



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

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**A RESEARCH REPORT SUBMITTED TO FACULTY OF MANAGEMENT
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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.

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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.

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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.

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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

opportunities for tourists to experience the country's rich cultural traditions, historical identity, and ancient human heritage. . Tourism contributed 6.9% to South Africa's GDP in 2024, employing more than 1.4 million people (South African Tourism, 2024). These examples demonstrate that investing in cultural tourism enhances community livelihoods, preserves heritage, and attracts global travelers seeking authentic experiences.

At the **regional level**, Kenya's cultural tourism sector has experienced significant growth and has emerged as one of the rapidly expanding segments of the country's tourism industr. The Bomas of Kenya in Nairobi, for instance, showcases the traditions of over 42 ethnic groups, including music, dance, and crafts. This has positioned Kenya as a leading cultural destination in East Africa. In 2023, Kenya recorded 1.96 million international arrivals, representing a 32% increase from 2022, largely attributed to the diversification of its tourism products (Kenya Tourism Board, 2023).

Despite **Uganda**, being known as the "Pearl of Africa," is richly endowed with natural and cultural resources. The country is home to more than 50 indigenous ethnic groups, each with distinct languages, traditions, music, dance, folklore, and cuisine (Uganda Tourism Board [UTB], 2023). Tourism remains one of Uganda's leading economic sectors, contributing 7.7% to the national GDP and employing approximately 667,000 people directly and indirectly (Uganda Bureau of Statistics [UBOS], 2024).

In 2024, Uganda received about 1.37 million international arrivals, up from 814,000 in 2021, reflecting a steady post-pandemic recovery (Ministry of Tourism, Wildlife and Antiquities [MTWA], 2024). Uganda is endowed with several notable tourism attractions, including Bwindi Impenetrable National Park, which is renowned for mountain gorilla trekking, as well as Queen Elizabeth National Park and Murchison Falls National Park. Nevertheless, although the country possesses diverse cultural resources and heritage, the tourism sector continues to rely predominantly on wildlife-based tourism products, while cultural tourism has not yet received adequate recognition and development.

Cultural attractions such as the Ndere Cultural Centre in Kampala, Kasubi Tombs (a UNESCO World Heritage Site), Igongo Cultural Centre in Mbarara, and Ewaffe Cultural Village in

Naggalama–Mukono District provide valuable opportunities for promoting Uganda’s cultural identity and community participation in tourism. Ewaffe Cultural Village, in particular, showcases Buganda traditions through music, crafts, storytelling, and traditional food. However, despite their **potential**, most cultural sites in Uganda suffer from **inadequate funding, limited marketing, and weak linkages with mainstream tourism products** (UTB, 2023), thus undermining the destination competitiveness and the number of international tourist arrivals. Therefore, there is a need to undertake this study in order to assess the contribution of cultural tourism towards the growth and development of Uganda’s tourism industry, with particular focus on Ewaffe Cultural Village as the case study area.

This study was guided by Butler’s (1980) Tourism Area Life Cycle (TALC) Model and Murphy’s (1985) Community-Based Tourism (CBT) to understand how the cultural tourism product at Ewaffe Cultural Village can evolve and how community involvement is key to its success.

1.2 Problem statement

Despite the global and regional recognition of culture as a key driver of tourism development, Uganda has yet to fully harness its cultural assets to strengthen its tourism industry. Neighboring countries such as Kenya, Rwanda, and Tanzania have successfully developed and marketed cultural tourism products that contribute significantly to their national economies. In contrast, Uganda’s cultural tourism remains underdeveloped, with limited promotion, infrastructure, and investment (MTWA, 2024). Most of Uganda’s tourism policies and promotional efforts focus primarily on wildlife and nature-based attractions, leaving cultural sites like Ewaffe Cultural Village underrepresented in national tourism circuits.

Consequently, this study aims to investigate the contribution of cultural resources and practices towards the advancement of tourism development in Uganda. While existing studies have examined cultural tourism and its contribution to tourism development at the national level, limited empirical research has specifically focused on community-based cultural villages such as Ewaffe Cultural Village, leaving a gap in understanding how such sites contribute to local and national tourism development. This study aims to bridge this gap by exploring how cultural practices, traditions, and heritage are leveraged at Ewaffe Cultural Village to promote tourism

growth, enhance community involvement, and contribute to sustainable socio-economic development in Mukono District and Uganda as a whole.

1.3. Purpose of the study

The main objective of this study was to assess the contribution of cultural tourism to the growth of Uganda's tourism sector, with specific attention given to Ewaffe Cultural Village located in Naggalama, Mukono District. It aims to assess how cultural activities such as heritage preservation, performances, and community participation enhance tourism growth, employment, and cultural preservation.

1.4 Objectives of the study

- I. To examine the contribution of cultural tourism activities to tourism development in Uganda, with reference to Ewaffe Cultural Village.
- II. To assess the effect of cultural tourism on tourist arrivals at Ewaffe Cultural Village in Mukono District.
- III. To analyze the influence of cultural tourism on income generation and improved local livelihoods in Mukono District.

1.5 Research questions

- I. What is the contribution of cultural tourism activities to tourism development in Uganda, with reference to Ewaffe Cultural Village?
- II. What is the effect of cultural tourism on tourist arrivals at Ewaffe Cultural Village in Mukono District?
- III. What is the influence of cultural tourism on income generation and improved local livelihoods in Mukono District?

1.6 Scope of the study

1.6.1 Content scope

The content scope of the study centered on assessing the contribution of cultural tourism towards the advancement of Uganda's tourism industry, focusing particularly on Ewaffe Cultural Village in Naggalama, Mukono District. The study concentrates on key aspects such as the types of

cultural tourism activities offered, the contribution of these activities to tourism development, community participation in promoting cultural tourism, and the challenges affecting its growth. It also explores how cultural tourism supports economic development, cultural preservation, and diversification of Uganda's tourism products.

1.6.2 Geographical scope

The study was conducted at Ewaffe Cultural Village, located in Nagalama Town, Mukono District, Central Uganda. This area was selected because it is one of the emerging cultural tourism sites that showcases Uganda's rich traditions, heritage, and community-based tourism initiatives. The geographical scope therefore focused on Ewaffe Cultural Village and its surrounding communities to understand how cultural tourism activities within this area contribute to the overall development of the tourism industry in Uganda.

1.6.3 Time scope

The study analyzed cultural tourism trends and developments at Ewaffe Cultural Village over the period from 2021 to 2025 using both primary and secondary data sources. The period was selected to enable the researcher to examine recent patterns, challenges, and opportunities associated with cultural tourism development in the study area. Primary data collection and analysis was conducted in 2026 within a period of approximately two months. The findings provided insights into the contribution of cultural tourism activities at Ewaffe Cultural Village to tourism development in Uganda and inform recommendations for future growth and sustainability.

1.7 Significance of the study

(i) To Government and Policymakers:

The results of this study will provide valuable insights to the government and tourism policymakers regarding the contribution of cultural tourism to national development. It will provide evidence-based information that can guide the formulation of policies and strategies aimed at promoting cultural heritage as a key component of Uganda's tourism portfolio. The results will also assist in integrating cultural tourism into national development plans to foster sustainable economic growth and community empowerment.

(ii) To Local Communities:

The study will benefit the local communities around Ewaffe Cultural Village by emphasizing the importance of their involvement in cultural tourism activities. It will show how community participation can create employment opportunities, generate income, and promote cultural preservation. The research will also raise awareness among local residents about the value of safeguarding their traditions and how this can be transformed into a sustainable source of livelihood.

(iii) To Tour Operators and Investors:

Tour operators and private sector investors are expected to benefit from the findings of this study by gaining a deeper understanding of the opportunities presented by cultural tourism as a means of diversifying tourism products and expanding market opportunities. The findings will help them design and market authentic cultural experiences that attract both domestic and international tourists. In addition, the study will highlight investment opportunities in cultural sites, events, and heritage-based tourism enterprises.

(iv) To Researchers and Academic Institutions:

This study will enhance existing academic knowledge by generating empirical evidence on the connection between cultural tourism and tourism development in Uganda. The findings will provide a valuable source of reference for future researchers, students, and scholars focusing on tourism studies, cultural heritage preservation, and community-based tourism initiatives. Furthermore, the study will address existing gaps in knowledge and encourage additional research in related areas.

(v) To Cultural Institutions and Organizations:

Cultural organizations and heritage centers will find the study beneficial as it will highlight the importance of preserving and promoting traditional practices. The research will encourage these institutions to collaborate with tourism stakeholders to strengthen Uganda's identity and heritage through tourism initiatives.

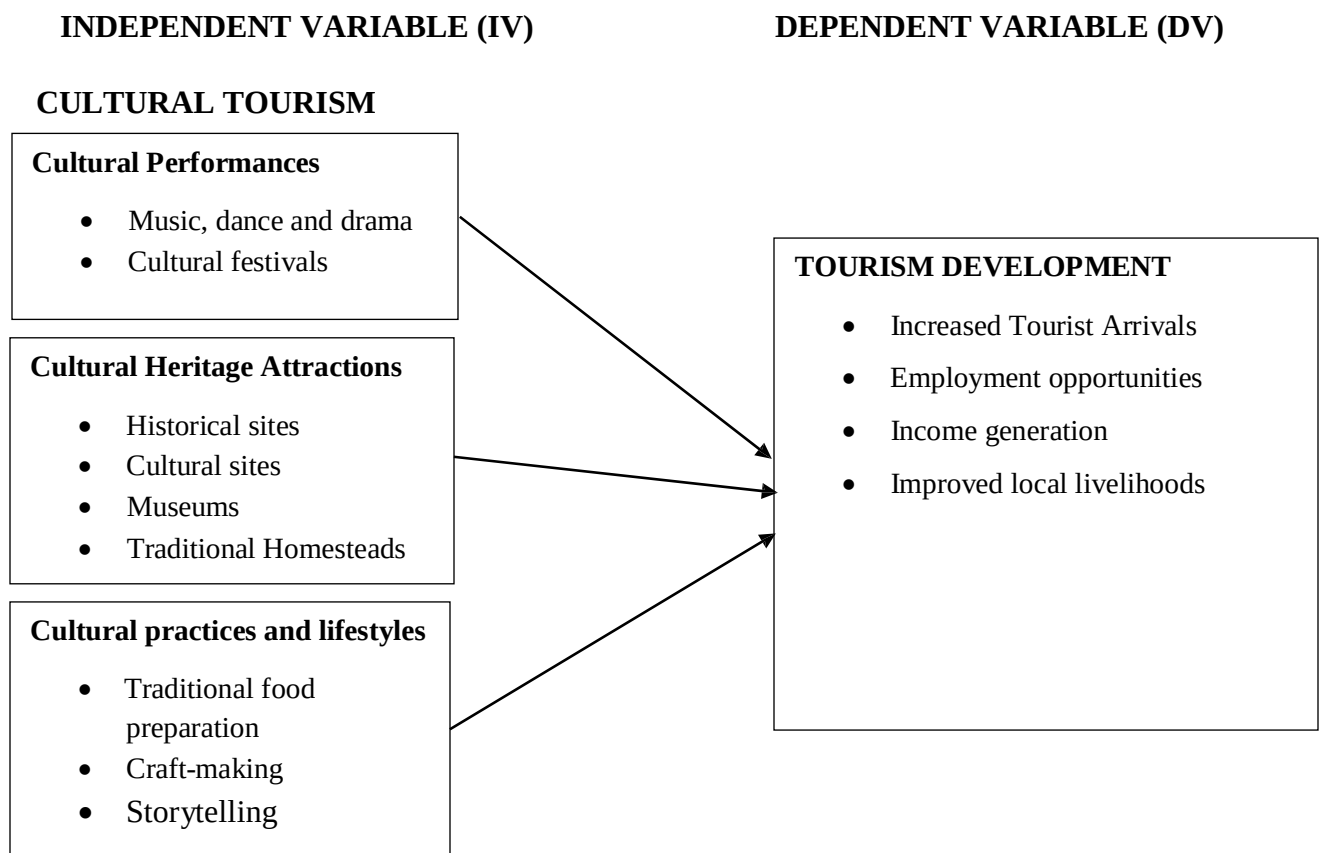
(vi) Overall Contribution:

Overall, the study will promote a deeper understanding of how cultural tourism can be used as a tool for sustainable development. It will encourage collaboration among stakeholders and support Uganda’s vision of becoming a leading cultural tourism destination in Africa.

1.8 Conceptual framework

According to Mugenda (2009), a conceptual framework is a visual model that illustrates the connection between the independent variables and the dependent variable within a research study. This study will be of great importance to various stakeholders in the tourism industry, including policymakers, local communities, researchers, tour operators, investors, and cultural institutions. It will provide meaningful insights into how cultural tourism contributes to the development of Uganda’s tourism industry, with emphasis on Ewaffe Cultural Village in Naggalama–Mukono District.

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



(Adopted and modified from Richards, G. (2018), UNWTO (2024), McKercher, B., & du Cros, H. (2002), Smith, M. K. (2009), Butler, R. W. (1980), and Murphy, P. E. (1985).

Explanation of the Conceptual Framework

The conceptual framework demonstrates the association between cultural tourism, which represents the independent variable, and tourism industry development, identified as the dependent variable, within the Ugandan context, particularly focusing on Ewaffe Cultural Village. Cultural tourism encompasses activities such as heritage attractions, traditional performances and culinary experiences. These activities are expected to contribute to tourism development by attracting more visitors, generating revenue, creating employment, promoting cultural preservation, and enhancing the overall image of Uganda as a tourism destination.

In essence, the framework guides the study in examining how well-managed cultural tourism initiatives at Ewaffe Cultural Village can drive sustainable development, support local livelihoods, and improve Uganda's competitiveness in the tourism sector.

1.9 Definition of Key Terms

Cultural Tourism: Cultural tourism refers to travel that is motivated by the desire to experience and learn about the traditions, heritage, arts, and lifestyles of other people (Richards, 2018). It includes activities such as visiting heritage sites, attending traditional performances, exploring local crafts, and participating in community-based cultural experiences.

Tourism Industry: The tourism industry encompasses all businesses and services involved in providing travel and tourism experiences to visitors, including accommodation, transport, attractions, tour operators, and related services that contribute to economic growth (UNWTO, 2024).

Cultural Heritage: Cultural heritage is the legacy of tangible and intangible assets inherited from past generations, including monuments, artifacts, folklore, music, rituals, and traditional knowledge, which are preserved and transmitted to maintain cultural identity (McKercher & du Cros, 2002).

Community Participation: Community participation refers to the active involvement of local communities in tourism planning, decision-making, and implementation, ensuring that they benefit economically, socially, and culturally from tourism activities (Murphy, 1985).

Tourism Development: Tourism development is the process of expanding and improving tourism facilities, services, and products to enhance visitor experiences, increase tourist arrivals, generate revenue, create employment, and contribute to sustainable economic growth (Smith, 2009).

Cultural Village: A cultural village is a designated area where visitors can experience and learn about the cultural practices, traditional lifestyles, crafts, and performances of a community in an authentic setting. In this study, **Ewaffe Cultural Village** serves as the case study location.

Product Diversification: Product diversification in tourism refers to offering a variety of attractions, activities, and experiences to meet different tourist interests, increase competitiveness, and reduce dependency on a single type of tourism product (Butler, 1980).

Sustainable Tourism: Sustainable tourism refers to a form of tourism development that satisfies the demands of current tourists and host communities while ensuring the conservation of resources and maintaining opportunities for future generations.

CHAPTER TWO

LITREATURE REVIEW

2.0 Introduction

This chapter provides a review of existing literature related to the contribution of cultural tourism to tourism development in Uganda, with particular emphasis on Ewaffe Cultural Village in Mukono District. The chapter examines relevant theories and empirical studies aligned with the research objectives. Additionally, it presents a synthesis of the reviewed literature to highlight existing knowledge gaps and establish the rationale for conducting the study

2.1 Theoretical Review

This study was anchored on Butler's (1980) Tourism Area Life Cycle (TALC) Model and Murphy's (1985) Community-Based Tourism (CBT) Theory. These theories provide a framework for understanding how cultural tourism products develop over time and how community participation contributes to tourism development.

2.1.1 Butler's (1980) Tourism Area Life Cycle (TALC) Model

The Tourism Area Life Cycle (TALC) Model was developed by Butler (1980) to explain the evolution and development of tourism destinations over time. The theory explains that tourism destinations undergo a gradual evolutionary process characterized by several stages, including exploration, involvement, development, consolidation, stagnation, and ultimately either decline or renewal. According to Butler (1980), tourism destinations begin with a small number of visitors attracted by unique natural or cultural features. As visitor numbers increase, local communities become involved in providing tourism services, infrastructure develops, and tourism activities become more organized.

The model proposes that the growth and sustainability of a tourism destination depend on effective management of resources and tourism activities. During the development and consolidation stages, tourism generates economic benefits through employment creation, income generation, and infrastructure improvement. However, if tourism growth is not properly

managed, destinations may experience stagnation and decline due to environmental degradation, cultural commodification, or reduced visitor satisfaction. Rejuvenation can occur through innovation, diversification of tourism products, and sustainable tourism planning.

The key propositions of the TALC Model (Butler, 1980) are that tourism destinations follow a predictable pattern of growth and development, that tourism growth creates both opportunities and challenges, and that sustainable management is necessary to maintain destination competitiveness and longevity.

Despite its widespread application, the TALC Model has been criticized for assuming that all tourism destinations follow a similar linear development pattern. Some scholars argue that tourism destinations may skip certain stages, experience multiple cycles, or develop differently depending on local conditions and external influences. Additionally, the model places considerable emphasis on visitor numbers while giving less attention to social, cultural, and political factors that influence tourism development.

The TALC Model is relevant to this study because it provides a framework for understanding the development of cultural tourism at Ewaffe Cultural Village. The theory helps assess the current stage of tourism development at the cultural village and explains how cultural attractions such as traditional music, dance, storytelling, cuisine, and heritage preservation contribute to tourism growth. It also provides insights into how sustainable management practices can support the long-term development of cultural tourism in Uganda.

2.1.2 Murphy's (1985) Community-Based Tourism (CBT) Theory

Community-Based Tourism (CBT) Theory was developed by Murphy (1985) to emphasize the importance of involving local communities in tourism planning, development, and management. The theory argues that tourism should be developed in ways that benefit local residents economically, socially, and culturally while ensuring the sustainability of tourism resources. Murphy (1985) maintains that local communities are key stakeholders in tourism development and should actively participate in decision-making processes affecting tourism activities within their areas.

The theory proposes that successful tourism development depends on community participation, local ownership, equitable distribution of tourism benefits, and preservation of cultural and environmental resources. Community members contribute valuable knowledge, skills, traditions, and cultural practices that enhance the authenticity of tourism experiences. Through active participation, communities can improve their livelihoods, strengthen cultural identity, and promote sustainable development.

The key propositions of CBT Theory include community empowerment, local participation in tourism decision-making, equitable sharing of tourism benefits, preservation of cultural heritage, and sustainable use of tourism resources. The theory further emphasizes that tourism development should address community needs and aspirations rather than focusing solely on economic gains.

However, CBT Theory has faced criticism for assuming that all community members have equal opportunities to participate in tourism development. In practice, power imbalances, limited financial resources, inadequate skills, and conflicts among stakeholders may hinder effective community participation. Additionally, some community-based tourism initiatives struggle to compete with larger tourism enterprises due to limited marketing and investment capacity.

This theory is highly relevant to the present study because Ewaffe Cultural Village is a community-oriented cultural tourism destination that relies on local participation in preserving and showcasing cultural heritage. The theory helps explain how community involvement in cultural performances, traditional crafts, storytelling, food preparation, and heritage conservation contributes to tourism development. It also provides a basis for examining how cultural tourism can generate socio-economic benefits for local communities while promoting the sustainable development of Uganda's tourism sector.

2.2. Empirical literature review

This section presents the review of related literature based on the study objectives where the gaps will be pointed out in the available body of knowledge.

2.2.1 To examine the contribution of cultural tourism activities to tourism development in Uganda, with reference to Ewaffe Cultural Village.

Culture and tourism are intertwined because of their apparent synergies and growth potential (Geng et al., 2022). Globally, cultural tourism has become an important contributor to tourism development due to increasing demand for authentic cultural experiences. Cultural tourism includes travel motivated by interest in local traditions, arts, music, dance, cuisine, festivals, language, and heritage. According to the United Nations World Tourism Organization, cultural tourism contributes significantly to destination development by increasing tourist spending, improving destination image, promoting cultural preservation, and diversifying tourism products (UNWTO, 2018).

Culture represents a significant element of the tourism experience, particularly within the European tourism market, where its value continues to increase. Currently, cultural tourism is recognized as one of the major and rapidly expanding segments of global tourism, with a considerable proportion of travelers selecting destinations based on their cultural attractions and experiences. Increasingly, visitors are drawn not only to physical heritage sites but also to intangible cultural elements, including the unique character of places, historical associations, traditions, significant events, and connections with influential individuals and ideas. (*Tourism and Culture Synergies*, n.d, 2018).

Many countries have incorporated cultural tourism into national tourism strategies to enhance competitiveness and sustainable tourism growth. Culture, tourism, and economy are three interrelated strategic sectors, yet they are often studied separately in academic literature. (Sutawan & Susilowati, 2025). Cultural tourism industry is a tool to measure the competitiveness of a destination's cultural tourism industry, it reflects a destination's ability to highlight its own attractiveness to tourists and to provide tourists with goods and services better than other destinations (Li & Du, n.d, 2021).

Culture is widely acknowledged as an important catalyst for sustainable global development, contributing to broad-based social, economic, and environmental benefits within communities. Thus, tourism and culture present significant driving forces of economic growth and sustainable

development in many destinations, with shared values and adjacent ties between tourism and culture stakeholders(Škrabi, 2021).

Cultural institutions serve an essential function in safeguarding, promoting, and sustaining cultural heritage, while also supporting tourism growth and economic advancement. In many societies, these institutions act as guardians of indigenous knowledge, artistic traditions, and cultural practices, providing visitors with insights into the historical background and identity of local communities. Beyond their preservation role, cultural institutions have increasingly become important tourism attractions by drawing both local and international visitors interested in experiencing authentic cultural encounters.(*EXAMINING THE IMPACTS OF CULTURAL INSTITUTIONS IN HERITAGE PRESERVATION AND TOURISM DEVELOPMENT IN CASE STUDY : NDERE CULTURAL CENTER BY MANDELA JULIUS OCTOBER , 2024, 2024*).

Research by Richards (2018) indicates that cultural tourism contributes to tourism development by promoting destination attractiveness and encouraging longer tourist stays. Tourists increasingly seek immersive experiences that connect them to local lifestyles and traditions. Similarly, McKercher and Du Cros (2015) note that cultural tourism strengthens destination branding and helps destinations differentiate themselves from competitors by offering unique cultural experiences. Tourism plays a significant role in fostering the development and transformation of destinations worldwide. Within this context, culture is considered an important resource and one of the major elements that supports tourism growth. Cultural tourism contributes to destination development through the promotion of tangible resources, such as museums, heritage sites, and natural attractions including beaches, sunshine, and mountains, as well as intangible cultural elements such as local cuisine, festivals, cultural events, traditions, and the unique atmosphere associated with particular places (Mousavi et al., 2021).

Across Africa, cultural tourism has become an important component of tourism development, largely due to the continent's diverse cultural traditions, heritage assets, and historical resources. Various cultural features, including traditional ceremonies, heritage sites, indigenous lifestyles, music, dance, and locally produced crafts, have been transformed into valuable tourism products in many African destinations. Countries such as Kenya, South Africa, Ghana, and Tanzania have

incorporated cultural tourism into their tourism development frameworks as a strategy to complement wildlife and nature-based tourism offerings.

Research by Ivanovic (2008) found that cultural villages and heritage attractions in Africa significantly enhance tourists' experiences while creating opportunities for cultural exchange and destination marketing. Despite the potential of cultural tourism in Africa, its expansion is still constrained by several challenges, including limited infrastructure, insufficient financial support, and ineffective promotion strategies. The relationship between culture and tourism remains closely interconnected, as cultural resources, heritage sites, and historical experiences often serve as key factors that attract visitors, while tourism activities also contribute to the creation, preservation, and transformation of cultural practices (Li & Du, n.d.).

In Uganda, cultural tourism has increasingly become an important component of tourism development. Uganda possesses diverse cultural resources including kingdoms, cultural institutions, traditional ceremonies, historical sites, museums, music, dance, and indigenous lifestyles.

According to the Ministry of Tourism, Wildlife and Antiquities (2022), cultural tourism complements wildlife tourism and contributes to diversification of tourism products in Uganda. Research by Mugerwa (2019) indicates that cultural tourism contributes to tourism development through increased tourist experiences, heritage conservation, and improved destination attractiveness. Cultural experiences such as traditional dances, storytelling, local cuisines, and craft exhibitions help attract both domestic and international visitors. Uganda's tourism policy also recognizes cultural tourism as a tool for promoting sustainable tourism and preserving indigenous cultures (Ministry of Tourism, Wildlife and Antiquities, 2020).

Uganda Cultural heritage tourism plays a critical role as a driver for unlocking the binding constraints that affect national development (District et al., n.d 2026.). For instance, in 2024, the sector experienced a substantial growth with earnings of over Uganda Shillings 4.81 trillion, equivalent to U\$17,779 million, compared to Shs3.82 trillion, which is equivalent to U\$14,134M in 2023 (Tourism Trends and Statistical Report, 2025).

At Ewaffe Cultural Village, cultural tourism activities play an important role in promoting tourism development through showcasing Buganda cultural heritage and traditional Ugandan lifestyles. The village offers cultural experiences such as traditional dance performances, storytelling, bark cloth making, coffee processing, traditional cooking, drumming, banana preparation, and indigenous music performances. These activities provide visitors with authentic cultural experiences while promoting Uganda as a cultural destination (CCFU, 2025).

Also similar studies by Cellini and Cuccia (2021) underlined that institutional aspects of cultural sector can play the positive role for growth and employment. Therefore, it is crucial to consider other cultural sector indicators as potential drivers of tourism development(Škrabi, 2021).

Ewaffe Cultural Village contributes to tourism development by attracting visitors interested in cultural experiences, increasing tourism awareness, preserving traditional practices, and enhancing destination marketing in Mukono District. However, limited promotion and inadequate tourism investment remain challenges affecting the full potential of cultural tourism at the site (COBATI et al; 2024).

2.2.2 To assess the effect of cultural tourism on tourist arrivals at Ewaffe Cultural Village in Mukono District

Globally, cultural tourism has significantly influenced tourist arrivals because travelers increasingly seek authentic cultural experiences during travel. According to Richards (2018), destinations offering cultural attractions tend to experience increased tourist arrivals due to growing interest in local heritage, arts, and traditions. Cultural tourism has recently been re-affirmed by the UNWTO as a major element of international tourism consumption, accounting for over 39% of tourism arrivals(Richards, 2018).

Europe's rich cultural heritage contributes significantly to enhancing social experiences and supporting the growth of cultural and creative industries. By strengthening its position as a leading global tourism destination, cultural heritage promotes economic advancement, creates employment opportunities, and encourages greater social integration. The combination of culture and tourism can be a powerful driver of economic activity(*Tourism and Culture Synergies*, n.d.). Cultural tourism enhances visitor motivation by creating meaningful experiences that

differentiate destinations from competitors. Smith (2016) argues that cultural attractions such as festivals, museums, cultural performances, and historical sites positively influence destination choice and tourist satisfaction. Countries with strong cultural tourism products such as France, Italy, and China receive millions of visitors annually because of their rich cultural heritage. Most empirical studies focus on cultural heritage as an attractive determinant of tourism demand, presented primarily by the number of UNESCO World Heritage Sites (WHS) (Škrabi, 2021).

In Africa, cultural tourism contributes significantly to tourist arrivals by complementing wildlife tourism. Countries such as Kenya, Tanzania, Ethiopia, and South Africa have used cultural villages, indigenous communities, and traditional ceremonies to attract more visitors. According to Rogerson (2015), tourists visiting African destinations increasingly seek opportunities to interact with local communities and experience authentic cultural lifestyles. Studies indicate that destinations combining wildlife tourism with cultural experiences record longer tourist stays and repeat visitation (Akama & Sterry, 2002). However, poor infrastructure and weak marketing reduce the effectiveness of cultural tourism in attracting larger tourist numbers in some African countries.

In Uganda, cultural tourism products have increasingly contributed to tourist arrivals by complementing gorilla trekking and wildlife tourism. The Ministry of Tourism, Wildlife and Antiquities (2022) reports that cultural heritage attractions including kingdoms, museums, and cultural villages attract domestic and international visitors interested in Ugandan culture. According to Mugerwa (2019), cultural experiences such as traditional dances, cultural festivals, storytelling, and local cuisines positively influence tourists' travel decisions and increase visitor satisfaction. Cultural tourism encourages tourists to extend their stay and participate in additional tourism activities, thereby increasing arrivals and tourism revenue.

At Ewaffe Cultural Village, cultural tourism activities are designed to attract visitors through authentic and interactive cultural experiences. Visitors participate in a variety of activities including traditional drumming sessions, storytelling, coffee processing demonstrations, traditional food preparation, banana beer making, bark cloth production, cultural dances, and guided heritage tours. These activities provide tourists with opportunities to learn about Uganda's cultural heritage while interacting directly with local communities. According to Cross-Cultural

Foundation of Uganda (CCFU, 2025), such experiences enhance visitor satisfaction, strengthen cultural appreciation, and increase the attractiveness of cultural tourism destinations.

The availability of immersive cultural experiences makes Ewaffe Cultural Village attractive to different categories of visitors, including international tourists, domestic tourists, students, researchers, and cultural enthusiasts seeking educational and experiential tourism opportunities. Cultural villages such as Ewaffe play an important role in diversifying Uganda's tourism products beyond wildlife tourism by promoting cultural heritage as a tourism asset. Through cultural performances, traditional crafts, and indigenous knowledge sharing, the village contributes to enriching visitors' experiences and encouraging repeat visitation.

Despite the recognized importance of cultural tourism at Ewaffe Cultural Village, there is limited published empirical evidence documenting the actual number of tourists visiting the site annually or the extent to which cultural tourism activities directly influence tourist arrivals. Most available information focuses on the cultural experiences offered and the role of the village in preserving cultural heritage rather than providing statistical data on visitor trends. This creates an empirical gap in understanding the relationship between cultural tourism activities and tourist arrivals at the village level.

Furthermore, factors such as limited marketing and promotion, inadequate tourism infrastructure, financial constraints, and competition from other cultural tourism destinations may affect the growth of tourist arrivals at Ewaffe Cultural Village (COBATI et al., 2024). While these challenges have been identified in studies of cultural tourism destinations, there remains insufficient evidence on how they specifically affect visitor numbers and tourism performance at Ewaffe Cultural Village. Therefore, this study seeks to fill this gap by examining how cultural tourism activities at Ewaffe Cultural Village influence tourist arrivals and contribute to tourism development in Uganda.

2.2.3 To analyze the influence of cultural tourism on income generation and improved local livelihoods in Mukono District.

Globally, cultural tourism contributes significantly to income generation and community livelihoods. According to Ashley and Roe (2002), tourism creates employment opportunities and

supports local economies through accommodation, food services, transport, craft sales, and cultural performances. Cultural tourism especially benefits local artisans, performers, and small businesses. Scheyvens (2002) notes that community participation in cultural tourism increases economic empowerment and helps reduce poverty through direct and indirect employment opportunities. Local communities benefit financially through the sale of handicrafts, guiding services, and cultural exhibitions. Tourists whose travel decisions are primarily influenced by cultural interests form a relatively small yet highly valuable market segment because their main motivation for visiting a destination is to engage with its cultural resources and experiences. They are generally high-income visitors who spend several nights at a destination (e.g. visitors to the Salzburg Music Festival)(Elizabeth & Ph, 2014).

For many countries, cultural tourism represents a significant export industry and an essential source of foreign currency, investment and job creation(Die et al., 2026). In Africa, cultural tourism has become an important source of livelihood for many communities. Cultural villages and heritage attractions create jobs in guiding, craft-making, catering, transport, and performance arts. Economic studies of tourism generally highlight its contribution to Gross Domestic Product (GDP) growth, job creation, and increased local income(Sutawan & Susilowati, 2025).

According to Rogerson (2015), community-based cultural tourism contributes to rural development and poverty reduction by increasing local participation in tourism activities. However, studies reveal challenges such as unequal distribution of tourism income, seasonal demand, and inadequate tourism skills which affect the sustainability of tourism benefits in African communities (Goodwin & Santilli, 2009). Cultural tourism will provide new opportunities for residents in rural areas to be successful by involving local culture (Moric et al., 2021). This development model must be based on a theory that places human development as the first goal, as well as building strong social capital (Utomo et al., 2022). The rapidly growing tourism industry provides intercultural understanding and understanding through the interaction of tourists with the local community where the tourist area is located(Sumarsono et al., 2024).

Cultural heritage represents a significant component of the tourism experience and serves as an important contributor to the economic development of local communities. Traditional practices, festivals, crafts, and historical sites constitute part of heritage that may be used in the form of

heritage tourism to draw visitors and provide them with revenue and job opportunities as well as create business opportunities to locals (Info, 2023). According to Akama and Sterry (2002), cultural tourism in African countries contributes to employment creation, cultural preservation, and community participation in tourism development. It is argued that cultural tourism tends to be marketed as a driver of tourism-led development through creation of job opportunities, enhancement of household income, and encouragement of local entrepreneurship to grow (Info, 2023).

In Uganda, cultural tourism contributes to income generation and improved livelihoods through craft markets, cultural performances, local food businesses, and community tourism initiatives. According to the Ministry of Tourism, Wildlife and Antiquities (2022), tourism activities create employment and contribute to poverty alleviation in local communities. Research by Mugerwa (2019) found that communities participating in cultural tourism earn income through guiding, selling crafts, performing traditional dances, and offering cultural experiences to visitors. Cultural tourism also supports preservation of indigenous knowledge and promotes entrepreneurship among local populations.

At Ewaffe Cultural Village, local communities benefit economically through cultural performances, sale of crafts, catering services, guiding tourists, and participating in cultural demonstrations. Community members earn income from showcasing traditional skills and selling locally made products to visitors (CCFU, 2025).

The cultural village also contributes to livelihood improvement by creating employment opportunities for youth, women, performers, and artisans in Mukono District. Nevertheless, challenges such as fluctuating tourist numbers, limited financial support, and inadequate marketing affect the level of income generated from cultural tourism activities at the village (CCFU, 2025).

2.2.4 Summary of Literature Review

The reviewed literature shows that cultural tourism contributes significantly to tourism development globally, in Africa, and Uganda through diversification of tourism products, increased tourist arrivals, income generation, and livelihood improvement. Cultural tourism also

promotes preservation of cultural heritage and destination attractiveness. Literature further indicates that community involvement is essential for sustainable cultural tourism development.

However, limited empirical studies have specifically examined the role of cultural tourism in tourism development at Ewaffe Cultural Village, creating a research gap that this study seeks to fill. Specifically, no empirical study has been conducted at Ewaffe Cultural Village to quantify its contribution to tourism development, tourist arrivals, or community livelihoods using primary data. This study therefore fills this gap by providing empirical evidence from this specific cultural village on how cultural tourism activities contribute to tourism development in Uganda.

CHAPTER THREE

RESEARCH METHODOLOGY

3.0 Introduction

This chapter outlines the research methodology adopted for the study titled “The Role of Cultural Tourism to Tourism Development in Uganda: A Case Study of Ewaffe Cultural Village, Mukono District, Central Uganda.” It explains the procedures and approaches used in the research, including the research design, study area, target population, sample size determination, sampling techniques, methods and tools for data collection, assessment of validity and reliability of research instruments, data analysis processes, and ethical considerations observed throughout the study.

3.1 Research design

According to Brier (2020), a research design is a framework or plan that guides the collection, analysis, and interpretation of data in order to answer research questions and address the research problem. The study employed a cross-sectional research design to assess the contribution of cultural tourism towards tourism development in Uganda, focusing specifically on Ewaffe Cultural Village located in Mukono District.

A cross-sectional research design was considered suitable for this study because it allows the researcher to gather information from various groups of respondents, including Ewaffe Cultural Village management, community members, and tourists, within a specific period of time. The design allows the researcher to obtain diverse perspectives on how cultural tourism contributes to tourism development and to assess the relationships between cultural tourism activities and tourism development indicators. Furthermore, the cross-sectional design is suitable for descriptive and correlational studies where the objective is to describe existing conditions and examine relationships among variables without manipulating them. Therefore, the design provided relevant and reliable data on the role of cultural tourism in promoting tourism development at Ewaffe Cultural Village and Uganda at large.

3.2 Study population

According to Boster (2011), a study population is a group of individuals drawn from the general population who share common characteristics relevant to a particular study. The study population comprised 60 respondents drawn from key stakeholders directly involved in cultural tourism activities at Ewaffe Cultural Village in Mukono District. These stakeholders include management staff, community members actively engaged in cultural tourism activities, and tourists visiting the cultural village.

The total population of 60 respondents was established through a preliminary scoping exercise conducted at Ewaffe Cultural Village, during which the researcher consulted the village management and reviewed the available stakeholder records to identify individuals actively involved in cultural tourism activities. The exercise identified the accessible population comprising management staff responsible for the day-to-day operations of the cultural village, community members participating in cultural performances and heritage preservation activities, and tourists available during the period of data collection. These respondents were considered appropriate because they possess relevant knowledge and experience regarding the role of cultural tourism in tourism development, enabling the researcher to obtain reliable and comprehensive information for the study.

3.3 Sample size

According to Naing (2003), a sample size refers to a smaller representation selected from a larger population for the purpose of conducting research. In this study, a sample of 52 respondents was determined using the Krejcie and Morgan (1970) sample size determination table to enable the researcher to effectively address the study objectives. The selected sample was considered appropriate because it was manageable, accessible, and cost-effective for data collection and analysis.

Table 1 showing population size and sample size of respondents

CATEGORIES OF RESPONDENTS	POPULATION OF THE RESPONDENTS	SAMPLE SIZE OF THE RESPONDENTS

Local Community Members	25	20
Management of ECV	15	14
Cultural Tourists	20	18
TOTAL	60	52

3.4 Sampling methods

The study utilized both purposive and simple random sampling methods in selecting participants. Purposive sampling was applied in choosing the management personnel of Ewaffe Cultural Village because of their relevant expertise, experience, and understanding of cultural tourism operations and development within the site. On the other hand, simple random sampling was employed to select community members engaged in cultural tourism activities and tourists visiting the village. This approach provided every eligible participant with an equal opportunity to participate, reducing possible selection bias and improving the reliability and representativeness of the study results.

3.5 Type of data

The study incorporated both primary and secondary sources of data. Primary information was gathered from respondents through the use of questionnaires and interview guides in order to obtain direct evidence regarding the contribution of cultural tourism to tourism development. Secondary data was collected from various documented sources, including reports from the Ministry of Tourism, Wildlife and Antiquities, publications by the Uganda Tourism Board, scholarly journals, books, newspapers, and records maintained by Ewaffe Cultural Village. This secondary information assisted in providing contextual background, strengthening the literature review, and establishing an understanding of the historical and contemporary aspects of cultural tourism in Uganda.

3.6 Data collection method

Sajjad and Kabir (2016) describe data collection methods as organized approaches used by researchers to obtain and measure information related to specific variables in order to address research questions and evaluate study objectives. In this research, questionnaires and interview guides were adopted as the primary instruments for collecting data from the respondents.

Questionnaires were administered to community members and tourists as they provide an efficient way of obtaining uniform information from a large number of respondents within a limited timeframe. The study employed closed-ended questions to allow participants to easily choose responses that best reflected their views. The questionnaire statements were measured using a five-point Likert scale, ranging from 1 = strongly disagree to 5 = strongly agree, which supported effective data coding, improved consistency of responses, and enhanced the reliability of the collected data.

Besides the use of questionnaires, interview guides were employed to obtain qualitative information from key informants, especially the management personnel of Ewaffe Cultural Village, due to their extensive understanding of cultural tourism operations and development activities. The interviews enabled the researcher to gather detailed explanations and deeper perspectives that could not be fully obtained through structured questionnaires. The combination of quantitative and qualitative data collection methods enhanced the credibility of the research through triangulation, thereby strengthening the validity and reliability of the study findings.

3.7 Data analysis plan

The data obtained through questionnaires and interviews were analyzed using both descriptive and inferential statistical techniques. Descriptive measures, including frequencies, percentages, mean scores, and standard deviations, were applied to summarize respondents' perceptions regarding cultural tourism activities at Ewaffe Cultural Village, patterns of tourist arrivals, and the contribution of cultural tourism to tourism development in Uganda.

Inferential statistical techniques were applied to establish the association between cultural tourism and tourism development outcomes. Specifically, Pearson's correlation analysis was conducted to assess the nature, strength, and direction of the relationship between cultural tourism activities, considered as the independent variable, and tourism development measures, including tourist arrivals and income generation, which served as the dependent variables.

The collected data were first coded and organized in Microsoft Excel before being imported into the Statistical Package for the Social Sciences (SPSS) version 26.0 for analysis. The findings

were then presented in the form of tables and figures to facilitate clear presentation, interpretation, and understanding of the results.

3.8 Reliability and Validity

According to (Amin, 2005), validity refers to the extent to which a research instrument accurately measures the concept or variables it was designed to assess. The validity of a questionnaire can be determined through content validity, which examines whether the items adequately represent the subject under investigation. To establish the validity of the questionnaire, the researcher consulted the supervisor, who reviewed and evaluated the items to determine their relevance to the study objectives. The Content Validity Index (CVI) was then calculated to assess the validity of the instrument. Kothari (2004) suggests that an instrument with a CVI of 0.7 and above is rated valid. The formula below was used to calculate CVI.

$$\text{CVI} = \frac{\text{Sum of Validity Scores}}{\text{Number of Items}}$$

Reliability refers to the extent to which a research instrument produces consistent and stable results when measuring a particular construct (Amin, 2005; Commons, 2012). To assess the reliability of the study instruments, a pilot test was conducted among approximately 10 respondents, equivalent to about 20% of the proposed sample size. The data obtained from the pilot study were analyzed using Cronbach's alpha coefficient in the Statistical Package for the Social Sciences (SPSS), where a value of 0.70 or above was regarded as an acceptable level of reliability. Findings from the pilot study were used to modify and improve the questionnaire before the main data collection exercise.

3.9 Ethical considerations

Ethical consideration refers to the set of principles that guide research design and practice, and ethics are standards of behavior that guide a study in relation to the rights of those who become the subjects of the research or are affected by it (Bhandari, 2021).

The researcher acquired an official introductory letter from the university research coordinator and presented it to the management of Ewaffe Cultural Village to obtain authorization to carry out the study and collect data from the organization.

To promote ethical compliance, respondents' names were not recorded in the study to ensure anonymity and confidentiality. In addition, all data collected was used strictly for academic purposes and wasn't shared or used for any other purpose without authorization.

Informed consent was obtained from all respondents by providing them with clear information about the purpose of the study, enabling them to voluntarily decide whether to participate.

Furthermore, all collected data was later stored securely on a password-protected computer and will be destroyed after a period of five years in accordance with ethical research guidelines.

CHAPTER FOUR

DATA ANALYSIS AND PRESENTATION OF FINDINGS

4.0 Introduction

This chapter presents the analysis, presentation, and interpretation of data collected to assess the contribution of cultural tourism to tourism development in Uganda, with Ewaffe Cultural Village serving as the case study area. The collected data were analyzed using the Statistical Package for the Social Sciences (SPSS). Both descriptive statistics, including frequencies, percentages, means, and standard deviations, and inferential statistical techniques, such as Pearson correlation and multiple regression analysis, were applied to address the study objectives. The chapter covers the response rate, demographic characteristics of respondents, descriptive results, reliability assessment, correlation findings, and regression analysis.

4.1 Response Rate

All questionnaires distributed during the study were successfully retrieved, resulting in a 100% response rate. This high response level was attained through continuous follow-up with respondents in Mukono District and providing clarification on questions that required further explanation. Since all participants completed and returned the questionnaires, there was no need for replacement or re-administration of the research instruments.

4.2 Demographic Information

This section presents the demographic characteristics of the study participants, which were obtained through the administration of questionnaires. The respondents' background information was analyzed based on gender and their highest level of educational attainment.

4.2.1 Gender of Respondents

The researcher requested the respondents to provide their gender details and their findings and responses were noted as shown below in table 2.

Table 2 showing gender of respondents

GENDER					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Male	28	53.8	53.8	53.8
	Female	24	46.2	46.2	100.0

	Total	52	100.0	100.0	
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(Source; Primary data 2026)

From the table 2 gender it clearly shows that majority of the respondents were male 53.8 percent as compared to the females who were 46.2 percent.

4.2.2 Age brackets of the respondents

The researcher requested the respondents to provide their age brackets and their responses were analyzed and findings were as shown and tabulated below in table 3.

Table 3 showing Age brackets of the respondents

AGE					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Below 17	21	40.4	40.4	40.4
	18-30	18	34.6	34.6	75.0
	31-50	13	25.0	25.0	100.0
	Total	52	100.0	100.0	

(Source; Primary data 2026)

From the table above 3 the findings indicated that 21 the respondents were aged 17 years and below [40.4 percent], 18 of the respondents were aged 18-30 years [34.6 percent] , 13 of the respondents were aged 31-50 years [26.0 percent]. This indicates that most of the respondents were above 18 years, hence having enough experience as far as cultural tourism is concerned.

4.2.3 Education levels

The respondents were further asked to indicate their level of education attained and their responses were obtained as follows in the table 4.

Table 4 showing Education levels

EDUCATION LEVEL					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	No formal education	10	19.2	19.2	19.2
	Primary	5	9.6	9.6	28.8
	Secondary	12	23.1	23.1	51.9

	Certificate	5	9.6	9.6	61.5
	Diploma	8	15.4	15.4	76.9
	Bachelors' degree	8	15.4	15.4	92.3
	Post graduate	3	5.8	5.8	98.1
	Masters	1	1.9	1.9	100.0
	Total	52	100.0	100.0	

(Source; Primary data 2026)

From the table 4 above, the findings indicated that, 10 respondents had no formal education [19.2 percent], 5 of the respondents possessed primary education [9.6 percent], 12 of the respondents had secondary level education [23.1 percent], 5 of the respondents had a certificate [9.6 percent], 8 of the respondents had a diploma [15.4 percent] and 8 of the respondents had a bachelors' degree [15.4 percent], 3 of the respondents had post graduate [5.8 percent], 1 of the respondents had a master's degree [1.9 percent]. It implies that most of the respondents had at least acquired formal education regarding cultural tourism.

4.2.4 Position at ECV.

The respondents were further asked to indicate their position at ECV and their responses were obtained as follows in the table 5.

Table 5 showing position of the respondents at ECV

POSITION					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Local community members	30	57.7	15.4	15.4
	Management of ECV	8	15.4	15.4	30.8
	Cultural tourist	14	26.9	26.9	57.7
	Total	52	100.0	100.0	

(Source; Primary data 2026)

From the table 5 above, the findings indicated that 30 of the respondents were local community members [57.7 percent], 8 of the respondents were from the management of ECV [15.4

percent], 14 of the respondents were Cultural tourists [26.9 percent], It implies that most of the respondents had experience and knowledge about cultural tourism at ECV.

4.3 Descriptive findings

4.3.1 Descriptive findings of Cultural performances and Tourism development

Table 6 showing descriptive findings of Cultural performances and Tourism development

Descriptive Statistics					
	N	Minimum	Maximum	Mean	Std. Deviation
Traditional music and dance performances at Ewaffe Cultural Village attract many tourists.	52	1.00	4.00	2.9615	1.10190
Cultural performances provide visitors with a better understanding of Uganda's cultural heritage.	52	1.00	3.00	2.1731	.83363
The quality of cultural performances enhances tourists' overall experience at Ewaffe Cultural Village.	52	1.00	5.00	3.6154	1.01274
Regular cultural performances encourage repeat visits by tourists.	52	2.00	5.00	4.0000	.79212
Cultural performances contribute to preserving traditional	52	1.00	5.00	2.8846	1.06004

customs and practices					
Promotion of cultural performances has increased tourism activities at Ewaffe Cultural Village.	52	1.00	5.00	3.7308	1.01199
Cultural performances play a significant role in promoting tourism development in Uganda.	52	1.00	5.00	3.0577	1.03684
Cultural performances create employment opportunities for local artists and performers.	52	1.00	5.00	3.5769	1.09089
The authenticity of cultural performances increases the attractiveness of Ewaffe Cultural Village as a tourist destination.	52	1.00	5.00	2.6538	1.25064
Cultural performances encourage interaction between tourists and the local community	52	1.00	5.00	3.7885	.97692
Valid N (listwise)	52				

(Source; Primary data 2026)

From the table 6 above, shows that all the items had a positive significant effect with all the test statements. Majority of the respondents agreed that long term impact of cultural performances on tourism development can easily be noticed [M=3.7308; STD=1.01199] also other respondents agreed that the authenticity of cultural performances increases the attractiveness of Ewaffe

Cultural Village as a tourist destination. [M=2.6538; STD=1.25064] however other respondents stated Cultural performances play a significant role in promoting tourism development in Uganda. [M=2.6538, STD=.97692].

4.3.2 Descriptive findings of Cultural Heritage attractions and Tourism development

Table 7 showing descriptive findings of Cultural heritage attractions and Tourism development

Descriptive Statistics					
	N	Minimum	Maximum	Mean	Std. Deviation
The cultural heritage attractions at Ewaffe Cultural Village attract both domestic and international tourists.	52	1.00	5.00	4.2115	.91473
Traditional buildings, artifacts, and historical exhibits at Ewaffe Cultural Village enhance visitors' tourism experience.	52	1.00	5.00	2.8077	.95051
The cultural heritage attractions are well preserved for present and future generations.	52	1.00	5.00	3.7500	.90478
Cultural heritage attractions increase the attractiveness of Ewaffe Cultural Village as a tourism destination.	52	1.00	5.00	3.6154	1.01274
Visitors gain knowledge about Uganda's cultural history through the heritage attractions at	52	1.00	5.00	3.7308	1.01199

Ewaffe Cultural Village.					
The availability of diverse cultural heritage attractions encourages tourists to spend more time at Ewaffe Cultural Village.	52	1.00	5.00	3.7500	.98767
Cultural heritage attractions contribute to the conservation and promotion of Uganda's cultural identity.	52	1.00	5.00	3.7500	.98767
The management of Ewaffe Cultural Village effectively maintains its cultural heritage attractions.	52	1.00	5.00	2.9038	1.07118
Cultural heritage attractions create economic opportunities for the local community through tourism activities.	52	1.00	5.00	3.8269	.90144
Cultural heritage attractions play an important role in promoting tourism development in Uganda.	52	1.00	5.00	3.6923	1.00075
Valid N (listwise)	52				

(Source; Primary data 2026)

From the table 7 above, shows that all the items had a positive significant effect with all the test statements. Majority of the respondents agreed that long term impact of cultural heritage attractions on tourism development can easily be noticed [M=3.8269; STD=.90144] also other

respondents agreed that Cultural heritage attractions create economic opportunities for the local community through tourism activities. [M=2.6538; STD=1.25064] however other respondents agreed that Cultural heritage attractions contribute to the conservation and promotion of Uganda's cultural identity. [M=3.7500, STD=.98767].

4.3.3 Descriptive findings of Cultural practices, lifestyle and Tourism development

Table 8 showing descriptive findings of Cultural practices, lifestyle and Tourism development

Descriptive Statistics					
	N	Minimum	Maximum	Mean	Std. Deviation
The traditional way of life demonstrated at Ewaffe Cultural Village attracts tourists.	52	1.00	5.00	2.9038	1.07118
Traditional food preparation and local cuisine enhance visitors' tourism experience.	52	1.00	5.00	3.5769	1.09089
Traditional crafts and indigenous skills displayed at Ewaffe Cultural Village increase tourist satisfaction.	52	1.00	5.00	3.7500	.98767
Cultural practices and lifestyle at Ewaffe Cultural Village help preserve Uganda's cultural identity.	52	1.00	5.00	3.8269	.90144
Tourists actively participate in cultural practices such as storytelling, cooking,	52	1.00	5.00	3.5769	1.09089

or craft-making during their visit.					
The promotion of local cultural practices has increased tourist visits to Ewaffe Cultural Village.	52	1.00	5.00	3.8269	.90144
Cultural practices and lifestyle create employment and income opportunities for members of the local community.	52	1.00	5.00	2.9038	1.07118
The cultural practices demonstrated at Ewaffe Cultural Village are authentic and well preserved.	52	1.00	5.00	3.5769	1.09089
Cultural practices and lifestyle contribute significantly to tourism development in Uganda.	52	1.00	5.00	2.8077	1.23730
Tourists are interested in learning about the daily cultural practices of the local community.	52	1.00	5.00	3.6923	1.00075
Valid N (listwise)	52				

(Source; Primary data 2026)

From the table 8 above, shows that all the items had a positive significant effect with all the test statements. Majority of the respondents agreed that long term impact of cultural practice and lifestyle on tourism development can easily be noticed [M=3.8269; STD=.90144] also other respondents agreed that the cultural practices demonstrated at Ewaffe Cultural Village are authentic and well preserved. [M=3.5769; STD=1.09089] however other respondents agreed that

Tourists are interested in learning about the daily cultural practices of the local community. [M=3.6923, STD=1.00075].

4.3.4 Descriptive findings of Tourism Development

Table 9 showing descriptive findings of Tourism development

Descriptive Statistics					
	N	Minimum	Maximum	Mean	Std. Deviation
Cultural tourism at Ewaffe Cultural Village has increased tourist arrivals.	52	1.00	5.00	3.8077	.88647
Tourism activities at Ewaffe Cultural Village have created employment opportunities for the local community.	52	1.00	5.00	3.5962	1.28734
Cultural tourism has increased income for local businesses and community members around Ewaffe Cultural Village.	52	1.00	5.00	3.7308	1.01199
Tourism development at Ewaffe Cultural Village has improved local infrastructure and public facilities	52	1.00	5.00	3.5962	1.28734
Cultural tourism has encouraged investment in tourism facilities and services at Ewaffe Cultural Village	52	1.00	5.00	3.7885	.97692
Tourism development has	52	1.00	5.00	3.5385	1.25965

improved the quality of life of the local community around Ewaffe Cultural Village.					
Cultural tourism has enhanced the image and attractiveness of Ewaffe Cultural Village as a tourist destination.	52	1.00	5.00	3.6154	1.01274
Overall, cultural tourism plays a significant role in promoting tourism development in Uganda.	52	1.00	5.00	3.5769	1.09089
Tourism development at Ewaffe Cultural Village contributes to the overall growth of Uganda's tourism sector	52	1.00	5.00	2.8846	1.06004
Tourism development has promoted the conservation of cultural heritage and traditions at Ewaffe Cultural Village.	52	2.00	5.00	4.0000	.79212
Valid N (listwise)	52				

(Source; Primary data 2026)

From the table 9 above, shows that all the items had a positive significant effect with all the test statements. Majority of the respondents agreed that long term impact of cultural tourism on tourism development can easily be noticed [M=4.0000; STD=.79212] also others agreed that Tourism development at Ewaffe Cultural Village contributes to the overall growth of Uganda's tourism sector. [M=2.8846; STD=1.06004], however other respondents agreed that Cultural

tourism has enhanced the image and attractiveness of Ewaffe Cultural Village as a tourist destination. [M=3.6154, STD=1.01274].

4.4.1 Spearman's Correlation Analysis

Correlation analysis is used to determine the extent and direction on the effect of between independent variable and dependent variable it reflects on the spearman's correlation analysis [r].

Table 10 showing spearman's correlation analysis

Correlations					
		CULTURAL PERFORMANCES	CULTURAL HERITAGE ATTRACTIONS	CULTURAL PRACTICES AND LIFESTLYE	TOURISM DEVELOP MENT
CULTURAL PERFORMANCES		1			
CULTURAL HERITAGE ATTRACTIONS		.841**			
CULTURAL PRACTICES AND LIFESTLYE		.765**	.780**		
TOURISM DEVELOPMENT		.836**	.800**	.794**	
	N	52			
**. Correlation is significant at the 0.01 level (2-tailed).					

(Source; Primary data 2026)

Cultural performances

The findings presented in Table 10 indicate that there is a strong positive and statistically significant relationship between cultural performances and tourism development ($r = 0.836$, $p < 0.01$). This suggests that improvements in cultural performance activities are associated with corresponding increases in tourism development outcomes. Furthermore, the results imply that cultural performances explain 83.6% of the variations observed in tourism development.

Cultural heritage attractions

The results in Table 10 reveal a strong positive and statistically significant relationship between cultural heritage attractions and tourism development ($r = 0.800$, $p < 0.01$). This indicates that improvements in cultural heritage resources are linked to positive changes in tourism development outcomes. The findings further suggest that cultural heritage attractions account for 80.0% of the observed variation in tourism development.

Cultural practices and lifestyle

The findings presented in Table 10 demonstrate a positive and statistically significant relationship between cultural practices, lifestyle, and tourism development ($r = 0.794$, $p < 0.01$). This suggests that strengthening cultural practices and promoting local lifestyles are associated with improvements in tourism development outcomes. The results further indicate that cultural practices and lifestyle contribute significantly to explaining variations in tourism development.

4.5.1 Regression analysis.

Regression analysis was conducted to determine the extent to which cultural tourism, as the independent variable, predicts tourism development, which represents the dependent variable. This statistical technique was employed to examine the influence of the independent variable on the dependent variable and to provide a clearer understanding of the relationship between the study variables.

4.5.2 Regression analysis of Cultural performances on Tourism development

Table 11 showing regression analysis of cultural performances on Tourism development

Model ^a		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	.250	.253		.987	.329
	CULTURAL PERFORMANCES	.823 R = .836 ^a	.076 R ² = .699	.836 Adj.R ² = .693	10.784 F = 116.292	.000

a. Dependent Variable: TOURISM DEVELOPMENT

(Source; Primary data 2026)

The findings from table 11 above show that 69.3% variation in tourism development is caused by cultural performances ($\text{Adj.R}^2 = 0.693$; $p < 0.01$). These results are further supported by a positive

and significant relationship between the study variables of cultural performances and tourism development ($F=116.292$; $p<0.01$). The table further shows a standardized beta coefficient of ($\beta=0.836$; $p<0.01$) that suggests that cultural performances significantly predict tourism development.

4.5.3 Regression analysis of Cultural heritage attractions on Tourism development

Table 12 showing regression analysis of cultural heritage attractions on Tourism development

Model ^a		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	.979	.214		4.578	.000
	CULTURAL HERITAGE ATTRACTIONS	.710 R= .800 ^a	.075 R ² = .640	.800 Adj.R ² = .632	9.421 F=88.763	.000

a. Dependent Variable: TOURISM DEVELOPMENT

(Source; Primary data 2026)

The findings from table 12 above show that 63.2% variation in tourism development is caused by cultural heritage attractions ($\text{Adj.R}^2=0.632$; $p<0.01$). These results are further supported by a positive and significant relationship between the study variables of cultural heritage attractions and tourism development ($F=88.763$; $p<0.01$). The table further shows a standardized beta coefficient of ($\beta=0.800$; $p<0.01$) that suggests that cultural heritage attractions significantly predict tourism development.

4.5.4 Regression analysis of Cultural practices and lifestyle on Tourism development

Table 13 showing regression analysis of cultural practices and lifestyle on Tourism development

Model ^a		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		

1	(Constant)	.919	.224		4.103	.000
	CULTURAL PRACTICES AND LIFESTLYE	.652 R=.794 ^a	.071 R ² =.631	.794 Adj.R ² =.624	9.245 F=85.477	.000
a. Dependent Variable: TOURISM DEVELOPMENT						

(Source; Primary data 2026)

The findings from table 12 above show that 62.4% variation in tourism development is caused by cultural practices and lifestyle (Adj.R²=0.624; $\rho < 0.01$). These results are further supported by a positive and significant relationship between the study variables of cultural practices, lifestyle tourism development (F=85.477; $\rho < 0.01$). The table further shows a standardized beta coefficient of (β =0.794; $\rho < 0.01$) that suggests that cultural practices and lifestyle significantly predict tourism development.

Table 14 showing Model summary

Model		R	R square	Adjusted R square	Std. Error of the Estimate
a		.836 ^a	.699	.693	.36354
b		.800 ^a	.640	.632	.39797
c		.794 ^a	.631	.624	.40277

(Source; Primary data 2026)

- a. Predictors: (Constant), CULTURAL PERFORMANCES
- b. Predictors: (Constant), CULTURAL HERITAGE ATTRACTIONS
- c. Predictors: (Constant), CULTURAL PRACTICES AND LIFESTYLE

Table 15 showing one way ANOVA

ANOVA						
		Sum of Squares	df	Mean Square	F	Sig.
CULTURAL PERFORMANCES		19.839	20	.992	10.713	.000
		2.870	31	.093		
		22.710	51			
CULTURAL HERITAGE ATTRACTIONS		23.129	20	1.156	7.523	.000
		4.765	31	.154		
		27.894	51			
CULTURAL PRACTICES AND LIFESTLYE		25.564	20	1.278	5.607	.000
		7.067	31	.228		
		32.631	51			

(Source; Primary data 2026)

CHAPTER FIVE

DISCUSSION OF FINDINGS, CONCLUSION, AND RECOMMENDATIONS

5.0. Introduction

This section presents discussion of the study findings, conclusion, recommendations, and areas of further research.

5.1 Discussion of the Study Findings

5.1.1 To examine the contribution of cultural tourism activities to tourism development in Uganda, with reference to Ewaffe Cultural Village.

The study sought to examine the contribution of cultural tourism activities to tourism development in Uganda, with reference to Ewaffe Cultural Village in Mukono District. The findings revealed that cultural tourism activities have a positive and significant contribution to tourism development. Respondents agreed that activities such as traditional music and dance performances, storytelling, cultural exhibitions, traditional food experiences, craft-making, and guided cultural experiences attract both domestic and international tourists, thereby promoting tourism growth. The findings further indicated that these activities increase visitor satisfaction, encourage repeat visits, enhance destination competitiveness, and support the preservation of Uganda's cultural heritage.

The findings are consistent with those of Greg Richards (2021), who observed that cultural tourism has become one of the fastest-growing forms of tourism because it enables visitors to experience the traditions, heritage, arts, and lifestyles of host communities while generating economic and social benefits for destinations. Similarly, Melville Saayman (2022) noted that cultural tourism stimulates local economies by increasing tourist expenditure on accommodation, transportation, food services, handicrafts, and cultural experiences. In addition, Greg Richards (2021) emphasized that authentic cultural experiences enhance destination attractiveness and improve visitor satisfaction, leading to increased tourist arrivals and destination loyalty.

The study found that cultural tourism activities at Ewaffe Cultural Village have played a significant role in promoting tourism development in Uganda. Most respondents agreed that regular cultural performances, traditional ceremonies, indigenous craft demonstrations, storytelling sessions, and cultural festivals attract visitors from different parts of Uganda and

abroad. These tourism activities have increased demand for accommodation, transport services, restaurants, souvenir shops, and tour guiding services, thereby generating income for local businesses and improving community livelihoods. Furthermore, respondents indicated that cultural tourism has created employment opportunities for cultural performers, tour guides, artisans, local entrepreneurs, and hospitality service providers, while strengthening community participation in tourism development.

The findings further revealed that the authenticity and diversity of cultural tourism activities enhance the attractiveness of Ewaffe Cultural Village as a unique cultural tourism destination. Respondents agreed that the preservation of traditional customs, cultural heritage, local cuisine, music, dance, and indigenous knowledge provides memorable visitor experiences that encourage repeat visits and positive word-of-mouth promotion. The study also established that cultural tourism contributes to the conservation of cultural heritage by encouraging local communities to preserve their traditions for future generations while generating economic benefits from tourism.

Overall, the study concludes that cultural tourism activities are an important driver of tourism development in Uganda. Continued investment in cultural tourism products, preservation of cultural heritage, promotion of authentic cultural experiences, improvement of tourism infrastructure, and stronger collaboration among government agencies, local communities, cultural institutions, and private tourism stakeholders will further enhance the contribution of cultural tourism to increased tourist arrivals, employment creation, income generation, destination competitiveness, cultural heritage conservation, and sustainable tourism development in Uganda.

5.1.2 To assess the effect of cultural tourism on tourist arrivals at Ewaffe Cultural Village in Mukono District.

The study sought to assess the effect of cultural tourism on tourist arrivals at Ewaffe Cultural Village in Mukono District. The findings revealed that cultural tourism has a positive and significant effect on tourist arrivals. Respondents agreed that the availability of authentic cultural experiences, including traditional music and dance performances, cultural heritage attractions, traditional cuisine, storytelling, and indigenous craft demonstrations, has increased the number of both domestic and international tourists visiting Ewaffe Cultural Village. The findings further

indicated that these cultural tourism products enhance visitor satisfaction, encourage repeat visits, and attract new tourists through positive recommendations and destination promotion.

The findings are consistent with those of Rogerson (2015), who eluded that in Africa, cultural tourism contributes significantly to tourist arrivals by complementing wildlife tourism. Countries such as Kenya, Tanzania, Ethiopia, and South Africa have used cultural villages, indigenous communities, and traditional ceremonies to attract more visitors.), tourists visiting African destinations increasingly seek opportunities to interact with local communities and experience authentic cultural lifestyles. Similarly, Melanie Kay Smith (2021) noted that cultural tourism enhances destination competitiveness by diversifying tourism products and creating memorable visitor experiences that encourage repeat visitation and positive word-of-mouth marketing.

The study found that Ewaffe Cultural Village has become increasingly attractive to tourists because of its rich cultural heritage and authentic cultural activities. Most respondents agreed that cultural performances, traditional architecture, local crafts, storytelling sessions, traditional food preparation, and community-based tourism experiences have enhanced the destination's appeal. These attractions have contributed to increased visitor numbers, longer tourist stays, and higher spending on tourism-related products and services within the local community. Respondents also indicated that the promotion of cultural tourism through social media, tour operators, cultural festivals, and tourism marketing campaigns has improved the visibility of Ewaffe Cultural Village, thereby attracting more visitors throughout the year.

The findings further revealed that increased tourist arrivals have generated both economic and social benefits for the destination. Respondents agreed that the growing number of visitors has stimulated demand for accommodation, transport services, restaurants, handicrafts, tour guiding, and other tourism-related enterprises, creating employment opportunities and improving household incomes within the surrounding communities. In addition, increased tourist arrivals have strengthened efforts to preserve cultural heritage, as local communities recognize the value of maintaining authentic traditions and cultural resources that attract visitors.

Overall, the study concludes that cultural tourism plays a significant role in increasing tourist arrivals at Ewaffe Cultural Village. Continued investment in cultural heritage conservation, development of authentic cultural tourism experiences, effective destination marketing, improved tourism infrastructure, and collaboration among government agencies, local

communities, cultural institutions, and private tourism stakeholders will further increase tourist arrivals, strengthen destination competitiveness, and contribute to sustainable tourism development in Uganda.

5.1.3 To analyze the influence of cultural tourism on income generation and improved local livelihoods in Mukono District.

The study sought to analyze the influence of cultural tourism on income generation and improved local livelihoods in Mukono District. The findings revealed that cultural tourism has a positive and significant influence on income generation and the improvement of local livelihoods. Respondents agreed that cultural tourism activities at Ewaffe Cultural Village have created employment opportunities, increased household incomes, promoted local entrepreneurship, and improved the standard of living of community members. The findings further indicated that cultural tourism provides a sustainable source of income through the sale of handicrafts, traditional performances, tour guiding, accommodation services, food vending, and other tourism-related enterprises.

The findings are consistent with those of Ashley and Roe (2002), who eluded that tourism creates employment opportunities and supports local economies through accommodation, food services, transport, craft sales, and cultural performances. Cultural tourism especially benefits local artisans, performers, and small businesses. Similarly Scheyvens (2002) also stated that community participation in cultural tourism increases economic empowerment and helps reduce poverty through direct and indirect employment opportunities.

The study found that cultural tourism at Ewaffe Cultural Village has become an important source of livelihood for many households in Mukono District. Most respondents agreed that tourism activities have created employment for cultural performers, tour guides, craft makers, local farmers, transport operators, accommodation providers, and food vendors. The increased demand for locally produced crafts, traditional attire, cultural artifacts, and indigenous foods has expanded market opportunities for local entrepreneurs and enhanced household incomes. Respondents further indicated that tourism revenue has enabled many community members to invest in education, healthcare, housing, and other income-generating activities, thereby improving their overall quality of life.

The findings further revealed that cultural tourism encourages community participation in tourism-related activities and promotes inclusive local development. Respondents agreed that involving local residents in the planning, management, and delivery of cultural tourism experiences strengthens community ownership, preserves cultural heritage, and ensures that the economic benefits of tourism are widely shared. The study also established that partnerships among Ewaffe Cultural Village, government agencies, local communities, and private tourism stakeholders have enhanced skills development, entrepreneurship, and employment opportunities, contributing to sustainable livelihoods in Mukono District.

Overall, the study concludes that cultural tourism is an important driver of income generation and improved local livelihoods in Mukono District. Continued investment in cultural tourism products, capacity building for local communities, promotion of local enterprises, preservation of cultural heritage, and strengthened collaboration among government institutions, cultural organizations, local communities, and private sector stakeholders will further enhance the contribution of cultural tourism to employment creation, poverty reduction, income generation, and sustainable community development in Uganda.

5.2 Conclusions.

Based on the findings of the study, it is concluded that cultural tourism plays a significant role in promoting tourism development in Uganda, with particular reference to Ewaffe Cultural Village in Mukono District. The study established that cultural tourism activities, including cultural performances, cultural heritage attractions, and cultural practices and lifestyle, positively contribute to the growth of the tourism sector by enhancing visitor experiences, preserving cultural heritage, creating employment opportunities, and generating income for local communities.

The study further concludes that cultural tourism activities have a positive effect on tourism development through increased tourist participation in authentic cultural experiences. **Cultural performances** such as traditional music, dance, storytelling, and indigenous craft demonstrations attract both domestic and international tourists, improve destination attractiveness, and encourage repeat visits. These activities strengthen Uganda's cultural identity while enhancing the competitiveness of Ewaffe Cultural Village as a cultural tourism destination.

The findings also conclude that cultural tourism has a significant influence on tourist arrivals at Ewaffe Cultural Village. The availability of well-preserved **cultural heritage attractions**, authentic cultural practices, traditional cuisine, and community-based tourism experiences has increased the number of visitors to the destination. Increased tourist arrivals have, in turn, stimulated demand for accommodation, transport, tour guiding, food services, and other tourism-related businesses, thereby contributing to the overall development of the tourism sector.

Finally, the study concludes that cultural tourism positively influences income generation and improves local livelihoods in Mukono District. Tourism activities have created employment opportunities for cultural performers, artisans, tour guides, transport operators, and hospitality service providers while expanding market opportunities for locally produced goods and services. The income generated from cultural tourism has improved household welfare, supported local entrepreneurship, and promoted sustainable community development. Therefore, strengthening cultural tourism through heritage conservation, effective destination marketing, community participation, and investment in tourism infrastructure will further enhance its contribution to tourism development and socio-economic transformation in Uganda.

5.3 Recommendations.

Based on the findings of the study, the following recommendations should be made to enhance the role of cultural tourism in tourism development of Ewaffe Cultural Village.

Ewaffe Cultural Village management should strengthen the organization and promotion of cultural tourism activities by conducting regular traditional music and dance performances, storytelling sessions, cultural festivals, and indigenous craft demonstrations. This will enhance visitor experiences, increase tourist arrivals, and encourage repeat visits.

The Ministry of Tourism, Wildlife and Antiquities and the Uganda Tourism Board should intensify the marketing and promotion of Ewaffe Cultural Village through digital marketing platforms, tourism exhibitions, travel fairs, social media campaigns, and partnerships with tour operators to increase both domestic and international tourist arrivals.

Ewaffe Cultural Village management should invest in the conservation and maintenance of cultural heritage attractions, including traditional buildings, cultural artifacts, historical sites, and

indigenous knowledge systems, to preserve their authenticity and improve the quality of visitor experiences.

Local government authorities and community leaders should encourage greater community participation in cultural tourism by supporting local artisans, cultural performers, storytellers, and craft makers through training, financial support, and capacity-building programmes. This will enhance employment creation, income generation, and community ownership of tourism initiatives.

Government and development partners should improve tourism-support infrastructure around Ewaffe Cultural Village, including access roads, directional signage, sanitation facilities, security, and communication services, to improve accessibility and visitor satisfaction.

Ewaffe Cultural Village management should diversify its cultural tourism products by introducing additional interactive experiences such as traditional cooking lessons, cultural workshops, indigenous games, language learning sessions, and homestay programmes. Product diversification will increase visitor engagement and length of stay.

Tourism stakeholders should establish stronger partnerships between local communities, private investors, educational institutions, cultural organizations, and government agencies to promote sustainable cultural tourism development and mobilize resources for destination improvement.

The management of Ewaffe Cultural Village should provide continuous training for staff, tour guides, cultural performers, and community members in customer care, heritage interpretation, tourism management, and digital marketing to improve service quality and destination competitiveness.

Local entrepreneurs and community groups should be supported to develop and market authentic cultural products such as handicrafts, traditional attire, local cuisine, and souvenirs, enabling them to benefit directly from tourism through increased sales and household income.

Government, tourism authorities, and Ewaffe Cultural Village management should establish policies and programmes that promote the sustainable preservation of cultural heritage while ensuring that tourism development benefits local communities socially, culturally, and

economically. Such initiatives will strengthen the long-term contribution of cultural tourism to tourism development in Uganda.

5.4 Areas for further studies.

Based on the findings and identified limitations of this study, the following areas are recommended for future research.

A longitudinal study should be conducted to further examine the long-term influence of cultural tourism on tourism development. Such a study would enable researchers to observe changes over time, track developments among the study participants, and provide deeper insights into the possible causal relationship between cultural tourism initiatives and tourism development outcomes.

Further research should examine the influence of digital marketing on the growth of cultural tourism destinations in Uganda. Since online platforms, social media, and digital promotion increasingly influence tourists' destination choices, future studies could assess how digital marketing strategies affect awareness, tourist arrivals, and competitiveness of cultural tourism sites such as Ewaffe Cultural Village.

A comparative study should be conducted between different cultural tourism destinations in Uganda to identify differences in cultural tourism management practices, visitor experiences, economic benefits, and challenges affecting tourism development. Such a study would provide broader knowledge on best practices for promoting cultural tourism across the country.

Research should be conducted on the challenges affecting the growth of cultural tourism in Uganda. Such studies should examine issues including inadequate infrastructure, limited marketing, insufficient funding, changing cultural values, and lack of tourism skills that may hinder the full potential of cultural tourism destinations.

Further studies should assess the contribution of cultural tourism to youth employment and entrepreneurship development. Since cultural tourism creates opportunities in areas such as performing arts, crafts, guiding, and hospitality services, future research could examine how young people benefit from cultural tourism activities and how these opportunities can be strengthened.

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APPENDICES

Appendix I: Letter of introduction

 **BUSITEMA UNIVERSITY**
Pursuing Excellence

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FACULTY OF MANAGEMENT SCIENCES

Date: 9th JULY 2026

To: EWAFU CULTURAL VILLAGE

Dear Sir/Madam,

RE: DATA COLLECTION KATUSIME DAN SYHIXIA

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 THIRD 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,


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





Appendix II: Study Questionnaire

Dear respondent,

I am **KATUSIIME SYLVIA** a student perusing a Bachelor's degree in Tourism and travel management at Busitema University, Faculty of Management Sciences, as a requirement; I am obliged to collect data on the “**THE ROLE OF CULTURAL TOURISM IN TOURISM DEVELOPMENT IN UGANDA, A CASE STUDY OF EWAFWE CULTURAL VILLAGE, MUKONO DISTRICT**”. The study is purely academic and all information will be strictly kept confidential. Please take off some of your precious time and provide me with appropriate answers to the study.

Guidelines

Tick where applicable

Information provided shall be treated as confidential and will be used only for academic purpose in order to complete the research work on the topic of study.

For section A,B,C,D and E you are required to tick one box per question and the answers are rated using a scale of 5,4,3,2and1with the different abbreviation of SA(Strongly Agree),A(Agree),N(Neutral),D(disagree) and SD(Strongly Disagree) as demonstrated in the section.

SECTION A: BACKGROUND INFORMATION ABOUT THE RESPONDENT.

1. What is your gender?

Male ☐

Female ☐

2 What is your age bracket?

Below 17 ☐

18-30 ☐

31-50 ☐

51-Above ☐

3. What is your highest level of education?

No formal education ☐

Diploma ☐

Primary ☐

Bachelor's degree ☐

Secondary ☐

Post Graduate ☐

Certificate ☐

Masters ☐

4. What is your position at Ewaffe Cultural Village?

Local Community Members ☐

Management of ECV ☐

Cultural tourist ☐

Please express the extent to which you agree or disagree with each of the following statement by Ticking in the appropriate box on the right-hand side of the statement on the

Likert scale below that ranges from; **1– Strongly Disagree, 2- Disagree, 3-not sure, 4 - Agree and 5- Strongly Agree**

SECTION B: CULTURAL PERFORMANCES

CODE	STATEMENTS					
CP	CULTURAL PERFORMANCES	SD1	D2	NS3	A4	SA5
CP 1	Traditional music and dance performances at Ewaffe Cultural Village attract many tourists.					
CP 2	Cultural performances provide visitors with a better understanding of Uganda's cultural heritage.					
CP 3	The quality of cultural performances enhances tourists' overall experience at Ewaffe Cultural Village.					
CP 4	Regular cultural performances encourage repeat visits by tourists.					
CP 5	Cultural performances contribute to preserving traditional customs and practices.					
CP 6	Cultural performances create employment opportunities for local artists and performers.					
CP 7	The authenticity of cultural performances increases the attractiveness of Ewaffe Cultural Village as a tourist destination.					
CP 8	Cultural performances encourage interaction between tourists and the local community.					
CP 9	Promotion of cultural performances has increased tourism activities at Ewaffe Cultural Village.					
CP 10	Cultural performances play a significant role in promoting tourism development in Uganda.					

SECTION C: CULTURAL HERITAGE ATTRACTIONS

CHA	CULTURAL HERITAGE ATTRACTIONS	SD1	D2	NS3	A4	SA5
CHA 1	The cultural heritage attractions at Ewaffe Cultural Village attract both domestic and international tourists.					
CHA 2	Traditional buildings, artifacts, and historical exhibits at Ewaffe Cultural Village enhance visitors' tourism experience.					
CHA 3	The cultural heritage attractions are well preserved for present and future generations.					
CHA 4	Cultural heritage attractions increase the attractiveness of Ewaffe Cultural Village as a tourism destination.					
CHA 5	Visitors gain knowledge about Uganda's cultural history through the heritage attractions at Ewaffe Cultural Village.					
CHA 6	The availability of diverse cultural heritage attractions encourages tourists to spend more time at Ewaffe Cultural Village.					
CHA 7	Cultural heritage attractions contribute to the conservation and promotion of Uganda's cultural identity.					
CHA 8	The management of Ewaffe Cultural Village effectively maintains its cultural heritage attractions.					
CHA 9	Cultural heritage attractions create economic opportunities for the local community through tourism activities.					
CHA 10	Cultural heritage attractions play an important role in promoting tourism development in Uganda.					

SECTION D: CULTURAL PRACTICES AND LIFESTYLE

CPL	CULTURAL PRACTICES AND LIFESTYLE	SD1	D2	NS3	A4	SA5
CPL 1	The traditional way of life demonstrated at Ewaffe Cultural Village attracts tourists.					
CPL 2	Tourists are interested in learning about the daily cultural practices of the local community.					
CPL 3	Traditional food preparation and local cuisine enhance visitors' tourism experience.					
CPL 4	Traditional crafts and indigenous skills displayed at Ewaffe Cultural Village increase tourist satisfaction.					
CPL 5	Cultural practices and lifestyle at Ewaffe Cultural Village help preserve Uganda's cultural identity.					
CPL 6	Tourists actively participate in cultural practices such as storytelling, cooking, or craft-making during their visit.					
CPL 7	The promotion of local cultural practices has increased tourist visits to Ewaffe Cultural Village.					
CPL 8	Cultural practices and lifestyle create employment and income opportunities for members of the local community.					
CPL 9	The cultural practices demonstrated at Ewaffe Cultural Village are authentic and well preserved.					
CPL 10	Cultural practices and lifestyle contribute significantly to tourism development in Uganda.					

SECTION E: TOURISM DEVELOPMENT

TD	TOURISM DEVELOPMENT	SD1	D2	NS3	A4	SA5
TD1	Cultural tourism at Ewaffe Cultural Village has increased tourist arrivals.					
TD 2	Tourism activities at Ewaffe Cultural Village have					

	created employment opportunities for the local community.					
TD 3	Cultural tourism has increased income for local businesses and community members around Ewaffe Cultural Village.					
TD 4	Tourism development at Ewaffe Cultural Village has improved local infrastructure and public facilities.					
TD 5	Cultural tourism has encouraged investment in tourism facilities and services at Ewaffe Cultural Village.					
TD 6	Tourism development has improved the quality of life of the local community around Ewaffe Cultural Village.					
TD 7	Cultural tourism has enhanced the image and attractiveness of Ewaffe Cultural Village as a tourist destination.					
TD 8	Tourism development has promoted the conservation of cultural heritage and traditions at Ewaffe Cultural Village.					
TD 9	Tourism development at Ewaffe Cultural Village contributes to the overall growth of Uganda's tourism sector					
TD 10	Overall, cultural tourism plays a significant role in promoting tourism development in Uganda.					

“Thank you four time and co-operation”

Appendix II: Work Plan

ACTIVITIES	NOV 2025	JAN 2026	FEB 2026	MAY 2026	JUN 2026	JUN 2026	JULY 2026
Problem identification							
Formulation of the problem statement							
Proposal writing							
Confirmation and submission of the proposal							
Data collection							
Analysis of data							
Writing of the final report							
Submission of the research project report							

Appendix III: Research Budget

ITEM	AMOUNT (UGX)
Typing of research work	200,000
Stationary	200,000
Data (internet)	100,000
Travelling	200,000
Miscellaneous	150,000
Grand Total	850,000

Appendix IV: Krejcie and Morgan (1970) table of sample size determination

<i>N</i>	<i>S</i>	<i>N</i>	<i>S</i>	<i>N</i>	<i>S</i>
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	100000	384

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

Source: Krejcie & Morgan, 1970