

THE IMPACT OF TOURISM ACTIVITIES ON GGABA LANDING SITE

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DECLARATION

"This dissertation is my original work and has not been presented for any academic award to any other institution of learning.



NABBANJA OLIVIA



Date

APPROVAL

"I confirm that the work reported in this dissertation has been carried out by the candidate under our supervision."

Ree.

OKELLO FRANCIS

2/9/2013

Date

DEDICATION

I dedicate this book to almighty God who has life given to me, my guardian parents Mr. Biranze Bugembe, Mrs. Bugembe Christine, my sisters' and brothers, for the support they showed me, my supervisor and all the friends who contributed for my research to be successful.

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CHAPTER ONE

THE PROBLEM AND ITS SCOPE

1.0 Introduction

The chapter presented an insight back ground to the study, statement of the problem, purpose of the study, research objectives, research questions, the scope of the study, significance.

1.1 Background of the Study

Tourism is one of the world's leading economic activities. It is one of the biggest industries in world trade, the largest export earner and an employer of millions. In developing countries like Uganda, tourism is essential for the balance of payments and provides a unique competitive edge against industrialized countries. The benefits of tourism extend beyond economics to encompass environmental conservation and preservation of cultural heritage

Tourism in Uganda today is more aptly viewed as a rebirth rather than a birth.

Prior to independence, Uganda was a major African tourism destination and earned the title "The Pearl of Africa" from Akama, J.S. (1999). Of course, in the days before jet airliners, tourism was on a much smaller scale. Nevertheless, Uganda received around 50,000 tourists per year in the early 1960s (Assistant Commissioner, Ministry of Tourism, personal communication, November 27, 2002) Winston Churchill (Ouma, 2002). Tourists came to see Queen Elizabeth National Park and Murchison Falls National Park, both created in 1952. L. C. Weaver (2002). By the time of Uganda's independence from Great Britain in 1962, tourism was a major sector of the economy and by the end of the decade it was the third leading earner of foreign exchange (Assistant Commissioner, Ministry of Tourism, personal communication, November 27, 2002).

Tourism in Uganda is focused on Uganda's landscape and wildlife. Uganda has a very diverse culture, landscape, flora, and fauna. In the late 1960s, Uganda had a prosperous tourist industry with 100,000 visitors each year. Tourism was the country's fourth largest earner of foreign exchange. The tourist industry ended in the early 1970s because of political instability. By the late 1980s, Uganda's political climate had stabilised and conditions were suitable for reinvestment in Uganda's tourist industry. However, the loss of charismatic wildlife in previously popular safari parks such as Murchison Falls National Park and Queen Elizabeth National Park prevented these parks from competing with similar tourist attractions in neighbouring Kenya and

Tanzania. Uganda's tourist industry instead promoted its tropical forests. The keystone of the new industry became Bwindi Impenetrable National Park. With more than 300 Mountain Gorillas, Bwindi Impenetrable National Park has approximately half of the world's population of Mountain Gorillas.

Unfortunately, the joy of independence in Uganda was short-lived. In 1972, the infamous dictator Idi Amin came to power and instituted a regime of terror which plunged the country into despair. Extreme hardship characterized life in Uganda during Amin's reign and for years after his overthrow in 1979. Among Amin's many regrettable actions was the expulsion of all foreigners from the country. Amin severed diplomatic ties with the West and formed allegiances with notorious strongmen like Libya's Muammar al-Qadhafi. These actions, coupled with the rampant and wanton killing of his own people, put an abrupt and complete end to Uganda's prosperous tourism industry.

It was not until 1986, when current president Yoweri Museveni came to power that Uganda began to emerge from the shadow of misrule and terror. By 1990, President Museveni had restored peace, disciplined the military and breathed life into the shattered economy. At this time, Uganda's tourism industry began to slowly rebuild itself from the rubble of nearly 20 years of neglect. Unfortunately, there are no reliable tourism statistics for this period in Uganda's history prior to 1999 (Uganda Ministry of Tourism, Trade and Industry, 2004). However, an Assistant Commissioner of the Ministry of Tourism noted there was no significant tourism taking place at the time Museveni seized power in 1986 (Personal communication, November 27, 2002). By 1999, when tourism statistics were first collected, arrivals to Uganda numbered 187,000 (Uganda Bureau of Statistics, 2004). By 2001, arrivals equaled 205,000. This was enough to make tourism Today, tourism is one of the largest and dynamically developing sectors of external economic activities. Its high growth and development rates, considerable volumes of foreign currency inflows, infrastructure development, and introduction of new management and educational experience actively affect various sectors of economy, which positively contribute to the social and economic development of the country as a whole.

Tourism in Uganda is an important generator of foreign exchange, employment, and investment. There has been increased investment in tourism, particularly in travel accommodation and related facilities; this has enhanced tourists' experience in the country. Adventure tourism,

ecotourism and cultural tourism are being developed. About three-quarters of Uganda's tourists are from other African countries. Kenya, which borders Uganda, is the biggest source of tourists to Uganda, making up almost half of all arrivals into the country. The number of visitors from Tanzania, Rwanda, the Democratic Republic of the Congo, and Sudan is quite low. As Uganda is a landlocked country, it is very dependent on connections through Kenya for most of its transport. International travelers sometimes prefer to fly into Nairobi before connecting to Uganda's capital Kampala as this is often cheaper. Below is a table showing the number of tourists that have visited Uganda's national parks between 2006-2010. In 2012 Uganda was awarded Number 1 in "Top Countries & Travel Destinations 2012" by Lonely Planet.

In Uganda, Ggaba landing site is located on the northern shores of Lake Victoria, at the southern tip of the city of Kampala. It is bordered by Murchison Bay in Lake Victoria to the south and east, the village of Kawuku to the northeast, Bbunga to the north, Buziga to the northwest and Munyonyo to the southwest. The coordinates of Ggaba are: 00 15 45N, 32 37 45E. The road distance between Ggaba and the Kampala central business district is approximately 12 kilometres (7.5 mi). it has activities such as The Lake Shore. This is the southeastern part of Ggaba and includes: A small beach, A landing dock for fishing boats, A fish market, A shopping center, A commercial resort with a private beach, Several bars and night spots, The Water Works. This is located in the southwestern part of the area and contains: The pumping stations (I, II and III) of National Water and Sewerage Corporation (NWSC). - The intake pumps that supply water to Kampala, Kira Municipality and Mukono are located here, The Main Water Treatment Plant of NWSC, Houses for the blue-collar workers of NWSC, Ggaba Police Station, The Educational Area This is mainly located in the northern part of the area. The institutions include: The main campus of Kampala University, Ggaba National Seminary (Catholic), Ggaba Teachers Training Institute, Bbunga Primary School, Bbunga Islamic School, The residential Areas, Interspersed between the schools, universities and teaching institutions are the residential areas. The areas in the southern and western Ggaba are generally of low income housing while those further north and east are upscale because they offer a better view of the lake. The Medical Institutions, Jacky Medical Centre - Located at the northern tip of Ggaba, Wentz Medical Centre - Located in the northeastern part of Ggaba, close to Kampala University, Martyrs Family Clinic - Located in the southern part of Ggaba, close to the NWSC Staff Houses, Ggaba Community

Health Centre - Located in the southern part of Ggaba, inside the low income residential area close to the NWSC Water Treatment Plant.

Tourism has a variety of economic impacts. Tourists contribute to a destination's sales, profits, jobs, tax revenues, and income. Primary tourism sectors, such as lodging, dining, transportation, amusements, and retail trade, are affected directly; most other sectors are impacted by secondary effects. An economic impact analysis of tourism activity usually focuses on regional tourism-related changes in sales, income, and employment. Gossling, S. (2002)

A standard economic impact analysis traces the path that money takes once it leaves a tourist's pocket: this is also referred to as the flows of money from tourism spending. The first flow, (direct effect), is to the businesses and government agencies to which the tourists pay money directly. The money then flows through the economy as (i) payments from these direct recipients to their suppliers, (ii) salaries and wages for households who provide labor for tourism or supporting industries, and (iii) various government taxes and charges payable by tourists, businesses and households. Continuing the fluid analogy, a leakage occurs when money escapes the economy of a region because a local consumer, (household, business or government), has purchased a product from an outside supplier. Gossling, S. (2002)

There is no doubt of the economic benefits brought by tourism, but these are not explained reliably. Tourism is an invasion. Perhaps a peaceful invasion, but nonetheless an invasion, which affects the everyday lives of locals. The danger arises when saturation levels are reached, which is the point at which citizens no longer feel that the city, neighborhood, or the area they have always used for leisure belongs to them. This has already happened in the area around the Ggaba landing site in Uganda.

1.2 Statement of the Problem

Tourism particularly nature and ecotourism -- helps promote conservation of wildlife and natural resources such as rain forests, as these are now regarded as tourism assets. It also helps generate funding for maintaining animal preserves and marine parks through entrance charges and guide fees. By creating alternative sources of employment, tourism reduces problems such as over-fishing and deforestation in developing nations.

Tourism poses a threat to a region's natural and cultural resources, such as water supply, beaches, coral reefs and heritage sites, through overuse. It also causes increased pollution through traffic

emissions, littering, increased sewage production and noise. Tourism's economic benefits are touted by the industry for a variety of reasons. For one, claims of tourism's economic significance lend the industry an air of increased respectability in the eyes of the business community, public officials, and the general public: this often translates into decisions or public policies favorable to tourism. Also, community support is important for tourism; the industry affects and is affected by the entire community.

Tourism also involves economic costs: the direct costs incurred by tourism businesses; government costs for tourism infrastructure; and related costs, (such as inflated prices), borne by individuals in the community. Businesses and public organizations are increasingly interested in the economic impacts of tourism at national, state, and local levels. One regularly hears claims that tourism supports a certain number of jobs in an area, or that a festival or special event generated a specific amount of sales or income in a community. Tourism has a variety of economic impacts. Tourists contribute to a destination's sales, profits, jobs, tax revenues, and income. Primary tourism sectors, such as lodging, dining, transportation, amusements, and retail trade, are affected directly: most other sectors are impacted by secondary effects. An economic impact analysis of tourism activity usually focuses on regional tourism-related changes in sales, income, and employment. Therefore this study will seek to find out the impacts of tourism on Ggaba landing site.

1.3 Research Objectives

1.3.1 General objective

The general objective of this study was to investigate the impact of tourism activities and their impacts on Ggaba landing site.

1.3.2 Specific objectives

The specific objectives of this study were to;

1. Establish the profile of respondents as to age, gender, education level and duration of stay at the landing site.
2. Determine the Positive impacts of tourism activities on economic, environmental and social life in Ggaba landing site
3. Establish the negative impacts of tourism activities on economic, environmental and social life in Ggaba landing site.

4. Establish the measures of improving on the economic, environmental and social life impacts of tourism activities on Ggaba landing site

Research Questions

1. What is the profile of respondents as to age, gender, education level and duration of stay at the landing site?.
5. What are the Positive impacts of tourism activities on economic, environmental and social life in Ggaba landing site?
6. What are the negative impacts of tourism activities on economic, environmental and social life in Ggaba landing site?.
7. What are the measures of improving on the economic, environmental and social life impacts of tourism activities on Ggaba landing site?

1.6 Scope

1.6.1 Geographical Scope

The study was conducted at Gaba landing site in Makindye Division, Kampala City. The relief of the area consists of undulating terrain both hills and valleys. The lands from hill-top to valleys are used for human settlements, yet the valleys are wetlands in most cases. Gaba is a landing site for fishing boats, and an abstraction point for domestic water supply for National Water and Sewerage Corporation (NWSC).

Map of Ggaba landing site



1.6.2 Content scope

The independent variable was tourism activities and the dependent variable was Ggaba landing site. Tourism activities considered included the activities taking place in Ggaba like, bird watching and fishing, boat ridings and establishments directly serving tourists inside and outside the landing site like accommodation operations and tour and travel agencies

1.7 Significance of the Study

The results of this study was useful in the following ways;

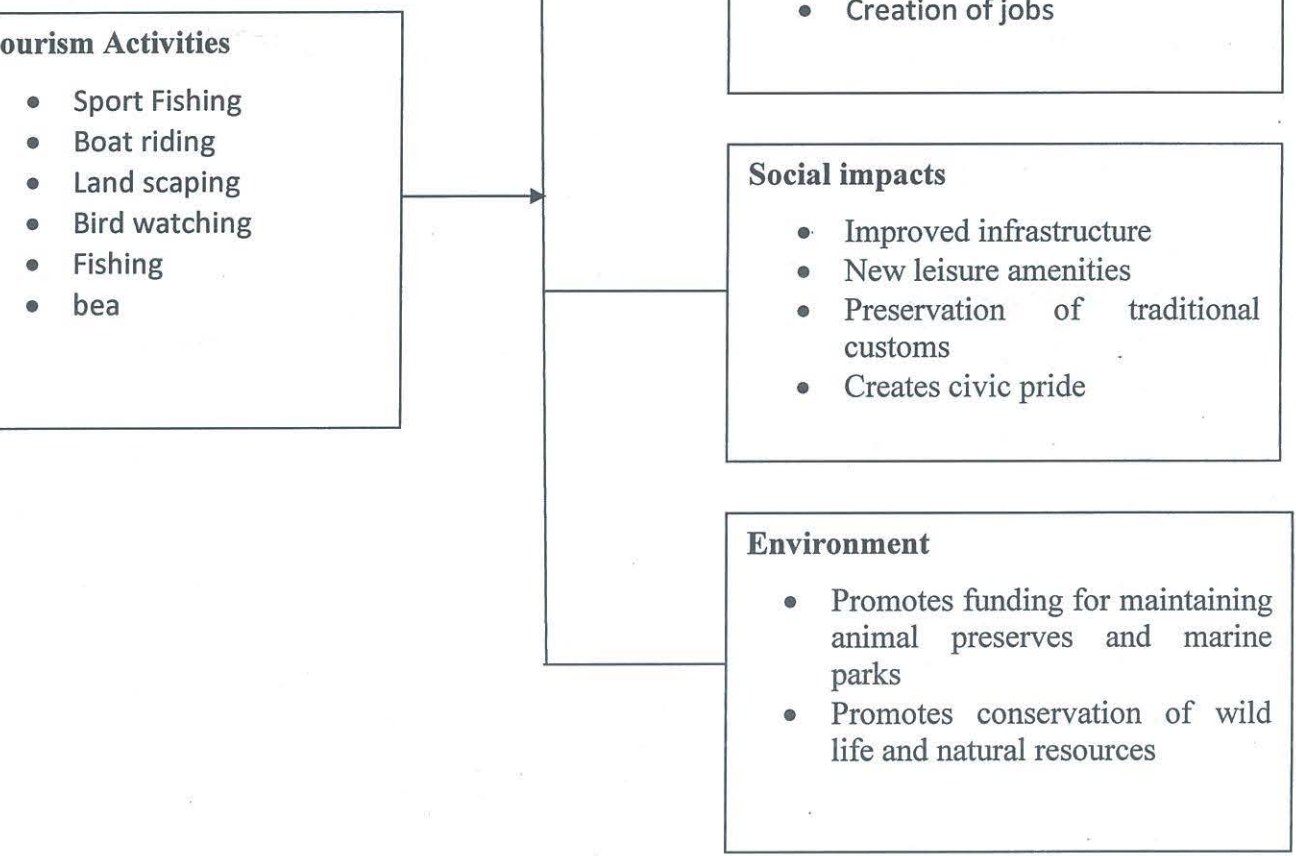
- The study was helpful to the community of Ggaba landing site in that it helped them know the benefits they receive from tourism activities and the negative impacts tourism activities bring in their communities.
- The study helped a researcher to gain more skills of conducting research and this was important to the researcher while pursuing further studies.
- Government and other stakeholders used the results to identify gaps in the existing government involvement programs which helped enable them to formulate better involvement programs which meet the needs of the landing site

- Identifying the prevailing social and economic conditions in the landing site communities members enabled donors and other stakeholders to measure the success of previous initiatives to improve the lives of the households at the landing site and highlight problems which have not yet been solved.
- The research was helpful to National Water and sewerage cooperation in that it was able to identify the ways of how to preserve the water and the surrounding environment in Ggaba.
- The study was helpful to National environment management Authorities in that it be able to identify the bad effects of tourism activities and be able to come up with ways of preserving the environment in Ggaba.
- Other researchers will use the results as a reference point in the course of carrying out further research about the impact of tourism activities.

1.8 Conceptual framework

Independent variables

Dependent variables



From the diagram above, when the there are so many tourism activities in Ggaba landing site this lead to too many tourists flooding in the area thus bringing in a lot of foreign exchange in the country, which leads to construction of infrastructures like buildings, hotels, which in the end creates jobs for the local people which in the end brings about government revenue and increasing the standards of the house holds and community members in the area.. Tourism can bring many economic and social benefits, particularly in rural areas and developing countries, but mass tourism is also associated with negative effects. Tourism can only be sustainable if it is carefully managed so that potential negative effects on the host community and the environment

are not permitted to outweigh the financial benefits. Economically Tourism creates jobs, both through direct employment within the tourism industry and indirectly in sectors such as retail and transportation. When these people spend their wages on goods and services, it leads to what is known as the "multiplier effect," creating more jobs. The tourism industry also provides opportunities for small-scale business enterprises, which is especially important in rural communities, and generates extra tax revenues, such as airport and hotel taxes, which can be used for schools, housing and hospitals. Successful tourism relies on establishing a basic infrastructure, such as roads, visitor centers and hotels. The cost of this usually falls on the government, so it has to come out of tax revenues. Jobs created by tourism are often seasonal and poorly paid, yet tourism can push up local property prices and the cost of goods and services. Money generated by tourism does not always benefit the local community, as some of it leaks out to huge international companies, such as hotel chains. Destinations dependent on tourism can be adversely affected by events such as terrorism, natural disasters and economic recession. Socially, The improvements to infrastructure and new leisure amenities that result from tourism also benefit the local community. Tourism encourages the preservation of traditional customs, handicrafts and festivals that might otherwise have been allowed to wane, and it creates civic pride. Interchanges between hosts and guests create a better cultural understanding and can also help raise global awareness of issues such as poverty and human rights abuses. Visitor behavior can have a detrimental effect on the quality of life of the host community. For example, crowding and congestion, drugs and alcohol problems, prostitution and increased crime levels can occur. Tourism can even infringe on human rights, with locals being displaced from their land to make way for new hotels or barred from beaches. Interaction with tourists can also lead to an erosion of traditional cultures and values. Environmentally, Tourism -- particularly nature and ecotourism -- helps promote conservation of wildlife and natural resources such as rain forests, as these are now regarded as tourism assets. It also helps generate funding for maintaining animal preserves and marine parks through entrance charges and guide fees. By creating alternative sources of employment, tourism reduces problems such as over-fishing and deforestation in developing nations. Tourism poses a threat to a region's natural and cultural resources, such as water supply, beaches, coral reefs and heritage sites, through overuse. It also causes increased pollution through traffic emissions, littering, increased sewage production and noise.

CHAPTER TWO

LITERATURE REVIEW

2.0 Introduction

This chapter presents the theoretical framework, and review of related literature put up by different Authors on the variables

2.1 Concept of Tourism

Tourism is travel for recreational, leisure or business purposes. The World Tourism Organization defines tourists as people "traveling to and staying in places outside their usual environment for not more than one consecutive year for leisure, business and other purposes".

According to Gossling, S. (2002), Tourism is important, and in some cases, vital for many countries. It was recognized in the *Manila Declaration on World Tourism of 1980* as "an activity essential to the life of nations because of its direct effects on the social, cultural, educational and economic sectors of national societies and on their international relations." Tourism brings in large amounts of income in payment for goods and services available, accounting for 30% of the world's exports of services, and 6% of overall exports of goods and services. It also creates opportunities for employment in the service sector of the economy, associated with tourism. These service industries include transportation services, such as airlines, cruise ships and taxicabs; hospitality services, such as accommodations, including hotels and resorts; and entertainment venues, such as amusement parks, casinos, shopping malls, music venues and theatres. Gossling, S. (2002)

It is widely recognized that the tourism industry is making a significant contribution to the socio-economic development of many countries in Africa through its role in expanding their economic base, increasing foreign exchange earnings, providing employment opportunities and enhancing standards of living. Tourism is potentially very important for developing countries, where the shortage of foreign exchange has generally been a strategic constraint in their development efforts and where there may be few alternative development opportunities available to them. Tourism can also help reduce disparities in income and employment within countries, since areas suitable for tourism development are often situated far from the main centres of other economic activities.

Since the beginning of time humans have traveled. Food, water, safety or acquisition of resources (trade) were the early travel motivations. But the idea of travel for pleasure or exploration soon emerged. Travel has always depended upon technology to provide the means or mode of travel. The earliest travelers walked or rode domesticated animals. The invention of the wheel and the sail provided new modes of transportation. Each improvement in technology increased individuals' opportunities to travel. As roads were improved and governments stabilized, interest in travel increased for education, sightseeing, and religious purposes. One of the earliest travel guides was written by Pausanias, a Greek, which was a 10 volume *Guide to Greece*, for Roman tourists in 170 A.D..

Tourism is a collection of activities, services and industries that delivers a travel experience, including transportation, accommodations, eating and drinking establishments, retail shops, entertainment businesses, activity facilities and other hospitality services provided for individuals or groups traveling away from home. The World Tourism Organization (WTO) claims that tourism is currently the worlds largest industry with annual revenues of over \$3 trillion dollars. Tourism provides over six million jobs in the United States, making it the country's largest employer.

Definition of Tourism

Mathieson and Wall (1982) created a good working definition of tourism as "the temporary movement of people to destinations outside their normal places of work and residence, the activities undertaken during their stay in those destinations, and the facilities created to cater to their needs."

According to Macintosh and Goeldner (1986) tourism is "the sum of the phenomena and relationships arising from the interaction of tourists, business suppliers, host governments and host communities in the process of attracting and hosting these tourists and other visitors."

Other terms of interest are:

Excursionist: Persons traveling for pleasure in a period less than 24 hours (Macintosh and Goeldner, 1986).

Foreign Tourist: Any person visiting a country, other than that in which he/she usually resides, for a period of at least 24 hours (Committee of Statistical Experts of the League of Nations, 1937).

Travel: The act of moving outside one's home community for business or pleasure but not for commuting or traveling to or from school (Macintosh and Goeldner, 1986).

Visitor: Any person visiting a country other than that in which he/she has his/her usual place of residence, for any reason other than following an occupation remunerated from within the country visited (United Nations Conference on International Travel and Tourism, 1963).

Dimensions of Tourism

All tourism activities are related to one or more of the following dimensions of tourism.

Attractions: Are the primary motivation for traveling. They may be a primary destination such as Disney World or secondary destination which are interesting places to visit on the way to your primary destination. Most tourist traveling from the east to go to Las Vegas will stopover at the Grand Canyon national Park on the way. Attractions usually focus on natural resources, culture, ethnicity or entertainment. Scheyvens, R. (2002)

Facilities: When tourists arrive at attractions they require facilities to provide services.

Lodging: Represent a variety of services from campgrounds, RV parks, motels and five star resorts.

Food & Beverage: Not only provide basic sustenance for tourists but an important factor in the overall tourism experience.

Support Services: Usually are represented by small retail businesses providing souvenirs and personal services. Shopping is an integral part of the travel experience. Tourists seek unique and novel items which represent the area and cultures they visit. Scheyvens, R. (2002)

Infrastructure: The basic services on which all tourism depends. These systems include water and sewer systems, communication networks, medical facilities, electricity, police and fire protection and roads.

Transportation

Time and Money: This is the critical component to tourism, the ability to get from Point A to Point B and back, or to Point C, D, E.... The variables of Time, how long it takes to get to a specific destination, and Money, how much it costs to get to your destination. Tourism developments are dependent on the ease of access and types of transportation available

Hospitality

Hospitality: The community's attitude which permeates every tourism location that makes the tourist feel welcome and safe. It is the result of the interaction between the tourist and the local population.

Essential Requirements for Tourism

Time, as the hours for leisure increase so does the opportunity for travel. Changes in work days or hours, school calendars will affect how and when people can travel. The overall travel pattern has moved from a two week vacation to 6-8 three or four day mini-vacations per year.

Money, the majority of travel requires *discretionary income*. Discretionary income is money left over after all monetary obligations (food, rent and taxes) have been paid. Scheyvens, R. (2002)

Mobility, is the access to transportation (car, bus, plane, train or ship) and the hours required to get to their destination.

Motivation, is the reason people travel. Motivations may include seeking novelty, education, meet new people, adventure or stress reduction

2.2. Tourism activities around Ggaba

Boating and Water Sports: With its prime location in the African Great Lakes region, Uganda has a variety of water bodies that are popular spots for tourism. White water rafting in Jinja is a popular activity on River Nile. It is managed by Adrift Uganda and a few other operators. Boating which is commonly done on Lake Victoria Ggaba landing site, is a perfect way of exploring the buffaloes, hippos, crocodiles and a wide variety of bird species that inhabit the banks of these water bodies. Sport fishing is another favorite tourist activity. Fish like the Nile perch, and tilapia can be caught in designated areas of Lake Mburo and the banks of the Nile. Canoeing can also be done at Lake Bunyonyi.

Trekking

The best way to experience Nepal's unbeatable combination of natural beauty and culture riches is to walk through them. One can walk along the beaten trails or virgin tracks. Either way you are in for an experience for a lifetime. Along with forests of rhododendron, isolated hamlets, and small mountain villages, birds, animals, temple, monasteries and breathtaking landscapes, you

will also encounter friendly people of different cultures offering a fascinating glimpse of traditional rural life.

Bird Watching

Nepal is a paradise for bird lovers with over 646 species (almost 8% of the world total) of birds, and among them almost 500 hundred species are found in Kathmandu Valley alone. The most popular bird watching spots in Kathmandu are Phulchoki, Godavari, Nagarjun, Bagmati river, Taudaha and so on. Get your binoculars and look forward to a rewarding experience.

2.3 Impacts of tourism activities

Tourism can bring many economic and social benefits, particularly in rural areas and developing countries, but mass tourism is also associated with negative effects. Tourism can only be sustainable if it is carefully managed so that potential negative effects on the host community and the environment are not permitted to outweigh the financial benefits. Murphee (eds.) (2001)

Social impacts of tourism activities

The improvements to infrastructure and new leisure amenities that result from tourism also benefit the local community. Tourism encourages the preservation of traditional customs, handicrafts and festivals that might otherwise have been allowed to wane, and it creates civic pride. Interchanges between hosts and guests create a better cultural understanding and can also help raise global awareness of issues such as poverty and human rights abuses. Jim, C.Y. & S.W. Wu (2002)

Tourism -- particularly nature and ecotourism -- helps promote conservation of wildlife and natural resources such as rain forests, as these are now regarded as tourism assets. It also helps generate funding for maintaining animal preserves and marine parks through entrance charges and guide fees. By creating alternative sources of employment, tourism reduces problems such as over-fishing and deforestation in developing nations.

The social impact on the receiving areas of tourism, like any other aspect related to the sector, can have positive and negative effects. With respect to first, it is possible to emphasize the recovery and conservation of cultural values that, but for the attractiveness which it offers to the visitors, would be gotten to lose. It is the case of the preservation and historical monument

rehabilitation and places, whose cost the small communities cannot do in front. Nevertheless, when one is a place of tourist interest destine special economic games for his attack. Of the same form, many of the local customs have been revitalized like part of the plans for the tourist supply (like tourist resources) In many places have seen appear again traditional customs that they were had lost: "folklore", crafts, festivals, gastronomy, etc. One of the more important positive social aspects is the improvement in the facilities and services: sanitary attention, means of transport, parks, etc. Nepal, S. (2002)

But in spite of the undeniable social-cultural impulse that these positive aspects represent, it is not necessary to forget that a negative impact also exists. The first remarkable negative aspect is the social differences between local population and visitors. In certain destinies, mainly in those of the most underprivileged countries, the call developing countries, the residents get to become true servants of the tourists. This creates between the local population certain resentment towards the visitors and appears areas of social tension. Thus the tourism establishes the bases of a new form of colonialism based on the foreign currency dependency. As far as external workers occupy the jobs, the uses that they require greater qualification, being left the repaid works worse for the local population. As a result of the indicated socioeconomic differences it appears what more negative of the tourism can be considered like the social impact: the increase of prostitution, the game, the drugs, in general criminal aspects that never had arisen without the appearance of the visitors. Once again this circumstance is more frequent in the developing countries (Every day the tourist supply more is diversified. To the cultural tourism and of sun and beach, that in principle were most frequent, other alternatives are added such as the tourism of adventure, the one of businesses and congresses, the linguistic and educative tourism, tourism of thematic parks, etc. They are the sexual tourism and the one of drugs.) The tourism also can cause a des-culturization of the destiny. The local population like superior considers the culture of the tourists. Of this form the indigenous cultures try to adapt to the customs of the visitors and they are possible to be ended up destroying the elements that at their moment represented greater the attractiveness for the tourist. Nepal, S. (2002)

Economic impacts of tourism activities

According to Jim, C.Y. & S.W. Wu (2002), Tourism creates jobs, both through direct employment within the tourism industry and indirectly in sectors such as retail and transportation. When these people spend their wages on goods and services, it leads to what is known as the "multiplier effect," creating more jobs. The tourism industry also provides opportunities for small-scale business enterprises, which is especially important in rural communities, and generates extra tax revenues, such as airport and hotel taxes, which can be used for schools, housing and hospitals.

There is no doubt of the economic benefits brought by tourism, but these are not explained reliably. Tourism is an invasion. Perhaps a peaceful invasion, but nonetheless an invasion, which affects the everyday lives of locals. The danger arises when saturation levels are reached, which is the point at which citizens no longer feel that the city, neighbourhood, or the area they have always used for leisure belongs to them. This has already happened in the area around the Sagrada Família and the Ramblas in Barcelona, and in certain places on the island of Majorca, for example. It is at this point that tourism becomes a social burden, creating anti-tourist attitudes and the risk of the appearance of graffiti like the message that I saw in Barcelona some years ago: 'Tourist, you are the terrorist'. Kisambira, E. (2003)

It is this one-dimensional view of tourism as nothing more than an economic activity that has created these situations. It is important to provide a suitable explanation of the macroeconomic impacts to avoid the locals believing that tourism only benefits a tiny minority. We must explain the direct, indirect and induced jobs provided by this activity. We must also explain how, year after year, revenue from tourism has helped and helps to reduce the deficit of the balance of payments in this country, a balance that is affected by a structural deficit. And we must also explain, among other things, the extensive multiplying effect tourism has for our economy. In short, we must explain that those tourists who visit us have played a large part in the fact that today we are a developed country with an established welfare state, even though this may currently be under threat as a result of the current crisis. And that it is thanks to them that the crisis is not worse. Konadu-Agyemang, K. (2001)

Most of the studies on the economic effects of the tourism they show the benefits generated by this industry. Fundamentally as far as the contribution of the sector to the balance. Of the balance of payments, to the impact on the income of the government and to the creation of use. These factors have been determining so that, considering to the tourism like panacea of the development, very few have taken care to analyze their negative effects. The negative economic impact has effect on local scale, are the destiny areas those that can be suffered economically when they depend on the tourism. Normally, the development of tourist goods and services reverts positively in any area, but when the tourism is not limited to appear as a form of diversification in the local economy, but that it totally supplants to the originating gains of the traditional activities. They open the economy to the instability, due to the changes in the tourist routes, the diminution of the publicity, the influence of tourist, "fashions" to the seasonal productive variation, etc. Mugisha, A. (2002). Before this situation, the small economies can decide on a dependency in the sector or can go towards their duality. In this case, they try to balance the two sources of income (traditional tourism and economic activities), obtaining one more a more rational operation of his possibilities. If that duality does not take place, frequent enough situation, the tourism can cause an inflationary tendency. This inflationary tendency takes place by the pressure that settle down on the ground and prices and taxes that directly affect the local population, without considering the previous uses and customs. That is to say, in the zones where the tourism becomes an institutionalized activity the inflation becomes patent in the disturbed ascent of the Earth, the goods, the food etc. For that directly they are involved in the tourist development the benefit is high, but not thus for the rest of the local population. Also it is important to consider that in the areas of tourist development the entrance of capitals and I interest financiers external lead to the loss of the local air traffic control on the activity, that grows very out of proportion and disarticulates the traditional productive sectors. When one is foreign capital the impact is not limited a local negative effect since it leaves from the benefits do not remain in the receiving country, takes place a loss of currencies. The generating tourism as of use also can have important economic costs. Sirakaya (2002) Although the correlation between the generation of income by the tourism is recognized and the use creation, the created positions, that as a whole reduce the figure of unemployment, is it on time partial or on time complete but unstable temporarily. There are authors who affirm that, in the long term, the low

potential productivity of the work in the Tourist Company can have a depressive effect on the local economic growth. The entire exposed one previously can be transformed in:

Costs derived from the fluctuations of the tourist demand: a destiny let's have attractive for the visitors. Murphee, M. (2001)

Possible inflation derived from the tourist activity: the buying capacity of the visitors is greater than the one of the resident population and this causes ascent of prices of the ground, feeding and services.

Loss of potential economic benefits: High dependency of foreign capital, flight of economic benefits.

Distortions of the local economy: Centralization of the economic activity in an only type of activity.

Impact on the work: The sector generates work unstable.

Tourism has a variety of economic impacts. Tourists contribute to a destination's sales, profits, jobs, tax revenues, and income. Primary tourism sectors, such as lodging, dining, transportation, amusements, and retail trade, are affected directly: most other sectors are impacted by secondary effects. An economic impact analysis of tourism activity usually focuses on regional tourism-related changes in sales, income, and employment. L.L. Love (2000)

A standard economic impact analysis traces the path that money takes once it leaves a tourist's pocket: this is also referred to as the flows of money from tourism spending. The first flow, (direct effect), is to the businesses and government agencies to which the tourists pay money directly. The money then flows through the economy as (i) payments from these direct recipients to their suppliers, (ii) salaries and wages for households who provide labor for tourism or supporting industries, and (iii) various government taxes and charges payable by tourists, businesses and households. Continuing the fluid analogy, a leakage occurs when money escapes the economy of a region because a local consumer, (household, business or government), has purchased a product from an outside supplier. Samdahl, D.M. (1999)

Final demand refers to sales to the final consumers of goods and services. The final consumers of tourism products are mostly households and governments. The methods used to estimate visitor

spending can also be used to estimate the economic impacts of government spending to operate and maintain a park or visitor's center.

Economists distinguish direct, indirect and induced economic effects. The total economic impact of tourism is the sum of direct, indirect and induced effects within a region. Indirect and induced effects are sometimes collectively called secondary effects. These impacts or effects may be measured in terms of gross output, sales, income, employment, or value added. Although they are often used somewhat loosely by non-economists, these terms have precise definitions that are important when interpreting economic impact study results. Samdahl, D.M. (1999)

Direct effects are production changes associated with the immediate effects of changes in tourism expenditures. For example, an increase in the number of tourists staying overnight in hotels would directly increase room sales in the hotel sector. The additional hotel sales and associated changes in hotel payments for wages, salaries, taxes, supplies and services are direct effects of the tourist spending. Samdahl, D.M. (1999)

Indirect effects are the production changes resulting from various rounds of re-spending of the tourism industry's receipts in backward-linked industries (e.g. industries supplying products and services to hotels). Changes in sales, jobs and income in the linen supply industry, for example, represent indirect effects of changes in hotel sales. Businesses supplying products and services to the linen supply industry represent another round of indirect effects, eventually linking hotels by varying degrees to most other economic sectors in the region. Scheyvens, R. (1999)

Induced effects are the changes in economic activity resulting from household spending of income earned directly or indirectly as a result of tourism spending. For example, hotel and linen supply employees, supported directly or indirectly by tourism, spend their income in the local region for housing, food, transportation, and the usual array of household product and service needs. The sales, income, and jobs that result from household spending of added wage, salary, or proprietor's income are induced effects Scott, J.C. (1998).

Successful tourism relies on establishing a basic infrastructure, such as roads, visitor centers and hotels. The cost of this usually falls on the government, so it has to come out of tax revenues. Jobs created by tourism are often seasonal and poorly paid, yet tourism can push up local

property prices and the cost of goods and services. Money generated by tourism does not always benefit the local community, as some of it leaks out to huge international companies, such as hotel chains. Destinations dependent on tourism can be adversely affected by events such as terrorism, natural disasters and economic recession. Seale, C.F. (2002)

Visitor behavior can have a detrimental effect on the quality of life of the host community. For example, crowding and congestion, drugs and alcohol problems, prostitution and increased crime levels can occur. Tourism can even infringe on human rights, with locals being displaced from their land to make way for new hotels or barred from beaches. Interaction with tourists can also lead to an erosion of traditional cultures and values. Sekhar, N.U. (2003)

Environmental impact of tourist attractions

The impact of the tourism in the environment is really the most negative aspect of the sector. Although in the last years one comes delivering an enormous attack to palliate his effects, the systematic damage that the tourism has caused in a great amount of areas are of very difficult recovery. The tourist activity, when becoming a massive phenomenon, requires great infrastructure and complexes services that not always have a suitable planning, and this has taken it to become a deteriorate constant of the natural and social environment. Non single it has transformed the physical aspect of the tourist zones, but that has generated serious upheavals ecological: Sirakaya (2002)

Destruction of ecosystems, Diminution of the amount and quality of the water, Impoverishment and contamination of grounds, Extinction of multiple species of the fauna, Severe affectation of the flora, fishing depredation and contamination of the sea. Picard, C. (2003)

It has produced in addition phenomena to population and urban growth disordered and lack of services public, among others. Destruction of ecosystems: One of the greater threats for the ecosystems is the massive presence of visitors. Throughout many years, only considered at the time of exploding a zone for the tourism was the fast enrichment of the people involved in the sector. The tourism became an activity that sent crowds on the defenseless nature. In this context it is no wonder the gradual destruction of numerous ecosystems took place in many countries, but mainly in those considered tourist "paradises". Diminution of the amount and the quality of the water: The arrival of tourists to many zones where the water is little has had a devastating

effect in the reserves of this natural good. The causes have been several: the number of visitors, whom in many cases the amount, has exceeded to which really it is possible to be supplied in many zones. The rating of facilities with which water is wasted, as they are the golf courses or the fresh water swimming pools and the city-planning mastication, etc. All this gets to affect the agricultural development and the ecological balance of the zone. K.G. Saxena (2002)

The lack of water can favor, in addition, the desertization.

Impoverishment and contamination of grounds: A great amount of originating substances of the human activity exists that, added to the ground, changes their chemical properties and they make it unproductive. Some of these urban substances like sweeping remainders, used oils, etc. are related to the tourist activity. The solid remainders as much as liquid, can include a great variety of chemical substances, that frequently pierce the ground and they not only contaminate this one if not that also the underground water bodies contaminate. Of this form the grounds stop being productive. K.G. Saxena (2002)

Extinction of multiple species of the fauna: The performance of the tourism on the forest masses and the uncontrolled city-planning growth is, along with the hunting, the greater dangers for the fauna in many of the zones in which we found a diminution of species. In the sea, the wealth of fish is being seen seriously affected. In the Mediterranean, 60 % of residual waters still are spilled to the sea without a suitable treatment. The growth of the population in the coasts is impressive and to this growth it is necessary to add to him to the impact of the tourism and the second residences. Esteem that in high season in the Mediterranean will go of 135 million of 1990 up to 570 million in 2025. In order to avoid an ecological disaster in this zone of the world it is necessary to develop plans that go beyond the municipal expositions. Severe affectation of the flora: The massive presence of visitors in natural zones in the same way affects the flora that to the fauna. In some zones, the proliferation of sport activities (motorcycles, mountain bikes, vehicles all land, etc.) It causes serious problems of erosion of the ground that, inevitably, affects the flora. K.G. Saxena (2002)

Successful tourism relies on establishing a basic infrastructure, such as roads, visitor centers and hotels. The cost of this usually falls on the government, so it has to come out of tax revenues.

Jobs created by tourism are often seasonal and poorly paid, yet tourism can push up local property prices and the cost of goods and services. Money generated by tourism does not always benefit the local community, as some of it leaks out to huge international companies, such as hotel chains. Destinations dependent on tourism can be adversely affected by events such as terrorism, natural disasters and economic recession. Seale, C.F. (2002)

Visitor behavior can have a detrimental effect on the quality of life of the host community. For example, crowding and congestion, drugs and alcohol problems, prostitution and increased crime levels can occur. Tourism can even infringe on human rights, with locals being displaced from their land to make way for new hotels or barred from beaches. Interaction with tourists can also lead to an erosion of traditional cultures and values. Sekhar, N.U. (2003)

Tourism poses a threat to a region's natural and cultural resources, such as water supply, beaches, coral reefs and heritage sites, through overuse. It also causes increased pollution through traffic emissions, littering, increased sewage production and noise. Sekhar, N.U. (2003)

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CHAPTER THREE

METHODOLOGY

Research Design

The study was descriptive correlation study examining the impact of tourism activities focusing on Ggaba landing site.

The descriptive design was selected for the study because it is suitable for the relatively large number of respondents who were involved in this study and also caters for a broad range of characteristics.

Research Population

The target population for this study were tourist's both local and international, business owners and the local people living around Ggaba landing site. The research subjects were the tourists and the local people living around and the communities' ext to the landing sites constituting a total of approximately 256 men, women and children.

Sample Size

Due to the varying number of tourists and the local residents in the community around Ggaba Landing site, a sample size for each community was computed using Sloven's formula resulting in a total sample of 130 respondents.

Table 1 category of respondents

Category	Sample size
International tourists	10
Local tourists	20
Local community	80
Business people	20
Total	130

From the computed sample sizes of each community were randomly selected using simple random sampling procedures and respondents from each tourist and household selected were involved in the study.

Sampling Procedure

The study was conducted using stratified sampling to reduce costs and the time of doing research and to increase the degree of accuracy of the study. The researcher set a selection criterion

Local tourist and international tourist and the business owners were sampled using simple random sampling. Households were counted and assigned numbers, and every even numbered household were involved in the study.

Individuals were interviewed from each category were purposefully selected basing on the following criteria:

1. Must be at least 18years or older
2. Must have lived in the community

Research Instruments

The researcher collected data through the following ways;

Questionnaire

The researcher designed questionnaires; these questionnaires addressed the local and international tourists. This questionnaire targeted all the local and international tourists.

All the business owners were given both open and closed ended questions to allow the respondents express their views freely. Closed ended questions will be more of paramount because there will be precise and concise for the respondents to answer and also helped the researcher to acquire the required data in the shortest possible time.

Interviews

The researcher also used the interview method to gather more data from the business owners since it is supported by the open ended questions and also administered the use of interview guide.

Validity and Reliability of the Instrument

The reliability and validity of the research instruments were tested before the study on a sample of similar respondents outside the study area. The questionnaires were given to experts in area research to judge the validity of the content. Reliability was determined by testing the

questionnaire through administering it to a sample of respondents who were part of the study but have similar characteristics to those of actual respondents.

Data Gathering Procedures

Before the administration of the questionnaires;

Approval letters introducing the researcher to respondents was obtained from the college of applied economics and management and distributed to community leaders in the communities involved in the study. The briefing was included clarification on the interpretations for questions in the questionnaire and the correct way of indicating respondents' answers.

During administration of the questionnaires;

Questionnaires was distributed to tourists visiting Ggaba landing site and related nearby attractions to measure the impact of tourism activities in the area, households were randomly sampled from each community by counting all the households in the community and selecting every even numbered household, From each household, respondents who met the selection criteria were interviewed by the research assistants. Before the administration of the questionnaire, the research assistant requested the consent of the respondent to participate in the study and lastly the research assistant then asked questions from the questionnaire and circled or ticked the appropriate answers as provided by the respondent.

After administration of the questionnaires;

Filled Questionnaires were retrieved and data was collated in preparation for analysis. Data was then analyzed using the Statistical Package for Social Science and conclusions was drawn after which a final report was written and submitted to the supervisor for further clearance.

Data Analysis

Frequency and percentage distribution were used to determine the impact of tourism activities and the measures to be taken to reduce the impact of tourism activities on Ggaba landing site

Ethical Considerations

The following were be done to ensure that the research was carried out in accordance with acceptable ethical standards:

- The research was only carried out after clearance was obtained from the supervisor and principle of college of applied economics and management of Kampala International University,
- Permission was sought from the community leaders and the consent of individuals were also sought before taking part in the study.
- The privacy and anonymity of the respondents was maintained through use of codes rather than names in representing the respondents.
- Respondents were allowed the right to refrain from responding to any questions which they do not want to respond to.
- During the course of the study, the physical and emotional well-being of the respondents was priority to the researcher to ensure that no harm came to the respondents as a result of participating in the study.
- All authors that quoted in the study were cited
- The findings from the study was presented in a generalized manner

Limitations of the Study

Limited time. Time overlapped with work and non corresponding programmes with the respondents was constraint while conducting this study.

Financial constraints. Following the present economic depression in the country the resources ill be limited

Information overloads especially the internet, electronic sources of information.

CHAPTER FOUR

PRESENTATION, DISCUSSION AND ANALYSIS OF RESEARCH FINDINGS

4.0 Introduction

This chapter presents the results of the study which was conducted on the impact of tourism activities on Ggaba landing site. The findings of the study are presented and discussed, based on the objectives of the study.

4.1 Respondents profile

4.1.1 Age Respondents

Table 1: Age of Respondents

Variable	Frequency	Percentages
Below 25 years	30	23
26-30 years	60	46
31-35 years	15	11
36-40 years	10	8
41-45 years	10	8
Above 45 years	5	4
Total	130	100

Source: primary Data 2013

From the table above a total number of 130 respondents was interviewed. The age of these respondents was grouped into six age groups ranging from below 25 years to above 45 years. Majority of the respondents were aged between 26-30 years of age as shown by 46% response. This age group was closely followed by those between below 25 years of age contributing 23% of the total number of respondents. 31-35 followed with 11%, 36-40 years and 41-45 years with 8% Lastly those above 45 years with 4% response.

4.1.2 Gender of respondents

Table 2: the respondent’s gender

gender	Frequency	percentage
Male	90	69
Female	40	31
Total	130	100

Source: primary data 2013

According to findings in table two 69% of the respondents were male, 31% of the respondents were female. This indicated that there are so many males that engage their work at Ggaba landing site as seen from the responses.

4.1.3 Education level of Respondents

Table 3: Education level of respondents

Formal education	Number of respondents	Percentage
High school	30	23
Diploma	60	46
Degree	15	11
Masters	10	8
Professional	10	8
others	5	4
total	130	100

Source: Primary data 2013

From the table above a total number of 130 respondents was interviewed. Majority of the respondents were diploma holders as shown by 46% response followed by high school holders contributing 23% of the total number of respondents. Degree holders followed with 11%, Masters and professional with 8% lastly others with 4% response. This reveals that most of the

respondents at Ggaba landing site are not all that educated as compared to the place as seen by 46% diploma holders.

4.1.4 Status of Respondents at Ggaba landing site

Table 4: Status of respondents

Status of respondents	Frequency	Percentage
International tourists	20	15
Local tourists	30	23
Business owners	80	62
total	130	100

Source: primary data 2013

According to the table, majority of the respondents were business owners with 62%, followed by local tourists with 23% and the minority were international tourists with 15% response. This shows that there are so many business owners at Ggaba landing site because it is a very good strategic location for business.

4.1.5 Period stayed at Ggaba landing site

Table 5: Period stayed at Ggaba landing site

Period	Number of respondents	Rate of motivation in %
Less than One year	15	11
1-4 year	80	62
5-10 years	30	23
10 years and above	5	4
Total	130	100

Source: primary data 2013

The table shows the period stayed by respondents at Ggaba landing site. Majority of the respondents had stayed for a period of 1-4 years with 62% response, 23% had stayed for 5-10 years, 11% had stayed for less than one year and the minority had stayed for 10 years and above with 4% response.

4.2 The social, economic and environmental impact of tourism attractions

Respondents were asked on the social, economic and environmental impact of tourism attraction on Ggaba landing site

Social impacts of tourism to the local tourists, international tourists and the business owners

Positive	Frequency	Percentage
The improvements to infrastructure and new leisure amenities	60	46
Tourism encourages the preservation of traditional customs, handicrafts and festivals that might otherwise have been allowed to wane, It creates civic pride.	20	15
Interchanges between hosts and guests	5	4
create a better cultural understanding	10	8
Can also help raise global awareness of issues such as poverty and human rights abuses.	5	4
Any other	30	23
	-	-
Total	130	100

Source: Primary Data 2013

From the findings in table above, it was revealed that the majority of the respondents said that improvements to infrastructure and new leisure amenities was the major social positive impact of tourism attraction at Ggaba landing site, 15% said that tourism attractions encourages the preservation of traditional customs, handicrafts and festivals that might otherwise have been allowed to wane, 4% said that it creates civic pride and creates a better cultural understanding, 8% said that interchanges between hosts and guests and the other 23% said that can also help raise global awareness of issues such as poverty and human rights abuses.

Negative social impacts of tourism activities to the local tourists, international tourists and the business owners

Negative	Frequency	Percentage
Visitor behavior can have a detrimental effect on the quality of life of the host community.	20	15
Leads to crowding and congestion, drugs and alcohol problems, prostitution and	60	46
Increased crime levels can occur.	5	4
Infringe on human rights, with locals being displaced from their land to make way for new hotels or barred from beaches.	30	23
Interaction with tourists can also lead to an erosion of traditional cultures and values.	10	8
Others (pollution of water, garbage dumping, Poor hygiene in the area and congestion, destruction of property	5	4
Total	130	100

Source: Primary Data 2013

From the findings in table above, it was revealed that the majority of the respondents said that tourism activities Leads to crowding and congestion, drugs and alcohol problems, prostitution and was the major social Negative impact of tourism attraction at Ggaba landing site, 15% said that Visitor behavior can have a detrimental effect on the quality of life of the host community., 4% said that it Increased crime levels can occur and others such as pollution of water, garbage dumping, Poor hygiene in the area and congestion, 8% said that Interaction with tourists can also lead to an erosion of traditional cultures and values. 23% said that Infringe on human rights, with locals being displaced from their land to make way for new hotels or barred from beaches.

Economic impacts of tourism to the local tourists, international tourists and the business owners

Positive	Frequency	Percentage
Tourism creates jobs, both through direct employment within the tourism industry and indirectly in sectors such as retail and transportation.	14	10
When these people spend their wages on goods and services, it leads to what is known as the "multiplier effect," creating more jobs.	32	24
The tourism industry also provides opportunities for small-scale business enterprises, which is especially important in rural communities	18	13
Generates extra tax revenues, such as airport and hotel taxes, which can be used for schools, housing and hospitals.	60	46
Others	6	7
Total	130	100

Source: Primary Data 2013

From the findings in table above, it was revealed that the 46% of the respondents said that tourism activities generates extra tax revenues, such as airport and hotel taxes, which can be used for schools, housing and hospitals, 24% said that When these people spend their wages on goods and services, it leads to what is known as the "multiplier effect," creating more jobs, 13% said that the tourism industry also provides opportunities for small-scale business enterprises, which is especially important in rural communities, 10% said Tourism creates jobs, both through direct employment within the tourism industry and indirectly in sectors such as retail and transportation, while 7% gave other positive impact of tourism activities on Ggaba landing site.

Negative impact of tourism to the local tourists, international tourists and the business owners

Negative	Frequency	Percentage
Successful tourism relies on establishing a basic infrastructure, such as roads, visitor centers and hotels. The cost of this usually falls on the government, so it has to come out of tax revenues.	46	35
Jobs created by tourism are often seasonal and poorly paid,	35	27
tourism can push up local property prices and the cost of goods and services.	14	11
Money generated by tourism does not always benefit the local community, as some of it leaks out to huge international companies, such as hotel chains.	25	19
Destinations dependent on tourism can be adversely affected by events such as terrorism, natural disasters and economic recession.	10	8
Others	-	-
Total	130	100

Source: Primary Data 2013

From the findings in table above, it was revealed that the majority of the respondents said that Successful tourism relies on establishing a basic infrastructure, such as roads, visitor centers and hotels. The cost of this usually falls on the government, so it has to come out of tax revenues,27% said that Jobs created by tourism are often seasonal and poorly paid, 19% said money generated by tourism does not always benefit the local community, as some of it leaks out to huge international companies, such as hotel chains. While 11 % said tourism can push up local property prices and the cost of goods and services and 8%said destinations dependent on tourism can be adversely

Environmental impacts of tourism to the local tourists, international tourists and the business owners

Positive	Frequency	Percentage
Tourism -- particularly nature and ecotourism -- helps promote conservation of wildlife and natural resources such as rain forests	26	20
. It also helps generate funding for maintaining animal preserves and marine parks through entrance charges and guide fees	80	61
By creating alternative sources of employment, tourism reduces problems such as over-fishing and deforestation in developing nations.	15	12
others	9	7
total	130	100

Source: Primary Data 2013

From the findings in table above, it was revealed that the majority of the respondents said that the environmental impact of tourism activities helps to generate funding for maintaining animal preserves and marine parks through entrance charges and guide fees, 20% said Tourism particularly nature and ecotourism -- helps promote conservation of wildlife and natural resources such as rain forests, 12% said . By creating alternative sources of employment, tourism reduces problems such as over-fishing and deforestation in developing nations while 7% gave other positive Environmental impacts of tourism activities on Ggaba landing site

Negative impact of tourism activities to the local tourists, international tourists and the business owners

Negative	Frequency	Percentage
Tourism poses a threat to a region's natural and cultural resources, such as water supply, beaches, coral reefs and heritage sites, through overuse. through traffic emissions,	24	19
It also causes increased pollution	94	72
It also causes increased littering	7	5
It also causes increased sewage, production and noise.	5	4
others	-	-
Total	130	100

Source: Primary Data 2013

According to the table above, 72% said tourism activities causes increased pollution on Ggaba landing site, 19% said Tourism poses a threat to a region's natural and cultural resources, such as water supply, beaches, coral reefs and heritage sites, through overuse. Through traffic emissions, 5% said tourism activities causes increased littering, 4% said it causes increased sewage, production and noise,

Questionnaires to NEMA and NWSC

How has the tourism activities impacted the Air around Ggaba landing site?

From the interview conducted with the respondents from NEMA and NWSC the respondents said that tourism activities have impacted the Air around the landing site to a greater extent through air pollution that is to say the air around the site is polluted.

How has the tourism activities impacted the water around Ggaba landing site?

From the interview conducted, tourism activities leads to the increased water pollution around Ggaba landing site this is due to the garbage thrown on the water by the tourists and the local people.

How has the tourism activities impacted the plants around Ggaba landing site?

Many plants have been destructed for the construction of infrastructure like hotels, motels, restaurants and other leisure amenities for the tourists.

How has tourism activities impacted the animals around Ggaba landing site?

Tourism activity according to NEMAS and NWSC promotes the conservation of wild life and natural resources in the country which increases the government revenue in the country.

What are the other impacts of tourism activities on the environment?

Tourism activities help to promote conservation of wild life and natural resources such as rain forest. As these now regarded as tourism assets.

According to NEMA and NWSC tourism activities leads to the deforestation of the environment because of construction of new hotel.

CHAPTER FIVE

DISCUSSION, CONCLUSION AND RECOMMENDATION

5.0 Introduction

This chapter presents the researchers recommendations and brief discussions.

5.1.0 Discussion of Findings

The discussion will be done objective by objective.

5.1.1 Establish the profile of respondents as to age, gender, education level and duration of stay at the landing site.

Basing on the findings according to the first objective. Majority of the respondents were aged between 26-30 years of age as shown by 46% response. According to findings on gender 69% of the respondents were male, From the findings on level of education, Majority of the respondents were diploma holders as shown by 46% response. According to status of the respondents, majority of the respondents were business owners with 62%, and lastly on the period worked at Ggaba landing site the Majority of the respondents had worked for a period of 1-4 years with 62% response,

5.1.2 Determine the Positive impacts of tourism activities on economic, environmental and social life in Ggaba landing site

From the findings, it was revealed that the majority of the respondents said that improvements to infrastructure and new leisure amenities was the major social positive impact of tourism activities at Ggaba landing site, while From the findings it was revealed that the 46% of the respondents said that tourism activities generates extra tax revenues, such as airport and hotel taxes, which can be used for schools, housing and hospitals, as the major positive economic impact of tourism activities at Ggaba landing site and lastly the majority of the respondents said that the environmental impact of tourism activities was that it helps to generate funding for maintaining animal preserves and marine parks through entrance charges and guide fees.

5.1.2 Establish the negative impacts of tourism activities on economic, environmental and social life in Ggaba landing site.

According to the findings it was revealed that the majority of the respondents said that, the negative impacts of tourism activities on economic, environmental and social life in Ggaba landing site. Leads to crowding and congestion, drugs and alcohol problems, prostitution and was the major social Negative impact of tourism attraction at Ggaba landing site, while the majority of the respondents said that Successful tourism relies on establishing a basic infrastructure, such as roads, visitor centers and hotels. The cost of this usually falls on the government, so it has to come out of tax revenues, as the major economic negative effect of tourism activities at Ggaba landing site and lastly 72% said tourism activities causes increased pollution on Ggaba landing site, was the most negative environmental effect of tourism activities at Ggaba landing site.

5.2 conclusions

Basing on the findings, the researcher thus concludes that: the most social, economic and environmental positive impacts of tourism activities on Ggaba landing were; Leads to crowding and congestion, drugs and alcohol problems, prostitution, Successful tourism relies on establishing a basic infrastructure, such as roads, visitor centers and hotels. The cost of this usually falls on the government, so it has to come out of tax revenues, and causes increased pollution on Ggaba landing site,

Also from the findings the researcher concluded that, the most social, economic and environmental negative effects impacts of tourism activities on Ggaba landing site were improvements to infrastructure and new leisure amenities, tourism activities generates extra tax revenues, such as airport and hotel taxes, which can be used for schools, housing and hospitals, lastly it helps to generate funding for maintaining animal preserves and marine parks through entrance charges and guide fees.

53. Recommendation

Since it was found out those tourism activities on Ggaba landing site leads to over crowd, prostitution, drugs and alcohol the government should put out laws.

The government of Uganda should put in place attractions or activities that help to attract tourists in that when they come they can bring in more revenues that will help build more tourist activities in place

Tourism can only be sustainable if it is carefully managed so that potential negative effects on the host community and the environment are not permitted to outweigh the financial benefits. Economically Tourism creates jobs, both through direct employment within the tourism industry and indirectly in sectors such as retail and transportation.

Successful tourism relies on establishing a basic infrastructure, such as roads, visitor centers and hotels. The cost of this usually falls on the government, so it has to come out of tax revenues. Jobs created by tourism are often seasonal and poorly paid, yet tourism can push up local property prices and the cost of goods and services. Money generated by tourism does not always benefit the local community, as some of it leaks out to huge international companies, such as hotel chains.

Destinations dependent on tourism can be adversely affected by events such as terrorism, natural disasters and economic recession. Socially, The improvements to infrastructure and new leisure amenities that result from tourism also benefit the local community.

Once analyzed all the problems generate by the tourism, now we will try to find out if they are possible to be taken some measured to correct this situation and if the sustainable tourism can be reached. Or if the tourism by definition is an element with strong impact and this advocated to disaster and to the complete destruction

5.4 Areas for further research

The researcher recommends the following topics to be studied further

1. What improvements can be made to improve tourism activities on landing sites

2. Advantages and disadvantages of the benefits received from taxes got from tourism activities on landing sites

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APPENDIX A
RESEARCH QUESTIONNAIRE

Questions for business owners, tourist (local and International, NEMA and NWSC

Dear respondent;

I am Nabbanja Olivia a final year student of Kampala International University conducting an academic study on the topic “the Impact of tourism activities on Ggaba Landing site” It’s a partial requirement for the fulfillment of the award of the Degree of Bachelor in Tourism and Hotel management of Kampala International University

Responses provided will be treated with utmost confidentiality and used for only academic purposes. I therefore kindly request you to spare some time and truly answer this questionnaire.

SECTION A:

BACK GROUND INFORMATION (Please tick as appropriate)

1. Highest Academic Qualification of the respondent.

High school	Diploma	Degree	Masters	Professional	Others(specify)

2. Age of the respondent

Below 25 years	26-30 years	31-35 years	36-40 years	41-45 years	Above 45 years

3. Sex of the respondent (a) Male

☐

(b) Female

☐

4. Status of the respondent

(a) International Tourist

☐

(b) Local tourist

☐

(c) Business owner

☐

7. How long have you been at Ggaba Landing site?

(a) Less than year

(b) 1-4 years

(c) 5-10 years

(d)10 years and above

SECTION B: The Social, Economic and environmental impact of tourist attractions

Social impacts of tourism

Positive		Negative	
The improvements to infrastructure and new leisure amenities		Visitor behavior can have a detrimental effect on the quality of life of the host community.	
Tourism encourages the preservation of traditional customs, handicrafts and festivals that might otherwise have been allowed to wane, it creates civic pride.		Leads to crowding and congestion, drugs and alcohol problems, prostitution and	
Interchanges between hosts and guests		Increased crime levels can occur.	
create a better cultural understanding		Infringe on human rights, with locals being displaced from their land to make way for new hotels or barred from beaches.	
can also help raise global awareness of issues such as poverty and human rights abuses.		Interaction with tourists can also lead to an erosion of traditional cultures and values.	

Any other?.....

.....

Economic impacts of tourism

Positive		Negative	
Tourism creates jobs, both through direct employment within the tourism industry and indirectly in sectors such as retail and transportation.		Successful tourism relies on establishing a basic infrastructure, such as roads, visitor centers and hotels. The cost of this usually falls on the government, so it has to come out of tax revenues.	
When these people spend their wages on goods and services, it leads to what is known as the "multiplier effect," creating more jobs.		Jobs created by tourism are often seasonal and poorly paid,	
The tourism industry also provides opportunities for small-scale business enterprises, which is especially important in rural communities		tourism can push up local property prices and the cost of goods and services.	
Generates extra tax revenues, such as airport and hotel taxes, which can be used for schools, housing and hospitals.		Money generated by tourism does not always benefit the local community, as some of it leaks out to huge international companies, such as hotel chains.	
		Destinations dependent on tourism can be adversely affected by events such as terrorism, natural disasters and economic recession.	

Any other?.....
.....

Environmental impacts of tourism

Positive		Negative	
Tourism -- particularly nature and ecotourism -- helps promote conservation of wildlife and natural resources such as rain forests		Tourism poses a threat to a region's natural and cultural resources, such as water supply, beaches, coral reefs and heritage sites, through overuse. through traffic emissions,	
. It also helps generate funding for maintaining animal preserves and marine parks through entrance charges and guide fees		It also causes increased pollution	
. By creating alternative sources of employment, tourism reduces problems such as over-fishing and deforestation in developing nations.		It also causes increased littering	
		It also causes increased, increased sewage production and noise.	

Any other?.....
.....

APPENDIX B: BUDGET

Item	Amount (UGX)
Internet Surfing	80,000
Typing	60,000
Printing	75,000
Binding	15,000
Transport	65,000
Air Time	100,000
Total	395,000

APPENDIX II: INTERVIEW GUIDE FOR NEMA AND NWSC

1. How has the tourism activities impacted the Air around Ggaba landing site?
2. How has the tourism activities impacted the water around Ggaba landing site?
3. How has the tourism activities impacted the plants around Ggaba landing site?
4. How has tourism activities impacted the animals around Ggaba landing site?
5. What are the other impacts of tourism activities on the environment?