Other respondents revealed that they face a challenge of Limited finances to invest in ecological technology 05 (17%) and Lower interest for organized vacation by tourists. This is because such offers attract more tourists to visit the area thus boasting tourism in the area.

Further research from the findings showed the expression of respondents on New technologies that influence the way of prospecting the market of tourists. 4(13%) of the respondents revealed that some tour operators lack technology appropriate for a tourism marketing industry. Respondents gave examples that some tour operators still use friend to get them clients, use only mobile phones while other companies have efficient technology that help them to generate clients than these simple means.

This was in relation to a respondent who said; *"some tour operators still go broking tourists from lodges within Kampala and other go to Entebbe air port to wait for tourists they have no program with"*

In relation to the above Research by The Expedia Future of Travel Report found that 49% of travellers from the millennial generation (which includes those born between 1980 and 1999) use mobile devices to book travel (Expedia Inc., 2014), and these numbers are expected to continue to increase. Travel agencies are reacting by developing personalized features for digital travellers and mobile user platforms (ETC Digital, 2014).

4.7 Challenges in the tourism sector.

Respondents expressed the a number of challenges the tourism sector faces, their responses were as follows;

Table 11: showing responses on the challenges in the tourism sector

Response	Frequency (No.)	(%age)
Safety and security	06	20
Lack of adequate resources	05	17
Lack of leisure infrastructure	08	27
Political instability	04	13
High operating costs and fuel prices.	07	23
Total	30	100

The table above a high number of respondents representing 27% revealed that lack of leisure infrastructure is a major challenge facing tourism sector. Findings expressed the view that most lodge and campsite owners do not have better services for clients who come to Mt. Elgon National Park.

A ranger guide was heard to comment, *"We have often had complaints from our clients comment on the accommodation and general services"*

Further research revealed that high operating costs and fuel prices is a challenge facing tourism. 07 (23%) of the respondents, expressed the reasons relating to high costs of materials and fuel that enable tourists visit the areas. The hiking prices of fuel in Uganda affected the planned schedule of tour operates with their visitors sometimes leading to reduced visits to different places of tourism in the country.

A tour operator commented, *"fuel prices affect tourism highly. We draw a plan estimated it on certain amounts of money. However, changes in fuel prices and hiking of dollar compared to our shillings in most cases which affect our operation."*

The above statement shows how costs related to services of tourist activities are a challenge to tourism.

Also findings show that theft and insecurity are key challenges of tourism. 06 (20%) of the respondents revealed that theft of tourist property in some camp sites, some community members, those who take care of these tourists while in the community. Respondents expressed the facts that some clients bring complaints to the Park management on how their property and items are always missing.

Further 17% of the respondents showed that lack of adequate resources affect tourism in that the place is found with limited tour areas. According to respondents, resources like human resource, finances, and experienced park tour guides among other resources are challenges tourism is facing.

"A National park officer lamented, we as UWA under tourism face challenges of limited resources to uplift the tourism potentials in the area and increase on the number of tourism species and different types."

The above statement clearly shows how the lack of adequate resources affects the tourism potential in the areas of Mt. Elgon.

Finally, 04 (13%) of the respondents revealed political instability as a also a great challenge being faced by tourism. According to respondents, instability brought about

by politicians, civil unrests in the neighbouring countries have affected the tourism within the place.

A respondent said during an interview "*even Politian's fight to be part of the tourism management at times*". Most Politicians want to have influence directly in the management of Elgon National Park.

According to findings, political groups think there is money in the tourism sector and according to some respondents; some politicians see tourism as a source of power for their political ambitions.

Other challenges faced by the tourism sector as per the findings included; Numbers of carriers operating, lack of a critical mass, and climate change among others challenges.

Climate change disrupts the flow of tourists from one place to another. Some tourists enjoy visiting some place at a stipulated. Climate changes can be either in form of dry or wet, among others as respondents expressed their views. Climate change is a major issue for the long term sustainability of tourism in two senses: climate change will have consequences for tourism, and tourism is a contributor to climate change.

Effects of climate change, such as rising sea levels, increased frequency and energy of surges and storms, beach erosion, coral bleaching, and disrupted water supply threaten many coastal destinations. Mountain resorts will also suffer, from rising snow lines and shortening winter sports seasons. Changes in temperature and rainfall will affect market appeal in most parts of the world, although in different ways, depending on the interplay of push and pull effects in countries of origin and destination. Tourism may also be affected by other factors such as the spread of tropical diseases and the availability of water. Some of these impacts are already being felt (Ryan, C. 2003).

4.8 Sectors of tourism

Findings also targeted responses on the sectors in the tourism sector because these sectors are vital for every tourism sector to boom. Therefore their responses acquired were as follows.

Table 12: showing responses on the sectors of tourism

Response on sectors of tourism	Frequency (No.)	(%age)
Transportation	09	30
Accommodation	06	20
Food and beverage	05	17
Recreation and entertainment	07	23
Travel services	03	10
Total	30	100

Source: field findings 2016

Table 11 above shows the responses on the various sectors of tourism. From findings, 30% of the respondents pointed out that transportation is a sector in tourism.

Respondents revealed that transportation involves; Airline pilot, Flight attendant, Ground service staff, Air traffic controller, Cruise crews. Most respondents highly supported this sector as the most sector in tourism.

Further findings revealed recreation and entertainment as a sector of tourism. 23% of respondents revealed different ways of how recreation and entertainment are better sectors of tourism among which included; cultural dances, cultural customs, community groups among other entertaining groups around the National Park.

A respondent during an interview demonstrated how his clients were entertained by a dancing group a round Mt Elgon and how joy full they were. In his response, he was quoted to say; *"Kabisa entertainment is a key sector in the tourism sector, clients enjoy seeing people dance cultural songs and dances for them. This made my clients happy and promised to come back"*

Findings also revealed that Food and beverage is a sector in tourism at 17%, accommodation at 20%, and travel services at 20%.

All the above sectors all together form up tourism.

4.9 How tour operators' activities influence management of tourism

During research, a question was asked to the respondents to indentify how tour operators' activities influence management of tourism. Responses were as follows;

Table 13: showing responses on the influence of activities on management of tourism.

Response	Frequency (No.)	(%ge)
They promote job opportunities	07	23
They promote career development	04	13
Convention and exhibition	02	07
Promote hospitality	05	17
Investment support	04	13
Active involvement	03	10
Research and planning	05	17
Total	30	100

Source: field findings 2016

The table above shows that activities that influence management of tourism as their activities help in promoting job opportunities as revealed by 23%, career development at 13%, convention and exhibition at 7%, promote hospitality at 17%, support investment in tourism by 10% of respondents and promotion of research and planning 17%.

The responses as revealed by responses show a number of importance tour operators' activities have on management on tourism.

CHAPTER FIVE: SUMMARY, CONCLUSION AND RECOMMENDATIONS

5.0 Introduction

The study was meant to assess the contribution of tour operators to tourism visitation to Mt. Elgon. This chapter presents the discussion, conclusions and recommendations made according to the findings of the study.

5.1 Summary

According to field findings, majority of tour operators contribute largely to tourism visitation to Mt. Elgon National Park. Tour operators according to findings greatly contribute much to the tourism visitation at Mt. Elgon National Park. Research findings revealed that tour operators promote use of sustainable transport at 33%, they promote monitoring, address and Deliver visitor satisfaction 07 (23%) and 06 (20%) respondents showed that tour operators work with private parks and reserves.

Findings further revealed that challenges the tourism sector face hinder the operation of the sector at Mt. Elgon. Findings strongly revealed that lack of leisure infrastructure was that major challenge facing tourism. 27% of respondents largely agreed with the variable that the lack of a good leisure infrastructure affects tourist visitation at Mt. Elgon Park, other 23% of respondents also showed high operating costs and fuel price as another challenge facing tourist visitation at Elgon Park, and according to the findings, most of the challenges are as a result of political instability which was revealed by 04 (13%) of respondents, and un skilled management staff.

On the other hand, tour operators face challenges related to lack of and limited standard accommodation units as was revealed by 08 (27%) of the respondents used in the study, competition from competitors at 07 (23%), lack of new technologies to influence the way of prospecting the market at 04 (13%) respondents among other challenges as shown in chapter four (4.6) table 10 of the report.

Therefore, the findings as per the field work shows that much is needed to be done by responsible bodies in order to promote tourism and reduce challenges faced by tour operators in Mt. Elgon.

More findings revealed that tourism has several sectors which included transportation as revealed by 30% of the respondents, followed by recreation and entertainment as revealed, 23% of respondents, accommodation by 20% respondents, and 17% of respondents who revealed food and beverage as a sector of tourism according to findings.

On the other side, findings of the study helped in proving suggestions to both further scholars and academicians on how best the challenges faced by tour operators and tourism sector. The research and its findings were found of great importance to stake holders, families surrounding, community, government, community based organisations, forestry authority among others in helping tour operators.

It was finally learnt from the findings that Tour operators play a great role in promoting a hospitality environment, promoting research and planning as was revealed by 17% of the respondents, they support investment as revealed by 13%. But however, findings suggested that improving a well management system can help improve the tourism sector, well marketing structures, and infrastructure development in the Elgon region among others as in chapter four.

5.2 Conclusion

Tour operators continue to be one of the most important stake holders in the Tourism sector. In a time when financial resources are limited and competition for tourist dollars is strong, the travel services sector is forced to innovate at a startling rate. With the emergence change in the tourism sector and competition among tour operators, it's likely that the travel services landscape will be radically different. To this point research found about the five sectors of tourism: transportation, accommodation, food and beverage, recreation and entertainment, and travel services as best sectors of tourism.

In addition as found out, tour operators are vital in the research and planning process of tourism at Mt. Elgon. Tour operators greatly involve in active involvement of tourism activities, support investment of tourism related ventures among other activities which all are important and contribute to growth of tourism at Mt. Elgon Park.

5.3 Recommendations

From the above discussions, the following are the proposed recommendations the researcher recommends in order to boost operations and activities of tour operators at Mt. Elgon. This can be worked upon by different stake holders working hand in hand with the government, community, tour operators, UWA Management, in helping develop better management strategies and increase tourism visitation in Mt. Elgon.

The research recommends that further studies should be done to cover wider parts of Eastern Region and Uganda at large to assess the contribution of Tour operators to tourism visitation to Mt. Elgon National Park.

Awareness about sustainability issues which refer to the natural environment and covers the social, economic and cultural spheres as well as the built environment should be developed. The government, international development agencies, trade associations, academic institutions and non-governmental organizations should acknowledge that, without sustainability, there cannot be development that generates benefits to all stakeholders, solves serious and urgent problems such as extreme poverty, and preserves the precious natural and man-made resources on which human prosperity is based.

Capacity building is should be carried out by government through the ministry of tourism to develop the potential and ability of stakeholders to make and implement decisions that lead to more sustainable tourism, by increasing their understanding, knowledge, confidence and skills. This is because capacity building as an instrument that strengthens the sustainability of tourism. It targets stakeholders or situations where change is needed or where it is felt that particular success may be achieved.

It should be increasingly accepted that a quality tourism destination or product is one that addresses the full range of sustainability issues rather than simply concentrating on visitor satisfaction. Indeed, tourists should themselves be encouraged to think in these terms a place that cares for the environment and its workforce is more likely also to care for them. Social sustainability means respecting human rights and equal opportunities for all in society. There should be an equitable distribution of benefits, with a focus on alleviating poverty. Emphasis should be put on local communities, maintaining and strengthening their life support systems, recognizing and respecting different cultures and avoiding any form of exploitation in order to boost tourism.

Maintaining a duty of care to visitors; there should be care given visitors and increasing concern for their safety and security in the destination by tourism stake holders like managers of accommodation facilities, tourism wardens, tour operators, government and community members at large. Issues here include fire prevention, health and hygiene, awareness raising, prevention and preparedness for disasters (natural and industrial) adaptation to the effects of natural hazards and protection from crime and terrorism.

Uganda government through the Tourism marketing board should Ensure that there is accuracy of marketing and information and avoiding misleading and false descriptions are other important aspects. There should also be clear procedures for registering and handling visitors' complaints and for solving problems that they encounter such as loss of possessions or the need for emergency medical attention.

Policies that seek to promote quality and to monitor and deliver visitor satisfaction in general are important in the tourism sector. This includes maintaining a regular survey of visitors to destinations and encouraging enterprises and guest camps, lodges to obtain feedback from their guests. Although tourists' motivations for travel vary, particular attention should be paid to encouraging and enabling them to learn about and appreciate the cultures and environments they visit. This is an important part of

meeting the aim of visitor fulfilment; it also assists in meeting other aims relating to social and environmental impact within the host destination.

Governments should provide an environment that enables and encourages the private sector, tourists and other stakeholders to respond to sustainability issues relating to tourism. Tourism being the most revenue source of Uganda, the government through the ministry of tourism should put measures that favor tour companies and private sectors in tourism benefit. This can help build trust among these tour operators and private sectors to invest more in the tourism sector. This can best be achieved by establishing and implementing a set of policies for tourism development and management, drawn up in concert with others that place sustainability at its centre.

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APPENDICES:

A) Appendix I; Introductory Letter

KAMPALA INTERNATIONAL UNIVERSITY

P. O. BOX 20000,

KAMPALA-UGANDA

Dear Respondent,

RE: Request to complete the attached questionnaire.

I am, MAFABI RONALD, a student from Kampala International University, carrying out research on "Contribution of tour operators to the tourist visitation to Mt, Elgon National Park, Uganda in Mt, Elgon National Park in the Eastern part of Uganda."

I request you to kindly assist and complete the questionnaire. There is no right and no wrong answer. You are only required to indicate how much you agree with each of the statements given by ticking with a tick mark against the alternative answer that you most agree with. This is a pure academic exercise and therefore the information supplied will be used for the purpose of helping to improve on tour operators for management of seasonality in Mt. Elgon National Park in Eastern Part of Uganda.

I thank you heartily for accepting to complete the attached questionnaire.

Yours Sincerely

.....

MAFABI RONALD

(+256758667459)

APPENDIX II; QUESTIONNAIRES

Questionnaire

Section A: Demographic characteristics.

(Tick you belong) ☒

I am a: Tourist ☐ Tour operator ☐ Mt. Elgon staff ☐ Manager ☐
Community member ☐

In this section, tick the alternative answer that you most agree with.

1. What is your age bracket?

20s ☐ 30s ☐ 40s ☐ 50s ☐ 60s ☐

2. What is your gender?

Male ☐ Female ☐

3. Current marital status

Single ☐ Married ☐ Divorced ☐

4. Level of education

O' level ☐ A' level ☐ Diploma ☐ Bachelor ☐ Masters ☐ Doctorate ☐

5. Country where you come from

.....

7. Language commonly used

Kiswahili ☐ English ☐ French ☐ Others ☐

If you use more than one language, what are they?

.....

Section B: PERSONAL INFORMATION.

For this section, please tick a response that best describes your view on each statement.

8. Are there tour operators in your country?

Yes ☐

No ☐

Give reason to support your answer:

.....

9. Are there tour operators in this national park?

Yes ☐

No ☐

Give reason to support your answer:

.....

1. Strongly disagree 2. Disagree 3. Not sure 4. Agree 5. Strongly disagree		1	2	3	4	5
10	I have been a tourist for several times					
11	I have never been a tourist before					
12	I have ever encountered tourists					
12	I have so many friends who are tourists					
13	I learnt about tourism from my parents					
14	I learnt about tourism from my relatives					
15	I about learnt tourism from friends.					
16	I about learnt tourism from my former teachers.					
17	I about learnt tourism from Radio/T.V					
18	I learnt about tourism from reading books/News papers/ Novels/ Movies					
19	I learnt about tourism from the internet					

Section C: Level of Awareness of Tour Operators in Management of Seasonality in Mt. Elgon National Park – Uganda

In this section, please tick a response that best describes your view on each statement.

20. Are there tour operators on tourism in this area?

Yes ☐ No ☐

Give reason to support your answer:

.....

21. Which other service is given to management of seasonality in this area?

.....

1. Strongly disagree 2. Disagree 3. Not sure 4. Agree 5. Strongly agree		1	2	3	4	5
22.	There is tour operators for management of seasonality at the reception					
23.	There is tour operators for management of seasonality in lodge					
24.	There is tour operators for management of seasonality in the restaurant					
25.	There is tour operators for management of seasonality in the gardens/ compound					
26.	There is tour operators for management of seasonality in the neighborhood / community					
27.	There is tour operators for management of seasonality on the road					
28.	There is tour operators for management of seasonality on the water					

Section D: Challenges Encountered for Management of Seasonality as far as Tour Operators is Concerned

1. <i>Strongly disagree</i> 2. <i>Disagree</i> 3. <i>Not sure</i> 4. <i>Agree</i> 5. <i>Strongly agree</i>		1	2	3	4	5
26.	Tourists are safe and secure with their money					
	Tourists are safe and secure with their telephones					
	Tourists are safe and secure with their bags / luggage					
	Management of seasonality are safe and secure while on road (walking, riding or driving)					
	Tourists are safe and secure while on air (flying)					
	Tourists are safe and secure while on water (swimming or sailing)					
	Tourists are safe and secure while in the bush (touring, playing or hunting)					
	Tourists are safe and secure with their lives from sickness and diseases					
	Tourists are safe and secure from political instability (Shabab/ Konny)					
	There are tour operators after tourists have complained					
27.	There are tour operators after managers have come in					
27.	There are tour operators after complaints have been put into Newspapers, Radios and TVs					
28.	Tour operators are called when it is discussed about with the people concerned					
25.	There are tour operators without doubt					

Section E: Ways of Handling Challenges Encountered by

Management of Seasonality as far as Tour Operators in Mt. Elgon National Park in Eastern Uganda

In the space provided, please, suggest ways of handling challenges encountered by management of seasonality as far as tour operators in Mt. Elgon National Park in Eastern Uganda i.e. policies, requirements to be applied and implemented in Mt. Elgon National Park and other national parks. (If the space provided is not enough, you may use a separate sheet of paper)

.....

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.....

Thank you, once again.

C) The Interview Guide All Respondents

During the interview, the researcher will be guided by the following questions:

- 1- What is your family back ground? (especially as far as tourism is concerned)
- 2- Which country do you come from?
- 3- What is your educational back ground?
- 4- Which is your job / work?
- 5- Do you usually tour/ travel?
- 6- What is your attitude towards tour operators for management of seasonality in this area?
- 7- What challenges have you met / found out as far as tour operators for management of seasonality in this area?
- 8- What challenges have you foreseen so far?
- 9- What are the results of all whatever happens?
- 10-What possible suggestions can you give to the challenges at hand?
- 11-What can be possible suggestions to the challenges foreseen?
- 12-Is there any other important information you need to give?

D) Observation Guide

During observation period, the researcher will be guided by the following bench marks:

- 1- Interaction of management of seasonality with workers in the park and citizens
- 2- Complaints of the management of seasonality about their tour operators.
- 3- Responses from the tour operators, Mt. Elgon staff, staff of UTB, tourism establishment owners and the community members at large.
- 4- The way how management of seasonality is using services and facilities in the park.
- 5- The way how management of seasonality enjoy in the park. (happy/satisfied Vs unhappy/ dissatisfied)

A) Proposed Work Plan

Activity		Time Schedule
A	Topic Approval	September, 2015
B	Proposal	October, 2015
C	Data Collection	January, 2016
D	Report Compiling	February, 2016
E	Corrections Of Report	April - July, 2016
F	Submission of the Final Report	August, 2016

B) Proposed Budget Estimates

Item	COST Ugandan shs
Stationary a) Papers b) Pens and Pencils c) Note Books d) Highlighters Total	 30, 000 shs 20,000 shs 10,000 shs 10,000 shs 100,000 shs
Field Work a) Transport b) Meals c) Accommodation d) Miscellaneous Total	 200,000 shs 200,000 shs 200,000 shs 200,000 shs 700,000 shs
Proposal And Report Work a) Type Setting b) Printing c) Photocopying d) Binding Total	 50,000 shs 50,000 shs 60,000 shs 40,000 shs 200,000 shs
Grand Total	1,000,000 Million (Ugandan shs)