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**THE ROLE OF ELECTRICITY SAVING TO THE DEVELOPMENT OF THE
HOTEL INDUSTRY: A CASE STUDY OF JINJA NILE RESORT HOTEL**

BY

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DEPARTMENT OF TOURISM AND HOSPITALITY MANAGEMENT

**A RESEARCH REPORT SUBMITTED TO THE FACULTY OF MANAGEMENT
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REQUIREMENT FOR THE AWARD OF A DEGREE
OF TOURISM AND TRAVEL MANAGEMENT
OF BUSITEMA UNIVERSITY**

JANUARY, 2024

DECLARATION

DECLARATION

I Nalumansi Dorcus do ratify that this research report is my own work which has never been submitted for examination in this university for academic qualification.

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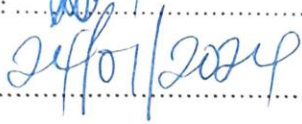
APPROVAL

APPROVAL

This is to certify that this Research Report by NALUMANSI DORCUS has been under my supervision and now submitted to Busitema University as a partial fulfillment for the award of Bachelors Degree of Tourism and Travel Management for examination with my approval as the student's university supervisor.

Mr. WAMPANDE JOWALIE AHMED

Signature: 

Date: 

DEDICATION

This work is dedicated to the family of Mr. Lutalo Jimmy and Mrs. Lutalo Beatrice for their moral support, encouragement and understanding. To all my friends, course mates, lecturers, and the Almighty God for his unceasing blessings without which it is impossible to ensure the proposal submission a reality.

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LIST OF ACRONYMS

TPB	Theory of Planned Behavior
OESC	Organizational Electricity Saving Climate
CSR	Corporate Social Responsibility
SPSS	Statistical Package for Social Sciences
CVI	Content Validity Index
JNR	Jinja Nile Resort

ABSTRACT

This study examined the role of electricity saving on the development of the hotel industry. The study was guided by the following objectives notably, to assess the contribution of electricity-efficient appliances on the development of the hotel industry, to assess the contribution of controlling electricity consumption on the development of the hotel industry and to assess the contribution of renewable electricity programs on the development of the hotel industry of Uganda. The study used a descriptive and quantitative approach. Data was collected from a target population of 120 of employees with accessible unit of 70 employees of Jinja Nile Resort hotel Mada, using simple random and purposive sampling techniques. Data were collected with the aid of closed ended questionnaire and Statistical Packages for Social Sciences was employed for analyzing data from which frequency tables, descriptive statistics (mean and standard deviation), reliability, validity, correlation, and regression results were obtained. The study findings revealed that there is a positive and a significant effect of electricity-efficient appliances on the development of the hotel industry, controlling electricity consumption on the development of the hotel industry and renewable electricity programs on the development of the hotel industry. The study, recommends that efforts to improve on the development of the hotel industry depend on electricity saving (electricity-efficient appliances, controlling electricity consumption and renewable electricity programs). Finally, the study concludes that there is a strong predictive power that the dimensions of electricity saving contribute towards enhancing the development of the hotel industry in Jinja Nile Resort.

CHAPTER ONE:

BACKGROUND OF THE STUDY

1.0 Introduction

This chapter comprises of the background of the study, statement of the problem, objectives of the study, research questions, scope of the study and significance of the study and the conceptual framework.

1.1 Background of the study

The hotel industry is definitely one of the fast-growing sectors in the tourism sectors and it is the main source as accommodation is the key part and important aspect in the development of any country (Life, 2020). The hotel industry is a large service industry broadly responsible for provision of food and shelter. A hotel is a building or an institution providing lodging services, food and beverage and other services that are intended for general and commercial managed (Yagami, 2023). Hotels are an essential part of life, allowing people to travel farther and stay away from home longer (Acquisition International, 2020). Hotels are most important globally as they provide facilities such as recreation and entertainment, meeting and conferences, and business gathering.

Electricity saving refers to an amount of saved electricity determined by measuring and/or estimating consumption before and after implementation of an electricity efficiency improvement measure, while ensuring normalization for external conditions that affect electricity consumption (Henke, 2020). With electricity prices rising, hotel owners and operators are looking for cost savings on their electricity bills that can benefit the bottom line. Electricity efficiency can deliver lower operating costs while also improving the service of equipment, enhancing guest comfort, and showing a commitment to sustainability (Di Franco & Jorizzo, 2019).

Hotels are one of the most energy intensive facilities, with correspondingly high energy costs. They are ranked among the top five in terms of energy consumption in the tertiary building sector, with about 50% of the overall electricity consumption due to space conditioning (Bohdanowicz, 2020). It is even noted that electricity saving practices are extremely important to hotels, since they provide savings of 20% or more, due to the fact that, among all operating costs, those of electricity utilities are the ones of the most controllable (Cingoski & Petrevska, 2018). The main intention of the management of hotels is to focus its activities in

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