
**The Role Of Hospitality Industry In Economic Development Of Communities In Uganda. A Case Study
Of La Grande Hotel**

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ABSTRACT

Economic development of communities has become a matter of concentration and interest for the researchers and practitioners from the last few decades. The purpose of this qualitative study was to investigate the role of hospitality industry in economic development of communities in Uganda and the research objectives were; to examine the role of hotels in improving the economic development of communities in Uganda, to determine the role of tourism in generating tax revenue to states and local government for community infrastructural development in Uganda and to establish the role of cultural events and sites in economic development of societies in Uganda. A sample of 47 participated in the study from hotel La-Grande Bwaise Kampala. The study employed purposive, census and simple random sampling procedures to select respondents from the hotel. Questionnaires were the main tools employed and data collected was coded and analyzed using statistical packages to produce results of the respondents. The study revealed that hotels provide accommodation, jobs to the public, add value to local products, sell local products, advertise local cultural sites, coordinates guests and ensures customer satisfaction. The study however observed that hotels cannot provide food and drinks to the public. Tourism as part of hospitality helps in understanding of cultural and heritage sites, identification, guiding, providing historical facts, generates employment to locals, support other sectors of the economy, help in improving infrastructures, support local crafts, develop other income streams such as cultural norms and sovereignty and improves a country's brand image, help in pursuing cultural sites and promotion of national integration. Cultural events and sites generate products, enrich social capital, promote enjoyment of cultural diversity, identifies an area, provide individual expression, promote access to cultural beliefs, provide an insight to social and economic wellbeing of a community, helps in maintaining social and territorial cohesion. The findings of the study revealed that hotels, tourist centers, sites and cultural events are powerful tools for the economic development of communities. It was therefore, recommended that stakeholders should put much emphasis on prioritizing safe guarding, promote and support cultural, hotels, and other tourism sites so as to increase the number of tourists centers in the countries. Hotels were advised to adopt the idea of hanging tourists' centres and cultural centres in their receptions and websites so as to support the tourism industry locally.

Keywords: Hospitality Industry, Economic Development and Communities

Background of the study

Economic growth is an increase in aggregate output. In theorizing economic growth, (Frank et al., 2023) conceptualized that an economy is a machine that produces economic output as a

function of inputs such as labor, land, and equipment. Growth occurs when output increases. Output can increase either when we add more inputs or use technology or innovation in order to

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enhance the efficiency with which we transform inputs into outputs (Ramadhan et al., 2023). Therefore, economic development occurs when individual agents have the opportunity to develop the capacities that allow them to actively engage and contribute to the economy (Ronald et al., 2023). In the aggregate, this should lower transaction costs and increase social mobility rather than being reduced to a static factor in a production process. In the process of economic development, individuals become the agents of change (Ramadhan et al., 2023).

Many countries have realized the potential of hospitality industry on the positive economic impact and are taking steps towards the development of the industry. The contribution of hotels, lodges, landing sites, falls among others to national economies cannot be under emphasized. Its benefits to national economies are revenue earner and contribution for most governments, generation of employment, improvement of social services, and development of infrastructure and above all rural development (Kazaara & Christopher, 2023). The hospitality industry for example in Ghana has moved from the side-lines to the Centre stage of socio-economic strategies (Paul et al., 2023). Currently, Ghana is ranked 14th on the list of most visited hospitality industry in Africa (Ghana Tourism Authority, 2015). The relevance of hotel units in the hospitality industry cannot be overestimated where accommodation (hotels) takes 31% of tourists' expenditure-averaging US \$1million per trip (Christopher & Felex, 2022). Ghana is gradually shifting its attention from

primary commodities to market-oriented economy with emphasis on hospitality industry in general. It is widely recognized that the hospitality industry is directly linked to the country's cultural, economic and intellectual potential. The general growth in the Kenyan economy is also as a result of tourism earnings (US\$286,000 in 2002 to US\$855 million in 2007) which has led to expansion and new investments in Kenyan hotels (Nicholas et al., 2023). Hospitality organizations in Kenya are turning to performance measurement and management in order to qualify for the International Organization for Standardization standard certifications, and Company of the Year Awards. The achievement of the coveted five-star rating and membership to international hotel associations have created the need for effective key performance indicators (Ntirandekura et al., 2022). Furthermore, organizations that have already implemented the balanced scorecard performance measurement system have shown much better results in terms of socio development (Micheal et al., 2023).

Unlike the instances of other countries, Uganda has no empirical study that has been reported on domestic hospitality industry and economic development as its major focus. For example existing literature of (Derrick et al., 2023) examined the reasons of students choosing hospitality industry in Uganda as their major career. Inadequate attention has been paid to nurturing hospitality industry and economic development in our communities (Christopher et al., 2022). The Uganda National Bureau of Statistics (2006) survey on employment indicated

that majority of individuals entering the labor market are less likely to be employed. Unemployment in Uganda is highest among graduates compared with other categories of the workforce (Nelson & Christopher, 2022). The report further indicated that hospitality industry could be one of the sectors to reduce on these high rates since there are several tourist attractions, hotels and other religious and cultural sites which could employ a certain number of unemployed (Oliver et al., 2023). This study therefore informs the public the role of domestic hospitality industry on the economic development of communities in Uganda. La Grande hotel is one of the luxurious hotels located in Bwaise along Kampala Bombo highway. The driving distance between Kampala to Bwaise is 6 km. It takes

approximately 5 min to drive from Kampala to Bwaise. Bwaise is located in Kawempe division Kampala district the capital city of Uganda. Bwaise is bordered by Kawempe to the north, Kyebando to the east, Mulago to the southeast, Makerere to the south and Kasubi to the southwest. This location lies approximately 6 kilometers (3.1 mi), by road, north of Kampala's central business district. The coordinates of Bwaise are: 00 21 00N, 32 33 40E (Latitude: 0.3500; Longitude: 32.5610). Bwaise is a slum, one of the poorest areas in the city of Kampala. Being one of the hotels located in slums, it was a great achievement in examining the impact that this hotel create to the economic development of this marginalized area.

Problem statement

Economic development expands capacities to realize the potential of individuals, firms or communities who contribute to the advancement of society through the responsible production of goods and services (Kazaara & Kazaara, 2023). Economic development addresses the functioning of the microeconomics of the economy and without economic development, economic growth is limited (Ramadhan et al., 2023). The ultimate result of economic development is greater prosperity and higher quality of life; however, these goals can only be realized through sustained innovations and activities that lower transaction costs through responsive regulation, better infrastructure, increased education and opportunities for more fruitful exchange. Only by appreciating the role of hospitality industry as a vehicle for collective action we can ensure economic development (Emmanuel et al., 2023).

The greatest perceived economic impacts of the hospitality sector are increased employment, improved living standards, greater tax revenues to State and local governments, and growth in local retail sales (N. Faridah et al., 2023). Hospitality sector encompasses many subsectors including lodging, food services, gaming, cruise lines, travel among others. Locals are also able to take advantage of the hospitality region close to where they live, and many do so regularly. The hospitality industry is important in several different areas (Ronet et al., 2023). It is perhaps an often overlooked, but vital, part of most countries' economic driver industry. Thus, the study examined the role of hospitality industry in the economic development of communities in Uganda basically focusing at the role of La- Grande Hotel Kampala (Frank et al., 2023).

Specific objectives

1. To examine the role of hotels in improving the economic development of communities in Uganda.
2. To determine the role of tourism in generating tax revenue to states and local governments for community infrastructural development in Uganda.
3. To establish the role of cultural events and sites in economic development of societies in Uganda

Methodology

A research design is a detailed plan which guides the study. The study employed a descriptive research design in which both qualitative and quantitative techniques were utilized. This design was adopted because it revealed real and practical experiences necessary to provide a more profound understanding and analysis of all related aspects. Quantitative techniques based on methodological principles of description, and use of statistical measurements as experienced by the researcher. Quantitative data was presented on tables, pie charts and bar-graphs. The descriptive research design was used to establish the distribution of variables in the study population which help in obtaining primary data. According to Mugenda and Mugenda (2003), a target population consists of all members of a real or a hypothetical set of people to which the researcher use to generalize the results of the study. The target population of this study comprised of administrators, housekeeping attendants, service attendants and customer. According to Kerlinger (2004) an ideal sample size should be between 10%-30%. Beyond 30% it is difficult for the research to undertake more complex statistical analysis, as most of these analyses require a minimum sample of 30% depending on the data to be gathered and analyzed. Using this, the researcher sampled 20 customers (30%), 15 service (26.7%) using stratified random sampling, 10 hospitality maids (30%) and 5 administrators (10%) using census sampling. Census is a complete enumeration of all items in the population, where no element of chance is left and a high accuracy was obtained (Kothari, 2009).

Table 1 showing sample size and sampling technique

Respondent	Size	Sampling technique
Service providers	15	Purposive random sampling
Administrators	5	Census sampling
Housekeeping attendants	10	Purposive
Customers	20	Simple random sampling
Total	50	

Primary data was collected by use of questionnaires which were administered to the respondents since they were the ones to give firsthand information on the subject under study. The study incorporated the use of various methods in the process of data collection. The researcher therefore amalgamated the use of questionnaires in the process of generating primary data. A Questionnaire is a research instrument consisting of a series of questions and other prompts for the purpose of gathering information from respondents. The study involved questionnaires in the process of collecting data where respondents were administered with a list of

questions for them to affirm depending on their perspective. Quantitative secondary data was got from sales day book, journals and other related bases at Hotel La-Grande. These questioners were simple and clear in a way that there were specific questions to achieve specific study objectives. The questionnaires guided the study through reflecting on the questions to achieve the study objectives. Thus each study objective had specific questions in the questionnaire and interview guide question. The edited data was analyzed quantitatively and qualitatively as follows; Quantitative data was grouped and statistical description such as tables showing frequencies, percentages and pie- charts as well as graphs for better interpretation is used using SPSS (Nelson et al., 2022). However, qualitative data was analyzed in a way of identifying the responses from respondents that were relevant to the research problem. Mainly such data was analyzed by explaining the facts collected from the field under which the researcher was able to quote respondents 'responses.

Results

Table 1: Distribution of responses of respondents on the role of hotels in economic development of communities

No	Statement	Agree		Not sure		Disagree	
		f	%	f	%	f	%
1	Coordinates guests	39	83			8	17
2	Hotels sell local products	43	91.5			4	8.5
3	Ensures customer satisfaction	27	57	5	11	15	32
4	Co-ordinates departmental tasks	12	26	17	36	18	38
5	Co-ordinates international, national and local meetings	46	98	1	2		
6	Provides accommodation	47	100				
7	Provides food and drinks to the public	17	36	9	19	21	45
8	Adds value to the local products	47	100				
9	Advertise local cultural sites	43	91.5	1	2	3	6.5
10	Provide jobs to the public	47	100				

Source: primary source 2023

Ranked provision of accommodation, jobs to the public and adding value to the local products as the top economic developments provided by the hotels in Uganda, followed by co-ordinates international, national and local meetings 46 (98%) agreed, 1 (2%) was not sure of the role. With the selling of local products (Kazaara & Kazaara, 2023), 43 (91.5%) of the respondents agreed while 4 (8.5%) disagreed to the statement. Furthermore, the majority 43 (91.5%) also agreed that hotels advertises local cultural sites, 1 (2%) were not sore while 3 (6.5%) disagreed with the idea. On coordinating guests, 39 (83%) of the respondents agreed while 8 (17%) disagreed of the statement (Rashid et al., 2023). The study furthermore investigated the role of ensures customer satisfaction, more than half of the respondents 27 (57%) agreed, 5 (11%) were not sure of the statement while 15 (32%) disagreed with the statement. Lastly of the role of hotels to economic development, the

study found out that majority 21 (45%) of the respondents disagree that hotels cannot provide food and drinks to the public while 17 (36) of them agreed that hotels can provide food and drinks while 9 (19%) were not sure of the statement. Furthermore, majority 18 (38%) of the respondents disagreed that hotels coordinate departmental tasks, other sectors and organs, 17 (36%) of the respondents were not sure of the statement while 12 (26%) agreed that hotels co-ordinates departmental, organs, and other state bodies tasks (Christopher & Felex, 2022).

The role of tourism in generating revenue to the state

Table 2: Distribution of responses of respondents on the role of tourism in generating revenue to the government.

No	Statement	Agree		Not sure		Disagree	
		f	%	f	%	f	%
1	It promotes National Integration	26	55.4	18	38.3	3	6.3
2	Contributes to foreign exchange	43	91.5	2	4.25	2	4.25
3	Leads to understanding of cultural and heritage sites	47	100				
4	Pursuit of cultural sites	35	74.5	3	6.4	9	19.1
5	It gives support to local crafts	42	89.4			5	10.6
6	Generates employment	47	100				
7	Support to other sectors of the economy	47	100				
8	Improves Country's brand image	39	83	1	2	7	15
9	Leads to improvement in infrastructure	47	100				
10	Develop other income streams such as cultural norms and sovereignty.	41	87.2	3	6.4	3	6.4

Source: Primary source 2023

From the above presentations, it can be observed that all respondents 47 (100%) agreed that tourism leads to understanding of cultural and heritage sites, generates employment to locals, support other sectors of the economy and leads to improvement in infrastructures as the most benefits that tourism and its activities brings to the economic development of different societies, followed by contribution to the foreign exchange with 43 (91.5%) agree, 2 (4.25%) were not sure of the statement while 2 (4.25%) disagreed (Victoria et al., 2023).

On the fifth sub construct which states tourism supports local crafts 42 (89.4%) of the majority agreed while 5 (10.6%) disagreed to the sub construct. Furthermore, the study found out that majority 41 (87.2%) agreed that tourism develop other income streams such as cultural norms and sovereignty, 3 (6.4%) were not sure while 3 (6.4%) disagreed. Furthermore, majority 39 (83%) of the respondents agreed that tourism improves a country brand image while 7 (15%) disagreed and 1 (2%) were not sure of the statement. Of the 47 respondents who participated in the study, 35 (74.5%) agreed that tourism helps in pursuing cultural sites, 3 (6.4%) were not sure

while 9 (19.1%) disagreed to this objective. Finally, the study observed that 26 (55.4%) of the respondents agreed that tourism promotes national integration while 18 (38.3%) were not sure of the integration and the minority 3 (6.3) disagreed to the integration by tourism.

The role of cultural events and sites in economic development of societies in Uganda

The research question that was formulated to examine the role of cultural events and sites in economic development of societies in Uganda was: What is the role of cultural events and sites in economic development of societies in Uganda? And the objective was: To examine the role of tourism in generating revenue to the state. To provide answers to this question, respondents were made to answer a five-point Likert scale questionnaire constructed on a five Likert scale ranging from strongly agree (1), agree (2), not sure (3), disagree (4) and strongly disagree (5). The responses were then categorized into three main divisions: -agree, not sure and disagree. The analysis of the responses is presented in table 6 below.

Table 3: Distribution of responses of respondents on the role of cultural events and sites in economic development of societies.

No	Statement	Agree		Not sure		Disagree	
		f	%	f	%	f	%
1	Culture generates assets such as products	47	100				
2	Provides insights that contribute to the social and economic wellbeing of a community	37	79	3	6	7	15
3	Provide individual expression	43	92	2	4	2	4
4	Identifies an area	47	100				
5	Promotes access to cultural beliefs	41	87	1	2	5	11
6	Promotes enjoyment of cultural diversity	47	100				
7	It enrich social capital	47	100				
8	It creates a sense of individual	28	59	13	28	6	13
9	It creates a sense of collective belonging	7	15	29	62	11	23
10	Helps in maintaining social and territorial cohesion	41	87			6	13

Source: primary source 2023

The third research question sought to find out from respondents to examine the role of cultural events and sites on economic development of societies. Respondents were provided with a list of ten suggested statements to choose from. The respondents were asked to rank the degree of their acceptance to the statements. A few had difficulties following this instruction.

Of the 47 (100%) respondents agreed that cultural events and sites promotes economic development through generating assets such as products, enriching social capital, promote enjoyment of cultural diversity and identifies an area as the most top roles (Musaibah et al., 2023).

Majority 43 (92%) of the respondents agreed to the third sub construct which reads that they provide individual expression while 2 (4%) of the respondents were not sure and 2 (4%) disagreed to the sub construct. On the promotion of access to cultural beliefs 41 (87%) agreed to the statement, 1 (2%) were not sure while 5 (11%) disagreed to the statement.

On the second sub construct, majority 37 (79%) of the respondents agreed that cultural events and sites promote economic development through providing an insights to the social and economic wellbeing of a community, 3 (6%) were not sure of the statement while 7 (15%) of the respondents disagreed (K. Faridah et al., 2023).

Majority of the respondents 41 (87%) agreed that cultural events and sites helps in maintaining social and territorial cohesion while 6 (13%) of them disagreed of the statement. Furthermore, more than half of the respondents 28 (59%) agreed that it creates a sense of individual while 13 (28%) were not sure and 6 (13%) disagreed. lastly the study found out that more than half of the respondents 29 (62%) did not understood the point of creating a sense of collective belonging while 11 (23%) of them disagreed and 7 (15%) agreed to the statement (Wegulo et al., 2023).

Conclusion

Based on the research results, conclusions can are drawn from the whole research work. The findings of this research were based on the research objectives and questions. From the study one major attribute to economic development was hotels, tourism and cultural sites and events. The study concludes that hotels as part of the hospitality industry should be prioritized as one of the major aspects that should be looked at in promoting economic development among societies (Isaac et al., 2023). This achievement is observed in the provision of accommodation, jobs to the public and adding value to the local products. The execution of the above findings is seen to be vital for the day today running of the hotels such as employees working in the hotel sectors, products used in the hotels such as local food staffs and accommodation to the visitors, tourists and locals. Hotels are seen selling local products, advertising local cultural sites, coordinates guests and ensures customer satisfaction (Gracious, 2023). Hotels are seen as a central market that bridge between international and local products to the common market

The study focused observing the role of cultural sites in supporting other sectors such as hotels and the observations in conclusion are positive to the development of other sectors and provide the country with foreign exchange for the economy (Collins et al., 2023). Expenditures done by tourists within the sites, events and the nearby societies generate local revenue which is later transferred to the development of other sectors and infrastructures within the society. Local cultural resources and heritage are assets that generate, directly and indirectly, positive economic effects that encompasses restoration and preservation activities, and enhancement of development activities within the society.

Recommendations

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- i. Since the findings of the study has revealed that hotels, tourism and cultural events and sites plays a key role in the economic development of communities, the ministry of tourism, culture and finance should prioritize sponsoring tourism parks, sites and other cultural sites to help them develop a their sites to the international recognized sites so as to employ more jobless youths.
- ii. Hotel administrators should pin various tourism sites or places in their respective service, reception and websites so as to encourage more international tourists to flow into the country so as to earn more foreign currencies and promoting of local products to the international market.
- iii. The study recommends the government of Uganda to prioritize easing visas to tourists wishing to travel to Uganda so as they support the local sectors such as hotels, cultural sector, sites, local foods among other areas.

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