

**EXAMINING THE ROLE OF ADVERTISING ON THE GROWTH OF THE TOURISM
INDUSTRY IN UGANDA**

A CASE OF UGANDA NATIONAL MUSEUM

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ABSTRACT: The study aimed at examining the role of advertising on the growth of the tourism industry in Uganda and it was guided by the following objectives; To identify the different tourist attractions at the Uganda National Museum, to analyze the effect of advertisement on the growth of Uganda National Museum and to assess the different forms of advertising used in Uganda. This study was conducted at the Uganda National Museum. Through the use of random sampling technique, the researcher used a sample size of 70 respondents and data that was collected came from 50 respondents who presented accurate data in relation to the objectives of the study.

The findings of the study clearly indicated that 56% of the respondent's presented results to the researcher showing that tourist attraction at the Uganda National Museum followed by 22% of the respondents who presented results indicating that the tourist attraction at the Uganda National Museum was moderate. 15% of the respondents informed the researcher that tourist attraction at the National Museum was low and finally 7% of the respondents were not sure. The Museum should order to combat competition and stand the test of time, should adopt competitive parity approach in determining the amount to be allocated to advertising expenditure. This will enable the Museum to continuously monitor what its competitors are doing with regards to advertisement thereby placing them in a better competitive level.

Key words: advertising , growth and tourism industry

Background of the study

Today's, tourism has become a multinational business of global importance. This of course is due to today's Worldwide Web, a new era in social interaction and culture solely built around this medium, triggered in (Moradkhani, M , 2014). Tourism is one of the most profitable and lucrative industries, which create a bastion of economical (fiscal growth), private business, and human resources available to any country's economy, not mention the worldwide popularity of the country involved in this advertising.

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The importance of advertising and the affect it has on the Advertising must present the area to be visited as "the-place-to-visit", the benefits if any, and positive images of the area, as well as and modifying the travelers behavior, i.e., purchasing the memorabilia created by the venders of the sites visited. Therefore, it is a necessity, that the tourism professional use an optimal method of advertising to achieve his/her goals (Maganga, 2010)

Domestic tourism is in fact the first form of tourism to be practiced in this world, but currently statistics shows that domestic tourism in the third world countries is lagging behind, whereby in Africa the number of domestic tourists visiting the tourism areas is still law compared to the number of visitors who tends to visit on their tourist sites (Ibrahimi and Associates, 2009).

In Uganda there are large number of the tourist sites such as national parks (Semuliki National park, Queen Elizabeth National park, Kidepo Valley National park, Murchison falls), also we have the large number of the mountains such as Rwenzori, Mount Elgon, Mount

Stanley, Mount Elgon, Mount Moroto, Mount Kadam and Zulia. Apart from the national parks and the mountains also Uganda is endowed with the lot of historical sites and museums such as the Kasubi Tombs, Namugongo Martyrs shrine, Amabere Ga Nyinamwiru, Nyero Rock Paintings, Source of the Nile, Bahai temple, Walumbe Tanda Pits and all the mentioned sites are unique.

Statement of the Problem

According to the Uganda Wildlife Authority report (2018), it indicated that, Uganda's Tourism Industry has been significantly contributing to Uganda's Growth Domestic Product (GDP). Since 2011 it is estimated that, 3.2% of the total income, a value that is slightly lower than recorded in 2009 of 3.4% (UBOS, 2010). It is reported to have been significant in investment, creating more employment and as well as its major source of foreign currency. Despite that Uganda Tourism industry has recorded a number of the achievements, it is said that, advertisement could be one of the factor which has promoted more tourism industry in Uganda as it has created more awareness, expansion of tourism industry, fights competition among others. The government and non-governmental organizations through its institutions like the Ministry of Tourism world life and antiquates (MTWA), National Forest Authority, Ministry of Communication and technology among others have tried to put possible measures to curb the mentioned challenges however there is still a gap which prompted the researcher to investigate the influence of advertisement on the growth of Tourism industry in Uganda case study of Uganda National Museum.

Objectives of the study

1. To identify the different tourist attractions at the Uganda National Museum.
2. To analyze the effect of advertisement on the growth of Uganda National Museum.
3. To assess the different forms of advertising used in Uganda.

Research Questions

1. What are the different tourist attractions at the Uganda National Museum?
2. What are the effects of advertisement on the growth of Uganda National Museum?
3. To assess the different forms of advertising used in Uganda?

Methodology

Research Design

The Researcher adapted to a quantitative research design. Quantitative research design was used because the researcher carried out research at the Uganda National Museum which had a big population. The researcher in this case used quantitative measures like percentages to make it possible to collect data from the respondents.

Study Population

According to Greg Lawrings (2015), population is defined as the inhabitants of a particular place. The study population will include the population description and the population sampling design.

The targeted population was on 80 employees of Uganda National Museum. The researcher used a sampling technique to get a sample.

Table 1: Target Population

Respondents	Target Population
Uganda National Museum Employees	80
Total	80

Population and Sampling technique

The population from which the sample was taken involved the employees of Uganda National Museum. The respondents were got from various sectors of the Museum in order to come up with accurate data to help the researcher get all that was needed.

Table 2: Sample Size

Respondents	Target Population	Sample Size	Percentage

Uganda National Museum	80	70	90%
Total	80	70	

Source: Field data (2021)

The researcher used a target population of 80 employees at Uganda National Museum and the sample size of 70 which is 90% of the target population and this enabled the researcher to collect concrete information (Mugenda G. and Mugenda M , 1999).

Research Instruments

The researcher used both primarily and secondary sources of information and data. In collecting Primary Data, the researcher used questionnaires as tools for collecting data. For Secondary Data, publications by re known authors in this field for example magazines, articles, books and News Papers were used by the researcher to gather information that was required.

Questionnaires

This choice of tool was used due to the fact that the targeted population was literate and therefore capable of filling-in the questionnaires. It gave the respondents adequate time to give well thought out answers. Questionnaires were self-administered and provided a quick means of collecting data from a large population's sample.

Data Collection Procedure

The Researcher made sure that he had the respondents consent towards the study in order to make data collection from them easy and accurate. The researcher went ahead to seek appointments from the school heads, Parents and students in order to design questionnaires to avoid having excess or less. The researcher then reached to the respondents on the agreed times to carry out data collection.

Data Analysis

Data was processed from the questionnaires that were administered to the respondents, the researcher then went ahead and gathered the questionnaires from respondents in order to know the number of respondents who responded to the questionnaires from the sample size that was used. The researcher then used SPSS to analyze data and presented them into percentages on graphs and pie charts to be easily understood.

RESULTS

Response rate of respondents

The response rate of the respondents was explained in the table below:

Table 3: Response rate

Respondent Groups	Number of Questionnaires Distributed	Retrieved Questionnaires	Percentage (%)
Uganda Museum Employees	70	50	71
TOTAL	70	50	

Source: Primary data (2022)

Demographic profile of respondents

Gender composition of respondents

Table 4: Gender Composition of respondents

Response	Frequency	Percentage
Male	35	70
Female	15	30
Total	50	100

Source: Primary Data 2022

From table 2, it can be seen that the majority of respondents were males that was (35) representing 70% of the total number of respondents, 15 respondents were female representing

30% of the respondents. This is an indication that gender sensitivity was taken care off so the findings therefore cannot be doubted on gender grounds; they can be relied for decision making.

Education level of the respondents

Table 5: Education level of respondents

Education level	Frequency	Percentage
O Level	5	10
A Level	10	20
Diploma	15	30
Degree and above	20	40
Total	50	100

Source: primary data 2020

Table above clearly indicated that 5 respondents were O level certificate holders with a percentage of (10%) of the sample size followed by 10 respondents who presented results showing that they finished A level and they had (20%) of the sample size, 15 respondents had diplomas and they had a percentage of (30%) of the sample size and finally 20 respondents presented results indicating that they had Degrees and other qualifications which were above and they had a percentage of (40%) of the sample size.

Age distribution of respondents

Table 6: Age distribution of respondents

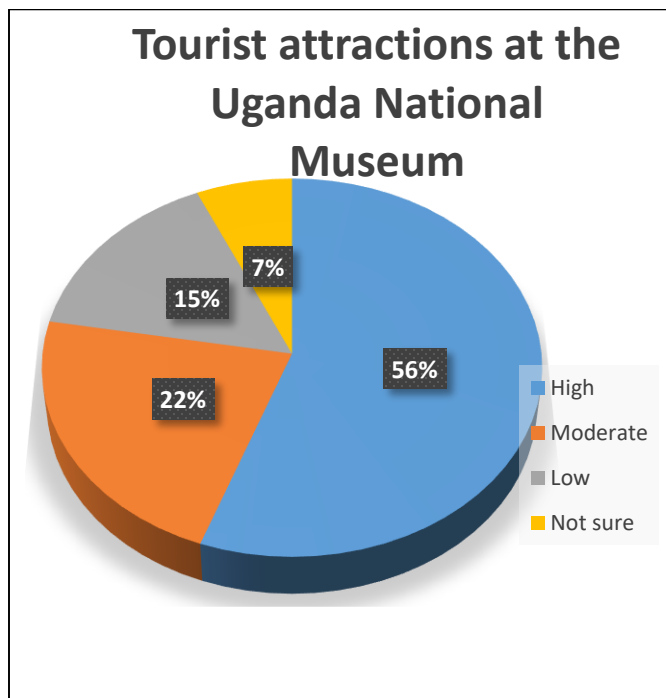
Respondents age	Frequency	Percentages
15-19	3	6
20-29	15	30
30-39	25	50
40+	7	14
Total	50	100

Source: Primary Data 2022

According to the table above, 3 respondents with a percentage of (6%) of the respondents had their age ranging from (15-19) followed by 15 other respondents who had their age ranging from (20-29) with a percentage of (30%), 25 were the majority and their age was in the range of (30-39) with a percentage of (50%) of the respondents and finally respondents who had the age bracket of 40+ years were 7 with a percentage of 14% of the respondents

Tourist attractions at the Uganda National Museum

Figure 1: Tourist attractions at the Uganda National Museum

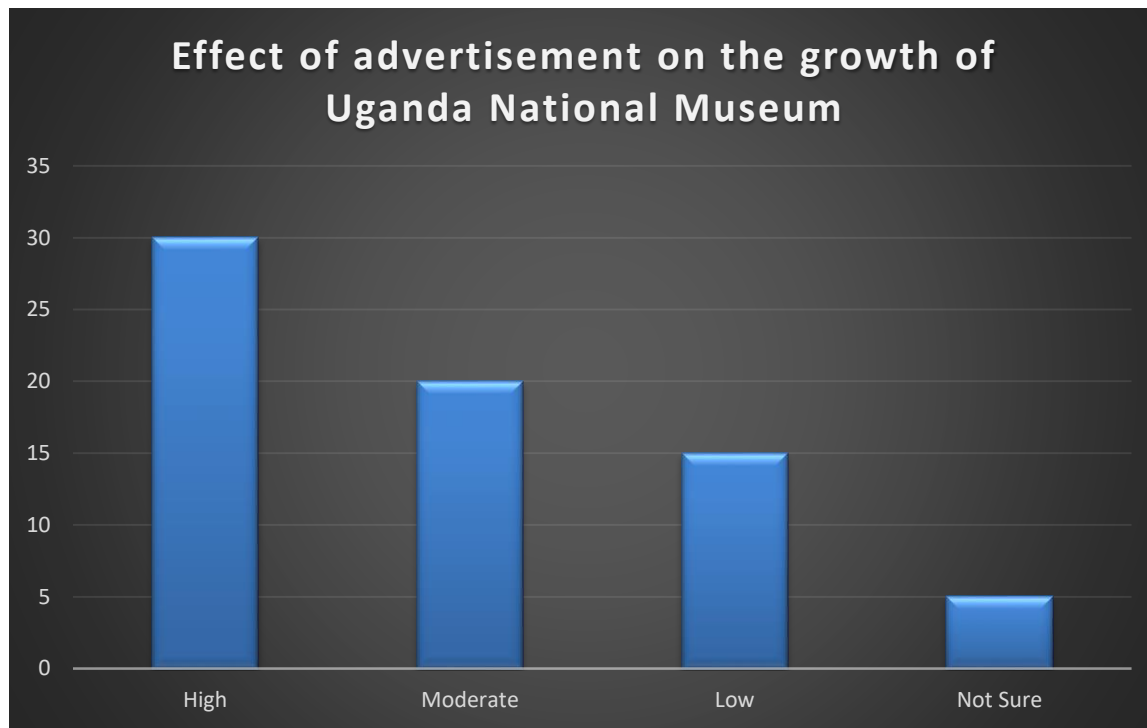


Source: Primary Data 2022

According to the figure above, the findings of the study clearly indicated that 56% of the respondents presented results to the researcher showing that tourist attraction at the Uganda National Museum followed by 22% of the respondents who presented results indicating that the tourist attraction at the Uganda National Museum was moderate. 15% of the respondents informed the researcher that tourist attraction at the National Museum was low and finally 7% of the respondents were not sure.

Effect of advertisement on the growth of Uganda National Museum

Figure 2: Views on the effect of advertisement on the growth of Uganda National Museum

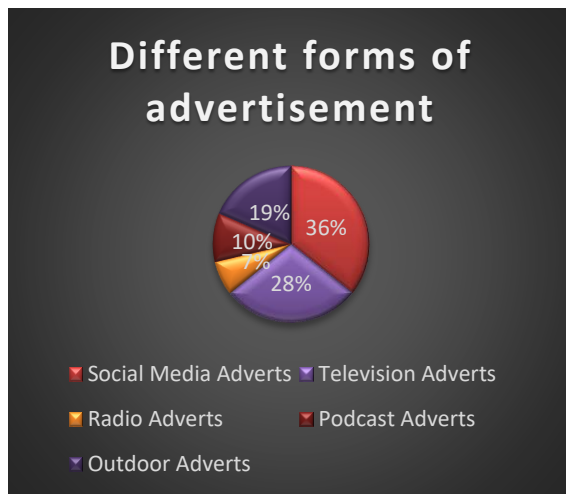


Source: Primary Data 2022

According to the figure 2 above, the findings of the study indicated that 30 respondents informed the researcher that there was a high effect of advertisement on the growth of the Uganda National Museum followed by 20 respondents who however presented results indicating that there was a moderate effect of advertisement on the growth of Uganda National Museum. 15 respondents presented results to the researcher showing that there was a low effect of advertisement on the growth of the Uganda National Museum and finally 5 respondents presented results to the researcher indicating that they were not sure on whether advertisement had an effect on the growth of the Uganda National Museum.

The different forms of advertisement

Figure 3: Views on the different forms of advertisement



Source: Primary Data 2020

According to the figure 3 above, the findings of the study presented results indicating that 36% of the respondents informed the researcher that social media advertising was the mostly used advertisement platform followed by 28% of the respondents who presented results indicating that television adverts were also used by Uganda National Museum. Outdoor adverts were also used by the Uganda National Museum according to information that was gathered from 19% respondents. 10% of the respondents presented results indicating the use of podcasts was also used by Uganda National Museum and finally 7% of the respondents informed the researcher that Radio adverts were also used.

Conclusions

The findings of the study clearly indicated that majority of the respondents presented results to the researcher showing that there is high tourist attraction at the Uganda National Museum followed by some of the respondents who presented results indicating that the tourist attraction at the Uganda National Museum was moderate. Few of the respondents informed the researcher that tourist attraction at the National Museum was low and finally some of the respondents were not sure.

Recommendations

The Museum should order to combat competition and stand the test of time, should adopt competitive parity approach in determining the amount to be allocated to advertising expenditure. This will enable the Museum to continuously monitor what its competitors are doing with regards to advertisement thereby placing them in a better competitive level.

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