
Residents Attitude Towards Tourism Development. A Case Study Of Bigodi Town Neighboring Kibale National Park, Western Uganda In Kamwenge District.

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ABSTRACT

This research will investigate residents' attitudes towards tourism in Bigodi. The objectives of the study will be identifying the support for the local community towards development of the rural tourism in Bigodi, identify perceptions towards the impact of rural tourism development, analyze how impacts of tourism are perceived. Data was collected and analyzed with qualitative methods and results were presented, according to Author Davis et al 9, 2017 on residents' attitudes towards the development of tourism, He investigated the role of the locals' knowledge about tourism on their support for development. He continued to say that host population support for tourism development has attracted the attention of researchers in sector studies given that there is importance of locals which support tourism development, limitations in understanding the priority and lack of social-cultural models of support for tourism, so this study attempted to modify locals based on social cultural factors. Using extensive literature review, a tourism support model was proposed including several hypothesized paths, the proposed social-cultural research frame work predicted the impact of Islamic religiosity, locals knowledge about tourism, intrinsic motivation factors and community attachment on locals through mediating variables of perceived social-cultural benefits and these models were tested using structural equation modeling and partial list squares algorithm (PLS- SEM) with the aid of smart PLS software.

Keywords: Residents Attitude Towards Tourism Development

Introduction.

Tourism is growing rapidly and is one of the most important industries in many developing countries. According to the Uganda Tourism Development Master Plan 2014-2024, tourism was understood as the movement and economic activity of people for any purpose other than their regular employment and normal daily activities (Christopher & Felex, 2022).

Destinations, viewed from one point, represent the area in which tourists want to fulfill their expectations, but on the other hand, it is the living space of the inhabitants. For this reason, it is important to create such a destination product that satisfies the needs of the tourist, with no or minimal impact on the daily life of local residents (Nicholas et al., 2023).

This largely depends on the amount of tourist pressure in the destination. Based on this, it is important to involve residents in tourism development in order to create positive attitudes of residents towards tourism and thus contribute to the quality of the destination product because residents are part of the destination product (Faridah et al., 2023). According to Lankford, the identification and evaluation of negative and positive impacts is the main reason for the

Received: 11.02.2024

Accepted: 17.02.2024

Published on: 29.02.2024

growing interest in this field (Turyatamba et al., 2022). However, the literature is replete with studies examining the promotion of tourism development from an economic perspective, and some believe that considering the economic benefits of tourism to the host population has caused other impacts such as social and cultural impacts to be neglected (Racheal et al., 2023). Davis et al. (1988) examined the role of local knowledge on development, while (Musaibah et al., 2023) focused on the effects of religiosity on perceived impacts. Long (1986) examined social, cultural and economic factors in a combined model. Finally (Victoria et al., 2023) used the negative impacts of tourism on social culture and local support for tourism development (Nicholas et al., 2023). He used enclave tourism, racism, the resettlement of traditional communities, the breaking of the traditional family structure, the increase in crime and prostitution as the main factors influencing the development of tourism.

Problem statement.

Although no study was conducted on issues related to residents' attitudes towards tourism in Bigodi village, literature reviews on related issues showed that tourism was considered a less important matter in the community as members had little interaction with the tourism sector in Bigodi village. in previous years (Ntirandekura and Friday 2022). In 1970, Ouma, a senior community conservationist explains that in the 1950s and 1960s tourism played a significant role in the Ugandan economy, but the industry was confined to a few enclaves and there was little interaction with rural people (Christopher, 2022).

However, rural Ugandans are now experiencing tourism in Uganda for the first time with several conservation and livelihood projects directly involved in community tourism services such as through KAFRED (Christopher et al., 2022). The community benefited greatly from the ecotourism trade by setting up guided walking tours of the wetlands, complete with a range of handicrafts by a village women's group, which encouraged rural people to come and thus prompt the researcher to study. different attitudes of residents towards tourism in this area (Musaibah et al., 2023).

Specific objectives

- 1. To identify the support of the local community towards development of rural tourism in Bigodi village western Uganda.
- 2. To find out different perceptions and explain the reasons for these perceptions attitudes towards tourism in Bigodi village western Uganda.
- 3. To find out if the attitudes are homogeneously shared by all the residents or is tourism differently presented.

Methodology

Tourism is growing rapidly and is one of the most important industries in many developing countries. According to the Uganda Tourism Development Master Plan 2014-2024, tourism was understood as the movement and economic activity of people for any purpose other than their regular employment and normal daily activities (Christopher & Felex, 2022).

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Results

The above average income residents, including the participants who have tourism investments, perceived the coming tourism investments positively. Figure 4.5 shows that about 78% were in the agreement side of the scale: 11% strongly agree, 36% agree, and 31% slightly agree. Similarly, 78% of the average income residents were in the agreement side of the scale when they were asked about the future tourist attractions ability to compete with

Received: 11.02.2024

Accepted: 17.02.2024

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the world's tourist attractions, 39% slightly agree, 24% agree, and 15% strongly agree. The below average income residents were also positive when they responded to the same question. About 82% stayed in the agreement side of the scale when responding to the ability for the coming tourists' attractions to compete with the world's tourist attractions, 23% strongly agree, 26% agree, and 33% slightly agree.

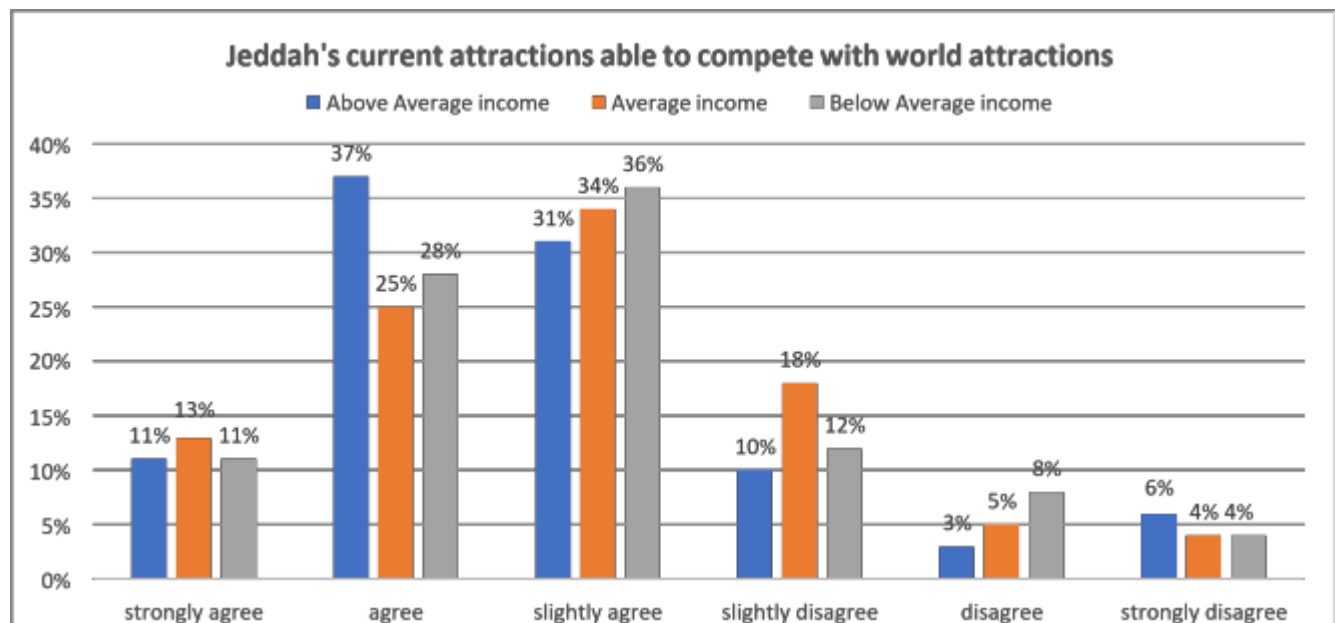


Figure 1. Perception of Jeddah residents based on the monthly income toward current tourist attractions

Regarding the current tourist attractions. Figure 1 shows that 69% of the above average income residents were in the agreement side of the scale when they were asked about the ability of the current tourist attractions to compete with the world's tourist attractions, 11% strongly agree, 37% agree, and 31% slightly agree. Similarly, 72% of the average income residents were in the agreement side of the scale when they responded to the same question, 13% strongly agree, 25% agree, and 34% slightly agree. Participants of the below average income category were varied in their level of agreement, 75% responded with agreement when they were asked about the ability of the current tourist attractions to compete with the tourist attractions in the other countries, 11% strongly agree, 28% agree, and 36% slightly agree.

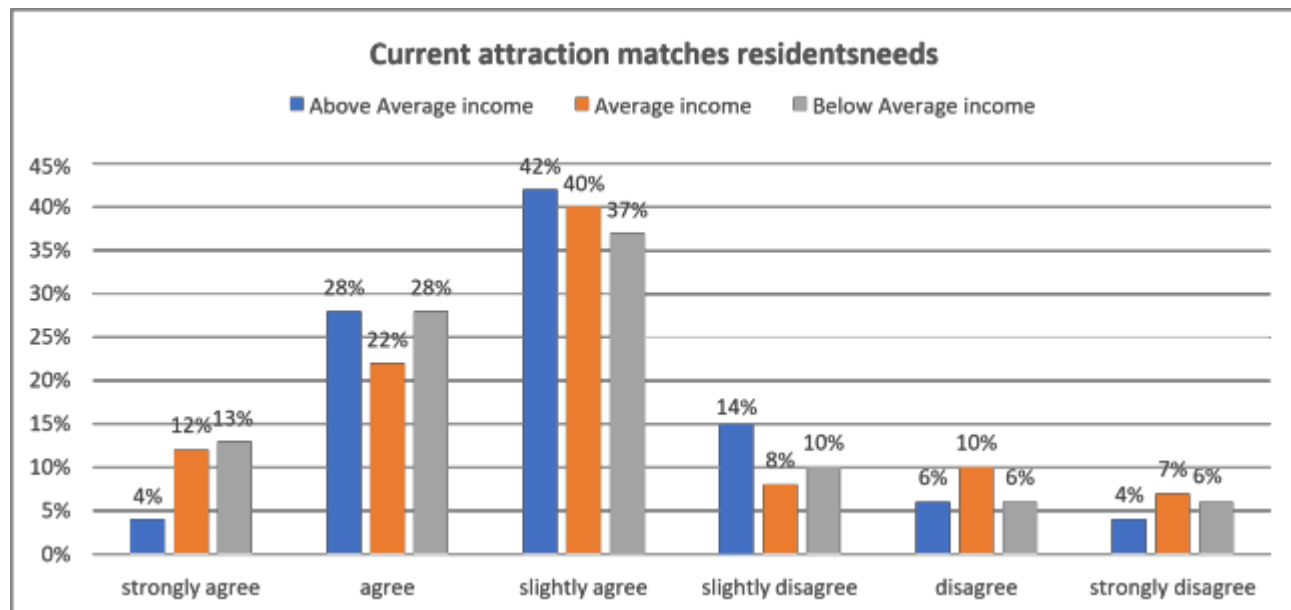


Figure 2. Perception of Jeddah residents based on the monthly income toward if Jeddah's current attractions match with their needs

Figure 2 indicates that the above average income residents were asked if the current tourist attractions match with their needs. The majority of the responses were in the agreement side of the scale, 4% of the residents strongly agree, 28% agree, and 42% slightly agree. Similarly, 74% of the average income residents were in the agreement side of the scale, 12% strongly agree, 22% agree, 40% slightly agree. Lastly, the below average income residents were generally in agreement when answering if the current tourist attractions match with their needs; 78% of the participants were in the agreement side of the scale: 13% strongly agree, 28% agree, and 37% slightly agree.

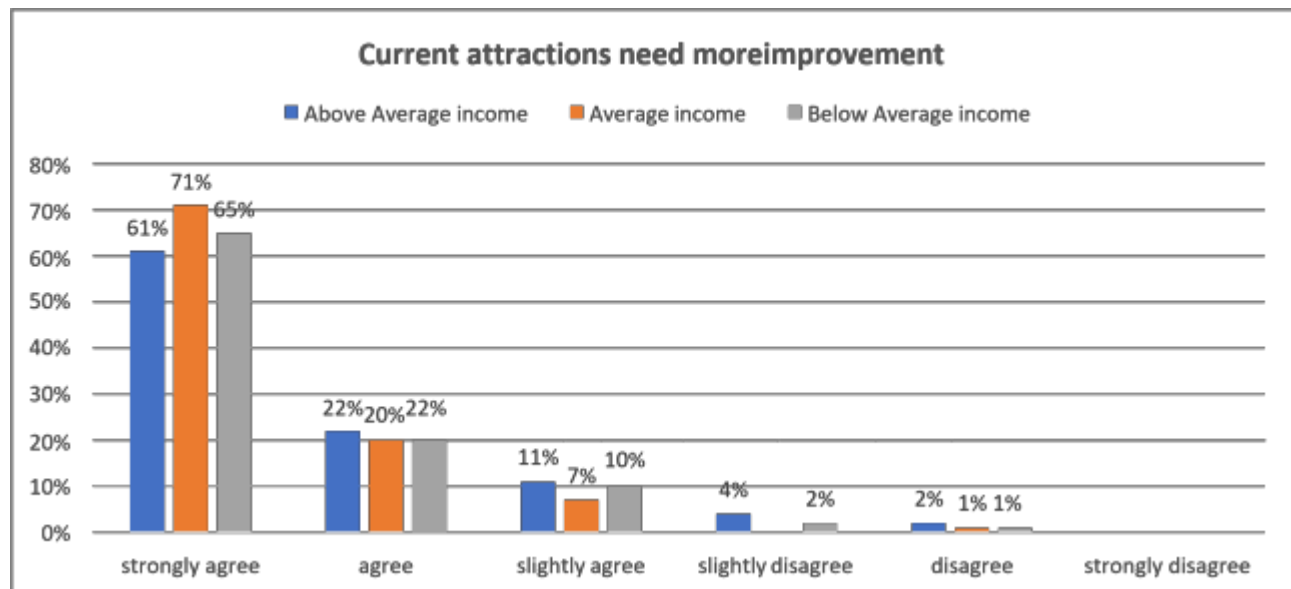


Figure 3. Perception of Jeddah residents based on the monthly income toward the need for Jeddah's attractions to be improved

Figure 3 above shows that 94% of the above average residents were on the agreement side of the scale when they answered whether Jeddah's tourism facilities need more improvement: 61% strongly agree, 22% agree, and 11% slightly agree. Similarly, the vast majority of the participants of the average income residents believed there is an area of development to be filled in Jeddah's tourist attractions. About 98% of the average income residents were in the agreement part of the scale when responding to Jeddah's tourism facilities need more improvement; 71% strongly agreed, 20% agreed, and 7% slightly agree. Figure 3 above also shows that the below average income residents were mostly in the agreement side of the scale, 65% of respondents strongly agreed, and 32% of respondents chose slightly agreed and agree for the same question. This shows that the participants in the categories mentioned are expecting more improvement and believe that there is a huge need for development in the current tourist attractions.

Figure 4. Perception of Jeddah's male and female residents toward the coming tourist attractions

Male and female participants responses were quite similar when they were asked about their opinion toward the ability for the coming tourism investments to compete the world's tourist attractions. Figure 4 shows that 79% of the female responses were in the agreement side of the scale: 20% strongly agree, 24% agree, and 35% slightly agree. Similarly, 80% of the male participants were in the agreement part of the scale: 16% strongly agree, 30% agree, and 34% slightly agree.

Received: 11.02.2024

Accepted: 17.02.2024

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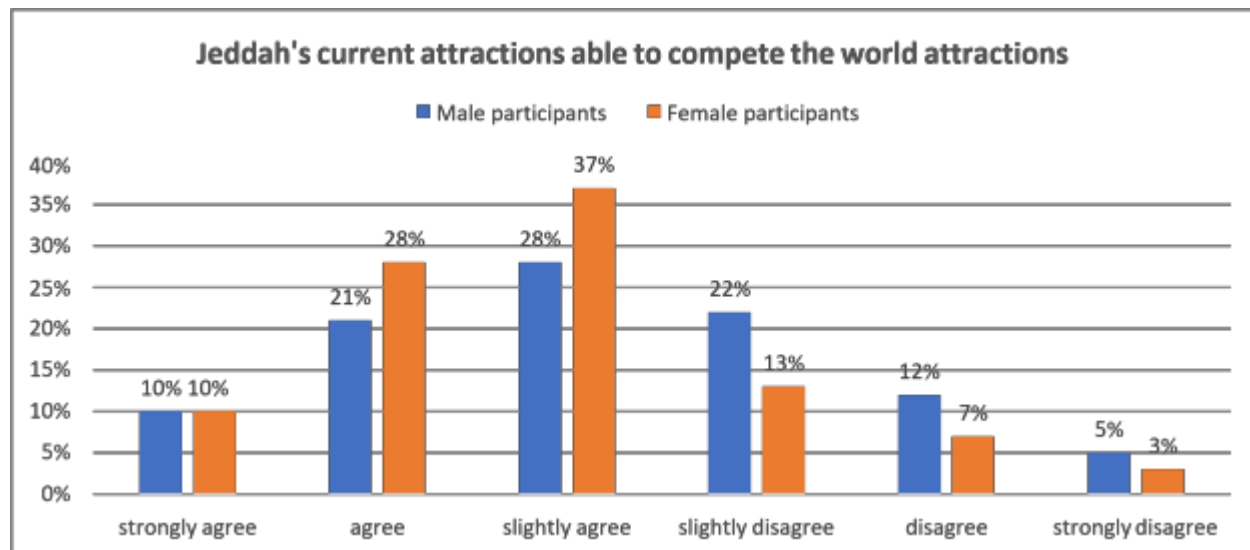


Figure 5. Perception of Jeddah's male and female residents toward the current tourist

Regarding Jeddah's current tourist attractions, female participants seemed to be more positive toward the ability for the current tourist attractions to compete the world's tourist attractions. Figure 5 above indicates that about 75% of the female participants were in the agreement part of the scale, with 10% strongly agree, 28% agree, 37% slightly agree. However, only 61% of the male participants were in the agreement side of the scale: 10% strongly agree, 21% agree, 28% slightly agree.

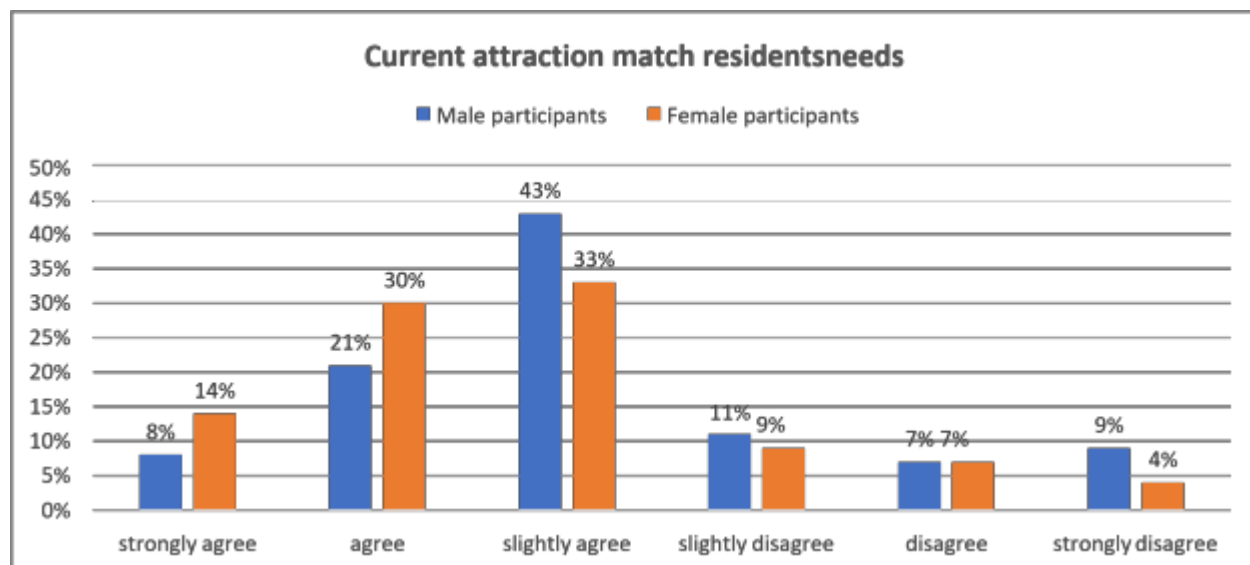


Figure 6. Jeddah's current attractions match with male and female participants needs

Both male and female participants were asked if the tourist attractions match with the needs of Jeddah's residents.

Received: 11.02.2024

Accepted: 17.02.2024

Published on: 29.02.2024

Figure 6 above indicates that 77% of the female participants were in the agreement side of the scale: 14% strongly agree, 30% agree, 33% slightly agree. Male participants responded similarly with 72% of respondents were in the agreement side of the scale: 8% strongly agree, 21% agree, 43% slightly agree.

The perception of the residents who worked in tourism industry and who did not.

Only 64 surveys were filled out by the residents who worked in the tourism industry, which equal 16% of the total surveys received.

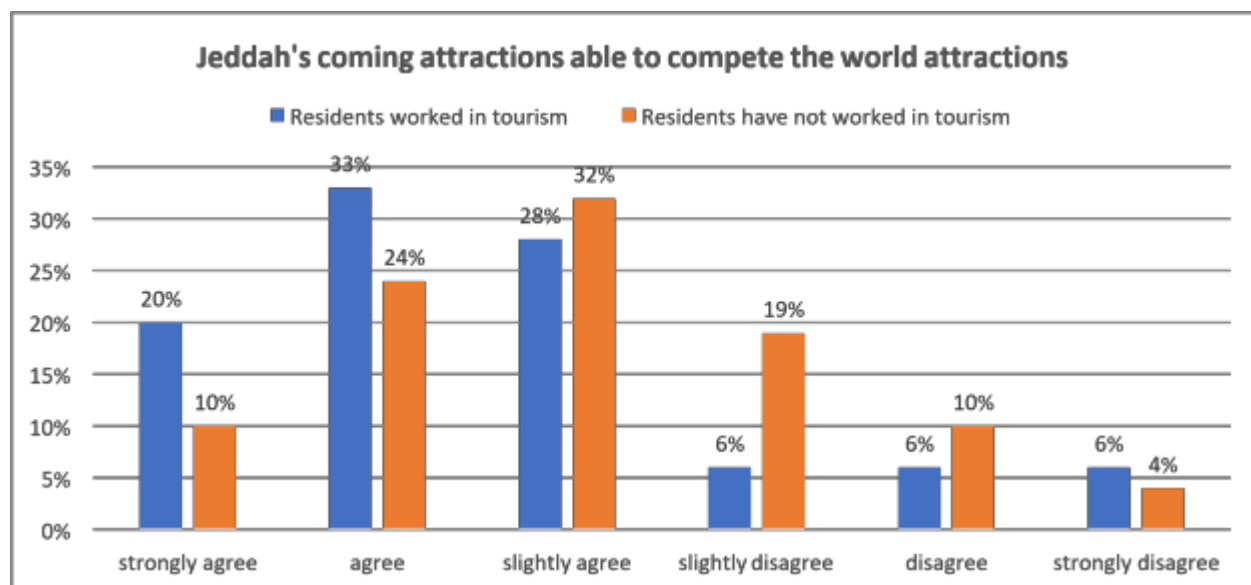


Figure 7. Perception of the residents who worked in tourism and who did not toward the coming tourist attractions

Figure 7 shows that 81% were in the agreement part of the scale when they were asked about the coming tourist attractions ability to compete with the world's tourist attractions: 20% strongly agree, 33% agree, and 28% slightly agree. Jeddah's residents who have not worked in the tourism industry shows less agreement toward the ability for the tourist attractions to compete the world attractions. Figure 4.13 also indicates that 60% of the participants were in the agreement part of the scale, 10% strongly agree, 24% agree, and 32% slightly agree.

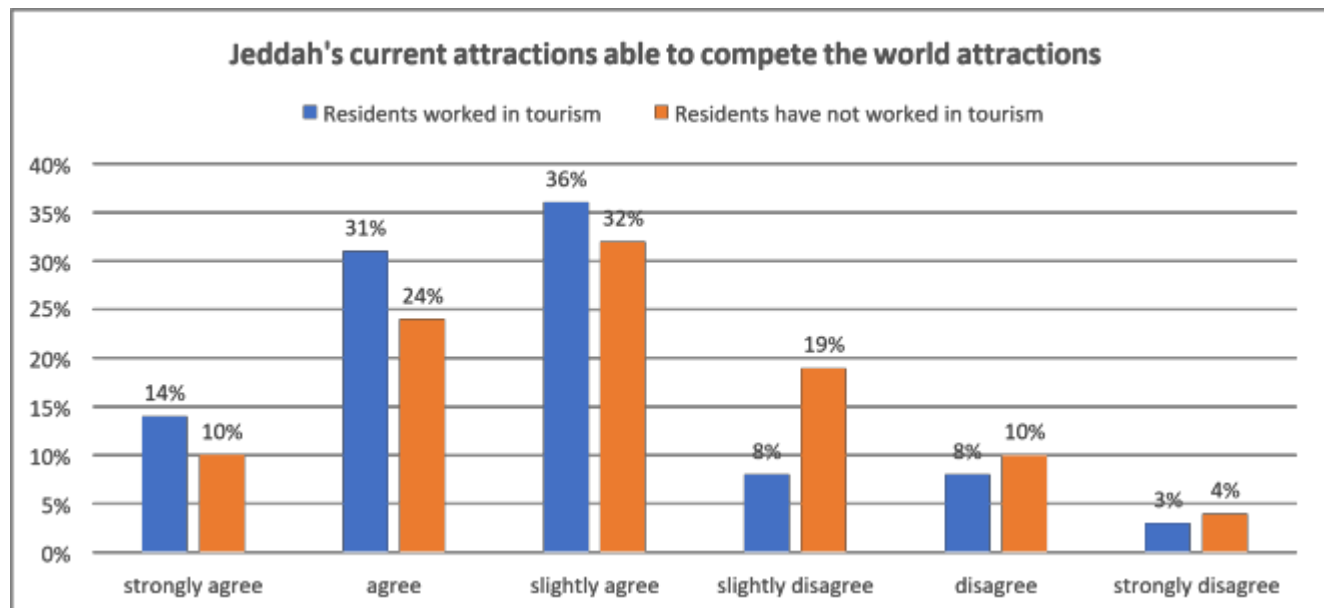


Figure 8. Perception of the residents who worked in tourism and who did not toward current tourist attractions

Figure 8 indicates that 81% of the residents who worked in the tourism industry stayed in the agreement side of the scale regarding the ability for the current tourist attractions to compete with the world's tourist attractions: 14% strongly agree, 31% agree, and 36% slightly agree. While residents who have not worked for the tourism industry were not as happy as those who did regarding the current tourist attractions. Figure 4.14 also shows that only 66% were in the agreement side of the scale when they were asked about the ability for the current tourist attractions to compete with the world's tourist attractions: 10% strongly agree, 24% agree, and 32% slightly agree.

Summary of key findings

Generally, the perception of Jeddah's residents seemed to be positive toward tourism. Although the residents were divided into three different categories based on their financial status, below average income residents, average income residents, and above average income residents, the perceptions of the three categories of respondents were quite similar. Each category was asked about their perception toward tourist attractions and how the impacts of tourism were perceived. In the last category, above average income residents, the participants of the same category were divided into two parts, above average residents who have tourism investments and those who do not. Only the above average residents were asked about their perception of the foreign and local investors. There was a huge gap in the perception of those who have tourism investments and those who do not. Above average income residents with tourism investments were significantly in agreement when they were asked about the ability of

Received: 11.02.2024

Accepted: 17.02.2024

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local investors to provide competitive tourism investments; about 80% were in the agreement part of the scale. While only 57% of the above average income residents who have no investment in tourism believe in the ability of the local investment community to provide competitive tourism attractions. This possibly occurred because the above average income residents who have tourism investments are likely to have bias toward their investments. Moreover, above average income residents who have tourism investments were not as supportive about engaging foreign investors as those who have no tourism investments, likely because Jeddah's local investors believe in their ability to invest in tourism infrastructure and prefer to avoid competition from a foreign country in the market. Interestingly, there was a difference between the perceptions of those who worked in the tourism industry those who did not when asked about their opinion toward the ability of the current tourist attractions to compete with the world tourist attractions. Those who work in the industry seem to have quite a positive perception. Perhaps they already know the value of the tourism industry.

Recommendations

Many tourism investments are taking place generally in Saudi Arabia, but specifically in Jeddah. Measuring the residents' agreement before establishing the tourist attractions is helpful to assess how supportive the residents are and to reduce the residents

„negative perception toward the tourism industry before receiving tourists. It is important to note that unsupportive residents will damage the destination image due to the negative attitude against the visitors.

The outcome of the study helps to assure authorities that the visitors will be treated positively. In addition, the study participants were divided into three categories based on the monthly income. It is a helpful way to see how the individual financial stature can affect the way the tourism industry is received. Another example, the participants were asked if they have worked in the tourism industry. Participants who work (or have worked) for the tourism industry seem to be more supportive than those who have not worked in tourism. Accordingly, inviting the local residents to work for and be part of the tourism development is one way to gain their support toward tourism development.

Lastly, the perception of the residents who have tourism investments does not seem to be similar to the perception of those who do not. Accordingly, encouraging the local investors to be involved in tourism investments is quite important to gain their support. Having residents support dramatically impacts the way visitors will be treated and avoid having unhappy residents. Unhappy residents destroy the destination image and lead the visitors to not revisit the tourist destination

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