



**THE ROLE OF CULTURAL TOURISM IN TOURISM DEVELOPMENT IN UGANDA,
A CASE STUDY OF EWAFWE CULTURAL VILLAGE, MUKONO DISTRICT**

BY KATUSIIME

SYLVIA

BU/UG/2023/2472

Katusiimesylvia54@gmail.com

**A RESEARCH REPORT SUBMITTED TO FACULTY OF MANAGEMENT
SCIENCES, DEPARTMENT OF TOURISM AND HOSPITALITY
MANAGEMENT, IN PARTIAL FULFILLMENT OF THE
REQUIREMENTS FOR THE AWARD OF A
BACHELORS DEGREE IN TOURISM
AND TRAVEL MANAGEMENT
BUSITEMA UNIVESIRTY**

JULY, 2026

DECLARATION

I **KATUSIIME SYLVIA** hereby declare that the contents of this research report are my original work and no other study has been conducted on the topic.

Signature.....*Katusiime Sylvia*.....

Date.....*25th / 07 / 2025*.....

KATUSIIME SYLVIA

BU/UG/2023/7.472

APPROVAL

This is to certify that this research report was compiled by **KATUSHIME SYSLVIA** on the topic **"THE ROLE OF CULTURAL TOURISM IN TOURISM DEVELOPMENT IN UGANDA, A CASE STUDY OF EWAFFE CULTURAL VILLAGE, MUKONO DISTRICT"**, has been submitted for examination with approval of my supervisor for the award of a Bachelor's degree in Tourism and Travel Management at Busitema University.

MADAM TAAKA HOPE

Sign: Date: 25th - 07 - 2026

DEDICATION

This work is dedicated to my lovely mother **Bakaswara Rose** and my friends for their moral, financial and spiritual support. I continue to dedicate this work to my lecturers, course mates, friends May the Almighty God bless them.

ACKNOWLEDGEMENT

First and foremost, glory and thanks be to the Almighty God, for his great love and mercy upon my Life, indeed Glory be to His name. I thank the Almighty God for blessing me and granting me with knowledge and wisdom, that has enabled me, to write and compile this research report.

In a special way, I appreciate my beloved mother **BAKASWARA ROSE**, my siblings and all my friends, for their moral and financial and support towards compiling this research report.

I also extend my sincere gratitude and appreciation to **MADAM TAAKA HOPE** a lecturer at the faculty of management sciences, Busitema University, for her guidance and tireless efforts towards accomplishing my research report, lastly I extend my heartfelt appreciation to our HOD Tourism and Hospitality Department, **MR. WAMPANDE JOWALIE AHMED** and the all lectures and my dear friends who supported me in my research journey. May the Almighty God bless them.

TABLE OF CONTENTS

Contents

DECLARATION	ii
APPROVAL	iii
DEDICATION	iv
ACKNOWLEDGEMENT	v
TABLE OF CONTENTS.....	vi
LIST OF FIGURES	ix
LIST OF TABLES	x
LIST OF ACRONYMS	xi
ABSTRACT.....	xii
CHAPTER ONE	1
BACKGROUND OF STUDY	1
1.0 Introduction	1
1.1 Background of study	1
1.2 Problem statement	3
1.3. Purpose of the study	4
1.4 Objectives of the study.....	4
1.5 Research questions	4
1.6 Scope of the study	4
1.6.1 Content scope	4
1.6.2 Geographical scope	5
1.6.3 Time scope	5
1.7 Significance of the study	5
1.8 Conceptual framework	7
1.9 Definition of Key Terms	8

CHAPTER TWO	10
LITREATURE REVIEW	10
2.0 Introduction	10
2.1 Theoretical Review	10
2.1.1 Butler’s (1980) Tourism Area Life Cycle (TALC) Model	10
2.1.2 Murphy’s (1985) Community-Based Tourism (CBT) Theory.....	11
2.2. Empirical literature review.....	12
2.2.1 To examine the contribution of cultural tourism activities to tourism development in Uganda, with reference to Ewaffe Cultural Village.	13
2.2.2 To assess the effect of cultural tourism on tourist arrivals at Ewaffe Cultural Village in Mukono District	16
2.2.3 To analyze the influence of cultural tourism on income generation and improved local livelihoods in Mukono District.	18
2.2.4 Summary of Literature Review	20
CHAPTER THREE	22
RESEARCH METHODOLOGY	22
3.0 Introduction	22
3.1 Research design.....	22
3.2 Study population	23
3.3 Sample size.....	23
3.4 Sampling methods	24
3.5 Type of data.....	24
3.6 Data collection method.....	24
3.7 Data analysis plan.....	25
3.8 Reliability and Validity	26
3.9 Ethical considerations	26

CHAPTER FOUR.....	28
DATA ANALYSIS AND PRESENTATION OF FINDINGS	28
4.0 Introduction	28
4.1 Response Rate	28
4.2 Demographic Information	28
4.2.1 Gender of Respondents	28
4.2.2 Age brackets of the respondents.....	29
4.2.3 Education levels	29
4.2.4 Position at ECV.....	30
4.3 Descriptive findings	31
4.3.1 Descriptive findings of Cultural performances and Tourism development	31
4.3.2 Descriptive findings of Cultural Heritage attractions and Tourism development	33
4.3.3 Descriptive findings of Cultural practices, lifestyle and Tourism development.....	35
4.3.4 Descriptive findings of Tourism Development.....	37
4.4.1 Spearman’s Correlation Analysis.....	39
4.5.1 Regression analysis.....	40
4.5.2 Regression analysis of Cultural performances on Tourism development.....	40
4.5.3 Regression analysis of Cultural heritage attractions on Tourism development	41
4.5.4 Regression analysis of Cultural practices and lifestyle on Tourism development.....	41
CHAPTER FIVE	44
DISCUSSION OF FINDINGS, CONCLUSION, AND RECOMMENDATIONS	44
5.0. Introduction.....	44
5.1 Discussion of the Study Findings.....	44
5.1.1 To examine the contribution of cultural tourism activities to tourism development in Uganda, with reference to Ewaffe Cultural Village.	44
5.1.2 To assess the effect of cultural tourism on tourist arrivals at Ewaffe Cultural Village in Mukono District.	45
5.1.3 To analyze the influence of cultural tourism on income generation and improved local livelihoods in Mukono District.	47
5.2 Conclusions.	48
5.3 Recommendations.	49
5.4 Areas for further studies.....	51

APPENDICES	54
Appendix I: Letter of introduction	54
Appendix II: Study Questionnaire.....	55
Appendix II: Work Plan	61
Appendix III: Research Budget.....	62
Appendix IV: Krejcie and Morgan (1970) table of sample size determination	63

LIST OF FIGURES

Figure 1 showing conceptual framework showing the relationship between Cultural tourism and tourism development.....	7
--	---

LIST OF TABLES

Table 1 showing population size and sample size of respondents.....	23
Table 2 showing gender of respondents.....	28
Table 3 showing Age brackets of the respondents.....	29
Table 4 showing Education levels	29
Table 5 showing position of the respondents at ECV	30
Table 6 showing descriptive findings of Cultural performances and Tourism development	31
Table 7 showing descriptive findings of Cultural heritage attractions and Tourism development	33
Table 8 showing descriptive findings of Cultural practices, lifestyle and Tourism development	35
Table 9 showing descriptive findings of Tourism development.....	37
Table 10 showing spearman's correlation analysis	39
Table 11 showing regression analysis of cultural performances on Tourism development	40
Table 12 showing regression analysis of cultural heritage attractions on Tourism development	41
Table 13 showing regression analysis of cultural practices and lifestyle on Tourism development	41
Table 14 showing Model summary.....	42
Table 15 showing one way ANOVA	43

LIST OF ACRONYMS

WTTC- WORLD TOURISM AND TRAVEL COUNCIL

UNWTO- UNITED NATIONS TOURISM ORGANIZATION

MTWA- MINISTRY OF TOURISM WILDLIFE AND ANTIQUITIES

UTB- UGANDA TOURISM BOARD

UHOA- UGANDA HOTEL OWNERS ASSOCIATION

ECV-EWAFU CULTURAL VILLAGE

UBOS-UGANDA BUREAU OF STATISTICS

HOD- HEAD OF DEPARTMENT

SPSS- STATISTICAL PACKAGE FOR THE SOCIAL SCIENCES

URA- UGANDA REVENUE AUTHORITY

UN- UNITED NATIONS

CT-CULTURAL TOURISM

ABSTRACT

This study investigated the role of cultural tourism in promoting tourism development in Uganda, using Ewaffe Cultural Village as the case study. Specifically, the research sought to examine how cultural tourism activities contribute to tourism development, assess the influence of cultural tourism on tourist arrivals at Ewaffe Cultural Village in Mukono District, and analyze the extent to which cultural tourism supports income generation and enhances the livelihoods of local communities within Mukono District.

The study adopted a descriptive research design and employed a quantitative research approach. Data were obtained from a target population of 60 respondents, of whom 52 constituted the accessible population. Simple random sampling and purposive sampling techniques were used to select the study participants. Information was gathered using structured closed-ended questionnaires and interview guides. The collected data were analyzed using the Statistical Package for the Social Sciences (SPSS), which generated frequency distributions, descriptive statistics (means and standard deviations), as well as reliability and validity tests, correlation analysis, and regression analysis to address the study objectives.

The findings of the study indicated that cultural tourism has a positive and statistically significant influence on tourism development. Based on these results, the study recommends strengthening cultural tourism initiatives by promoting cultural performances, preserving cultural heritage attractions, and supporting traditional cultural practices and lifestyles, as these aspects play an important role in enhancing tourism development. The study further concludes that the key dimensions of cultural tourism possess strong predictive potential in explaining and promoting tourism development.

CHAPTER ONE

BACKGROUND OF STUDY

1.0 Introduction

This chapter presents the introductory components of the study, including the background, statement of the problem, general and specific objectives, research questions, scope of the study, significance of the study, and the conceptual framework that guides the research.

1.1 Background of study

Tourism is one of the largest and most dynamic sectors in the world, contributing immensely to global economic growth, social integration, and cultural exchange. Globally, international tourist arrivals reached approximately 1.4 billion in 2024, representing about 95% of pre-pandemic levels (UNWTO, 2024). The travel and tourism industry contributed around US\$10.9 trillion to the world's GDP and supported over 330 million jobs globally, making it one of the top employers and income generators across various economies (WTTC, 2024).

Culture, as defined by Tylor (1871), is a complex whole encompassing knowledge, beliefs, art, morals, laws, and customs acquired by individuals as members of society. Richards (2018) defines cultural tourism as “the movement of persons to cultural attractions in cities, towns, and rural areas with the aim of gathering new information and experiences that meet their cultural needs.”

At the **global level**, findings from the Travel Association of America survey, as reported in previous studies, indicated that 46% of American travelers participated in cultural activities during their trips. Among these travelers, approximately one-third extended the duration of their visits in order to engage in additional cultural experiences. This translated to 26.8 million adults adding some 14 million additional nights.(\$48,000 vs. \$37,000)(Gail & Lord, 2023).

Across **Africa**, cultural tourism serves as an important driver of sustainable growth, social inclusion, and socio-economic transformation. In South Africa, cultural heritage resources represent significant attractions for both domestic and international visitors. Cultural sites such as the Zulu Cultural Villages in KwaZulu-Natal and the Cradle of Humankind provide

REFERENCE

- Amin, M. E. (2005). *Social Science Research: Conception, Methodology and Analysis*. Makerere University Press.
- Die, M. D., Fosso, P. K., Timba, G. T., & Jacques, W. (2026). *A Cultural Tourism and Economic Growth in Cameroon: a Time Series Analysis*. 271–285.
- District, G., Komakech, W., Kiggundu, J., & District, G. (n.d.). *Cultural Heritage Tourism Management for Local Economic Development in Uganda : A Case of Fort Baker in Mr . Stonewall Shaban (PhD) & Mr . Olanya David Ross (PhD)* ISSN : 2706-6592 *Cultural Heritage Tourism Management for Local Economic Development in .*
- Elizabeth, B., & Ph, I. (2014). *Cultural Tourism and Sustainability in Nigeria*. 5(14), 649–655. <https://doi.org/10.5901/mjss.2014.v5n14p649>
- EXAMINING THE IMPACTS OF CULTURAL INSTITUTIONS IN HERITAGE PRESERVATION AND TOURISM DEVELOPMENT IN CASE STUDY : NDERE CULTURAL CENTER BY MANDELA JULIUS OCTOBER , 2024*. (2024). 0–15.
- Gail, B., & Lord, D. (1999). The Power of Cultural Tourism. *Tourism*, 14.
- Info, A. (2023). *Developing indonesia sustainable adventure tourism model*. 1(2), 18–30.
- Kothari, C. . (2004). *Research Methodology Methods and Techniques* (Second). New Age International Ltd.
- Li, S., & Du, S. (n.d.). *An Empirical Study on the Coupling Coordination Relationship between Cultural Tourism Industry Competitiveness and Tourism Flow* *An Empirical Study on the Coupling Coordination Relationship*.
- Mousavi, S. S., Doratli, N., Mousavi, S. N., & Moradiahari, F. (2016). *Defining Cultural Tourism*. 1996, 3–8. <https://doi.org/10.15242/iicbe.dir1216411>
- Richards, G. (2018). Journal of Hospitality and Tourism Management Cultural tourism : A review of recent research and trends. *Journal of Hospitality and Tourism Management*, 36, 12–21. <https://doi.org/10.1016/j.jhtm.2018.03.005>
- Škrabi, B. (2021). *The Role of UNESCO Cultural Heritage and Cultural Sector in Tourism*

Development : The Case of EU Countries.

Sumarsono, H., Prayitno, P. H., Narmaditya, B. S., & Ruja, I. N. (2024). *Cultural Tourism and Local Economic Development : A Systematic Literature Review.*

<https://doi.org/10.4108/eai.26-9-2023.2350707>

Sutawan, I. W. P., & Susilowati, I. (2025). *Interconnections between Culture , Tourism , and Economy : A Bibliometric Literature Review with Implications for Sustainable Development.* 9(2), 283–290.

Tourism and Culture Synergies. (n.d.).