

**ASSESSING THE IMPACT OF RELIGIOUS TOURISM TO THE DEVELOPMENT OF  
TOURISM IN UGANDA.**

**CASE STUDY OF NAMUGONGO SHRINES**

**BY**

**LAURENIAN JOHN MULO**

**19/U/BTHM/0946/K/DAY**

**A DISSERTATION SUBMITTED TO FACULTY OF SOCIAL SCIENCES, ARTS, AND  
HUMANITIES IN PARTIAL FULFILLMENT OF THE REQUIREMENT  
FOR THE AWARD OF A DEGREE IN TOURISM AND HOTEL  
MANAGEMENT OF MUTEESA I  
ROYAL UNIVERSITY**

**December, 2022**

**DECLARATION**

I Mulo John Lourean hereby declare that this report is of my original work and has never been submitted to any institution of higher learning for any award.

**Signature:** .....

**Date**.....

**APPROVAL**

This is to certify that this report has been prepared and submitted by Mulo John Lourean and is now ready for submission under my supervision.

**SUPERVISOR: Mr. Bikorwomuhangi Rogers**

Signature:.....

Date:...../...../.....

## **DEDICATION**

I dedicate it to all my family members and relatives, friends and anyone who helped in any way.

## **ACKNOWLEDGEMENT**

I thank the Almighty God who enabled me to complete this long process with a successful end.

I take this opportunity to appreciate the good works of supervisor, for the general good supervision and guidance.

My parents, relatives, in-laws, friends, course mates who supported me financially.

## TABLE OF CONTENTS

DECLARATION .....	i
APPROVAL .....	ii
DEDICATION .....	iii
ACKNOWLEDGEMENT .....	iv
CHAPTER ONE .....	1
GENERAL INTRODUCTION.....	1
1.0 Introduction.....	1
1.1 Background of the study .....	1
1.2 Statement of the Problem.....	3
1.3 Objectives of the study.....	3
1.3.1 General objectives.....	3
1.3.2 Specific objectives .....	3
1.4 Research Questions.....	3
1.5 Scope of the Study .....	3
1.7 Conceptual Framework.....	4
CHAPTER TWO .....	5
LITERATURE REVIEW .....	5
2.0 Introduction.....	5
2.1 Historical perspective of religious tourism .....	5
2.2 Challenges facing religious tourism in development of tourism .....	6
2.3 Factors which affect the resident’s support for tourism development.....	8
CHAPTER THREE .....	13
RESEARCH METHODOLOGY.....	13
3.1 Introduction.....	13
3.2 Research Design.....	13
3.3 Study population .....	13

3.4 Sampling Procedures & sample size.....	13
3.4.1 Sample size .....	13
3.4.2 Sampling Techniques.....	14
3.5 Data Collection Methods and Instruments.....	14
3.5.1 Data Collection Methods .....	14
3.5.1.1 Questionnaire Method.....	14
3.5.2 Data Collection Tools/Instruments .....	14
3.5.2.1 Administering Questionnaire .....	14
3.6 Data Analysis .....	15
3.7 Ethical Consideration.....	15
3.8 Anticipated Limitations of the study.....	15
CHAPTER FOUR.....	17
PRESENTATION, ANALYSIS, AND INTERPRETATION OF FINDINGS.....	17
4.0 Introduction.....	17
4.1 Biographic characteristics of the respondents.....	17
4.1.1 Gender distribution of respondents .....	17
Table 4.1: Showing gender distribution of respondents .....	17
4.1.2 Age Distribution of Respondents.....	18
Table 4.2: Showing age distribution of the respondents.....	18
4.1.3 Level of education of the respondents .....	18
Table 4.3: Showing level of education of the respondents .....	18
4.1.5 Years spent.....	19
Table 4.4: Showing respondents length of stay .....	19
4.2 Findings on the challenges faced by religious tourism development .....	20
Table 4.5 showing findings on the challenges faced by religious tourism development .....	20
4.3 Findings on the factors which affect the resident’s support for tourism development.....	22

Table 4.6 showing findings on the factors which affect the resident’s support for tourism development.....	22
CHAPTER FIVE .....	24
SUMMARY OF FINDINGS, CONCLUSION, AND RECOMMENDATIONS .....	24
5.0 Introduction.....	24
5.1 Summary of findings.....	24
5.1.1 Findings on the challenges faced by religious tourism development .....	24
5.1.2 Findings on the factors which affect the resident’s support for tourism development.....	24
5.2 Conclusion .....	25
5.3 Recommendations.....	25
REFERENCES .....	26
APPENDIX A.....	29
QUESTIONNAIRE .....	29



# CHAPTER ONE

## GENERAL INTRODUCTION

### 1.0 Introduction

This chapter presents background of study, statement of the problem, objectives of the study, research questions, scope of the study and significance of the study.

### 1.1 Background of the study

Uganda is endowed with a wide range of tourism resources that include biodiversity, varied landscapes, cultural and religious heritage. Tourism is intricately linked to the country's natural history, exploration, trade and colonization since the 19th century. The arrival of Arab traders, European explorers and Christian missionaries in the country made significant impacts on the socio-political landscape of the country which has had a strong bearing on the evolution of religion, institutional building and religious tourism development. Equally important opportunities and challenges for religious tourism development in Uganda are rooted in these historical antecedents. Although the religious-based tourism market continues to account for increased domestic and international tourist arrivals, data on this market segment are limited and the importance of this form of tourism is not fully known. A survey conducted in 2013 indicated that 5% of international tourist arrivals travelled for spiritual / religious reasons (World Bank, 2013).

Religious tourism is as old as the religion itself and consequently it is the oldest form of tourism in the world (Karar, 2010, p. 99; Rinschede, 1992, p. 53). Smith (1992) and Shackley (2005) noted that most religions require, whatever the aim is, to visit holy places. A good example is the Zoroastrians (Sarahani and Musa, 2012), which motivated pilgrimages in ancient times, which is still going on un-interrupted today. Each year around 300-330 million tourists visit world's key religious sites (UNWTO, 2011a). In addition UNWTO (2011a) has reported that 60% of the world population practices a religion and these believers form demographic base of religious tourism. Many countries include religion in their census. It is estimated that there are approximately six hundred million national and international religious and spiritual voyages in the world, of which 40% take place in Europe and around half of which in Asia and the rest is in other continents of the world (UNWTO, 2011a).

Religious tourism is one of the oldest forms of tourism recorded in history (George, 2014) and religious travel is one of the fastest growing segments in tourism with significant economic impacts (Gyekye, Oseifuah, Nethengwe, Sumbana, and Dafuleya, 2014). About 60% of the world's

population practices religion and it is estimated that over 25% of international travellers are interested in religious tourism (Henama & Sifolo, 2018) and about 20% of sites on the UNESCO World Heritage list have a religious or spiritual connection (UNESCO, 2019). However, there is insufficient literature on religious tourism in Uganda and Eastern Africa in general. Sampling internet-based publications reveals that in Africa there is paucity of information. There are some seminal papers on religious tourism in West Africa - Nigeria (Eele, 2017),

Religious tourism is a relatively new phenomenon in Uganda in spite of the existence of traditional religions and the introduction of foreign religions about 140 years ago. In the last three decades, religious tourism has gained recognition from various actors including government. Religion and religious institutions are recognised in several national legal, planning and regulatory frameworks. For instance, Uganda's 1995 Constitution (Chapter 2, Section 29, Sub-section C) provides for freedom of worship which allows establishment of worship centres in any part of the country. Therefore, religious tourism in Uganda is highly respected and protected in law and practice.

Uganda's planning and development frameworks as evidenced in the Vision 2040 - National Development Plan II (NDPII), the Uganda Tourism Policy (2015), the Uganda Tourism Development Master Plan (2014- 2024) and the Tourism Sector Development Plan (2015/2016 - 2019/2020) recognise religious tourism as a distinct product niche. The above frameworks underscore the potential of religious tourism in diversifying the tourism product base. However, the frameworks neither define strategies and mechanisms for developing religious tourism nor discuss the coordination, planning and promotion in the country. Although the Uganda Tourism Board has over the years increased its focus on marketing religious events and festivals, the efforts are still fragmented given that there is no national religious tourism strategic plan to guide them. This has resulted in a lack of elaborate mechanisms for developing religious tourism products, exploitation of religious tourism resources, establishment of appropriate physical infrastructure, or building an effective stakeholder coordination and engagement platform.

## **1.2 Statement of the Problem**

A survey conducted in 2013 indicated that 5% of international tourist arrivals travelled for spiritual/religious reasons and Uganda received only 0.87% of the international religious tourists (World Bank, 2013).

In spite of 99.8% of Uganda's population subscribing to some form of religion (39.3% Catholic, 32% Anglican, 13.7% Muslim, 11.1% Pentecostal, 1.5% Seventh-Day Adventist, 0.1% Orthodox, 0.1% traditional believer and 0.2% non-believer) (UBOS, 2016), religious tourism potential has remained largely unexploited. This is due to a number of reasons: firstly the absence of a comprehensive stakeholder analysis to identify the interests, power and influence of the actors that can contribute to religious tourism development. Secondly, absence of comprehensive situational analysis and baseline data has curtailed planning and development of religious tourism. Thirdly, inadequate profiling of religious tourism sites in terms of religious tourism value, activities, facilities and services. Fourthly, religious tourism potential in Uganda has attracted limited scholarly debates resulting in scant and inadequate research and documentation.

This therefore prompted the researcher to conduct a study in order to assess the impact of religious tourism on the development of tourism.

## **1.3 Objectives of the study**

### **1.3.1 General objectives**

To assess the impact of religious tourism on the development of tourism in Uganda

### **1.3.2 Specific objectives**

- i. To establish the challenges faced religious tourism development
- ii. To find out factors which affect the resident's support for tourism development
- iii. To determine the relationship between religious tourism in the development of tourism in Uganda

## **1.4 Research Questions**

- i. What are the challenges faced by religious tourism development?
- ii. What are the factors which affect the resident's support for tourism development?
- iii. What is the relationship between religious tourism in the development of tourism in Uganda?

## **1.5 Scope of the Study**

### **Content scope**

The study was set to determine the challenges faced by religious tourism development, factors which affect the resident’s support for tourism development and relationship between religious tourism in the development of tourism in Uganda.

### **Geographical scope**

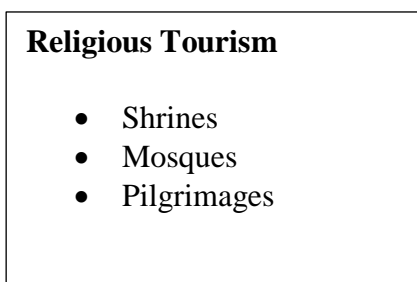
The study was conducted with in Namugongo Shrines which is located in Kyaliwajjala ward in Kira Municipality, Wakiso district approximately 12 Kilometers (7miles) from Kampala city center.

### **Time Scope**

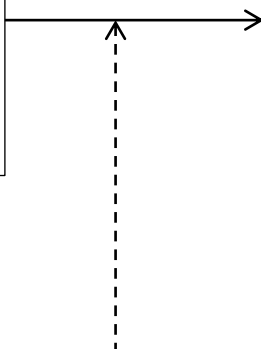
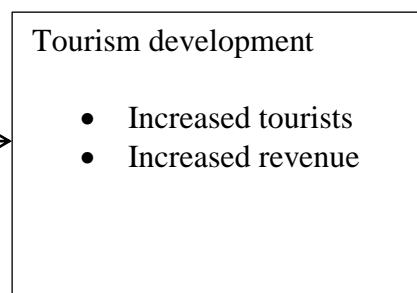
The study was conducted within a period of 6 months that is being effective from April 2022 ending to October, 2022.

### **1.7 Conceptual Framework**

#### **INDEPENDENT VARIABLE**



#### **DEPENDENT VARIABLE**



## CHAPTER TWO

### LITERATURE REVIEW

#### 2.0 Introduction

This chapter presents a review of related literature that was written by other authors in relation to study objectives.

#### 2.1 Historical perspective of religious tourism

Since ancient times, travelling for religious purposes has been part of humanity and religion has been one of the oldest motives of human migration (Kociyigit, 2016). The link between religion and tourism can be considered from two perspectives: firstly as tourism motivated exclusively or partially by religious reasons and secondly as a contemporary spiritual journey (Duran-Sanchez et al., 2018). UNWTO (2014) estimated that about 300-330 million tourists visit the world's key religious sites every year, making religious tourism a significant part of domestic and international tourism.

Religious tourism has been referred to variously in literature as spiritual tourism or faith-based tourism (De Temple, 2006; Tarlow, 2017), special interest tourism (Henama and Sifolo, 2018) or religiously motivated tourism (Duran-Sanchez, Alvarez-Garcia, del Rio-Rama and Oliveira, 2018). The terms religious tourists, spiritual tourists and pilgrimage tourists are used interchangeably to refer to visitors who wish to have a religious related experience. According to Rashid (2018), religious tourists are people who visit religious sites either for pilgrimage or for tourism. Shafei & Mohamed (2015) indicate that spiritual tourists include religious and non-religious tourists with divine underpinning to their travel. Literature reveals that the roots of religious pilgrimage can be traced from the evolution of religion. According to Rossano (2010), religion emerged about 70,000 years ago evolving through the Upper Paleolithic times (about 35,000 years ago) as human beings bonded in groups that became cohesive and competitive.

## **2.2 Challenges facing religious tourism in development of tourism**

Road safety and security is one of the concerns of visitors while they are traveling (Wilkins, Watson and Faulks, 1999). Until lately, safety and security issues had never been concern of pilgrims, it is now being changed to gaining of concern by religious tourist. For instance in Israel and Palestine places where there was no peace, visitors are not allowed for visiting (Suleiman and Mohammed, 2010). This is for the sake of safety and politics. Safety or perceived safety is one factor that determines choices of tourist to a particular destination. Tourist would go for a holiday to a destination when they perceive that destination is safe rather than worrying for safety once they are on holiday. The survey in UK in 1994 supports this idea in which more than 43% who traveled to New York had concern on safety of destination (Allen, 1999). For instance, in destination with high rate of crime due to different offences such as murdering, serious assault, and rape can gain lot of media attention and can affect the tourist choices.

Political instability and civil war are other factors that impede tourism development. For example, Suleiman and Mohammed (2010) noted that conflict between Israeli and Palestinian has affected the tourism in Palestine especially in east Jerusalem. In addition, war was the factor that affected tourism in Croatia in the early 1990's (Curie, Skare and Loncare, 2004). War was also responsible for the decline of both tourist flow and the revenue gain from tourism during civil war in Ethiopia (Ayalew Sisay, 2009).

Terrorism is also another challenge that has been affecting the tourism industry in the world in general. Due to terrorist attack in New York in 2001 at trade center and in Bali in 2002, the tourism industry was reduced by 0.6% worldwide (UNWTO, 2002). More recently, terrorist attack at far region on foreign tourist was feared to affect the tourism in Ethiopia (Associated Press, January 18, 2012).

According to UNWTO (2011b) report, countries with developed infrastructure receive more tourists than countries with poor infrastructural development. For instance, According to Ighobor and Haidara (2012), infrastructural problem was one of the greatest challenges for tourism development in East Africa. Some of the infrastructural problems include: absence of telecommunication and electricity services, absence or poor quality road, health centers, lack of sanitary water etc. Vuonic (1998) recommended that infrastructure development is very important for meeting all needs of religious tourists.

Planning and implementing to have religious tourism business without product development is a challenge because nothing can be done without products. Providing these products with unfair prices could cause a challenge for development of tourism business in particular destinations. For instance, this problem was noticed in Ethiopia as a challenge or determinant factor for low number of tourist arrivals comparing with neighboring countries such as Kenya (Yabibal Mulalem, 2010). Poor methods and lack of innovative techniques in promotion of tourism business in developing countries of Africa hinder the tourism sector's contribution to the economy of each country (Ighobor and Haidara, 2012). In developed countries such as Spain, Portugal and Italy they have more lists of pilgrimages and religious festivals in their promotional literature than any other countries did (Nolan and Nolan, 1992).

Religious tourism is bounded to certain seasonality though some have potential to be visited every day. According to Rinschede (1992), three factors are responsible for seasonality characteristics of religious tourism: One, religious ceremonies and commemorations day; two, climatic conditions/locations of the pilgrimage sites; and three, work calendar. Cuccia and Rizzo (2011) found that seasonality was one of the features in cultural tourism practice in Sicily and it was the cause for overcrowding and unsustainable tourism practice in the study area. They had recommended that de-seasonality through policy intervention is needed in destinations that are

affected by seasonality (ibid). Therefore, it can be minimized through different mechanisms such as tax reduction on the off seasons, high promotion campaign, provide regulation that limits the number of visitors in particular destination, etc.

Andereck et al. (2005) discussed that local residence could have positive attitude towards tourism if they obtain benefit from tourism otherwise they perceived negatively as a result they are no more supporter of tourism development in destination. Andereck et al. (2005), conclude that in order to develop positive perception on local community, provision of positive benefit to the local residents leaving around the destination need to be benefited (ibid). In addition to this, residents whose religious and cultural heritage is positively portrayed by the tourism destination would be more likely to support tourism development than would those whose religious and cultural heritage is ignored.

Public participation in tourism has different advantages such as; conservation, sustainable development, pride, effectiveness on the planning and the implementation of tourism developments and projects (Sanchez, 2009; Stem et al., 2003). Therefore, local resident participation in tourism development is important for sustainable development of religious tourism.

Religious tourism is very prone to negative social impacts such as violation of rules (Rinschede, 1992). Vuconic (1998) explains how discovery of a holy shrine in 1981 resulted in a sudden growth of private accommodation and in land price inflation. Since, many religious sites receive many tourist/pilgrims on some occasions like festivals, negative impact during this time is huge as compared to other times. Some of the negative impacts include: leakage, degradation, violation of rules and regulations, conflict between community and tourist/pilgrims etc. (Camamba, 2003).

### **2.3 Factors which affect the resident's support for tourism development**

Several studies examine the attitude, participation, support, and others related to the community's perception of the impacts (positive or negative), benefits, and costs which can be assigned to tourism



development. Among these studies, Vargas-Sánchez et al. (2011) proposed a universal model to explain the attitudes of residents regarding tourism development in the Spanish province of Huelva. In that research the following variables were considered: tourism behaviour, density of tourists, and residents' perception of the level of tourism development. These variables are seldom used in similar models.

The findings showed that the perception of positive impacts outweighing the negative is a powerful indicator of the residents' positive attitude towards tourism development. Also, there is a positive relationship between the residents' perception of a respectful tourists' behavior and the attitude regarding tourism development. On its part, the high density of tourists influence negatively the residents' attitude. Likewise, the perceived level of tourism development has a negative influence in residents' attitude, inasmuch as they consider beneficial a moderate development, so, when the development increases, the perception may become negative.

Duarte (2007) emphasized the factors which affect the participation of the community in the development of tourism in Maria da Fé, in the State of Minas Gerais. The author's findings suggest that the local identity, image of tourism, the role of the state, and the view of the contribution of SEBRAE/Minas affected the support and the participation of residents for tourism development. The participation and support, in this case, depended on the residents' perception on tourism activities, the entities responsible for them, and local initiative, i.e. public or private institutions promoting and/or encouraging the community's participation in the tourism process.

Regarding the community support, Gursoy et al. (2002) put forward a model of causal relationship to examine the community support for tourism development. The study was developed in five municipalities next to a leisure area in the State of Virginia, United States. The results showed that the residents' perception of factors such as their level of interest, 'ecocentric' attitude, use of local

resources, and costs and benefits of tourism development can affect the community support for development of the activity.

Subsequently, Gursoy and Rutherford (2004) added other factors to de Gursoy et al.'s (2002) work, based on the perceived costs and benefits of tourism development. This study was based on the Social Exchange Theory and aimed to analyse the perceived impacts and the factors which can influence people's perceptions and it was developed in fourteen communities from two states of the United States of America. The findings showed that the community support for tourism development is affected directly and/or indirectly by nine factors: residents' level of interest, ecological attitudes, use of community resources, affection for the community, state of local economy, economic benefits, social benefits, social costs, and cultural benefits (Gursoy; Rutherford, 2004).

Therefore, the communities which tend to support tourism development in a given destination are those that perceive more benefits than costs of tourism regarding the environment, social life, local culture, local economy, and political power of decision of each citizen over their customary surroundings.

Nicholas et al. (2009) analysed the factors which influence the community support for sustainable development of tourism in the Pitons Management Area, World Heritage Site, located near the town of Soufriere in the southeast of Saint Lucia, in the Caribbean. There are two volcanos in that town and they are the most visited attractions of Saint Lucia Island. The study showed that the community affection influences the support for sustainable tourism development and the environmental attitudes of the resident community. Also, the study cautions against the lack of involvement of the community in the tourism process and the consequences regarding the sustainability of tourism (Nicholas et al., 2009).

To some degree, when a community perceives positive changes and enhancements to its territory due to tourism activities, such as conservation of natural resources, projects and programs of

environmental awareness aimed at tourists and residents, among others, it tends to support the development of sustainable tourism; as well, the community tends to change the attitude towards natural resources, since those are finite and both residents and tourists need them to carry out their activities.

Nunkoo et al. (2012) put forward a study on the public trust in the tourism authorities in Mauritius. The results showed that the economic and political performance of the tourism authorities, the power of residents in tourism, and the interpersonal trust determine the trust in tourism authorities, wherein that trust is significantly related to the residents' political support of tourism.

Within the Social Exchange Theory, Nunkoo and Ramkissoon (2012) tested a model of relationship between variables including the study of the residents' trust, unlike other studies which overlooked the effect of that variable. Such model was tested with the population of the island of Mauritius, located in the eastern Indian Ocean. The authors pointed out that the island's economy is based on traditional activities: farming and textile productions. However, tourism has been developing and is increasingly important for the local economy.

The resultant model proposes that residents' support for tourism development is influenced by the perception of its costs and benefits, as verified in early studies (Nunkoo and Ramkissoon, 2011; Gursoy et al. 2002; Gursoy and Rutherford 2004, among others), and by residents' trust in government actors (Nunkoo et al. 2012, among others). The model also considers the residents' power of influence on tourism development. The authors conclude by emphasizing the need for further research encompassing the relationship between trust and residents' power of influence on tourism, so that the relationship is confirmed.

In a subsequent work, Nunkoo and Smith (2013) developed a model of analysis of residents' trust in government actors and political support for tourism. That study was conducted among residents in

Niagara, Ontario, Canada. The residents' perception of benefits and costs of tourism and their trust in government actors determine their support for the development of the activity. It is worth noting that residents' perception of political and economic performance of government actors influenced their trust.

## **CHAPTER THREE**

### **RESEARCH METHODOLOGY**

#### **3.1 Introduction**

This chapter entails the description of how the research is to be carried out. It represents research design, area of study, study population, sampling procedures, sample size, sampling techniques, data sources, data collection methods and instruments, quality control, validity, reliability, measurement of variables, data analysis, ethical considerations and limitations of the study.

#### **3.2 Research Design**

A research design is a plan or a framework for guiding a study. The design connects the questions or objectives of the study to the data gathered. The study used descriptive research design and this was appropriate for gathering information, summarizing, presenting and interpreting it for the purpose of clarifying on the variables. The study employed this research design as a qualitative analysis which involves careful and in-depth investigation of a particular unit or event under study for purposes of generalization. The design is appropriate for qualitative studies of this nature which sought to investigate deeply into the phenomenon under study.

#### **3.3 Study population**

Population refers to an entire group of individual, events or objects having common observable characteristics (Kothari, 2004). The study comprised staff members of namugongo shrine, community members around Namugongo Shrines.

#### **3.4 Sampling Procedures & sample size**

##### **3.4.1 Sample size**

Sample size is the number of items involved in the study as the respondents in the study. Sampling procedure on the other hand is the scientific process through which the sample elements are selected

(Mugenda & Mugenda, 2003). This study used stratified random sampling procedure to select a sample to represent the entire population. The study used a sample size of 25 respondents.

### **3.4.2 Sampling Techniques**

The researcher used a stratified sampling technique to all population groups of the study. Stratified sampling means that the research partitions the population into sub populations with their common characteristics that can be easily sampled. This technique allowed the researcher to have required information basing on the set objectives of the study according to Mugenda and Mugenda (2009). The sampling procedure was applied to enable the researcher to obtain accurate and reliable samples that were helpful to collect quantitative and qualitative data, the sampling process was done by means of random sampling for employees.

## **3.5 Data Collection Methods and Instruments**

### **3.5.1 Data Collection Methods**

#### **3.5.1.1 Questionnaire Method**

The researcher adopted the use of questionnaire as a method of data collection to the identified set of respondents. Questionnaire is useful because it is efficient use of time that is information can be collected from a large number of people and the questions can be easily analyzed, anonymity is possible and everyone gets the same questions that is, it is standardized. The study used the questionnaire method. This is because the mentioned method was cheap in the collection of data and also provided a wide range of data.

### **3.5.2 Data Collection Tools/Instruments**

#### **3.5.2.1 Administering Questionnaire**

Questionnaire is a tool for data collection in which respondents provide written answers to written questions. It is the above researcher's effect and variability, and is highly convenient for the respondents as they could fill them during free times or when workloads are manageable. The

questionnaires were designed in strategic way comprising of statements to be agreed on by the respondents. Closed ended questionnaire were preferred because it enabled the researcher to get feedback according to the research objectives. The questionnaires physically dropped to the selected respondents and picked after two weeks to give them more time to understand and answer the questions.

### **3.6 Data Analysis**

The researcher used Ms. Excel to aid in data analysis. Data collected from respondents was presented, deduced and analyzed through descriptive narration, graphs, tables and pie charts. Descriptive narration was used to examine the qualitative data collected from respondents. Data collected was organized into a common data pool. During analysis, themes were generated from the responses and categories.

### **3.7 Ethical Consideration**

Ethics in this study were adhered to by the following processes;

- The researcher attained an introductory letter from the university to be used for accessing different targeted respondents.
- The researcher also obtained informed consent of the respondents on the arrival at the data collection sites.
- The researcher observed and respected the privacy and confidentiality of all the participants and respondents in this study.

### **3.8 Anticipated Limitations of the study**

Financial constraints in carrying out research. The study required a lot of funds like transport and general welfare.

The researcher faced non-response of some questions especially where the respondents selected have little knowledge about particular questions.

The researcher also experienced time constraints in data collection due to the delay of respondents, analyzing of data and in the final presentation of the report which took a lot of time.



## CHAPTER FOUR

### PRESENTATION, ANALYSIS, AND INTERPRETATION OF FINDINGS

#### 4.0 Introduction

In verifying this, interviews were conducted and questionnaires were given to the respondents chosen for this study. The responses were interpreted and presented in tabular form and analyzed basing on the research objections.

#### 4.1 Biographic characteristics of the respondents

The study intended to get a detailed understanding of the respondent's key characteristics which to a great extent influences the results of the study. The general information had an implication on the study variables. Some information on socio-economic characteristics of the respondents was deemed necessary because it provided a basis and means of interpreting the collected data. The characteristics in this research were; gender, age group, level of education, marital status and respondent's length of service of respondents

##### 4.1.1 Gender distribution of respondents

The gender distribution of respondents was established. This aimed at knowing how males and females as community members. The study targeted both male and female which gave a variety of findings that were not biased making it gender sensitive as in table 1 below.

**Table 4.1: Showing gender distribution of respondents**

<b>Gender</b>	<b>No of respondents</b>	<b>Percentage (%)</b>
Male	24	48
Female	26	52
<b>Total</b>	<b>50</b>	<b>100</b>

**Source: Primary Data**

The study found out that the majority of the respondents were male as compared to the female. The number of males who participated in the study was represented by 24(48%) as compared to 52(52%) of the respondents who were female. This implies that the researcher was gender sensitive when selecting the respondents because both male and female respondents were used in almost equal numbers.

#### 4.1.2 Age Distribution of Respondents

According to the study findings the respondents views were tabulated below.

**Table 4.2: Showing age distribution of the respondents**

Age group	Frequency	Percentage (%)
Below 30 years	12	24
30-40 years	23	46
Above 40 years	15	30
<b>Total</b>	<b>50</b>	<b>100</b>

**Source:** Primary data

The findings in table 4.2 indicate that the study covered a total of 50 respondents. According to the findings 24% of the total respondents were below 30 years, 46% of the respondents were between 30-40 years and 30% were above 40 years. This implies that the study covered all types of respondents basing on their age and findings can be relied on.

#### 4.1.3 Level of education of the respondents

In order to get information from all categories of people with different levels of education were all approached during the study process. This established the levels of education of the respondents as indicated below.

**Table 4.3: Showing level of education of the respondents**

Level of education	Frequency	Percentage (%)
Certificate	24	48
Diploma	15	30
Degree	11	22
<b>Total</b>	<b>50</b>	<b>100</b>

**Source: Primary Data**

As revealed in table above, most respondents constituting 11(22%) had attained degrees from various business and financial courses from different institutions or universities in Uganda. 48% were having

certificates and these were local residents and 48% of the respondents were holding diploma in education.

#### 4.1.5 Years spent

**Table 4.4: Showing respondents length of stay**

<b>Years</b>	<b>Frequency</b>	<b>Percentage (%)</b>
Less than 2 years	07	14
2-5 years	13	26
Above 5 years	30	60
<b>Total</b>	<b>50</b>	<b>100</b>

**Source: Primary Data**

The findings revealed that 60% of the total respondents had stayed for a period more than 5 years, 26% of the respondents were between 2-5 years and 14% of the respondents had stayed for a period less than 2 years.

## 4.2 Findings on the challenges faced by religious tourism development

**Table 4.5 showing findings on the challenges faced by religious tourism development**

	<b>Strongly agree</b>	<b>Agree</b>	<b>Not sure</b>	<b>Disagree</b>	<b>Strongly disagree</b>	<b>Total</b>
Road safety and security is one of the concerns of visitors while they are traveling	45(90%)	5(10%)	-	-	-	50(100%)
Political instability and civil war are other factors that impede religious tourism development	34(68%)	16(32%)	-	-	-	50(100%)
Terrorism is also another challenge that has been affecting the religious tourism industry in the world	18(36%)	32(64%)	-	-	-	50(100%)
Religious tourism is bounded to certain seasonality though some have potential to be visited every day	40(80%)	10(20%)	-	-	-	50(100%)
Climatic conditions/locations of the pilgrimage sites and work calendar.	28(56%)	22(44%)	-	-	-	50(100%)

Source; *Primary Data, 2022*

From the study findings presented in the table above, it was revealed that 45(90%) of the total respondents strongly agreed that Road safety and security is one of the concerns of visitors while they are traveling, 5(10%) agreed, this implies that Road safety and security is one of the concerns of visitors while they are traveling.

From the study findings presented in the table above, it was revealed that 34(68%) of the total respondents strongly agreed that Political instability and civil war are other factors that impede religious tourism development, 16(32%) agreed, this implies that Political instability and civil war are other factors that impede religious tourism development.

From the study findings presented in the table above, it was revealed that 18(36%) of the total respondents strongly agreed that Terrorism is also another challenge that has been affecting the

religious tourism industry in the world, 32(64%) agreed, this implies that Terrorism is also another challenge that has been affecting the religious tourism industry in the world.

From the study findings presented in the table above, it was revealed that 40(80%) of the total respondents strongly agreed that Religious tourism is bounded to certain seasonality though some have potential to be visited every day, 10(20%) agreed, this implies that Religious tourism is bounded to certain seasonality though some have potential to be visited every day.

From the study findings presented in the table above, it was revealed that 28(56%) of the total respondents strongly agreed that Climatic conditions/locations of the pilgrimage sites and work calendar is one of the challenges faced by religious tourism development, 22(44%) agreed, this implies that climatic conditions/locations of the pilgrimage sites and work calendar is one of the challenges faced by religious tourism development.

### 4.3 Findings on the factors which affect the resident's support for tourism development

**Table 4.6 showing findings on the factors which affect the resident's support for tourism development**

	<b>Strongly agree</b>	<b>Agree</b>	<b>Not sure</b>	<b>Disagree</b>	<b>Strongly disagree</b>	<b>Total</b>
Local identity, image of tourism affected the support and the participation of residents for tourism development	35(90%)	15(10%)	-	-	-	50(100%)
High density of tourists influence negatively the residents' attitude	25(50%)	25(50%)	-	-	-	50(100%)
Residents' level of interest and attitude can affect the community support for development of the activity.	37(74%)	13(26%)	-	-	-	50(100%)
Use of local resources, and costs and benefits of tourism development affect the community support for development of the activity.	40(80%)	10(20%)	-	-	-	50(100%)
Economic benefits, social benefits, social costs, and cultural benefits derived from tourism development	39(78%)	11(22%)	-	-	-	50(100%)
Community affection influences the support for sustainable tourism development	19(38%)	31(62%)	-	-	-	50(100%)

Source; Primary Data, 2022

From the study findings presented in the table above, it was revealed that 35(90%) of the total respondents strongly agreed that Local identity, image of tourism affected the support and the participation of residents for tourism development, 15(10%) agreed, this implies that Local identity, image of tourism affected the support and the participation of residents for tourism development.

From the study findings presented in the table above, it was revealed that 25(50%) of the total respondents strongly agreed that High density of tourists influence negatively the residents' attitude, 25(50%) agreed, this implies that High density of tourists influence negatively the residents' attitude.

From the study findings presented in the table above, it was revealed that 37(74%) of the total respondents strongly agreed that Residents' level of interest and attitude can affect the community support for development of the activity, 13(26%) agreed, this implies that Residents' level of interest and attitude can affect the community support for development of the activity.

From the study findings presented in the table above, it was revealed that 40(80%) of the total respondents strongly agreed that Use of local resources, and costs and benefits of tourism development affect the community support for development of the activity, 10(20%) agreed, this implies that Use of local resources, and costs and benefits of tourism development affect the community support for development of the activity.

From the study findings presented in the table above, it was revealed that 39(78%) of the total respondents strongly agreed that Economic benefits, social benefits, social costs, and cultural benefits derived from tourism development, 11(22%) agreed, this implies that Economic benefits, social benefits, social costs, and cultural benefits derived from tourism development.

From the study findings presented in the table above, it was revealed that 19(38%) of the total respondents strongly agreed that Community affection influences the support for sustainable tourism development, 31(62%) agreed, this implies that Community affection influences the support for sustainable tourism development.

## **CHAPTER FIVE**

### **SUMMARY OF FINDINGS, CONCLUSION, AND RECOMMENDATIONS**

#### **5.0 Introduction**

#### **5.1 Summary of findings**

##### **5.1.1 Findings on the challenges faced by religious tourism development**

From the study findings presented, it was revealed that majority of the respondents strongly agreed that Road safety and security is one of the concerns of visitors while they are traveling, Political instability and civil war are other factors that impede religious tourism development, Terrorism is also another challenge that has been affecting the religious tourism industry in the world, Religious tourism is bounded to certain seasonality though some have potential to be visited every day and climatic conditions/locations of the pilgrimage sites and work calendar is another challenge faced by religious tourism development.

##### **5.1.2 Findings on the factors which affect the resident's support for tourism development**

From the study findings presented, it was revealed that majority of the total respondents strongly agreed that Local identity, image of tourism affected the support and the participation of residents for tourism development, High density of tourists influence negatively the residents' attitude, Residents' level of interest and attitude can affect the community support for development of the activity, Use of local resources, and costs and benefits of tourism development affect the community support for development of the activity, Economic benefits, social benefits, social costs, and cultural benefits derived from tourism development. From the study findings presented in the table above, it was revealed that 19(38%) of the total respondents strongly agreed that Community affection influences the support for sustainable tourism development, 31(62%) agreed, this implies that Community affection influences the support for sustainable tourism development.



## **5.2 Conclusion**

The relationship between resident perception and attitude towards tourism growth and development and particular tourism such as religious tourism has not been studied appropriately and the necessity of this study has been felt on this period. The results of this study revealed that from perspective of residents, negative effects of religious tourism are reported by respondents. In this regard, Bubloz et al. (1980) and Kim et al. (2013) pointed out the environment should be protected and preserved in order to provide suitable resources in term of residents needs and if it happens, the sense of health and safety on residents attitude will be increased and reinforced. However, environmental dimension of tourism have been known as the most challengeable and discussable aspect of this phenomena.

## **5.3 Recommendations**

1. This study recommends important implications for tourism managers that should address their planning processes. Economic benefits of tourism development are an inevitable issue which should not be taken for granted and decision-makers and managers should be cautious about the well-being and livelihood of residents. In other words, to support tourism, local people need to get benefit directly and indirectly through development of tourism. Continuing negative environmental impacts and growing dissatisfaction among residents may have a significant impact on tourism industry by reducing the number of annual tourists. Residents will not support tourism in their town unless they benefit from the process.
2. The study recommends that planners should be careful about the health of the environment, which is negatively impacted by the growth of tourism industry. It is important for planners to consider the sustainability of tourism development by minimizing the negative environmental impacts of tourists. As this study has indicated the environmental degradation has been a major issue recognized and identified by residents, who are main contributors to tourism growth and development. It has negatively impacted the residents' view of tourism and tourists. So, it is very

important that the planners take the residents dissatisfaction and negative views seriously and show sensitivity towards meeting their needs and expectations.

3. The results of mean scores rated by residents about environmental impacts of tourism development revealed that there are harsh problems in terms of overcrowding, air/noise/water pollution, water shortage crisis, and litter and waste management, which caused by development of religious tourism. Hence, the last managerial implication is that these environmental issues have priority for being addressed by managers and decision-makers within the process of sustainable religious tourism development

## **REFERENCES**

Allen, L. R., Hafer, H. R., Long, P. T., & Perdue, R. R. (1993). Rural residents' attitudes toward recreation and tourism development. *Journal of Travel Research*, 31(4), 27-33.

- Allen, L. R., Long, P. T., Perdue, R. R., & Kieselbach, S. (1988). The impact of tourism development on residents' perceptions of community life. *Journal of travel research*, 27(1), 16-21.
- Alipour, H., Kilic, H., & Zamani, N. (2013). The untapped potential of sustainable domestic tourism in Iran. *Anatolia*, 24(3), 468-483.
- Aminian, A. (2012). Environmental Performance Measurement of Tourism Accommodations in the Pilgrimage Urban Areas: The Case of the Holy City of Mashhad, Iran. *Procedia-Social and Behavioral Sciences*, 35, 514-522.
- Andereck, K. L., & Nyaupane, G. P. (2011). Exploring the nature of tourism and quality of life perceptions among residents. *Journal of Travel Research*, 50(3), 248-260.
- Andereck, K. L., Valentine, K. M., Knopf, R. C., & Vogt, C. A. (2005). Residents' perceptions of community tourism impacts. *Annals of tourism research*, 32(4), 1056-1076.
- Arasteh, M., & Eilami, R. M. (2011). The Role of Religion and Islam in the Tourism Industry of Iran. Available at SSRN 1773827.
- Ashworth, G., & Page, S. J. (2011). Urban tourism research: Recent progress and current paradoxes. *Tourism Management*, 32(1), 1-15.
- Barber R., 1993: *Pilgrimages*. The Boydell Press, London.
- Beeton, S. (2006). *Community development through tourism*. Landlinks Press.
- Brunt, P., & Courtney, P. (1999). Host perceptions of sociocultural impacts. *Annals of tourism Research*, 26(3), 493-515.
- Bubolz, M. M., Eicher, J. B., Evers, S. J., & Sontag, M. S. (1980). A human ecological approach to quality of life: Conceptual framework and results of a preliminary study. *Social Indicators Research*, 7(1-4), 103-136.
- Butler, R. (Ed.). (2006). *the tourism area life cycle (Vol. 1)*. Channel View Publications.
- Cavus, S., & Tanrisevdi, A. (2003). Residents' attitudes toward Tourism Development: A Case Study in Kusadasi, Turkey. *Tourism Analysis*, 7(3-4), 259- 269.
- Clements, C. J., Schultz, J. H., & Lime, D. W. (1993). Recreation, tourism, and the local residents: partnership or co-existence?. *Journal of Park and Recreation Administration*, 11(4), 78-91.
- Collins-Kreiner, N. (2010). Researching pilgrimage: Continuity and transformations. *Annals of Tourism Research*, 37(2), 440-456.
- Dadpour, R., Mohamed, B., & Sirat, M. (2009, July). An analysis of the gap between cultural and religious tourism in Iran, a case study on Mashhad. In *Proceedings of 2<sup>nd</sup> National Symposium on*

Tourism Research, University Sains Malaysia, Penang, Malaysia 18 July 2009. Theories and Applications. (pp. 76-82). Social Transformation Platform.

Deery, M., Jago, L., & Fredline, L. (2012). Rethinking social impacts of tourism research: A new research agenda. *Tourism Management*, 33(1), 64-73.

Dieke, P. U. (2008). Introduction: Tourism development in Africa: challenges and opportunities. *Tourism Review International*, 12(3-4), 3-4.

Digance, J. (2006). Religious and secular pilgrimage: Journeys redolent with meaning. In *Tourism, religion, and spiritual journeys* (pp. 36-48). Routledge.

Drule, A. M., Chiş, A., Băcilă, M. F., & Ciornea, R. (2012). A New Perspective of Non-Religious Motivations of Visitors to Sacred Sites: Evidence From Romania. *Procedia-Social and Behavioral Sciences*, 62, 431-435.

Dyer, P., Gursoy, D., Sharma, B., & Carter, J. (2007). Structural modeling of resident perceptions of tourism and associated development on the Sunshine Coast, Australia. *Tourism management*, 28(2), 409-422.

Edwards, D., Griffin, T., & Hayllar, B. (2008). Urban tourism research: developing an agenda. *Annals of Tourism Research*, 35(4), 1032-1052.

El Hanandeh, A. (2013). Quantifying the carbon footprint of religious tourism: the case of Hajj. *Journal of Cleaner Production*, 52, 53-60.

Fleischer, A. (2000). The tourist behind the pilgrim in the Holy Land. *International Journal of Hospitality Management*, 19(3), 311-326.

Filimonau, V., Dickinson, J., & Robbins, D. (2014). The carbon impact of short-haul tourism: a case study of UK travel to Southern France using life cycle analysis. *Journal of Cleaner Production*, 64, 628-638.

Florentina, P., Georgiana, M. R., & Andrea, N. (2011). Trends in Romanian TOURISM. *Annals of the University of Oradea, Economic Science Series*, 20(2).

GU, H., & Ryan, C. (2008). Place attachment, identity and community impacts of tourism—the case of a Beijing hutong. *Tourism management*, 29(4), 637-647.

Hall, C. M. (2003). *Introduction to Tourism: Dimensions, and Issues*. Hospitality Press.

Harrill, R. (2004). Residents' attitudes toward tourism development: A literature review with implications for tourism planning. *Journal of Planning Literature*, 18(3), 251-266

**APPENDIX A**  
**QUESTIONNAIRE**

Dear respondent,

I am a student of Muteesa I Royal University currently carrying out research on the **“The impact of religious tourism to the development of tourism in Uganda, a case study of Namugongo shrine”**. I hereby kindly request you to participate in this research which is purely academic and therefore your response will be treated with utmost confidentiality and for academic purposes only.

**SECTION A: BACKGROUND INFORMATION**

Please tick in the box with the most correct answer

1. Gender

Male

Female

2. Age group

Below 30 years

between 30-40 years

above 40 years

3. Education level

Certificate

Diploma

Degree

4. Length of Service

Less than 2 years

2-5yrs

Above 5 years

To what extent do you agree or disagree with the following statements. Please rate them using the following scale; Strongly Agree (SA), Agree (A), Not sure (NS), Disagree (DA) and Strongly (SDA).

**SECTION B: What are the challenges faced by religious tourism development?**

	SA	A	NS	DA	SDA
Road safety and security is one of the concerns of visitors while they are traveling					
Political instability and civil war are other factors that impede religious tourism development					
Terrorism is also another challenge that has been affecting the religious tourism industry in the world					
Religious tourism is bounded to certain seasonality though some have potential to be visited every day					
Climatic conditions/locations of the pilgrimage sites and work calendar.					

**SECTION C: What are the factors which affect the resident's support for tourism development?**

	SA	A	NS	DA	SDA
Local identity, image of tourism affected the support and the participation of residents for tourism development					
High density of tourists influence negatively the residents' attitude					
Residents' level of interest and attitude can affect the community support for development of the activity.					
Use of local resources, and costs and benefits of tourism development affect the community support for development of the activity.					
Use of community resources					
Economic benefits, social benefits, social costs, and cultural benefits derived from tourism development					
Community affection influences the support for sustainable tourism development					

**SECTION D: What is the relationship between religious tourism in the development of tourism in Uganda?**

.....

.....

.....

.....

.....

**THE END**

**THANKS FOR YOUR PARTICIPATION**