



**IMPACT OF MARKETING ON THE DEVELOPMENT OF DARK TOURISM IN
UGANDA**

**A CASE STUDY OF THE UGANDA MARTYRS NAMUGONGO SHRINE IN KIRA
MUNICIPALITY, WAKISO DISTRICT**

BY

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BU/UG/2020/2443

**A RESEARCH REPORT SUBMITTED TO THE FACULTY OF MANAGEMENT
SCIENCES, IN PARTIAL FULFILLMENT OF REQUIREMENTS FOR THE AWARD
OF A BACHELORS DEGREE OF TOURISM AND TRAVEL MANAGEMENT OF
BUSITEMA UNIVERSITY**

JANANURY, 2024

DECLARATION

DECLARATION

This research report is my original work and it has never been presented to any university or other institutes for partial fulfillment of any award

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APPROVAL

APPROVAL

This report is submitted to Busitema University, Faculty of Management Sciences as a partial fulfillment for the award of Bachelors of tourism and travel management with my approval as the internal supervisor.

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Date ..26/11/2024.....

DEDICATION

To my parent Mrs. Kisakye Florence for her love, ceaseless prayers and support both financially, morally and generous contribution towards the success of my academic excellence. To my sisters and brother, Mark kikomeko, Hope Nakandi, Eric Ssekandi, Ocago innocent, and Mary Rayanta Apio for their encouragement and prayers.

ACKNOWLEDGEMENT

I am greatly honored to express my gratitude to my supervisor Mr. Wampande Jowalie for his invaluable guidance, wise counsel and patience for which I am extremely indebted. Special thanks go to God for the gift of life and health and my family members for the moral support and endurance during my absence whenever I stayed at Busitema University, Pallisa especially my two-year-old son. I pray that God rewards them abundantly.

Sincere gratitude and appreciation go to Mrs. Florence Kisakye for the financial support provided. I also owe special appreciation to all the staff of Busitema University, Faculty of Management Sciences for their vital guidance towards this study.

To my friends and colleagues in the BTT class for discussions and study materials shared in regard to this study.

LIST OF ABBREVIATIONS AND ACRONYMS

UBOS	Uganda Bureau Of statistics
UNESCO	United Nations Educational, Scientific and Cultural Organization
U.T.B	Uganda Tourism Board
MTWA	Ministry of Tourism Wildlife And Antiquities
G.D.P	Gross Domestic Product

LIST OF FIGURES

Figure 1: Showing Conceptual frame work.....	6
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LIST OF TABLES

Table 3.4 sample size table.....	26
Table 4.2.1 gender table.....	31
Table 4.2.2 age bracket.....	31
Table 4.2.3 years served in the organization table.....	32
Table 4.2.4 education table.....	33
Table 4.2.5 department table.....	34
Table 4.3.4spearman's correlation table.....	40
Table 4.3.5 regression table.....	43
Table 4.4.3 Anova table.....	44
Table 4.4.4 model summary	45

TABLE OF CONTENTS

DECLARATION	i
APPROVAL.....	ii
DEDICATION.....	iii
ACKNOWLEDGEMENT	iv
LIST OF ABBREVIATIONS AND ACRONOMYS	v
LIST OF FIGURES.....	vi
LIST OF TABLES.....	vii
TABLE OF CONTENTS	viii
ABSTRACT	xi
CHAPTER ONE:	1
INTRODUCTION.....	1
1.0 Introduction	1
1.1 Background of the study	1
1.2 Statement of the problem	2
1.3 Purpose of the study	3
1.4. Research objectives	3
1.5 Research questions	4
1.6.0 Scope of the Study	4
1.6.1 Content Scope	4
1.6.2 Geographical Scope	4
1.6.3 Time Scope	4
1.7 Significance of the Study	5
1.7.1: To the Government	5
1.7.2. To the Academicians.....	5
1.8 Conceptual Framework	5
CHAPTER TWO	8
LITERATURE REVIEW	8
2.0 Introduction.....	8
2.1 The Destination Image Model theory introduced by (Crompton 1979).....	8

2.2 To find out the role of visitor’s beliefs on the development of dark tourism development	10
2.3 To find out the role of visitor’s impression at the destination on the development of dark tourism.	10
2.4 To find out the role of individuals ideas on the destination and the development of dark tourism... ..	11
2.5. Summary of the literature reviewed	12
CHAPTER THREE	13
RESEARCH METHODOLOGY	13
3.0 Introduction:	13
3.1 Research Design	13
3.2 Study Population	13
3.3 Sample Size	13
3.4 Sampling method	14
3.5 Type of data	14
3.5.1 Primary data source.....	14
3.5.2 Secondary source	14
3.6 Data Collection methods.....	14
3.7 Data Analysis plan.....	15
3.8 Data Analysis Techniques and Methods	15
3.9 Reliability and Validity.....	15
3.10 Limitations of the study	16
3.10.1 Financial support.....	16
3.10.2 Limited data source	16
3.10.3 Time	16
3.10.4 Suspicion.....	16
3.11 Ethical Considerations.....	16
CHAPTER FOUR	18
DATA ANALYSIS AND PRESENTATION OF FINDINGS.....	18
4.0 Introduction	18
4.1 Response Rate	18
4.2 Demographic Information.....	18
4.2.1 Gender of Respondents	19
4.2.2 Age bracket	20

4.2.3 Years served in the organization	20
4.2.4 Education background.....	21
4.2.5 Departments of the Respondents	23
4.3.0 Descriptive findings of visitor's beliefs on the development of dark	24
4.3.1 Descriptive findings of visitor's beliefs on the development of dark.	24
4.3.2. Descriptive findings of the role of visitor's impression at the destination on the development of dark.	25
4.3.3 Descriptive findings of the role of individual ideas on the destination on the development of dark tourism industry.	27
4.3.4 Spearman's Correlation analysis	28
4.3.5 Regression analysis.	29
4.3.6 Regression analysis of visitor's beliefs on dark tourism development.	29
4.4.1 Regression analysis of visitor's impressions on dark tourism development.	31
4.4.2 Regression analysis of individual ideas on dark tourism development.	32
CHAPTER FIVE	34
DISCUSIONS OF FINDINGS, SUMMARY, CONCLUSION AND RECOMMENDATIONS.....	34
5.0 Introduction	34
5.1.1 To find out the role of visitor's beliefs on dark tourism development.....	34
5.1.2 To find out the role of visitor's impression at the destination on dark tourism development.	34
5.1.3 To find out the role of individual ideas on the destination on dark tourism development	35
5.2 Summary of the Findings	35
5.3 Conclusion.....	36
5.4 Recommendations	37
5.4.1 Policy recommendations	37
5.4.2 Recommendations for further studies.....	38
REFERENCES.....	39
APPENDICES.....	42
Appendix I: Letter of Introduction	42
Appendix II: Questionnaire	43
Appendix III: Work Plan for 2023	49
Appendix IV: Research Budget	50

ABSTRACT

Dark tourism, the act of visiting to sites associated with death, human sufferings, disasters or tragedy, has gained significant attention in the field of tourism studies. Marketing plays a crucial role in shaping the development and promotion of dark tourism destinations. This dissertation focuses on the impact of marketing strategies on the development of dark tourism, using the case study of the Uganda Martyrs Namugongo Shrine. This study examines how marketing efforts have influenced visitation patterns, visitor experience, and the overall development of the shrine as a dark tourism destination. Through a combination of qualitative research methods including interviews, surveys, and site observations, this research sheds light on the strategies implemented by the Uganda Martyrs Namugongo Shrine to promote dark tourism and analyses their effectiveness. The findings of this study contribute to the existing literature on dark tourism marketing and provide insights to other destinations seeking to develop and promote dark tourism sites.

CHAPTER ONE:

INTRODUCTION

1.0 Introduction

This chapter introduces the background of the study, problem statement, objectives of the study, research questions, scope of the study and the conception frame work.

1.1 Background of the study

Dark tourism involves tourists visiting to heritage sites of death, human sufferings, disasters or tragedy (Mionel, 2019), and it was coined by Lennon and Foley in 1996. Components of dark tourism include disaster, genocide, cemeteries/grave yards, battlefields and ghost tourism according to (Agapito et al., 2013). The dark tourist sites where tourists can visit and express their desires to understand the past events related to death, tragic or human sufferings (Bowman & Pezzullo, 2009) at the global level, dark tourism is analyzed below.

According to (Topsakal & Ekici, 2014) on august 6th 1945 Hiroshima of Japan in Asia was bombed by the atomic bomb, approximately to 70000 people died instantly and by the end of 1945 the number the death reached 140000 all most half way of the population. The Hiroshima peace memorial museum and park which were opened on august 1952 attracted 110000 visitors in the first year, because of marketing strategies used around 11.5 visitor visit Hiroshima peace memorial museum and the Hiroshima peace memorial park , about 530000 visitors come from overseas (Poade, 2017).

In Africa, according to the (Minic, 2012) Thebes, now the modern city of Luxor, was the royal capital of Egypt during the New Kingdom (1539-1075 B.C.). Outside its walls, pharaohs built the famous temples of Amun and Karnak on the Nile's east bank and constructed mortuary temples along the west bank known as the Valley of the Kings, a UNESCO world heritage site which is one of the popular dark tourism sites in Egypt. The Valley of the Kings refers to the sloping cliffs above the western floodplain, where the bodies

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