
**CULTURAL TOURISM AND COMMUNITY DEVELOPMENT. ACASE STUDY MBALE
CENTRAL UGANDA**

**1 Bwayo Ronald, 2 Ojok Alex, 3 Nakimbugwe Sophia
1, 2, 3 Metropolitan International University**

ABSTRACT

The study aimed at cultural tourism and community development and it was guided by the following objectives; To examine the effects of imbalu festival to economic development in Mbale Uganda and to examine the relationship between cultural tourism and community development in Mbale Uganda. The study population included the management and leaders and members of the cultural tourism and community developments. The study population was consisted of both male and female respondents. The study was based on a sample size of 40 that was drawn from 100. The sample size of 40 sufficient as it was supported by Krejcie, Robert, Morgan and Daryle in (1970) in their work. They stated that where a total population is 100, a sample size of 40 or more is sufficient. Mbale central was selected for this study which include; motto village, nauyo- bugama town council. From the findings, it was revealed too, that majority of the respondents agreed when they were asked to give their opinions about cultural activities (rituals) in Mbale Uganda makes (SD=17(26.6%), D=14(21.9%). This implied that cultural activities (rituals) do have a lot of stages for a boy to become a man in bagisu tribe. It was Furthermore revealed from this study that majority disagree when they were asked whether khukhuyalula hatching was a site of short cuts representing SD=17(26.6%), and (SD=17(26.6%). It is recommended that there is a need to put in place strategies and guidelines for improving the cultural sites in Uganda. Authorities responsible for tourism in Uganda need to set up policies for cultural sites operations and will improve standardization of activities.

Key words: cultural tourism and community development

Background of the study

In pre-colonial times, traditional communities in what is now Uganda were close-knit units. Their social, political and economic organization is centered around families, clans and traditional leaders. The daily activities of men, women and children, both individually and as a group, are interconnected and determined by their cultures (Sylvia & Peter, 2023).

After independence, the government established the Ministry of Culture and Social Development (MOCCD). The Ministry of Culture is responsible for securing, promoting and developing Ugandan culture (Ninsiima et al., 2017).

ibid, 2023). The government has passed laws to improve culture, including: Date (Amendment) Law No. 6/1977, Date Act 1967, Uganda Ethnic Cultural Center Amendment 1965, Constitution Act 1964 (which was repealed and replaced by the 2006 Constitution and Neighborhood Act) and Theater and Public Entertainment Act 1964.

Bama Saba has a unique culture, beautiful scenery, beautiful scenery and beautiful climate, local community in Africa and other third world, promoting and doing business of big tourists, especially Europe and North America (Ntirandekura and Friday, 2022).

Indigenous communities in third world countries appear to come from the north and west with unusual resources and activities. Therefore, more and more international tourists are going to many tourist destinations in Africa and other undeveloped parts of the world. For example, in 2001 more than 28 million international tourists (from Europe and North America alone) went to different parts of Africa. It is estimated with the current increase in international tourism to Africa by 2030 (WTO 2005)

This argument is based on the principle that exports are important, including primary exports, to which local communities, particularly in Africa, are comparable. . it is based on advantage rather than relying on techno-economic sectors that do not follow the principle of comparative advantage in the global economy (Benjamin Badji and Olufunsho Abayomi, 2011).

By reviewing previous work on community development and models, researchers can conclude that community development is the source of community and safety development and that community development begins there. The main problem points out is that poor development is closely related to the neglect of rural areas.

The neglect of rural areas, the migration of people from the countryside to the cities, as a result, causes negative consequences such as unemployment, crime, prostitution, child labor, insecurity, money laundering, bribery, poverty, urban sprawl, disease and epidemics. Places and urban infrastructure (Godfrey et al., 2023).

Issue Statement

In general, tourism is recognized as a powerful source of income generation and community development (Oromo et al., 2023). Despite the great potential of tourism and its contribution to the development of the world due to the great income it provides, the development of the Mbale Center community does not seem to have been greatly affected.

For this reason, there are many important problems in the business of converting local cultural or natural products into tourism products and selling them to tourists, and in the development of tourism, which should be questioned in terms of social economy and efficiency in most developing countries, especially African countries. economic instruments, including foreign control and dependence, distribution and uneven development, cultural and environmental degradation, respect for control and loss of personal culture, and general liability for tourism. State administration and management of tourism resources (Nicholas et al., 2023). Therefore, the researchers identified this problem among the Mbale people and their communities and therefore conducted this research to demonstrate its benefits in the development of culture and society.

Research objective

- To examine the effects of imbalu festival to economic development in Mbale Uganda.*
- To examine the relationship between cultural tourism and community development in Mbale Uganda.*

Research question

- Which cultural activities are patricide in Mbale Uganda?*
- What are the effects of imbalu festival to the economy development in Mbale Uganda?*
- What is the relationship between cultural tourism and community development?*

Methodology

Research design.

Descriptive cross-sectional survey design was used because it provides a systematic description that is factual and accurate as possible. A descriptive cross-sectional design is quick and cheap. As there is no follow up, fewer resources are required to run the study. A descriptive cross-sectional design is best way to determine the

prevalence and was used in identifying the associations that can be more rigorously studied using short study or randomized controlled by study, (sekaran2003), (Amin2005), states that quantitative designs are plans for carrying out research oriented towards Quantification and more applied in order to describe current conditions or to investigate relationships including cause and effect relationships. Quantitative design therefore helped to describe the current conditions and investigate the established relationships the indent field variables.

Study population:

The study population included the management and leaders and members of the cultural tourism and community developments. The study population was consisted of both male and female respondents. According to Mugenda (1999), involving both sexes in the research avoids bias. This population enabled the researcher to obtain the necessary data for this research as it required.

Sample size:

The study was based on a sample size of 40 that was drawn from 100. The sample size of 40 sufficient as it was supported by Krejcie, Robert, Morgan and Daryle in (1970) in their work. They stated that where a total population is 100, a sample size of 40 or more is sufficient. Mbale central was selected for this study which include; motto village, nauyo- bugama town council

Table 1: Sample size for a sub group according to Krejcie and Morgan.

Category	Target population	Sample population	Sampling technique
Cultural and clan leaders	10	4	Purposive sampling
Village leaders	10	8	Sample random sampling

Community members	80	28	Simple random sampling
Total	100	40	

Sampling techniques:

The study used simple random sampling to select respondents, such as cultural leaders, village leaders and community members were selected purposively. According to Amin (1998), simple random sampling ensures that every member has equal chance of being recruited into the sample, purposive sampling was employed when sampling. Purposive technique according to Straus (1992), enabled the researcher to acquire an in depth understanding of the problem and also gain richer, useful and focused information

Data sources.

Both primary and secondary data will be obtained.

Primary data.

Primary data was obtained through self-administered questionnaires, observing and interviewing guides to respond following systematic and established academic procedures as proposed by, (Nunnally and Bernstein 1994). There are several ways to collect the primary data.

This included the use of observation method, interviewing method and questionnaires.

Secondary data:

In this secondary analysis of quantitative data, good documentaries cannot not be underestimated as it provides necessary background and much needed context both of which make re-use more worthwhile and systematic endeavor. Secondary data were through the use of published documentaries. Various publications, magazines and newspapers reports, historical documents and other sources of published information were reviewed by the researcher. According to (Amin 2005) secondary

data can be helpful in research design of subsequent primary research and can provide a baseline with which the collected primary data by can be compared to.

Data collection methods and tools.

Questionnaires.

Questionnaires was used because it allows in- depth research, to gain first-hand information and more experience over a short period of time (Kothari,2008, Amin,2005; Crewswell,2003). It was also increased the degree of reliability due many items in it and so enhances the chances valid data, (Amin2005). The questionnaire was cheap and fast to be administered. A large group of respondents can be covered with in a short time. They will consist both closed and open-ended questions.

Interviews.

Interviews are person to person verbal communication in which a person or group of people are interviewed at a time. Interviews was used because they have the advantage of ensuring probing for more information, clarification and capturing facial expression of interviewees (Amin 2005). In addition, they also give an opportunity to researcher to revisit some of the issues that had been be over-sight in other instruments and yet they are deemed vital for the study. The target population to be interviewed will be the cultural leaders, village leaders and community members.

Data analysis techniques.

Data was both qualitatively and quantitatively manually according to the research objectives and questions.

Quantitative data analysis.

Data was stored using statistical package for scientist (SPSS) tool (Nelson et al., 2022). Descriptive analysis was showed the results in the frequency tables be and figures will be used to present counts and percentages of the respondents.

Qualitatively data analysis.

Qualitatively data was analyzed be using both thematic and comment analysis. This because the two approaches complement each other since the theme emerges from the researcher and the description Similarities from the respondents.

RESULTS**Demographic profile of the respondents.****Table 2: Gender of the respondents.****The frequency tables**

Gender of respondent	Frequency (%)
Male	75
Female	25

Source: primary data.5%.

It was revealed by the results of the study that majority of the respondents were males.

Least of the respondents were females 25%. This implies that most of the cultural and clan leaders, village leaders and community members in communities used in the study are males than females, an indication of leisure and hospitality staff gender differences globally. However, obtaining information from both males and females in is an indication that data used in the study was gender sensitive.

Table 3: Age of the Respondents

Response	Frequency	Percentage
14-18 years	15	37.5
19-30 years	11	27.5
31-45 years	5	12.5
46-60 years	9	22.5
Total	40	100

It was revealed by the results of this study that majority of the respondents 37.5% were between the ages 14-18 years. Respondents between the age of 19-30 years followed with a representation of 27.5%. Respondents whose age was between 46-60 years followed with a representation of 22.5%. Least of the respondents were 31-45 years with a representation of 12.5%. Results imply that the major teenagers of the selected members were between the ages of 14-18 years, a relatively young, responsive and active and ready age group for circumcision than the older generations.

Tables 4: Position of the Respondents

Response	Frequency	Percentage
Cultural and clan leaders	4	9.75
Village leaders	8	20
Community members	28	70
Total	40	100

Source: Primary data.

It was revealed that 70% the respondents were community members, 20% were village leaders, and the least of the respondents 9.75% were cultural and leaders, representing a downward coil in the elders as you go up the scale level.

Table 5: Number of years with the imbalu festival.

Response	Frequency	Percentage
1-5 years	20	50
6-10 years	10	25
11-15 years	8	20
16-20 years	2	5
Total	40	100

It was revealed by the results of this study that the majority of the respondents had experience with the imbalu festival ranging from 1-5 years. Respondents whose years of experience were ranging from 6-10 years followed with a representation of 25%.

Respondents whose year of experience ranged from 11-15years followed with a representation of 20%.Least of the respondents had an experience ranging from 16-20years representing 5%.This means that since most tour companies do not experts with a high number of years of experience.

Table 6: Education of the respondents.

<i>Response</i>	<i>Frequency</i>	<i>Percentage</i>
<i>Diploma</i>	2	17.5
<i>Degree</i>	2	5
<i>Post-graduate</i>	7	5
<i>Others</i>	29	72.5
<i>Total</i>	40	100

It was revealed by the results of this study that majority of the respondents had others level of education 72.5%. Respondents whose level of education diploma followed with a statistical representation of 17.5%. Respondents whose level of education degree followed with are presentation of 5%. Least of the respondents had a post-graduate level of education 5%.This means that imbalu festival has an impact on cultural tourism which influence the development of communities that improve on the operation activity hence improving tourism industry in Uganda.

Table 7: Effects of imbalu festival to economic development of Mbale Uganda.

<i>Statements.....</i>	<i>SD</i>	<i>D</i>	<i>NS</i>	<i>A</i>	<i>SA</i>
<i>.....</i>					
<i>As imbalu festival contributed to the growth of Mbale as a district in terms of tourist's attraction</i>	0 (0.0%)	3 5.0%	19 29.7 %	33 51.6 %	8 (12.5 %
<i>As pandemic affected the imbalu festival as cultural tourism industry</i>	0 (0.0%	3 4.7%	18 28.1	29 45.3	6 9.4%

	)		%	%	
<i>Now Mbale has become a city, is imbalu as Bagisu cultural become to an end</i>	0 (0.0%)	7 10.9	18 28.1 %	33 51.6 %	6 9.4%
<i>Do young men after circumcision be the same</i>	0 (0.0%)	15 23.4	10 15.6 %	24 37.5 %	15 23.4%
<i>During imbalu festival, people's property is destroyed</i>	0 (0.0%)	4 6.2%	28 43.8 %	26 40.6 %	6 9.4%
<i>Do imbalu festival promote local business</i>	0 (0.0%)	18 28.1 %	13 20.3 %	29 45.3 %	4 6.2%
<i>Has government of Uganda helped on promoting imbalu festival?</i>	0 (0.0%)	4 6.2%	34 53.1 %	4 6.2%	4 6.2%

Source: Primary Data.

The study used a liker scale whose responses are; **SD-strongly Disagree, D-Disagree, NS-Not Sure, A-Agree, SD-Strongly Agree.**

It was revealed that most of the respondents agreed that imbalu festival has contributed to the growth of Mbale district in terms of tourist's attraction and also agreed that cultural tourism has contributed to the growth of destination (12.5%). This implies that the practice of imbalu festival as of ceremony and tourists are invited which is important provided by the festival to the development of communities and the growth tourism industry in Mbale Uganda.

It was also reeved that majority of the respondents we're not help with the pandemic which has cause the lockdown, it has limited them from practicing the imbalu festival well because they have to follow the rule regulation such as SOPS.

Identifying cultural activities in Mbale.

Table 8: The table below shows responses obtained from the field regarding the cultural activities of Bamasaba during imbalu in Mbale.

Statements	SD	D	NS	A	SA
Songs make an impact on the boys during circumcision, gendering from birth through puberty	17 26.6%	14 21.9%	14 21.9%	15 23.4%	4 6.2%
Rituals, a site for testing man hood (isonja dance)	6 9.4%	22 34.4%	17 26.6%	17 26.6%	2 3.1%
(Khukhwinjila) sacred swamp final blessing to man hood	9 14.1%	14 21.9%	22 34.4%	17 26.6%	2 3.1%
(khakhakamamela) enforcing man taitis	2 3.1%	21 32.8%	23 35.9%	16 25.0%	2 3.1%
(khukhuyalula) hatching, site for hatching short cuts	6 9.4%	17 26.6%	23 35.9%	16 25.0%	2 3.1%

SD=Strongly Disagree; D=Disagree, NS=Not Support, A=Agree, SA=Strongly Agree

It was revealed too, that majority of the respondents agreed when they were asked to give their opinions about cultural activities (rituals) in Mbale Uganda makes (SD=17(26.6%), D=14(21.9%). This implies that cultural activities (rituals) do have a lot of stages for a boy to become a man in bagisu tribe.

It was Furthermore revealed from this study that majority disagree when they were asked whether khukhuyalula hatching is a site of short cuts representing SD=17(26.6%), and (SD=17(26.6%).

Conclusions.

It can be concluded that cultural tourism can be seen as a central service or product of tourism industry because culture helps the industry by providing them with the reliable information conceding the different cultures in Uganda.

It can further be concluded that cultural tourism links the tourists with the cultures of different clans of bagisu in Mbale Uganda.

The culture provides the information conceding the tribe (Bamasaba) which is leant by the tourist and this brings foreign exchange to the community and country which influence the development of communities.

Recommendations of the study.

It is recommended that there is a need to put in place strategies and guidelines for improving the cultural sites in Uganda. Authorities responsible for tourism in Uganda need to set up policies for cultural sites operations and will improve standardization of activities.

Marketing and promotions, more effective marketing and promotion of cultural tourism product are necessary. Heritage resource management must integrate tourism planning and concerns within the management process, these will require a number of changes in practices as well as new issues introduced into the realm of cultural to tourism planning.

References

- Benjamin Badeji, O., & Olufunsho Abayomi, O. (2011). *The impact of foreign direct investment on economic growth in Nigeria. International Research Journal of Finance and Economics*, 73(12), 133-143.
<https://doi.org/10.22610/imbr.v7i4.1166>
- Godfrey, S., Matovu, K., & Ismail, L. (2023). *Effect Of Youth Unemployment and Crime Rates in Uganda, A Case Study of Mityana District*. 7(3), 325-334.
- Nelson, K., Christopher, F., & Milton, N. (2022). *Teach Yourself Spss and Stata*. 6(7), 84-122.

-
- Nicholas, K., Nelson, K., Kazaara, A. G., Deus, T., & Moses, N. (2023). *Examining the Influence of Climatic Change Patterns on Tourism Activities in Uganda. A Case Study of Bududa District*. 7(2), 72-79.
- Ninsiima, P., Wamimbi, D., & Kazaara, A. I. (2023). *Impact of Forced Migration in A Society. A Case Study of Kwango Culture, Democratic Republic of Congo*. 7(4), 98-106.
- Ntirandekura, M., & Friday, C. (2022). *Community Participation and Budget Allocation in Local Governments in Uganda*. May. <http://ir.miu.ac.ug:8080/jspui/handle/123456789/70%0Ahttp://ir.miu.ac.ug:8080/jspui/bitstream/123456789/70/1/IJAMR220513-1.pdf>
- Oromo, O. D., Julius, A., & Nelson, K. (2023). *Effect of Covid-19 Lockdown on Household Income in Uganda A Case Study of Kitoro Parish, Entebbe Municipality*. 7(4), 107-117.
- Sylvia, N., & Peter, S. (2023). *Examining the Influence of Luganda Studies on Cultural Development in Uganda. The Case Study of Wabigalo, Busimbi Sub County Mityana District*. 7(3), 117-123.