

**HOSPITALITY MANGEMENT AND TOURISM DEVELOPMENT ACASE SUDY OF  
QUEEN ELIZABETH NATIONAL PARK**


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1153-05054-00112**

**A RESEARCH REPORT SUBMITTED TO THE COLLEGE OF ECONOMICS AND  
MANAGEMENT IN PARTIAL FULFILLMENT OF THE REQUIREMENTS FOR  
THE AWARD OF BACHELOR'S DEGREE IN TOURISM AND HOTEL  
MANAGEMENT OF KAMPALA INTERNATIONAL  
UNIVERSITY**

**AUGUST, 2018**

**DECLARATION**

I, **Kiiza Jordan** declare that this research report on the “Hospitality management and tourism development in Queen Elizabeth national park Uganda” is my original work and to the best of my knowledge, has not been submitted for any award at any academic institution.

Signed: .....  .....

Date: ..... *28<sup>th</sup> - 08 - 2015* .....

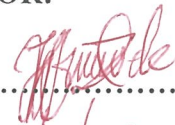
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**APPROVAL**

This Research report on “Hospitality management and tourism development in Queen Elizabeth national park Uganda” has been done under my guidance and Supervision as an academic Supervisor and is due for submission to Kampala International University, college of economics and management in partial fulfillment of the requirements of the award of a Bachelor’s Degree in Tourism and Hotel management.

**MR.**

**SUPERVISOR:**

Signature: .....  


Date: .....  


## **DEDICATION**

'In the name of GOD most gracious most merciful and sustainer of the world' I dedicate my report to my beloved parents for their encouragement, advice and financial support provided to me during the course of study.

## ACKNOWLEDGEMENT

I would like to extend my sincere gratitude to GOD for good health, knowledge and wisdom that he has granted me. Special thanks go to the management of Kampala International University and Queen Elizabeth national park their organization. Am also grateful/ cheerful to my training supervisors Mr. and other officers for their support, guidance time and effort they have offered to me despite their busy routine schedule.

Thanks go to my parents, for the support given during education journey, continuous encouragement and support, may GOD reward them accordingly.

## ABSTRACT

This study was set to examine transport and tourism development in the selected tour and travel companies in Kampala Uganda. It was guided by the study objectives which included examining the roles of security and tourism development, evaluate the challenges facing hospitality management and tourism development in Queen Elizabeth national park, Uganda, determine the solutions to the challenges above and access the strategies used by Queen Elizabeth national park to develop tourism in Uganda.

The study followed a descriptive research design. The qualitative and quantitative approaches were employed based on the selected tour and travel companies. A sample size of 50 respondents was determined through purposive and random sampling methods. The research used questionnaires and interview guide to collect data.

The sector is embraced by both male and female with at least diploma level of education and majority of workforce have 3-4 years of experience so information obtained from them is reliable. Security plays major role in tourism development, the sector is faced with a lot of challenges like inadequate fund, poor road conditions, heavy rainfall and different solutions were deployed; government recognize the sector and priotize it as top, build confidence in security and safety and promote product diversification that spreads up demands.

Recommendations to develop tourism sector are; Ensure that the private tourism sector plays a critical role in tourism planning, establish an institutional framework through such means as interagency DOT/STO agreements and policy statements and/or gubernatorial directives that outline the overall goals for coordinated statewide investment

## TABLE OF CONTENT

DECLARATION.....	ii
APPROVAL.....	iii
DEDICATION.....	iv
ACKNOWLEDGEMENT.....	v
ABSTRACT.....	vi
TABLE OF CONTENT.....	vii
LIST OF TABLES.....	x
LIST OF FIGURES.....	xi
CHAPTER ONE.....	1
1.0. Introduction.....	1
1.1 Back ground of study.....	1
1.2 Statement of the problem.....	3
1.3 Purpose of the study.....	4
1.3.1 Specific objectives.....	4
1.4 Research Questions.....	4
1.5 Scope of study.....	4
1.5.1 Subject scope.....	4
1.5.2 Geographical scope.....	4
1.5.3 Theoretical Scope.....	4
1.5.4 Time Scope.....	5
1.6 Significance of the Study.....	5
CHAPTER TWO.....	6
LITERATURE REVIEW.....	6
2.0 Introduction.....	6
2.1 Tourism.....	6
2.3 Related Studies.....	10
CHAPTER THREE.....	12
RESEARCH METHODOLOGY.....	12

3.1 Research Design .....	12
3.2 Study population.....	12
3.3 Sample Size .....	12
3.4.1 Purposive sampling.....	13
3.4.2 Simple Random sampling.....	13
3.5 Data collection Sources .....	13
3.5.1 Primary Data.....	14
3.5.2 Secondary Data.....	14
3.6 Data Collection Methods.....	14
3.7 Data collection instruments .....	14
3.7.1 The self-administered questionnaire.....	14
3.7.2 Interviews .....	14
3.8 Ethical consideration .....	14
3.10 Data Processing .....	15
3.11 Data Analysis.....	16
CHAPTER FOUR .....	17
PRESENTATION, DATA ANALYSIS AND INTERPRETATION OF FINDINGS .....	17
4.1 Demographic characteristics of respondents .....	17
4.1.1 Age of the respondents .....	17
4.1.2 Gender of the Respondents.....	18
4.1.3 Level of Education of the respondents .....	19
4.1.4 Level of Experience.....	21
4.2 The roles of security on tourism development .....	22
4.4 Results of Challenges facing hospitality management and tourism development. ....	24
4.5 Solutions to the challenges facing hospitality management and tourism development .....	26
CHAPTER FIVE .....	28
SUMMARY OF FINDINGS, CONCLUSIONS AND RECOMMENDATIONS .....	28
5.1 Summary of findings .....	28
5.2 Conclusion.....	29
5.3 Recommendations .....	29



5.4 Areas for Further Research.....	30
REFERENCES .....	31
APPENDIX 1 Questionnaire.....	34

## LIST OF TABLES

Table 1; Shows a summary of methodology framework that were employed to obtain data....	13
Table 4.1.1: showing distribution of age of the respondents .....	17
Table 4.1.2: Gender of the Respondents .....	19
Table 4.1.3: Showing level of education of the respondents .....	20
Table 4.1.4: Showing Time spent on the current job by the respondents.....	21
Table 4.2: Showing the response on the roles of security on tourism development.....	22
Table 4.4: Showing response on the results of challenges facing hospitality and tourism development.....	24
Table 4.5: showing the response on solutions to the challenges on tourism development.....	26

## LIST OF FIGURES

Fig 4.1.1: Pie chart showing distribution age of the respondents .....	18
Figure 4.1.2: Pie chart Showing sample size by gender of the Respondents.....	19
Figure 4.1.3: Bar graph for the Level of Education.....	20

## CHAPTER ONE

### Background of the study

#### 1.0. Introduction

This study examined the impact of hospitality management on tourism development to Uganda with special attention to the Queen Elizabeth National Park. The study will consider accommodation, security, communication and other way to access National Park and improve on tourist flow to Uganda.

This chapter explained the background to the study, statement of the problem, general objectives, specific objectives, research questions, conceptual framework, significance of the study, justification of the study, scope of the study and operational definitions.

#### 1.1 Back ground of study

In Uganda, over the past two decades, considerable efforts have been made to establish a strong and robust basis for assessing National Park public, and its effects on tourists. The hospitality of tourist in Queen Elizabeth national park, hospitality is seen in terms of peace, security and accommodation in the development of tourism has been and continues to be a controversial issue, it is controversial in the sense that many schools of thought exist concerning its role vis-à-vis development.

Storey, (1969) and Dawson and Barwell, (1993) have for instance classified the impact of transportation on regional development into positive, neutral and negative. In the positive case, hospitality management acts as a stimulus to further development while the neutral effect applies where transport facilities do not themselves bring about productive activities. The negative case related to situations in which it brings about increase migration, spread of disease or decline in the level of per capital income.

Numerous scholars have expressed divergent views, which follow the basic structure of Storey's classification. For example, Hunter, (1965) and Wilson, (1966) point out the neutral effect of hospitality on regional development. Filani, (1995) explained the role of hospitality on rural development, Salau and Baba, (1984) reported the effect of hospitality management on settlements change and development. Eliot Hurst, (1974) and Stephen, (1998) further states that access has no meaning without resources to be utilized. This implies that the development of

tourism development should occur only where there are resources to be developed; where as in another study, Dodgson, (1974) and Chou, (1971) also shows that highway construction may not always lead to regional development.

The negative effect of hospitality management on regional development is further demonstrated by Chatzionnou, (1989) and Chang, (1989). On the other hand the studies by Janelle, (1959) Bierman and Rydzkowski, (1991) as well as Sammer, (1981) in their work have proved that there is a positive impact of tourism development. Thus, while views may differ, the general conclusion is that the development of major transport network can develop tourism which will contribute positively to reconciling environmental protection, economic development and the fight against poverty, (Sammer, 1981; Halsall, 1992 and Pearce, 1997; Curtis and Kokotos, 2009; Brida et al., 2010; Dodds and Butler, 2010).

Others went further to observe that little progress has been made by Geographers in this area, which has to do with the relationship between transport facilities recreational and tourism activity that occurs, (Chubb, 1989; Page, 1993; Hall and Page, 1998a; Brown, 2009)

This study therefore, attempts to examine the hospitality of tourists in National park with special attention to Queen Elizabeth national park. It is hypothesized that transportation is not a determinant of the development of tourism (as measured by the location of national parks) in Uganda. This work is basically guided by the pioneering work of Garrison and Marble, (1965) on technological development and network characteristics, which showed that graph theoretic indexes of transport development such as Beta, alpha and gamma among others, are closely related to level of technological advancement. The present study therefore follows a similar framework in that we attempt to quantitatively examine, the relationship between presence of transportation (as measured by road connectivity) and the development of tourism in Uganda.

**The Queen Elizabeth National Park** is in Rwenzuru region of Uganda. The park is and is situated along the Kasese Democratic Republic of the Congo (DRC) border next to the Virunga National Park and on the edge of the Albertine Rift. Composed of 331 square kilometers (128 sq mi) of both montane and lowland forest, it is accessible only on foot. United Nations Educational, Scientific and Cultural Organization-designated World Heritage Site.

Species diversity is a feature of the park. It provides habitat for 120 species of mammals, 348 species of birds, 220 species of butterflies, 27 species of frogs, chameleons, geckos, and many endangered species. Floristically, the park is among the most diverse forests in East Africa, with more than 1,000 flowering plant species, including 163 species of trees and 104 species of ferns. The northern (low elevation) sector has many species of Guineo-Congolian flora, including two endangered species, the brown mahogany and *Brazzeia longipedicellata*. In particular, the area shares in the high levels of endemisms of the Albertine Rift.

The park is a sanctuary for colobus monkeys, chimpanzees, and many birds such as hornbills and turacos. It is most notable for the 340. Gorillas, half of the world's population of the critically endangered mountain gorillas. Four habituated mountain gorilla groups are open to tourism: Mubare; Habinyanja; Rushegura near Buhoma; and the Nkuringo group at Nkuringo.

## **1.2 Statement of the problem**

Tourism cannot thrive without hospitality. Hospitality management is an integral part of the tourism industry. It is largely due to the improvement of accommodation, security that tourism has expanded. The advent of flight has shrunk the world, and the motor vehicle has made travel to anywhere possible. Culpan, (1987) identified transportation modes and management as the “important ingredients of the international tourism system,” acknowledging that linkage by air, sea and land modes is essential for the operations as well as the availability of support services such as fuel stations, auto repair, motels and rest facilities for land travel. Hospitality in tourism is most often seen as just part of the tourism system which is in charge of bringing the tourists to the destinations, a means of getting around the place and leaving it once the duration of the trip is over. Tourist destination has an impact on the tourism experience which explains how people travel and why they choose different forms of holiday, destination, and transport. The improvement in security and accommodation modes plus low fares has increased the accessibility of areas once considered off-the-beaten-path. Accesses to tourist sites vary according to the nature of the site, the state of infrastructure, and the efficiency of the public transport system. Due to these difficulties therefore, the researcher need to investigate on the hospitality management on tourism development to Uganda a case study of Queen Elizabeth national park.

### **1.3 Purpose of the study**

The general objective of the study was to examine the impact of hospitality management on tourism development to Uganda a case study Queen Elizabeth national park.

#### **1.3.1 Specific objectives**

- i. To examine the roles of security on tourists development in the Uganda with special attention to Queen Elizabeth national park.
- ii. To find out relationship between hospitality management and tourism development
- iii. To evaluate the challenges facing tourism sector in the Queen Elizabeth national park Uganda.

### **1.4 Research Questions**

The study was guided by the following research questions:

- i. What are the roles of security on tourism development in the Uganda with special attention to Queen Elizabeth national park?
- ii. What is the link between hospitality management and tourism development?
- iii. What are the challenges facing tourism sector in the Queen Elizabeth national park Uganda?

### **1.5 Scope of study**

#### **1.5.1 Subject scope**

The study focused on hospitality management and tourism development The study specifically focuses on: security, accommodation and others on developing tourists, strategies used by selected national park, on tourists development.

#### **1.5.2 Geographical scope**

The study was carried out in the **Queen Elizabeth National Park** is in south-western Uganda Kasese and on the edge of the Albertine Rift.

#### **1.5.3 Theoretical Scope**

Modern tourism is impossible without air transport, airports infrastructure, and worldwide air transport networks. The development of air transport and tourism are dependent on each other and this relationship is taken into account either implicitly or explicitly in the business models both fields adopt (Bieger & Wittmer,

2006; Forsyth 2006, 2010; Duval, 2013). Air transport is important for tourism development. Macchiavelli and Vaghi, (2003) found air accessibility was a factor in tourism development in Southern Italy. Tourism is highly influenced by international airline alliances through fare and total travel time reductions, better connectivity, convenient schedules and stronger tourism destination marketing initiatives (Morley, 2003). While alliances have general impact, single carries could also influence the tourism development of certain destinations. Chung and Whang, (2011) stated that LCCs (low cost carriers) stimulated new demand for Korean islands, as well as tourism jobs growth and income.

#### **1.5.4 Time Scope**

The study was designed to cover the period of three month from February 2018 to May2018.

#### **1.6 Significance of the Study**

The findings and recommendations of the study will help the government of Uganda to understand the hospitality management on tourists' development.

The finding will help the researcher understand why tourism sector perform the way they do, despite.

The findings will help the policy maker in decision making and enable them put in place policies guiding running of Tourism sector and other entries in the country

The findings will help the students and other Academicians to access literature about accessibility of tourists to Uganda.



## CHAPTER TWO

### LITERATURE REVIEW

#### 2.0 Introduction

This chapter explained what different authors/scholars wrote about study topics and research objective

#### 2.1 Tourism

Modern tourism is impossible without air transport, airports infrastructure, and worldwide air transport networks. The development of air transport and tourism are dependent on each other and this relationship is taken into account either implicitly or explicitly in the business models both fields adopt (Bieger & Wittmer, 2006; Forsyth, 2006, 2010; Duval, 2013). Air transport is important for tourism development. Macchiavelli and Vaghi, (2003) found air accessibility was a factor in tourism development in Southern Italy. Tourism is highly influenced by international airline alliances through fare and total travel time reductions, better connectivity, convenient schedules and stronger tourism destination marketing initiatives (Morley, 2003). While alliances have general impact, single carries could also influence the tourism development of certain destinations. Chung and Whang, (2011) stated that LCCs (low cost carriers) stimulated new demand for Korean islands, as well as tourism jobs growth and income. Similar research conducted by Donzelli, (2010) identified that LCCs have positive impact on local economy and tourism in Southern Italy. Some 40% of international tourists travel by air (Dobruszkes & Mondou, 2013). Aviation regulatory regimes underpin air travel, since regulation may restrict the range of routes operated by airlines, prevent competition and control fares, thus restricting the tourist business and influencing its spatial patterns (Forsyth, 2008). The importance of aviation liberalization, air transport policies and “open skies” agreements and their impact on tourism has been discussed through different case studies (Dobruszkes & Mondou, 2013; Zhang & Findlay, 2014).

On the other hand, the literature concerning the direct impact of tourism on air transport is more limited. Growing tourism demand requires airport infrastructure development (Martín-Cejas, 2010), as well as development of new airport routes (Halpern & Graham, 2015). Lohmann et al. (2009) compare the orchestrated approach combining airline, airport and tourism strategies for two case studies; Singapore and Dubai. Analysis of a body of literature may be undertaken through a variety of different review methods (meta-analysis, narrative method, and systematic literature review.

Tourism is the world's largest industry and creator of jobs across national and regional economies. According to recent statistics from the WTO, tourism provides about 10% of the world's income and employs almost one tenth of the world's workforce. WTTC's forecast reveal that in 2010 tourism will generate, indirectly and directly, 11.7% of GDP and nearly 255 million jobs in the world-wide economy. However, in the least developed countries where large amounts the revenue generated by tourism is transferred out of the country because of the exclusion of local businesses and products, the benefits of tourism, which include income, employment and general rise of the standard of living, are least able to be realized.

## **2.2 Roles of security on tourism development**

Proper planning and implementing sound policies suited for different geographies and specific types of economies is important. Tourism's actual and potential economic impact is astounding. The positive aspect of tourism is emphasized mainly as a source of foreign exchange, a way to balance foreign trade. However, besides the economic benefits, tourism can provide social benefits for local communities. Increased tourism pushes governments to accommodate visitors as aptly as possible. However, Tourism development can cost the local government and local tax payers a great deal of money. (Lanfant and Allock, 1995)

Developers may want the government to improve the airport, roads and other infrastructure, and possibly provide tax breaks and other financial advantages, which are costly activities for the government. The improvement of the social infrastructure, like school, libraries, health care institutions, internet cafes, etc. allow the local people to benefit from such initiatives linked to tourism. In doing so, it enhances the business environment and attracts investors to engage in the tourism industry and provide investments in much needed areas requiring huge capital investments. Thailand's past experiences have shown that tourism management demands not only planning, but also policy enforcement.

In the late 1970's the government realized tourism's importance as a means of increasing foreign exchange earnings. Thus privileged policies were established to facilitate appropriate tourism development. By 1982, the tourism industry became the largest source of foreign exchange in Thailand and a cornerstone of its economy (Li and Zhang, 1999).

In 1977, tourism was for the first time incorporated into the National Economic and Social Development Plan (NESDP) and a budgetary allocation was made to the Tourism Authority for Thailand (TAT), for several five-year development plans. All plans provided guidelines for both public and private investments in the tourism industry. The first action emphasized marketing, marketing research, advertising, promotion and public relations.

The Plan was to target “quality tourists”, especially European and Japanese tourists. The second action focused on the development and conservations of tourism resources including the improvement of facilities. The fourth action focused on the renovation, restoration and maintenance of tourism resources. The Thai government implemented plans for the conservation and development of tourist destinations. In response to tourist demand, public utilities and facilities were developed in selected tourist attractions. Plans existed to constantly strive to raise the quality of services and facilities, and to protect the welfare of the tourists, with different safety regulations. Also plans existed to cooperate with different educational institutions, government agencies and private companies in producing and developing qualified personnel in the tourism field to meet the demands of the industry.

Tourists take with them their own peculiar tastes and standards of living, to which the host country must cater if it expects repeated business. In developing countries, the need to accommodate these special requirements often results in the need for imported capital, imported technology or even imported management skills. Some host countries, as a consequence, find themselves offering investment incentives to prospective foreign investors or searching for foreign financial participation in local projects such as casinos, country clubs or resorts designed to serve in inbound visitor. Once built, these foreign-financed facilities become indispensable as economic assets. They provide jobs, they generate tax revenues, and they produce foreign exchange. (Gee, C., Choy D, and Makens, J.1984)

The provincial government of Oriental Mindoro plans to form tourism enterprise zones that will provide perks like tax holidays for locators like hotels and resorts. The plan to grant to the investors of these zones fiscal and non-fiscal incentives like tax holidays, duty and tax-free importation of capital equipment, as well as preferential rate for utilities.

If the main attraction of the tourist to a region is the richness of the local culture, then such a value helps in the preservation of local traditions and artifacts (which without tourism would become extinct within the communities) and also inject income into these communities.

Examples of such is seen in countries like Uzbekistan, where the arrival and presence of tourists contribute significantly to the preservation of traditional handcrafting wood carving, hammered copper work, handmade silk and carpets and the maintenance of architectural and historical monuments. (Mirbabayev and Shagazatova, 2004)

Tourism, as a research discipline, is widely connected with other disciplines that has led to numerous literature review papers, on topics as diverse as tourism and sport (Weed, 2006; Weed et al., 2014) and Chinese tourism (Keating & Kriz, 2008; Tseng et al., 2015; Zhong, Wu, & Morrison, 2015). Such reviews may undertake bibliographic analysis techniques to examine co-authorship networks within hospitality research (Ye, Li, & Law, 2013) and geographic analysis of tourism research (Shen et al., 2014). Literature reviews on air transport research field are more limited in comparison, even though the volume of air transport related papers has been growing rapidly over last decade (Kaps & Philips, 2004; Ginieis et al., 2011; Ginieis et al., 2012). A number of previous researches have highlighted the lack of studies on the overlap between air transport and tourism industries. Duval, (2013) has highlighted the gap between air transport and tourism research and presented three main common practical issues: “(1) the economic regulation of international commercial air transport; (2) the relationship between destinations, connectivity and airline business models; and (3) the relationship between aviation-related emissions and climate policies” (Duval, 2013). Apart from this study other literature reviews of air transport and tourism are not available suggesting a need for further research.

In order to meet the challenges ahead and achieve the vision, the blue print establishes three fundamental conditions:

Governments must recognize Travel and Tourism as a top priority

Business must balance economics with people, culture, and environment

All parties must share the pursuit of long-term growth and prosperity

To recognize tourism as a top priority governments must elevate travel and tourism as an issue to the top level of policy-making; create a competitive business environment; ensure that quality statistics and data feed into policy and decision-making; invest in developing the appropriate

human capital; liberalize trade, transport, communications and investment; build confidence in safety and security; promote product diversification that spreads demand; plan for sustainable tourism growth, in keeping with cultures and character; invest in new technologies, such as satellite navigation systems. In addition businesses are asked to balance economics with the people, culture and environment. The blueprint engages the industry's top people to practice their role in responding to the challenge.

From an environmental point of view, tourism is more acceptable and preferable than any other industrial production. This is because the other industries are even more harmful to the environment than tourism. Some countries like Samoa, have praised tourism as the "friendliest industry" to the environment. It is better than the former norm of chopping down the forests or destroying their coral reefs. (Mirbabayev, 2013)

### **2.3 Related Studies**

Tourism is an important industry in Texas on travel and tourism has continued to increase over the past decade. The Office of the Governor, Economic Development and Tourism reported that \$63.2 billion was spent on tourism in 2011.

Over a third of this total was travel by visitors from outside the state. These figures indicated that spending on travel in Texas is on par with the microelectronics and agriculture Industries in the state (Weed, 2006; Weed et al., 2014).

Transportation and tourism are intertwined. Visitors to the state arrive by airplanes, trains, motor coaches, and passenger vehicles. They use these modes, as well as public transit, bicycles, and walking during their stay in Texas.

Tourism is an activity that drives demand for transportation. That is, transportation directly fulfills needs for mobility by moving people, freight, and information. The same reasons that motivate travelers to embark on a trip, such as new cultural experiences and discovering a unique sense of place, are both provided and shaped by the transportation experience.

Most industries rely on only two key factors of transportation: safety and speed.

Tourism is different in that traffic congestion, the roadside environment, and other factors affect the quality of people's visits (the tourism product), and therefore the long-term bottom line for a tourism community.

Providing travel options for visitors, including public transportation, bicycling, and walking is important. Many tourists use these modes rather than driving. Further, transit, bicycling, and walking are key parts of many tourists' itineraries and the reason for visiting the state. This project explored examples of transit, bicycling, and walking by visitors in Texas. It also identified areas for further research, outreach, and possible demonstration projects to enhance transit, bicycling, and walking options for tourists in the state.,(Duval, 2013).

## CHAPTER THREE

### RESEARCH METHODOLOGY

#### 3.0 Introduction

This chapter presented the different methods that were adopted in collecting and interpreting data related to the study by discussing choices related to: Research Design, study population, sampling strategies data collection methods, instruments, data quality control, data analysis and procedure.

#### 3.1 Research Design

The study used a descriptive research design. The qualitative and quantitative approaches were employed on the Queen Elizabeth national park from different departments. The quantitative and qualitative approach techniques were used to collect and analyze data. This design was used because it gives out clear the relationship between hospitality and tourism development. The study was specifically non experimental because the researcher intended to describe and make observations of what the real results for purposes of making decisions based on the facts to improve the situation.

#### 3.2 Study population

The populations of 58 respondents were selected and it comprised of staff members and members from public and involves: field officers (20), tour guide (06), Administrators (05) and general public (12)

#### 3.3 Sample Size

A sample size of 50 respondents was determined through purposive and random sampling methods. This was so because the nature of data to be generated required different techniques for better understanding of the research problem under investigation. Besides this the approach is also commonly known for achieving higher degree of validity and reliability as well as elimination of biases as per Amin (2005).

The Sloven's formula (1978) was used to determine the minimum sample size.

$$n = \frac{N}{1+Ne^2} = n = \frac{58}{1+58(0.05)^2} = 50 \text{ respondents}$$

n = sample size

N = the population size

$\alpha$  = level of significance, fixed at 0.05

### 3.4 Sampling technique and Procedures

The participants in the study were selected using purposive sampling method and simple random. Purposive sampling was best because it involved selecting participants that possess the required characteristics and qualities as defined by the researcher (Gay, 2006).

#### 3.4.1 Purposive sampling

Purposive sampling involved selecting a certain number of respondents based on the nature of their work in relation to tourism development. This method was appropriate because the sample to be selected comprises of informed persons who could provide data that is comprehensive enough to gain better insight into the problem.

#### 3.4.2 Simple Random sampling

Random sampling involved selecting respondents from the population listing by chance. In this way, every member has equal chance to be selected. The main disadvantage of this method was with the bias which it could diminish the integrity of random selection but this is to overcome since the population listing involves only members with relevant information.

**Table 1; Shows a summary of methodology framework that were employed to obtain data**

Approach	Sample selection	Data collection	Type of sample	Data analysis
Quantitative	Simple Random sampling	Questionnaire	Staff members	Theoretical analysis editing
Quantitative	Purposive sampling	Semi structured interviews	General public	Coding, tabulation.

### 3.5 Data collection Sources

The researcher used both primary and secondary data sources.

Both primary and secondary data collection methods were used to collect relevant data to the study. Data collection method that was considered in such a way is that with relevant information was collected as much as possible with little inconvenience to respondents.



### **3.5.1 Primary Data**

Primary data means to first hand data. It was collected from the respondents through interviews, and self-administered questionnaire. Primary data is important in answering questions.

### **3.5.2 Secondary Data**

Secondary data sources is kind of information that the research study used already published in regard to the study topic. It included all written, audio and visual information that is readily available on the study. This included information from text books, internet, newspapers, reports, brochures and news prints are used in the study.

### **3.6 Data Collection Methods**

The researcher used questionnaires, interviews as the major data collection methods used to get first hand information.

### **3.7 Data collection instruments**

#### **3.7.1 The self-administered questionnaire**

The questionnaires are the main primary source of data collection. The identified sample was served with the questionnaire directly by the researcher. To obtain quantitative data, one set of questionnaires were used for all respondents. The questionnaire were filled in by different respondents both staffs and individual persons. The questions involved the feelings of respondent groups regarding hospitality and tourism development in Queen Elizabeth National park

#### **3.7.2 Interviews**

Interview means face to face interaction between the interviewee and the interviewer. The interview were held with those respondents identified purposely crucial to the provision of explanations to the topic under study. The questions for the interview are both open-ended. The open-ended questions give chance to more discussions. The interview method helped to collect additional views from respondents on the theme of the study. The questions were filled on spot and the respondents were interviewed from their offices to save time. This method allowed further probing and clarification of questions that tended to be difficult and not clear to the respondents. It also enhanced responses for questions which are regarded as sensitive.

### **3.8 Ethical consideration**

The researcher was given introduction letter from Department of Tour and travel Kampala international University and which she presented to the management of Queen Elizabeth

National park for approval by the authorities at the sector, the researcher was given acceptance letter then start administering the research tools in their organization. The researcher fast conducted interviews with the staff in the game widens and other department. He also distributed questionnaires to respondents. After 2 days he then collected, filled questionnaires.

### **3.9 Validity and Reliability**

#### **3.9.1 Validity**

Validity is the ability of the research instrument to measure what it aims or is supposed to measure. According to Amin (2005), the research instrument must be appropriate for the study objectives to be achieved. The researcher consulted and discussed validity of instrument with colleagues and supervisor to limit errors as much as possible.

Out of the total number of items of the questionnaire, the questions that was considered are very relevant and quite relevant are rated. The content validity indexes for the questionnaire indicated 0.7 to confirm them valid since it was 0.74790 it meant that the instrument was valid.

#### **3.9.2 Reliability**

Reliability of an instrument is the dependability or the trustworthiness of an instrument. According to Amin (2005), it was the degree to which the instrument consistently measures what it was supposed to measure. This method was picked on a single pre-test group and showed the degree to which the items in the questionnaire are inter-correlated. That is, a respondent who would have completed the questionnaire were politely asked to complete another fresh questionnaire (retest) after two weeks to prove the answers earlier filled for consistence or how close they relate (Amin (2005)). Internal consistence of the items in the questionnaire was established using Cornbach's formulae to computer the alpha co-efficiency of reliability. To get the reliability, the data was entered in the computer and analyzed using the statistical package for social scientists (SPSS), which are useful for providing a Cronbach Co-efficient Alpha test for testing reliability.

#### **3.10 Data Processing**

The data obtained from the questionnaire was double checked to make sure that the information provided is complete, consistent, reliable, and accurate. Data processing involved scrutiny of the responses given on the questionnaires by different respondents. Data was sorted, edited, and interpreted. The coding and tabulation of the data obtained from the study then follows.

To achieve data quality management, the questionnaires are tested on 10 respondents. This was done to test consistency and to ensure that instruments remain consistent over time.

### **3.11 Data Analysis**

After data processing, it was summarized and analyzed so as to make sense of the data to ensure completeness and consistence. To facilitate reporting and inferring meaningful conclusion, data was edited and condensed. Frequency tables, micro soft excel and Statistic Package for Social Scientists (SPSS 11), word and among others were used for analysis. Quantitative data was edited first and coded before analysis. Data validation was done. Thereafter, the data was summarized in form of tables and other statistical forms found suitable for presentation of the findings.

## CHAPTER FOUR

### PRESENTATION, DATA ANALYSIS AND INTERPRETATION OF FINDINGS

#### 4.1 Demographic characteristics of respondents

The respondents demographic characteristics include; Age, Gender, Level of education, Level of experience.

##### 4.1.1 Age of the respondents

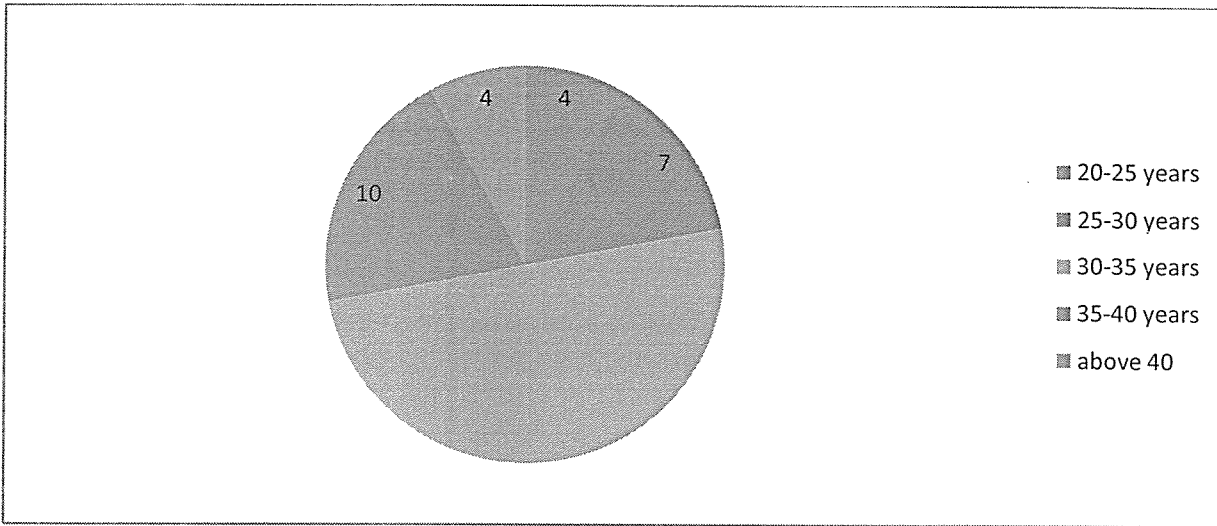
The distribution of the respondents by age was presented in the study as shown in table 4.1.1 and figure 4.1.1 Pie-charts below.

**Table 4.1.1: showing distribution of age of the respondents**

Age	Frequency	Percentage (%)
20-25 years	04	08
25-30 years	07	14
30-35 years	25	50
35-40 years	10	20
above 40 years	4	08
<b>Total</b>	<b>50</b>	<b>100.0</b>

**Source: Primary data, 2018**

**Fig 4.1.1: Pie chart showing distribution age of the respondents**



**Source: Primary data, 2018**

From Table 4.1.1 and Figure 4.1.1 above, the respondents were required to indicate their ages and the study revealed that the largest numbers of respondents were in the age group of 30-35 years 50%, these were followed by those in the range of 25-30 years 10% who were closely followed by those in the range of 35-40 years 7%, those who were in the range of 20-25 years were 4% and the smallest number was those who were in the range of 40 years. This age trend in the organization is an indication that the majority of the respondents working in the organization are youthful; this reflects what was reported in the National census of Uganda 2014 which indicated that the majority of the people were youth.

#### **4.1.2 Gender of the Respondents**

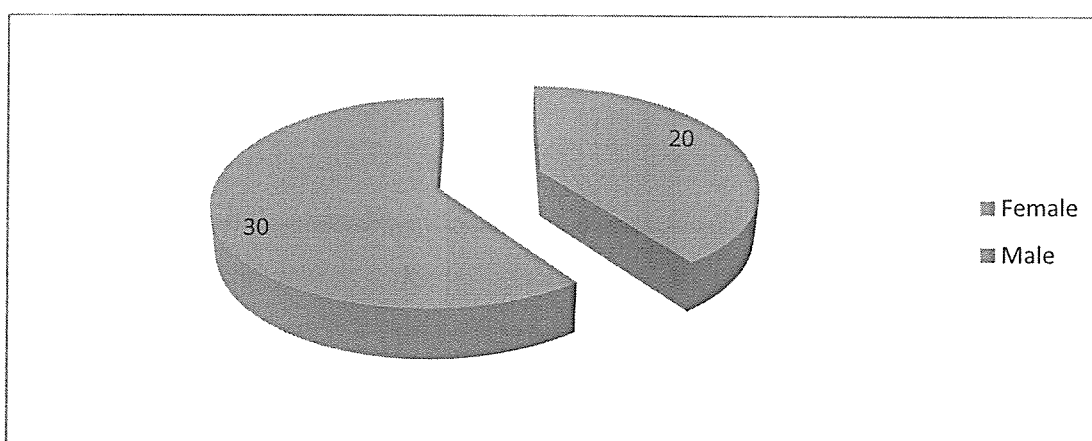
The study captured gender of the respondents in order to establish the most dominant working group of the employees in Queen Elizabeth national park in the environment of Uganda. The respondents were asked to state their sex and the distributions shown in table 4.1.2 and figure 4.1.2 pie-charts below.

**Table 4.1.2: Gender of the Respondents**

Sex	Frequency	Percentage (%)
Female	20	40
Male	30	60
<b>Total</b>	<b>50</b>	<b>100</b>

Source: primary data, 2018

**Figure 4.1.2: Pie chart Showing sample size by gender of the Respondents**



Source: Primary data, 2018

According to the results for gender of the respondents on table 4.1.2 and figure 4.1.2 above. The total numbers of the respondents were 50 that the researcher targeted. The majority of the respondents were male with the percentage of 60%, while the female were 40%. This therefore implies that the most dominant working group of employees with Queen Elizabeth national park was males. The imbalance in the organization attributed to various factors existed in Uganda.

#### **4.1.3 Level of Education of the respondents**

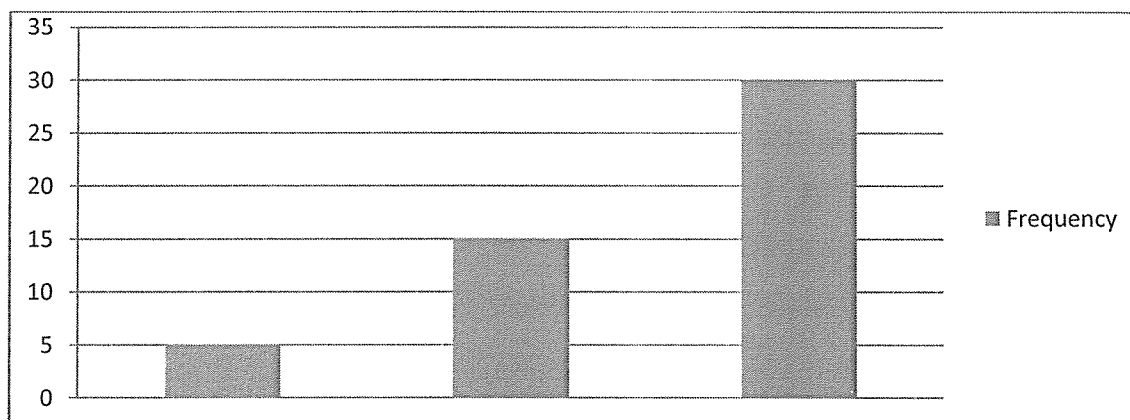
The researcher asked the respondents to state their level of education to find out whether the respondents could be able to interpret the questionnaires given to them by the researcher. The findings indicated some of the respondents in the targeted group have relevant knowledge to read, interpret and answer the questionnaires given to them by the research as presented in table 4.1.3 and figure 4.1.3 below.

**Table 4.1.3: Showing level of education of the respondents**

Level of Education	Frequency	Percentage (%)
Certificate	5	10
Diploma	15	30
Degree	30	60
<b>Total</b>	<b>50</b>	<b>100</b>

Source: primary data, 2018

**Figure 4.1.3: Bar graph for the Level of Education**



The study highlighted that the majority of the respondents were found to have attained degree level of education, with 60%, Diploma level of education were 30% and Certificate level of education were only 10% of the respondents. This implied that the highest percentage was picked from higher level of education because they were equipped with the information concerning hospitality management and tourism development and they were able to interpret and responded accurately on the questionnaire given to them by the researcher.

#### 4.1.4 Level of Experience

The researcher asked the respondents the period they had spent on their jobs to find out their experience about hospitality management and tourism development and the findings resulted to a high level of experience on the jobs by the respondents as captured in table 4.1.4 below

**Table 4.1.4: Showing Time spent on the current job by the respondents**

Period	Frequency	Percentage (%)
Less than 2years	04	8
2-3 years	08	16
3-4 years	27	54
4 years and above	11	22
<b>Total</b>	<b>50</b>	<b>100</b>

**Source: Primary data, 2018**

The findings on table 4.1.4 above indicated that out of the 50 respondents who answered the questionnaires, majority had spent 3-4 years on their current job 54%, they were followed by those who had spent 4 years and above on their current job 22%, those who had spent 2-3 years were 16% and the least number of respondents who had spent less than 2 years and above on their job were only 8%.



#### 4.2 The roles of security on tourism development

The first objective of the study was to examine the roles of security on tourism development. The findings on this objective were collected based on the required aspects of the study as presented below.

**Table 4.2: Showing the response on the roles of security on tourism development**

Security	Strongly Agree (%)	Agree (%)	Not Sure (%)	Disagree (%)	Strongly Disagree (%)	Total (%)
Stability	50	15	15	5	15	100
Confidentiality in system and program.	45	13	10	17	5	100
Increased tourism pushes governments to accommodate visitors as aptly as possible	40	15	7.5	20	7.5	100
Improvement of the social infrastructure like schools, health care and others	37	13	15	10	25	100
It enhances the business environment and attracts investors to engage in the tourism industry	75	10	5	5	5	100

**Source: primary Data (2018)**

Results in Table (4.2) present findings on the responses about the role of security on tourism development at Queen Elizabeth national park, 50% of the respondents who strongly agreed, 15% agreed 15% were not sure, 5% disagreed and 15% strongly disagreed with Stability.

Confidentiality in system and program had 45% of the respondents who strongly agreed, 13% agreed, 10% were not sure 17% disagreed and 5% strongly disagreed.

Increased tourism pushes governments to accommodate visitors as aptly as possible had 40% of the respondents who strongly agreed, 15% agreed, 7.5% disagreed 20% were not sure and 7.5% strongly disagreed.

35% of the respondents who strongly agreed 12.5% agreed, 15% were no sure 10% disagreed and 25% strongly disagreed with Improvement of the social infrastructure like schools, health care and others.

It enhances the business environment and attracts investors to engage in the tourism industry had 75% of the respondents who strongly agreed, 10% agreed, 5% were not sure, 5%disagreed and 5% strongly disagreed.

#### 4.3 The relationships between hospitality and tourism development

In an attempt to ascertain the second objective of study is to find out the relationships between hospitality and tourism development at Queen Elizabeth national park in Uganda. Findings were based on the, relevant questions were asked and responses noted. The findings in table 4.3 below showed that there were different relationships between hospitality and tourism development

**Table 4.3: Shows relationships between hospitality and tourism development**

<b>Relationship between hospitality and tourism</b>	<b>Frequency</b>	<b>Percentage (%)</b>
Source of foreign exchange.	12	24
Help to balance terms of trade	05	10
Help boost tourism industry	03	06
Creates a awareness about tourist features in country	17	34
Attracts investors to engage in the accommodation sector	13	26
<b>Total</b>	<b>50</b>	<b>100</b>

**Sources: Primary data, 2018**

From table 4.3 above, 34% strongly agreed that Creates a awareness about tourist features in country as main link to develop tourism followed by, 26% agreed with Attracts investors to engage in the accommodation sector, 24% of respondents who agreed with Source of foreign exchange, then Help to balance terms of trade had 10% of respondents who agreed with it as strategy employed to develop tourism lastly help boost tourism industry had 6% of respondents who agreed with this.(Fisher and Sriram,2002).

#### 4.4 Results of Challenges facing hospitality management and tourism development.

The third objective of the study was to evaluate the challenges facing hospitality management and tourism development at Queen Elizabeth national Park, Uganda.

**Table 4.4: Showing response on the results of challenges facing hospitality and tourism development.**

Challenges	Strongly Agree (%)	Agree (%)	Not Sure (%)	Disagree (%)	Strongly Disagree (%)	Total (%)
Inadequate fund to invest	40	30	5	25	5	100
Poor road conditions	50	25	5	12.5	7.5	100
Heavy rainfall	35	45	5	10	5	100
Corruption in the sector	50	30	5	5	10	100
Political influence	35	30	12.5	2.5	25	100

**Source: Primary Data (2018)**

Results in table (4.4) present the response of respondents on challenges facing hospitality management and tourism development; inadequate funds involved 40% of the respondents who strongly agreed, 30% agreed, 5% the respondents were not sure and strongly disagreed, and 25% respondents disagreed.

50% of the respondents strongly agreed with poor road conditions, 25% agreed, 5% were not sure, 7.5% of the respondents strongly disagreed and 2.5% disagreed.

Heavy rain fall 'had 35% of the respondents who strongly agreed, 45% agreed, 10% of the respondents disagreed, 5% of the respondents were not sure and 5% strongly disagreed.

50% of the respondents strongly agreed with corruption in the top offices without minding on service delivery 30% agreed, 5% disagreed and 5% of the respondents were not sure not sure and 10% of respondents

Political influence by 35% respondents who strongly agreed, 30% agreed, 12.5% were not sure, 2.5 respondents disagreed and 25% strongly disagreed.

To sum it up, as regards challenges, corruption and heavy rainfall both had 80% of respondents followed by, Poor road conditions linking to different destination with 75%, Inadequate funds to invest in transport and tourism sectors with 70% and political influence had 65% of respondents respectively.

#### 4.5 Solutions to the challenges facing hospitality management and tourism development

The fourth objective of the study was to determine the solutions to the challenges facing hospitality management and tourism development in Uganda.

**Table 4.5: showing the response on solutions to the challenges on tourism development.**

Solutions	Strongly Agree (%)	Agree (%)	Not Sure (%)	Disagree (%)	Strongly Disagree (%)	Total (%)
Government must recognize travel and tourism as a top priority.	55	25	7.5	0	12.5	100
Business must balance economics with people, culture and environment.	50	27	7.5	2.5	12.5	100
All parties must share the pursuit of long-term growth and prosperity.	40	30	10	15	25	100
Build confidence in safety and security	37	35	12.5	10	0	100
Promote product diversification that spreads demand	50	27	13	10	0	100
Plan for sustainable tourism growth.	25	45	5	10	15	100

**Source: Primary Data, 2018**

The findings on the solutions to the challenges hindering tourism development; Government must recognize travel and tourism as a top priority had 55% of the respondents who strongly agreed, 25% agreed, 7.5% were not sure, and none disagreed while 12.5% strongly disagreed.

50 % of the respondents strongly agreed with Business must balance economics with people, culture and environment, 27.5% agreed 7.5% were not sure, 12.5% strongly disagreed and 2.5% of the respondents disagreed.

All parties must share the pursuit of long-term growth and prosperity had 40% of the respondents who strongly disagreed, 32.5% agreed 10% were not sure, 15% of the respondents disagreed and 2.5% of the respondents strongly disagreed.

Build confidence in safety and security had 37.5% of the respondents who strongly agreed, 35% agreed, 12.5% were not sure, 15% of the respondents disagreed and none strongly disagreed.

50% of the respondents strongly agreed, 27.5% Agreed, 12.5% were not sure, 10% disagreed and none of the respondents strongly disagreed to Promote product diversification that spreads demand.

Plan for sustainable tourism growth had 25% of the respondents who strongly agreed, 45% agreed 5% were not sure, 10% disagreed and 15% strongly disagree.

## CHAPTER FIVE

### SUMMARY OF FINDINGS, CONCLUSIONS AND RECOMMENDATIONS

#### 5.1 Summary of findings

This age trend among staffs of Queen Elizabeth national park Uganda indicated that the majority of the respondents working in the agencies are youthful; this reflects what was reported in the National census of Uganda 2014 which indicated that the majority of the people were youth.

The majority of the respondents were male with the percentage of 60%, while the female were 40%. This therefore implies that the most dominant working group of employees with Queen Elizabeth national park was males. The highest percentage of respondents were picked from higher level of education because they were equipped with the information concerning role of security on tourism development and they were able to interpret and responded accurately on the questionnaire given to them by the researcher.

Majority of respondents had spent 3-4 years on their current job 54%, they were followed by those who had spent 4 years and above on their current job 22%, those who had spent 2-3 years were 16% and the least number of respondents who had spent less than 2 years and above on their job were only 8%.

Today's tourism industry is not possible without air transport, modern airports infrastructure, efficient and safe airline services and worldwide air transport networks. According to the WTO report (2006), 40% of the international tourists now travel by air. The main purpose of this paper is to review the literature of air transport and tourism research. Tourism is a driving factor and a stimulator of changes in air transport, as well as air transport influences tourism by opening new destinations and tourism forms such as long-haul travel.

The development of tourism is dependent on security each other and this relationship is taken into account either implicitly or explicitly in the business models both fields. Security is important for tourism development found easy accessibility was a factor in tourism development in the Uganda. Tourism is highly influenced by international airline alliances through fare and total travel time reductions, better connectivity, convenient schedules and stronger tourism destination marketing initiatives. While alliances have general impact, single carries could also influence the tourism development of certain destinations. Some 40% of

international tourists travel by air and local are mainly by road. Aviation regulatory regimes underpin air travel, since regulation may restrict the range of routes operated by airlines, prevent competition and control fares, thus restricting the tourist business and influencing its spatial patterns. Growing tourism demand requires airport infrastructure development as well as development of new airport routes and better roads as tourism strategies

## **5.2 Conclusion**

The study assessed the role of hospitality management and tourism development in Uganda in Queen Elizabeth national park, Uganda. It answered three objectives that included: assess the role of security on tourism development at Queen Elizabeth national park, examine the relationship between hospitality management and tourism development and evaluate the challenges facing tourism development and examine the solutions to the challenges facing in Uganda.

As regards challenges, corruption and heavy rainfall both had 80% of respondents followed by, Poor road conditions linking to different destination with 75%, Inadequate funds to invest in transport and tourism sectors with 70% and political influence had 65% of respondents respectively.

## **5.3 Recommendations**

The first recommendation was directed at the best institutional arrangement for accommodating tourism travel issues in encouraging tourism development in country.

The second recommendation was actually a set of recommendations to facilitate the integration of transportation and tourism objectives in public policy-making and planning processes:

Ensure that the private tourism sector plays a critical role in tourism planning;

Establish an institutional framework through such means as interagency DOT/STO agreements and policy statements and/or gubernatorial directives that outline the overall goals for coordinated statewide investment;

Provide tourism businesses and organizations the opportunity to participate fully in project construction and services, including channeling information to key constituencies or user groups that need to know what is happening and when it will happen;



This recommendation proposed measures of tourism travel output and a conceptual tourism economic development model that would link transportation investment decisions with tourism development. Based on survey and interview data, it was concluded that the preferred measures are visitor expenditures while in the state (the market value of goods and services produced in state and then sold to visitors traveling within that state), with the number of visitors the next most preferred. An “optimum tourism economic development model” was outlined.

The fourth and final recommendation focused on traveler information services, including a listing of thirteen information services media available to tourists (displays at transportation terminals, billboards, tourist-oriented road signage, information “logo” signs, variable message signs, historical markers, highway welcome centers, interactive video kiosks, tourist-oriented road maps, promotional-informational brochures, in-vehicle tourist information, tourist-oriented radio channels and special road condition maps/advisories.).

Ten areas were identified where priority attention should be given to maximize improvements to traveler information services:

Identification of markets most important to the state;

Intelligent Transportation Systems;

Tourist surveys to evaluate information strategies;

Information for visitors who are elderly or foreign or have disabilities;

Funding opportunities to provide traveler information services, especially public-private partnerships;

Traveler information design criteria

#### **5.4 Areas for Further Research**

The role of tourism on economic development

The impact of road transport on tourism growth

Hotel management on tourism development

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## APPENDIX 1 Questionnaire

Dear respondent,

I am **Kiiza Jordan** a student of Bachelor's degree in Tourism management of Kampala International university pleased to inform you that you are one of those who were selected to respond to this questionnaire about study topic

You are kindly requested to fill this questionnaire as honestly as you can.

Please answer the following questions by either writing in it the space provided or by ticking in the box provided.

### 1. SECTION A: GENERAL INFORMATION

1. Gender

Male

Female

2. In which age bracket are you?

20-30

40-50

30-40

50+

3. Education level

Primary

Diploma

Secondary

Degree

Certificate

4. Level of experience

1-4 years

10-14

5-9 years

15 and above

Direction: please respond to the options and kindly be guided with the scaring system below. Please write your rating in the space provided.

Under the following sections, please tick according to your level of agreement.

Legend	Response	Rating
SA	Strongly Agree	1
A	Agree	2
NS	Not sure	3
D	Disagree	4
SD	Strongly Disagree	5

Please evaluate the statement by ticking in the box with the number that best suits you.

**SECTION B: What are the roles of security on tourism development?**

NO	SCALE	1	2	3	4	5
1.	Stability					
2.	Confidentiality in system and program					
3.	Increased tourism pushes governments to accommodate visitors as aptly as possible.					
4.	Improvement of the social infrastructure like schools, health care and others					
5.	It enhances the business environment and attracts investors to engage in the tourism industry.					

**SECTION C: What are the relationships between hospitality and tourism development?**

NO	SCALE	1	2	3	4	5
1.	Source of foreign exchange					
2.	Help to balance terms of trade					
3.	Help boost tourism industry					
4.	Creates awareness about tourist features in country					
5.	Attracts investors to engage in the accommodation sector.					

**SECTION C; Challenges facing hospitality and tourism development**

NO	Scale	1	2	3	4	5
1	Inadequate funds to invest in the sector.					
2	Poor road conditions					
3	Heavy rain fall makes some destination hard to access them.					
4	Corruption					
5	Political influence where some areas are left un developed due to political reasons.					
6	Poor state of some tourist sites					