



**IMPACTS OF TOURISTS BEHAVIOUR ON HOST COMMUNITY
A CASE STUDY OF MURCHISON FALL
NATIONAL PARK, PACKWACH
DISTRICT**

**BY
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DECLARATION

I OKELLO STEPHEN, registration number BU/UG/2022/2336 do hereby declare that this research report is my own original work and it has not been submitted to any other University/Institution by anybody else for any other degree award.

Student's Signature: 

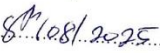
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APPROVAL

This research report has been submitted for examination with the approval of my supervisor and is for the award of a bachelor's degree in tourism and travel management of Busitema University.

Supervisor: Mrs. ADONGO GORRET

Signature: 

Date: 

DEDICATION

This work is dedicated to my family members; mostly my parents late Okello Christopher and Mrs. Acan Rose and my brother Alimacon decimon and sister conica for each and every effort they have put in place both spiritually and financially to make me who I am today. May almighty God bless you and lift you on high forever endeavors

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LIST OF ABBREVIATIONS

SHORT FORM	MEANING
CVI	Content Validity Index
DV	Dependent Variable
GDP	Gross Domestic Product.
INEGI	Mexico's National Institute Of Statistics And Geography.
IV	Independent Variable
NDP	National Development Plan
TPB	Theory Of Planned Behavior.
TRA	Theory Of Reasoned Action.
UBOS	Uganda Bureau Of Statistics
UNCTAD	United Nation's Council For Tourism Adventure.
UNWTO	United Nation's World Tourism Organization.
UWA	Uganda Wildlife Authority
WTTC	World Tourism And Travel Council.

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ABSTRACT

This research examined the impacts of tourists' behavior on host communities. The specific objectives were to assess the influence of tourists' attitudes, subjective norms, and perceived behavioral control on the host community in Murchison Falls National Park, Pakwach District. The study was grounded in the Theory of Planned Behavior and related conceptual frameworks to explain the relationship between the independent and dependent variables. A descriptive cross-sectional survey design was employed, incorporating both quantitative and qualitative approaches to facilitate the collection of relevant data. The study population consisted of 60 individuals, with a target sample of 52 respondents. Data was collected through simple random sampling across four departments within the study area. A structured, close-ended questionnaire was used, and the results were presented in frequency tables, with correlation and regression analyses applied. Both primary and secondary data sources were utilized, enriching the study with diverse information. Data analysis was conducted using SPSS software alongside qualitative techniques to summarize and interpret findings. Tables were used to present results relating to bio-data, correlations, and regression outcomes. Conclusions were drawn in line with the study objectives. The study recommended improving the quality of tourism experiences, addressing unfavorable perceptions, and strengthening marketing strategies to encourage positive tourist attitudes and satisfaction. It also emphasized the need for collaboration with local communities to align tourism initiatives with societal expectations, while enhancing accessibility through clear information and supportive services. In conclusion, these measures can foster more satisfying tourist experiences and stronger engagement between visitors and host communities

CHAPTER ONE

BACKGROUND OF THE STUDY

1.0 Introductions

This chapter presents the introduction, background of the study, problem statement, purpose of the study, conceptual frame work, significance of the study and definitions of key terms.

1.1 Background of study

The study background in this chapter will look at finding out the impact of tourist's behavior on host's community a case study of Murchison falls national park in Packwach district., the study will examine how visitor behavior affects host communities. These results will be utilized to evaluate the effects that tourist have on the host communities both the positive and negative impacts of tourists onto the local communities and assist in putting policies in place to lessen those effects.

According to (Justin j, zhiang et el 2021 impact of tourist behaviors) Tourists behavior refers to the actions and preferences demonstrated by the individuals or groups of travelers when they engage in travel and tourism activities. Similarly (Santos 2021) defined host community as the local residents living in a destination where tourism activities take place and are directly impacted by the presence of the tourists. Globally, the tourism industry in Mexico has tremendously grown according to Mexico's National Institute of Statistics and Geography (INEGI, 2023) tourism contributed 8.7% of the total GDP and receiving 42 million tourists as cultural tourists, folklore, arts and crafts, festivals, monuments and pilgrimages in 2022 (Araujo Santana et al 2019 Para -Vazquez, salvatierra2021). A Case study of Tlaxcala destination received a total of 368,229 national visitors and 20,944 foreign visitors.

These intense influx of tourists has both positively and negatively impacted the host community positively the establishment of local craft shops of souvenirs, creating incomes, establishment of accommodation facilities like lodges these are owned by local community members and have created employment, created market for the local crafts due to tourists spending's on such services however tourists promote cultural irritation due to the behaviors exhibited at the destination leading to cultural illusion, assimilation, pollution of the

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