
**THE TRANSPORT NETWORK SYSTEM AND THE DEVELOPMENT OF THE TOURISM
SECTOR. A CASE OF ISINGIRO DISTRICT**

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ABSTRACT

The study aimed at transport network system and the development of the tourism sector and it was guided by the following objectives; To examine the role of transport on the development of the tourism sector in Isingiro District, to analyze the effect of road transport on the development of the tourism sector in Isingiro District and to examine the strategies for the development of the tourism sector in Isingiro District. The study adopted a descriptive correlational and cross-sectional and case study survey research design. The descriptive correlational design was used to establish whether there was a significant relationship between advertising and the consumer behavior. From the findings therefore it was noted that there was a strong mechanism for enhancing the road services in the tourism sites (2.81); roads in the park attain and operate under good policy framework (3.00); employees in the national park are tailed for effective customer satisfaction (2.94); management of the tourism sites had always sought for government intervention into road services (3.13) authorities had developed a scheme for road improvements in the region (3.82) and lastly it was noted that there is an effective workmanship in the management of the road services that already existed in the western region (3.50) which generally implied that the different stake holders had tried their level best to ensure the road network system was improved and worked on to be efficient and effective in order to promote the growth and development of the tourism sector in the western part of Uganda. There was need for integration of the tourism destination, through vertical and horizontal integration of functions in the tourism global network has been quoted, more verification of the industry's integration levels was required.

Key words: *transport network system, development and tourism*

Background of the study

Tourism has been seen as a major domain in most economies the world over.

Identified as the fastest growing industry in the world, its global importance cannot be over emphasized. Surface transport is a major boost to this industry. Transport in tourism is helpful for mobility and increases the motif because people (tourists) move from one place to another. People's interest for travel is doubling every day as innovations continue making travel easier and some might consider the modes as an attraction by itself. These factors have bridged the gap in distance and rendering the universe a global village. As a result, because tourism is a leisure activity that involves travel away from home, the marriage between transport and tourism has become inseparable (Subcounty et al., 2022).

Uganda is a developing country with a lot of touristic potentials aspiring to become an emergent economy by 2035 and one way of attaining this goal is through increase in tourists' activity. This nation is endowed with enormous potentials that range from diverse climatic conditions to a rich embroidery of historical and cultural heritage and natural attractions. Nicknamed as "The Pearl of Africa", this small triangle called Uganda has above 50 ethnic groups with an almost same number of dialects and cultures that can be used to sell diversity of interest to tourists.

The research therefore explores the reasons for stagnancy of tourism growth and development in Uganda. In this document the researcher tries to point out that it is as a result of poor transport systems in general and absence of good road infrastructure in particular that there is this stagnancy (Ivan & Kazaara, 2023). In the research he tries to come up with a report that can help turn attention to this important sector (tourism) that is being neglected. It is aimed at creating awareness for the need and role that the development of a good surface transport network system can have for tourism and the economy of Uganda as a whole. Its objective is therefore to show that the existence of abundant touristic attractions, without an

adequate good transport network to link and interconnect them will only keep them dormant and not sell to tourists.

Problem Statement

Uganda registered 1.5 million tourist arrivals in the year 2018 representing a 7.4% growth from the arrivals registered the previous year (Ministry of Tourism, Wildlife and Antiquities, 2019). This represents the highest growth rate of 13.8% for the sector. As a result, Uganda generated USD 1.6 billion in 2018 up from USD 1.45 billion in 2017 from foreign tourists.

According to James Lukwago, the Director of Tourism, Wildlife and Antiquities, the tourism sector created over 667,600 jobs in the year under review representing a 6.7% increment and contributing 7.7% to GDP (Shs 8 trillion) (UWEC annual report, 2019).

The bad roads in Isingiro District have continuously been a matter of concern to all stakeholders in the tourism sector (Tumusiime, 2019). This has been the reason cited for failure of the tourism sector to pick up in the district (Christopher & Felex, 2022). Whereas the government is embarking on promoting the tourism sector by enabling easy access, providing security for the tourists and ensuring the availability of tourism facilities like hotels, lodges, safaris etc., there is a huge outcry by the tourism stakeholders that the government should embark on the development of transport network system to ensure the future of the fast growing sector and the greatest foreign exchange earner in the economy (Victor et al., 2022). The researcher is therefore intrigued to analyze the relationship between transport system network and the development of the tourism sector of Uganda.

Objectives of the study

- 1. To examine the role of transport on the development of the tourism sector in Isingiro District.*
- 2. To analyze the effect of road transport on the development of the tourism sector in Isingiro District*

3. *To examine the strategies for the development of the tourism sector in Isingiro District.*

Research Questions

1. *What is the role of transport in the development of the tourism sector in Isingiro District?*
2. *What is the effect of road transport on the development of the tourism sector in Isingiro District?*
3. *What are the strategies for the development of the tourism sector in Isingiro District?*

Methodology

Research Design

The study adopted a descriptive correlational and cross-sectional and case study survey research design. The descriptive correlational design was used to establish whether there was a significant relationship between advertising and the consumer behavior. The ex-post facto design was to be used because respondents were asked things that had already happened. The cross-sectional design was employed because a cross-section of respondents may be selected to participate in the study all at once.

Study Population

The study population constituted mainly the staff of Uganda Tourism Board especially those working in the top management and those in the road monitoring department. According to the Human Resource officer, this population amounts to 80 staff. This population was chosen because it was assumed to have adequate knowledge of the subject under investigation and the research variables under investigation.

Sample Size

The sample size was 66 respondents of which members of staff are 80 of Uganda Tourism Board. This numbers were recommended by Kreijic and Morgan 1970 sample

determination table. Besides were 66 too high for a population of only 80 staff. Drop to 35.

The sample size was 240 respondents

Sampling Technique

The researcher employed several techniques to select the appropriate sample for the study. These include both probability and non-probability sampling techniques. In this study a purposive sampling, a non-probability sampling was employed in selecting respondents from the population. This technique enabled the study to give an opportunity to only eligible participants by selecting from each unit within the population of the study. In this case, the researcher ensured that participants from different categories like top managers and knowledgeable personnel are given priority to participate.

Data Collections Instruments

Survey Questionnaires

This research used self-administered questionnaires for the respondents. These were distributed among the staff in their respective departments. The justification for using this instrument is that questionnaires are easy to quantify and analyze. In addition, the questionnaire was used because the study focused on opinions, attitudes, feelings and perceptions of the respondents. Top managers also prefer questionnaires which they can respond to instead of interviews

Data Analysis

Data was analyzed using SPSS (Nelson et al., 2022). It will be presented in form of tables, graphs, pie charts and triangulation. Qualitative data analysis was done by narrative as was recorded during face-to-face interview and through observation. The researcher used a quick impressionist summary in analyzing qualitative data; he summarized key findings by noting down the frequent responses of the respondents during the interview on various issues concerning advertising and how the whole

process of advertisements affects the consumer behavior. This technique of qualitative data analysis was chosen because it saves time and it not very expensive.

RESULTS***Gender of respondents***

The study herein analyzed the gender of respondents which was represented by the computation of the Frequency Table and Pie Chart captioned as table1 and figure 1 respectively

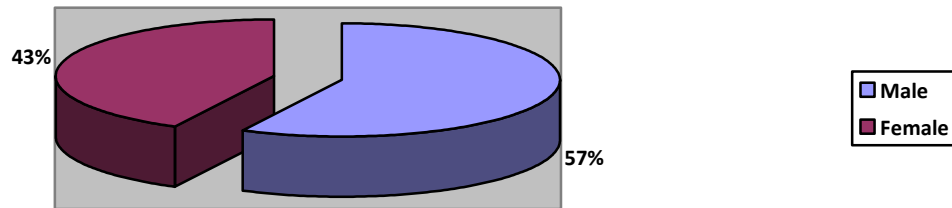
Table 1: showing the gender of respondents

<i>Gender</i>	<i>Frequency</i>	<i>Percent</i>	<i>Valid Percent</i>	<i>Cumulative Percent</i>
<i>Male</i>	<i>138</i>	<i>57.5</i>	<i>57.5</i>	<i>57.5</i>
<i>Female</i>	<i>102</i>	<i>42.5</i>	<i>42.5</i>	<i>100.0</i>
<i>Total</i>	<i>240</i>	<i>100.0</i>	<i>100.0</i>	

Source: Primary data, 2021

Table1 results indicated that majority of the respondents in this sample were Male 138 (57.5%) as compared to female respondents 102 (42.5%), hence implying that there is an exposure gap where men are rich in tourism related information is concerned as compared to female.

Figure 1: showing gender of respondents



Source: Primary Data, 2021.

Figure 1 results indicated that majority of the respondents in this sample were male with a percentage of (57%) as compared to male respondents (43%), hence implying that there is an exposure gap whereby men are rich in tourism related information is concerned as compared to female.

The level of education of respondents

Below is the analysis of the level of education of respondents which was also analyzed using the frequency table and the bar graph

Table 2: showing the level of education

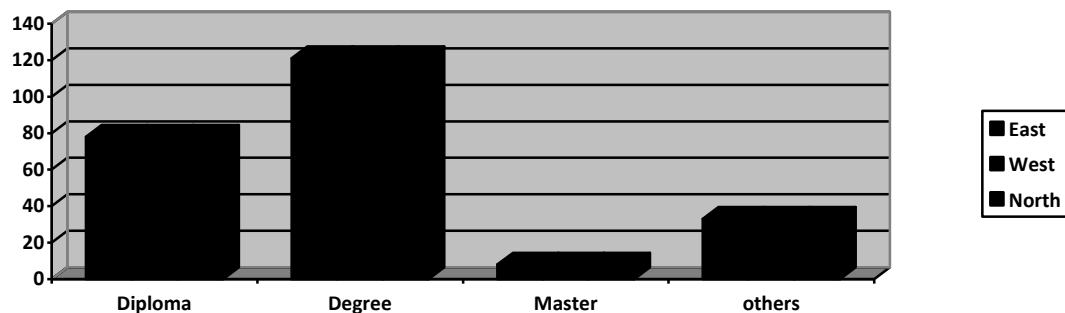
<i>Level of education</i>	<i>Frequency</i>	<i>Percent</i>	<i>Valid Percent</i>	<i>Cumulative Percent</i>
<i>Diploma</i>	78	32.5	32.5	32.5
<i>Degree</i>	121	50.4	50.4	82.9
<i>Master</i>	8	3.3	3.3	86.2
<i>others</i>	33	13.8	13.8	100.0

Total	240	100.0	100.0	
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Source: Primary Data, 2021.

With respect to education qualification; the study further showed that degree holders 121(50.4%) dominated the study, these were followed by Diploma 78(32.5%), followed by 25 those with other qualifications 33(13.8) and the least came from those holding Master's degree 8(3.3) and this implies that most of the respondents had passed through tertiary level education and therefore possessed the necessary knowledge regarding the study.

Figure 2: showing the level of education of respondents



Source: Primary Data, 2020

According to the above figure; the study further showed that degree holders 121 dominated the study, these were followed by Diploma 78, followed by those with other qualifications 33(13.8) and the least came from those holding Master's degree 8 and this implies that most of the respondents had passed through tertiary level education and therefore possessed the necessary knowledge regarding the study.

The age of respondents

The following frequency table 3 and figure 3 depicts an analysis and interpretation of the age

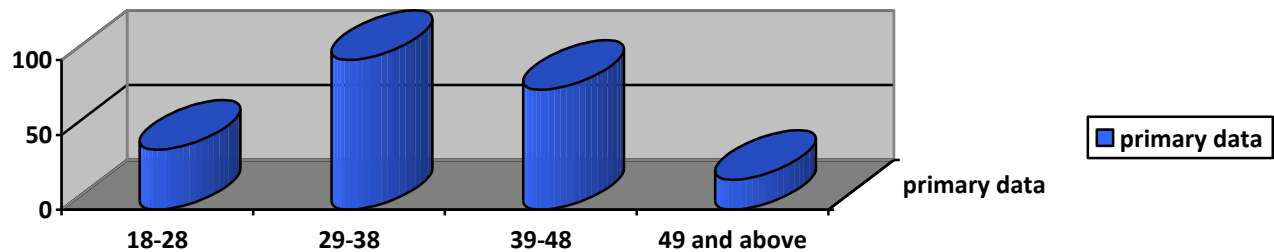
of respondents.

Table 3: showing the age of respondents

Age	Frequency	Percent	Valid Percent	Cumulative Percent
18-28	42	17.5	17.5	17.5
29-38	103	42.9	42.9	60.4
39-48	67	27.9	27.9	88.3
49 and above	28	11.7	11.7	100.0
Total	240	100.0	100.0	

Results in the above table indicated that majority of respondents in this sample ranged between 29-38 years of age 103 (42.9%), this also implied that majority of respondents in this sample were in their middle adulthood; these were followed by those in the range of 39-48 years of age constituting 67(27.9%), 42(17.5%) were between 18-28 years and 28 (11.7 %) were in the range of 49 and above.

Figure 3: showing the age of respondents



Source: Primary Data

Results in the above figure indicated that majority of respondents in this sample ranged between 29-38 years of age 103 (42.9%), this also implied that majority of respondents in this sample were in their middle adulthood; these were followed by those in the range of 39-48 years of age constituting 67 (27.9%), 42 (17.5%) were between 18-28 years and 28 (11.7 %) were in the range of 49 and above.

Relationship between road network and tourism development

Table 4: showing the descriptive statistics about the relationship between road network and tourism development.

Relationship	Mean	Std.
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		<i>Deviation</i>
<i>Well-developed roads attract maintenance of the national park</i>	2.32	.756
<i>The road network is sufficient to attract local tourists in the national park</i>	3.42	1.301
<i>A good road system facilitates routine tourists at all times in the park</i>	3.21	1.332
<i>Even international tourists are highly attracted to the park due to good road connectivity</i>	3.49	1.196
<i>The status of the road improvements available improves future tourism</i>	3.17	1.332
<i>Developing the road network creates possibilities to properly manage standards for international tourism</i>	3.54	1.390

.	Average means	3.21

Source:

Primary

Data

Results in table 4 indicated that there was a significant relationship between road network and tourism development and this was indicated by the overall mean of 3.21, which implies that the road network is a very crucial factor that determines the success and development of tourism.

In addition to the above, it results revealed that well developed roads attract maintenance of the national park (2.32); the road network is sufficient to attract local tourists in the national (3.42); A good road system facilitates routine tourists at all times in the park (3.21); Even international tourists are highly attracted to the park due to good road connectivity (3.49); The status of the road improvements available improves future tourism (3.17) and finally it was also revealed that Developing the road network creates possibilities to properly manage standards for international tourism (3.54). This therefore implies that road network apparently correlates to tourism development because a good road network system can lead to tourism development whereas a poor road network leads to tourism under development.

Level of tourism development

This objective shows the findings from respondents about their perception on tourism development as based on the following six constructs upon which their level of agreement with the statements was derived.

Table 5: showing the level of tourism development Isingiro District.

Items	Mean	Std. Deviation
Travelers are motivated by the best road networks in	2.00	1.446

<i>Isingiro to tour and travel to a particular tourism site</i>		
<i>Well-developed transportation infrastructures have determined the number of visitors travelling from different places towards a certain tourism site</i>	2.20	1.208
<i>Tourism development in Isingiro is determined by the good state of infrastructures</i>	3.10	1.008
<i>Better and improved road network systems bring about increased migration</i>	2.31	1.100
<i>Standard and multipurpose transportation systems can lead to rural tourism development</i>	2.44	1.176
<i>Major transport network</i>	2.8	.862

<i>can develop tourism which will contribute positively to reconciling environmental protection, economic development and the fight against poverty</i>		
<i>Average mean</i>	<i>2.475</i>	

Source: Primary Data

From the above results, it was found out that much as there are number of tourism features in Isingiro; the tourism sector is still struggling that is to say under developed according to the findings.

Respondents were asked about whether travelers are motivated by the best road networks in Isingiro to tour and travel to a particular tourism site, the response was unsatisfactory because it received a mean of (2.00) which is equivalent to disagree, whether well-developed transportation infrastructures have determined the number of visitors travelling from different places towards a certain tourism site in Isingiro the response still was unsatisfactory as depicted by the mean of (2.20) which is equivalent to disagree; whether Tourism development in Isingiro has been determined by the good state of infrastructures, this was rated average basing on the mean of (3.10) in the table above; whether better and improved road network systems have brought about increased migration, the response was not satisfactory because it received a mean of (2.31), whether there is a standard and multipurpose transportation systems can lead to rural tourism development this was

responded to with a mean of (2.44) which is more less similar to disagree and finally about whether major transport network can develop tourism which contributes positively to reconciling environmental protection, economic development and the fight against poverty.

Level of effectiveness of the road network in Isingiro

This objective shows the findings from respondents about their perception on the level of effectiveness of road network in Uganda as based on the following six constructs upon which their level of agreement with the statements was derived.

Table 6:Level of effectiveness of road network in Uganda

Response	Mean	Std. Deviation
<i>There is a strong mechanism for enhancing transport services in the tourism sites</i>	2.81	1.011
<i>The roads in the park attain and operate under good policy framework</i>	3.00	1.165
<i>The employees in the national park are tailed for effective customer satisfaction</i>	2.94	1.020
<i>The management of the tourism sites have always sought for government intervention into road</i>	3.13	.785

services		
<i>The authorities have developed a scheme for transport improvements in the region</i>	3.82	1.039
<i>There is an effective workmanship in the management of the transport services that already exist in Isingiro</i>	3.50	1.043
<i>Average mean</i>	3.20	

Source: Primary Data 2020

Results in the above table showed that the level of effectiveness of roads is relatively fair basing on the responses analyzed on a five-point Linkert scale. From the findings therefore it was noted that there is a strong mechanism for enhancing the road services in the tourism sites (2.81); roads in the park attain and operate under good policy framework (3.00); employees in the national park are tailed for effective customer satisfaction (2.94); management of the tourism sites have always sought for government intervention into road services (3.13) authorities have developed a scheme for road improvements in the region

(3.82) and lastly it was noted that there is an effective workmanship in the management of the road services that already exist in the western region (3.50) which generally implies that the different stake holders have tried their level best to ensure the road network system is improved and worked on to be efficient and effective in order to promote the growth and development of the tourism sector in the western part of Uganda.

Conclusion

The study on the relationship between road network and tourism development concluded that the road network system greatly affects the tourism development as depicted in chapter four by the overall mean of 3.21, and therefore this means that much emphasis should be put on how the best can the road networks be improved in order to enable the development of tourism in an area through the attraction of tourists given the favorable transport system.

Recommendations

There is need for integration of the tourism destination, through vertical and horizontal integration of functions in the tourism global network has been quoted, more verification of the industry's integration levels was required.

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