

**BROADCAST MEDIA AND GROWTH OF DOMESTIC TOURISM IN UGANDA. A CASE STUDY
OF MENGO PALACE.**

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ABSTRACT

The study aimed at broadcast media and growth of domestic tourism in Uganda and it was guided by the following objectives; To identify role of broadcast media encounters experienced at Mengo palace, to assess the quality of domestic tourism experience at Mengo palace and to examine how existing quality of broadcast media influence domestic tourism experiences at Mengo palace. The study adopted a descriptive correlation design in order to describe the nature of the situation as it exists at the time of the study and to explore the cause of the particular phenomena (Creswell, 1994). Both quantitative and qualitative methods were employed. The quantitative pattern utilized techniques and measurements that generate numerical or quantifiable data and statistical tools was utilized for analysis. The researcher used both random sampling and purposive sampling techniques to collect data from the survey population. A representation number of respondents was selected at Mengo palace. According to the findings, 15 respondents out of 30 strongly agreed that one of the factors that affect social media and tourism was changing environment of social media where by one of the tourists said that “broadcasting media was becoming difficult to use due to the fact that you can’t be sure when it was cut off and also due to the tax that has to be paid before using social media was becoming impossible for people like me who is a foreigner and not used of such kind of restrictions on social media. The study recommends for proper maintenance of the information center Uganda Museum. More stocking of information encouraged since most tourists do visit to search for more knowledge about its unique products and services.

Key words: broadcast, media, growth and domestic tourism

Background of the Study

This growing demand for heritage tourism is a result of changes in customers’ tastes and preferences as visitors are seeking more diversified, engaging and intellectual experiences (Christopher & Felex, 2022). Visitors demand for heritage tourist attractions is sizeable with approximately 40% of global tourism relating to heritage/ cultural tourism relating to heritage base travel in 2007 (Ivan & Kazaara, 2023). Thus, heritage tourism is considered as one of the fastest growing tourism sectors within the tourism industry bringing significant contribution to local and national economies (Sylvia & Peter, 2023). Cultural tourism in Uganda is developing at a high rate which has helped in attracting more tourists to come for safaris to Uganda. Culture is a great impact to the tourism sector since it helps in proving specific information about the culture as well as a contributor to local economies. Cultural sites in Uganda also emphasize good customer services quality and have established a customer care desk for its customer demand and guidance (Faridah et al., 2023). Cultural heritage centers have a customer care service policy that caters for customer activities for which the policy was designed include efficient and timely delivery of services (Christopher et al., 2022), guides, security, customer attention, parking space, 24-hour front desk

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services, sensitivity and attention to customer needs. Fox and Beier (2010) indicated that, the quality of customer service plays a crucial role in the context of sustained business growth. The relationship between the cultural heritage sites and its customers must be a permanent and enduring one, which needs to be maintained with good quality services therefore a long-lasting experience for the visitors. This is because successful management of tourism attractions goes much beyond the sites themselves and is dependent on customer management (Gracious, 2023).

Statement of the problem

Customer care is a strategic asset of the organization and thus a starting point to define business objectives and in one of the key players for success and survival of business especially cultural sites in today's competitive market (Alex & Kazaara, 2023). This is because creating positive relationships can create customers higher commitment and increase their return rate. Poor customer care services can ruin the reputation of that site, hotel, restaurant, airline or a travel agency causing bad tourist experiences which leads to dissatisfaction (Nicholas et al., 2023). If customer gets bad experience, then neither will he use that supplier again nor will he advise anyone to use it again. Therefore, Cultural heritage sites that need to be positioned as tourism destination need to prioritize customer care and quality service delivery as a critical item in their management practices (Christopher & Micheal, 2022). This study thus examined the existing customer care services and quality of cultural heritage tourist experience in relation to tourist experience at Mengo palace.

Specific objectives

1. To identify role of broadcast media encounters experienced at Mengo palace
2. To assess the quality of domestic tourism experience at Mengo palace
3. To examine how existing quality of broadcast media influence domestic tourism experiences at Mengo palace

Methodology

Research design

The study adopted a descriptive correlation design in order to describe the nature of the situation as it exists at the time of the study and to explore the cause of the particular phenomena (Creswell, 1994). Both quantitative and qualitative methods were employed. The quantitative pattern utilized techniques and measurements that generate numerical or quantifiable data and statistical tools was utilized for analysis (Mugenda, 2003). The qualitative pattern was employed in order to obtain an in depth of view of the respondents (Amin 2005) According to Saunders (2003), the design enabled the researcher to carry out in-depth investigation into the subject matter.

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Population of the study

Population is a group of individuals, objects or items from which samples are taken from measurement (Smyth, 2004). Study population involved a set of people, items or objects under consideration in the specific study. The study population comprised of tourists that is foreign and domestic tourists and service providers that included tour guides and receptionists. It focused on all types of tourists whether foreign or domestic. A sample of 90 respondents was considered adequately.

Sample size determination

According to Cochran (1963), a sample size is determined by the level of precision, the confidence level, and the degree of variability. The samples comprised of 30 respondents in total and was divided as follows, 10 foreign tourists and 15 domestic tourists and 5 service providers

Table 1: Showing sample size of the respondents

Category	Respondents	Frequency
Foreign tourists	10	33%
Domestic tourists	15	50%
Service providers	5	17%
Total	30	100%

Source; Primary data, 2022

Sampling techniques

The researcher used both random sampling and purposive sampling techniques to collect data from the survey population. A representation number of respondents was selected at Mengo palace. Purposive sampling is a non-probability sample that was selected based on characteristics of the population and the objective of the study (Palys, 2008). The researcher used purposive sampling method to select the service providers such as guides because they were be expected to be knowledgeable about the influence of customer care services on tourist experiences at Mengo palace. The researcher used random sampling to select tourists to avoid the state of biasness and it allowed every member to have equal opportunity to be part of the study.

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Methods of data collection**Questionnaires**

These are efficient data collection tools where the research knows what was required and how to measure the variable of interest. Only closed ended questions were given to the respondents because of its flexibility to collect diverse information that is not originally sought of. It was also practical means to gather the required information for the study from the large number of participants in a short time. The questions focused on customer care services and the quality of cultural heritage tourist experiences at Mengo palace.

Interviews

Interviews were also employed in the data collection exercise. Interviews were used because they are flexible and able to guard against confusion as well as cater for the respondent that did not have time to fill the questionnaires. The interviewer was also able to yield higher response rate and elicit more sensitive information. A guided Interview schedule was used when interacting with service providers at Mengo palace.

Data analysis

Data was captured into the computer using excel processor and was then imported into a Scientific Package for Social Scientists (SPSS) that provided logical frequencies and associations (Nelson et al., 2022). The frequencies and associations were then presented in form of tables, graphs, and pie-charts from where they were interpreted to give recommendations and conclusions. The program enabled the researcher to conduct statistical analysis of the findings which were presented in conjunction with the available literature.

RESULTS

Table 1: whether most of the respondents understood the meaning of the terms broadcasting media and domestic tourism

Response	Frequency	Percentages
True	15	50%
False	10	33%
No Idea	5	17%
Total	30	100%

Source; Primary Data, August 2015

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From the study results, 15 out of the 30 respondents representing 50% reported that they understood the terms, 10 out of 30 respondents representing 33% reported that it was false because they had never heard of it yet 5 out of the 30 respondents representing 17% had no idea. In comparison to the three findings, due to the fact that most respondents in Uganda were literate, they could easily explain the terms because it was not new to most of them.

Table 2: Relationship between broadcasting media and domestic tourism

Response	Frequency	Percentage
Promoting the importance of domestic tourism and broadcasting media	5	17
Raising awareness about the history of domestic tourism sites and broadcasting media	15	50
Encouraging safety and security	10	33
Promoting the ethics of domestic tourism and broadcasting media in general		
Total	30	

Source: Primary Data, August 201

The general average of the contribution of the media to the promotion of domestic tourism reached 17%, This means that the trends of the sample toward the aspect; “the relationship between broadcasting media and domestic tourism” are Positive to some extent (medium) (Faridah et al., 2023).

The Most agreed phrases are (Raising awareness about the history of tourist sites and mass media) and (encouraging safety and security), the frequency was 50%. This indicates the important role of broadcasting media in promoting the tourism sector in general. Therefore, relationship of broadcasting and tourism and the good employment of media will greatly affect the promotion of visiting a particular site (Kazaara et al., 2023), which necessitates the use of the different media types, the way for planning its activities and mechanisms to implement these activities, to support the tourism sector.

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Table 3: The descriptive standards (Arithmetic Average, Standard Deviation and Trend Strength) For the aspect; "The most commonly used means of promoting domestic tourism in Jordan".

SN	Phrase	Agree		Neutral		Don't agree		Arithmetic Average	Standard Deviation	Trend Strength	Order
		No	%	No	%	No	%				
1	Television programs	73	60.8	30	25	17	14.2	2.47	0.73	82.33	2
2	Radio Programs	67	55.8	25	20.8	28	23.3	2.33	0.83	77.67	3
3	Advertisements in newspapers and magazines	49	40.8	18	15	53	44.2	1.97	0.92	65.67	4
4	Brochures and Bulletins	47	39.2	22	18.3	51	42.5	1.97	0.90	65.67	5
5	The Internet	110	91.7	6	5	4	3.3	2.88	0.41	Stocks fell 96.00	1
6	Participation in Exhibitions and festivals	37	30.8	20	16.7	63	52.5	1.78	0.89	59.33	6
The general average: for the total dimension								2.24	0.37	74.52	-

The previous table shows that:

The general average of the "most commonly used mean of promoting domestic tourism in Jordan" was 2.24, standard deviation was 0.37 and trend strength was 74.52%. This means that the trends of the sample toward the aspect; the general average of the "most commonly used mean of promoting domestic tourism in Jordan" was 2.24, the standard deviation was 0.37 and the trend strength was 74.52%. This means that the trends of the sample toward the aspect "the most commonly used mean of promoting domestic tourism in Jordan" are Positive. The most agreed phrases are (Internet, TV Programs and Radio Programs), Trend strength was (96.00%), (82.33%) and (77.67%), respectively. The least agreed phrase is (participation in exhibitions and festivals), trend strength (59.33%), in accordance with the responses of the study samples.

Table 4: Factors that affect media and domestic tourism sector in Uganda

Factors affecting media and	Strongly agree	Agree	Not sure	Disagree	Strongly disagree
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domestic tourism sector					
Changing environment of social media	15				
Poor management support		10			
Inadequate funding		5			

According to the table above 15 respondents out of 30 strongly agreed that one of the factors that affect social media and tourism is changing environment of social media where by one of the tourists said that “broadcasting media is becoming difficult to use due to the fact that you can’t be sure when it will be cut off and also due to the tax that has to be paid before using social media is becoming impossible for people like me who is a foreigner and not used of such kind of restrictions on social media” (Shakilah & Kazaara, 2023)

However, 10 out of 30 respondents agreed that poor management support has able affected media and tourism sector since the management has failed to agree on which mechanisms to use in order to boost tourism sector through use of media. And 5 out of 30 respondents agreed that the factor that affects social media and tourism is inadequate funding (Phionah et al., 2023).

Conclusions

The study concluded that tourism media has a role in introducing Jordan's tourism products and resources, and contributes to raising the level of tourist attraction. It is also one of the main tools for tourism attraction because of its important role in spreading tourism culture and knowledge to the local and foreign public. It is also the way to introduce investment opportunities in various fields of the tourism industry, promotion of tourism products and programs and opportunities for employment, which is reflected in the national income.

Recommendations

The study recommends for proper maintenance of the information center Uganda Museum. More stocking of information encouraged since most tourists do visit to search for more knowledge about its unique products and services.

The study also recommends refurbishing the roads leading to the park for a better tourist experience as the tourist suggested less time spent and creation of more comfortable transport means to the destination.

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The contribution of social media for achieving of levels of leisure and entertainment by offering opportunities to learn about the experiences and cultures of others, which requires a review of all that is presented in the tourism, through the Ministry of Tourism and Tourism Board, in order to achieve the desired goals.

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