
**TOUR SERVICES ON THE DEVELOPMENT OF TOURISM SECTOR IN UGANDA
CASE STUDY OF SAFARI TOUR COMPANY.**

1 Mukite Evalyne, 2 Alex Irumba

1, 2 Metropolitan International University

ABSTRACT

The study aimed at tour services on the development of tourism sector in Uganda and it was guided by the following objectives; To identify the contributions of safari tour company on the development of tourism sector, to examine the relationship between tour services and development of tourism sector in Uganda and to identify the challenges safari Tour Company face when offering tour services. The study population included the management and staff and members of the safari tour company. The study population is consisting of both male and female respondents. The study was based on a sample size of 64 that is drawn from 100. From the findings, it was shown from the study that majority of respondents agreed when they were asked whether regulation of the legal framework to make it easier for safari tour company to adapt and implement its business operations ($A=25(39.1)$). This implied that regulating the legal framework for safari tour company is the best strategy for mitigating its activities. It was also revealed that majority of the respondents disagree when they were asked whether developing some policies to attract the private educational sector to conduct training to the tour operators was to ease and streamline the activities of safari tour company in Uganda ($\text{Mean}=19(29.7)$). It is recommended that there is a need to put in place strategies and guidelines for improving the operations of safari Tour Company in Uganda. Authorities responsible for tourism in Uganda need to set up policies for safari tour company operations and is to improve standardization of activities such as car renting, accommodation and even tour guiding.

Key words: tour services, development and tourism sector

Background of the study

Tourism is now one of the largest and lucrative in the world contributing to significant job creation (Emmanuel et al., 2023). It has been known to contribute to 9% of global GDP and 11 jobs every day annually (Frank et al., 2023). Despite recent shocks the global tourism industry is expected to grow by an average of 0.3% between 2010 and 2030.before. In 2012, there were more than one billion international tourist arrivals worldwide and international tourism receipt hit a new record of 37 million Euros, equalizing to 4% increase from the previous year (Oromo et al., 2023). In addition, another five to six billion tourists are estimated to travel domestically every year. It is clear that t e tourism industry is significant contributor to the global economy, as it generates export earnings not only through international tourism accounts for 30% of the world's exports of services, 6 % of overall exports and is ranked fifth as a worldwide export category, after fuels, chemicals, food and automotive products (UNWTO. 2013).

Tourism currently can be seen to be polarizing around a few dozen global and large international operators on the one hand and one million of SMEs on the hand (Tasha et al., 2023). what is provided on the ground that makes up the primary tourism experiences at the destination, is mostly in the ground that makes up the primary tour is my experience at the destination, is mostly in the hands of unbranded SMEs such as pubs, cafes, restaurants tour vans (taxes), local attractions tourist guides, guesthouses among others. Ultimately and ironically, the long run future of international tour operators in mature markets is heavily dependent on the service delivery capabilities of SMEs together with their ability to pursue tourism and hence protecting the long-term interest of destinations (Turyatemba et al., 2022). Through linkages, the SMEs sometimes supply their products and services to the larger and international tour operators

The Uganda government launched a privatization program in 1993, under which most

government owned enterprises were to be privatized including all hotels and tourist and facilities. In line with this strategy, the government of Uganda has divested its interest in all hotel and related facilities (Nicholas et al., 2023). Currently, 90% of all accommodation facilities in Uganda are owned by the private sector and this strategy also led to the growth of safari Tour Company among of safari Tour Company among which African pearl safaris was also developed. Despite the formation of safari tour company has been comprised of many inconsistencies. This report is therefore an attempt the development of tour services on the development of tourism sector in Kampala including safari Tour Company

Statement of the problem

There are numerous tour services in Uganda listed 196 operating tour guide services in Kampala. The media in Uganda has shown the significant growth in GDP of Uganda as a result of the increase in the flow of visitor from Europe, Australia, USA and ASIA. UBOS (2009) noted that without the support, guidelines and direction of the tour guides and operators, the tourist can hardly reach all the destination of distribution. Despite this observation, the development of tour services has not been reflected as key players in this distribution function (Mark et al., 2023). If this company, the anticipated and appropriate strategies laid to streamline the tour services the anticipated revenue inflow to Uganda out of tourism activities will not be realized hence the needs of this study.

Objectives of the study

- 1. To identify the contributions of safari tour company on the development of tourism sector.*
- 2. To examine the relationship between tour services and development of tourism sector in Uganda.*
- 3. To identify the challenges safari Tour Company face when offering tour services.*

Research questions

1. *What are contributions of safari tour company on the development of tourism sector*
2. *What is the relationship between tour services and development of tour sector?*
3. *What are the challenges face safari Tour Company when offering tour services?*

Methodology

Research design

Descriptive cross-sectional survey design is used because it provides a systematic description that is factual and accurate as possible (Amin 2005). 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 is used in identifying the associations that can be more rigorously studied using short study or randomized controlled by study, (sekar, 2003), (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 between the variables.

Study population

The study population included the management and staff and members of the safari tour company. The study population is consisting of both male and female respondents. According to Mugenda (1999), involving both sexes in the research to avoid bias. This population enabled the researcher to obtain the necessary data for this research it is required.

Sample size

The study was based on a sample size of 64 that is drawn from 100. The sample size of 64 is sufficient as it is 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 64 or more is sufficient. Safari Tour Company was selected for this study.

Data collection instrument.

Questionnaire.

Questionnaire is used because it allows in-depth research, to gain firsthand information and more experience over a short period of time (Kothari, 2008, Amin, 2005; Crewswell, 2003). It also increases the degree of reliability due to many items in it and so enhances the chances of valid data, (Amin 2005). The questionnaire is cheap and fast to be administered. A large group of respondents can be covered within a short time. It consists of 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 are used because they have the advantage of ensuring for more information, clarification and capturing facial expression of interviewees (Amin 2005). In addition they also give an opportunity to the researcher to revisit some of the issues that have been overlooked in other instruments and yet they are deemed vital for the study. The target population to be interviewed was the top management officers, company staff and clients (customers) of the company.

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 (E-views) tool (Nelson et al., 2023). Descriptive analysis was showed the results in the frequency tables and figures was used to present counts and percentages of the respondents.

Qualitative data analysis.

Qualitatively data was analyzed using both thematic and comment analysis using SPSS (Nelson et al., 2022). This is because the two approaches complement each other since the theme emerges from the researcher and the description Similarities from the respondents.

RESULTS

Table 1: Contributions of safari tour company on the development of tourism sector in Uganda.

Statements.	SD	D	NS	A	SA
Safari tour company can be seen as a central link in the distribution chain.	0 (0.0%)	3 5.0%	19 29.7%	33 51.6%	8 (12.5%
Safari tour company buy tourism services in bulk, assembles them into attractive packages	0 (0.0%)	3 4.7%	18 28.1%	29 45.3%	6 9.4%
Safari tour company help in reducing time of stressed and less free time tourists by providing them with reliable services.	0 (0.0%)	7 10.9	18 28.1%	33 51.6%	6 9.4%
Safari tour company is useful for overall well-functioning of the market (created	0	15	10	24	15

market)	(0.0%)	23.4	15.6%	37.5%	23.4%
Safari tour company currently is operating with the local community that have fostered cooperation and unity on the tourism sector.	0 (0.0%)	4 6.2%	28 43.8%	26 40.6%	6 9.4%
Safari tour company has enhanced awareness of its customers to the potential impact of tourism.	0 (0.0%)	18 28.1%	13 20.3%	29 45.3%	4 6.2%
Safari tour company has made initiatives to enhance awareness of the community to the potential impact on the tourism sector.	0 (0.0%)	4 6.2%	34 53.1%	4 6.2%	4 6.2%

Source: Primary Data.

The study used a likert 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 safari tour company can be seen as a central link in the distribution chain and also agreed that safari tour company help in reducing time of stressed and less free time tourists by providing with them reliable tour services (A=33(51.6%) and (A=8(12.5%). This implies that the practice of safari tour company acting as a central link and at the same time reducing the time of stressed tourists are the most important contributions provided by safari Tour Company on the development of tourism sector in Uganda.

It was also revealed that majority of the respondents were not sure whether safari tour company makes initiatives to enhance awareness of its customers related to the potential impact of the tourism are very few (NS=34(53.1%). This means that safari

tour company initiatives to enhance awareness of the tourists is not understood as one of the contributions provided by safari Tour Company on the development of tourism sector.

The table below shows responses obtained from the field regarding the challenges faced by safari Tour Company in Uganda.

Table 2: Challenges safari tour company face when offering tour services.

Statements	SD	D	NS	A	SA
<i>High competition from the neighboring countries such as Kenya, Tanzania and Rwanda.</i>	17 26.6%	14 21.9%	14 21.9%	15 23.4%	4 6.2%
<i>Limited marketing due to insufficient A fund is a serious problem facing safari tour company in Uganda hence affecting Safaris in Uganda.</i>	6 9.4%	22 34.4%	17 26.6%	17 26.6%	2 3.1%
<i>Poor service delivery especially in Hotels greatly affect the safari tour company in Uganda, such as poor handling of tourists, meals, accommodation by workers.</i>	9 14.1%	14 21.9%	22 34.4%	17 26.6%	2 3.1%
<i>Government regulations are also challenges affecting safari tour company in Uganda such as licensing challenges, tourism vehicle</i>	2 3.1%	21 32.8%	23 35.9%	16 25.0%	2 3.1%

<i>regulations, boating activities and taxes.</i>					
<i>Environmental regulations such as procurement of certain equipment's or materials used in the business and environmental destruction among others.</i>	6 9.4%	17 26.6%	23 35.9%	16 25.0%	2 3.1%

Source: Primary Data.

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

It was revealed too, that majority of the respondents disagree when they were asked to give their opinions on the challenges facing safari tour company in Uganda makes (SD=17(26.6%), D=14(21.9%). This implies that safari Tour Company do face a number of competition while operating its business in Uganda hence limited participation.

It was furthermore revealed from this study that majority agreed when they were asked whether limited marketing is a challenge to safari tour company, participants largely said connecting to marketing representing SD=17(26.6%), and (SD=17(26.6%). This implies that safari tour company sometimes face a number of challenges that sometimes lead them close.

The table below shows e responses regarding suggesting remedies for the challenges facing tour companies in Uganda.

Table 3: Remedies for the challenges facing safari tour company in Uganda.

<i>Statements.</i>	<i>SD</i>	<i>D</i>	<i>NS</i>	<i>A</i>	<i>SA</i>
<i>Reducing bureaucracy through removing unnecessary protocols which act as obstacles in dealing with issues of tour operators in administrative hierarchy.</i>	8 12.5%	14 21.9%	24 37.5%	4 21.9%	4 6.2%
<i>Tax reform on income taxes charged to support and establishment and survival of safari tour company.</i>	4 6.2%	24 27.5%	9 14.1%	24 37.5%	4 4.7%
<i>Investment in education by establishment of more educational institutions offering tourism education on bachelor's and master's level s.</i>	8 12.5%	16 25.0%	23 35.9	17 26.6%	0 0.0%
<i>Developing some policies to attract the private educational sector to conduct training to the tour operators with an ease.</i>	6 9.4%	19 29.7%	24 37.5%	13 20.3%	2 3.1%
<i>Destination branding which involves with marketing and promotion of the country and the services offered by the tour operators</i>	8 12.5%	16 25.0%	23 35.9%	17 26.6%	0 0.0%
<i>The creating of a network of tour operators to provide an ease in the</i>	6	19	29	10	0

<i>business operations such as marketing and business connections with other international service providers.</i>	9.4%	29.7%	45.3%	15.6%	0.0%
<i>Regulating of legal framework to make it easier for operators to adapt an implement in their business operations.</i>	9 14.1%	12 18.8%	18 28.1%	25 39.1%	0 0.0%

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

It is shown from the study that majority of respondents agreed when they were asked whether regulation of the legal framework to make it easier for safari tour company to adapt and implement its business operations (A=25(39.1). This implies that regulating the legal framework for safari tour company is the best strategy for mitigating its activities.

It was also revealed that majority of the respondents disagree when they were asked whether developing some policies to attract the private educational sector to conduct training to the tour operators was to ease and streamline the activities of safari tour company in Uganda (Mean=19(29.7). This implies that the application of legal framework to influence the standard of operations has an influence on improving the quality of services given by the safari tour company in Uganda.

Conclusions.

It can be concluded that safari tour company can be seen as a central link in the distribution chain and it also help in reducing the time of stressed by tourism sector by providing them with the reliable information and other services which means acting as a central link and at the same time the stress of the industry are the most contributions of safari tour company to the tourism sector in Uganda.

Recommendations of the study.

It is recommended that there is a need to put in place strategies and guidelines for improving the operations of safari Tour Company in Uganda. Authorities responsible for tourism in Uganda need to set up policies for safari tour company operations and is to improve standardization of activities such as car renting, accommodation and even tour guiding.

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