BUSITEMA UNIVERSITY
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P.O. Box 236, Tororo, Uganda
Gen: +256 - 45 444 6838
Fax: +256 - 45 4436517
Email: info@adm.busitema.ac.ug
www.busitema.ac.ug

THE CONTRIBUTION OF CULTURAL HERITAGE ON TOURISM DEVELOPMENT IN UGANDA, A CASE STUDY OF KABAKA'S PALACE, MENGO

BY NAKITYO

HADIJAH

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STD NO. 2300402465

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DECLARATION

I **NAKITYO HADIJAH, 2300402465**, declare that to the best of my knowledge declare that the contents of this research proposal are my original work of creation and has never been written, compiled and submitted by any scholar/student anywhere in any other university or higher institution of learning for any degree or related qualification.

NAKITYO HADIJAH

BU/UG/2023/2465

Signature..... Date 8th July, 2026

APPROVAL

I hereby certify that this research proposal has been one under my supervision and it meets the academic partial requirements for the award of Bachelor's degree of Tourism and Travel Management.

NAKITYO HADIJAH

Signature.....Date.....8th / July / 2026.

ACADEMIC SUPERVISOR

Mr. ORINGO JONAH

Signature.....Date.....8th/07/2026

DEDICATION

I dedicate this research report to my parents for their tremendous support and advice towards my studies and accomplishment of this proposal. To all my friends, course mates, lecturers and the Almighty God for His unceasing blessings and love.

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I thank the Almighty God for His love and mercy, that He enabled me to complete this research successfully. I thank my beloved parents Muloki Jamirah and Muloki Yunus for the continued support and guidance in my academic journey.

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LIST OF ABBREVIATIONS

ABBREVIATION	MEANING
OECD	Organization for Economic Co-operation and development
UNWTO	United Nations World Tourism Organization
UTB	Uganda Tourism Board
UBOS	Uganda Bureau of statistics
RSA	Republic of South Africa
GDP	Gross Domestic Product
MTWA	Ministry of Tourism, Wildlife, and Antiquities
WTTC	World Tourism and Travel Council
MTP	Malaysian Tourism Plan
WTO	World Tourism Plan

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ABSTRACT

This study examined the role of cultural heritage in tourism development at Kabaka's Palace, Mengo, Uganda. The study was guided by three objectives; to examine the role of cultural heritage preservation in enhancing the visitor experience at Kabaka's Palace, to assess the economic benefits of tourism for the local community and stakeholders, and to identify strategies to promote sustainable tourism practices that support cultural heritage preservation. A cross-sectional research design was adopted, utilizing both quantitative and qualitative approaches. The study collected data from a sample of 52 respondent's purposive and random sampling techniques. Data were collected using structured questionnaires and analyzed using the Statistical Package for Social Sciences (SPSS). Descriptive statistics, correlation analysis, and regression analysis were employed to examine the relationships among the study variables. The findings showed that cultural heritage preservation significantly enhances visitor experience at Kabaka's Palace (Grand Mean = 4.51) and that tourism generates substantial economic benefits, including job creation, revenue generation, support for local businesses, and infrastructure development (Grand Mean = 4.45). Sustainable tourism practices were also found to be critical for supporting both heritage preservation and tourism growth (Grand Mean = 4.51). Correlation analysis revealed strong positive relationships between cultural heritage preservation and tourism development ($rs = 0.78$, $p < 0.01$), economic benefits and tourism development ($rs = 0.75$, $p < 0.01$), and sustainable tourism practices and tourism development ($rs = 0.81$, $p < 0.01$). Regression analysis showed that sustainable tourism practices ($\beta = 0.42$), cultural heritage preservation ($\beta = 0.38$), and economic benefits ($\beta = 0.29$) significantly predict tourism development, collectively explaining 71.6% of its variation ($R^2 = 0.716$). The study concludes that cultural heritage is essential for tourism growth at Kabaka's Palace and recommends strengthening conservation efforts, increasing community participation, promoting sustainable tourism, and boosting investment to support sustainable tourism and heritage preservation in Uganda.

CHAPTER ONE

BACKGROUND OF THE STUDY

1.0 Introduction

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

1.1 Background of the study

The study aims to assess the contribution of cultural heritage on tourism development in Uganda with a case study of Kabaka Palace Mengo. The research is relevant for gaining to insights on how cultural heritage contribute on the overall tourism development and propose strategies for promoting sustainable tourism practices that support cultural heritage preservation.

Culture and tourism have a mutually beneficial relationship that enhances the appeal and competitiveness of regions. As culture becomes a critcal part of the tourism experience, it helps distinguish destinations in a crowded global market (Bond, 2014). Both culture and tourism strengthen the competitive advantages of regions internationally (OECD, 2021). Traditional culture encompasses knowledge, practices, and experiences passed down through generations (Caroline, 2024). Cultural heritage, which includes both tangible and intangible elements like monuments, customs, language, and folklore, connects people to their roots and shapes their identities (David O'Connor, 2024); (Stephenson, 2023). Preserving this heritage is vital for tourism development, as it attracts visitors and supports local economic growth (Jawdat, 2022).

Cultural tourism is a multifaceted concept that the UNWTO clarified during its 22nd General Assembly in Chengdu, defining it as tourism centered on exploring and engaging with both tangible and intangible cultural elements of a destination (Rawat et al., 2022). This type of tourism is rapidly growing worldwide, fueled by increasing interest in diverse cultural heritages, traditions, histories, arts, and lifestyles. According to the 2022 World Tourism Organization report, cultural heritage tourism is among the fastest-growing sectors in the global tourism industry. The World Tourism Organization (WTO, 2012) defines cultural tourism as travel focused on participating in local cultural activities, such as rituals and celebrations, with the goal of visiting sites and events important to a society’s heritage. Cultural heritage tourism

is one of the oldest and most significant forms of travel worldwide **(**Khawnnapa, 2021**)**. It seeks to provide visitors with a deeper understanding of the lifestyles, customs, and traditions of different communities (Horaira & Devi, 2021) .

Tourism development involves strategic efforts to promote and manage tourism in a region, aiming to drive economic growth, encourage cultural exchange, and support environmental sustainability (Akatukunda, 2024). The UNWTO (2013) defines it as improving infrastructure like transportation, accommodations, and attractions to meet travelers' needs. Effective tourism development also requires marketing and policies that promote responsible and sustainable practices. The global tourism sector showed strong recovery in 2023, reaching 87% of pre-pandemic levels from January to September, with international tourism revenue expected to hit USD 1.4 trillion, about 93% of 2019's total (UNWTO, 2023). This reflects a solid rebound in travel demand.

Malaysia experiencing rapid tourism growth in Pacific Asia, with heritage tourism playing a significant role in attracting visitors interested in culture and the arts (Ismail et al., 2014). The country's rich local knowledge such as architecture, handicrafts, traditional clothing, music, and dance reflects its diverse heritage and is integrated into tourism development. In 2019, Malaysia received 26.14 million international tourists, a 1% increase from 2018 (MTPD, 2019). After a pandemic dip, tourist arrivals rose sharply from 10.07 million in 2022 to 20.14 million in 2023, with spending increasing from RM28.2 billion to RM71.3 billion, showing a strong recovery (Geopark, 2023). Melaka and Penang are Malaysia's leading heritage tourism cities. Melaka, a UNESCO World Heritage Site since 2008, is known for its unique blend of Islamic, Chinese, and Western architecture, along with diverse cultural traditions. It is also a "living heritage" city, where local communities actively preserve its historical character (Said et al., 2017).

Cultural heritage tourism is a strong pillar of France's tourism industry, supported by the country's rich history, diverse regions, and global influence in art, fashion, and cuisine. France is home to around 40,000 protected monuments and sites, including iconic places like the Lascaux Caves and the Château of Versailles, as well as numerous Romanesque, Gothic, Renaissance, and Neoclassical buildings. UNESCO-listed sites such as the Abbey of Saint-Roman and the Citadel of Besançon further highlight its cultural wealth. With over 8,000 museums and 6,000 libraries, France offers extensive access to art and history. The Gastronomic Meal of the French was added to UNESCO's Intangible Cultural Heritage List in

2010 (UNESCO, 2010). Annual events like the Fête de la Musique and Carnival of Granville attract global visitors. France welcomed around 90 million international tourists in 2019 (OECD, 2022; Mrozek, 2022) and saw a record 100 million visitors in 2023, a 26% increase from 2022 and surpassing pre-pandemic levels by 11%. The tourism sector generated approximately €63 billion, with domestic stays reaching 127.32 million (UNWTO, 2023).

South Africa is home to a rich mix of cultures, including the Khoikhoi, San, Zulu, and Xhosa peoples. Its cultural heritage features diverse Indigenous traditions, historic kingdoms, and important sites like the Cradle of Humankind, Robben Island, and the Mapungubwe Cultural Landscape (Department of Tourism RSA, 2012). In 2019, South Africa welcomed about 10.2 million tourists, a 2.3% decline from 2018, mainly due to fewer visitors from Europe, Australasia, and North America, though arrivals from the Middle East and the Americas increased (Department of Tourism RSA, 2019). By 2023, tourist arrivals rose to 8.48 million a 48.9% increase from 2022 but still 17% below 2019 levels. In 2024, arrivals reached around 8.92 million, up 5.1% from the previous year to (Brozović & Perko, 2025).

Tourism is an important part of Kenya's economy, making up 7% of GDP and generating Ksh 1.05 trillion last year (WTTC, 2023). In the first half of 2024, tourism revenue rose to Ksh 142.5 billion, up from $1.06 billion the previous year (KTB, 2024). According to the Kenya Embassy in Muscat (2025), Kenya's rich cultural and heritage resources offer great potential for cultural tourism, which supports economic diversification, heritage preservation, and community empowerment (Rajwais et al., 2025). Baringo County, with diverse communities like the Pokot, Ilchamus, and Tugen, showcases this well (Baringo County Report, 2015). The Ilchamus and Tugen Cultural Centres, near Lake Baringo and Lake Bogoria respectively, attract visitors eager to experience local cultures. Cultural tourism boosts income for heritage sites and drives economic growth for communities and the nation (Britton, 1989; (Mafuta, 2022).

Tourism is a of the critical sector part of Uganda's economy, showcasing its wildlife, unique landscapes, and culture. In 2019, the country hosted 1.5 million international tourists, a 2.4% increase from the previous year, contributing UGX 6,622 billion to the economy and supporting 536,600 jobs (5.8% of total employment) (UTB, 2019). After the COVID-19 pandemic, Uganda began recovering in 2022 with 814,508 international visitors, generating UGX 2,571.5 billion less than half of 2019's revenue. However, domestic tourism grew, with 2.7 million domestic tourists spending UGX 3,675.2 billion, up 23.9% from 2019 (MTWA & UBOS, 2023). By 2024, international arrivals rebounded to 1.37 million, bringing in $1.28 billion in

revenue. The country's cultural heritage is diverse, with over 56 ethnic groups reflected in their languages, traditions, music, dance, art, and food (Nsibambi, 2022). Notable cultural highlights include the Buganda Kingdom, the clan naming system, traditional crafts like bark cloth making, historic sites such as the Kasubi Royal Tombs, and unique oral traditions and rituals.

The Batwa people, Uganda's indigenous forest dwellers, have a rich cultural heritage rooted in their hunter-gatherer lifestyle and strong spiritual ties to nature. In 2022, their population was about 6,700, with tourism playing a crucial role in supporting their economy and preserving their culture (Uganda Bureau of Statistics, 2022). Cultural tourism programs like the Batwa Cultural Experience and Batwa Trail in Mgahinga Gorilla National Park offer visitors hands-on insights through forest tours, music, dance, and storytelling (Mugisha, 2018). The Batwa Trail attracts around 3,000 visitors annually, boosting awareness of Batwa traditions (Batwa Experience, 2021). These activities generate over USD 40,000 yearly, benefiting Batwa guides and community members and helping improve living conditions and fund projects (Uganda Wildlife Authority, 2022).

Kabaka's Palace in Buganda is more than a royal home; it stands as a powerful symbol of the kingdom's cultural heritage and political history (Ladu, 2023). Built in 1885 by Kabaka Mwanga II, the palace reflects centuries of tradition and the unity of the 52 clans that helped build it (Muwanga, 2001). The main structure, Twekobe, blends traditional craftsmanship with modern design and houses over 1,000 cultural artifacts. The Royal Mile connects the palace to Buganda's parliament, Bulange, emphasizing its importance (Musisi, 2013). The site also includes reminders of Uganda's difficult past, like Idi Amin's torture chambers, alongside enduring traditions such as a perpetually burning fireplace maintained by the Nyonyi Nakinsige Clan. Attracting around 10,000 visitors annually, the palace is internationally recognized, winning the 2025 Tripadvisor Travellers' Choice Award (Ssekweyama, 2009). This study will explore how cultural heritage at Kabaka's Palace contributes to tourism development in Uganda, guided by Sustainable Tourism Theory. This theory promotes responsible tourism that balances growth with the protection of cultural and environmental resources, making it highly relevant to preserving Kabaka's Palace for future generations (Cochrane, 2020).

1.2 Problem Statement

Cultural heritage tourism significantly contributes to economic development, with the World Travel & Tourism Council reporting a US$9.2 trillion contribution to the global economy in 2022. Despite Uganda's rich cultural heritage, which includes sites like Kabaka's Palace in Mengo, the sector faces challenges of balancing cultural heritage preservation and tourism development. As the tourism sector expands, the conflict between the preservation of cultural heritage and its promotion as a tourist attraction becomes increasingly pronounced (Tamrakar, 2024). Kabaka's Palace in Mengo serves as a vital cultural heritage site, recognized for its potential to drive tourism and support local economies. Despite being awarded the TripAdvisor Travellers' Choice Award in 2025, which highlights its global appeal, research indicates a lack of comprehensive data on the economic benefits of the Palace on local tourism development (Krantz, 2020). This study aims to explore how cultural heritage can enhance tourism development while preserving cultural integrity using a case study of Kabaka's Palace Mengo.

1.3 Purpose of the study

To find out the impact of cultural heritage on tourism development using a case study of Kabaka’s Palace Mengo.

1.4 Research objectives

i. To find out the role of cultural heritage preservation in enhancing the visitor experience at Kabaka's Palace.
ii. To find out the economic benefits generated by tourism at Kabaka's Palace for the local community and its stakeholders.
iii. To find out strategies for promoting sustainable tourism practices that support cultural heritage preservation at Kabaka's Palace.

1.5 Research questions

i. How does the preservation of cultural heritage at Kabaka's Palace enhance the overall visitor experience and tourism development?
ii. What economic impacts does tourism at Kabaka's Palace have on the local community and related stakeholders?

iii. What sustainable tourism practices can be implemented to support cultural heritage conservation at Kabaka's Palace?

1.6.0 Scope of the study

The scope of the study covered the content scope, geographical scope, and time scope

1.6.1 Content scope

The research study focused on the contribution of cultural heritage on the tourism development.

1.6.2 Geographical scope

The study covered the geographical scope of Kabaka’s Palace, Mengo

1.6.3 Time scope

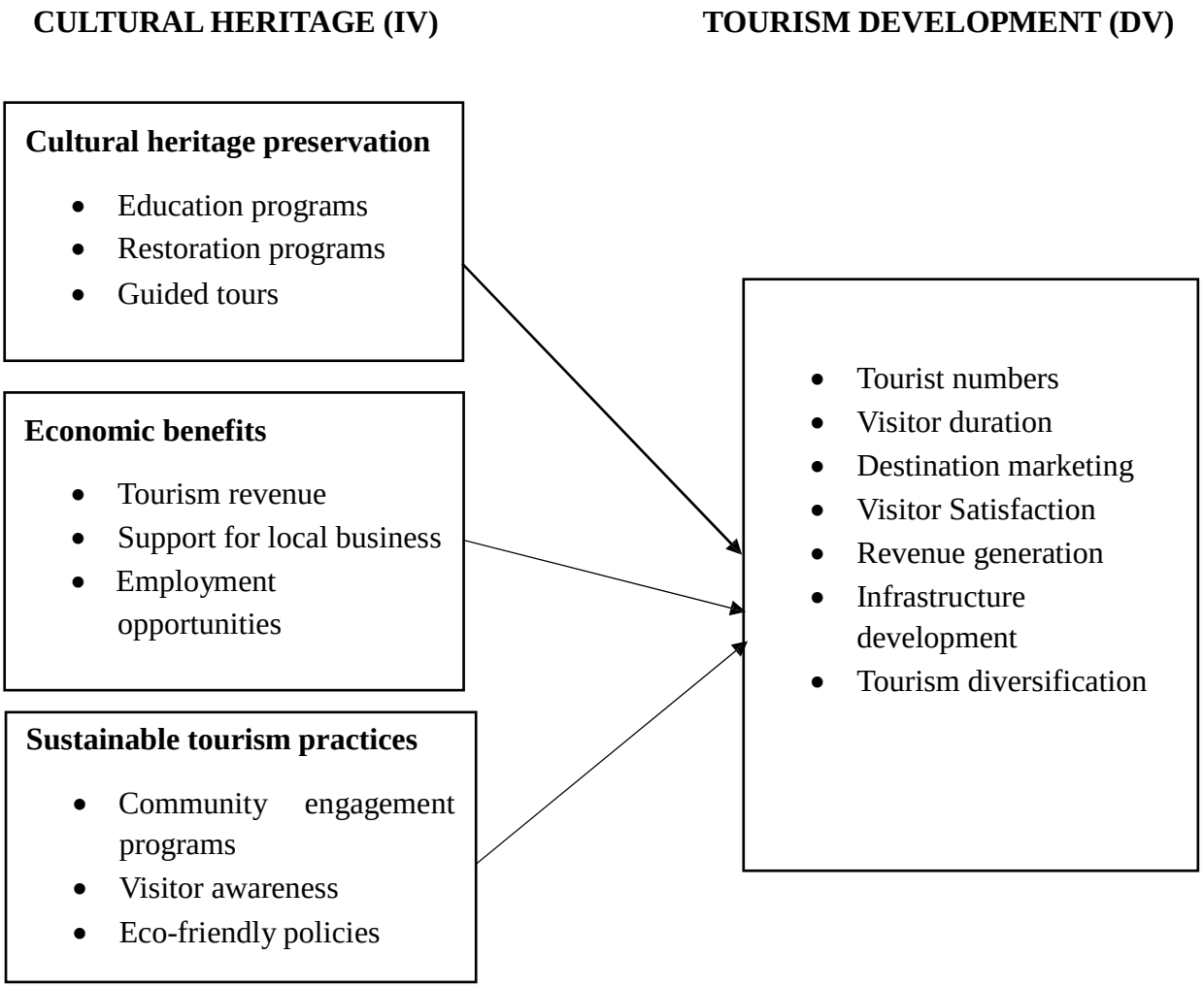
The study scope covered the time period of 2021-2025.

1.7 Significance of the study

i. The study may assist policymakers in their efforts to enhance the integration of cultural heritage practices in the tourism development strategies.
ii. The research may provide a valuable reference for future academic studies in the tourism and hospitality sector.
iii. The research may help the management of Kabaka's Palace in presenting cultural practices, rituals, and traditions as a tourism product while also ensuring the preservation of cultural heritage.

1.8 Conceptual Framework

Figure 1: Conceptual frame work showing the relationship between cultural heritage and tourism development.



Source: Adopted from (Stephenson, 2023), (Chebotibin et al., 2018) (Ismail et al., 2014) and modified by the researcher .

1.9 Explanation of the conceptual framework

The conceptual framework explains the independent variables (cultural heritage) in three major dimensions Cultural heritage preservation, Economic benefits, and Sustainable tourism practices that can influence tourism development at Kabaka's Palace Mengo. The dependent variables change as a result of the independent variable and include, tourist numbers, visitor duration, destination marketing, visitor satisfaction, revenue generation, infrastructure development,

tourism diversification. The conceptual framework explains how cultural heritage influences tourism development in Uganda.

1.10 Definition of key terms

Cultural heritage

Cultural heritage is the legacy of tangible and intangible attributes of a group or society that is inherited from past generations (David O'Connor, 2024). Cultural heritage represents an invaluable asset that links individuals to their origins, influences their identities, and provides insight into collective histories.

Sustainable tourism practices

Gretzel et al. (2020) define sustainable tourism as a balanced approach that considers the needs of tourists, local communities, and the environment. It aims to ensure tourism development is economically viable, socially fair, and environmentally responsible. Sustainable tourism encourages responsible travel that protects natural and cultural resources, allowing current visitors to enjoy them without limiting access for future generations.

Tourism Development

Tourism development refers to the strategic initiatives implemented to promote and manage tourism within a region, aiming to achieve economic growth, facilitate cultural exchange among individuals, and pursue environmentally sustainable objectives (Akatukunda, 2024). According to the UNWTO (2013), tourism development encompasses the enhancement of infrastructure related to transportation, accommodations, and attractions designed to meet the needs of travelers and visitors.

CHAPTER TWO

LITERATURE REVIEW

2.0 Introduction

The chapter presents theoretical review; review of relevant literature related to the objectives of the study. The chapter further presents a summary of the different literature reviewed.

2.1 Theoretical review

Sustainable tourism theory was developed by tourism scholars and aims to reduce the negative effects of tourism on the environment and cultural heritage while enhancing socio-economic benefits (Galli, 2024).

Sustainable Tourism Theory provides a framework for encouraging responsible tourism practices that safeguard cultural heritage for future generations (Cochrane, 2020). During the late 1980s and early 1990s, scholars and practitioners in the tourism sector also started to explore the implications of sustainable development for their industry. According to the United Nations General Assembly's report commonly referred to as the Brundtland Report, sustainability became a critical topic in development of tourism. The United Nations Conference on the Environment, commonly referred to as "The Earth Summit." in 1992 further detailed and clarified the sustainable development approach.

Since the Earth Summit, the idea of sustainable development has garnered growing interest from both tourism scholars and practitioners. Its fundamental premise is widely recognized as a valuable goal for tourism development. This interest is evident in the increasing number of sustainable tourism development plans, policy statements, and guidelines. The World Tourism Organization (WTO) has advocated for a sustainable tourism approach and incorporated sustainable development principles into all of its tourism planning and development efforts (WTO, 1998).

Ruggiero & Bianchi (2021) examined the effects of mass tourism on the preservation of cultural heritage sites. While mass tourism offers substantial economic advantages, it also poses a significant risk to the conservation of cultural assets, highlighting the need for the adoption of sustainable practices. In their study Ruggiero & Bianchi (2021), found that high volumes of tourists result in significant overcrowding, environmental harm, and physical damage to

heritage sites, including wear on historic buildings and high pollution levels. The study also emphasized that, although tourism is a vital economic contributor, the unregulated influx of visitors could permanently damage destination's cultural heritage emphasizing the need for sustainable practices. The researchers proposed implementing visitor management strategies, such as limiting daily visitor numbers, raising entry fees to alleviate congestion, and encouraging visits to lesser-known cultural sites to better distribute tourist traffic. This theory is applicable to Kabaka's Palace Mengo, where the challenge of balancing tourism growth with heritage conservation is evident due to increasing tourists.

2.2 Role of cultural heritage preservation in enhancing the visitor experience at Kabaka's Palace.

Cultural heritage assets contribute to destination competitiveness and visitor satisfaction by creating authentic and memorable experiences (Perry, 2024). Exploring cultural heritage provides historical and cultural understanding, broadening perspectives and offering opportunities for self-reflection

According to (Ramkissoon, 2022) cultural tourism heritage tourism can create restorative environments where both domestic and foreign visitors feel a sense of comfort and connection to the place and to others, including those they may not typically encounter in their everyday lives. This often results in the purchase of local souvenirs, thereby allowing the local community to earn a livelihood

Leone and Salerno (2019), explored the impact of cultural heritage on tourism growth, especially in smaller towns and destinations typically neglected by mainstream tourism. Their research centered on how cultural events like art and music festivals, as well as historical landmarks, can attract tourists to lesser-popular locations. Through event analysis and visitor surveys, they assessed the economic effects of these festivals on local businesses and the wider tourism sector. The results indicated that cultural festivals play a crucial role in enhancing tourism by attracting international visitors and encouraging repeat visits.

The study advised that stakeholders and tourism organizations should allocate more resources toward the organization and promotion of cultural events, especially in areas with unexplored tourism potential. It also suggested that festival organizers collaborate with local businesses to develop tourism packages that integrate cultural experiences with lodging and other services to increase visitor experience. The researchers concluded that cultural festivals are a valuable

approach for enhancing regional tourism development and safeguarding local traditions (Galli, 2024).

Literature review highlights that cultural heritage plays a notable in enhancing visitor satisfaction and enhancing destination competitiveness over other destinations, however the study identified gaps associated with commercialization and commodification of cultural heritage assets. Therefore, future research should exploit strategies to balance cultural heritage needs and visitor satisfaction.

2.3 Economic benefits generated by tourism at Kabaka's Palace for the local community and its stakeholders.

Cultural heritage tourism offers significant economic, social, and environmental advantages, especially in rural areas and developing nations, in contrast to mass tourism, which often leads to adverse effects (Chandra & Roy, 2015). Key positive effects of tourism on culture include enhanced cross-cultural interactions, the preservation and promotion of local traditions, arts, and crafts, as well as the empowerment of host communities and the reinforcement of cultural values (Shahzalal, 2016).

Cultural tourism, which includes traditional dances, crafts, and homestays, has become an important niche in Uganda. Mwesigwa and Kagoda (2023) note that this form of tourism helps preserve the country’s rich cultural heritage while also diversifying the tourism offerings, thereby appealing to a wider range of visitors. Their research shows a 25% rise in tourist interest in cultural experiences over the past year, providing significant economic benefits to local communities.

A report from the World Bank in 2023 highlights the multiplier effect of tourism, indicating that every dollar tourists spend generates an additional $1.50 for the local economy. This effect is especially strong in rural regions, where tourism supports related businesses like handicrafts and local food markets (World Bank, 2023). Furthermore, research by Kaggwa and Ndawula (2023) shows that tourism has boosted foreign exchange earnings, with revenues expected to surpass $1.6 billion by the end of 2024.

Additionally, the development of tourism-related infrastructure, including roads and communication networks, has facilitated better access to remote regions, thereby boosting local commerce (Byaruhanga & Tumushabe, 2024). The positive impact of tourism spending also

reaches multiple sectors, such as agriculture, as local farmers provide food to the hotels and restaurants that serve tourists (Mugisha et al., 2023).

Ibanescu et al. (2018) emphasized that tourism plays a vital role in fostering local handicrafts and instilling pride in cultural heritage, both locally and nationally. Consequently, it is understandable that stakeholders worldwide have advanced tourism policies and strategies aimed at revitalizing struggling rural areas. In this context, culture in tourism is often seen as a sustainable remedy for various challenges faced by rural economies (Charity, 2024).

According to (Horaira & Devi, 2021), the development of infrastructure and spending by visitors provide financial benefits to the local community, contributing to poverty reduction. The economic advantages include improved income for the local population as new businesses emerge, infrastructure is enhanced, and transportation options become more accessible.

Russo (2020) examined the impact of cultural tourism on regional economic development, particularly how tourist expenditures affect various regional economies. By employing a quantitative model, the researcher analyzed the spending habits of international tourists and their effects on local economies. The findings revealed that cultural tourism plays a significant role in driving regional economic growth, as tourist spending boosts local businesses, generates employment, and encourages infrastructure development.

The literature indicates research gap regarding the long-term sustainability and resilience of economic outcomes derived from tourism in rural areas. While initial outcomes such as revenue generation and job creation are well-established, it is essential to evaluate how these benefits persist over time in the face of changing demand and external shocks.

Furthermore, transparent governance and fair sharing of tourism revenues are crucial for reducing conflicts and ensuring that the benefits of tourism are equitably distributed among community members (Kakembo & Ssekitto, 2024). Additional research should investigate strategies to diminish reliance on tourism, ensure equitable distribution of benefits, and encourage diverse economic activities to bolster resilience and promote sustainable development in rural communities.

2.4 Sustainable tourism practices that support cultural heritage preservation at Kabaka's Palace.

According to UNESCO, (2020), efforts to preserve cultural heritage are essential for protecting both the tangible and intangible aspects that shape a community's identity, traditions, and historical importance. A prevalent method of preservation is the conservation of heritage sites, which entails maintaining historical landmarks and structures. This approach connects these sites to tourism growth by attracting global visitors who are interested in cultural experiences.

Community-based tourism is also a significant effort, allowing local communities to manage tourism and reap the benefits, using the revenues generated to protect their cultural assets (Richards & Hall, 2020). Kalay, (2018) highlighted that digital heritage preservation employs technology to archive and display cultural heritage, offering virtual access to heritage sites and thereby broadening their tourism appeal

Richards and Hall (2019), in their study investigated the impact of community-based tourism on heritage conservation in Italy. Their objective was to understand how local communities could participate more actively in tourism planning and heritage conservation initiatives. The researchers conducted interviews with local residents, heritage managers, and tourists. The results indicated that community-based tourism is vital for the preservation of cultural heritage, as it allows local residents to benefit financially from tourism and motivates them to safeguard their cultural resources.

Community-based tourism is recognized as a significant means of fostering inclusive development, particularly in marginalized areas rich in cultural resources that remain largely untapped (Mutisya & Ngugi, 2022). Numerous community-driven projects have generated jobs, enhanced cultural identity, and encouraged environmental conservation by incorporating traditional practices (Rajwais et al., 2025).

Richards and Hall (2019) also discovered that tourists greatly appreciated authentic cultural experiences offered by local communities, including guided tours led by residents and involvement in traditional festivals. In their study, they advised that governments and tourism organizations collaborate with local communities to create tourism strategies that focus on preserving heritage while fostering sustainable economic growth. Additionally, they emphasized the importance of capacity-building programs to enable local communities to effectively manage tourism and conservation efforts.

According to (Kyoshabire, 2024) empowering local communities through capacity building is crucial for the sustainable development of tourism. Ashley and Roe (2018) highlight the significance of capacity-building programs that are specifically designed to address the unique needs and circumstances of local populations. In Uganda, various non-governmental organizations and government initiatives are focused on strengthening the capabilities of local communities to participate sustainably in tourism.

Cochrane (2020) assessed the effectiveness of policies aimed at reducing the environmental and cultural impacts of tourism, especially in areas experiencing high visitor numbers. By adopting a mixed-methods approach, the researcher gathered data from policy documents and conducted interviews with government officials.

Cochrane recommended the governments to implement stricter sustainability regulations in popular tourist destinations and offer greater support to areas that have effectively managed tourism alongside cultural preservation. The study also suggested that partnerships between the public and private sectors could improve funding and the implementation of sustainable tourism initiatives. Additionally, the researcher emphasized the need to increase awareness among tourists regarding responsible travel practices, particularly in culturally significant areas.

The National Tourism Policy (2023) highlights infrastructure development, marketing, and capacity building as essential components of sustainable development. A recent assessment by Nambi and Mwanga (2023) indicates that initiatives like visa facilitation and investment incentives have notably increased international arrivals, with an expected growth of 15% in 2024.

The literature reveals research gap in the implementation of sustainable practices. For tourism to be sustainable and advantageous for local communities and stakeholders, it is crucial to tackle existing challenges through a collaborative effort. Essential policies should focus on encouraging community participation, building capacity, and ensuring fair distribution of tourism revenues.

As noted by Mugisha and Ahebwa (2024), both the government and private sector should invest in training programs that empower local communities, allowing them to engage more effectively in tourism. Therefore, further research should suggest important implement systems that guarantee equitable sharing of tourism income, especially for marginalized groups.

2.5 Summary of literature reviewed

The literature highlights sustainable tourism theory's role in reducing tourism's negative impacts on the environment and cultural heritage while enhancing socio-economic benefits. It emphasizes cultural heritage preservation as key to visitor satisfaction and destination competitiveness, urging stakeholders to invest in cultural events. Economic benefits at Kabaka's Palace include revenue, jobs, and infrastructure, but gaps exist in sustainable and equitable revenue sharing. Sustainable tourism strategies like community-based tourism and authentic experiences are identified, though implementation challenges persist, calling for inclusive stakeholder participation in cultural preservation efforts.

CHAPTER THREE

RESEARCH METHODOLOGY

3.0 Introduction

This chapter presents research design, study population, sample size, sampling methods, type of data, data collection methods, data analysis plan, data analysis techniques and methods, data reliability and validity, and ethical considerations.

3.1 Research design

A research design serves as the strategic blueprint for conducting a study, detailing the plan for collecting, measuring, and analyzing data to address specific research questions (Creswell, 2014). In this study, the researcher adopted a cross-sectional research approach to explore how cultural heritage contributes to tourism development in Uganda. This design allowed for the collection of data from a large sample at a single point in time, enabling a comprehensive comparison across different groups. Additionally, the cross-sectional approach was both economical and time-efficient, making it well-suited for capturing a detailed snapshot of the phenomena under study (Leikauskaite, 2018).

3.2 Study population

A study population is defined as the complete set of individuals or elements that share specific characteristics relevant to the research question (Creswell, 2014). Fink (2013) further explains that the study population encompasses all subjects or cases that form the context for the research and influence the outcomes when sampled. For this study, a population of 65 respondents was used.

3.3 Samples Size

Sample size refers to the number of participants included in a study, which is essential for ensuring the findings are statistically significant and representative of the broader population (2023). The sample size for this study was determined using the (Krejcie & Morgan, 1970) table. From the study population of 65 respondents, a sample of 52 participants was selected.

3.**4 Sampling method**

The study employed both random and purposive sampling techniques to select participants. These methods were chosen because they are cost-effective, time-efficient, and help minimize bias during data collection.

Table 3.1: showing sample size of respondents

Category of respondents	**Targeted population**	**Desired Sample**	**Sampling techniques**
Administration	5	5	Purposive sampling
Cultural guides	10	5	Random sampling
Tourists	10	10	Random sampling
Marketing department	10	10	Purposive sampling
Royal guards	10	10	Random sampling
Tour operators	10	2	Purposive sampling
Community members	10	10	Random sampling
Total	65	52	

3.5.0 Type of data

3.5.1 Primary data

According to Creswell & Poth (2022), primary data refers to information collected firsthand by the researcher for a specific purpose, making it tailored to the needs of the study. In this research, data will be gathered from a selected sample of respondents through the use of questionnaires.

3.5.2 Secondary data

Secondary data is information originally collected by others for different purposes but used in this study to support new analysis or investigation (Creswell, 2022). Sources for secondary data included scholarly books, pamphlets, research proposals, reports, online journals, and

other relevant publications. This approach provided valuable insights into the historical context of the research topic.

3.6 Data collection methods

The researcher used closed-ended questionnaires to collect data. This method allowed participants to choose responses that best reflected their views, which helped maintain consistency in the response rate (Adi Bhat, 2023). The questionnaire utilized a 5-point Likert scale: 5 (strongly agree), 4 (agree), 3 (neutral), 2 (disagree), and 1 (strongly disagree). This format was selected for its efficiency and time-saving advantages.

3.7 Data analysis plan

Data analysis is defined as the systematic application of statistical and logical methods to describe and interpret data, turning raw information into meaningful insights (Babbie, 2020). The collected data was organized and classified using the Statistical Package for the Social Sciences (SPSS) before computer analysis. Regression analysis was applied to determine how much the independent variable explains the variance in the dependent variable.

3.8 Data analysis technique and methods

The study data was processed, coded, and arranged into tables for analysis. Descriptive statistics such as frequencies, percentages, means, and standard deviations were calculated. The analysis was performed using the Statistical Package for the Social Sciences (SPSS) was chosen for its accuracy, efficiency, and error-reducing capabilities. Additionally, correlation analysis was performed to assess the strength and direction of relationships between the study variables.

3.9 Research Reliability and Validity

Research reliability

According to Trochim (2021), reliability refers to the consistency of a research instrument in producing similar results under consistent conditions. To evaluate reliability, Cronbach’s Alpha coefficient was used to measure the internal consistency of the questionnaire.

Research Validity

Bryman (2021) explains validity as the degree to which a measurement accurately reflects the concept it is intended to measure, which is crucial for enhancing the research's quality and credibility. To ensure validity, the questionnaire was reviewed by the academic supervisor before being administered to the respondents to confirm its alignment with the research objectives.

3.10 Ethical considerations

The researcher first obtained official permission to collect data from respondents at Kabaka's Palace Mengo, presenting an introductory letter from the University for Identification Purposes. To maintain ethical standards, confidentiality was rigorously upheld by excluding respondents' names from all data collection records. Participants were informed that the information gathered would be used solely for academic research, with assurances that the study upheld impartiality and avoided any personal bias.

The final report was compiled by the researcher and submitted to the Faculty of Management Sciences, Department of Tourism and Hospitality at Busitema University. Throughout the study, the confidentiality and anonymity of respondents were strictly protected; personal identities and sensitive information were not disclosed, and data were presented in aggregate form to prevent any potential harm to participants. Furthermore, privacy was safeguarded by ensuring that all information provided by respondents was used exclusively for academic purposes and was not shared with unauthorized individuals or institutions.

The study ensured confidentiality and anonymity of respondents. Personal identities and sensitive information was not be disclosed, and data was reported in aggregate form to protect participants from potential harm. The researcher further upheld privacy by ensuring that information provided by respondents was used strictly for academic purposes and not shared with unauthorized individuals or institutions.

CHAPTER FOUR

DATA ANALYSIS, PRESENTATION AND INTERPRETATION OF FINDINGS

4.0 Introduction

This chapter presents the results of data analysis and interpretation of the researcher's findings. For this study, data analysis and interpretation of findings are guided by the following study objectives:

i. To find out the role of cultural heritage preservation in enhancing the visitor experience at Kabakas palace.
ii. To find out the economic benefits generated by tourism at kabakas palace for the local community and its stakeholders.
iii. To find out the strategies for promoting sustainable tourism practices that support cultural heritage preservation at kabakas palace.

Table 4.1: Response Rate

The results are displayed in the table below. The researcher distributed 52 questionnaires, and all of them were returned, indicating a 100% response rate.

Response Category	**Frequency**	**Percent (%)**
Returned Questionnaires	52	100
Unreturned Questionnaires	0	0
Total	**52**	**100**

Source: Primary data (2026)

The findings indicate that all the questionnaires distributed to respondents were returned, giving a response rate of 100%. This response rate was considered adequate and representative enough for analysis and interpretation of findings.

4.2 Demographic Information of Respondents

This section presents demographic characteristics of respondents including gender, age and education level.

4.2.1 Gender of Respondents

The demographic information presented on the gender, age and level of education

Table 4.2: Gender Distribution of Respondents

Gender	Frequency	Percent (%)	Valid Percent (%)	Cumulative Percent (%)
MALE	30	57.7	57.7	57.7
FEMALE	22	42.3	42.3	100.0
TOTAL	**52**	**100.0**	**100.0**	

Source: Primary data (2026)

The findings indicate that majority of respondents were male represented by 57.7% while female constituted 42.3%. This implies that males were more involved in cultural heritage and tourism activities at Kabaka's Palace compared to females.

4.2.2 Age of respondents

Table 4. 3: Age distribution of respondents.

Age group (years)	frequency	Percent (%)	Valid percent (%)	Cumulative percent (%)
18-33	24	46.2	46.2	46.2
34-44	15	28.8	28.8	75.0
45-54	8	15.4	15.4	90.4
55 and above	5	9.6	9.6	100.0
Total	**52**	**100.0**	**100.0**	

Source: Primary data (2026)

The findings reveal that majority of respondents were aged between 18–33 years represented by 46.2%. This implies that young people are highly involved in tourism and cultural heritage activities at Kabaka's Palace.

4.2.3 Education level of respondents

Table 4.4: Education level of respondents

Education level	Frequency	Percent (%)	Valid percent	Cumulative
No formal education	2	3.8	3.8	3.8
Certificate	10	19.2	19.2	23.0
Diploma	18	34.6	34.6	57.6
Degree	18	34.6	34.6	92.2
Master's and above	4	7.8	7.8	100.0
Total	**52**	**100**	**100**	

Source: Primary data (2026)

The findings indicate that majority of respondents possessed diploma and degree qualifications each represented by 34.6%. This implies that respondents were knowledgeable enough to provide reliable information concerning cultural heritage preservation and tourism development.

4.2.4 Respondent's role at the palace

Table 4.5: Role of respondents at Mengo palace

Role category	Frequency	Percent (%)	Valid percentage	Cumulative percent (%)
Administration	6	11.5	11.5	11.5
Cultural guides	10	19.2	19.2	30.7

Community members	12	23.1	23.1	53.8
Tour operators	5	9.6	9.6	63.4
Tourists	8	15.4	15.4	78.8
Marketing department	4	7.7	7.7	86.5
Royal guards	7	13.5	13.5	100.0
Total	**52**	**100.0**	**100.0**	

Source: Primary data (2026)

The findings indicate that majority of respondents were community members represented by 23.1% followed by cultural guides represented by 19.2%. This implies that the study obtained information from respondents directly involved in cultural heritage and tourism activities at Kabaka's Palace.

4.2.5 Duration of affiliation with Mengo palace

Table 4.6: Duration of affiliation with Mengo palace

Duration (years)	**frequency**	**Percent (%)**	**Valid percent (%)**	**Cumulative percent (%)**
Less than 1 year	9	17.3	17.3	17.3
1-3	18	34.6	34.6	51.9
3-5	14	26.9	26.9	78.8
5 and above	11	21.2	21.2	100.0
Total	**52**	**100.0**	**100.0**	

Source: Primary data (2026)

The findings revealed that respondents strongly agreed that cultural heritage preservation enhances visitor experience at Kabaka's Palace with a grand mean of 4.51. Respondents strongly agreed that guided tours enhance visitor engagement, preserved cultural artifacts provide educational opportunities and cultural heritage contributes to understanding Buganda culture.

4.3 Descriptive statistics

This section presents findings according to the study objectives using frequencies, percentages, means and standard deviations.

The interpretation of means was based on the following scale:

4.21–5.00 = Strongly Agree

3.41–4.20 = Agree

2.61–3.40 = Neutral

1.81–2.60 = Disagree

1.00–1.80 = Strongly Disagree

4.3.1 Role of cultural heritage preservation in enhancing visitor experience at Kabaka's Palace.

Table 4.7: Role of Cultural Heritage Preservation in Enhancing Visitor Experience

Statement	Frequency	Percent (%)	Mean	Std. Dev.	Interpretation
Cultural heritage preservation enhances visitor experience	52	100	4.56	0.61	Strongly Agree
Preserved cultural artifacts provide educational opportunities	50	96.2	4.48	0.66	Strongly Agree

Cultural heritage fosters cultural pride and identity	49	94.2	4.42	0.71	Strongly Agree
Guided tours enhance visitor engagement	52	100	4.63	0.54	Strongly Agree
Preservation creates memorable experiences	51	98.1	4.58	0.59	Strongly Agree
Promotes cross-cultural exchange	48	92.3	4.36	0.73	Strongly Agree
Cultural heritage benefits future generations	52	100	4.71	0.46	Strongly Agree
Supports academic research and knowledge sharing	47	90.4	4.33	0.76	Strongly Agree
Contributes to understanding Buganda culture	51	98.1	4.60	0.57	Strongly Agree
Promotes sustainable tourism practices	49	94.2	4.40	0.69	Strongly Agree
Cultural heritage preservation enhances visitor experience	52	100	4.56	0.61	Strongly Agree

Grand Mean: 4.51: 0.63: Strongly Agree

Source: Primary data (2026)

The findings in Table 7 revealed that respondents strongly agreed that cultural heritage preservation enhances visitor experience at Kabaka's Palace with a grand mean of 4.51. Respondents strongly agreed that guided tours enhance visitor engagement, preserved cultural heritage creates memorable experiences and contributes to understanding Buganda culture. The study findings imply that preserving cultural heritage attracts more tourists through provision of authentic cultural experiences.

4.3.2 Economic benefits generated by tourism at Kabaka's Palace for the local community and stakeholders.

Table 4.8: Economic benefits generated by tourism at Kabaka's Palace for the local community and stakeholders.

Statement	Frequency	Percentage (%)	Mean	Std. Dev	Interpretation
Tourism generates economic benefits	52	100	4.62	0.57	Strongly Agree
Tourism creates employment opportunities	51	98.1	4.55	0.60	Strongly Agree
Entrance fees generate local revenue	49	94.2	4.48	0.66	Strongly Agree
Tourism improves infrastructure	47	90.4	4.31	0.74	Strongly Agree
Tourism promotes skill development	48	92.3	4.40	0.68	Strongly Agree
Tourism promotes cultural preservation	51	98.1	4.58	0.55	Strongly Agree
Tourism attracts external investment	46	88.5	4.27	0.79	Strongly Agree
Tourism increases international recognition	50	96.2	4.51	0.62	Strongly Agree
Tourism supports local businesses	49	94.2	4.44	0.70	Strongly Agree
Tourism promotes stakeholder collaboration	48	92.3	4.36	0.73	Strongly Agree

Grand Mean: 4.45: 0.66: Strongly Agree

Source: Primary data (2026)

The findings indicate that tourism at Kabaka's Palace generates significant economic benefits to the local community and stakeholders with a grand mean of 4.45. Respondents strongly agreed that tourism creates employment opportunities, generates revenue, supports local businesses and attracts investment. This implies that tourism contributes significantly to economic growth and improvement of livelihoods within the local community.

4.3.3 Strategies for promoting sustainable tourism practices that support cultural heritage preservation at Kabaka's Palace.

Table 4.9: Sustainable Tourism Practices and cultural heritage preservation at Kabaka's Palace.

Statement	Frequency	Percentage (%)	Mean	Std. Dev	Interpretation
Sustainable tourism supports heritage preservation	52	100	4.67	0.52	Strongly Agree
Waste reduction minimizes environmental impact	47	90.4	4.29	0.77	Strongly Agree
Community involvement supports tourism planning	50	96.2	4.53	0.61	Strongly Agree
Responsible marketing promotes preservation	48	92.3	4.37	0.72	Strongly Agree

Visitor behaviour guidelines are necessary	49	94.2	4.50	0.64	Strongly Agree
Collaboration with organizations supports sustainability	48	92.3	4.41	0.67	Strongly Agree
Authentic cultural experiences promote preservation	51	98.1	4.60	0.56	Strongly Agree
Educational programs support preservation	50	96.2	4.55	0.59	Strongly Agree
Equitable sharing of benefits encourages support	49	94.2	4.46	0.65	Strongly Agree

Grand Mean: 4.51: 0.62: Strongly Agree

Source: Primary data (2026)

The findings revealed that sustainable tourism practices greatly support cultural heritage preservation at Kabaka's Palace with a grand mean of 4.51.Respondents strongly agreed that community involvement, educational programs, government support and authentic cultural experiences are important in promoting sustainable tourism. This implies that sustainability strategies are necessary for balancing tourism development and cultural heritage preservation.

4.3.4 Descriptive analysis on tourism development

Table 4.10: Tourism Development

Statement	Frequency	Percentage (%)	Mean	Std. Dev.	Interpretation
Integrating cultural heritage into tourism strategies contributes to long-term sustainability and tourism development	51	98.1	4.68	0.51	Strongly Agree
Tourism policies that incorporate cultural heritage ensure balanced tourism development in Uganda	49	94.2	4.55	0.62	Strongly Agree
Cultural heritage provides compelling narratives for destination marketing campaigns promoting tourism development	47	90.4	4.47	0.68	Strongly Agree
Cultural heritage sites such as Kabaka's Palace and Kasubi Tombs promote tourism development in Uganda	52	100.0	4.72	0.49	Strongly Agree
Preservation of cultural heritage contributes to tourism development in Uganda	50	96.2	4.63	0.57	Strongly Agree
Improved infrastructure at cultural heritage sites attracts tourists and facilitates tourism development	48	92.3	4.50	0.65	Strongly Agree
Authentic cultural experiences enhance visitor satisfaction and encourage tourism development	50	96.2	4.60	0.58	Strongly Agree

Cultural heritage provides a unique identity that differentiates destinations in a competitive tourism market	49	94.2	4.58	0.61	Strongly Agree
Cultural heritage promotes destination resilience and recovery from crises due to its intrinsic value	46	88.5	4.41	0.73	Strongly Agree
Cultural heritage promotes tourism product development and diversification in Uganda	48	92.3	4.53	0.64	Strongly Agree

Grand Mean | 4.57 | 0.61 | Strongly Agree |

The findings in Table 10 reveal that respondents strongly agreed that cultural heritage contributes significantly to tourism development in Uganda, as indicated by the grand mean of 4.57 and standard deviation of 0.61. The results show that the majority of respondents agreed with all the statements, with frequencies ranging from 46 to 52 respondents and percentages ranging from 88.5% to 100%.Overall, the findings imply that cultural heritage plays a critical role in enhancing destination attractiveness, visitor satisfaction, tourism marketing, tourism product diversification and sustainable tourism development. These findings are consistent with the literature reviewed in Chapter Two which emphasized that cultural heritage is a key resource for tourism growth and destination competitiveness.

4.4 Correlation Analysis

In order to determine the extent and direction of relationship between the independent and dependent variables, Pearson correlation analysis was used and the results summarised as below

4.4.1 Correlation between Cultural Heritage Preservation and Tourism Development

Table 4.11: Spearman's Correlation Analysis for Study Variables

Variables	r_s Value	Sig. Value	Interpretation
Cultural Heritage Preservation vs Tourism Development	0.781**	0.000	Strong Positive Relationship
Economic Benefits vs Tourism Development	0.746**	0.001	Strong Positive Relationship
Sustainable Tourism Practices vs Tourism Development	0.812	0.000	Very Strong Positive Relationship
Correlation is significant at 0.01 level (2-tailed).			

Source: Primary data (2026)

The findings revealed that cultural heritage preservation had a strong positive relationship with tourism development. Economic benefits also had a strong positive relationship with tourism development, while sustainable tourism practices had the strongest relationship with tourism development.

4.5 Regression Analysis

A regression analysis was conducted to determine the predictive power of cultural heritage preservation, economic benefits and sustainable tourism practices on tourism development.

4.5.1 Model Summary

Table 4.12: Model Summary

R	R Square	Adjusted R Square	Std. Error
0.846	0.716	0.701	0.432

Source: Primary data (2026)

The findings indicate that the independent variables explain 71.6% of tourism development at Kabaka's Palace. This means that cultural heritage preservation, economic benefits and sustainable tourism practices significantly influence tourism development.

4.5.2 ANOVA Results

Table 4.13: ANOVA Results

Model	Sum of Squares	df	Mean Square	F	Sig
Regression	24.561	3	8.187	43.892	0.000
Residual	9.012	48	0.188		
Total	**33.573**	**51**			

Source: Primary data (2026)

The regression model was statistically significant because the significance value was less than 0.05 (p = 0.000). This implies that the independent variables significantly predict tourism development.

4.5.3 Regression Coefficients

Table 4.14: Regression Coefficients

VARIABLES	BETA	T-VALUE	SIG
Cultural Heritage Preservation	0.382	4.721	0.000
Economic Benefits	0.291	3.984	0.001
Sustainable Tourism Practices	0.417	5.306	0.000

Source: Primary data (2026)

The findings indicate that sustainable tourism practices had the highest influence on tourism development with Beta value of 0.417 followed by cultural heritage preservation with Beta value of 0.382.

CHAPTER FIVE

DISCUSSION OF THE FINDINGS, CONCLUSION AND RECOMMENDATIONS

5.0 Introduction

This chapter presents the discussion of the study findings, conclusion, recommendations, and limitations for the study and areas for further research.

5.1.0 Discussion of the study findings

5.1.1 The Role of Cultural Heritage Preservation in Enhancing Visitor Experience at Kabaka's Palace

The findings indicate that respondents strongly agreed that cultural heritage preservation significantly enhances the visitor experience, reflected by a grand mean of (Mean = 4.51) and a standard deviation of (SD = 0.63). Specifically, respondents emphasized that guided tours increase visitor engagement (Mean = 4.63), cultural heritage fosters understanding of Buganda culture (Mean = 4.60), preservation creates memorable experiences (Mean = 4.58), and preserved cultural artifacts offer valuable educational opportunities (Mean = 4.48). These results confirm that safeguarding cultural resources enriches visitors' experiences by providing authentic cultural encounters, educational insights, and deeper cultural appreciation.

Correlation analysis revealed a strong positive relationship between cultural heritage preservation and tourism development ($r_s = 0.781$, $p = 0.000$), indicating that improvements in preservation efforts are closely associated with tourism growth. The statistically significant result confirms that this relationship is unlikely to be due to chance. Regression analysis further demonstrated that cultural heritage preservation is a significant predictor of tourism development, with a beta coefficient of 0.382 ($\beta = 0.382$, $p = 0.000$). This indicates that a one-unit improvement in preservation efforts would correspond to a 38.2% increase in tourism development, holding other variables constant, underscoring its critical role at Kabaka's Palace.

These findings align with Tamrakar (2024), who argued that cultural heritage preservation enhances the appeal of tourism destinations by protecting authentic cultural assets that deliver meaningful experiences. Similarly, Ramkissoon (2022) found that cultural heritage tourism strengthens visitors' emotional connections to destinations by creating memorable experiences

and facilitating cultural learning. This suggests that preserved cultural heritage at Kabaka's Palace substantially contributes to visitor satisfaction and destination competitiveness.

The study further supports Galli (2024), who observed that cultural heritage sites attract tourists by offering opportunities to learn about local history, traditions, and cultural identity. In the context of Kabaka's Palace, respondents' strong agreement that cultural heritage aids in understanding Buganda culture highlights how preservation efforts deepen visitor appreciation of the kingdom's historical significance and cultural values. This is consistent with Chebotibin et al. (2018), who noted that cultural attractions foster cultural awareness and promote meaningful interactions between visitors and host communities.

These findings are also in line with Leone and Salerno (2019), who found that cultural heritage attractions and events stimulate tourism growth by drawing visitors seeking unique cultural experiences. The strong consensus among respondents that cultural heritage enhances understanding of Buganda culture reflects how preserved heritage resources at Kabaka's Palace serve both educational and recreational purposes, enriching the overall tourism experience.

5.1.2 Economic Benefits Generated by Tourism at Kabaka's Palace for the Local Community and Stakeholders.

The second objective of the study was to assess the economic benefits generated by tourism at Kabaka's Palace for the local community and stakeholders. Findings revealed strong agreement among respondents that tourism produces significant economic advantages, reflected in a grand mean of (Mean = 4.45; SD = 0.66). Respondents particularly highlighted tourism's role in generating economic benefits (Mean = 4.62), promoting cultural preservation (Mean = 4.58), creating employment opportunities (Mean = 4.55), enhancing international recognition (Mean = 4.51), generating local revenue through entrance fees (Mean = 4.48), and supporting local businesses (Mean = 4.44).

Correlation analysis demonstrated a strong positive and statistically significant relationship between economic benefits and tourism development ($r_s = 0.746$, $p = 0.001$), indicating that increased economic gains from tourism activities substantially contribute to tourism growth. Regression results further confirmed that economic benefits significantly influence tourism development, with a beta coefficient of 0.291 ($\beta = 0.291$, $p = 0.001$), suggesting that economic benefits account for approximately 29.1% of tourism development when controlling for other variables. Although this influence was less pronounced compared to cultural heritage

preservation and sustainable tourism practices, economic benefits remain a vital driver of tourism growth at Kabaka's Palace. Collectively, cultural heritage preservation, economic benefits, and sustainable tourism practices explained 71.6% of the variation in tourism development ($R^2 = 0.716$), with the overall regression model being statistically significant ($F = 43.892$, $p = 0.000$).

These findings highlighted the substantial contribution of tourism activities at Kabaka's Palace to economic growth and community development through mechanisms such as income generation, job creation, investment attraction, and business opportunities. The results align with Horaira & Devi (2021), who observed that tourism stimulates local economies by increasing visitor expenditure, supporting entrepreneurship, and creating employment opportunities, thereby enhancing community welfare. Similarly, Russo (2020) emphasized that cultural tourism significantly bolsters regional economic development through increased tourist spending, business expansion, and infrastructure improvements. The study's finding that tourism enhances infrastructure (Mean = 4.31) supports Russo's assertion that tourism encourages investments in roads, communication networks, and facilities benefiting both tourists and local residents.

Furthermore, the recognition that tourism generates economic benefits (Mean = 4.62) concurs with Chandra and Roy (2015), who argued that cultural heritage tourism fosters economic development via increased visitor spending, business growth, and income generation. This is echoed by the World Bank (2023), which reported tourism's multiplier effect, whereby each dollar spent by tourists catalyzes additional economic activity within local economies. At Kabaka's Palace, visitor expenditures on entrance fees, transport, souvenirs, and refreshments generate income for diverse stakeholders along the tourism value chain. Supporting this, Mwesigwa and Kagoda (2023) noted that cultural tourism in Uganda has expanded employment opportunities for guides, artisans, performers, transport operators, and hospitality workers. Specifically, tourism at Kabaka's Palace provides jobs for cultural guides, royal guards, marketers, tour operators, and community members, thereby enhancing household incomes and reducing unemployment in the surrounding community.

5.1.3 Strategies for Promoting Sustainable Tourism Practices that Support Cultural Heritage Preservation at Kabaka's Palace

The study's findings highlighted the significant role of sustainable tourism practices in supporting cultural heritage preservation at Kabaka's Palace, as evidenced by a grand mean of (Mean = 4.51). Respondents strongly endorsed key strategies such as community involvement, educational initiatives, authentic cultural experiences, visitor behavior guidelines, collaboration with relevant organizations, equitable distribution of benefits, and waste reduction efforts as vital components of sustainable tourism development. These results align with UNESCO (2020), which underscores that cultural heritage conservation is essential for safeguarding both tangible and intangible cultural assets while fostering tourism growth.

The emphasis on community participation corresponds with Richards & Hall (2019), who demonstrated that community-based tourism promotes local engagement in heritage preservation and enhances the sustainability of tourism outcomes. Further, the findings resonate with Mutisya & Ngugi (2022), who argue that community-based tourism supports inclusive development, job creation, and cultural safeguarding. Similarly, Kyoshabire (2024), stresses the importance of empowering local communities through capacity-building initiatives for sustainable tourism advancement.

The value placed on educational programs and visitor conduct guidelines is also supported by Cochrane (2020), who advocates for heightened awareness of responsible tourism practices and the implementation of robust sustainability policies in cultural heritage sites. Collectively, these findings suggest that sustainable tourism at Kabaka's Palace can be reinforced through collaborative efforts involving local communities, tourism stakeholders, government bodies, and visitors.

5.2 Conclusions

Based on the findings of the study, the chapter presents the following conclusions based on the study objectives in order to promote cultural heritage preservation and tourism development.

5.2.1 Role of Cultural Heritage Preservation in Enhancing Visitor Experience at Kabaka's Palace

The statistical analysis underscored the critical role of cultural heritage preservation in tourism development. Correlation results showed a strong, positive, and statistically significant relationship between cultural heritage preservation and tourism development ($rs = 0.781$, $p = 0.000$), indicating that enhanced preservation efforts are closely linked to tourism growth. Regression analysis confirmed that cultural heritage preservation is a significant predictor of tourism development ($\beta = 0.382$, $p = 0.000$), highlighting it as a major driver of tourism progress at Kabaka's Palace. The study concludes that effective preservation of cultural heritage is essential for enriching visitor experiences and supporting sustainable tourism growth. Respondents strongly agreed that safeguarding cultural artifacts, historic structures, and cultural values, alongside guided interpretation, enhances visitor satisfaction, cultural education, engagement, and creates memorable tourism experiences. Preserving the palace's cultural assets allows visitors to develop a deeper appreciation of Buganda's history and culture, thereby elevating the overall quality of the tourism experience.

5.2.2 Economic Benefits Generated by Tourism at Kabaka's Palace for the Local Community and Stakeholders

The study identified a strong positive correlation between economic benefits and tourism development ($rs = 0.746$, $p = 0.001$), indicating that greater economic gains from tourism are linked to higher levels of tourism growth. Regression analysis further confirmed that economic benefits significantly influence tourism development ($\beta = 0.291$, $p = 0.001$). While their predictive power is somewhat less than that of cultural heritage preservation and sustainable tourism practices, economic benefits remain a crucial factor in tourism expansion. The study concludes that income generated through tourism plays a vital role in enhancing community livelihoods and fostering tourism development at Kabaka's Palace. The findings highlight tourism's contributions to job creation, revenue generation, support for local enterprises, infrastructure improvement, skill development, and attracting investment. Through tourist spending and related activities, the palace acts as a critical driver of economic opportunities for the surrounding communities.

5.2.3 Sustainable Tourism Practices that Support Cultural Heritage Preservation at Kabaka’s Palace

Correlation analysis demonstrated a strong positive relationship between sustainable tourism practices and tourism development ($r_s = 0.812$, $p = 0.000$), while regression analysis confirmed sustainable tourism as the most influential predictor of tourism development ($\beta = 0.417$, $p = 0.000$). These findings emphasize that sustainable practices contribute more significantly to tourism growth than any other factor examined. The study thus concludes that the long-term success of tourism at Kabaka’s Palace depends on adopting sustainable approaches that harmonize heritage conservation, visitor satisfaction, environmental stewardship, and community well-being. Respondents widely agreed that effective sustainable tourism management requires active community participation, visitor education, stakeholder collaboration, the promotion of authentic cultural experiences, responsible visitor conduct, equitable benefit-sharing, and robust environmental conservation efforts.

5.3 Recommendations

5.3.1 Cultural Heritage Preservation and Visitor Experience

The study advocates for increased investment by policymakers, including the Ministry of Tourism, Wildlife and Antiquities, the Buganda Kingdom administration, and cultural heritage authorities, in the conservation, restoration, and documentation of Kabaka's Palace's cultural heritage. It emphasizes the need for adequate funding to maintain historical structures, preserve artifacts, and develop interpretive facilities that enhance visitor understanding and satisfaction, ensuring the site's long-term sustainability. Additionally, tourism practitioners such as site managers, tour guides, and marketers are encouraged to enrich heritage interpretation and visitor engagement through professional guided tours, multilingual materials, digital platforms, cultural storytelling, and interactive experiences. The study also highlights the value of partnerships between educational institutions and cultural organizations to promote cultural awareness and heritage education through outreach, exhibitions, and campaigns, fostering public appreciation and active involvement in preserving and celebrating Buganda's rich cultural heritage.

5.3.2 Economic Benefits of Tourism

The study recommends that policymakers develop policies to boost community participation in tourism by supporting local entrepreneurship, cultural enterprises, and small-to-medium businesses within the tourism value chain to ensure equitable economic benefits. It advises local governments, tourism agencies, and private stakeholders to implement capacity-building programs focused on business and entrepreneurial skills such as hospitality, customer care, handicraft production, digital marketing, and tourism enterprise development. Additionally, it calls for strengthening ties between Kabaka's Palace and local businesses by promoting locally produced goods and services to enhance household incomes and local economic development. Finally, the study underscores the importance of prioritizing infrastructure improvements around cultural heritage sites, including roads, visitor facilities, sanitation, and communication, to enhance tourist experiences and foster local economic growth.

5.3.3 Sustainable Tourism Practices

The study recommends that policymakers develop and enforce comprehensive sustainable tourism policies that promote cultural heritage conservation, environmental protection, community participation, and responsible tourism practices. Heritage managers and tourism practitioners should actively involve local communities in tourism planning and management through participatory structures that enhance local ownership, equitable benefit-sharing, and support for heritage conservation. Additionally, visitor education programs should be strengthened to encourage responsible tourist behavior and increase awareness of cultural heritage preservation. The adoption of environmentally sustainable practices, including effective waste management, environmental conservation initiatives, and sustainable resource utilization, is also essential for minimizing the negative impacts of tourism while preserving the authenticity, integrity, and long-term sustainability of cultural heritage sites such as Kabaka’s Palace.

5.4 Limitation of the Study

Despite the successful completion of this study, several limitations may have influenced the findings and should be considered when interpreting the results. The study was conducted within a limited timeframe, which restricted extensive engagement with a broader range of stakeholders and limited opportunities for follow-up interactions. In addition, the reliance on self-reported questionnaire data may have introduced respondent bias through socially

desirable responses or selective disclosure of information. The study was also confined to Kabaka's Palace, which limits the generalizability of the findings to other cultural heritage sites with different contextual characteristics. Furthermore, the cross-sectional design captured data at a single point in time, making it difficult to assess changes in tourism development, visitor perceptions, and heritage preservation efforts over time. Nevertheless, appropriate research procedures were followed to ensure the collection of reliable data and the achievement of the study objectives.

5.5 Areas for further Research

Future researchers should undertake similar studies in other cultural heritage sites in Uganda, such as the Kasubi Tombs, Naggalabi Coronation Site, and Sezibwa Falls, to explore whether the patterns identified in this study hold true across diverse cultural tourism contexts. Comparative research across different destinations is essential to broaden the applicability of findings related to cultural heritage's role in tourism development. Employing longitudinal approaches will also be valuable to track changes over time in heritage preservation, tourism growth, and visitor experiences, offering deeper insight into the lasting impacts of conservation and sustainable tourism efforts. Additionally, further investigation into the role of emerging technologieslike virtual reality, digital heritage interpretation, and social media marketing—can reveal how innovation enhances visitor engagement and strengthens the promotion and competitiveness of cultural tourism destinations.

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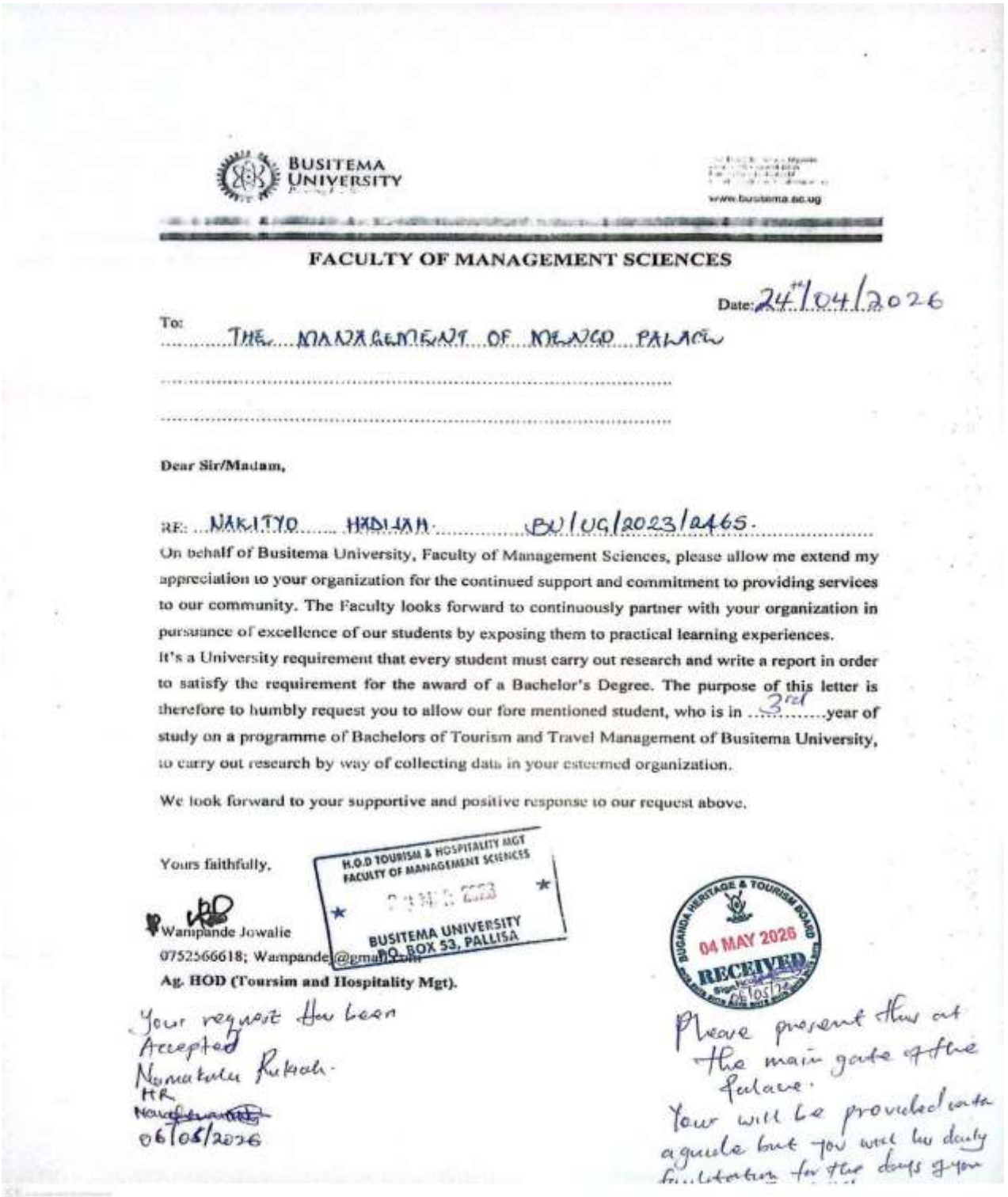
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APPENDICES

Appendix i: Introduction letter



BUSITEMA UNIVERSITY

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FACULTY OF MANAGEMENT SCIENCES

Date: 24th/04/2026

To: THE MANAGEMENT OF MENGO PALACE

.....

.....

Dear Sir/Madam,

RE: NAKITYO HADIJAH BU/UG/2023/2465.

On behalf of Busitema University, Faculty of Management Sciences, please allow me extend my appreciation to your organization for the continued support and commitment to providing services to our community. The Faculty looks forward to continuously partner with your organization in pursuance of excellence of our students by exposing them to practical learning experiences.

It's a University requirement that every student must carry out research and write a report in order to satisfy the requirement for the award of a Bachelor's Degree. The purpose of this letter is therefore to humbly request you to allow our fore mentioned student, who is in 3rd year of study on a programme of Bachelors of Tourism and Travel Management of Busitema University, to carry out research by way of collecting data in your esteemed organization.

We look forward to your supportive and positive response to our request above.

Yours faithfully,

H.O.D TOURISM & HOSPITALITY MGT
FACULTY OF MANAGEMENT SCIENCES
BUSITEMA UNIVERSITY
P.O. BOX 53, PALLISA

Wampande Jowalie
0752566618; Wampande@gmail.com
Ag. HOD (Toursim and Hospitality Mgt).

Your request has been Accepted
Namatulu Rukiah.
HR
06/05/2026

BUGANDA HERITAGE & TOURISM BOARD
04 MAY 2026
RECEIVED

Please present this at the main gate of the Palace.
Your will be provided with a guide but you will be daily facilitation for the days you

Appendix ii: Questionnaires



FACULTY OF MANAGEMENT SCIENCES

BACHELOR OF TOURISM AND TRAVEL MANGEMENT

Research Questionnaires

Research Titles: *The Contribution of Cultural Heritage on Tourism Development in Uganda, A Case Study of Kabaka's Palace, Mengo*

Researcher: Nakityo Hadijah

Registration Number: BU/UG/2023/2465

Dear Respondent,

I am a student of Busitema University conducting a research study to examine *The Contribution of Cultural Heritage on Tourism Development in Uganda, A Case Study of Kabaka's Palace, Mengo*. Therefore, this questionnaire aims to gather primary data to support the study.

Your participation is highly valued and voluntary. Please take a few minutes to respond truthfully. Your responses will be kept strictly confidential and used only for academic purposes.

Instructions:

- Tick where appropriate.
- Sections B to E use a 5-point Likert scale:
    - **SA – Strongly Agree,**
    - **A – Agree,**
    - **N – Neutral,**

- **D – Disagree,**
- **SD – Strongly Disagree**

SECTION A: RESPONDENT BACKGROUND INFORMATION

1. **Gender:**

   ☐ Male ☐ Female

2. **Age Bracket:**

   ☐ 18–33 ☐ 34–44 ☐ 45–54 ☐ 55 & above

3. **Highest Level of Education**:

   ☐ No Formal Education ☐ Certificate ☐ Diploma ☐ Degree ☐ Master's or above

4. **Which of the following best describes your role at Mengo Palace?**

   ☐ Administration ☐ Cultural Guides ☐ Community Members ☐ Tour Operators ☐ Tourists ☐ Marketing Department ☐ Royal guards

5. **How long have you been affiliated with Mengo Palace?**

   ☐ Less than 1 year ☐ 1–3 years ☐ 3–5 years ☐ Over 5 years

SECTION B: Role of cultural heritage preservation in enhancing the visitor experience at Kabaka's Palace.

S/N	Statements	SA	A	N	D	SD
CH1	Cultural heritage preservation enhances visitor experience at Kabaka's Palace					
CH2	Preserved cultural artifacts and architecture provide education opportunities to visitors about the history of Buganda Kingdom					
CH3	It fosters a sense of a sense of cultural pride and identity among locals and visitors					

CH4	Interactive guided cultural tours enhance visitor engagements					
CH5	Preservation of cultural heritage creates memorable experiences to visitors at Kabaka's Palace					
CH6	Promotes cross-cultural exchange where visitors from diverse backgrounds gain appreciation of preserved Buganda's customs and traditions					
CH7	It ensures that the cultural heritage is available for future generations to learn from and enjoy					
CH8	Preserved cultural heritage serves as important resources for visitor academic research and knowledge sharing					
CH9	It contributes to fuller understanding of the culture by visitors.					
CH10	Cultural heritage preservation promotes implementation of sustainable tourism practices.					

SECTION C: The economic benefits generated by tourism at Kabaka's Palace for the local community and its stakeholders.

S/N	**Statements**	**SA**	**A**	**N**	**D**	**SD**
TB1	Tourism at Mengo Palace generates economic benefits to community members and stakeholders					
TB2	Tourism at Mengo Palace generates employment opportunities for local residents' various sectors in Buganda Kingdom					
TB3	Entrance fees and sales from souvenirs at Mengo Palace generates revenue that directly contribute to the local economy in Buganda					
TB4	Tourism supports improvements in local infrastructures such as roads and public facilities in Buganda					

TB5	It promotes skill development programs for local guides to enhanced their skills and boost their employability and income potential.					
TB6	It encourages the preservation and promotion of cultural heritage in Buganda					
TB7	Tourism attracts external investment in community development projects in Buganda					
TB8	Tourism puts Kabaka's Palace on global map, encouraging international interest and investment.					
TB9	It supports small scale and local business in Buganda					
TB10	It promotes local stakeholders' collaboration with tourism organizations to enhance service offerings					

SECTION D: Strategies for promoting sustainable tourism practices that support cultural heritage preservation at Kabaka's Palace.

S/N	**Statements**	**SA**	**A**	**N**	**D**	**SD**
ST1	Sustainable tourism practices support cultural heritage preservation at Kabaka's Palace.					
ST2	Implementation of waste reduction strategies, such as recycling and composting can minimize environmental impact and promote cultural heritage preservation.					
ST3	Community involvement in tourism planning and decision-making process ensures that local communities' needs are met					
ST4	Promotion of responsible marketing that emphasize respect for cultural tradition and the significance of heritage preservation					

ST5	Establish clear guidelines for visitor behavior that respect local customs and the integrity of the site.					
ST6	Collaborate with environmental and cultural organizations to create sustainable tourism initiatives and programs at Kabaka's Palace.					
ST7	Promotion of authentic cultural experiences can support cultural heritage preservation at Kabaka's Palace					
ST8	Promotion of educational and awareness programs about the importance of cultural heritage and its preservation at Kabaka's Palace					
ST9	Emphasize policies that ensure equitable sharing of tourism benefits attracts local community support in cultural heritage preservation					
ST10	The government should provide cultural heritage conservation funds to support local heritage preservation					

SECTION E: Tourism Development

S/N	**Statements**	**SA**	**A**	**N**	**D**	**SD**
TD1	Integrating cultural heritage into tourism strategies contributes to the long-term sustainability and tourism development					
TD2	Tourism policies that incorporate cultural heritage, ensures balanced tourism development in Uganda					
TD3	Cultural heritage provides compelling narratives for destination marketing campaigns promoting tourism development					

TD4	Cultural heritage sites like Mengo Palace and Kasubi tombs promotes tourism development in Uganda					
TD5	Preservation of cultural heritage contributes to tourism development in Uganda					
TD6	Improved infrastructures at cultural heritage sites attracts tourists and facilitates tourism development					
TD7	Authentic cultural experience enhances overall visitor satisfaction and encourages tourism development					
TD8	Cultural heritage provides a unique identity for destination setting it apart in a competitive tourism market.					
TD9	Cultural heritage promotes destination resilience and recovery from crisis due to their intrinsic value					
TD10	Cultural heritage promotes tourism products development and diversification in Uganda.					

Thank you for your time and cooperation!

Your participation is greatly appreciated. If you have any questions or concerns, please feel free to contact me through the details provided by the university

Appendix iii: Research Work plan

ACTIVITIES	JAN	FEB	MARCH	APRIL	MAY	JUNE
Research Problem Identification						
Approving the research topic						
Writing the research Proposal						
Approving the Research Proposal						
Collecting data from the field						
Analysis and interpreting data						
Writing final research report						
Submitting final research report						

Appendix iv: Research Budget

ITEMS	QUANTITY	UNIT PRICE	AMOUNT (shs)
Internet (Data)	-	120,000	120,000
Data collection Assistants	2	20,000	40,000
Typing and editing the report	-	60,000	60,000
Printing and bidding	3 proposal 3 Reports	135,000	135,000
Transport to my case study		80,000	80,000
Meals and accommodation		120,000	120,000
Data analysis and interpretation		80,000	80,000
Total			635,000shs

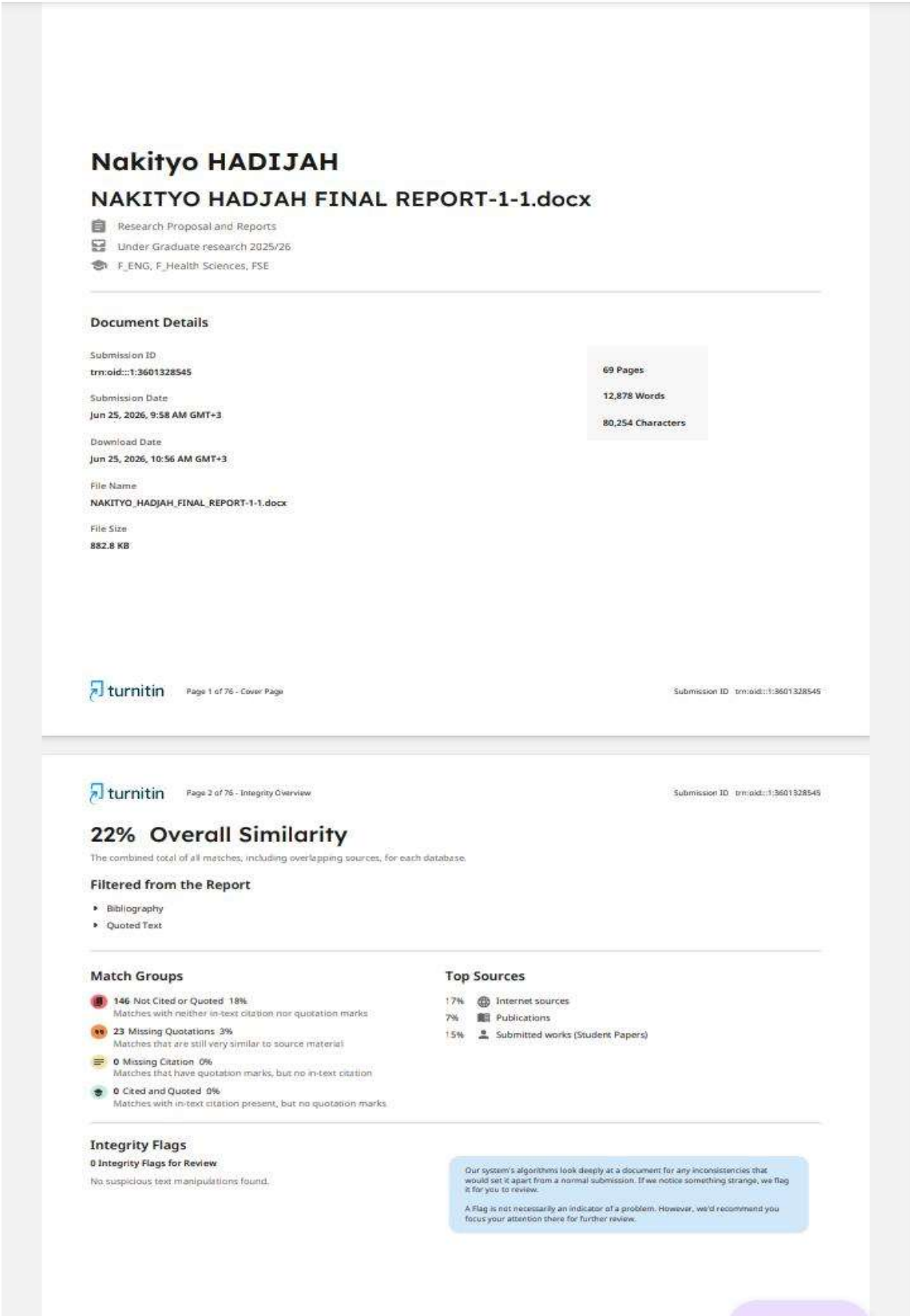
Appendix V: Krejcie and Morgan sample size table

N	*S*	*N*	*S*	*N*	*S*
10	10	220	140	1200	291
15	14	230	144	1300	297
20	19	240	148	1400	302
25	24	250	152	1500	306
30	28	260	155	1600	310
35	32	270	159	1700	313
40	36	280	162	1800	317
45	40	290	165	1900	320
50	44	300	169	2000	322
55	48	320	175	2200	327
60	52	340	181	2400	331
65	56	360	186	2600	335
70	59	380	191	2800	338
75	63	400	196	3000	341
80	66	420	201	3500	346
85	70	440	205	4000	351
90	73	460	210	4500	354
95	76	480	214	5000	357
100	80	500	217	6000	361
110	86	550	226	7000	364
120	92	600	234	8000	367
130	97	650	242	9000	368
140	103	700	248	10000	370
150	108	750	254	15000	375
160	113	800	260	20000	377
170	118	850	265	30000	379
180	123	900	269	40000	380
190	127	950	274	50000	381
200	132	1000	278	75000	382
210	136	1100	285	1000000	384

Note.—*N* is population size. *S* is sample size.

Source: Krejcie & Morgan, 1970

Appendix vi: Research plagiarism similarity index



Nakityo HADIJAH

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