

**ASSESSING THE ROLE OF DOMESTIC TOURISM IN THE DEVELOPMENT OF
THE TOURISM INDUSTRY**

A CASE OF ENTEBBE MUNICIPALITY

BY

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DECLARATION

I declare that this research is my original work and has never been submitted to any university or any other institution of higher learning for any academic award.

Signature.....

Date.....

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APPROVAL

This report has been submitted for acquisition of a bachelor's degree with my approval as the university supervisor

Signature.....

Date.....

DEDICATION

I dedicate this work to my lovely father Akona John Martin together with my mother Atim Teddy for the marvelous and endless financial and non-financial support they have rendered towards my education.

I wish to dedicate this work to my academic sponsors the government at Busitema University for the financial facilitation throughout my research, my academic supervisor Mr. Jowali wapande for his continuous support, guidance and encouragement.

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ABSTRACT

The study was about the contribution of domestic tourism on the development of the tourism industry in Uganda. The geographical scope of the study was Entebbe Municipality and this was chosen among others because it has a number of tourist attractions and many tourists visit these sites on a daily basis. The objectives of the study were; to find out the roles of push and pull travel motivations on the development of the tourism industry in Uganda; to find out the roles of tourist satisfaction on the development of the tourism industry in Uganda and also to find out the roles of tourist behavioral intentions on the development of the tourism industry in Uganda

The study targeted 47 respondents of the total respondents from which 43 respondents filled in and returned the questionnaires making a response rate of 91%, this response was satisfactorily to make conclusions for the study. different tools were used in data collection i.e. the questionnaires and interview guided questions. Data was collected and analyzed using the Microsoft office excel program before it was used to draw conclusions about the study.

The findings indicate that majority of the respondents that participated (63%) were males, whereas 37% of the respondents were females this is an indication that both genders were fairly involved in this research. In addition, it was revealed that 5 respondents representing (10%) were Certificate holders, 14 representing (30%) were Diploma holders and degree (60%). This showed that most of the participants are diploma and degree holders hence they were competent enough in giving their responses in the study.

Basing on the findings from the study, domestic tourism is not an abstract phenomenon and thus, there is need to take drastic steps to promote the sector for its importance in economic development, employment creation and the other benefits that come with this particular sector. There is also need to dig deeper into some of the factors that have been emphasized in the study such as the pull and push factors that promote tourism as the study has not been so clear about what constitutes these factors.

CHAPTER ONE

1.0 Introduction

This introduction provided information on the background of the study. The chapter also outlined research problems, general objective, specific objectives and the research questions of the study.

1.1 Background of the study

According to (International Recommendations For Tourism Statistics, 2008),The term “domestic” has different connotations in the context of tourism and the national accounts. In tourism, “domestic” retains its original marketing connotations, that is, it refers to the activities of resident visitors within the country of reference. In the national accounts, and from a demand perspective, the term “domestic” refers to the activities of resident consumers irrespective of the location of that activity. In the national account’s context, “domestic tourism” thus corresponds to what is called “national tourism” in tourism statistics.

According to Daniele et al., 2009Visitors who travel and stay overnight within the boundaries of their own country are classified as domestic tourists. Domestic tourism has two important categories comprised of visitors who stay overnight and a very much larger number who take day visits from their homes. Estimates of the size of both these sectors of the market vary because in many countries domestic tourism is not adequately measured at present. As an indication, the UNWTO estimates that domestic tourism around the world outweighs international tourism by a factor of around 10:1.

Domestic travel supports and develops local and national pride, provides a rationale for an upgrading of infrastructure, disperses visitors geographically across regions, smooths seasonality and creates employment opportunities. It can play an important role in improving the attractiveness of destinations, which in turn promotes well-being for locals and helps to attract the educated young professionals upon which high value-added sectors increasingly depend. A strong domestic Travel and Tourism sector can also help a country withstand shocks and demand fluctuations that may arise when crises affect external source market.

Globally Domestic travel is the main driving force of the Travel & Tourism in major economies. In fact, in 22 countries of the 31 countries analyzed, domestic tourism accounted for at least 50%

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