TOPIC: **THE ROLE OF ROAD ON THE DEVELOPMENT OF URBAN TOURISM IN *UGANDA***

CASE STUDY **KCCA**
NAME **:** **NASSALI VIOLET**
COURSE UNIT **:** **RESEARCH METHODS**
YEAR **:** **TWO**
SEMESTER **:** **ONE**
QUESTION: Write a research proposal

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CHAPTER ONE

INTRODUCTION

1.0 Introduction

This chapter presents the background extent of the study on the role of road on urban tourism development in in Uganda, statement of the problem, objectives of the study, scope, purpose of the study and the study is focusing on the role of roads quality in improving the levels of tourism development in Uganda.

1.2 Background of the study.

One of the fundamental issues of modern metropolitan areas is the provision of adequate road infrastructure. In this regard, Bruton (1993:234) contends that the implementation of transport and road proposals affects the well-being of individuals and groups in society, and given that they can affect the life opportunities of large numbers of people the cumulative consequences are important.

In this research work, the importance of surface transport and road transport in particular are in the center of the role transportation has for tourism growth and development. Focus is also put on the vitality of road development as an asset to invite tourists through smooth trips to the different localities where the attractions in a destination are situated. The closeness of transport and tourism are also shown to be reasonably symbiotic through the awareness that the growth of tourism and increase inbound tourism can stimulate the development of roads that at one point may not be to ease mobility, but for construction of roads which then stand as attractions by itself (Button 2005).

Transport management holds a long-standing tradition that stretches from the 19th and 20th centuries. Transport management has a comparatively long tradition of transport debate, policymaking and planning and its general management.

In recent years transport management has gained importance in European metropolitan areas as a way of addressing the complex urban transport problems and improving the effectiveness of traffic systems management. It is a demand oriented approach to passenger and freight transport involves new partnerships and set of tools to support and encourage changes in attitude and behavior in both more sustainable modes of transport and alternatives to travel. A central idea in the development of the transport management practice is the integrated approach to transport planning and policy making with emphases on accessibility alongside mobility and on the potential of soft measures to enhance the effectiveness of hard measures (Gunnarsson, 2003).

In Kampala the capital city of Uganda road transport infrastructure is faced by a significant number of challenges with weak road usage & enforcement of traffic regulations, infrastructure very low road capacity and lack of an integrated and affordable public transport system, lack of facilities for pedestrians & cyclists, traffic management, public transport and parking management. The city is characterized by heavy and chaotic traffic Jam. Kampala's traffic jams delays people to arrive at their destinations, and costs the economy shs. 500m (150,000 euro) every day.

1.3 Statement of the Problem.

Road transport infrastructure and services are among the most important public assets in any

country be it developed or under-developed. Improvements to the transport infrastructure such as roads bring immediate and sometimes dramatic benefits to communities through better access to tourists' sites, hospitals, schools, and markets; greater comfort, speed, and safety; and lower vehicle operating costs (Mashiri et al, 2007). For these benefits to be sustained, however, transport infrastructure and services improvements must be followed by well-planned programs of maintenance.

However, the transport governance knowledge and technology strand is still a challenge in Kampala city which is characterized with traffic jams and accidents, and the nexus, still little understood (Chakwizira, 2008). Moreover, road transport economics references often present links between transport, growth, income and governance as obvious and therefore requiring no further investigation. This could explain why the subject area is relatively under-researched (Preston, 2008). The continuation of such situation implies that more road and traffic challenges will continue to be faced and this could result into dire consequences like loss of lives in traffic accidents, slowed down economic activities towards the development of urban tourism as the result of poor quality roads. Hence need for such a study that examined the role of roads quality on the development of urban tourism in Kampala city

1.4 Purpose of the Study

The purpose of the study is to establish the contribution of road quality towards the development of urban tourism in Uganda.

1.5 Objectives of the study

i. To establish the contribution of roads quality on the economic development of urban tourism

ii. To examine how KCCA policy factors affect road transport in Kampala city

iii. To establish the relationship between road transport and tourism development

1.5 Scope of the study

1.5.1 Study Area

The study will be limited in assessing the role of roads quality on the development of urban tourism and it assessed the policies enforced by KCCA in management of the roads and the relationship between the road transport and tourism development. This will be because they provided the basic information required from the study.

1.5.2 Geographical Scope

The study will cover Kampala capital city in Kampala district. It is located in central Uganda with neighboring districts like Mukono, Mpigi and Wakiso. The choice was made because of its proximity and accessibility. The respondents provided the appropriate information for the study.

1.7 Significance of the Study

Employees: The findings of the study are likely to enlighten employees of the core aspects that play a significant role in transport management in order to have transport management process.

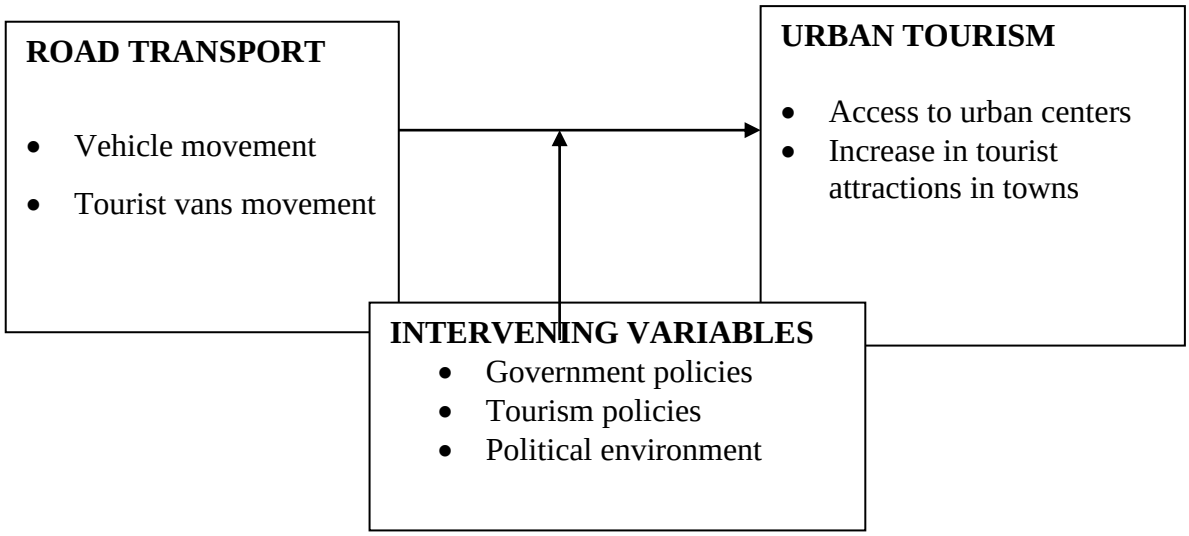
Administration ministry and authority levels: The information gathered in this study could be

utilized by administration of ministry of works and transport as well as KCCA to know where the major weaknesses lie in facilitating the transport management process

Policy makers: As individuals charged with formulating policies especially at ministry of works and transport as well as KCCA, their understanding of the role of having a well-managed transport system training remains a key task to them in order to improve service delivery in the organizations.

Researchers: The issues raised in this study are likely to lead to the involvement of various researchers in generating more knowledge from various perspectives. The findings of this study could form a basis for further research to those interested in finding more on factors that influence transport management.

1.8 CONCEPTUAL FRAMEWORK



CHAPTER TWO

LITERATURE REVIEW

2.0 Introduction

From this chapter, a review of relevant literature is carried out and presented under the overview of the role of roads quality on the development of urban tourism industry. The information that exists is the role of roads quality on the development of urban tourism provided in the research is true based on personality.

2.1 Contribution of roads on the economic development of urban tourism

In many countries, roads and highways provide the dominant mode of land transportation. They form the backbone of the economy, often carrying more than 80 percent of passengers and over 50 percent of freight in a country, and providing essential links to vast rural road networks (World Bank, 2008). Transport improvements could lead to a reduction in commuting, travelling and freight costs (Chakwizira, 2007).

Good governance, inclusive transport and socio-economic development are therefore closely intertwined (Keefer & Knack, 2005). Inclusive transport fosters growth and enhanced contribution of civil society in promoting a more equitable distribution of transport infrastructure assets and services including their accessibility (Mashiri et al, 2008).

However, empirical evidence on the contrary exists. UNDP (2003) presents democratic, efficient functioning governments institutions as being not immune from rampant poverty or inequality (UNDP, 2003). It is thus important to distinguish between transport governments as distinct from transport governance. The former refers to state institutions legislated and/or gazetted through acts of parliament to deliver required goods and services. The latter relates to the processes and systems of transport flows and networks between and among many actors and stakeholders impacting on the ultimate quality and quantity of transport infrastructure and services provision (Chakwizira & Mashiri, 2008).

Transport economics references often present links between transport, growth, income and governance as obvious and therefore requiring no further investigation. This could explain why the subject area is relatively under-researched (Preston, 2008). The concept of transport governance is closely linked to the theory of social capital. The OECD defines (transport governance) social capital as "(transport governance) networks, together with shared nons, values and understandings that facilitate cooperation within and among groups" (Helliwell, 2003, p. 9). According to Statistics South Africa (2005), transport, storage and communications contributed 9.5 percent of the gross domestic product in 2004.

We have not come across any research focusing exclusively on cross sectional and panel data analysis for developing country cases, particularly in the African context. As such no published studies have been identified based on panel of island states (SIDS). Such type of study is very important as public finance is limited and sustainable transport improvements usually have opportunity costs in terms of alternative investment, especially in the above cases.

According to Kessides (2012), regional connectivity in East Africa has been dealt a blow by a variety of factors key among them being regional roads whose large portions have gravel surface and whose condition suffers from inadequate maintenance, overloading and inefficient management.

2.2 Effect of policy factors on transport management

Over the years, important progress has been made in terms of identifying and practically testing various policy measures to improve urban transport management. These measures come in various forms, such as investment for road or rapid transit system, pricing and tax policies, regulatory provisions, public subsidies, and public transport measures (World Bank, 2006). The discussion on policy importance of urban transport systems in metropolitan areas has gained a renewed importance with the increasing awareness of the economic and environmental impacts of mass automobile use (Banister, 2000; Ferreira and Cruz, 2009). Concerns about the limitations of transport infrastructure and the emergence of significant environmental externalities have strengthened the role of alternative transport modes in promoting more efficient and sustainable development (Kirchhoff, 1995; Litman, 1997; Murray, 2001).

Public transport systems have been revived as a key component of a broader strategy to mitigate the major economic and environmental problems related to the massive use of private automobiles. The existence of public transport companies, managed directly or indirectly by public authorities, may be cited as a significant example of efforts to promote a more environmentally friendly distribution of modes of transport. Proper policies in transport management in urban areas are a key route to development of such areas. Urban transportation is the single most important component instrumental in shaping urban development and urban living. While urban areas may be viewed as engines of growth, urban

transport is, figuratively and literally, the wheel of that engine. The test of urban governance depends upon the quality of life the city or town offers. Since transport is one of the prime determinants of quality of life, it is for the government to articulate the need for mobility and facilitate it through an appropriate mechanism. In fact, the efficiency of cities greatly depends on the good policies and development of transport systems, as urban transport is a catalyst for overall development (Abbas & Bell, 2004).

Urban transportation problems in many cities are manifested in the form of congestion, delay, accidents, energy wastage, and pollution. All these have very heavy economic, social, and environmental costs. Therefore there is need for a sound urban transport policy. The major thrust of such an urban transport policy should include integrated planning, an optimum share between public and private modes, the choice of relevant technology for public transport systems, optimal use and management of available resources, restructuring of monetary and fiscal policy to encourage and promote public transport, and establishment of institutional arrangements, at all levels of governance, particularly at the city level, for planning, development, operation, management, and coordination of urban transport systems (Vasconcellos, 2011).

In transport management, an urban transport policy should encourage the need for developing green modes like bicycling, walking, through a provision of pedestrian paths and cycle tracks especially in new development areas of larger cities and small and medium towns which should be integrated with the transport network. The application of Transport System Management strategy such as one-way systems, improvement of signals, traffic engineering improvement measures for road network, intersections, bus priority lanes, and suitable policies and development of intermediate passenger transport as a short-term measure should be introduced in all cities especially in metropolitan cities so that the existing road capacity and road user safety is increased (Vuchic, 2009).

Transport management in developing countries is a critical aspect that require significant amount of keenness among the administrators. Cities of today are able to learn from others' policy successes and failures, allowing them to choose the policies that make the most sense for their situation. What is different for developing country cities of today is that their economies and populations are growing at much faster rates than was the case for cities in the now-developed world. Therefore, it is crucial that transportation and land use planning institutions in developing cities coordinate their efforts to reach common goals. Perhaps the most important strategy and highest priority in responding to transportation and environmental challenges is to strengthen local institutions, particularly in urban areas. (Sanamov, 2007).

Policies on transport demand management is seen as a key strategy for reducing the multiple costs associated with car use, i.e. car drivers should bear the true cost of their options (Ferreira, 2010) and the underlying benefits derived from soft modes within a metropolitan area should be enhanced (Holmgren et al., 2008). Special emphasis should be placed on the reduction of traffic congestion, pollution, environmental degradation and infrastructure use, while continuing efforts to match other ambitions of transport users such as comfort, speed and service reliability (Barata et al., 2011).

CHAPTER THREE

METHODOLOGY

3.0 Introduction

This chapter presented the description of the methods and the procedures that will be used in the case study, and they include: research design, sampling design, data collection techniques, Data collection sources, data processing, data analysis and the limitation of the study.

3.1 Research design

This involves a combination of quantitative and qualitative sampling of data collection as follows; Quantitative. This technique gave detailed information about the study area (Central Kampala city) and establishing the trends and patterns in the management and the radio's quality programs and other key departments in the media house. The method will give a detailed relationship between radio's quality and urban tourism development as gathered information form the study.

Qualitative: This technique will be used to show the distribution of scores, measurements which will be presented in tables, charts and the interpretations of the findings that were collected by the researcher when actual research is exercised.

3.2 Study Population

The study will be carried out in Kampala City. The study population comprised -employees of KCCA in the directorate of physical planning, Uganda Transport Board organisation members (UTODA, UBOA, BodaBoda 2010) Traffic Officers (traffic officers per division) and some members from Uganda Tourism Board.

3.3 Sampling Procedure and Sample Size

The researcher intends to work with a sample size of 50 respondents were selected from the sample population.

Proportionate sampling will be used in selecting the 50 respondents. This will ensure that the sample is proportionately and adequately distributed among different categories of the respondents that is to say radio stations and from the tourism industry bodies and also the people within the geographical area of study.

3.4.1 Sample size

According to Mugenda and Mugenda (2003), it's impossible to study the whole targeted population and therefore the researcher has to decide on a sampled population, as a result, the researcher will work with a selected sample size of 30 respondents which was easy for the researcher to contact.

3.5 Data source

Primary data. Is the data that is collected by a researcher from first-hand sources, using methods like surveys, interview. Primary data will be used because it is up to data information and is original information. (Stephanie,2018)

Secondary data. Is data which is gathered from studies, like books, surveys, or experiments that have been run by other people for other research. Secondary data was used because it saves efforts and expenses. (Stephanie,2018)

3.6 Data collection methods.

Questionnaire. The questionnaires are designed in a way that reflected the objectives of the study. Structured and unstructured questions will be used to obtain data from the field. Closed ended questions will be included in data collection from the respondents. Questionnaire was used because it covers a large number of people or organizations.

3.7 Data Processing

After data being collected, it will be processed by first data gathering, data assembling, data editing classification, and data coding. Data will be processed to ensure concreteness and accuracy. Data analysis will be in form of quantitative and qualitative data.

3.8. Data Analysis and procedures

After collecting all the necessary data, the data was coded and edited, analyzed and rephrased to eliminate errors and ensure consistency. This involved categorizing, discussing, classifying and summarizing of the responses to each question in coding frames, basing on the various responses.

3.9 Data Presentation

Through descriptive statics outputs from Tables, Microsoft word and Microsoft Excel such as percentages of responses, frequencies will be used for constructing table, figures, illustration and charts by using Microsoft office 2010.

3.9 Data Interpretation

The researcher will be use charts and tables to test the role played by radio quality in the development of urban tourism in Kampala.

3.9.1 Data Analysis and procedures

After collecting all the necessary data, the data will be coded and edited, analyzed and rephrased to eliminate errors and ensure consistency. This will be involve categorizing, discussing, classifying and summarizing of the responses to each question in coding frames, basing on the various responses. This will eased the tabulation work. It will help to remove unwanted responses which considered insignificant. Data collected from the field with the use of study instruments was classified into meaningful categories.

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