

**ASSESSMENT OF THE CONTRIBUTION OF CULTURAL TOURISM TOWARDS
INCOME GENERATION. CASE STUDY CENTRAL UGANDA**

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**A RESEARCH REPORT SUBMITTED TO THE COLLEGE OF ECONOMICS AND
MANEGEMENT IN PARTIAL FULFILLMENT OF THE
REQUIREMENTS FOR THE AWARD OF ABACHELORS DEGREE IN
TOURISM AND HOTEL MANEGEMENT OF
KAMPALA INTERNATIONAL
UNIVERSITY**

MAY 2016

DECLARATION

I Nasanyu Loyce declare that this work is my original work and has not been presented for a degree or any other academic award in any university or institution of higher learning.

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APPROVAL

I madam N. Amankwaa Certify that this research report has been submitted to the university under my approval as the university supervisor.

Signature of supervisor N. Amankwaa Date: 2nd June 16

DEDICATION

I dedicate this work to my parents Mr. Vincent Nitwingana, Miss. Nafula Margret and my spiritual mother Pastor Agnes Ssali, my sisters Diana Nitwingana, Hellen Tumuhimbise and their families, my brothers Moses Mbabazi, Mwesigwa Victor my sister in law Mrs. Karungi Aureria and her family plus my sweet Aunties Akiiki, Adyeri, Atenyi, Amooti, Aunt Felly and my best friend Okwi Ivan for their support during my studies, May God bless you all

ACKNOWLEDGEMENT

My gratitude first goes to the Almighty God who has given me the strength to undertake this research. I would like to express my sincere thanks to my parents for the financial support and care, accorded to me throughout this success in which without them I wouldn't be what I am, I also owe a lot of appreciation to all those who assisted me in carrying out his research.

I am grateful to my supervisor Madam Namakula Prossy who helped me through giving me the right guidance, advice and assistance concerning the best way of doing and completing my research.

Thanks also go to my entire friend's Including Tebagonzeka Sarah who supported me and also Lecturer's Management staff of Kampala International University, especially Leisure and Hospitality department.

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ABSTRACT

The study was carried out to know the contribution of cultural tourism towards income generation central Uganda. The researcher used the following objectives of research on his search for relevant information. To assess the different cultural tourist attractions in central Uganda; to identify the categories of tourists or visitors who visit these cultural sites; to assess the income generating capacity of these cultural sites; and finally to assess the contribution of cultural tourism towards income generation in central Uganda.

In order to establish the contribution of culture tourism in income generation, a descriptive cross sectional survey design was used. Both Primary data and secondary data was used to collect information. Primary Data was collected using questioners, observations and documentary reviews as the instruments. The data collected was edited for correctness and analyzed using the SPSS and the results interpreted.

The results revealed that the cultural tourism categorized in form of religious, cultural, and others are in form of music dance and drama, All these categories, money is collected from the people who visit these places.

The results also revealed that cultural tourism has increased the generation of income through foreign exchange especially from the foreign tourists. . It was revealed that government generates incomes from these cultural tourist sites, and this income has been instrumental in promoting infrastructural development such as roads, schools and hospitals.

It was also found out that the income generating capacity of these cultural tourism sites were in between five hundred thousand and eighteen million per year. In addition to the income paid directly to the culture sites, the local people indirectly earn their living through the sale of crafts, fruits and vegetables and traditional clothing.

From the findings, it was recommended that, capacity building for the employees be made to equip employees with administrative skills, especially financial management to reduce unnecessary expenses that limit the development of these cultural sites, sensitize the community about the value of having and developing these cultural tourism sites, there is need to increase budget allocation for cultural touring sites since most revenue is got from tourism attraction.

CHAPTER ONE

1.0 Introduction

This chapter comprises of the background of the study, statement of the problem, general objective and specific objectives, research questions, scope of the study and significance of the study.

1.1 Background of the study

Tourism is basically travelling to other destinations for the purposes of recreation, leisure, or business. A person who travels to a destination and status outside of where they usually live for more than 24 hours but less than one year is recognized as a tourist by the world tourism organization (Source WTO 1999).

The type of tourism depends on the reason for travel. Travel can be destinations that are domestic or international. Domestic tourism involves residents travelling within their country.

Inbound tourism involves non residents travelling within another country. There are also many other types of tourism that fall under a “Niche” or specially travel category. This category of travel has evolved in recent years and describes the various reasons why people travel for recreation, business or leisure.

DIFFERENT TYPES OF TOURISM

- (i) Mass tourism: This involves organized movement of large groups of people to specialized tourist locations. A consequence of the increase of people travelling for pleasure developed to cater to huge numbers of tourists. For example, resort towns, theme parks tourism business districts, cruises, packaged vacations all inclusive resorts.
- (ii) Alternative tourism: This includes individually planned activities to gain and experience firsthand knowledge about local cultures and environments. Focus on seduced areas occur during non peace travelling times can include arranging on slights and

accommodation. For example a self planned biking trip through Vermont, while accompanying or arranging accommodation “as you go”

- (iii) Pleasure tourism: to improve the physical or spiritual condition of any individual examples: yoga workshops, detoxification clinics, spas:
- (iv) Business tourism: to complete a business transaction to attend a business meeting/conference.
- (v) Nature tourism: to enjoy natural setting or wildlife includes CEO Tourism.
- (vi) Cultural tourism: to experience the history, folklore and culture of the people.
- (vii) Social tourism travel that involves the company of others, such as tourism bus travel or family visits.
- (viii) Recreation tourism: To escape the routine of daily life, such as camping or going to the beach.
- (ix) Active tourism: has a set objectives, such as climbing the mountain or learning a new language
- (x) Sports tourism: to experience a sport or sporting event such as ski holiday or the Olympics.
- (xi) Religious tourism: involves visiting a place of spiritual significance.
- (xii) Health/medical tourism health/medical tourism: to improve one’s health, such as a visit to a health resort or weight —loss camps.
- (xiii) Adventure tourism: involves challenges and adventures. Such as trekking through a tropical rain forest or rocks climbing wilderness areas.
- (xiv) Eco tourism: stresses low- impact adventure in a natural setting, sometimes called green tourism. Tosun. C (2000)

Cultural tourism in Uganda

This study focused on cultural tourism in Uganda ranging from region to region tourists visiting Uganda are opting for home stays instead of convectional hotels, a survey carried out in western Uganda reveals (Richard M. 1996)

That home stays is one of the new developments of cultural tourism in western Uganda, According to Richard M, over 50 visitors from Asia & Europe who come for Gorilla tracking and latter go for Batwa cultural experience trial in Bwindi Mghinga conservation areas. They

choose to stay in people's homes where they experience various tradition of cooking, millet grinding, cow milking, traditional churning of fermented milk folklore, African poetry, weaving and craft making.

According to Christian A, (2011), home stays promote (cultural exchange while increasing community benefits. Home stays can be implemented through total immersion where by a visitor joins the rest of the home members and participates in day today house chares or partially by a visitor renting a room from the main house. She further observed that home owners have expressed interest in promoting the venture whole cultural guides when interpret various experience according to regions and ethnic groups.

Women do crafts like basket weaving millet grinding and bead work in the skills for home stays specifically for tourists. According to Peter N. (2011), the home stead are linked to the existing primary tourism products like hot springs, Kisiizi water falls and the iron ore smelters.

Toro kingdom;

The Batoro inhabit the districts of Kabarole and Kasese. Their area has been infiltrated by many migrants from other parts of western Uganda, particularly the Bakiga. To their east live Banyoro to their north are the Bamba and Bakonjo, to their south East and west line Banyankore and to their east line the Baganda. The Batooro are Bantu speaking their language is Rutooro.

The Batooro society was stratified into the Bahuma and the Bairu. The relationship between the two was more of caste rather than class differentiation. The Behuma was pastoralists while the Bairu were agriculturalists. Some traditions asserts that the Batrooro are related to the Bachwezi and the Babito line. Marriage occupied an important position in the cultural life of the Batooro.

A man would not be regarded as complete before he got married. Besides their family names in their culture, Batooro in line with the Banyoro have pet names called empaako. Empaako is a sign of social identify. When greeting each other, theBatooro use Empaako. The Batooro have their supreme king, King Oyo Iguru Imbamba. He has his main palace in Fort portal Kabarole district.

Besides the palace there is also a cultural site known as the Mabere ga Nyinamwiru were there physical features which produce white liquid staff believe to be the breast of Nyinamwiru who

died long ago. This also attracts the tourist Toro kingdom.(Source: Uganda Community Tourism Association) Karamojong Region

It is set on a large plateau between the mountains of Sudan and the Eastern rift escarpment of Kenya, Karamoja has been the home of a proudly unique people still surviving as pastoralists.

The climate is dry and windswept, but reveals beautiful panoramas, sunsets over the mountain peaks and amazingly starry nights. The colourful blankets, piercings and beads they wear as well as the language and other cultural traits of the karamojong set them apart from other tribes in Uganda.

The karamoja people also well known because of their most mostly built small grass thatched known as the manyatta. There normally build around one homestead but very many in number. This is also one of the tourist attractions in karamoja region. Agrawal, A & Redford, K (2008).

CULTURAL TOURISM IN CENTRAL UGANDA

BUGANDA KINGDOM.

Buganda kingdom is located in central Uganda including Kampala Entebbe Wakiso, Mukono, Mityana, Rakai, Semabule, Masaka, Luwero, Kalangala, Mubende and Mpigi. It is the most active and vigilant kingdom today led by supreme king popularly known as the Kabaka who has unquestionable power and he is free to marry from each clan and everything in Buganda is believed to belong to Kabaka.

The Kingdom is divided into smaller organized groups of people with some totem and trace from the same ancestral image called clans. There are over 52, clans in Buganda Kingdom each with the clan leader called Owakasolya.

However, among the clans the Abalangila clan is very special because it's where the things of Buganda come from. The Kabaka has palaces in most clan regions and he is free to have a right in any palace of his choice.

In central Uganda, there are also many cultural and historical sites. These include;

Kasubi royal Tombs: Kasubi tombs are the traditional royal tombs of the kings of Buganda. This interesting site is where the dead kings of Buganda Kingdom are buried. The architecture of the tombs reflects the early civil architectural ingenuity which makes the site a popular tourism attraction for both locals and foreigners.

In addition to that, the administration palace at Bulange Mengo. It is the official palace of the Kabala, Buganda's King. It is where the king meets his council and it serves as an assembly and an administrative centre for Buganda.

Naggalabi coronation site Buddo

It is here that the kings of Buganda have been crowned for the last 700 years. The site is located on Buddo hill a few kilometers from Kampala on Masaka road. It is therefore an important site in Buganda culture. The Buganda kings are crowned on this hill because it is believed that the first Muganda thus first king Kintu killed his brother Bemba on this hill. It is here that the current Kabaka of Buganda kingdom Ronald Muwenda Mutebi II was crowned on 31st July 1993.

The fort Bigo Bya Mugenyi

This is found in Sembabule believed to have been founded by Bachwezi and these related kingdoms. Bigo Bya Mugenyi is a unique and earthworks are the largest and most important of the several works built by the Bachwezi.

Bigo is thought to have been a fort built to protect the southern extreme of the Chewzi kingdom. The outer ditch and an inner Royal enclosure built on a small hill make up the interesting two concentric sets of earth works.

Locals regard this palace as having super natural powers. The super natural being of the Bachwezi make this part of the world interesting and most visiting in Uganda. Source Buganda tourism board (2001).

The Uganda Museum.

This is located in Kampala and it is a centre for Ugandan cultures which was founded in 1908. It carries a display of Uganda's cultural heritage including ethnological and natural historical

exhibitions. All cultural backgrounds are represented, and the displays show the different developmental stages they have gone through.

The museum holds approximately 3000 volumes of maps, periodical photographs and artifacts, sociology travel and science pieces.

Religious attractions in central Uganda

Martyrs shrine Namugongo

This is the physical source for Ugandan Christian faith.

It commemorates the conspiracy and harrowing brutality that sums up the take of 22 brave Christian Ugandan martyrs. These 22 Ugandans were burnt alive in 1986 for refusing to denounce their faith. The shrine attracts thousands of pilgrims every year to pay homage to the saints.

In addition to the above issue of the religious in central Uganda, it is the Bahai temple. A temple of its kind in the whole of Africa.

This temple is located on Kikaya hill on Gayaza road about 4 miles from Kampala, and was built 40 years ago on nine big pillars. It belongs to the Bahai religious group, believed to have began by the messenger called Bha'u'llah born in Tehran Iran 1817-1892. The temple was opened to the public on 13th January 1962 and attracts many tourists since its only one in Africa. All these sites mentioned above are said to be cultural sites. This study sets out to investigate their capacity to generate income through tombs.

1.2 Statement of the problem

There is a general perception that cultural tourism activity is the one that attracts high spending visitors and does little damage to the environment or local culture while contributing a great deal to the economy and support of culture (Richards 1996: 2001). Policy makers, tourist boards and cultural attraction managers continue to view cultural tourism as an important potential source of tourism.

However, there is no clear evidence on the contribution of cultural tourism towards the income inflow in central Uganda. The researcher therefore sets to investigate the contribution of cultural tourism towards the income generation in central Uganda.

1.3 General objective

To assess the contribution of cultural tourism towards the income generation in central Uganda.

1.4 Specific objectives

- (i) To assess the different cultural tourist attractions in central Uganda
- (ii) To identify the categories of tourists or visitors who visit these cultural sites.
- (iii) To assess the income generating capacity of these cultural sites
- (iv) To assess the contribution of cultural tourism towards income generation in central Uganda.

1.5 Research questions

- (i) What are the different cultural tourism attractions in central Uganda?
- (ii) What are the categories of tourists who visit these cultural sites?
- (iii) What is the contribution of cultural tourism towards income generation?
- (iv) What is the income generating capacity of the cultural sites in central Uganda?

1.6 Scope of the study Area scope

The study was carried out in Buganda kingdom in central Uganda which covers the Buganda kingdom with different districts like Kampala,. Entebbe, Wakiso, Mukono Mityana, Rakai, Sembabule, Masaka Luwero Kalangala, Mubende and Mpigi.

Time scope

The study took a period of one year.

Content of the study

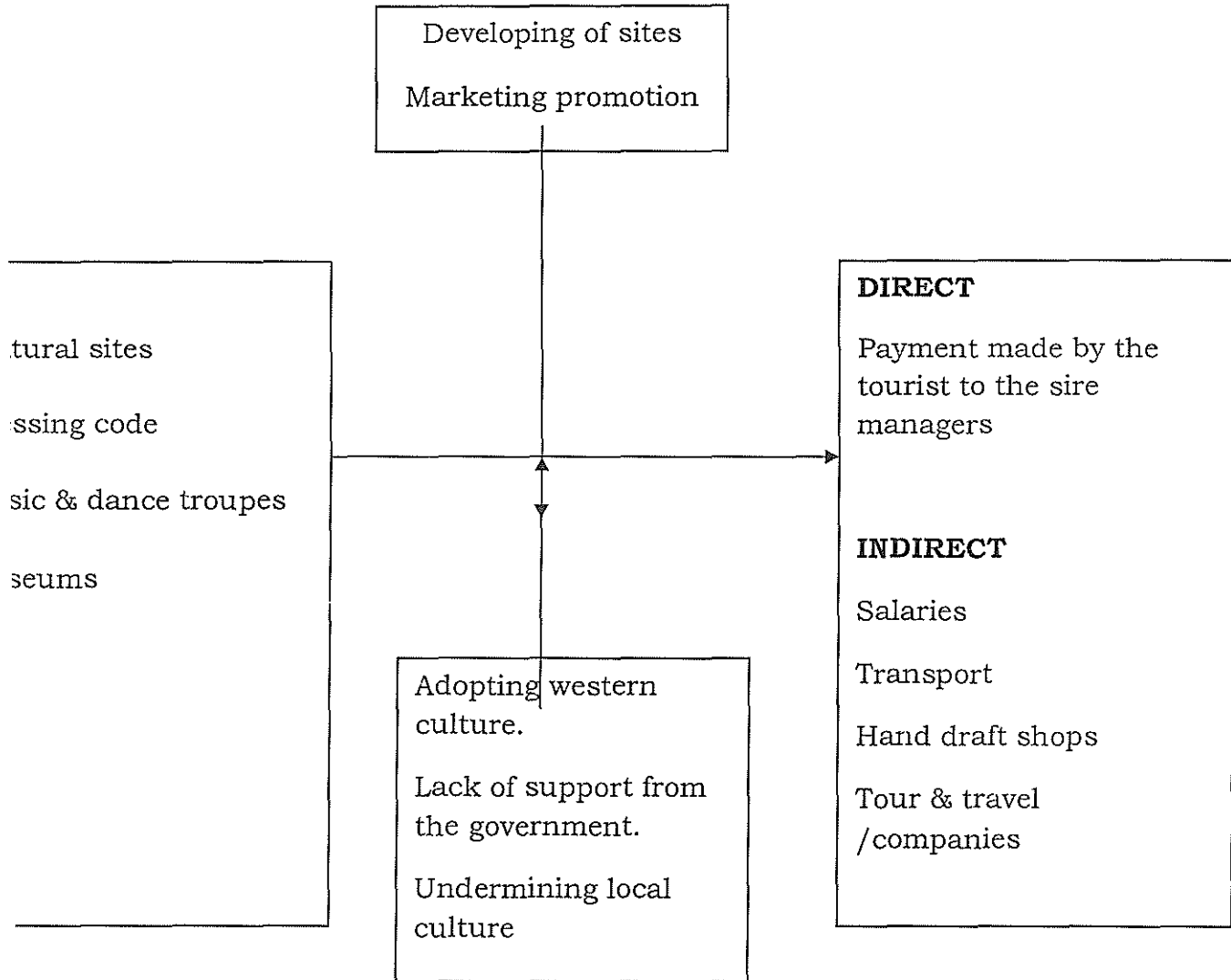
The matter that was researched upon was to assess the contribution of cultural tourism towards the income generation in central Uganda.

1.7 Significance of the study

The findings of the study will be used by the following categories of people;

- (i) Policy makers: To put whatever is researched in place for the betterment and development of the cultural tourism industry
- (ii) Tourism boards: to increase on the income capacity from the cultural tourism attraction sites.
- (iii) The locals: To maintain their cultures in their specific societies.
- (iv) To tourists: To know where these interesting sites are found and hence visiting them.
- (v) To tour operations: To increase on their businesses through taking tourists to these cultural sites.

1.8 Conceptual framework



The above conceptual framework represents the influence between the independent variables, intervening and the dependent variable.

The dependent variable is the income generation and independent variable is the cultural tourism. According to the above conceptual framework, cultural tourism for example cultural sites, dressing code, music and dance troupes, museums and cultural tombs are tourist attractions, that

will lead to income generation through direct ways like the payments paid to the tourist attraction managers by the tourists and also indirectly in form of the salaries paid to the tour guides, the workers around, transport, tour and travel companies and handcraft shops in those sites.

However, there are some factors that affect cultural tourism which in turn affect income generation, they may be called intervening variables these are, adopting western culture, lack of support from the government, and undermining local culture.

CHAPTER TWO

LITERATURE REVIEW

2.0 Introduction

The world Tourism Organization (WTO 1999) is the head agency responsible for the development of standardized tourism definitions. The agency states that tourism is defined by the set of activities of a person travelling to a place outside his or her usual environment for at least one night, but less than a year, and whose main purpose of travel is other than the exercise of an activity remunerated from within the place visited. The phrase usual environment excludes trips within the person's community of residence and routine commuting trips. The phrase exercise of an activity remunerated from within the place visited. This however does not apply to business related travel such as sales calls. Installation of equipments or convections where the travelers employer is located else where than the place visited.

2.1 Cultural tourism attractions in Uganda

There are different cultural tourist attractions in Uganda which include people, language, clothing, cultural sites and music and dance.

People in Uganda

Uganda is one East African country that is greatly endowed by nature in terms of History nature and culture. It has endangered group of people the pygmies locally reffered to as the Batwa in the rain forests of South Western part of it.

This group feeds on bush meat and fruits. This makes hunting and fruit gathering their main activities carried out to ensure their survival.

Languages in Uganda

About 41 languages are spoken in Uganda but the main ones are Luganda,

English and Swahili which are in most cases spoken in central Uganda. These serve as national languages and have played a very big role in uniting Uganda with Africa and the entire world at

large. Luganda is the most common Language. English is the most common language. English is the official language of Uganda, even though only a relatively small proportion of the population speaks it. Access to economic and political power is almost impossible a having mastered that language. The East African lingua Franca Swahili is relatively wider spread as trade language and was made an official language of Uganda in September 2005, Luganda, the official vernacular language in education for central Uganda for long time.

Clothing in Uganda

In Uganda, different ethnic groups have come up with their dressing style in an effort to identify themselves from others, the Kanzu is the national traditional dress of men in the country. Women wear address with a sash tied around the waist called Gomesi. However, these types of clothing are commonly found in central Uganda among the Baganda men & women as their traditional wear.

Music and dance in Uganda

In the pearl of African music is a culture and source of informal education. Important messages and ideas are communicated through dance and drama. Each ethnic group has it's musical history, songs are passed down from generation to generation. Ndigindi and entangle (lyres), endanger (harp), amadinda (xylophone, see Buganda music) and lukeme (hamellophone ("Humb piano")) are commonly played instruments. An Acholi, Okot P Bitek, is one of Uganda's most famous writers of folklore, satirical poems and songs. His book "Song of Lawino" (1966) describes the stories told in Acholi songs.

In addition to the above, among the most known cultural troupes found here in central Uganda, there is Ndere troupe which was founded by Steven Rwangyezi in 1986. Through the birth of the now world renowned group, he sought to give talented, but socially disadvantaged children, the opportunity to receive an education while developing their talents. The children he sponsored and trained are the ones who have made Ndere a world renowned troupe. The group was formed in order to capture, the quickly disappearing African art forms of song, dance, music, rituals, storytelling, and poetry. He hoped to spread the arts and culture of Uganda to the world through stage performances, recordings, and publications. The traditional music and Dance attract tourists.

The pearl of Africa is also well endowed with different cultural and historical sites, however our emphasis is on cultural and historical sites in central Uganda which include the following;

Kasubi Royal Tombs:

Kasubi tombs are the traditional royal tombs of the kings of Buganda. This interesting site is where the dead kings of Buganda are buried. The architecture of the tombs reflects the early civil architectural ingenuity which makes the site a popular tourist attraction for both locals and foreigners.

Naggalabi coronation site Buddo

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Kabakas administration palace

Bulange mengo is the official palace of the kabaka, Buganda's king. It is located on Natete road off Lubaga road and is built with high walls, beautiful gardens and large statue of King Ronald Muwenda Mutebi II, it is where the king meets his council and it serves as an assembly and an administrative centre for Buganda. It's the pride of Uganda and some of their occasions are held there.

Uganda museum

It is located in Kampala, its center for Ugandan culture which was founded in 1908. It carries a display of Uganda's cultural heritage including ethnological natural historical exhibitions. All cultural background in Uganda are presented, and the displays show the different developmental stages they have gone through. The museum shows approximately 3000 volumes of maps, periodical photographs and artifacts, sociological, travel and science pieces.

The Fort Bigo Bya mugyenyi

Fort Bigo Bya mugyenyi in Sembabule district believed to have been formed by the bachwenzi and their related kingdoms, Bigo Bya mugyeyi and unique earth works are the largest and most important of the several works built by the bachwezi. Bigo is thought to have been a fort built to protect the southern extreme end of the bachewizi kingdom. The outer ditch and inner royal enclose built hill make up the interesting two concentric sets of earth works. Local regard this place as having the supernatural powers. The supernatural being of the bachwezi makes this part of the world interesting and worth visiting once in Uganda.

Religious attractions in central Uganda Martyrs shrine Namugongo

This is the physical source for Ugandan Christian faith. It commemorates the conspiracy and harrowing brutality that sums up the tale of 22 brave Christian Ugandan martyrs. These 22 were burnt alive in 1886 for refusing to denounce their faith. The shrine attracts thousands of pilgrims every year to pay homage to the saints.

Bahai temple

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All these sites mentioned above are said to be cultural sites. This study sets out to investigate their capacity to generate income through tombs.

2.2 Cultural tourism and income generation in central Uganda

Cultural tourism is an increasingly important source of income, employment and wealth in central Uganda. Its an important tool in celebrating preserving and promoting a state's unique heritage. Its also an effective way to stimulate a state's economy, as it increases opportunities for Artists, encourages public participation in the arts and facilitate cultural commerce. (Richard 1996). This income is mostly generated from tourists.

CHAPTER THREE

RESEARCH METHODOLOGY

3.0 Introduction

This chapter discusses how data regarding to the study was collected. It covered research design, study population, sample size, sampling procedures, sources of data, methods of data collection, data analysis, research instruments, validity and reliability and ethical considerations.

3.1 Research Design

The researcher used a descriptive cross sectional survey design where data was collected across the population at one point in time. The design was used because data was captured in the way the sites were operating. It never changed anything and there was no need of going back to see what happened after the research. Both qualitative and quantitative data collected was used during the data collection.

3.2 Study population

The study targeted the local tourists and the cultural sites managers that were considered due to their related knowledge in the study.

According to Buganda Tourism Board the total number of cultural sites in central Buganda is expected to be over 100. So the total study population was hundred. This is population from which the research based on to determine the sample to be used during the data collection.

$$n = \frac{1+N(e)^2}{1+ N (e)^2}$$

Where n, is the required sample size, N is the known population sample size, and e; is the level of significance, which is = 0.05

Therefore given a total population of 100 the sample size will be;

$$n = \frac{100}{1+100(0.05)^2} = \frac{100}{1+100(0.0025)} = \frac{100}{1.15} = 87$$

Therefore 87 respondents were selected for the study. This contained sites managers and tourists who provided adequate representation of the study.

3.4 Sampling procedure

A stratified random sampling was used to stratify a number of sites to be visited. The sites were stratified according to mentioned stratus

- (i) Cultural sites
- (ii) religious sites
- (iii) Museums
- (iv) Music dance and drummer

A number of key informants such as cultural site managers and tourists who were found at the cultural sites were purposively sampled based on their knowledge.

Selection of the cultural sites managers as based on both purposive and simples random sampling a major focus was on who were found being close proximity with the cultural sites.

3.5 Data sources and collection

The researcher collected data using secondary and primary sources.

Secondary data

Secondary data helped to guide the researcher to establish what other researchers found out previously. This enabled the current researcher to fill some gaps that were left behind. In this respect, textbooks, journals, newspapers and other relevant records was used hand in hand with primary data in order to come up with valid information based on the study topic.

Primary data

Primary data was used to reveal concrete information about the target population investigated on which basic conclusions was drawn upon.

Both secondary and primary data was supplementing each other to enable the researcher analyze information.

3.6 Data collection

The researcher used two major data collection techniques during, the gathering of information in the field.

There was extensive enough to the use of questionnaires, which were both self-administered and conducted face to face followed by conducting formal interviews using an interview guide to obtain first hand information from the organization.

3.7 Data collection instruments Questionnaires

Questionnaires were developed and designed in the most understandable way by the respondents with simple language, simple questions that were easily answered without consuming the time of the respondents. These were used mainly to gather primary data where respondents were expected to react usually in writing and return them with filled answers for analysis and making of conclusions by the researcher.

Questionnaire was used because it was reliable and to the targeted respondents. They were also easy to interpret and easily edited for the purpose of making final decisions.

They also raised relevant information to the study since the respondents were guided by the questionnaires. They were designed in a way that makes them easy and understandable not to consume most of the respondent's time. The answering options on a scale ranging from 1= strongly agree to 5 strongly disagree was used to make the questionnaire easy to fill.

3.8 Data processing and analysis

The study used quantitative data analysis; this was through use of the results that was gathered from questionnaires and interviews for completeness and accuracy. After collection of the data, various method and computer programs such as SSPS was used to process and analyze it, to produce the corresponding vital information. These included collecting, coding and analyzing of the data given by different respondents. 3.9 Validity ensure validity of the instrument standardized questionnaires was used and tailored to the researchers own context.

3.10 Reliability

According to Saunders et al (2003) reliability refers to the degree to which data collection methods or method yields consistent findings, similar observations would be made or conclusions reached by other researchers or there is transparency in how sense was made from the row data of different steps was taken to ensure the reliability of the study: case studies was used during the data collection.

The same type of question was asked from respondents in order to increase the reliability

3.11 Limitations of the study

The researcher was affected by the following challenges during the study.

It was hard to find the right respondents willing to provide the required accurate information concerning cultural tourism on income generation. This was however solved by being persistent and use of best approach to the respondents.

The research exercise was tiresome because it was hard to fix researchers plans into the plans of respondents who were always busy during this work.

CHAPTER FOUR

PRESENTATION, ANALYSIS AND INTERPRETATION OF DATA

4.1 Bio data of respondents

This section points out the demographic characteristics of respondents involved in the study ranging from sex, age, marital status, education back ground and the occupation of the respondents as given below.

Table 4.1: The demographic characteristics of respondents

Sex	Frequency	Percentage
Females	40	46
Males	47	54
Total	87	100
Age of respondents	Frequency	Percentage
21-30 years	15	17
31-40 years	20	23
41-50 Years	32	37
51 and above	20	23
Total	87	100
Marital status of respondents	Frequency	Percentage
Married	30	34
Single	40	46
divorced	17	20

Total	87	100
Level of education	Frequency	Percentage
Secondary education	40	46
Primary education	17	20
Tertiary education	30	34
Employment of the respondents		
employees	30	34
Self employed	40	46
non	17	20
Total	50	100

Source: primary, April 2016

4.1.1 Sex of respondents (n=87)

The study was gender sensitive; it involved both men and women in order to capture enough and relevant data for the study.

Table 4.1 shows that majority of the respondents were males accounting for (54%) while 40 were females representing (46%). males accounted for the majority of the respondents because they were more available at the cultural sites during the field data collection exercise compared to females.

The higher participation of men was due to the fact that most men are the ones that are highly involved in tourism activities compared to the women. This level of gender participation can be regarded fair hence minimizing gender biases in the study findings.

4.1.2 Age of respondents (n=87)

Data presented in table 4.1 indicates that majority of the respondents range between 41-50 years age bracket. This is the most dominant age bracket that was found available during questionnaire administration because this age bracket was more enlightened and had the capacity to respond to the English questionnaire. This category of respondents were found having experience in cultural tourist activities. The data further shows that the 21-30 years age group had the least number of respondents because most of them were not easily found at these cultural sites as it was found out that these cultural sites are too ancient to youth who belonged in these categories and others could not want to participate in the study voluntarily.

4.1.3 Marital status of respondents (n=87)

Information was further sought about the marital status of respondent categorized as single, married and divorced. Table 4.1 indicates that, majority of the respondents were single totaling to 40 (46%), 30 (34%) were married and 17(20%) were divorced. The sharp difference in the marital status was attributed to the willingness of the singles to participate in the study compared to the other categories of respondents.

4.1.4 Levels of education (n=87)

The study involved people of different educational levels as shown in table 4.1. The majority 40 of the respondents had completed secondary education representing (46%), 17 (20%) had were below certificate level and 30 (34%) had tertiary education. The education level of the respondents was relevant to the study in that it showed the formal understanding, experience and knowledge of respondents on the study problem in question.

4.1.5 Employment of the respondents (n=87)

Finally The study involved people of different people with different employment records as shown in table 4.1. The majority 40 of the respondents were self-employed representing (46%), 17 (20%) were not employed at all and 30 (34%) were directly employed in these tourist cultural sites. The employment record of the respondents was relevant to the study in that it showed the formal understanding, experience and knowledge of respondents on the study problem in question.

4.2 The contributions of cultural tourism towards income generation in central Buganda around the selected tourist sites.

The researcher after identifying maturity, gender, experience and the level of education embarked on the first objective of the study as presented in table 4.2

Table 4.2: The contributions of cultural tourism towards income generation

Awareness	Frequency	Percentages
Aware	47	54
Not aware	40	46
Total	87	100
Nature of tourist sites		
cultural	52	60
Music dance and drama	20	23
religious	15	17
Total	87	100
Type of tourism attraction in central Buganda		
Cultural sites	32	37
museums	20	23
Dressing codes	20	23
Music and dance troupes	15	17
Total	87	100
How much do cultural tourist sites generate monthly		
0-500,000	15	17
500,000-1000,000	20	23
1000,000-1,500,000	20	23
Above 1,500,000	32	37
Total	87	100
Income generated annually		
6000,000	15	17
12,000,000	20	23
18,000,000	20	23

Above 18,000,000	32	37
Total	87	100
Contributions of cultural tourism on income generation		
Provision of job opportunities	15	17
Generation of income through foreign exchange	32	37
Infrastructural development	20	23
Increased international relationship between countries	5	6
Provision of markets to local products such as crafts	15	17
total	87	100

Source: primary data April 2016

4.2 Awareness

It is indicated in table 4.2 that majority of the respondents 47 (54%) are aware of the cultural sites in the area while only 40 (46%) were not aware of cultural tourism in the area. Awareness was very high because cultural tourism was very common and majority of the respondents were involved in visiting these sites especially at kasubi tombs. Individuals who revealed that they were not aware failed to define what it meant by cultural tourism and to understand its contribution towards income generation. This was attributed to the fact that these people could walk either were handicapped (lame) though they were aware of benefits in the area.

4.2.2 Nature of tourist sites

From table 4.2 it is indicated that majority 52 (60%) of the respondents reported that most of cultural sites in Buganda are cultural in nature and 20 (23%) of the respondents reported that cultural sites are music dance and drama in nature While 15(17%) of the respondents reported that other cultural sites are religious in nature. This was attributed to the fact that most community members are involved in promoting cultural values compared to other forms tourist activities in the area.

4.2.3 Types of tourism attraction in central Buganda

It is indicated in table 4.2 that slightly more than a half 32 (37%) of the respondents reported cultural sites as the major type of tourism attraction around the selected tourism sites in central Buganda. The table also indicates that 20 of the respondents reported museums as the second type

of tourism attraction in central Buganda with (23%) while 15 (17%) of the respondents revealed music and dance troops as another type of tourism attraction in this area.

4.2.4 How much do cultural tourist sites generate on monthly basis

It is indicated that 32 of the respondents involved in the study revealed that they generate above 1,500,000/= on monthly basis representing 37 percent, the table also indicates that 20 (23%) of the respondents revealed that they generate 1,500,000/= monthly while 15 (17%) of the respondents reported 500,000/=. The difference in income generated in these cultural sites is however attributed to the location, value, and the amount of money invested in to modernize these cultural touring sites.

4.2.5 Income generated annually

After asking respondents the amount of money generated, the researcher went ahead to investigate the net incomes generated per year and the responses are given in table 4.2. It is, indicated that more than a half 32 (37%) of the respondents reported that these cultural sites generates above 18 million Ugandan shillings per cultural site in every year. The table also indicates that 15 (17%) of the respondents reported saving 6,000,000 annually as the least money collected in the cultural sites based on its location. This showed that income generation from these cultural tourist sites among the local communities was very low; this was attributed to the fact that local people have negative perception on these cultural tourist sites as they are not religious in nature.

4.2.6 Contributions of cultural tourism towards income generation in central Buganda

It is indicated in table 4.2 that cultural tourism sites have played a big role towards the improvement of income generation within and outside of the Buganda kingdom such as hot culture sites and museum, it is indicated that 32 of the respondents reported ability to generate income through foreign towards economic development representing (37%). The table also indicates that 20 of the respondents reported that cultural tourism sites have contributed to the infrastructural development representing (23%). This has enabled households to access social services such as schools; medical care roads among other, while 15 of the respondents revealed that cultural tourist sites have provided jobs to locals representing 17%, on the other hand 15 of the respondents also reported cultural tourist sites to have provided markets to local products such as crafts representing 17% and then finally 5 (6%) of the respondents reported increased international relationships between countries through travel/movements of tourists in visiting such cultural sites.

generally agreed that there are more researchers who visit these cultural sites than any other category.

The table above shows that 40 of the respondents representing 46% of all respondents strongly agreed that the biggest numbers of tourists are foreigners who visit these cultural sites, 32(37%) of the respondents agreed and 15(17%) were not sure. Majority of respondent generally agreed that foreigners are interested in these cultural sites in the area that contributes towards income generation to the locals.

Furthermore, 40 respondents representing 46% of all respondents strongly agreed that there is a big number of locals who come to visit the cultural sites, 30(34%) respondents agreed and 17(20%) were not sure. Majority of respondents generally agreed.

The table above also indicates that 35 respondents representing 40% of respondents strongly agreed that scholars who visit the cultural sites are coming from higher learning institutions, 32 (37%) of the respondents agreed and only 20(23%) were not sure. Majority of respondents generally agreed that the scholars who visit the cultural sites are coming from higher learning institutions.

40 respondents representing 46% of all respondents strongly agreed that adventures who visit the cultural tourism sites have less knowledge about certain cultures and they take it as leisure 30(34%) respondents agreed and 17(20%) were not sure. However, majority of respondents generally agreed on the matter.

42 respondents representing 48% of all respondents strongly agreed that Primary and secondary students also visit these cultural sites, 25(29%) respondents agreed and 20(23%) were not sure. However, majority of respondents generally agreed on the matter.

This implies that there are various categories of tourists in the area and therefore the kingdom is aware that tourists come in different categories to cater all the interested groups who may wish to visit these cultural sites in the kingdom. Therefore tour guides and tour operator's needs to be aware of these categories of tourist in order they can be able to charge these groups according to their earnings in order to improve the income generation to the kingdom at large.

4.4 The charges on each of the categories of tourists.

Having presented the categories of tourists or visitors who visit cultural sites, respondents were asked what how much do they charge the following categories of tourists and this was further explained in the table below;

Table 5: charges on each of the categories of tourists towards income generation in the kingdom

Category of tourists	Charges in Ugandan shillings
Locals	15000-30000
Foreigners	30000-300000
Adventures	15000-150000
Researchers	20000-100000
Students	5000-20000

Source: primary data April 2016

The table above shows that tourists are charged depending to the category where they belong. When the researcher tried to ask why there is a difference in charges of these tourists and the researcher found out that the difference is in the level of earnings where some of the respondents narrated an example of students who may not afford the amount of money paid by the foreigner or by the researchers and the adventures who earns.

It was found out that these categories are framed in the administration of central Uganda in order to provide means of increasing income generation to both the locals in terms of job acquisition and to the kingdom at large

4.5 Cultural tourist site in central Uganda

Having presented the range of charges charged per tourist or visitors who visit tourism sites, respondents were asked about the cultural tourism site found in central Uganda and this was further explained in the table below;

Table 6: Tourist sites that were toured by the researcher in central Uganda

Cultural tourist sites in central Uganda	frequency	percentage
Kabaka's administration palace	9	10
Uganda Museum	5	6
Baha'i Temple	2	2
Martyrs Shrine-Namugongo	10	11
Fort Bigo Bya Mugenyi	6	7
Kasubi Royal Tombos	4	5
Naggalabi coronation site Buddo	3	3
Uganda Museum	7	8
Rubaga cathedral Kampala	5	6
Gaddafi national mosque	2	2
Namirembe cathedral	3	3
Archaeological sites of the island of meroe	1	1
Ksubi clothing	6	7
Kabakas lake	5	6
Kabakas round about	1	1
Bulange mengo	-	-
lubiri	1	1
Kabaka anjagara road	3	3
Nakayima tree	4	5
Lake wamala	6	7
Munyonyo martyrs shrine	5	6
Total	87	100

Source: primary data April 2016

From the table above indicates that the culture sites that were visited by the researcher cultural in central Uganda that helped her to come up with valid information in relation to the study area.

During the interviews with respondents from different cultural tourism sites, it was found out that central Uganda has different touring sites that generate income towards the development of the society including government revenue generation.

However the respondents were not having enough information on the touring sites in central Uganda.

CHAPTER FIVE

DISCUSSION, CONCLUSION AND RECOMMENDATION

5.1 Discussion

5.1.1 The contribution of cultural tourism towards income generation in central Buganda

Basing on the study findings, it was established that cultural tourism have played a big role towards income generation among the households and kingdom at large, majority of the respondents as presented in chapter four reported that cultural tourism have increased the generation of income through foreign exchange. Most respondents revealed that the government generates incomes from these cultural tourist sites, and this income has been instrumental in promoting infrastructural development such as roads, schools and hospitals. This has increased household income which in turn households are able to meet the basics of life. Data obtained from the interviews held with the cultural leaders at the palace, Mukibi a cultural leader in central Uganda narrated that:

“It is true cultural tourism such as touring cultural sites have played a big role towards the income generation for the development of the people and the kingdom; households are able to meet the basic needs of life” especially within central Uganda because people have got jobs through cultural tourism.”

This is true, it was found out that the government and its households mostly depend on these cultural sites to generate incomes that support their activities to reduce poverty within central Uganda; this therefore means that efforts should be made to strengthen the performance of cultural institutions and there cultural sites in to increase the level of income generation for boosting development process in the region. In a related study The United Nations (UN) assembly adopted a resolution of promoting employment and revenue to people and the government respectively. It was resolved to develop cultural tourism in order to provide employment to young graduates and eradicate poverty. Through improving economic activities among them (UN General Assembly December 2002). This resolution was adopted that the fact that in 2007, cultural tourism was

employing more than 200000 and serving about 600000 people at both cultural institutions and household levels of the 37 million people worldwide (Griffin 2009).

In addition, the student findings indicated that cultural tourism have contributed towards infrastructural development and markets for the local products such as crafts; it was found out that people involved in these cultural tourism have different investments to generate income and boosted the cultural tourism to increase the number of tourism per year. It was observed that the government and its households involved in cultural tourism to generate more money which has sustained their daily life in the area. This was attributed to the fact that cultural tourism serves as security to get a soft loan, source of savings that result into capital accumulation that is later used for investment and cultural sites development. In an interview with one of the employees in the Buganda royal palace a urged that

“Cultural tourism like cultural sites have been crucial in increasing the level of foreigners in touring these cultural sites which in return has increased the local market demand for local products such as crafts which has increased the income level of the people around and within central Uganda, in fact every two months at least there is transaction of the kind”

These therefore signify why majority of the people around and within central Uganda are involved in cultural tourism; it was observed that majority of the cultural tourism sites are within central Uganda. In the study by Mukibi et al., (2008) it was indicated that in many developing countries of the world, cultural tourism such as cultural sites play important role in income generation.

It can therefore be concluded that cultural tourism have played a big role towards income generation around and within central Uganda through empowering household's economic activities by generating income, providing employment opportunities as well as market provision to the local products.

5.1.2 The different cultural tourism attraction in central Uganda.

The second objective of the research was to identify the different cultural tourism attraction in central Uganda. The following cultural tourism was revealed: cultural, music dance and drama, and religious. 37% of respondents agreed that cultural tourism is on high demand by tourists as the most interested tourist attraction in the kingdom. 23% of respondents agreed that museums

are also toured compared to other types of tourism attraction in the kingdom; all respondents agreed that central Uganda has different cultural tourism activities; all respondents agreed that dressing codes 23% is also a cultural tourism in Buganda kingdom. 17% of respondents agreed that music and dance troops are also used as a tourism attraction in the kingdom.

5.1.3 Categories of tourists or visitors who visit these cultural sites.

After establishing the different cultural tourism attraction found in central Uganda further attempt was made to find out the categories of tourists or visitors where majority of the respondents reported researchers as the biggest population who visit these cultural sites. Respondents also agreed that foreigners who come from different neighboring countries also do visit cultural sites. Furthermore, during the interview discussion, the respondents also revealed that most tourists come as local people who seem to coming within central and neighboring Buganda. It was also revealed that other tourists are categorized as scholars who come from higher institutions of learning. It was also revealed that other tourists are categorized as adventures who visit the cultural tourism sites with less knowledge about certain cultures and they take it as leisure. Finally the respondents also agreed that primary and secondary students also come to visit these cultural sites. All in all most of the respondents that were interviewed during this study they all agreed upon these categories of tourists who visits these cultural tourism sites in central Uganda.

5.1.4 The income generating capacity of cultural tourism sites.

After the researcher had identified all the categories of tourists who visit these cultural tourism sites the researcher went on by looking at the income generating capacity of cultural tourism sites and these were the response: during the study discussion, it was found out that most of the cultural tourism site in central Uganda generate over one million and five hundred thousand shillings per month. However the respondents reported that the income generation capacity depends on the location and modernity of the tourism site. This means that some may earn a above the reported amount while others may earn below.

After the researcher had known the income generating capacity of these cultural touring sites per month, the researcher went on by identifying the income generating capacity of cultural touring sites per year and the respondents reported that these cultural sites do earn above eighteen million per year. However the respondents reported that the income generation capacity depends

on the location and modernity of the tourism site. This means that some may earn a above the reported amount while others may earn below.

5.2 Conclusions

From the discussions, it can be concluded that cultural tourism has played a big role towards income generation among the households around and within central Uganda. It was established that cultural tourism have empowered low income earning households central Uganda; it has provided jobs to jobless people especially to tour operators and tour guides, market provision to local manufactured products such as crafts, and on the other hand cultural tourism has increased international cooperation among other contributions of these cultural tourism sites. Furthermore cultural tourism has generated income to the central Uganda field through direct ways like the payments paid to the tourist attraction manager by the tourist and also indirectly in form of the salaries paid to the tour guides, the workers around, transport, tour and travel companies and hand crafts shops in those sites.

It can also be concluded that cultural tourism sites are cultural, music dance and drama and religious in nature. The reason as to why these cultural tourism sites are categorized was that is helps the tourists to which site they wand and it also helps the tour guides to provide help to those may need to know about the cultural site. In the study findings it was concluded that cultural sites are most dominant ones in central Buganda and they are highly visited by different tourists who generates more income than any other category of any cultural tourism site in central region.

On the point of income generated by these cultural tourism sites, it was concluded that most of these cultural site including religious cultural sites contribute beyond the expectation and they generate above eighteen million per year which meant that it is true that cultural institutions has a significant role in boosting local and central revenue of the kingdom in charge of all these cultural tourism site.

5.3. Recommendations

Basing on the study findings, more effort is need to be focused on equipping the people with administrative skills, especially financial management to reduce unnecessary expenses that limit the development of these cultural tourism sites to increase income generation.

There is also need to sensitize the community about the value of having and developing these cultural tourism sites in order the local can also take part in safe guarding them against destruction and it will greatly improve on local funding in these cultural touring sites as they were found contributing less towards income generation of these cultural tourism sites.

There is need to increase budget allocation for cultural touring sites since most revenue is got from tourism attraction. This will help to open up more and beautify the existing ones in order to attract tourists especially to the foreigners who contribute much compared to other categories of tourists in central Buganda.

Basing to the study findings, more efforts is needed to train tour guiders can be well equipped with relevant information concerning touring sites and how to motivate the tourists in order the tourists can know better what site are they interested in since most of respondents were not sure of the different tourist sites in central Uganda that may affect the improvement in income generation for community development in central Buganda.

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APPENDICES

APPENDIX: A

SELF ADMINISTERED QUESTIONNAIRE TO RESPONDENTS

Dear Respondents;

I am Nasanyu Loyce from Kampala International University of the College of Economics and Management Science finalizing my Degree in Bachelors of Tourism and Hotel Management. As part of my requirement for the Degree award, I have to present a research report. I am carrying out research regarding the **Contribution of cultural Tourism towards Income Generation. A case study of Central Uganda.**

I am now in the process of collecting information for my research report and you are being requested to respond to the various questions in the questionnaire attached. This interview will be treated with the strict confidentiality. It would therefore be greatly appreciated if you would answer all questions in a fair manner. The information gathered from this questionnaire will be used purely for research purposes. Your cooperation is appreciated. Thank you for the time and effort to complete this questionnaire and your participation is voluntary and hence you may withdraw from the survey at any stage. I shall be grateful for your cooperation in this regard.

Thank you,

SECTION A: DEMOGRAPHIC DATA

Please place across (X) in the block that applied to you.

Personal information

1. GENDER/SEX

Male

Female

2. AGE

Under 20

2 1-30

3 1-40

4 1-50

5 1-60

6 1 and above

3. MARITAL STATUS

Single

Married

Divorced

4. LEVEL OF EDUCATION

Below Certificate

Certificate

Diploma

Degree

Masters

5. EMPLOYMENT OF THE RESPONDENTS

Employee

Self employed

None

SECTION B

Please put (X) in the blocks provided to show the appropriate answer of your choice.

In which district is this culture sites found

- Kampala
- Wakiso
- Mpigi
- Kayunga
- Mukono
- Masaka
- Mubende

Others specify.....

Most sites in central Uganda are in nature

- (a) Religious
- (b) Cultural
- (c) Music dance and Drama

Income generated on a monthly basis.

- (a) 0- 500,000
- (b) 500, 000 — 1000000
- (c) 1000, 000 — 1.5.00,000
- (d) Above 1.500,000
- (e) Above 1.500,000

(B) Income generate annually

(a) 500,000, 000 x 12 = 6000,000

(b) 1000,000 x 12 = 12,000,000

(c) 1.500,000 x 12 = 18,000,0000

(d) Above 18,000,000

SECTION C

Please indicate the extent to which you disagree or agree with each of the following statements.

Please indicate your preference by marking (x) in the appropriate block provided.

- 1. Strongly Agree SA
- 2. Agree A
- 3. Neutral N
- 4. Disagree D
- 5. Strongly Disagree SD

The contribution of cultural tourism attractions towards the income generation in central Uganda

NO	QUESTIONS	SA	A	N	D	SD
1	There are very many vital cultural tourism attractions in central Uganda.					
2	The performance of cultural tourism attractions is achieved through study trips.					
3	Cultural tourist attraction in central Uganda lead to job creation					
4	Cultural tourism attraction in central Uganda lead to foreign exchange					
5	The cultural heritages in central Uganda are largely					

	supported by the tourism industry.					
6	The country's cultural heritages are threatened by the tourism industry.					
7	The cultural heritage assets are well protected in Uganda.					

SECTION D: An Assessment of categories of tourists or visitors who visit cultural sites.

NO	QUESTIONS	SA	A	N	D	SD
1	There are more researchers who visit the cultural sites than any other category					
2	The biggest number of tourists are foreigners.					
3	There is a big number of locals who come to visit the cultural sites.					
4	The scholars who visit the cultural sites are coming from higher institutions of learning.					
5	The adventurers who visit the cultural tourism sites have less knowledge about certain cultures and they take it as leisure.					
6	Primary and secondary students also come to visit these cultural sites.					

SECTION E: The contribution of cultural tourism towards incomes generalization in central Uganda.

NO	QUESTIONS	SA	A	N	D	SD
1	Cultural tourism has provided job opportunities to tour guides and those ones who work in those cultural sites.					
2	Cultural tourism has generated income through foreign exchange					
3	Cultural tourism has led to infrastructure development for example. The roads.					
4	Cultural tourism has led to increased international					

	relationship between countries.					
5	Cultural tourism has increased the number of tourists annually.					
6	Tourists who come to the sites o buy crafts made by locals					
7	Tourists sleep in peoples homes and they pay for accommodation					

How much do you charge the following categories of tourists?

CATEGORY	CHARGES
Locals	
Foreigners	
Adventurers	
Researchers	
Students	

Apart from the fee paid by the tourists at sites, the tourists also pay the following;

	Yes	No
Crafts		
Fruits		
Foods		
Accommodation		
Transport		