
Print Media And Its Impact On The Development Of Domestic Tourism In Uganda; A Case Study Of New Vision

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Abstract

Examining the effects of print media on the development of domestic tourism in Uganda was the main focus of this study. With the institutional permission obtained from the faculty of education and new vision administration, a qualitative research design in nature was conducted. By evaluating the data of 137 respondents 88 were male and 49 females, from new vision administrators, editors, casual worker and advertisers. The study adopted the development theories to guide the researcher during her study with questionnaires as the main data collection instrument. Newspapers and billboards were used as the scales to collect research data. By analyzing the data obtained from respondents, it was concluded that newspapers highlights a country's economic situation, minimizes advertising costs, advertisement copy can be prepared immediately, provide educating programs and entertainment of different events, they have a wide circulation coverage and provides advertisers with a large number of readers, they expose people to numerous information from different source and impact on the formation of the destination image due to its ability to provide images and provide readers with high disposable income. The study furthermore, concludes that billboards help advertising companies to obtain high profit margins, they are an effective method of building brand awareness, attract more investors to the industry, they allow companies to reach a huge variety of customers with a single advertisement tactic and target all classes of people, they are effective in creating awareness in all economies both developed and developing, they are useful channels of communication for drivers and pedestrians, they increase frequency of consumer exposure, build company reputation and product image. Finally, the study revealed that print medias are challenged by frequency of economic problems, readership concentration to social media platforms, current digital information era and the short run of the supply of newsprint due to the decrease in the number of trees, innovation from the tradition to a successful digital businesses, loss of revenue, existence of Google, transforming into a digital place, corporate ownership, not easy to be updated and cost of producing print Medias in relation to electronic media. The study recommends stake holders in the tourism sector to review the investment invested in the newspaper as a form of f advertisement to achieve their targeted audience since it targets every group of individuals and the government to invest more capital in the tourism sector for the bitterness of tomorrow tourism.

Keywords: Print Media, Development and Domestic Tourism

Background of the study

The tourism industry has become a cornerstone of economic development for poor countries and thus contributes significantly to the process of socio-economic development (Frank et al., 2023). Tourism is made up of

tourist activities that are carried out within the destination (Domestic Tourism Strategy (Ivan & Kazaara, 2023). Domestic tourism involves local residents traveling within their own country to visit friends and relatives or travel for

Received: 18.03.2024

Accepted: 23.03.2024

Published on: 30.03.2024

entertainment. According to Moseley et al, (2007) domestic tourists are visitors to the country of residence or persons end route in the country of residence regardless of the purpose of the trip or any other factor. It excludes residents traveling to establish their own usual residence in that place or for gainful employment in other parts a country or a person traveling regularly within a country to different destinations within a country (Christopher & Felex, 2022). As a result, many countries have taken steps to implement different tourism attractions that appeal to the local market (Subcounty et al., 2022). Destination Marketing Organizations (DMOs) across Africa have recently started collecting data on domestic tourism spending patterns. In developed countries, domestic tourism accounts for 60% of total tourism revenue. According to WTO (2005), domestic tourism has led to job creation, high economic growth and overall tourism development. The current study defined domestic tourism as the movement of local people from one place to another for environmental exposure and other unusual visits (Edgar & Moses, 2023).

According to (Davids et al., 2023), print media is a communication medium in printed form and Croteau et al (2012) defined it as the coverage and transmission of information through items that fall into categories such as books, newspapers, magazines. and other periodicals along with brochures and even product packaging. Communication media is a distinct technological process that facilitates communication between the sender and receiver of a message. In this study, print media was defined as any form of information printed either on paper or in other forms that are visible to individuals (Flavia et

al., 2023). This post focused on disseminating tourism messages to the public through print media. Changes in the print media industry have been closely followed by various scholars and examples in recent decades. Research on this topic has been essential as companies have struggled to adapt to the new media environment brought about by major strides in technological development that have dramatically changed the entire game in the industry (Phionah et al., 2023).

Vision Group of Companies, commonly known as Vision Group, is a multimedia conglomerate in Uganda. It publishes New Vision (newspaper), an English-language daily that appears in print and online, as well as newspapers and magazines in various Ugandan languages. Era Group headquarters are located in the capital city of Uganda. The group was founded in 1986 with the flagship publication New Vision Newspaper. The first executive director of the company was William Pike, who started working the year the group started (Damasus et al., 2023). In 2009, the group apologized for publishing a corruption story about Buganda's King Muwenda Mutebi II. The group launched its global mobile application (E-Paper) in 2015, but deactivated it in 2019 to work on upgrading it. In March 2016, the group signed a partnership with Wakaliwood Uganda to support the Ugandan film industry (Ntirandekura & Christopher, 2022). The publications of this group are one of the most accessible and readable documents in the country and especially by the local communities, therefore the intention is to explore the influence of print media using a new vision as a case study on the development of domestic tourism.

Received: 18.03.2024

Accepted: 23.03.2024

Published on: 30.03.2024

Problem statement

The development of tourism will generate a significant amount of earnings that will contribute to the development of Uganda as a whole. Despite the growing importance of tourism, relatively little attention is paid to domestic tourism (Nicholas et al., 2023). Uganda's tourism destination brand has been reported in various fields and researches to be weak both locally and globally. The attribution was focused on the prevailing socio-economic and political upheavals that took place from independence to the current year. In this perspective, the country faced poor living standards of the local population, high unemployment rate and higher political struggles. The final impact was a negative reflection in the minds of potential investors and tourists escalating into currency shortages, high inflation rates, social outrage and isolation in national and global investment as a dangerous business destination. All these factors have further crippled Uganda's tourism destination brands and its current unattractive status, resulting in reduced tourists, income and tourist inflows (Christopher & Felex, 2022). Various studies have therefore pointed to media publicity as a catalyst and driver of solutions. Some centuries have realized the evolution of media to marketing tourist destinations and their brands, where print media existed as a stand-alone (Ivan & Kazaara, 2023). Print media has come with other unrecorded benefits that probably outweigh illiteracy and communication problems. Print media create face-to-face interactions, connecting tradesmen, artisans and mechanics in a commercial environment in addition to brochures, creating archives of new permanent data. However, little has been done to establish and test their market viability compared to print media, particularly with regard to the target brand. This study therefore assessed the effects of print media on domestic tourism development in Uganda (Nicholas et al., 2023).

Specific objectives

1. To examine the effect of newspapers on the development of domestic tourism in Uganda.
2. To examine the effect of Billboards on the development of holiday tourism in Uganda.
3. To examine the challenges faced by print media in extending their mandate of developing domestic tourism in Uganda.

Methodology

The study employed a qualitative descriptive research design which intended to help in finding out the relationship between the major studies variables. According to Whitley & Kite, (2013) and Amin, (2005) research design is relevant for studies looking at linear relationships and not necessarily cause and effect relationships. The study was carried out from new vision group Kampala Uganda. New vision is one of the oldest printing companies for over centuries now. The study focused on 203 respondents in number including administrators, editors, and casual workers among others as they are the major respondents at the site. The sample size was determined by use of Krejcie & Morgan tables, (1970). The study employed a stratified sampling because the population under study had a diverse category of respondent in form of departments. From every stratum a representative sample was picked using purposive and simple random sampling.

Table 1: Sample Size Determination

Received: 18.03.2024

Accepted: 23.03.2024

Published on: 30.03.2024

Population Category	Target Population	Sample size	Sampling Method
advertisers	3,000,000	150	Simple random sampling
Editors	200	30	Purposive sampling
Administrators	6	3	Purposive sampling
Casual workers	100	20	Simple random sampling
Total	3,000,306	203	

The study employed simple random sampling on selected advertisers because it was taken to be scientific as it allowed equal chances to all members in the population to participate. The method was used because the setting in which the study was conducted had a relatively big population. The study used a semi-structured questionnaire. The questionnaire comprised of three sections; section A, on bio data of respondents, Section B on data about the study objectives and Section C on general questions. Data was entered in SPSS, analyzed to determine the Chrome Baches' Alpha. The data collection tools were considered appropriate and reliable after obtaining a coefficient of 0.70 generated (Amini, 2005). Before quantitative data analysis, the collected data was coded, entered into SPSS, edited and verified to ensure accuracy, completeness and consistency. After the necessary data edited, the Statistical Package for Social Scientists (SPSS) were used for analysis because they had a wider variety of analysis options like frequencies, percentages, graphs and charts that made it easier to do statistical tests and make proper interpretation (Nelson et al., 2022). Descriptive statistics were used to draw conclusions concerning the variable relations using data from respondents. Qualitative data from interviews was qualitatively analyzed. Data was sorted, edited, arranged and coded according to the study objectives. The data was thematically analyzed. Basing on the study variables and objectives, themes were generated and narrative interpretations and conclusions are made as explained by (Mugenda, 2003).

RESULTS

Table 1: Showing respondents response on the effect of newspapers on the development of tourism

Statement	Strongly agree		Agree		Not sure		Disagree		Strongly disagree	
	F	%	F	%	F	%	F	%	F	%
Newspapers provide information and general knowledge	55	40	29	21	36	26	13	10	4	3

Received: 18.03.2024

Accepted: 23.03.2024

Published on: 30.03.2024

Newspapers provide news about a country's economic situation	137	100								
Newspapers are part of modern life	31	23	43	31	21	15	41	30	1	1
News papers provide information on security issues	91	66	35	26	4	3	7	5		
News papers provide readers with high disposable income	23	17	39	28.4	51	37	20	15	4	3
News papers Provide advertisers with a large number of readers	79	58	53	39	2	1	3	2		
They have wide circulation	98	71.5	26	19			9	6.5	4	3
Low cost from magazine advertising	137	100								
The advertisement copy can be prepared immediately	137	100								

Source: primary source 2023

The data on table 1 clearly shows the respondents response on the effect of newspapers on the development of domestic tourism. Considering the content of the respondents at new vision printing company, all 137 (100%) strongly agreed that news papers provide news about a country's economic situation, minimizes advertising cost than magazines and the advertisement copy can be prepared immediately. The majority 98 (71.5%) of the respondents strongly agreed that newspapers have a wide circulation, 26 (19%) also agreed while 9 (6.5%) disagreed and 4 (3%) strongly disagreed on the statement. Furthermore, 91 (66%) of the respondents strongly agreed that newspapers provide information on security issues, 35 (26%) of the respondents also agreed, 4 (3%) were not sure while 7 (5%) disagreed on the statement. With respect to newspapers provide advertisers with a large number of readers more than half of the respondents 79 (58%) strongly agreed, 53 (39%) also agreed while 3 (2%) disagreed and 2 (%) were not sure of the statement. With respect to the provision of information and general knowledge 55 (40%) of the respondents strongly agreed, 29 (21%) also agreed, 36 (26%) of them were not sure of the impact while 13 (10%) disagreed and 4 (3%) strongly disagreed (Nelson et al., 2023).

Lastly, 23 (17%) of the respondents strongly agreed that newspapers provide readers with high disposable income, 39 (28.4%) agreed while 51 (37%) were not sure of the statement and 20 (15%) disagreed while 4 (3%) strongly disagreed.

Received: 18.03.2024

Accepted: 23.03.2024

Published on: 30.03.2024

Table 2: Showing respondents response on the effect of billboards on the development of holiday tourism

	Strongly agree		Agree		Not sure		Disagree		Strongly disagree	
	f	%	f	%	f	%	f	%	f	%
Billboard advertising utilizes large-scale print	91	66.4	31	22.6			15	11		
Improves quality of advertised products	51	37	61	44.5	12	9	13	9.5		
The advertising company obtains profit margins	137	100								
It is an effective method of building brand awareness.	137	100								
Attracts more investors to the industry, since they are placed in high traffic areas	137	100								
Allow companies to reach a huge variety of customers with a single advertising tactic	137	100								
Increased frequency of consumer exposure	134	98			1	1	2	1		
Builds company reputation and product image.	129	94			6	4.4			2	1.6
Targets middle and upper classes	137	100								

Source: primary source 2023

From the above presentations it is evidenced that 137 (100%) of the respondents agreed that advertising company obtains profit margins, it is an effective method of building brand awareness, it attracts more investors to the industry since they are placed in the high traffic areas, they allow companies to reach a huge variety of customers with a single advertising tactic and they target middle and upper classes of people. With respect to increased frequency of consumer exposure 134 (98%)

Received: 18.03.2024

Accepted: 23.03.2024

Published on: 30.03.2024

of the respondents strongly agreed on the sub construct while 2 (1%) disagreed and 1 (1%) were not sure of the statement. On building company reputation and product image 129 (94%) of the respondents strongly agreed 6 (4.4%) of the respondents were not sure while 2 (1.6%) strongly disagreed about the effect of billboards.

The majority 91 (66.4%) of the respondents strongly agreed that billboard advertising utilizes large scale print, 31 (22.6%) also agreed while 15 (11%) disagreed on the statement. Lastly, 51 (37%) of the respondents strongly agreed that billboards improves quality of advertised products,

61 (44.5%) agreed, 12 (9%) were not sure while 13 (9.5%) disagreed about the statement.

Table 3: Showing respondents response about the challenges faced by print media companies

Statement	Strongly agree		Agree		Not sure		Disagree		Strongly disagree	
	F	%	F	%	F	%	F	%	F	%
The frequency of economic problems	137	100								
Transforming into a digital place	62	45	45	33	21	15	4	3	5	4
Readership concentration to social media platforms	137	100								
The supply of newsprint runs short as the number of trees decreases	137	100								
Corporate ownership	21	15.3	39	28.5	61	44.5	10	7.3	6	4.4
Print media can be costly to produce, while electronic media can be cheaper	31	22.5	52	38	31	22.5	23	17		
Not easy to be updated	31	22.5	43	31	57	41.5	5	3	1	2
Digital information era	127	93	3	2			5	3.6	2	1.4

Source: primary source 2023

Received: 18.03.2024

Accepted: 23.03.2024

Published on: 30.03.2024

The data in table and bar graph 3 above shows the challenges faced by print media companies in providing their services for the development of businesses in Uganda. All 137 (100%) respondents strongly agreed that print Medias are challenged by the frequency of economic problems, readership concentration to social media platforms and the short run of the supply of newsprint due to the decrease in the number of trees. Furthermore, more than three quarters 127 (93%) of the respondents strongly agreed that print medias are faced by the current digital information era, 3 (2%) of them also agreed while 5 (3.6%) disagreed and 2 (1.4%) strongly disagreed on the challenge.

With respect to, transforming into a digital place 62 (45) of the respondents strongly agreed while 45 (33%) of the respondents also agreed, 21 (15%) were not sure of the statement while 4 (3%) disagreed and 5 (4%) strongly disagreed on the sub construct. With respect to corporate ownership as another challenge, the respondents a different perspective about the challenge where by 61 (44.5%) were not sure of the statement, 39 (28.5%) agreed to the challenge and 21 (15.3%) also strongly agreed on the statement while 10 (7.3%) of the respondents disagreed to the challenge and 6 (4.4%) strongly disagreed to the challenge. Furthermore on the not easy to be updated majority 57 (41.5%) of the study respondents were not sure of the challenge, 43 (31%) of them agreed to the challenge and 31 (22.5%) also strongly agreed to the challenge while 5 (3%) disagreed and 1 (2%) strongly disagreed.

Lastly the researcher examined the cost of producing print medias in relation to electronic media 52 (38%) of the respondents agreed, 31 (22.5%) strongly agreed and also 31 (22.5%) were not sure of the challenge while 23 (17%) of the respondents disagreed to the challenge.

Conclusion of the study

Based on the results of the first objective of the study, one major problem of the study was the impact of newspapers on the development of domestic tourism in Uganda. The larger number of respondents perceived it to have a positive impact through the provision of a country's economic situation, minimizes advertising costs, advertisement copy can be prepared immediately.

Moreover, with respect to the impact of billboards on the development of holiday tourism, majority of the respondents responded positively. For instance, most of them made it clear that billboards help advertising tourism companies obtains profit margins, they are an effective method of building brand awareness, they attract more investors to the industry, they allow companies to reach a huge variety of customers with a single advertisement tactic and target all classes of people, they are effective in creating awareness in all economies both developed and developing, the advancement in technology and application to electronic provide the most print out that everybody admires to look at, share the goal of attracting the attention of passersby and impressing them with a succinct but effective sales message, they are useful channels of communication for drivers and pedestrians, increases frequency of consumer exposure, build company reputation and product image. From the

Received: 18.03.2024

Accepted: 23.03.2024

Published on: 30.03.2024

findings and from the literature is saying the researcher concludes that billboards prioritizes visual advertisement and influence repeat visits and they are aimed at attracting passerby attention and provide a strong direction strategy.

Finally, the majority of the respondents were more familiar with the challenges that are challenged by the printing medias houses today and the major challenges as indicated by the respondents were; frequency of economic problems, readership concentration to social media platforms, the current digital information era and the short run of the supply of newsprint due to the decrease in the number of trees, innovation from the tradition to a successful digital businesses, loss of revenue, existence of Google, transforming into a digital place, corporate ownership, not easy to be updated and cost of producing print Medias in relation to electronic media. The study concludes that print Medias are drivers of customers' attention and if these challenges are not properly addressed and solved the industry is most likely to phase out of the business so there is a need to think about the strategy.

Recommendations

Since the current study has revealed that newspapers impact domestic tourism positively, stake holders in the tourism sector should review the investment invested in the newspaper form of advertisement to achieve their targeted audience since it targets every group of individuals.

Print media houses should review on the fares and distribution channels of their printed medias to the public so as the public can have easy access to the information.

The government should increase on the investments it provides to the tourism sector so at it increase on its advertisement budget for the bitterness of tomorrow tourism sector.

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Received: 18.03.2024

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