

Domestic Tourism And It's Impact On Cultural Development In Uganda. A Case Study Of Kasubi Royal Tombs

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Abstract

This study has been carried out under the topic „effects of domestic tourism on cultural development in Uganda. A case study of Kasubi Royal Tomb. The main objective of the study is to find out the effects of domestic tourism on culture development in Uganda. It has been carried out under the following specific objectives; to find out hindrances / limitations towards domestic tourism on cultural development in Uganda, to investigate the role of culture to development of domestic tourism in Uganda, to find possible measures on how to promote domestic tourism alongside cultural development in Uganda. This study was conducted from varieties of sources i.e. local authorities of Kasubi royal tombs, members of public, publications, reports, journals among others. The developed governance partly influenced the desire to travel and it ranked last with a percentage 32%. From the results the factors that were most likely to influence the desire to travel include improved transport network, price incentives, and awareness, discovering new tourism destinations, improved services, and increased disposable income. Kasubi royal tombs stakeholders in need to take advantage of the devolved system of governance to either open up new branches for their operations in areas such bunyoro, tororo, jinja open new tourism cultural centers to act as destinations that will entice domestic tourists to take alternative forms of tourism such as adventure tourism, cultural or sport tourism as this will expand Buganda's' awareness of the royal tombs and their importance.

Keywords: Domestic, Tourism, Cultural and Development

Background of the Study

As Ugandans increasingly travel within the country for entertainment and education, they support the preservation of cultural heritage and community empowerment. The Kasubi royal tombs near Kampala demonstrate this potential (Suzan et al., 2024). Inscribed on the UNESCO World Heritage List in 2001, the tombs commemorate the four Kabaka kings of Buganda from the 19th century. The site, which is buried in unique mud buildings, has deep cultural significance for the Baganda people. However, declining community involvement threatened the long-term sustainability of the tombs (Ntirandekura & Friday, 2022). Recent statistics signal the growing contribution of domestic tourism. In 2020, domestic visitors accounted for over 60% of Uganda's tourism sector compared to 36% in 2015 (F. Christopher & Felex, 2022). This reflects a growing middle class with disposable income and an interest in cultural exposure. Official figures show that Muganzirwazza, the main gateway to the Kasubi Tombs, will welcome an average of 4,500 domestic visitors per month in 2021 – a 42% increase from 2018 (Faith et al., 2023). Such growing favor strengthens the local economic multiplier effect of Kasubi Tombs. A 2019 study found that domestic tourism directly supports more than 200 jobs and indirectly sustains 600 community livelihoods through the supply, transport

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and sale of handicrafts (Anthony et al., 2023). Visitor spending also funds critical maintenance of the tomb by the Kasubi Cultural Heritage Conservation Foundation – maintaining skills such as thatched roof weaving that are central to Baganda culture. At the same time, domestic tourists play an invaluable educational role (Jallow et al., 2021). Many of them seek historical and cultural knowledge that provides valuable exposure for future generations. School trips help young people in particular to appreciate their heritage in a fun and immersive way. Community guides also have incentives to explore and share stories, language and traditions that are at risk of loss. As cultural ambassadors, they inspire local pride (Faith et al., 2023). In addition to economics, regular engagement strengthens community ownership, which is seen as essential to the future viability of heritage sites. As more and more Ugandans visit the Kasubi tombs out of personal interest and national identity, they form stronger psychological bonds to preserve the site for posterity (F. Christopher & Micheal, 2022). Grassroots fundraising initiatives have emerged to complement the work of formal conservation bodies. This is due to the fact that there is greater availability of statistics on international tourist flows and their continued recognition by many government agencies as more significant from an economic point of view, representing high incomes, as opposed to domestic tourism, which represents money recycling within a country. Domestic tourism is booming in developed countries and some emerging markets (Ivan & Kazaara, 2023). As for China, domestic tourism has experienced rapid development since the 1990s, overtaking international tourism. In countries such as France, Great Britain, the United States of America, China and Malaysia, their tourism development model is rooted in a domestic basis that guides the industry's orientation in product development and marketing. In 2009, Malaysia recorded 90 million domestic tourists against 23 million international arrivals, of which 13 million were regional tourists from Singapore (Sophie & Crispus, 2024).

In 2009, domestic tourism in South Africa contributed 54.8 percent to GDP and 79 percent to the total tourism economy (T. Christopher et al., 2022). In Durban, South Africa, domestic tourism has been recognized as a cornerstone of economic development. Domestic tourist numbers have been growing in recent years with 87.7 percent in 2014, 88 percent in 2015 and 93.56 percent in 2016, while foreign tourists in 2016 were only 6.44 percent. The same cannot be said for other African countries, governments and tourism organizations in most developing countries, especially in Africa, focus more on promoting international tourism because of the huge foreign exchange earnings that the country's economy brings compared to domestic tourism (Nicholas et al., 2023). Also, in African marketing strategies, little attention is paid to the development of domestic tourism because it is assumed that most African citizens live below the poverty line and therefore cannot afford to go on vacation (Damasus et al., 2023). Domestic tourism literature is almost non-existent in Botswana. The number of visitors to most attractions by resident and the performance of the sub-sector in general are also not available, except for the Department of Wildlife and National Parks (DWNP), which has protected area attendance. In Botswana, according to the Ministry of Tourism (2012) in its Tourism Statistics Report 3 for the period 2006–2010, an estimated 2.1 million foreign tourists visited Botswana in 2010 compared to 1.2 million domestic tourists. These statistics suggest that domestic trips are associated with international arrivals (F. Christopher & Felex, 2022).

Despite these initiatives, there are clear studies that address why domestic tourism is low, with little comprehensive research into what contributes to a country's domestic tourism presence. Mr. Ochieng mentioned that “before the pandemic, Uganda's tourism sector was one of the fastest growing sectors. The sector generated USD 1.6 billion in Forex for 2018 compared to US USD 1.45 billion in foreign visitors, which increased by 7.4 from 1,402,409 in 2017 to 1,505,669 in 2018. With the pandemic however, the country received 512,945 tourists. 2021. Therefore, for the return of pre-pandemic arrivals, TTB developed a strategic plan and a recovery marketing strategy to drive the sector to recovery through interventions such as domestic tourism promotion and destination branding (Faridah et al., 2023).

Problem Statement

In Uganda, domestic tourism has been neglected alongside culture as an area of research and development that receives very little input, while international tourism promotion is more emphasized in Uganda and Africa as a whole, while on the impact of domestic tourism on cultural development. (Ivan & Kazaara, 2023). The reason for neglecting domestic travel for cultural tourism could stem from the popular assumption that tourists always come from distant countries and other cultures, so domestic travelers are sometimes discounted as tourists. While international tourism brings much-needed foreign currency into the country, most of that currency is siphoned off to support imports. Domestic tourism, on the other hand, ensures that the income generated is utilized within the country and various stakeholders can benefit (T. Christopher & Turyasingura, 2024).

Tourism is important to Uganda's economy and domestic tourism forms the basis of tourism and tourism development (Nicholas et al., 2023). Domestic tourism has the potential to provide a country with several economic and socio-cultural benefits that include national integration and cohesion and the creation of opportunities through various economic linkages in destinations. Although there is literature on the importance of domestic tourism as a whole, there is little mention of how domestic tourism affects the development of this segment of tourism and what opportunities exist for Uganda (Ivan & Kazaara, 2023). This study therefore sought to determine the impacts of domestic tourism on cultural development in Uganda.

Specific objectives

1. To find out hindrances towards domestic tourism on cultural development in Uganda.
2. To investigate the limitations of domestic tourism to on culture development in Uganda
3. To find possible measures on how to promote domestic tourism alongside cultural development in Uganda.

Methodology

To achieve the proposed research objective of the influence of domestic tourism on the cultural development of Uganda, the research design chose descriptive and correlational analysis. Correlation analysis was used to determine the extent to which domestic tourism has influenced cultural development in Uganda (Olanrewaju et al., 2021a). Descriptive research designs with quantitative techniques were used to collect authentic information to validate the study. This was the best research design for this research topic because it describes the research study exactly as it is and addresses the who, where, what and how questions of the population (Abiodun & Christopher, 2024). The perceptions of different individuals are gathered by asking them questions, getting a direct answer from them, and taking their answer into account without being biased. The researcher selected a total of respondents in and around the royal tombs of Kasubi. The selected respondents were composed of both men and women. Different positions, age education background. The target group was local authorities, students and officials of the Kasubi Tombs. The study area was the Kasubi Royal Tombs representing a site covering almost 30 hectares of hillside located in Kampala District on Kasubi Hill (A & Ahmed, 2019). The site is the main spiritual center of Buganda where traditional and cultural practices have been preserved. The Kasubi royal tombs are the most active religious sites in the kingdom, where rituals are often held. The method of data collection was primary data collection, which involved the use of questionnaires for the research population. Questionnaires were used to ask residents about their opinions and attitudes towards domestic tourism for the development of culture. The questionnaires were flexible and suitable for large groups due to ease of distribution as a lot of information could be collected through them without bias (Olanrewaju et al., 2021b).

The results of this research were intended to be used by local and regional authorities to assess and evaluate current domestic tourism for cultural development and to gain knowledge about how visitors perceive their experiences while visiting the Kasubi Royal Tombs Prefecture (Aslam et al., 2022). . These findings could be used to correct current

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domestic tourism for cultural development in the area. Two aspects were used to determine research quality; reliability and validity of findings and research techniques used. Reliability was the extent to which consistency of study results existed over time. Therefore, this study included a descriptive and explanatory research design 19 and used techniques such as questionnaire and secondary data collection methods to help obtain reliable results for reliability and generalizability for future use (Lu et al., 2013).

Categories of the target Table 1 shows population at Kasubi royal tombs

Particulars	Target population	Percentage (%)
Male	15	50%
Female	15	40%
Total	30	100%

In addition, this research was preserving credibility to assess whether or not the representation of data fits the opinions of the participants studied, and if the findings hold true.

The respondents were not being subjected to any form of harm while maintaining dignity. The administration was involved. In general, Data analysis was the understanding and interpretation of the data collected systematically for valid and reliable information. The data collected was analyzed through descriptive analysis on Google forms response data both quantitatively and qualitatively. Central tendency measures were used to analyze the data by calculating the mean mode and the median for easy understanding (Nafiu et al., 2012). The data was sorted as per its allocation codes and was entered into a statistical package known as statistical package for social scientists (SPSS) to generate both descriptive and inferential statistic that created the mean, mode and median, the variance standard deviation, frequencies and percentages, theses arranged in table and later explained by the researcher on what they meant as per the set objective and their implications in the study (Nafiu, 2012). Through use of content and thematic analysis, qualitative data was analyzed and finding and related to the study objective and finding the verbatim captions was tabulated in shooter sentences and pulling out key words that explained a certain phenomenon (Olanrewaju et al., 2021b) these se key words were used and raised to explain the occurrences that the study found out to answer the concerns that were raised in form of study objectives and answering the research questions.

RESULTS

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Tourism revenue from kasubi royal tombs tourism department in kasubi

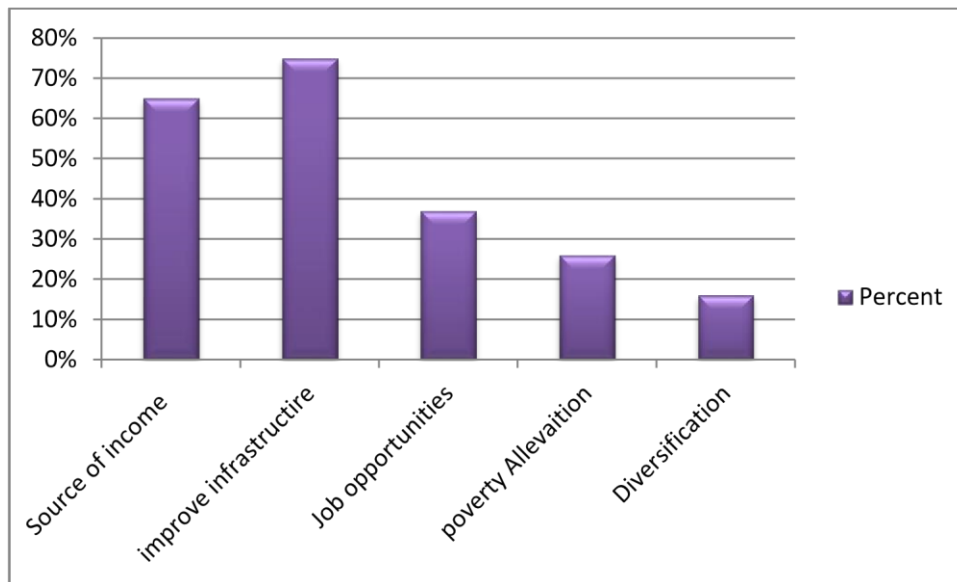
The study findings indicate the revenue from kasubi royal tombs from domestic tours and other tours i.e. international is a great significance to the establishment. Because of this cultural preservation is able as the tombs are under construction and require funding in order to resettle what was lost years ago. It should be noted the revenue from domestic tourism has enable to help the community in kasubi as of this; infrastructural development as form of community support has been done.

These are some of the revenue estimates from tourism department at kasubi royal tombs, 26% of kasubi royal tombs tourism establishment has an annual domestic tourism revenue turnover of less than USD 500. Kasubi royal tombs domestic tourism earning of between USD 5,000-8,000 and USD 10,000-12,000 recorded the least performance at 4% and 3% respectively. Cumulatively, 78% of this tourism establishment earns up to USD 15,000 per annum from tours as it revenue, while 15% earns of over USD 18,000. Twenty-four percent (24%) of kasubi royal tombs tourism establishment earn less than USD 20,000 from international tourism, international tourism 26 earnings of between USD 20,000-50,000 and USD 50,000-100,000 both recorded 20%. Seventy-six percent (76%) of the tourism establishments earn up to USD 120,000 from international tourism per annum, while 16% earn the highest revenue of over USD 150,000. The least number of establishments (9%) earned between USD 100,000-USD 120,000 from international tourism. Twenty-six percent (26%) of the establishment had an annual overall tourism revenue turnover of over USD 30,000. This is followed by 19% of the establishments with a turnover of between USD 100,000- 149,000. Establishments with a turnover of less than USD 50,000 from overall tourism earnings were 14%.

Number of employment opportunities supported by kasubi royal tombs under domestic tourism towards cultural development.

The study findings according to care taker of kasubi royal tombs, reveal that the highest number of jobs supported by gained at kasubi royal tombs from domestic tourism (32%) was over 40,000. This was followed by 28% of jobs that were supported by domestic tourism under cultural perseveration at between 30,000-39,000 and 20% of the jobs at between 20,000-29,000. 94% of the total respondents indicated that over 10,000 jobs were supported by 27 gains from kasubi royal tombs. This further provides a basis for valid inferences. This was possible because of the so manly cultural items which were destroyed in the fires, the need to have these items replaced soon as possible called for such mass employment.

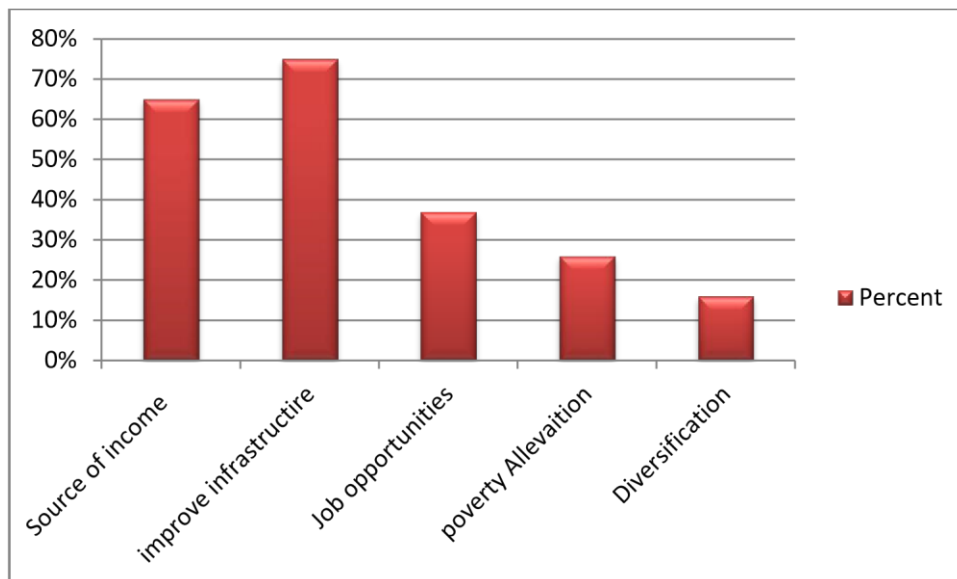
Figure 1: Number of Jobs supported by gains from domestic tourism in at kasubi royal tombs.



Economic indicators for cultural development under domestic tourism kasubi royal tombs

Respondents were asked their views on attributes that act as the key indicators of economic significance for cultural development at kasubi royal tombs under domestic tourism; the results indicated in graph show that economic returns rank the highest results in percentages with improved infrastructure, job opportunities poverty alleviation. The overall indicating the four main attributes act as economic significance for cultural development under domestic tourism.

Figure 2: Economic indicators for cultural development under domestic tourism kasubi royal tombs.



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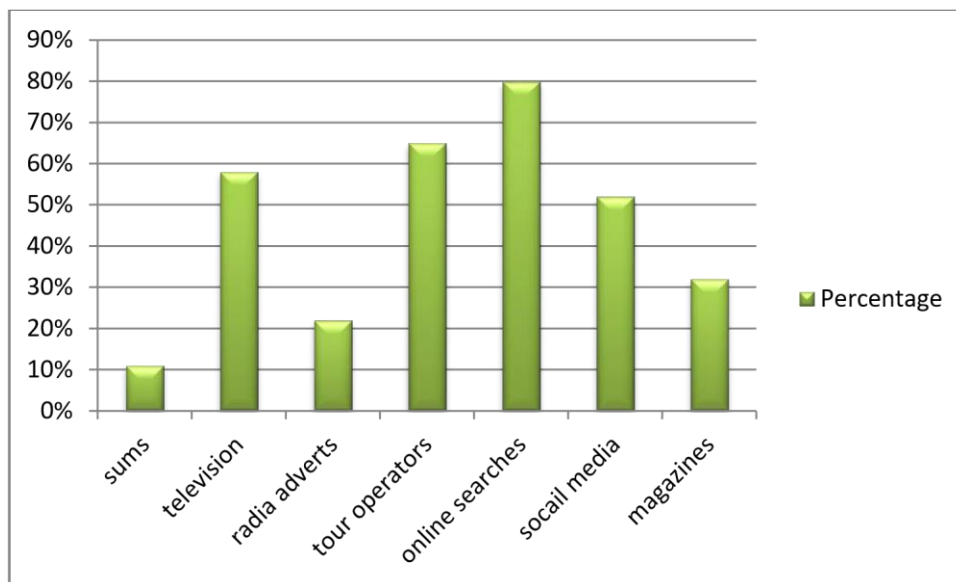
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Factors influencing travel to kasubi royal tombs i.e. local tourism destination.

The findings show that the factors that most influenced the desire to travel to a destination is improved transport network is at 52%. Price incentives came in second with a percentage of 62%, discovering new tourism destinations and improved services ranking third with a percentage of 45%, closely followed by increased disposable incomes. The developed governance partly influenced the desire to travel and it ranked last with a percentage 32%. From the results the factors that are most likely to influence the desire to travel include improved transport network, price incentives, and awareness, discovering new tourism destinations, improved services, and increased disposable income. Above-mentioned attributes are opportunities that have fully lead to the development of culture in Uganda mainly at kasubi royal tombs hence promoting domestic tourism by tourism stakeholders

Figure 3: Factors influencing travel to local tourism destinations.



4.6 Agencies that promote domestic tourism

Respondents were asked to rate how important the agencies were responsible for promoting domestic tourism on a scale of 1-5 with 5 ranking as of great importance. The study findings in Table 4.7 indicate that Tour Operators were the most responsible in promoting domestic tourism with a mean of 4.57, the Uganda Tourism Board ranked second with a mean of 4.39 while Hotels came third with a mean of 4.36. The agency that ranked the least in promoting domestic tourism was the media.

Table 1: Effect of Agencies in domestic tourism destination, a study of kasubi royal tombs (cult)

Agencies that promote domestic tourism	Not important	little importance	Moderate important	Importance	Great importance	Mean rating	Std. Dev
Tour Operators	1%	0%	8%	23%	68%	4.57	0.721
Uganda tourism boards	1%	2%	13%	26%	58%	4.39	0.855
Hotels, Lodges and camps	2%	3%	12%	25%	59%	4.38	0.921
Ministry of tourism	0%	4%	19%	25%	51%	4.22	0.923
Media	4%	10%	21%	24%	42%	3.91	1.152

Marketing of kasubi royal tombs as a cultural local tourism destination.

The study findings indicate that kasubi royal tombs are highly on the level of awareness with at least 70%. Domestic and international tourists are aware of cultural and spiritual Destinations, kasubi royal tombs shows a significance in Buganda kingdom as compared to the rest of the tourism sites in Buganda.

When respondents were asked to rate the level of significance of various options in providing information on kasubi royal tombs as a local tourism destination, respondents indicated online searches and tour operators as the most significant option for providing information on kasubi royal tombs as local tourism with a percentage of 65% and 80%. Organization websites, television, and social media ranked second, third and fourth with a percentage of 58%, 53%, 58% and 52% respectively. In this study, roadshows ranked the least in terms of the 29 significance of options in providing information on local tourism destinations with a percentage of 11%; this was followed by sales calls with a percentage of 5%.

Conclusion

Domestic tourism is a critical component in cultural development and economic growth of a destination as it provides cultural and economic returns to tourism stakeholders. Domestic tourism provides a platform through which tourism stakeholders operate the hotels and tour operator businesses, generate revenues from domestic tourism and create jobs for the local communities. Tourism stakeholders must develop tourism products that appeal to the local domestic tourist by so doing; they will turn the opportunities identified in the study into avenues through which they generate revenue benefiting the cultural centers as well.

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Domestic tourism is therefore a means to reduce seasonality by developing all year packages that encourage domestic tourists to participate and take up holidays anytime during the year and not limited to the three months (April, August and December) and curb dependency on international tourism through participation in cultural activities such as dances, paintings among others.

Recommendations:

Kasubi royal tombs stakeholders need to develop cultural promotional packages that will influence greater cultural participation in domestic tourism to take up holidays for the months of January-March, May-July, and September November. These months' present opportunities for the stakeholders to curb seasonality by having all year-round packages hence improve tourism business resilience and financial sustainability best for cultural development.

There is need for the kasubi royal tombs stakeholders to embrace digital marketing to make their organizations websites more interactive and use social media platforms more by developing products and services that encourage cultural development and travel to new tourism destinations around the royal tombs which are not within kasubi like tombs in singo, etc.

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