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**THE ROLE OF TOURISM TOWARDS POVERTY REDUCTION IN UGANDA  
A CASE STUDY OF KAGURU HILL CULTURAL SITE  
IN BUYENDE DISTRICT  
EASTERN UGANDA**

**BY**

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BACHELORS DEGREE IN TOURISM  
AND TRAVEL MANAGEMENT,  
BUSITEMA UNIVESIRTY**

**AUGUST, 2024**

## DECLARATION

### DECLARATION

I Asimwe Meron hereby declare that the work in this research proposal is original and has never been published or submitted to any institution of learning for any academic award.

Signature  .....

Date *27<sup>th</sup> August 2024* .....

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## APPROVAL

### APPROVAL

This research proposal titled, "*the role of tourism towards poverty reduction in Uganda*" has been developed under supervision, review and is ready for submission for the award of a Degree of Bachelors of tourism and travel management of Busitema University

Signed: .....  ..... Date: *27<sup>th</sup> August 2024* .....

MR ORINGO JONAH

(Academic Supervisor)

## **DEDICATION**

Every challenging work needs self-efforts as well as guidance of elders especially those who were very close to our heart.

My humble effort I dedicate to my beloved parent Mr.BYARUGABA JUSTUS and Mrs..KANSIIME GEORGINA Whose affection, love, encouragement and prays of day and night make me able to get such success and honor

## **ACKNOWLEDGEMENT**

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## LIST OF ABBREVIATIONS

<b>SMEs</b>	small and medium enterprises
<b>FDI</b>	Foreign direct investments
<b>GDP</b>	gross domestic product
<b>SDG</b>	Sustainable development goals
<b>USD</b>	United States dollar
<b>UTB</b>	Uganda tourism board
<b>Covid-19</b>	corona virus disease of 2019
<b>UWA</b>	Uganda wildlife authority
<b>UGX</b>	Ugandan shilling
<b>UK</b>	united Kingdom
<b>PPT</b>	Pro poor tourism
<b>IV</b>	Independent variable
<b>DV</b>	dependent variable
<b>NGOS</b>	nongovernmental organizations
<b>SPSS</b>	statistical package for social sciences

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## **ABSTRACT**

This study explores the role of tourism in poverty reduction, focusing on its effectiveness and the associated challenges. By examining existing literature and empirical data, it assesses how tourism contributes to alleviating poverty in local communities, investigates the obstacles faced in tourism development, and identifies the root causes of poverty. The research employs a mix of primary and secondary data, using surveys and statistical analysis to provide insights into the impact of tourism on poverty reduction. Findings indicate that while tourism can drive significant improvements in economic conditions, challenges such as resource mismanagement and socio-economic barriers persist. The study concludes with recommendations for enhancing tourism strategies to better address poverty, acknowledging its limitations and suggesting areas for further investigation.

## CHAPTER ONE

### BACKGROUND OF THE STUDY

#### 1.0 Introduction

This chapter presents the background of the study, statement of the problem, research objectives, research questions, scope of the study, significance of the study, and conceptual frame work

#### 1.1 Background of the study

The study aims to investigate the impact of tourism on poverty reduction in Uganda, using Kagulu Hill Cultural site as a case study. It will provide practical insights into how tourism can benefit local communities by creating employment, generating income, and boosting economic activities in rural areas. The research will also inform sustainable tourism strategies that prioritize community engagement, cultural preservation, and environmental conservation, leading to long-term benefits for residents and visitors.

According to the World Bank, poverty exists in all countries of the world despite the fact that it is a more pressing issue in some countries than others. About 9.2% of the world or 689 million people live in extreme poverty with an earning of less than \$1.25 a day. And most of the people are living in the sub Saharan region of Africa- the poorest region on earth, where 40% of the population lived in extreme poverty as of 2018. Many countries in which poverty is raging have been plagued by political instability, while others are hampered by the frequent natural disasters. According to the world ban, countries with the highest poverty rates in the world include south sudan 82.30%, Equatorial Guinea 76.86%, Madagascar 70.70%, guinea Bissau 69.30%, Eritrea 69.30% and others (World Bank, 2021). World over different steps have been taken to reduce the level of poverty in the different parts of the world like modernization of agriculture, introduction of free access to education in some parts of the world, government support to the citizens, improvement of security and others but still poverty is a big challenge hence prompting the researcher to investigate the role of tourism to poverty reduction in Uganda by using Kagulu hill cultural site as a case study (Schleicher, A. 2020).

Tourism as a potential tool for poverty reduction was first mentioned in a paper by Ashley et al. (2017) which highlighted the fact that by the turn of the millennium there was still a clear lack of focus on poverty reduction within the tourism agenda. National governments and donors working in the tourism sector were mainly preoccupied with increasing the amount of private sector investment and infrastructure investment

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