



**BUSITEMA  
UNIVERSITY**  
*Pursuing Excellence*

**THE IMPACT OF TRADITIONAL CULTURE ON TOURISM DEVELOPMENT IN  
UGANDA**

**ACASE STUDY OF MT ELGON CULTURE AND HISTORY MESUEM**

**BY**

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**A RESEARCH PROPOSAL SUBMITTED TO THE FACULTY OF MANAGEMENT  
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AWARD OF BACHELORS DEGREE OF TOURISM  
AND TRAVEL MANAGEMENT  
BUSITEMA UNIVERSTY**

**August,**

## DECLARATION

### DECLARATION

I **NANZIRI CAROLINE** hereby declare that the work in this research report is original and has never been published or submitted to any institution of learning for any academic award.

Signature..... *NK* ..... Date *24/08/2024* .....

NANZIRI CAROLINE

BU/ UG/ 2021/ 0039

## APPROVAL

### APPROVAL

This research titled "The impact of traditional culture on the development of tourism" has been developed under my supervision and is ready for submission for the award of a Degree of Bachelors of tourism and travel management of Busitema University.

Signed.......... Date..... 24<sup>th</sup> Aug. 2024.....

**MR ORINGO JONAH**

(Supervisor)

## **DEDICATION**

I dedicate this work to my beloved mother and sister for the continuous supportive hand and courage they have given, my dear friends, Patricia, Sylvia, Kusasira and Makoha Emma who advised and mentored me during the course of this work. Above all I thank the Almighty God for guidance and provision towards completion of this research work.

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## **LIST OF ACRONYMS**

**(CAPMAS)**-Central Agency for Public Mobilisation and Statistics

**(GDP)**-Gross Domestic Product

**(ISTAT)**-Italian National Institute of statistics

**(MENA)**-Middle East and North Africa

**(MTWA)**-Ministry of Tourism Wildlife and Antiquities

**(OECD)**-Organisation for Economic Co-operation and Development

**(UBOS)**-Uganda Bureau of Statistics

**(UNESCO)**-United Nations Educational Scientific Cultural Organisation

**(UNWTO)**-United Nations World Tourism Organisation

**(UTB)**-Uganda Tourism Board

**(WEF)**-World Economic Forum

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## **ABSTRACT**

The study intended to find out the impact of traditional culture on the development of tourism development in Uganda. The objectives of the study were; to find out how traditional cultural exhibits influence visitor attendance at the Mt Elgon culture and history museum, to find out the economic impact of Mt Elgon culture and history Museum's traditional cultural attractions on the local tourism economy, to find out visitor perceptions of traditional culture and how it enhances their tourism experience at the Museum. The researcher based on theory of planned behavior to explain more about the dependent variable and the independent variable. Data was collected using descriptive cross sectional survey employing quantitative and qualitative data collection methods, this study design was selected because it assisted in getting the required data for the study easily. The study population was 70 and the target population was 59 from which the data was collected, the researcher later used sample technique of collecting data and this was simple random sampling and it was carried out in the different departments of Mt Elgon culture and history Museum. The data was collected using a close ended questionnaire and data was presented using frequency tables and the correlation and regression results were obtained. Collected data was analyzed both quantitatively and qualitatively. The data sources were both from primary and secondary which helped the researcher to be equipped with much information. The analysis of data was carried out through the use of computerized software (SPSS) and qualitative statistical techniques were used to describe and summarize data. The presentation of data was done through use of tables which hold results of correlation and regression and bio data. Then the findings were made basing on different objectives which a researcher gave a clear conclusion from the findings. The study recommended that more laws should be created by the government in order to curb the activities that erode the traditional cultures as tourism products

## **CHAPTER ONE**

### **BACKGROUND OF STUDY**

#### **1.0 Introduction**

This chapter presented the Background of study, Statement of the problem, Purpose of the study, Research objectives, Research questions scope of the study, Content scope, Geographical scope, Time scope, Significance of the study and Conceptual frame work.

#### **1.2 Background of the study**

The study examined the impact of traditional culture on tourism development, aiming to enhance the appeal and competitiveness of destinations. Culture and tourism are fundamental in strengthening the comparative and competitive advantages of regions in the global markets (OECD, 2021). Traditional culture encompasses a body of knowledge, practices, and experiences passed down through traditional means from one generation to the next within a society. Tourism development involves a framework of techniques, theories, and studies designed to foster tourism industries in economically disadvantaged countries.

Traditional Culture is consistently argued to be a major determinant of the growth of Tourism and leisure consumption. Cultural tourism is one of the largest and fastest growing global tourism market and the cultural, creative industries are increasingly being used. ((OECD, 2021)). The World Tourism Organization, asserted that cultural tourism accounted for 37% of global tourism, and forecast that it would grow at a rate of 15% per year.(Adam, 2016). Traditional culture has become an international tourism market with tourists engaged in traditional cultural activities accounting for 40% of the international arrivals in 2016. Culture and tourism have become inextricably linked as the role of cultural assets in attracting tourists and distinguishing destinations from one another has been realised. The growing articulation between culture and tourism was stimulated by a number of factors (Richards, 2007). In terms of demand, globalization has strengthened the role of culture as a source of local identity while rising education levels and aging populations have increased interest in culture and heritage. On the supply side, cultural tourism has become a source of jobs and income, a stimulus for regional

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