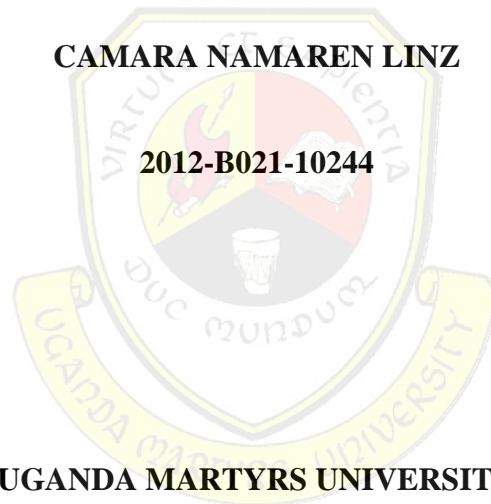


**THE CONTRIBUTION OF COMMUNITY TOURISM AND CONSERVATION ON THE  
DEVELOPMENT OF THE TOURISM INDUSTRY IN UGANDA**

**A CASE STUDY OF: BWINDI IMPENETRABLE NATIONAL PARK**

**CAMARA NAMAREN LINZ**

**2012-B021-10244**



**UGANDA MARTYRS UNIVERSITY**

**MAY 2015**

**THE CONTRIBUTION OF COMMUNITY TOURISM AND CONSERVATION ON THE  
DEVELOPMENT OF THE TOURISM INDUSTRY IN UGANDA**

**A CASE STUDY OF: BWINDI IMPENETRABLE NATIONAL PARK**

**CAMARA NAMAREN LINZ**

**2012-B021-10244**

**A Dissertation submitted to the Faculty of Business Administration and Management in  
partial fulfillment of the requirements for the Award of a Bachelor's Degree in  
Business Administration and Management of  
Uganda Martyrs University**

**MAY 2015**

## **DEDICATION**

This dissertation is dedicated to my mother Felly Mbabazi, my father Sergey, my brother, my uncle Justus Polycarp and my aunt Martina who have supported me and encouraged me to achieve success in my education.

## **ACKNOWLEDGEMENT**

There are a number of people without whom this report might not have been written and to whom I am greatly indebted.

I thank the Almighty God the provider of knowledge and wisdom for seeing me through my studies and for enabling me to undertake my research successfully, without His grace I would not have made it.

I extend my deep appreciation to my supervisor Mr. Ssekatawa John Ezekiel for reviewing my work, for his patience, his valuable guidance and advice that he presented to me during the study that made it possible for me to successfully complete this report.

I wish to express my sincere gratitude to my mother, Felly who has been a source of encouragement and inspiration to me throughout my life and actively supported me in my determination to write this report.

I would like to also thank Sanctuary Gorilla Forest Camp Unit Manager Mr. Ssendagala Ian who has been an inspiration to me, his staff team and Bwindi Impenetrable National Park officials that helped me conduct my research and collect relevant data that helped me compile this report.

Finally, I would also like to thank all my friends, classmates and relatives for all the interesting moments and support through the difficult times in all these years.

## TABLE OF CONTENTS

|                                      |             |
|--------------------------------------|-------------|
| <b>DECLARATION.....</b>              | <b>ii</b>   |
| <b>APPROVAL .....</b>                | <b>iii</b>  |
| <b>DEDICATION.....</b>               | <b>iv</b>   |
| <b>ACKNOWLEDGEMENT.....</b>          | <b>v</b>    |
| <b>LIST OF FIGURES .....</b>         | <b>x</b>    |
| <b>LIST OF TABLES .....</b>          | <b>xi</b>   |
| <b>LIST OF ABBREVIATIONS .....</b>   | <b>xii</b>  |
| <b>ABSTRACT.....</b>                 | <b>xiii</b> |
| <br>                                 |             |
| <b>CHAPTER ONE .....</b>             | <b>1</b>    |
| <b>INTRODUCTION.....</b>             | <b>1</b>    |
| 1.0 Introduction.....                | 1           |
| 1.1 Background of the study.....     | 1           |
| 1.2 Statement of the problem.....    | 3           |
| 1.3 Objectives of the study.....     | 4           |
| 1.3.1 Major objective .....          | 4           |
| 1.3.2 Specific Objectives .....      | 4           |
| 1.4 Research Questions.....          | 4           |
| 1.5 Scope of the study.....          | 5           |
| 1.5.1 Geographical scope .....       | 5           |
| 1.5.2 Content scope.....             | 5           |
| 1.5.3 Time scope .....               | 5           |
| 1.6 Significance of the study.....   | 5           |
| 1.7 Justification of the Study ..... | 6           |

|  |           |
|--|-----------|
| 1.8 Definition of Key Terms .....  | 6         |
| 1.9 Conceptual Framework .....   | 8         |
| <b>CHAPTER TWO: .....</b>  | <b>9</b>  |
| <b>LITERATURE REVIEW .....</b>   | <b>9</b>  |
| 2.0 Introduction .....   | 9         |
| 2.1 The contribution of community based ecotourism to the performance of the tourism industry          | 9         |
| 2.2 Role of conservation to the development and performance of the tourism industry .....              | 15        |
| 2.3 Measuring community capacity for tourism development and performance of the tourism industry. .... | 19        |
| <b>CHAPTER THREE .....</b>   | <b>27</b> |
| <b>RESEARCH METHODOLOGY .....</b>  | <b>27</b> |
| 3.0 Introduction .....   | 27        |
| 3.1 Research Design .....  | 27        |
| 3.2 Area of the Study .....  | 28        |
| 3.3 Study Population .....   | 28        |
| 3.4 Sampling Procedures .....  | 28        |
| 3.4.1 Sample size .....  | 28        |
| 3.4.2 Sampling Techniques .....  | 29        |
| 3.5 Data Collection Methods and Instruments .....  | 29        |
| 3.5.1 Questionnaire .....  | 29        |
| 3.5.2. Group discussion .....  | 30        |
| 3.5.3 Observation .....  | 30        |
| 3.6 Quality Control Methods .....  | 30        |

|  |           |
|--|-----------|
| 3.7 Data Management and Processing .....   | 31        |
| 3.8 Data Analysis .....  | 31        |
| 3.9 Ethical Considerations .....   | 31        |
| 3.10 Limitations of the Study.....   | 32        |
| <br>   |           |
| <b>CHAPTER FOUR.....</b>   | <b>33</b> |
| <b>PRESENTATION AND INTERPRETATION OF THE FINDINGS .....</b>   | <b>33</b> |
| 4.0 Introduction.....  | 33        |
| 4.1 Summary of methodology.....  | 33        |
| 4.2 Background of the respondents.....   | 33        |
| 4.2.1 Gender of the respondent .....   | 33        |
| 4.2.2 : Age groups of the respondent .....   | 36        |
| 4.2.3 Education Qualification of the Respondents .....   | 37        |
| 4.2.4: Number of Years .....   | 38        |
| 4.3 Contribution of community based ecotourism and conservation on the performance of the tourism industry ..... | 39        |
| 4.4 The role of conservation to the development of the tourism industry .....                                    | 42        |
| 4.5 Measures of community capacity and the development of the tourism industry .....                             | 45        |
| 4.6 Tourism industry in Uganda .....   | 47        |
| <br>   |           |
| <b>CHAPTER FIVE .....</b>  | <b>50</b> |
| <b>SUMMARY, CONCLUSIONS AND RECOMMENDATIONS .....</b>  | <b>50</b> |
| 5.0 Introduction.....  | 50        |
| 5.1 Summary of the findings.....   | 50        |
| 5.1.1 The Contribution of Community Based Ecotourism to the Performance of the Tourism Industry in Uganda.....   | 50        |

|   |    |
|---|----|
| 5.1.2 The Study the Roles of Conservation to the Development and Performance of the Tourism Industry in Uganda..... | 51 |
| 5.1.3 Community Capacity for Tourism Development and Performance of the Tourism Industry in Uganda.....             | 51 |
| 5.2 Conclusions.....  | 52 |
| 5.3 Recommendations.....  | 52 |
| 5.4Areas for further study.....   | 53 |
| REFERENCES .....  | 54 |
| APPENDICES .....  | 59 |
| APPENDIX 1: QUESTIONNAIRE .....   | 59 |
| APPENDIX II: INTRODUCTION LETTER.....   | 62 |



## LIST OF FIGURES

|  |    |
|--|----|
| Figure 1. 1: showing the Conceptual Framework.....                       | 8  |
| Figure 4. 1: age groups of the respondent.....                           | 36 |
| Figure 4. 2: Showing the Education Qualification of the Respondents..... | 37 |

## LIST OF TABLES

|  |    |
|--|----|
| Table 4. 1: showing the gender of the respondent .....   | 33 |
| Table 4. 2: showing the category of the respondents.....   | 34 |
| Table 4. 3: showing number of years that employees have worked with Bwindi Impenetrable<br>National Park ..... | 38 |
| Table 4. 4: community based ecotourism and conservation on the performance of the tourism<br>industry .....    | 39 |
| Table 4. 5 The role of conservation to the development of the tourism industry .....                           | 42 |
| Table 4. 6: Measures of community capacity and the development of the tourism industry .....                   | 45 |
| Table 4. 7: Tourism industry in Uganda .....   | 48 |

## **LIST OF ABBREVIATIONS**

|                |  |
|----------------|--|
| <b>ASTCF:</b>  | African Sustainable Tourism Care Foundation  |
| <b>CBT:</b>    | Community Based Tourism                      |
| <b>ICDPs:</b>  | Integrated Conservation Development Projects |
| <b>ICOMOS:</b> | International Council on Monuments and Sites |
| <b>SNV:</b>    | Netherland Development Organization          |

## **ABSTRACT**

The study investigated the contribution of community tourism and conservation on the development of the tourism industry in Uganda” a case study of Bwindi Impenetrable National park. The specific objectives of the study were; to examine the contribution of community based ecotourism to the performance of the tourism industry in Uganda; to study the role of conservation to the development and performance of the tourism industry in Uganda and to measure community capacity for tourism development and performance of the tourism industry in Uganda. A total sample size of 40 respondents was used. Self-administered questionnaires were used to collect data. Data was coded and later processed and analyzed and presented using frequencies, percentages means and standard deviation.

From the study it was revealed that the rural communities equated benefits with simple monetary rewards and Uganda had taken great effort to preserve nature plus providing employment opportunities to the local people. It was further exposed that participation was crucial to the formation of community based tourism, communities were involved in decision making of community based projects and these projects reduced poverty in communities. From the study it was also discovered that capacity building process was centered on Parish Development Committees, communities were organized while making decisions, elevated capacity meant increased development and capacity building involved individuals and organizations to set their objectives. In addition to the above, it was testified that Africa is taken a country not a continent, Uganda is a safe and stable country with low crime rates and it is also a home to half of the mountain gorillas. Finally, it was recommended that the government should emphasize the employment of the local people so that they can improve their standards of living rather than employing foreigners. It was also recommended that the community members should

concentrate on capacity building where by in tourism development is seen as the capacity of people in communities to participate in tourism activities. Community capacity building leads to development in tourism industry.

# **CHAPTER ONE**

## **GENERAL INTRODUCTION**

### **1.0 Introduction**

Tourism has become an increasingly complex phenomenon with political, social, economic, cultural dimensions. The natural and cultural heritage diversities are the major tourist attractions therefore poorly managed tourism and other related developments can threaten their physical nature, integrity and significant characteristics (ICOMOS, 2012). Undertaking any form of conservation makes the significance of the place accessible to visitors and the host community in a well-managed way for example community walks (ICOMOS, 2012.) In addition, both community conservation and the tourism industry must work cooperatively together to protect and present the world's cultural and natural heritage given their natural respect for it and concern for the fragility of the resources. This chapter therefore addressed a number of issues namely; background of the study, statement of the problem, major objective, specific objectives, research questions, scope of the study, significance of the study, justification, definition of key terms and conceptual framework.

### **1.1 Background of the study**

Rural poverty, environmental degradation, and the resultant threat to biodiversity imperil the social and economic development of Uganda. Tremendous potential exists however, in Uganda's rich natural and cultural heritage there are resources for sustainable tourism while providing a much needed local impetus to support the conservation of wildlife and natural areas. Although critiques of ecotourism in Africa caution on its natural and cultural limits (Adams and Infield, 2002; Laudati, 2010), the Ugandan government has identified the thoughtful

development of tourism as crucial for conserving Uganda's wildlife while simultaneously sustaining the integrity of Uganda's diverse cultures (Government of Uganda, 2000, 2004).

As a result, community conceived alternative tourism development strategies are needed to lead rural development and avoid dependency (Lepp, 2008). Local capacity building in research, planning, and management of the resources are also foundational to sustainable tourism and profit realization (Ashley *et al.*, 2001).

Travelling to view nature and wildlife has been traced to the mid 18<sup>th</sup> and early 19<sup>th</sup> century Britain (Jasen, 1995). Today it continues to become increasingly more popular, in part as a reaction against more traditional forms of tourism as some nature-based tourism aims to address economic and environmental concerns (Boo, 1990). The significant travel numbers associated with viewing nature and large wildlife have sustained the segment's prominence in international tourism markets, including Africa (Adams and Infield, 2002; Reynolds and Braithwaite, 2001; Weaver and Lawton, 2002). Currently half of the world's mountain gorilla population resides in Uganda.

Traditionally, the benefits of conserving wildlife are received at an international level while the cost like loss of access to protected areas, damage to crops have been borne at local level and especially by rural communities. These costs have often proved to be a powerful incentive for conservation (Wells, 1997).

Bwindi Impenetrable National Park is a densely forested, mist covered hillside and home to roughly half of the world's mountain gorillas. The conservation of the park is vital to the survival of the gorillas. This incredibly biologically diverse rainforest is over 25,000 years old and is located in Kanungu district. Kanungu district is found in the South Eastern part of Uganda. It is

bordered by Kisoro and Congo. Kanungu district is 550km away from Kampala according to Safari bookings (2015). Aside from the gorillas it also provides shelter for several monkey species, baboons, chimps, elephants, antelopes and 350 species of birds. The park can be accessed from Buhoma in the north and Nkuringo in the south. Both have an impressive array of luxury lodges, crafts stalls and guiding services. There are also plenty of opportunities to discover that local Bakiga and Batwa Pygmies cultures, through performances, workshops and fascinating village walks.

## **1.2 Statement of the problem**

With a growing interest to spend leisure time in nature related facilities and increasing awareness on environmentalism, community tourism and conservation has become one of the fastest growing segments of the tourism industry in the world (UNWTO, 2012). The declaration of the year 2002 as International Year of community tourism and conservation by World Tourism Organization reflects the importance of ecotourism in the global industry. It provides better linkages, reduces leakages of benefits out of a country, creates local employments, creates the multiplier effect and fosters sustainable development (Bansal, and Kumar, 2011). One way of enhancing this development through tourism is to involve local communities and ensure that their potential role is tapped and maintained through active participation in the industry (Mbaiwa, 2004). However Community tourism and conservation has not been given much attention these days as it yields the results of the purpose for which it has been advocated for. The tourism industry is still performing poorly and facing problems of such as high deforestation rates, improper solid waste management, increasing poverty in the communities, and weak institutional and legal frameworks. Therefore, the researcher was prompted to establish the role of community tourism and conservation to the development of the tourism sector in Uganda.



### **1.3 Objectives of the study**

#### **1.3.1 Major objective**

To establish the role of community tourism and conservation to the development of the tourism sector in Uganda.

#### **1.3.2 Specific Objectives**

- i. To examine the contribution of community based ecotourism to the performance of the tourism industry in Uganda.
- ii. To study the role of conservation to the development and performance of the tourism industry in Uganda.
- iii. To measure community capacity for tourism development and performance of the tourism industry in Uganda.

#### **1.4 Research Questions**

- i. What is the contribution of community based ecotourism and conservation on the performance of the tourism industry in Uganda?
- ii. What is the role of conservation to the development of the tourism industry in Uganda?
- iii. What are the measures of community capacity and the development of the tourism industry in Uganda?

## **1.5 Scope of the study**

### **1.5.1 Geographical scope**

The study will be carried out in Bwindi Impenetrable National Park lies in South Western Uganda, Kanungu district on the edge of the rift valley. It borders Democratic Republic of Congo and is shared by Rukungiri, Kabale and Kisoro districts in Uganda. The distance from Kampala to Bwindi is 550km by road transport according to African Pearl Safaris (2014).

### **1.5.2 Content scope**

The study focused on community tourism and conservation in consideration of community based ecotourism, community participation and community capacity and how they influence the development of the tourism industry in relation to security, infrastructural development and media exposure to target audience in Bwindi Impenetrable National Park.

### **1.5.3 Time scope**

The study scope focused on the time period of five years between 2011-2015. This duration was chosen because it is the most convenient time to find valid information.

## **1.6 Significance of the study**

- To highlight that tourism is endowed with immense potential to economically empower the grass root households through conservation of natural resources and community participation.

- To bring in foreign currency that increases government revenue and this allows people to have knowledge about different cultures and it creates many working opportunities for the local people.

### **1.7 Justification of the Study**

To help the local communities undertake environmental training efforts in order to gain a better understanding of their natural environment and the symbiosis of the ecosystem.

To determine performance of tourism industry through community tourism and this will help the tourism board to make an evaluation on its performance and take possible measures.

For students of tourism related course, it will form a basis of knowledge that will enlighten them on how community tourism practices like community participation, community capacity and community based ecotourism influence performance in the tourism industry.

### **1.8 Definition of Key Terms**

**Community;** A community by definition implies individuals with same kind of collective responsibility and ability to make decisions by representative bodies.

**Community tourism;** Is sharing natural resources of a local community with visitors from home and overseas for sustainable benefit of that local community whilst conserving the natural environment and respecting the way of life.

**Tourism;** is a social, cultural and economic phenomenon which entails the movement of people to countries or places outside their usual environment for personal or business purposes.

**Conservation;** It is the exploitation, improvement and protection of human and natural resources in a wise manner ensuring derivation of their highest economic and social benefits on a continuing or long term basis.

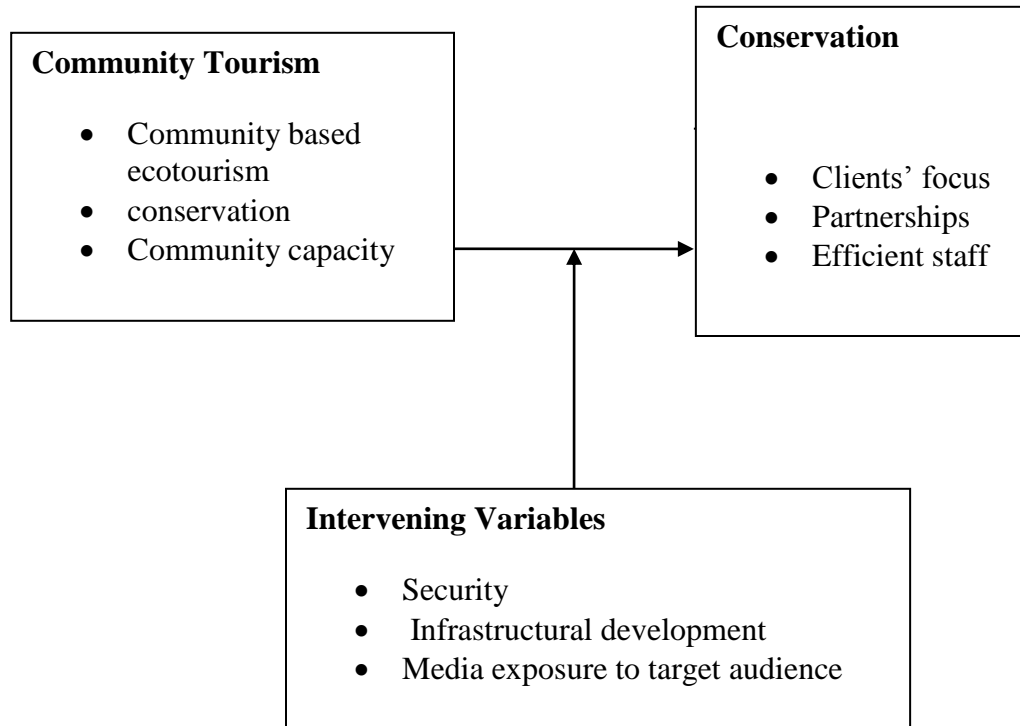
**Ecosystem;** an ecosystem is a biological community of interacting organisms and their physical environment.

**Symbiosis;** A symbiosis is an interaction between two different organisms living in close physical association, typically to the advantage of both.

## 1.9 Conceptual Framework

Figure 1. 1: showing the Conceptual Framework

Independent Variable Dependent Variable



*Source: Adopted and modified from Adams and Infield, (2002)*

The development of the tourism industry depends on community tourism and conservation. However, this relationship is influenced by prevailing factors like security, infrastructural development and media exposure to the targeted audience. If the moderating variables are well established, this will influence community based ecotourism, community participation in tourism activities and community capacity in terms of knowledge and skills about the sector which will help to conserve the tourism sector in Uganda. This relationship is shown in the figure above.

## **CHAPTER TWO**

### **LITERATURE REVIEW**

#### **2.0 Introduction**

This chapter concentrates on the review and evaluation of the contribution of community tourism and conservation on the development of the tourism industry. This chapter covers the literature review and summary of the reviewed literature based on the following objectives; to examine the contribution of community based ecotourism to the performance of the tourism industry; to study the role of conservation to the development and performance of the tourism industry and to measure community capacity for tourism development and performance of the tourism industry.

#### **2.1 The contribution of community based ecotourism to the performance of the tourism industry**

Bansal, (2011) cited that ecotourism is an alternative form of tourism that is consistently gaining grounds on a global scale during the past few years (UNWTO, 2001). It is one of the most new opportunities for income generation from natural resources without destroying the environment (Bansal, 2011). Its fundamental principles refer to minimizing negative impact on the environment, representing the local cultures and actively contributing to the economic well-being of host communities as well as the stakeholders involved. Ecotourism has the potential to become a driver of sustainable tourism development and also provide opportunities for the development of the disadvantaged, marginalized and rural areas leading to poverty alleviation. It

stimulates economic development and social well-being of people and at the same time preserving the natural environment and cultural heritage through awareness creation.

According to Bhattacharya, (2011), strong arguments have been advanced in support of ecotourism playing a central role in conservation and rural development in Sub-Saharan Africa. The growth of community-based ecotourism for instance in this region has been the strongest in the global market in the past ten years due to the positive economic impacts on the people in the region making it an increasingly important industry in East and Southern Africa (UNWTO, 2001). Ecotourism activities using natural resource attractions in remote areas can be important sources of economic diversification and livelihood opportunity (Ashley et al., 2001; UNWTO, 2002). For instance, in Kenya, 11 N'gwesi Community-Based Ecotourism Site was awarded the Equator Initiative Award at the World Summit on Sustainable Development in Johannesburg, South Africa, in 2002 due to how the destination impacts economically on the local residents. Again, in South Africa, Buffalo Ridge Thakadu River Safari Camp within Madikwe Game Reserve is a 100% owned community-based ecotourism site which gives numerous economic returns to the local people.

Ecotourism is considered as a form of sustainable tourism from all viewpoints, through the promotion of environmental conservation, community development and profit-making for the tourism industry (Bhattacharya, 2011). Regardless of this, it is not necessarily the case, because although the net effect of ecotourism might in the end be positive for nature, local communities, the tourism industry as well as the consumers, the actual process of developing ecotourism is not free from negative impacts (Blamey, 2005). Small-scale ecotourism, on the other hand, is thought to be able to minimize or even avoid most negative effects, provided that it is carefully planned and managed in all the phases of its development (WWF-International, 2006).

Dinç, (2012) mentioned that ecotourism covers all kinds of areas and landscapes and calls for changes in tourists' attitude both at home and in the places visited. On the other hand, ecotourism is based on observing and experiencing the natural environment and therefore, it can only be developed in strong connection with natural landscapes. Ecotourism constitutes the form of tourism that aims not only at minimizing its negative impact on the places visited, but also at participating in local conservation efforts and promoting the socio-economic well-being of local communities (Dixon, 2007).

According to Dixon, (2007), in reality, all kinds of tourism, including ecotourism, are responsible for a wide range of detrimental effects on the natural environment, which is especially alarming when protected areas or other vulnerable ecosystems are, involved (Buckley, 2004). Growing evidence from scientific research suggests that wildlife can be heavily disturbed or even irreversibly damaged by ecotourists who wish to watch it or pursue it very closely (Dorobantu, 2012). Despite such negative issues, though, the overall impact of ecotourism can be positive both in terms of environmental conservation and economic benefits for the host communities (Hill, 2009).

Ecotourism should not be considered as equal to sustainable tourism, but rather as one of its components (Dawson, 2006). Ecotourism, in other terms, is not a panacea for environmental conservation, nor can it on its own liberate local communities from poverty. In fact, unless ecotourism is well planned and constantly monitored, it might even achieve the opposite results, namely placing even heavier pressure on the environment and exacerbating local inhabitants' poverty (WWF-International, 2004). In contrast, if ecotourism is perceived as part of a general strategy for sustainable development, then it truly has the potential to contribute to the protection



of natural environment and promote the socio-economic well-being of host communities (Muller, 2000).

Community-based ecotourism came to the fore since 1996 towards developing economically and culturally sensitive locations in rural parts of the country (Ghana Tourism Authority, 2007). According to Jaini, (2012), it has created opportunities for rural communities to earn income and created tourism related jobs through the conservation of local ecosystems and culture. Due to the contribution of community-based ecotourism to socio-economic development of local people, such laudable projects receive funding from donor agencies such as USAID and Netherland Development Organization (SNV) to which Sirigu Pottery and Art in the KasenaNankanaWest District in the Upper East Region is one of the few lucky beneficiaries. Sirigu is imbued with infrastructure such as a guest house which fosters overnight stay, large craft display rooms for interactive craft workshops, summer huts for meetings and opportunities for village tours. The community has unique symbolic wall decorations (fostering village tours) which attract visitors from home and abroad (Jaini, et al., 2012).

Jiang, (2008) stated that the more obvious reason to initiate an ecotourism project is to maximize the benefits of tourism, specifically: additional revenue to the local business and other services, for example, Medicare, banking, car hire, cottage industries, souvenir shopping, tourism attractions; increased market for local products, for example, locally grown produce, artifacts, value added goods thereby sustaining traditional customs; employment of local labor and expertise, for example, Eco tour guides, retail sales assistance, restaurant table waiting staff; source of funding for the protection of and enhancement or maintenance of natural attractions and symbols of cultural heritage; and heightened community awareness of the value of local indigenous culture and natural environment. Benefits to the local business area and its

communities are the major reason for undertaking community-based ecotourism. It is also one of the outcomes desired by all stakeholders in community-based ecotourism (Jiang, 2008).

Joshi, (2011) cited that Ecotourism destinations are always environmentally sensitive because ecotourism activities directly involve various environmental phenomena including bird watching, trekking, mountaineering, horse riding and elephant riding within the forest wilderness trail, staying in natural caves, studying about flora and fauna, simple bush walking, fishing, animal behavior study, ecological studies (Rahman,2010). Ecotourism always incorporates various activities in nature (hiking, mountain climbing, observing the living beings in their natural habitat, etc.), but it may include cultural activities, too. Ecotourism is an important educational component, it is a chance to learn respect for nature, for the local culture, and for some it is a chance to self-reflection being inspired by the beauty of the surroundings (Joshi, 2011).

According to Kiper, et al., (2011); ecotourism activities which are not performed according to the purpose, the principles and the characteristics cause the disturbance in environmental, economic and socio-cultural fields due to over-intensification to be occurred especially in sensitive ecosystems like natural and cultural areas. Therefore, in order to provide sustainability in the ecotourism, it is necessary to know environmental, social and economic effects of ecotourism activities and to consider these effects during the planning. Tourism planning purposes this relationship between rational resources requirements ensuring the sustainable use of natural (water, vista, topography, clean air, natural vegetation structure, microclimatic features of climate, marine and coastal topographic structure and motion, etc.) and cultural resources (Archeological heritage, Religious structures, Conventional architecture, Traditional social activities) to the evaluation of the physical planning decisions in the field of ecological planning strategies (Dinç and Kocan, 2012).

On the contrary, according to Bunruamkaew & Murayama (2012); ecotourism development must promote educational development and create awareness in people of the need to jointly maintain the ecosystem of the area. There is a need to implement development plans and manage natural resources in a way that ensures ecological and environmental integrity. Environmental education and interpretation is the key to creating an enjoyable and meaningful ecotourism experience, and is one of the key points of differentiation between ecotourism and other tourism products. Successful interpretive components of ecotourism products will foster appreciation and support for conservation efforts, local communities and culture (Hall, 2008).

According to Harris, (2006), Ecotourism goes beyond prevailing notions of “the overlap between nature tourism and sustainable tourism” to encompass the social dimensions of productive organization and environmental conservation. Ecotourism does more than create a series of activities to attract visitors, offering them an opportunity to interact with nature in such a way as to make it possible to preserve or enhance the special qualities of the site and its flora and fauna, while allowing local inhabitants and future visitors to continue to enjoy these qualities. They also establish a durable productive base to allow the local inhabitants and eco-tourist service providers to enjoy a sustainable standard of living while offering these services (Harris, 2006).

Gerry, (2005), in the GMS, ecotourism has been incorporated into regional development, particularly in Mekong Tourism Development Plans. The experiences of Thailand show a significant change in ecotourism practices towards development of community-based tourism. Lao PDR and Cambodia have been envisaged as playing an important role in ecotourism. The other GMS countries accept ecotourism as one segment in their development of tourism for a global market. There is no doubt that the region is rich in historical and cultural resources. There are many structures and monuments from past civilizations which have been declared World

Heritage Sites by United Nations Educational, Scientific and Cultural Organization (UNESCO). The region contains many ethnic groups: 135 in Myanmar, 68 in Lao PDR, 54 in Vietnam, 26 in Yunnan, 20 in Thailand and 10 in Cambodia (Hill, J. & Gale, T. (2009).)

Jiang, (2008) cited that community based ecotourism has become one of the most important sources of employment that provides governments with substantial tax revenue. It generates various tourism jobs and business opportunities in developing countries, helps to equalize economic opportunities and keeps rural residents from moving to the overcrowded cities (UNWTO, 2007). Such statement highlights the importance of tourism development as a strategy for rural community development. Many developing countries use tourism as a catalyst for socio-economic development especially in the rural areas. Tourism is therefore viewed as a community and economic development tool that serves certain ends. Many rural communities have turned to tourism as a way to diversify their economic activities (Briedenhann 2005).

## **2.2 Role of conservation to the development and performance of the tourism industry**

According to Hall, (2008), the Increase Environmental Awareness and Conservation Constituencies model attempts to go beyond simply educating visitors and tourism service providers about their impacts. This model attempts to increase the awareness of both visitors and local residents about the role they can play as active supporters of conservation efforts. Primarily, it is because local residents are often the source of a conservation threat, and therefore are also the key to mitigating that threat. This is true for both visitors and local residents alike but conservation threats exerted by local residents tend to be more severe (e.g. sea turtle poaching has a deeper impact than wildlife harassment) and more widespread (e.g.

solid waste produced by many coastal communities may exceed that produced by a few tourism businesses or destinations). This is not always the case of course but tends to be held true (Joshi, 2011).

Long-term competitiveness depends on the conservation Hall, C.M., natural resource base for which nature-based tourism depends on. A part of the competitiveness of any destination, concept or product must include a thorough analysis of the social and environmental impacts that tourism may have. CI's TVCA ensures that this analysis is incorporated and informs strategy development (Kiper, 2006).

Wells et al, (2003) in their study of Integrated Conservation Development Projects (ICDPs) reported that many of the projects had promoted nature tourism in order to provide funds for protected area management and to generate income gains for local communities. However, they report that the results had been disappointing, with all visitors spending in the parks going directly to the central treasury or to concession holding private corporate interests.

Although, at some popular sites, revenues may exceed local protected area operating budgets, it is unusual for any of the additional revenues to be returned to park management 'and extremely rare for a revenue share to go to local people'. Wells and Brandon reported that local employment opportunities linked to tourism were 'insufficient to attract much popular local support for the parks.' In any event 'only a small minority of protected areas attract significant numbers of visitors' (Jaini, 2012).

Medina, (2005) cited that conservation also presents an opportunity for increasing awareness of the importance of the maintenance of biodiversity to tourists and local visitors. Graham Child argues that the 'challenge is to determine how protected areas can be transformed

from the bastions of conservation to the bridgeheads from which to spread more sustainable land use'.

Conservation provides potential sources of sustainable revenue derived from protected areas if carefully regulated. Conservation of both species and habitats is essential to sustainable use as it is an economic viability for parks and tourism enterprises. The tension between the preservation of the ecological integrity of a park and recreational and tourist use will require careful management and long-term monitoring of the impact of tourists on parks (Medina,2005).

According to Cengiz, (2007) conservation involves the marketing of natural landscapes and wildlife to tourists. It has the potential to provide developing countries with the finance and motivation required to boost conservation efforts. National parks and protected areas are one of the primary resources for nature tourism, which is of increasing economic importance, providing foreign exchange and an economic return for the preservation of natural habitats and their dependent species.

Only conservationists and protected area managers are in a position, or have the expertise, to credibly assert a more useful definition of ecotourism. Ecologists and conservationists need to 'take control of the language being used in the name of "ecotourism"' and use it to benefit conservation and the maintenance of protected areas. It is protected area managers and conservationists, working with local people, who are placed to manage nature tourism to ensure that its environmental impact does not jeopardize the integrity of the ecosystem and that both local people and the park gain significantly from ecotourism.

Sustainable tourism relies on the development and delivery of quality visitor experiences that do not degrade or damage any of the property's natural or cultural values and visitor

attraction(Bunruamkaew, 2012). The Draft Principles for Sustainable Tourism at World Heritage Properties are intended to be embraced by all stake-holders in recognition of a shared concern for the long term protection and conservation of natural and cultural heritage places and their visitor attraction. They can provide a best practice framework that every stakeholder in the public, private and community sectors can apply in the achievement of their specific objectives (Dixon, 2007).

Cengiz, (2007) cited that conservation promotion, visitor activity, cultural exchange and economic development associated with heritage sites takes place in the surrounding locality, the nearby tourism destination, elsewhere in the country or internationally. Sustainable and responsible tourism development and visitor management requires effective, cooperative commitment and coordination between site management and all relevant public agencies and private enterprises. Stakeholder consultation is essential (Drumm, 2005).

Drumm, (2005) cited thatcommunity conservation through infrastructure, roads, trails, bridges, visitor learning centers, elevated pathways, drinking water, toilets, waste disposal sites, picnic areas, campgrounds and bird-watching platforms—can be an important tool for both improving visitor experiences and for reducing the impacts of tourism. In identifying strategies for improving infrastructure, managers should focus on the minimum infrastructure required to prevent a threat or minimize impacts. In developing infrastructure, managers will typically need to conduct an environmental impact assessment to ensure that the infrastructure itself does not exacerbate ecological impacts. Where possible, it is best to locate as much infrastructure as possible away from the attraction and outside the protected area (Fadahunsi, 2011).

According to Kiper, (2006), Community based tourism conservation acts as the key guiding principle for tourism development. Responsible tourism implies a proactive approach by tourism industry partners to develop market and manage the tourism industry in a responsible manner, so as to create a competitive advantage. Responsible tourism implies tourism industry responsibility to the environment through the promotion of balanced and sustainable tourism and focus on the development of environmentally based tourism activities such as game-viewing and diving. Responsible tourism means responsibility of government and business to involve the local communities that are in close proximity to the tourism plant and attractions through the development of meaningful economic linkages (e.g. the supply of agricultural produce to the lodges, out-sourcing of laundry. It implies the responsibility to respect, invest in and develop local cultures and protect them from over commercialization and over-exploitation (Medina, 2005).

### **2.3 Measuring community capacity for tourism development and performance of the tourism industry.**

According to ASTCF, (2014) the training program also helps the village communities to include tourism in their homestead activities and to acquire homestead management skills and micro enterprises skills and knowledge on how to handle visitors, nutrition, hygiene and sanitation, and waste disposal thus adding value to their local assets by improving household environment to a level at which rural homesteads can attract and host responsible travelers who seek to interact with nature and culture (Fadahunsi, 2011). Through this training, the community



becomes aware of the commercial and social value placed on their natural and cultural heritage through tourism, and this fosters community based conservation of these resources and provides cross-cultural exchange between hosts and visitors.

Fagence, (2005) cited that in order to develop community capacity building, rural communities should coordinate with non-organizational community groups, a form of tourism which aims to include and benefit local communities, particularly indigenous peoples and villagers in the rural areas of Uganda. This is done by proactive marketing and promotion of tourism enterprises run by communities or local individuals on website, fliers and newsletter of those community groups as reported by ASTCF, (2014).

Africa Sustainable Tourism Care Foundation have developed the humanitarian volunteer program where we facilitate all kinds of group volunteering options including family volunteerism in the areas of community development, building, community capacity building, environmental management, eco village development, teaching, sports, healthcare and wildlife conservation (Eriksson, 2007). There are so many responsible travelers with a global wealth of skills, knowledge and resources who are able and willing to have the opportunity to bring benefits to the people in the under developed world like Uganda (ASTCF, 2014). Individuals, families, church groups or Christian outreach teams, are all welcome to explore the Uganda's beauty while taking part in meaningful, rewarding service work (Eriksson, 2007).

Community capacity is necessary to get community support for tourism development projects. Community capacity refers to people's engagement in tourism activities. It plays an essential and long standing role in promoting quality of life (Putnam, 2000). It is a concept that attempts to bring different stakeholders together for community problem solving and decision making

(Talbot and Verrinder, 2005); Goodman et al. (1998) labeled community participation as a dimension of community capacity. Community participation in tourism development procession support and uphold local culture, tradition, knowledge and skills and create pride in community heritage (Lacy et al., 2002).

Fariborz Aref et al (2009) argue that it is one of the mechanisms to empower people to take part in community development. Increased community participation is a means to achieve community capacity to resolve the community problems (Lasker et al., 2001). It is the mechanism for active community involvement in partnership working, decision making and representation in community structures (Chapman and Kirk, 2001).

Prior to any involvement in tourism, local communities must be provided with sufficient information about the tourism industry to be able to make informed decisions regarding how their future might be impacted. Local people should be willing to participate in tourism and be aware of the potential impacts as well as learn about mechanisms to manage the impacts from the very beginning(Forstner, 2004).

Tourism has become one of the most important sources of employment that provides governments with substantial tax revenue. It generates various tourism jobs and business opportunities in developing countries, helps to equalize economic opportunities and keeps rural residents from moving to the overcrowded cities (UNWTO, 2007). Such statement highlights the important of tourism development as a strategy for rural community development. Many developing countries use tourism as a catalyst for socio-economic development especially in the rural areas (Hall and Jenkins, 1998).

Tourism is therefore viewed as a community and economic development tool that serves certain ends (Forstner, 2004). Many rural communities have turned to tourism as a way to diversify their economy activities (Briedenhann & Wickens, 2004; Mair, 2006) in response to the global demand towards nature and community based tourism.

In mentioning the Community Based Tourism (CBT) approach, the community should be given the opportunity to participate and decide what kind of future living they want (Murphy, 1996). CBT is an alternative form of tourism that is totally managed and controlled by local community. This approach emphasizes the 'community' as the focal point. It is different from the traditional top-down tourism development as it emphasizes on local input and control over the type, scale, and intensity of tourism development. Similar to other community initiatives, CBT highlights the importance of community empowerment and ownership in tourism development as a means to sustain the community growth (Simpson, 2002).

It is also a process generated from the bottom up community approach to develop and manage tourism products or activities at the local level or to craft and implement a tourism strategy (Hall, 2000; Murphy, 1985). This alternative form of development is led by the community using community resources without the involvement of external private or public capital. It focuses more on fair distribution and withholding benefits within a local area compared to traditional forms of tourism development which is based on profit maximization (Blackstock, 2005; Hall, 2000).

The growth of community tourism perspectives is based on growing awareness of need for more resident-responsive tourism, which involves more participation of grass-root members of a destination community in tourism decision making (Drzewiecki, 2004). As a consequence,

the acceptance and involvement of the local people is crucial in order to determine the success of community based tourism development. Active participation of locals will enable them to manage and control the tourism development as well as gain maximum profit. Hence, the success of tourism development must be based on the local value, interest, needs and local setting (Fennell, 2005). As mentioned by Murphy (1985), local participation in tourism planning and management is essential because whenever the development does not fit with local aspiration, value, needs and capabilities, then it will create tension and conflict among the local people towards the development.

Much of the basis for sustainable bottom-up community development lies on developing community capacity (Fung, 2007). Even with reference to Simpson et. al. (2003) stressed that the community capacity should be built even before the project or community initiative starts. Gerry, (2005) defines community capacity as the set of assets or strength that residents individually and collectively bring to the cause of improving local quality of life'. Whereas Moscardo, (2008) highlighted that the tourism development should be planned parallel to the community capacity building.

The literature provides evidences that the major barrier to the effective use of tourism as a development strategy is inadequate attention to build community capacity or readiness for development. This aspect of tourism development has been discussed by a few tourism commentators (Reid et. al., 2004) as compared to other areas such as education, agriculture and health. While the popular argument in the literature is that for communities to survive economic and social crisis, they can do so by building or strengthening their existing capacity to make their own future.

Drumm, (2005) attested that community participation and the benefit to local populations has appeared as the main objective of ecotourism, even though it could be just one component in sustainable development and all forms of tourism should be concerned about it. Many tourism actors, particularly the community developers, concluded that all forms of tourism that are related to community are ecotourism. This is due to the paradigm of sustainable development that gives a priority to local or host communities to both receive benefits and the right to manage ecotourism. This practice has led to a diversion of the original ecotourism conceptual framework. In many countries, some tour operators and lodge owners added local involvement in order to be appreciated by tourists (Medina, 2005.) who were seeking participatory ecotourism. From this point of view, community participation seems likely to be the only key element that has been taken into consideration by community developers. Many of them expect that local community empowerment can reduce the impact and increase the benefit to local people (Bob, 2008).

Bob, (2008) cited that an important theme embedded in the Community tourism Policy's goals and strategies, is the requirement for national community tourism development standards that will help to guide communities to develop market ready products for both the international and domestic markets. At the heart of the strategies is a partnership approach, reflecting the call for inclusiveness by the Tourism Sector Goals, and the need to ensure Government, communities, NGOs and the private sector collaborate effectively (Catibog and Sinha, 2008).

Eriksson, (2007) claims the participation of community in development initiatives (for this purpose, it could be argued tourism development), boosts relationships between community members, it enhances motivation for self-help and development of accountable, leadership and local institutions. It enables people, especially those who are marginalized, to make decisions for their own development (Eriksson, 2007) by voicing their concerns, and to contribute towards the

provision of solutions to their own problems. Clark (2006) states the revival of self-help mechanisms leads also to the adaptation of 'bottom-top' approaches; in essence, this means that the approach to development starts at the level of the marginalized people.

According to Fennell, (2005) the growth of community tourism perspectives is based on growing awareness of need for more resident-responsive tourism, which involves more participation of grass-root members of a destination community in tourism decision making (Fennell, 2005). As a consequence, the acceptance and involvement of the local people is crucial in order to determine the success of community based tourism development. Active participation of locals will enable them to manage and control the tourism development as well as gain maximum profit. Hence, the success of tourism development must be based on the local value, interest, needs and local setting (Gerry, 2005). As mentioned by Gerry, (2005), local participation in tourism planning and management is essential because whenever the development does not fit with local aspiration, value, needs and capabilities, then it will create tension and conflict among the local people towards the development.

In developing tourism industry, the community should be given the opportunity to participate and decide what kind of future living they want (Hill, 2009). CBT is an alternative form of tourism that is totally managed and controlled by local community. This approach emphasizes the 'community' as the focal point. It is different from the traditional top-down tourism development as it emphasizes on local input and control over the type, scale, and intensity of tourism development. Similar to other community initiatives, CBT highlights the importance of community empowerment and 'ownership' in tourism development as a means to sustain the community growth (Fagence, 2005).). It is also a process generated from the bottom up community approach to develop and manage tourism products or activities at the local level

or to craft and implement a tourism strategy (Hall, 2009). This alternative form of development is led by the community using community resources without the involvement of external private or public capital. It focuses more on fair distribution and withholding benefits within a local area compared to traditional forms of tourism development which is based on profit maximization (Fagence, 2005).

Wall, G. (2007) suggested that many of the prime tourism attractions are not located in the city centers but in the rural areas. Tourism allows rural peoples to share in the benefits of tourism development, promoting more balanced and sustainable forms of development. Tourism provides an alternative to urbanization, permitting people to continue a rural family existence, enfranchising both women and the youth.

## **CHAPTER THREE**

### **RESEARCH METHODOLOGY**

#### **3.0 Introduction**

This chapter describes the methods of data collection, data analysis and data presentation. Explanation of the research design and research approach is given with reasons stated to back up the choice of approach and also the dimensions of study namely; area of the study, study population, sampling procedures, sample size, sampling techniques, data collection methods and instruments, quality control methods, data management and processing, data analysis, ethical considerations and limitations of the study.

#### **3.1 Research Design**

Dawson and Catherine (2002) define research design as a conceptual structure within which research would be conducted.

Under this chapter, the researcher used both qualitative and quantitative research approaches while collecting her data in order to explain the reality from the point of view of the people or communities. It is the most appropriate method for research because the intention is to get people's life experience in regard to wildlife conservation and tourism in their areas and how they think about it in terms of how it has affected their well-being. Through quantitative data collection, it will be possible to get certain issues that the people would not be in position to address through qualitative methods. The research collected data through use of questionnaires, analysed the data using Excel and presented the data in form of tables and bar charts. Qualitative data on the other hand, was collected using group discussion, analysed using proceedings and presented in a table form.



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

The research was carried out in Bwindi Impenetrable National park, a home to roughly half of the world's mountain gorillas which is located in Kanungu district. Kanungu district is found in the South Eastern part of Uganda. It is bordered by Kisoro and Congo. Kanungu district is 550km from Kampala according to African Pearl Safaris (2014). The densely forested, mist covered hillsides of Bwindi Impenetrable National Park are a home to roughly half of the world's mountain gorillas.

### **3.3 Study Population**

The study targeted the management, employees and tourists of Bwindi Impenetrable National Park to select the sample size. The researcher selected the population of the study basing on the number of management, employees and tourists of Bwindi Impenetrable National Park.

The three important villages of this study are Buhoma where the headquarters of the park are located, Kyumbugushu and Nkuringo.

### **3.4 Sampling Procedures**

#### **3.4.1 Sample size**

The study used a sample size of 40 respondents from a population of 45 employees, management members and tourists as Krejcie and Morgan (1970) sampling table was used to get the sample size which will be an attachment in the appendices.

$$S = \frac{XNP(1-P)}{d(N-1) + XP(1-P)}$$

Where;

S is the required sample size

X is the table value of chi-square degree of freedom at the desired confidence level

N is the population size

P is the population proportion

### **3.4.2 Sampling Techniques**

The researcher used simple random sampling for selecting respondents. Employee respondents were randomly selected because of their large population and they also had relevant information regarding this topic under investigation.

### **3.5 Data Collection Methods and Instruments**

The researcher used both primary and secondary sources of data collection for the study. In using primary sources, the researcher used a number of methods namely through self-administered questionnaires to respondents following systematic and established academic procedures as suggested by Roos (2000). Secondary data collection were obtained through already existing national parks' literature and any other literature from books, journals, government publications with strength and constraints clearly described in the research study findings. This helped the researcher to access all the relevant information.

#### **3.5.1 Questionnaire**

This was one of the data collection instruments that was used, the respondents were given questions to fill in the answers of their own choice which the researcher analysed. This method

helped the researcher to get first-hand information about the contribution of community tourism and conservation on the development of tourism industry.

### **3.5.2. Group discussion**

This involved discussing with the workers physically while noting down what their views were about the study the researcher was carrying out. This method was used to enable the researcher know about the employees' behaviour at work, partly judging from how they conducted themselves when they were approached with questionnaires and the discussions that were held too, which enabled the researcher to also find out the study population as well.

### **3.5.3 Observation**

The researchers used this visual ability to observe the critical things that the people themselves are not able to reveal or tell the researcher and yet are important for this investigation and eventually document reviews that help the researcher to justify some of the information that she collected from the field. In conclusion, all these instruments will be distributed to the management, local people on the level of access to the national park.

## **3.6 Quality Control Methods**

This is all about the validity and reliability of the study, where by validity measures the extent to which the research tools such as questionnaires, group discussion made accurate measurements. This was therefore done using experts.

To ensure the reliability of the data, the researcher used the test-retest method where by similar instruments were used by the same people at different times so as to give clear data.

### **3.7 Data Management and Processing**

The independent variable is community tourism and the dependent variable is conservation. A standard questionnaire was used with a five point liker scale ranging from; strongly disagree, disagree, not sure, agree and strongly agree.

Community tourism is measured using dimensions of community based ecotourism, community participation and community capacity. Conservation is measured using dimensions of clients' focus, partnerships, efficient staff as used by Baker and Sinkula (1999). Tourism industry development will be measured basing on Erikson (2002) with dimensions of security, poor infrastructure and media exposure to the target audience.

### **3.8 Data Analysis**

The data from the field was compiled, sorted, edited and coded in order to have the required quality, accuracy and completeness. Data was then entered into the computer using SPSS software for analysis reasons. During the analysis of the data, descriptive statistics was used to present the results.

### **3.9 Ethical Considerations**

Access to data was through official channels that is, an introductory letter from the university that justified consent for the researcher to be involved in the study.

The study involved voluntary participation of individuals and nobody was coerced neither was deception used to gain individual's participation.

Confidentiality is integral and therefore all individual's participation, consent and study results were kept absolutely confidential. Participants' identities were also unknown to the researcher.

### **3.10 Limitations of the Study**

This study had a lot of limitations such as transport costs, printing and photocopying of relevant material and also making calls to the administrators in the national park where the researcher had to make clarifications with information that was provided by them. The fact that the researcher was a stranger in the community, the respondents felt a little uncomfortable while responding to the questionnaires and some respondents also thought that the researcher was an officer from a Non-governmental Organization that they would later benefit from, in monetary terms. She also had to adapt to the local language which is Rukiga so as to make the respondents feel at ease. A number of respondents also exaggerated claims about their problems and conditions in sought of further improvement in their lives.

## CHAPTER FOUR

### PRESENTATION AND INTERPRETATION OF THE FINDINGS

#### 4.0 Introduction

This chapter is divided into themes and sub themes to generate a logical flow of the study results putting into consideration the objectives of the study which include; examining the contribution of community based ecotourism to the performance of the tourism sector in Uganda, studying the role of conservation to the development and performance of the tourism industry in Uganda, measuring community capacity for tourism development and performance of the tourism industry in Uganda.

#### 4.1 Summary of methodology

The researcher used questionnaires, group discussions and observation methods in order to obtain relevant data from the respondents. In this case, 40 questionnaires were issued to different respondents and were all answered accordingly. This resulted into a response rate of 100%

#### 4.2 Background of the respondents

In this section, efforts were made to document the background information of the respondents such as gender, category of the respondents, age bracket, and educational level attained.

##### 4.2.1 Gender of the respondent

**Table 4. 1: showing the gender of the respondent**

| Gender | Frequency (F) | Percent (%) |
|--------|---------------|-------------|
|--------|---------------|-------------|

|        |    |       |
|--------|----|-------|
| Female | 14 | 40.0  |
| Male   | 26 | 60.0  |
| Total  | 40 | 100.0 |

*Source: Primary Data*

As presented in the table 4.1 above, the findings indicate that majority 60.0% of the respondents were male compared to the females who were 40.0% of the respondents. This signifies that there was gender imbalance in the study as it is impeached that there were more males than females that were involved in the research exercise. On account of the gender imbalance, more women need to be involved in community tourism activities so as to create gender balance.

#### **4.2.2 Category of the respondents**

**Table 4. 2: showing the category of the respondents**

| Category     | Frequency (F) | Percent (%)  |
|--------------|---------------|--------------|
| Management   | 7             | 17.5         |
| Employees    | 13            | 32.5         |
| Tourist      | 20            | 50.0         |
| <b>Total</b> | <b>40</b>     | <b>100.0</b> |

*Source: Primary data*

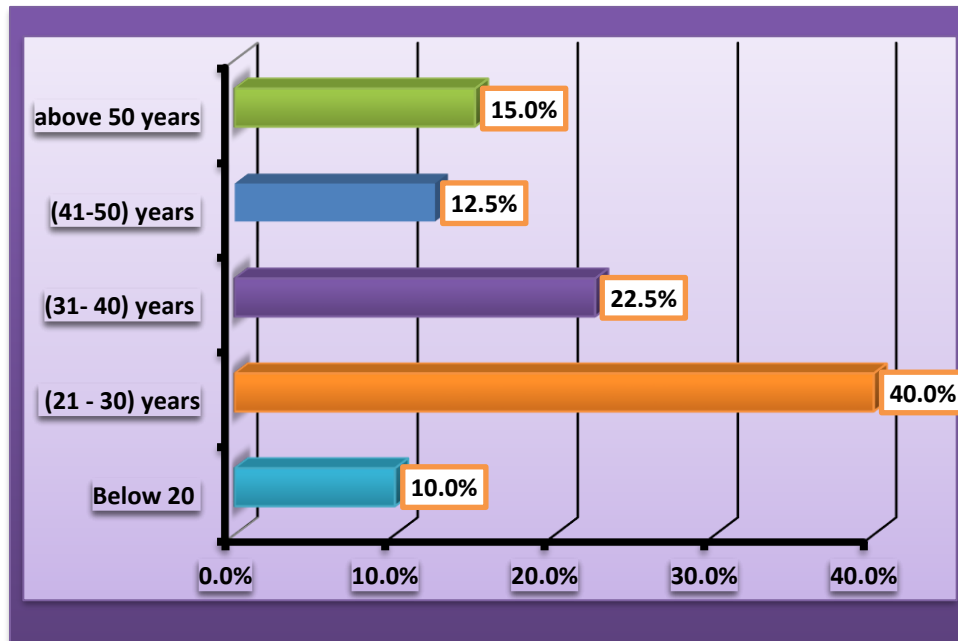
As presented in the table 4.2 above, the findings indicate that majority (50.0%) of the respondents were tourist, (32.5%) of the respondents were employees at Bwindi Impenetrable

National Park while the minority (17.5%) of the respondents were part of the management of the national park.



#### 4.2.2:Age groups of the respondent

Figure 4. 1: age groups of the respondent

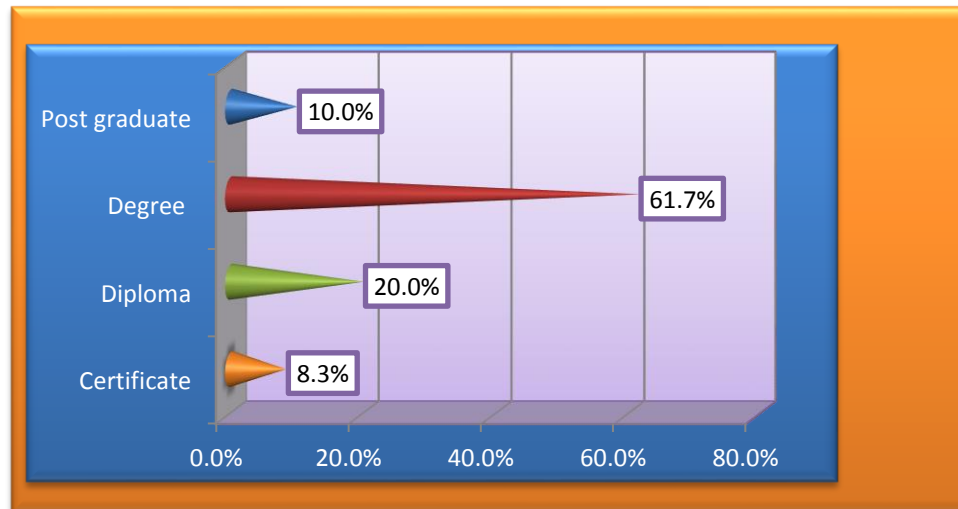


*Source: primary source*

Results from figure 4.1 showed that the majority, (40.0%) of the respondents belonged to the age group of 21-30 years, (22.5%) of the respondents were in the age group of 31-40, (15.0%) were above 50 years, (12.5%) belonged to the age group of 41 to 50 years whereas a lesser percentage (10.0%) was in the age group of below 20. From the study, it implied that majority of the tourists were still at their youth stages meaning youths had more interest for tourism than other age groups which is an encouragement to the local communities of a more responsible and sustainable tourism sector.

### 4.2.3 Education Qualification of the Respondents

Figure 4. 2: Showing the Education Qualification of the Respondents



Source: primary source

Results from figure 4.2 above indicated that the majority (61.7%) of the respondents had attained degrees, (20.0%) had diplomas, (8.3%) had certificate and the other respondents which is (10.0%) were post graduates. From the above figure, it is observed that the employees, tourists and management were all educated and had knowledge about community engagement activities there by responding to the questionnaires responsibly. This helped to avoid irrelevant data from appearing in the questionnaires and simplified the process of handling group discussions.

#### 4.2.4: Number of Years

**Table 4. 3: Showing number of years that employees have worked with Bwindi Impenetrable National Park**

| <b>number of years</b> | <b>Frequency (F)</b> | <b>Percent (%)</b> |
|------------------------|----------------------|--------------------|
| Less than 5            | 4                    | 25.0               |
| 5 to 10                | 6                    | 43.8               |
| More than 10           | 3                    | 31.3               |
| <b>Total</b>           | <b>13</b>            | <b>100.0</b>       |

**Source: Primary data**

According to table 4.3 above, the findings indicate that majority (43.0%) of the employees at Bwindi Impenetrable National Park had worked there for 5 to 10 years, these were followed by (31.3%) who had been there for more than 10 years while the minority (25.0%) of the employees at Bwindi Impenetrable National Park had worked there for less than 5 years. This testified that the employees were experienced and had a bigger profile about the national park.

### 4.3 Contribution of community based ecotourism and conservation on the performance of the tourism industry

The first objective of the study was to examine the contribution of community based ecotourism to the performance of the tourism industry in Uganda. The findings were presented, analysed and interpreted in percentages, frequencies and mean and standard Deviation as indicated below. They are categorized on how the respondents strongly agree, (SA), agree (A), neutral (N), disagree (D) and strongly disagree (SD), Standard Deviation (STD), Frequency (F).

**Table 4. 4: Community based ecotourism and conservation on the performance of the tourism industry**

| community based<br>ecotourism and<br>conservation                       | SA |       | A  |       | N |      | D |      | SD |      | Mean | STD   |
|---|----|-------|----|-------|---|------|---|------|----|------|------|-------|
|   | F  | %     | F  | %     | F | %    | F | %    | F  | %    |      |       |
| Rural communities<br>equate benefits<br>with simple<br>monetary rewards | 14 | 35.5% | 25 | 61.3% | 1 | 3.2% | 0 | 0.0% | 0  | 0.0% | 3.82 | 0.655 |
| Uganda has taken<br>great effort to<br>preserve nature                  | 20 | 54.8% | 16 | 32.3% | 1 | 3.2% | 2 | 6.5% | 1  | 3.2% | 4.13 | 1.022 |
| Employment<br>opportunities have<br>been offered to the<br>local people | 18 | 45.2% | 18 | 45.2% | 3 | 6.5% | 1 | 3.2% | 0  | 0.0% | 4.0  | 0.911 |

**Source: Primary Data**

The study findings indicated that the majority (61.3%) of the respondents agreed that rural communities equated benefits with simple monetary rewards chain, (35.5%) of the respondents strongly agreed while the minority (3.2%) of them were not sure whether rural communities equated benefits with simple monetary rewards chain. The statement also had 3.82 as the mean and 0.655 as standard deviation which showed the largest percentage of the respondents had agreed that rural communities equated benefits with simple monetary rewards chain. This was in line with the results from the group discussions where one of the respondents mentioned that

*“The rationale behind ecotourism is that local tourism business would create a rise on their monetary returns.”*

According to the study findings indicated that the majority (61.3%) of the respondents strongly agreed that Uganda has taken great effort to preserve nature, (32.3%) of the respondents agreed, (3.2%) of them were not sure whether Uganda had taken great effort to preserve nature while (6.5%) and (3.2%) disagreed and strongly disagreed respectively. In comparison to the mean score of 4.13 and standard deviation 1.022, it testified respondents' positive reaction to the statement.

This was in agreement with Drumm et al (2005) who stressed that conservation has become more creative and exploring many options and ecotourism is one of the alternatives. He added that local tourism is an income generating activity that would not destroy natural resources but would instead support their protection.

In relation to the findings of the study, it was presented that (45.2%) of the respondents strongly agreed that employment opportunities have been offered to the local people, (45.2%) of them

agreed while the minority (6.5%) of them were not sure whether employment opportunities had been offered to the local people while the minority (3.2%) disagreed and also had a mean of 4.0 and standard deviation of 0.911.

This was in agreement with Brandon et al, (1998) who mentioned that community based ecotourism also provides alternative income and employment for local communities through construction of social infrastructure like Bwindi Community Hospital.

#### 4.4 The role of conservation to the development of the tourism industry

The second objective of the study was to study the roles of conservation to the development and performance of the tourism industry in Uganda. The findings were presented, analysed and interpreted in percentages, frequencies and mean and standard Deviation as indicated below. They are categorized on how the respondents strongly agree, (SA), agree (A), neutral (N), disagree (D) and strongly disagree (SD), Standard Deviation (STD).

**Table 4. 5: The role of conservation to the development of the tourism industry**

| Conservation   | SA  |       | A   |       | N   |      | D   |      | SD  |      | Mean | STD   |
|--|-----|-------|-----|-------|-----|------|-----|------|-----|------|------|-------|
|  | (F) | (%)   | (F) | (%)   | (F) | (%)  | (F) | (%)  | (F) | (%)  |      |       |
| Participation is crucial to the formation of community based tourism     | 19  | 51.6% | 15  | 38.7% | 0   | 0.0% | 5   | 6.5% | 1   | 3.2% | 4.12 | 1.078 |
| Communities are involved in decision making of community based projects. | 22  | 64.5% | 11  | 32.3% | 7   | 3.2% | 0   | 0.0% | 0   | 0.0% | 4.22 | 0.988 |
| Community based projects have reduced poverty in communities             | 20  | 48.4% | 15  | 35.5% | 1   | 3.2% | 2   | 6.5% | 2   | 6.5% | 4.01 | 0.779 |

### **Source: Primary data**

The findings of the study indicated that the majority (51.6%) of the respondents strongly agreed that participation was crucial to the formation of community based tourism, those were followed by (38.7%) who agreed while (6.5%) and (3.2%) disagreed and strongly disagreed respectively. This statement had a mean score of 4.12 and 1.078 as the standard deviation which showed the majority of the respondent agreed that participation was compelling to the formation of community based tourism.

This was in agreement with (Putnam, 2000) who stressed that community participation is necessary to get community support for tourism development through people's engagement in tourism activities. He added that it plays an essential and long standing role in promoting quality of life.

According to the findings of the study, it was presented that the majority (64.5%) of the respondents strongly agreed that communities were involved in decision making of community based projects, (32.3%) of the respondents agreed whereas the minority (3.2%) of them were not sure whether communities were involved in decision making of community based projects. The means of 4.22 and standard deviation of 0.988 clarified that most respondents had an idea about communities' involvement in decision making of community based projects. This was supported by the results from the group discussions where one of the respondents added that

*“Gatherings were always held whenever there were some issues to decide on. This was because communities also had a hand in control of natural resources that were to be conserved”*

From the findings of the study, it was observed that the majority (48.4%) of the respondents strongly agreed that community based projects had reduced poverty in communities, those were



followed by (35.5%) of the respondents who agreed, 3.2%) of them were not sure whether community based projects had reduced poverty in communities whereas (6.5%) disagreed while (6.5%) of them strongly disagreed respectively. This had a mean score of 4.01 and 0.779 as standard deviation which depicted respondents' agreement with the statement.

This was in agreement with Strum (1994) who mentioned about generating income through the preservation of the natural environment which has encouraged local communities to conserve the wildlife and habitats that surround them.

#### 4.5 Measures of community capacity and the development of the tourism industry

The third objective of the study was to measure community capacity for tourism development and performance of the tourism industry in Uganda. The findings were presented, analysed and interpreted in percentages, frequencies and mean and standard Deviation as indicated below. They are categorized on how the respondents strongly agree, (SA), agree (A), neutral (N), disagree (D) and strongly disagree (SD), Standard Deviation (STD).

**Table 4. 6: Measures of community capacity and the development of the tourism industry**

| community capacity   | SA  |       | A   |       | N   |       | D   |      | SD  |      | Mean | STD   |
|--|-----|-------|-----|-------|-----|-------|-----|------|-----|------|------|-------|
|  | (F) | (%)   | (F) | (%)   | (F) | (%)   | (F) | (%)  | (F) | (%)  |      |       |
| capacity building process is centered on Parish Development Committees           | 23  | 62.0% | 14  | 26.0% | 0   | 4.0%  | 2   | 2.0% | 1   | 6.0% | 4.23 | 0.672 |
| Communities are organized while making decisions.                                | 17  | 44.0% | 12  | 34.0% | 6   | 12.0% | 2   | 4.0% | 3   | 6.0% | 4.03 | 0.891 |
| Increased capacity is increased development                                      | 15  | 38.0% | 21  | 50.0% | 1   | 2.0%  | 3   | 8.0% | 1   | 2.0% | 3.52 | 0.623 |
| capacity building involved individuals and organizations to set their objectives | 20  | 60.0% | 15  | 30.0% | 4   | 8.0%  | 0   | 0.0% | 1   | 2.0% | 4.20 | 1.231 |

**Source: Primary Data**

The findings of the study indicated that the majority (62.0%) of the respondents strongly agreed that capacity building process was centered on Parish Development Committees, those were followed by (26.0%) who agreed, (4.0%) of them were not sure whether capacity building process was centered on Parish Development Committees while (2.0%) and (6.0%) disagreed and strongly disagreed respectively. The mean score of 4.23 and Standard Deviation of 0.672 implied that most of the respondents agreed. This was supported by the results from the group discussions where one of the respondents supplemented that

*“From parish development committees, development of skills and knowledge that allow individuals to increase the degree of control and influence on tourism aspect could be easily passed on”*

According to the study findings, it was presented that the majority (44.0%) of the respondents strongly agreed that communities were organized while making decisions, those were followed by (34.0%) who agreed, (12.0%) of them were not sure whether communities were organized while making decisions and customers (6.0%) strongly disagreed while the minority (4.0%) disagreed. The mean score of 4.03 and Standard Deviation of 0.891 implied that most of the respondents agreed that communities were organized while making decisions.

This was in agreement with (Woods, 2002) who stressed that in the form of ecotourism where the local community has substantial control over lands and resources then their involvement in decision making is inevitable.

In relation to the study findings, it was shown that the majority (50.0%) of the respondents agreed that increased capacity meant increased development, (38.0%) strongly agreed, (2.0%) of them were not sure whether capacity meant increased development whereas (8.0%) and (2.0%)

disagreed and strongly disagreed respectively. The mean score of 3.52 and Standard Deviation of 0.623 implied that most of the respondents agreed.

This was in agreement with Cupples (2005) who noted that community capacity building in tourism development is seen as the capacity of people in communities to participate in tourism activities and continued to mark that the importance of community capacity building in tourism development is evident.

In relation to the study findings, it was shown that the majority (60.0%) of the respondents strongly agreed that capacity building involved individuals and organizations to set their objectives, (30.0%) agreed, (8.0%) of them were not sure whether capacity building involved individuals and organizations to set their objectives while the minority (2.0%) of the respondents strongly disagreed. The mean score of 4.20 and Standard Deviation of 1.231 implied that most of the respondents strongly agreed. This testified the importance of capacity building.

#### **4.6 Tourism industry in Uganda**

The study also measure Tourism industry in Uganda. The findings were presented, analysed and interpreted in percentages, frequencies and mean and standard Deviation as indicated below. They are categorized on how the respondents strongly agree, (SA), agree (A), neutral (N), disagree (D) and strongly disagree (SD), Standard Deviation (STD).

**Table 4. 7: Tourism industry in Uganda**

| Tourism industry in Uganda  | SA  |       | A   |       | N   |      | D   |      | SD  |      | Mean | STD   |
|---|-----|-------|-----|-------|-----|------|-----|------|-----|------|------|-------|
|   | (F) | (%)   | (F) | (%)   | (F) | (%)  | (F) | (%)  | (F) | (%)  |      |       |
| Africa is taken as a country not a continent  | (F) | (%)   | (F) | (%)   | (F) | (%)  | (F) | (%)  | (F) | (%)  |      |       |
|   | 13  | 39.0% | 27  | 61.0% | 0   | 0.0% | 0   | 0.0% | 0   | 0.0% | 3.88 | 1.302 |
| Uganda is generally considered to be a safe and stable country with low crime rates | 23  | 56.0% | 13  | 36.0% | 2   | 4.0% | 0   | 0.0% | 2   | 4.0% | 4.12 | 0.709 |
| Is Uganda a home to half of the mountain gorillas                                   | 16  | 42.0% | 19  | 48.0% | 1   | 2.0% | 1   | 2.0% | 3   | 6.0% | 3.37 | 0.784 |

**Source: Primary data**

From the above table, the study findings showed that the majority (61.0%) of the respondents agreed that Africa is taken as a country not a continent while the minority (39.0%) of the respondents strongly agreed. The mean score of 3.88 and Standard Deviation of 1.302 implied that most of the respondents agreed. Also from the group discussions held, one of the respondents mentioned that

*“Africa is taken as a continent” and explained that “it is composed of different countries that included Algeria, Angola, Benin, Botswana, Burkina Faso, Burundi, Cameroon, Cape Verde, Central African Republic, Chad and others”*

This was in agreement with Nunn et al (2012) who quoted that Africa is a continent and it sits astride the Greenwich Meridian and the Equator. It stretches from 38° N to 34° S.

Study findings also presented that the majority (56.0%) of the respondents strongly agreed that Uganda was generally considered to be a safe and stable country with low crime rates, (36.0%) strongly agreed, (4.0%) of them were not sure whether Uganda was generally considered to be a safe and stable country with low crime rates whereas(8.0%) and (2.0%) disagreed and strongly disagreed respectively. The mean score of 4.12 and Standard Deviation of 0.709 represented (56.0%) of the respondents who strongly agreed. This was contradicting in reference to results from group discussions where one of the respondents pointed out that

*“One has to use common sense in the city of Uganda; do not carry large amounts of cash or valuables, and keep money and credit cards in an inside pocket.”* This depicted that there is insecurity in Uganda.

The study findings also indicated that the majority (48.0%) of the respondents agreed that Uganda was a home to half of the mountain gorillas, (42.0%) strongly agreed, (2.0%) of them were not sure whether Uganda was a home to half of the mountain gorillas whereas(2.0%) and (6.0%) disagreed and strongly disagreed respectively. The mean score of 3.37 and Standard Deviation of 0.784 represented (48.0%) of the respondents who strongly agreed.

This was in agreement with Robbins et al (2003)who mentioned that Uganda is now home to nearly half of the world's mountain gorillas remaining in the wild and added that a source of confidence for a country that has come to depend heavily on the popular apes for substantial tourism revenue.

## **CHAPTER FIVE**

### **SUMMARY, CONCLUSIONS AND RECOMMENDATIONS**

#### **5.0 Introduction**

This chapter draws the summary of the findings and conclusions drawn from the study based on the findings presented in data analysis and the study objectives. The chapter also advances the recommendations, as well as identifying the areas for further studies.

#### **5.1 Summary of the findings**

##### **5.1.1 The Contribution of Community Based Ecotourism to the Performance of the Tourism Industry in Uganda.**

The findings revealed that the greater majority agreed that rural communities equated benefits with simple monetary rewards which meant that the rationale behind ecotourism is that local tourism business would create a rise on their monetary returns. On the contrary, Uganda had taken great effort to preserve nature as agreed by the respondents which depicted that that local tourism is an income generating activity that would not destroy natural resources but would instead support their protection. It was also revealed that the majority of staff of the company agreed that employment opportunities have been offered to the local people and it was also mentioned that community based ecotourism provided alternative income and employment for local communities through construction of social infrastructure like Bwindi Community Hospital.

### **5.1.2 The Study the Roles of Conservation to the Development and Performance of the Tourism Industry in Uganda.**

The study revealed that majority of the respondents felt connected with community activities like community walks and therefore agreed that participation was important for the formation of community based tourism and it played an essential and long standing role in promoting quality of life both socially and economically. It was also agreed on that communities were involved in decision making of community based projects, gatherings were always held whenever there were some issues to tap because communities also had a hand in control of natural resources that were to be conserved, community based projects reduced poverty in communities implying they generated income through the preservation of the natural environment which encouraged local communities to conserve the wildlife and habitats that surround them.

### **5.1.3 Community Capacity for Tourism Development and Performance of the Tourism Industry in Uganda.**

The study revealed that the majority of the respondents agreed that capacity building process was centered on development committees, and it was augmented that from such committees, development of skills and knowledge that allow individuals to increase the degree of control and influence on tourism aspect could be easily passed on. It was conceded that communities were coordinated while making decisions which implied that that in the form of ecotourism where the local community has substantial control over lands and resources then their involvement in decision making is impending. The study of the findings also affirmed that most of the respondents agreed that increased capacity meant increased development which implied that community capacity building in tourism development was seen as the capacity of people in



communities to participate in tourism activities and its importance in tourism development was evident. It was also agreed on that capacity building involved individuals and organizations to set their objectives.

## **5.2 Conclusions**

In conclusion it was observed that the rural communities equated benefits with simple monetary rewards and Uganda had taken great effort to preserve nature plus providing employment opportunities to the confined people. It was further disclosed that participation was crucial to the formation of community based tourism and their engagement has improved decision making of community based projects which have reduced poverty in communities. From the study it was also discovered that capacity building process was centered on development committees, communities were organized while making decisions and elevated capacity meant increased development and capacity building involved individuals and organizations to set their aspirations. Besides, it was asserted that Africa is taken a country not a continent, Uganda is a safe and stable country with low crime rates and it is also a home to half of the mountain gorillas.

## **5.3 Recommendations**

Based on this study, the researcher made the following recommendations;

The government should emphasize the employment of the local people so that they can improve their standards of living rather than employing foreigners.

The government should organize sensitization programs to educate communities about the different ways to conserve the environment resource which could later be used as tourism attractions.

The community members should concentrate on capacity building where by in tourism development is seen as the capacity of people in communities to participate in tourism activities. The community should co-operate with the management in tourism industry and get involved in decision making since they have control over land resources that are used as tourism attractions. This will boost up the development of tourism industry without retarding agents.

#### **5.4 Areas for further study**

More study and research should be made on the following areas and topics:

The contribution of community based ecotourism to the economic status of citizens

The role of natural resource conservation to the development of tourism industry in Uganda  
Fundamental measures and strategies to improve and develop the tourism industry in Uganda

## REFERENCES

- Bhattacharya, D., Chowdhury, B. and Sarkar,R. 2011. Irresponsible Ecotourism Practices Flanking The Best National Park In India: A Multivariate Analysis. 2nd International Conference On Business And Economic Research (2nd Icerb 2011) Proceeding, 1901- 1928.
- Blamey, R.K. 2005.Principles of Ecotourism.In David B. Weaver (Ed), Encyclopedia of Ecotourism. (5-22). New York: CABI Publishing.
- Bob, U., Swart, K., Maharaj, B. and Louw, P. 2008. Nature, People and Environment: Overview of Selected Issues. *Alternation*, 15(1): 17-44.
- Briassoulis, H. 2004. Sustainable tourism and the question of the commons. *Analysis of Tourism Research* 29(4):1065-1085.
- Buchsbaum, D.B. 2004.Ecotourism and Sustainable Development in Costa Rica. Major Paper Submitted to Virginia Polytechnic Institute and State University Master of Public and International Affairs.
- Bunruamkaew, K. & Murayama, Y. 2012. Land Use and Natural Resources Planning for Sustainable Ecotourism Using GIS in SuratThani, Thailand. *Sustainability* , (4): 412-429.
- Dinç, A., Kocan, N., 2012.Ecotourism Planning of Murat Mountain (Usak, Kutahya/Turkey). International Conference on Applied Life Sciences
- Dixon, Y. &Pretorius, J.G. 2007.Sustainable Development.A South African Perspective.

Dorobantu, M.R.&Nistoreanu, P. 2012. Rural Tourism And Ecotourism – The Main Priorities in Sustainable Development Orientations of Rural Local Communities in Romania. *Economy Transdisciplinarity Cognition*, 15(1): 259-266.

Drumm, A. & Moore, A. 2005. *An Introduction to Ecotourism Planning (Volume 1), Ecotourism Development, A Manual for Conservation Planners and Managers*, USA, pp.96

Drzewiecki, M. (2004). *Bases of Agritourism*. Centre of Organizational Progress, Bydgoszcz. Economic Development Branch BC Ministry of Sustainable Resource Management.

Eriksson, H. 2007. “Rhetoric and Marketing Device or Potential And Perfect Partnership? – A Case Study of Kenyan Ecotourism, Umea University, pp 1-8.

Fagence, M. 2005. *Strategies for Developing Ecotourism in Pasific Island Countries*. UNESCAP/SPTO Seminar, Fiji, p.14.

Fennell, D. A. & Dowling, R.K. 2005. *Ecotourism Policy and Planning*. CABI Publishing: Oxon and Cambridge.

Fung, T. & Wong, F.K. 2007. *Ecotourism Planning Using Multiple Criteria Evaluation With GIS*. *Geocarto International*, 22(2): 87–105.

Gerry, R. 2005. *Cultural Attractions an European Tourism*. CABI Publishing, New York.

Hall, C.M., 2008. *Tourism Planning: Policies, Processes and Relationships*. 2nd Edn., Pearson/Prentice Hall, Harlow, England, New York, ISBN: 10: 0132046520, pp: 302.

Harris R, Griffin T, Williams, P. 2006. *Sustainable Tourism.A Global Perspective*. Butterworth-Heinemann, p. 1-252.

Hill, J. & Gale, T. 2009. *Ecotourism and Environmental Sustainability: Principles and Practices*. Published by Ashgate p.261, Britain.

Jaini , N., Anuar, A.N.A., Daim, M.S., 2012. The Practice of Sustainable Tourism in Ecotourism Sites among Ecotourism Providers. *Asian Social Science*, 8(4): 175-179.

Jiang, J. 2008. Evaluation of The Potential Of Ecotourism to Contribute to Local Sustainable Development. A Case Study of Tengtou Village, China. *Phisophy in Development studies at Massey Universty, Master Degree, New Zealand*, p. 175.

Joshi, R.L., 2011. *Eco-tourism Planning and Management On Eco-tourism Destinations of Bajhang District, Nepal*. M. Sc. Forestry.

Kiper, T. 2006. *Considering SafranboluYörökköyü Landscape Potential as the Rural Tourism*. Department of Landscape Architecture (unpublished), School of Science, Ankara University, Ankara, 367 p.

Lindsey, P. A., Alexander, R. R., du Toit, J. T. and Mills, M. G. L. 2005. The Potential Contribution Of Ecotourism To African Wild Dog *LycaonPictus* Conservation in South Africa. *Biological Conservation*.123: 339– 348.

Lopez-Espinosa de los Monteros, R. 2004. *Evaluating Ecotourism* In Natural Protected Areas of La Paz Bay, Baja California Sur, Mexico: Ecotourism or nature-based tourism? *Biodiversity and Conservation*,11: 1539–1550.

Wall, G. (2007) . *Sustainable Development, Sustainable Tourism and Sustainable Livelihoods*:

## Journals

Bansal, S.P. & Kumar, J. 2011. Ecotourism for Community Development: A Stakeholder's Perspective in Great Himalayan National Park. *International Journal of Social Ecology and Sustainable Development*, 2(2), 31-40.

Development In East Coast Economic Region (Ecer),Malaysia,. / *OIDA International Journal of Sustainable Development*, 3 (9): 53-60.

Bhuiyan, A.H., Siwar,C., Ismail , S.M., Islam, R., 2012. The Role of Ecotourism for Sustainable Boghean, C. &Boghean, F. 2006.Ecoturismul – Model de ValorificareDurabilă a ResurselorTuristice.*Tourism Journal – Studies and Research in Tourism*, 1: 43-47.

Cater, E., 2003. Spread and Backwash Effects În Ecotourism: Implications for Sustainable Development. *International Journal of Sustainable Development*, 5 (3): 265–281.

Catibog-Sinha, C. & Wen, J. 2008. Sustainable Tourism Planning and Management Model ForRotected Natural Areas: Xishuangbanna Biosphere Reserve, South China. *Asia Pacific Journal of Tourism Research*, 13(2):145-162.

Cengiz, T. 2007. Tourism, an Ecological Approach in Protected Areas: Keragol-Sahara National Park, Turkey. *Int J of Sustainable Development and World Ecology*, 14: 260- 267.

Fadahunsi, J.T. 2011. Application of Geographical Information System (GIS) Technology to Tourism Management in Ile-Ife, Osun State, Nigeria *The Pacific Journal of Science and Technology*, 12(2): 274-283.

Kiper, T. 2011. The Determination Of Nature Walk Routes Regarding Nature Tourism In North-Western Turkey: Şarköy District. *Journal of Food, Agriculture & Environment*, 9 (3&4):622-632.

Medina, L.K. 2005.*Ecotourism and Certification: Confronting The Principles And Pragmatics Of Socially Responsible Tourism*. *Journal of Sustainable Tourism*, 13(3): 281-295.

## APPENDICES

### APPENDIX 1: QUESTIONNAIRE

Dear respondent,

I am Camara Namaren Linz pursuing a Bachelor of Business Administration and Management. As a requirement for the award of Bachelor's degree, it is a requirement to do research on a topical issue and I have chosen to achieve this by conducting a survey on community tourism and conservation to the development of tourism industry in Uganda case study being Bwindi Impenetrable national park. You are therefore, kindly requested to respond to this survey. Any response given is purely for academic purpose and shall be treated with utmost confidentiality.

#### SECTION A

**Instructions:** Please tick in the box provided for your appropriate answer.

1. Gender of the respondent.

Male

Female

2. Category of respondent

Management

Employee

Tourists

3. Age bracket of respondent

Bellow 20 years

Between 21 and 30 years

Between 31 and 40 years

Between 41 and 50 years

Above 50 years

4. Education level attained

Certificate

Diploma

Degree

Postgraduate

5. Please indicate the number of years you have worked with this organization

Less than 5 years

Between 5 to 10 years



More than 10 years

**SECTION B**

**Tick on the scale provided in the table.**

| Details | 1                       | 2         | 3            | 4           | 5                             |
|---------|-------------------------|-----------|--------------|-------------|-------------------------------|
|         | Strongly<br>Agree (S.A) | Agree (A) | Not sure (N) | Disagree(D) | Strongly<br>Disagree<br>(S.D) |

**A: Community based ecotourism of tourism industry**

| Details  | 1 | 2 | 3 | 4 | 5 |
|--|---|---|---|---|---|
| Do rural communities equate benefits with simple monetary rewards? |   |   |   |   |   |
| Has Uganda taken great effort to preserve nature?                  |   |   |   |   |   |
| Have employment opportunities been offered to the local people?    |   |   |   |   |   |

Additional comments

.....

.....

.....

**B: Tourism conservation of tourism industry**

| Details  | 1 | 2 | 3 | 4 | 5 |
|--|---|---|---|---|---|
| Is participation crucial to the formation of community based tourism?    |   |   |   |   |   |
| Are communities involved in decision making of community based projects? |   |   |   |   |   |
| Have community based projects reduced poverty in communities?            |   |   |   |   |   |

**Additional Comments**

.....  
 .....  
 .....

**C: Community capacity to development of tourism industry.**

| <b>Details</b>  | <b>1</b> | <b>2</b> | <b>3</b> | <b>4</b> | <b>5</b> |
|---|----------|----------|----------|----------|----------|
| Is capacity building process centered on Parish Development Committees?               |          |          |          |          |          |
| Are communities organized while making decisions?                                     |          |          |          |          |          |
| Is increased capacity increased development?  |          |          |          |          |          |
| Does capacity building involve individuals and organizations to set their objectives? |          |          |          |          |          |

**Additional Comments**

.....  
 .....  
 .....

**D: Tourism industry in Uganda**

| <b>Details</b>   | <b>1</b> | <b>2</b> | <b>3</b> | <b>4</b> | <b>5</b> |
|--|----------|----------|----------|----------|----------|
| Is Africa taken as a country not a continent?  |          |          |          |          |          |
| Is Uganda generally considered to be a safe and stable country with low crime rates? |          |          |          |          |          |
| Is Uganda a home to half of the mountain gorillas?                                   |          |          |          |          |          |

**Additional Comments**

.....  
 .....  
 .....

**THANK YOU FOR PARTICIPATING IN THE RESEARCH.**

## APPENDIX II: INTRODUCTION LETTER

---

Uganda  
Martyrs  
University



making a difference

---

Office of the Dean  
Faculty of Business Administration and Management

Your ref.:  
Our ref.:

Nkozi, 15<sup>th</sup> April, 2015

### To Whom it may Concern

Dear Sir/Madam,

**Re: Assistance for Research:**

Greetings and best wishes from Uganda Martyrs University.

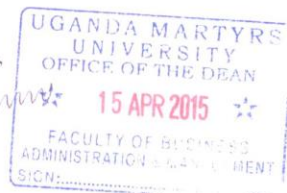
This is to introduce to you Camara Namaten Wora who is a student of Uganda Martyrs University. As part of the requirements for the award of the Degree of Bachelor of Business Administration and Management of the University, the student is required to submit a dissertation which involves a field research on a selected case study such as a firm, governmental or non governmental organization, financial or other institutions.

The purpose of this letter is to request you permit and facilitate the student in this survey. Your support will be greatly appreciated.

Thank you in advance.

Yours Sincerely,

  
Moses Kibrai  
Dean



---

Uganda Martyrs University P.O. Box 5498 - Kampala - Uganda  
Tel: (+256)038-410603 Fax: (+256) 038-410100 E-mail: bam@umu.ac.ug