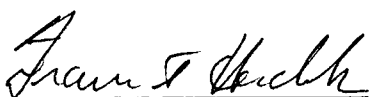
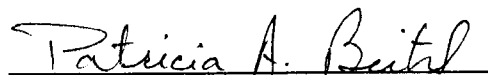


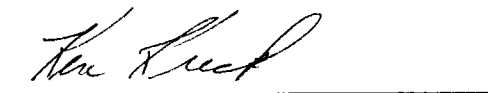
To the Graduate Council:

I am submitting herewith a thesis written by Teresa Ann Love entitled "An assessment of the potential for tourism as an economic development project for Kanungu, Uganda, East Africa." I have examined the final copy of this thesis for form and content and recommend that it be accepted in partial fulfillment of the requirements for the degree of Master of Science, with a major in Recreation, Tourism and Hospitality Management.


Frank Hendrick, Major Professor

We have read this thesis
and recommend its acceptance:





Accepted for the Council:


Associate Vice Chancellor and
Dean of The Graduate School

AN ASSESSMENT OF THE POTENTIAL FOR TOURISM
AS AN ECONOMIC DEVELOPMENT PROJECT
FOR KANUNGU, UGANDA, EAST AFRICA.

A Thesis
Presented for the
Master of Science
Degree
The University of Tennessee, Knoxville

Teresa Ann Love
May 1998

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ABSTRACT

The purpose of this study was to conduct a secondary analysis of data collected for a W.K. McClure Fund for the Study of World Affairs grant to determine the viability of tourism in the village of Kanungu, Uganda, East Africa and measure the population's understanding of tourism impacts. A developing country that is trying to expand its tourism industry, Uganda is attracting the attention of international travelers. The people of Kanungu, a small village in the Southwest region of the country, are interested in capitalizing on the increasing numbers of tourists.

This study examined the village of Kanungu and its surrounding area in order to assess the viability of a successful tourism program. Three original surveys were utilized to collect information on what Kanungu had to offer tourists, how villagers perceived tourists and to provide data on the village, its surroundings and infrastructure. The study enabled the people of Kanungu to have a wider view of tourism and how it may impact them. The villagers were able to envision what their area does and does not have to offer tourists.

A total of 53 open-ended questionnaires were completed. A content analysis was done and consistent themes were identified for each question. In general, content responses showed that the majority of villagers were eager to see their community developed as a tourist destination. It was determined, however, that the villagers may not have a strong understanding of what tourists are really like. Some responses gave the impression that tourists were educators and missionaries.

A total of 28 closed-question surveys were recorded and analyzed. Nine resources available to the village, ranked by respondents, were measured to obtain the most and least available resources. Villagers ranked Natural Resources as their strongest, available asset. Field observations concur with the villagers' assessment. Transportation was ranked as the least available resource, a finding that is also in agreement with field observations.

The research findings suggest that the people of Kanungu may not have a strong understanding of what true tourists are like and how tourism can have a negative impact on a community if not managed properly. The results of this research have determined that tourism cannot be the main economic base or sole source of support for Kanungu without significant changes being made, especially in regards to infrastructure. Suggestions were made to incorporate tourism into a mix of development options, including agriculture and trade.

An example of limited tourism that is supportable within Kanungu is to encourage tour companies that pass through on their way to other destinations to use the village as a cultural stop. A meal of local foods could be supplied by one of the restaurants in the village and a local womens' group could provide a demonstration performance of local song and dance. This would provide travelers with an intimate cultural experience and the opportunity to interact with the villagers. The villagers would appreciate the interaction and chance to sell shop goods and handicrafts. Another alternative is to market Kanungu as a stop-over for bicycle trips of the type that are becoming popular in East Africa. Bicycle tour groups may route through Kanungu on their way to Kibale, Bwindi or Queen Elizabeth National Park. The cyclists would be more open to the style of Kanungu's accommodations and would not need fuel.

These suggestions for limited, sustainable tourism would need to be part of an integrated mix of economic development options. This mixture would provide a dimension of economic support without being the only factor the villagers rely on, thereby increasing Kanungu's chance for an economically self-sustaining future.

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Chapter One

Introduction

As tourism becomes a leading industry and avenue for economic development around the world, a need has risen to accurately research the effect of tourism on host communities (Fleming & Toepper, 1990; Feuerstein & Lovel, 1992; Ap & Crompton, 1993). Some researchers are aware of this need and have addressed the impact that tourism has on sensitive people and environments (Perdue, Long & Allen, 1990; Hinch & Butler, 1996; Smith, 1996). Within the research, several consistent themes were found.

The idea most widely expressed by authors was that the needs and concerns of residents of a destination community should be carefully examined (Keogh, 1990; Dimanche & Payne, 1996). This is important because residents who are involved in the planning and development of tourism programs are more receptive to change and feel in control of their own fate (Keogh, 1990; Feuerstein & Lovel, 1992; Lankford & Howard, 1994; Pratiwi & Wilkinson, 1995; King & Stewart, 1996).

Other consistent findings were that tourism dollars need to stay in the community where they are spent (Feuerstein & Lovel, 1992; Brohman, 1996) and governments and communities need to work together on issues of tourism development. Governments need to be aware of impacts on culture and ecology and create options for alternative development (Brohman, 1996; King & Stewart, 1996).

No true conflicts have been found in the above mentioned researchers' results. There were instances, however, where authors had more negative opinions of tourism development (Pleumarom, 1994; Brohman, 1996) than positive (i.e., tourism degrades a society by turning local culture into a commodity and a sideshow).

Overall, more research needs to be conducted on the impacts of tourism development on local communities. There is an obvious lacking of literature, especially in terms of quantitative research studies. Understandably, quantitative studies are a challenge

when there are serious cultural and language barriers. In such cases, well-documented and thoroughly analyzed qualitative research would be a valuable asset to the literature base.

Practitioners in the tourism industry should be aware of research regarding the behavior of tourists (Feuerstein & Lovel, 1992; Dimanche & Payne, 1996; King & Stewart, 1996). Travelers seeking a unique experience often inadvertently assist in turning a culture into a commodity and upsetting the delicacy of culture and environment.

Finally, yet not of least importance, is the need for planners and developers to include all residents of an intended tourist destination community in the development process (Perdue, Long & Allen, 1990; Feuerstein & Lovel, 1992; Lankford & Howard, 1994; Pratiwi & Wilkinson, 1995). A tourist destination will not be successful in the long run if there is no support from the residents whose lives are impacted. If tourism is to be used as a form of economic development, this involvement of the people is even more crucial. The residents must be aware of all possible positive and negative impacts in order to make an informed decision about the future of their community and the quality of their lives. Planners and developers must continue to monitor the effects of tourism on a community long after the industry has been established in an area. The quality of lives of residents in a tourism destination area, as well as the sustainability of the area's ecology and biodiversity, must be given priority over profit.

Around the world, both developed and developing countries capitalize on tourism. The countries that tend to base their economies on tourism income generally cannot depend on other resources for major income. Countries focusing on tourism include Belize, Nepal, Vietnam and Uganda. Countries within the Third World, also referred to as "developing countries", tend to have a greater desire or need to focus on developing a tourism plan. It is important that government and private sector parties initiating tourism programs in developing countries establish that the country does have the necessary resources to support prolonged tourism and ensure that the impacts of tourism are

understood by all populations involved. Uganda, in East Africa, is a prime example of a developing country that welcomes a growing tourism industry. Without the luxury of other major resources, Uganda has turned to tourism to support their national economy and bolster local economies within the country.

Statement of Purpose

The purpose of this study was to conduct a secondary analysis of data collected for a W.K. McClure Fund for the Study of World Affairs grant to determine the viability of tourism in the village of Kanungu, Uganda, East Africa and measure the population's understanding of tourism impacts.

Research Questions

There were two main questions in this study.

- 1) Is tourism a viable economic development option for the village of Kanungu ?

In order to answer this question, the following sub-questions were developed:

- A. Is Kanungu suitable for tourism development?

This question dealt with physical factors necessary to sustain tourism, such as condition of the roads, lodging, transportation and available fuel.

- B. Would the village be able to attract visitors?

Attractors and detractors include travel time to tourist attractions, cultural draws such as dance groups and nearby villages which may be in competition for tourist dollars.

- 2) Does the village population have awareness and understanding of the potential impacts of tourism development on their community?

- A. What positive and negative impacts do the villagers expect from tourism?

This question specifically addressed economics.

B. What does the indigenous population expect of tourists?

Expectations depend on the vision the villagers have of tourism and real or perceived social consequences.

Assumptions

For the purpose of the study, the following assumptions were made:

1. The respondents understood the questions as they were posed.
2. The respondents honestly answered the questions.
3. The geographic area under study was, and continues to be, safe and politically stable.
4. The interpreter was consistent.

Delimitations

Delimitations affecting this study were:

1. The choice of geographical area to study was chosen because it could be designated as a concentrated area under one local, political leader.
2. Interviews were only conducted with adults, defined as men and women who had reached 18 years of age.
3. Data collected was current for the time frame of the Summer of 1997.

Limitations

Limitations affecting the study were:

1. Although English is Uganda's national language, the common dialect in Kanungu is Rukiga. Some respondents spoke with the interviewer in English, a second language, which affected the way they were able to express their thoughts. Other respondents answered with the help of an interpreter. Because their answers were being interpreted, rather than translated, nuances were lost.

2. Research was collected over a period of only ten days.
3. No comparable population was available to administer pre-tests for validity and reliability.
4. The instrument, as designed, was presumed to gather the appropriate data.

Definition of Terms

Several terms were used in this report that require defining. Definitions reflect the researcher's use of the term.

Content Analysis: "The systematic, quantitative description of the composition of the object of the study" (Gay, 1981, p.170).

Economic Development: "A process involving the formation of new institutions, the development of alternative industries, the improvement of the capacity of existing employers to produce better products, the identification of new markets, the transfer of knowledge, and the nurturing of new firms and enterprises" (Blakely, 1994, p.50).

Impact (s): A compelling consequence of tourism that often involves economics or sociology and can be either positive or negative.

Indigenous Tourism: "Tourism activity in which indigenous people are directly involved either through control and/or by having their culture serve as the essence of the attraction" (Hinch & Butler, 1996, p.9).

Mzungu: A word used by Ugandans to describe a visiting person with "white" skin. This is a term of respect more than a racial expression.

Tourism Development: A process of growth, usually involving economy and infrastructure, stemming from the introduction of visitors to a specific geographical location. The economic repercussions of tourism on host communities and on their local population.

Village: A socio-political delineation of an area within a one mile radius, expanding in all directions, from a business center.

Significance of Study

This study examined the village of Kanungu and its surrounding area in order to assess the viability of a successful tourism program. In addition, the villagers were interviewed to assess their understanding of the potential impacts of tourism. This study enabled the people of Kanungu to have a wider view of tourism and how it may impact them. The villagers were able to envision what their area does and does not have to offer tourists.

Tourism is a growing industry in the southwestern section of Uganda, in which Kanungu is located. The villagers see tour vans passing through their village every day during peak tourism season. It is the belief of the villagers that the visiting *Mzungu*, white people, have money and they would like to see some of that money stay in the village. An increase in economic development would help supply the schools with basic necessities, build permanent community buildings and aid the struggling shopkeepers.

There are negative aspects of tourism development of which the villagers need to be aware. For instance, a sudden wave of tourists may degrade the local culture and the environment. The villagers need to be informed of all possible outcomes before they make a decision that will have a great impact upon their future.

By undertaking this study, the researcher has enabled the residents of the village of Kanungu to express their hopes and concerns about the development of a tourism industry within their community. The researcher accomplished this through assessing the feasibility of a local tourism plan and the realistic decision-making abilities of the local population regarding tourism. In addition, the researcher has been able to examine the draw that

Kanungu may have on tour companies and individual travelers as a tourism destination and the experiences a visitor can expect. The people of Kanungu were new to the idea of tourism. While they have welcomed the idea of travelers spending time in Kanungu, they have yet to experience actual tourism.

Chapter Two

Review of Literature

Introduction

The purpose of this study was to conduct a secondary analysis of data collected for a W.K. McClure Fund for the Study of World Affairs grant to determine the viability of tourism in the village of Kanungu, Uganda, East Africa and measure the population's understanding of tourism impacts.

This review was designed to examine the research that had been conducted in the area of tourism development. More specifically, research was sought that presented the effects of tourism on indigenous populations and the expectations and reactions of such a population to tourism as economic development.

The review of literature focuses on development issues as they apply to residents of a tourism destination community. In addition, subjects such as ethical practices and governmental involvement are discussed in a similar frame of reference.

This chapter is organized into the following seven categories:

(1) **Tourism as a Tool for Development**

Tourism may be used as a means of stimulating a local economy.

(2) **Negative Impacts of Tourism**

Social and environmental degradation may occur due to inappropriate tourism practices.

(3) **Ethics in Tourism**

If tourism programs are regarded solely as businesses, the community targeted may be at risk.

(4) **Quantitative Research of Community Attitudes Towards Tourism Development.**

In-depth research of host communities' attitudes towards, and involvement in, tourism development is discussed.

(5) Indigenous Tourism

Various forms of socially responsible tourism are emerging.

(6) Resident Involvement in Tourism Programs

Community members must be involved in decision-making regarding tourism ventures, or the ventures may be destructive or exploitive.

(7) Social Effects and Attitudes Toward Tourists

Tourists have both positive and negative effects on the social structure of communities they visit. Tourism community residents have various coping mechanisms to deal with tourists. The chapter concludes with a summary of relevant themes in the literature and examines areas for continued research.

Tourism as a Tool for Development

King and Stewart (1996) reviewed the relationship between conservation and development and considered the inability of ecotourism to reach its ecological and sociological goals. The authors speculated about what positive aspects ecotourism had to offer a host community and its visitors. According to King and Stewart (1996), commodification refers to a host community being turned into a commodity with market value. They suggest that a jump in economy due to tourist dollars being spent in a host community can have a tremendous effect on local culture. The authors argue that even environmentally and culturally friendly ecotourism does not always guarantee indigenous people positive results. A major point discussed by the King and Stewart (1996) is that tourists, paying for a unique experience, turn a host community's resources and culture into a commodity. The authors imply that tourism's impact on a community is relative to the amount of market development in the community and the declining availability of natural resources. The implication is also made that there are instances when tourism can lead to positive benefits for a host community. This is most likely when the community is

already in a state of degradation and the indigenous people are aware that a change is needed in order to keep their community alive. These people are then prepared for major changes which may occur. King and Stewart (1996) also imply that positive impacts are more likely when the government and community work together for common goals, such as sustainability of natural resources and commitment to quality of life.

King and Stewart (1996) concluded that the government and indigenous people must work together. Indigenous people need to be involved in ecotourism development in their communities and have some semblance of control over their fate. The authors implied that a sense of control may help to develop and maintain cultural identity. National governments need to be involved in ecotourism development in order to provide infrastructure and monitor rights of indigenous peoples.

Tourism can be used as a means for economic development, but a careful balance must be struck between aiding a community financially so that it retains a cultural identity and turning that culture into a commodity. When examining tourism as a means of economic development, it is important not to forget the culture that is being affected. Communities affected by tourism development have a better chance of being successful if they are involved in all aspects of planning.

Lovel and Feuerstein (1992) gave an overview of tourists and the tourism industry as an introduction to several articles appearing in a special issue of the *Community Development Journal*. They stated that tourism is now often included as a form of economic development. Tourism destination communities gain income from visitors, however, this is sometimes at the expense of sociology, culture and ecology. For example, the presence of tourists may lead to xenophobia. The authors implied that social, cultural and community issues often go unstudied.

Lovel and Feuerstein (1992) suggested that there are a number of questions researchers need to address; (a) do tourism dollars mean that more children in a community

can go to school, (b) how are gender roles (specifically women) affected by tourism, and (c) are communities involved in the growth and control of tourism in their area. Lovel and Feuerstein (1992) discussed the links between community development and tourism, including ecology, education, gender issues and health.

Lovel and Feuerstein (1992) stressed the need for destination communities to benefit economically by keeping tourism dollars local. Tourists spend money on accommodations, entertainment and other goods and services. However, if these items are purchased as a package with a company located outside the tourist destination, very little of the money actually benefits the community. The money goes back to the country where the tourist lives or where the company they booked with is located.

An implication was made by Lovel and Feuerstein (1992) that there is a growing need for tourism education. Travelers need to be made aware of the many aspects of the culture, ecology and overall biodiversity of the area they are visiting. Lovel and Feuerstein (1992) expressed the opinion that the tourism industry needs to get people out of hotel rooms and buses with darkened windows and into the real community.

The industry also needs to educate employees and travelers alike on how to avoid unintentional negative impacts by tourists who just want a new experience. Often, with mass tourism, experiencing a new culture lacks any real meaning. Tourists pay for photographs and seek out uniqueness. Eventually, Lovel and Feuerstein (1992) speculated, there will be a lack of variety in the world as cultures attempt to provide travelers with what they think the tourists are seeking. The authors did suggest that there are alternative forms of tourism which would provide a means for cultures to work together to understand their different ways of life.

In conclusion, Lovel and Feuerstein (1992) suggested that the best way to avoid exploitation of a destination community and retainment of a traditional quality of life is for residents to be involved in tourism planning. These people, who are impacted the most by

tourism, will then have some level of control over their local resources, as well as benefit from money spent in their community.

As countries and communities increasingly turn to tourism as a means of economic development, economic impact studies have become valuable tools. Impact studies provide a means for measuring positive and negative results of tourism. According to Fleming and Toepper (1990), whether it be a country or community making the decision to increase travel and tourism to an area, credible economic impact studies can be very effective. The authors reviewed how the studies could assist tourism development.

Fleming and Toepper (1990) discussed various methods for measuring economic impacts. The impacts ranged from direct (primary) and indirect (secondary), positive and negative. The authors concluded with suggestions for further research on the uses of economic impact studies in tourism development.

Negative Impacts of Tourism

Pleumarom (1994) examined the negative effects of tourism on culture and environment. In addition, she examined the role of the tourism industry, international aid agencies, governments and other groups in propagating the adverse effects of tourism. She discussed the negative aspects of tourism, particularly in reference to ecotourism. One section of her article is actually titled "Eco-Terrorism". The author is concerned with the sustainability of the environment after tourism has been introduced and believes that some areas that are environmentally sensitive should be closed to the general population at all times in an effort to protect biodiversity.

International aid agencies, such as the World Bank, working with national governments have helped increase tourism to Third World countries, as well as have inadvertently caused permanent damage to social structures and the environment in these less-developed countries. According to Pleumarom (1994), in the past, aid agencies gave

money directly to foreign governments to be used specifically for tourism development projects. These agencies now loan money to governments for infrastructure improvements, rather than directly for tourism facilities. The infrastructure improvements are generally understood, however, to still have direct influence in the promotion of tourism. For example, road improvements allow for easier transportation of visitors through a country and spread economic development over a greater region.

It was concluded that tourism is not going to disappear as an industry, so steps need to be taken to manage it. Pleumarom (1994) conjectured that the industry necessitates heavy regulations and limits to access of sensitive areas and peoples.

The tourism industry is a growing economic force in the world. The industry needs to be aware of the tremendous impacts it has on culture. Governments involved with tourism development in their regions also need to be concerned about how tourism is affecting their population and natural resources. Industry-wide regulations and establishment of alternative forms of tourism may help to offset its potential negative impacts.

According to Brohman (1996), tourism in the Third World can lead to problems with foreign dependency, conflicting socio-economic levels, ecological degradation and loss of a host community's cultural identity. The purpose of his research was to address the need to prevent tourism programs in Third World countries from repeating these problems, which are often encountered by export industries. Brohman (1996) suggested the implementation of development strategies that would, among other benefits on an international level, allow for global marketing and add to economic stability in a tourism region.

He discussed the positive and negative impacts of tourism on Third World communities. He explored the economic growth and governmental roadblocks involved with tourism. The vast majority of the article involved examination of the positives and

negatives of Third World tourism with historical references to research already conducted on this subject. Brohman (1996) discussed the importance of development planning and tourism management for the good of local populations and the importance of sustainable programs.

It was noted that international tourism is being grouped with other areas of growth, such as export-oriented industries, which are believed to be the means for creating vigorous growth, in a short time, within Third World economies. Brohman (1996) was concerned that outward-oriented development may lead to the bettering of life for only the elite members of a population or a certain minority. He stressed the need to include all economic sectors of a community when considering the benefits of growth.

A considerable portion of money spent by tourists needs to remain in the community, not profited by major international companies with bases outside the local tourism area. A negative aspect of Third World tourism development is that companies, such as resort development and management, are based outside the destination community or country. These organizations take profit earned in the tourism community back to their corporate base. Brohman (1996) suggested that by moving profits out of a tourism destination community, these companies are denying local populations in tourism areas economic benefits. Rather, the populations are only seeing the problems that tourism can bring. The residents give up quality of life without seeing economic gain.

Brohman (1996) reinforced the point that the travel industry must not forget that tourist destinations are communities. Towards this, he discussed community-based tourism, which means direct community involvement in tourism planning and development. This can make tourism development a positive economic enhancement because the needs and desires of the community would be given, ideally, higher priority than industry-wide goals. For instance, profit would no longer be the main, or only, goal as a community's daily quality of life is considered.

Alternative tourism, according to Brohman (1996), includes tourism that is less invasive on local cultures and reduces the risk of environmental degradation. Brohman (1996) discussed alternative tourism strategies to involve local communities and cause the least environmental harm, as opposed to the often ill effects of mass tourism. The author reviewed strategies that would enable tourism programs to benefit, rather than degrade, Third World communities being marketed as tourist destinations.

He concluded by suggesting the implementation of alternative tourism strategies that would enable a Third World host community to be more involved in local tourism development and Third World governments to be involved in planning tourism programs that would serve a broader range of development goals. The author implied that a decision on which strategy to use must be made on a case-by-case basis, as needs and goals vary from community to community, as well as country to country. Brohman (1996) suggested that it is not reasonable to assume that alternative tourism can immediately replace mass tourism. Rather, he conjectured that alternative tourism programs be used to complement mass tourism with the hope that, in the future, mass tourism will become reformed by the alternative strategies.

Ethics in Tourism

Dimanche and Payne (1996) examined the issue of ethics in tourism with a business perspective. The authors addressed the current lack of ethical guidelines and codes of conduct for the tourism industry. Furthermore, they discussed the importance of the need to address ethical issues within the industry, as well as the creation of an ethical code of conduct.

The international nature of tourism and how this affects ethics was discussed. Dimanche and Payne (1996) made the point that, until recently, very few mentions of ethics in tourism have been made. Environmental ethics concerns are being reflected in the

growing area of ecotourism. The authors examined the issue of ethical tourism and its role in communities, as well as the ethical marketing of tourism.

The authors recommended four items, the environment, communities, employees and the tourists, to be focused on by the tourism industry when developing a code of ethics. Ecotourism is a growing segment of the industry that is supposed to be environmentally-sensitive. However, ecotourism has become a broadly used and widely abused term. Communities are impacted both positively (i.e. increased incomes and higher employment) and negatively (i.e. loss of unique culture). An ethical focus on needs and concerns of local populations involved in tourist development are essential, especially in less-developed countries. Tourism employs both traditional and non-traditional employees. Rather than bringing in outsiders to fill higher-level jobs, companies need to provide training for local workers to acquire these positions. Travel companies need to comply with ethical marketing practices. Tourists need to be educated regarding the delicacy of the environment and host communities.

It was concluded that a code of ethics for the tourism industry is needed. However the authors conjectured that each segment of the tourism industry should create, administer and monitor its own code of ethical conduct. The authors make the suggestion that the codes be set by segment, rather than industry-wide, because creating such a broad code would be a daunting task. Dimanche and Payne (1996) suggest that the creators of the new codes of ethics bear in mind three items. First, the tourism industry is based on limited resources. Limits should be set on growth in order to sustain the environment and its resources. Second, the industry is community-based. Affects on sociocultural status must be considered and businesses must be operated in a culturally-sensitive atmosphere. Finally, the tourism industry is service-oriented. Employees and customers must be treated equally and ethically.

Quantitative Research of Community Attitudes Towards Tourism Development

In an attempt to examine the concerns of residents of a proposed tourist destination, Keogh (1990) sought to find what information the residents of Cap-Pele, New Brunswick, Canada had and needed in order to be actively involved in the consultation stage of a proposed tourist park in their community. The author intended to find what issues members of the community felt needed to be addressed. Keogh (1990) sought to gain an overall perspective, hearing what issues concerned vocal interest groups, as well as what the general population was feeling. Finally, Keogh (1990) intended to learn how the residents' perceptions were altered once they were armed with information and were involved in the planning of the tourist park.

Keogh (1990) stated that Canadian planners routinely encourage public participation in tourism planning and consider it highly reasonable and effective to do so. In Canada, decisions are no longer being made by some unseen entity. Typically, residents of tourist destinations welcome the economic benefits, but are unsettled by the perceived possibility of social and environmental problems. However, people are more accepting of changes and given a sense of empowerment if they have an opportunity to be involved in the planning.

The author's research centers on the village of Cap-Pele in coastal New Brunswick, Canada. The population of this area is approximately 2,200. According to Keogh (1990), village authorities have proposed developing a 2.5 kilometer portion of the shoreline and its adjacent inland area for a tourist park named Le Parc de l'Aboiteau. This would require landowners in that area to enter negotiations with the municipal authorities over land acquisition. The tourist park would include recreational facilities, a nature center and cottages available for rental. In addition, the increased numbers of visitors to the area would boost the village's overall economy.

Research for this study began early in 1987 and no further timeline for research was provided. Keogh (1990) first designed a questionnaire in order to create a baseline of information. Results from the questionnaire were then used to form interview questions. The first part of the interview consisted of open-ended questions which focused on benefits and costs of development of the tourist park. The second part of the interview consisted of closed questions of a Likert-type scale, which allowed the author to receive opinions on specific impacts of development of the park. Keogh (1990) interviewed one adult (over 15 years of age) from every second household. He compiled a total of 246 ($n = 246$) completed questionnaires.

According to results Keogh (1990) gleaned from his interviews, negative effects perceived by residents are based on the presence of visitors in the Cap-Pele community and changes caused by the implementation of infrastructure necessary for tourism. 63% of the respondents answered closed questions with concerns about an increase in traffic. The potential for raising of local taxes concerned 63% of residents answering closed questions. 51% of respondents to closed questions were opposed to losing usage rights in the area where the tourist park was proposed. In regards to benefits of park development, 83% of respondents to closed questions cited creation of jobs as a positive point. 63%, when answering closed questions, saw the increase in income as a benefit. Also in closed questions, 53% of the respondents saw improved infrastructure as a benefit and 51% looked forward to new or improved services. More than half of the respondents were in favor of development of the tourist park, although about 26% were indifferent.

The first conclusion Keogh (1990) reached was that the closed questions had a much higher response than open-ended questions. He suggested that this is because residents don't truly understand the possible impacts of tourism development and need to be given some alternatives, as they were in the closed questions.

After interviewing the general public and obtaining the necessary data, Keogh (1990) used a Chi-square analysis to identify what specific groups within the community were likely to be most affected by development of the tourist park. He identified four socio-demographic variables (subgroups) which would be most pertinent to, or affected by, specific impacts. They were residential location, occupation, ownership of land and use of park area. After analyzing the differences between resident perceptions and opinions in regards to the four socio-demographic variables, Keogh (1990) found that there was not much difference between the perceived impacts of these four socio-demographic subgroups. The groups that did perceive the most impacts, both positive and negative, were commercial fishermen, people living closest to the proposed site and current recreational users of the area.

Keogh (1990) attempted to determine what information the residents were able to access and what information they lacked, on the premise that they may have more positive views of tourism development if all their concerns were addressed. The author re-examined the feasibility study for the project, conducted by a private engineering group. He then compared the information it provided to the concerns of the residents. Keogh (1990) suggested a need for more information on how tourism would affect local taxes, residents' (specifically fishermen) rights to use the park area and land acquisition by municipal authorities from private owners. In general, most residents were unfamiliar with the actual development plans. Keogh (1990) used another Chi-square analysis to compare residents' awareness and familiarity of the development plans to their opinion of potential impacts of the park's development. According to his findings, residents who understood the development plans saw the potential for more positive benefits. However, these same residents were also more aware of the potential negative aspects of development. Keogh (1990) concluded from these results that residents were willing to overlook potential negative impacts in order to reap the positive benefits.

In conclusion, Keogh (1990) conjectured that further research is necessary to validate his findings. He suggested that his findings assist planners and developers in knowing what types of information residents of potential tourist destinations need to know. For Cap-Pele's development efforts, Keogh (1990) suggested that more readily available and easily understandable information be provided to the residents, perhaps in the form of a brochure or newsletter. He conjectured that there is a need for controlled examination of the negative attitude residents may have towards a development project if they are not familiar with the proposal. Public involvement in a tourism development project is essential, but only effective if the residents of the host community are well informed from the earliest stages of planning.

Residents of a tourism community, whether proposed or established, need to be kept abreast of all information pertaining to the positive and negative affects of tourism in their area. Residents' attitudes about the changes affecting them need to be scientifically measured and monitored. These studies, in turn, assist planners and developers of new tourist destinations and prevent mistakes from being made twice, as well as promote the development practices that are beneficial.

Lankford and Howard (1994) developed a scale to measure a host community's attitudes toward tourism and tourism development. In addition, the authors intended to measure the effects of specified independent variables in regards to a community's attitudes toward tourism development. The standardized instrument for measuring a host community's attitude regarding tourism was named the Tourism Impact Attitude Scale (TAIS). The author's outlined ten independent variables, which they had gleaned from published literature. The variables were length of residence, economic dependency on tourism, distance of tourism center from the respondents' home, birthplace, level of knowledge, level of contact with tourists, demographic characteristics, perceived impacts on local outdoor recreation opportunities and rate of community growth.

A quantitative research design was employed by Lankford and Howard (1994). Pilot test surveys were administered to residents of two different communities in Oregon for a total sample of 385 ($n = 385$). The results of the pilot test enabled the authors to refine their instrument for actual testing. Lankford and Howard (1994) developed the scale and checked it for construct validity.

In order to verify the TAIS, Lankford and Howard (1994) administered the revised test to two independent sample frames, including Oregon and Washington residents living in the Columbia River Gorge. The Oregon residents were randomly selected from the Oregon Department of Motor Vehicles records. Washington residents were randomly selected from that state's Department of Licensing. All respondents held a driver's license and were over the age of 18. The average age of respondents was 47.8 years. The revised questionnaires consisted of 50 items on a five point Likert-type scale. A population of 1,436 ($n = 1436$) people responded to the mail survey for a response rate of 74.71%.

From this study, the respondents were randomly split in half for cross-validation. These two halves were labeled Factor 1 and Factor 2 and are the dependent variables. Lankford and Howard (1994) continued to test each item for validity. After consistency analysis, 27 items remained. Finally, the two factors were complete and identifiable. Factor 1 included 18 items which focused on promotion of tourism, perceived impacts of tourism and governmental planning and control of impacts. Factor 2 included nine items focused on community infrastructure, public service, leisure opportunities, jobs and the economic role of tourism. According to Lankford and Howard (1994), the final alpha scale coefficient for the 27-item TAIS was 0.964.

Significant values for Factor 1 were found in six independent variables: reduced quality of outdoor recreation, ability to influence tourism decision making, have formed friendships with tourists, knowledge of main industries in area, are you employed in a job

related to tourism, and how long have you lived in this area. Significant values for Factor 2 were found in seven independent variables: ability to influence tourism decision making, reduced the quality of outdoor recreation, are you employed in a job related to tourism, perception of rate of growth of community, how long have you lived in this area, have formed friendships with tourists, and knowledge of main industries in area .

In conclusion, Lankford and Howard (1994) were able to report some interesting findings. Evidence showed that residents' attitudes varied, depending on what factors were influencing them. The authors also found that residents' expressed more positive attitudes when they felt they had some degree of control over tourism planning and development. Lankford and Howard (1994) deduced that community governments need to be more aware of their residents' concerns.

Indigenous Tourism

A definition of indigenous people, as presented by King and Stewart (1996), is:

Descendants of original inhabitants; distinct in language, culture, or religion from the dominant population; who see themselves as custodians and caretakers, not owners, of their habitats; who define themselves partly in terms of their habitat; who have a subsistence economy involving direct dependence on their habitat; and who manage resources collectively, often by consensus of elders. (p.298)

Hinch and Butler (1996) present the definition of indigenous tourism as "Tourism activity in which indigenous people are directly involved either through control and/or by having their culture serve as the essence of the attraction." (p.9)

It is evident that careful planning and management are required by host destinations if they are to capture their fair share of the benefits of tourism and ensure that they do not have to suffer more than their fair share of the negative consequences. Even if the distribution of the benefits and costs is equitable between groups, a careful accounting of them is required to verify that there is a net benefit to the people living in the destination. (Hinch and Butler, 1996, p.6)

Planning for indigenous tourism serves to decrease ignorance on the part of both indigenous and non-indigenous people. However, because travel businesses are often involved in the tourism development of unique or pristine areas, it is important that indigenous peoples are aware of their side of the finances.

According to Smith (1996), "Indigenous tourism involves four interrelated elements: the geographic setting (habitat), the ethnographic traditions (heritage), the effects of acculturation (history), and the marketable handicrafts." (p.287) Habitat includes sub-elements such as access, appeal and proximity. Heritage focuses on traditional ceremonies and beliefs. History refers to the extent and outcome of contact between indigenous people and Westerners. Handicrafts include ethnic arts as well as trinkets and T-shirts marketed to tourists.

The marketing of nature through tourism affects the meaning indigenous people place on their environment. Their view is shifted from their environment as a source of sustenance to a source of economic gain (King & Stewart, 1996). "The commodification of nature (through tourism) not only changes an indigenous people's view of their places, but also their view of themselves." (King & Stewart, 1996, p.296)

Resident Involvement in Tourism Programs

Decisions regarding tourism development in the village are being made by an elite minority. Pratiwi and Wilkinson (1995) suggest that without the involvement of all economic classes, especially women, tourism will have a destructive effect on the quality of lives of the middle- and lower-class residents.

Lovel and Feuerstein (1992) write:

Without community involvement in planning tourism and exercising some degree of local control over tourism resources and the revenue generated, tourism will experience difficulty in moving away from a largely community exploitive model which undermines fundamental principles and objectives of community development. (p.350)

Howard and Lankford (1994) carried out a study to develop a scale to measure a host community's attitudes toward tourism. The authors reported that tourism community residents expressed more positive attitudes when they felt they had some degree of control over tourism planning and development. They determined that a variety of factors and influence residents' perceptions of tourism. Howard and Lankford's (1994) findings support the hypothesis that if residents' support of tourism development is directly related to their dependency on tourism for economic well-being.

Perdue, Long and Allen (1990) similarly found that "when the rural economy is perceived as deteriorating, residents appear more likely to support tourism." (p.597) The authors, through their research, have found that properly conducted public relations programs would improve a tourism community's view of growth and development. Public relations programs discussing positive and negative effects of tourism would increase awareness and, as Lankford and Howard (1994) found, the more educated a local community is about their economy, the more supportive they are of tourism.

Social Effects and Attitudes Toward Tourists

Ap and Crompton (1993) studied four behaviors that constitute the response of residents of a tourism destination to tourists. Embracement, tolerance, adjustment and withdrawal are behaviors rated on a continuum. According to the authors, residents experience these behaviors as a reaction to the number and behavior of tourists. Their research was focused on four Texas communities where extreme cultural differences were at a minimum.

Embracement is exemplified by residents who are exuberant about tourists visiting their community. Occasionally this behavior will lead to residents and tourists forming long-term relationships. Tolerance is displayed when residents show ambivalence towards

tourists. Adjustment occurred when residents arranged their schedules or used local knowledge of the area to avoid tourists crowds. The final strategy presented by Ap and Crompton (1993) was withdrawal. This negative behavior occurred when residents relocated, at least temporarily, from their community due to tourist presence.

Dogan (1989) identified various responses to tourists by residents of communities affected by tourism. His coping strategies vary from those put forth by Ap and Crompton (1993) in that they are identified in an international setting with more pronounced cultural differences.

The five primary strategies Dogan (1989) identifies are resistance, retreatism, boundary maintenance, revitalization, and adoption. Indigenous populations use these five behaviors (as well as others) to cope with the effects of international tourism.

Pratiwi and Wilkinson (1995) examined the social effects of tourism on men and women in the village of Pangandaran, West Java, Indonesia. Pangandaran is seeing a major influx of tourists. These visitors are mostly domestic tourists with only a few foreign visitors. Nearby natural resources include a rain forest and an accessible beach. Recent developments in the village include hotels, restaurants and a movie theater. Traditional trades include fishing, farming and handicrafts. Pratiwi and Wilkinson (1995) stated that the population of Pangandaran village is 7,400. With their research, the authors hoped to provide a baseline for ongoing study on gender and tourism issues in Pangandaran as the village continues to be the focus of major tourist developments. They also intended to bring attention to the need for increased study of the relationship between tourism development and gender worldwide.

In 1991, one author of this paper had worked with other researchers in Pangandaran on studying issues affecting the local culture. In 1992, this same author returned to Pangandaran to gather more information. The latter research was the basis for this paper. Pratiwi and Wilkinson (1995) based this paper on the original fieldwork and

from data gathered from government officials. In addition, research for this paper was gathered qualitatively. Only one paragraph was dedicated to explaining that open-ended questions were developed using other researchers' instruments. Pratiwi and Wilkinson (1995) stated that a survey format would not work in the context of this particular research. The open-ended questions were posed to leaders in the village, as well as to individuals who were average citizens, as opposed to leaders. The goal was to ask the questions of villagers from all levels of the economy and social structure, as well as all aspects of involvement with tourism. However, at no point do the authors state how many individuals were interviewed. Because very little explanation of the qualitative research method was included in the article, it seemed to have more of a theoretical basis.

Pratiwi and Wilkinson (1995) state that it was difficult to actually measure the effects of tourism on gender relations in the village because there are other recent outside influences, such as telecommunications services, the movie theater and a rapidly growing national economy.

Because of the fact that several women in the village held high profile jobs, such as doctor and community health center director, Pratiwi and Wilkinson (1995) expected to find development programs in place that were targeted at women. Contrary to the authors' expectations, no such programs were in existence.

Around the world, gender roles are not equal or consistent. In developing countries, women tend to have more to lose when these roles become highly inconsistent due to fluctuating economies, as Pratiwi and Wilkinson (1995) found in Pangandaran. Often, women need to seek an income outside of their traditional roles. In areas experiencing development, such as Pangandaran, women tend to work more hours in a day than men, at often harder tasks. This has to do, in part, with lower paying jobs and duties needed to maintain the household.

The authors concentrated a large portion of their research on the effect the formal and informal sectors had on men and women. Within Pangandaran and its burgeoning tourism industry, most any position that requires special skills, such as managers and cooks, are filled by non-locals. The informal sector has room for unskilled labor, which is where the majority of villagers, specifically women, find an income. All villagers were not benefiting equally from tourism. Non-locals who came into the village as entrepreneurs and locals who had enough money to invest in fishing boats or land were financially successful. The lower class was relegated to the informal sector. The informal sector is currently providing economic stability. However, as more non-local developers come into the village with need for skilled laborers, the informal sector will begin to diminish, leaving the poor even poorer.

After conducting the interviews with Pangandaran villagers, Pratiwi and Wilkinson (1995) concluded that development projects or programs intended to assist women are desperately needed if women are to maintain a fundamental quality of life. However, even having to work two or more jobs outside of the home plus maintain a household, women are seeing economic gain, more so than before tourism came to the Pangandaran. The small amount of money they profit may not seem worth the effort to an outsider, but to the women of the village it is a huge step in the right direction and a major boost to their self esteem. Most importantly, this income gives the women a sense of control over their own destiny.

Decisions regarding tourism development in the village are being made by an elite minority. Pratiwi and Wilkinson (1995) suggest that without the involvement of all economic classes, especially women, tourism will have a destructive effect on the quality of lives of the middle- and lower-class residents. Pratiwi and Wilkinson (1995) conjecture

that future research should examine the relationship between gender and tourism development in order for planners and developers to give the necessary attention to women's roles in developing societies.

Summary

The review of literature included seven categories covering the topics of Tourism as a Tool for Development, Negative Impacts of Tourism, Ethics in Tourism, Quantitative Research of Community Attitudes Towards Tourism Development, Indigenous Tourism, Resident Involvement in Tourism Programs, and Social Effects and Attitudes Toward Tourists.

The topics discussed in the categories within this chapter have an effect on each other. Research in tourism as an economic development tool often included discussion of resident involvement in development and negative impacts of tourism. For example, Fleming and Toepper (1990) wrote, "The tourism industry has actively publicized the benefits to be gained through tourism development, while residents have grown more concerned and vocal about the negative economic impacts which are brought on, albeit in part, by tourism." (p.36)

Studies of negative impacts of tourism and resident involvement overlapped. When discussing negative impacts of tourism in this chapter, the research centered on global tourism. On a smaller scale, residents of potential tourism destination communities may be opposed to an influx of tourists. The residents' involvement in tourism programs blended with the negative impacts of tourism. Residents are more acutely aware of damage to their physical and sociocultural environs. A community may initially support tourism development. However, after negative impacts are noticed or local economy improves, the residents may decide to limit or end their support of tourism (Perdue, Long & Allen, 1990).

Extreme examples of communities or cultures destroyed by the effects of tourism development were not discussed within this chapter. However, researchers would do well to continue to monitor all forms of tourism and its effects on destination communities. As tourism continues to be a popular tool for economic development, researchers will be able to study its long-term effects. While tour companies and governments may prominently advertise how tourism is benefiting a population, there may be as many examples of tourism being the cause of permanent damage. Success in the short-run does not mean permanent, positive achievement.

Chapter Three

Methodology

The purpose of this study was to conduct a secondary analysis of data collected for a W.K. McClure Fund for the Study of World Affairs grant to determine the viability of tourism in the village of Kanungu, Uganda, East Africa and to determine the population's understanding of tourism impacts. This chapter provides a description of subjects and rationale for the study. In addition, instrumentation and procedures are discussed.

Description of Subjects

Participants in the open-ended survey (see Appendix A) portion of this study were adult men and women of the Kanungu community. Although many villagers assume traditional adult roles at an early age, for the purposes of this study, adults were defined as men and women who had reached 18 years of age. A number of the women were involved in women's groups, of which there were two in the village.

At the beginning of the study, it was determined that a sample of 10-20% ($n = 50-100$) of the population would be surveyed. Community members of both genders were approached by the researcher and asked to participate. As the villagers became more comfortable with the interview process, residents volunteered to be interviewed.

The closed-question surveys (Appendix B) were administered to village men and women, as well as community leaders of both genders. The general information (Appendix C) needed for this study was obtained from Kanungu's Chief, Uganda Wildlife Authority, Uganda Tourist Board and first-hand data collected by the researcher. Informed consent forms were presented prior to conducting all formal interviews and surveys (Appendix D).

Rationale

Kanungu, Uganda was chosen as the focus of this study because of the proximity of resources and the desire of the Chief of the village to investigate tourism as a means of economic development. Creating simple instruments was important due to the potential language barrier. A qualitative study allowed the researcher to record the respondents' opinions easily and without bias. The information was gathered for the benefit of the village, therefore the results needed to be understood by villagers who did not have formal training in reading and understanding complicated statistics.

Instrumentation

General, informal interviews were conducted to gather necessary information, including village demographics. General information on the area was obtained in order to provide an overall picture of Kanungu and its assets. The informal interview survey was based on information and instruments published by the United States Department of Commerce, as well as a research instrument, "Inventorying the Tourism Package", designed by Glenn Weaver, an Associate Professor at the University of Missouri - Columbia. The number of respondents and methods for collecting answers to these questions was flexible. The important element was that all necessary information was received.

The majority of interviews carried out for this study were based on original surveys which were constructed of open-ended questions designed for men and women of the Kanungu community. The interview questions were intended to give the researcher an idea of the villagers' perspective of tourists.

An original closed-question instrument was used to evaluate how feasible tourism development is for the village. The survey was administered during interviews. In most

cases, the respondents completed the questionnaire themselves. They were asked to rank the availability of nine resources necessary for tourism development. No pilot test was conducted because a comparable population was not available.

Procedures

The adult population of Kanungu was estimated at 500. About half of the village population was men. It was determined that a mix of three groups, residents, shopkeepers, and village leaders, would be included in the study.

All interviews were conducted privately, confidentially and individually (with the exception of an interpreter when necessary). Interview respondents were not identified in any way except for gender. At all times, confidentiality of respondents was maintained.

Interviews took place over a period of ten days. At the beginning of the study, villagers were a bit wary of a *Mzungu* (white person) asking questions, but soon warmed up to the interviewer. Members of the general community were interviewed as they were going about their daily tasks at home or in the area of the village shops. Shopkeepers were interviewed in their shops during business hours. Village leaders were interviewed whenever and wherever they could be located, either at their place of business or at home.

The interviewer hand-recorded the respondents' answers to the open-ended questions. An interpreter was used to clarify responses. By not having to write their own response in English, it was easier for the respondents to verbally reply so that more information could be offered. If asked to write their answers themselves, less detailed information would have been received.

Analysis of Data

The first research question was analyzed using descriptive data. The first, primary research question was: Is tourism a viable economic development option for the village of Kanungu ? The researcher needed to identify things that would be necessary to accommodate tourists. Primary items, such as accessibility, infrastructure and a banking facility must be in place before tourists arrive. Second, the researcher needed to identify attractors in the area of Kanungu. A sufficient amount of activities to do and interesting scenery must be available to keep the tourists in the immediate area of the village. Finally, ease of transportation needed to be considered. Transportation must be easily accessible, comfortable and safe. In addition, automotive fuel must be a readily available resource. Descriptive data collection allowed the researcher to have a comprehensive understanding of Kanungu's economic development viability (Table 3.1).

The second research question was evaluated using content analysis. This question asks: Does the village population have awareness and understanding of the potential impacts of tourism development on their community? The researcher examined responses to the open-ended questionnaire. From each individual respondent, commonalities of responses were noted. Content areas were developed based on the responses (Table 3.2). The content areas were then measured to ascertain the percentage of the population that responded to certain content areas. The content analysis allowed the researcher to have an overview of the village population's understanding and perception of tourism on their immediate environment, culture and lifestyle.

Finally, both research questions were examined from the villagers' points of view using the closed-question survey (Appendix B). The survey was analyzed by breaking down the nine categories into rank order of importance (Table 3.3). Each item with the rank of 1 received 5 points. Rankings 2 through 5 received 4,3,2 and 1 points respectively. Ranks were multiplied by points to produce values. The value scores

Table 3.1 Informal Survey of Village Shops and Services Example

	Available	
	Yes	No
Dry Goods		
Batteries	x	x
Hand soap		
Music cassette tapes		
Wash basins		
Shampoo		
Cigarettes		
Strainers		
Maps		
Camera film (Western-brands)		
Toilet paper		
Stationary Supplies		
Clothing		
Sandals	x	x
Shade hats		
Shirts		
Food		
Rice	x	x
Bread/rolls		
Beans		
Dry pasta		
Salt		
Beer		
Eggs		
Soft drinks		
Meat		
Bottled water (large)		
Vegetables		
Services		
Post office	x	x
Radio phone		
Auto fuel provider (permanent)		
Health clinic		
Police station		
Tailoring/shoe repair		
Bicycle repair		
Auto repair		
Tourist Souvenirs		
Decorative traditional khangas	x	x
Handmade mats (various sizes)		
Decorative baskets		
Picture postcards		

In Kanungu village proper, there are approximately 73 shops, 5 restaurants, 2 bars, 1 sleeping hotel with a restaurant and 2 sleeping hotels without restaurants.

Table 3.2 Content Area Responses for Interview Questions Example

	Content Area	Number of Responses	Percent of Total Responses to Question
1			
2			
3			
4			
5			

For each question, content areas are extracted and analyzed.

Content area: A heading for a particular type of response to the question.

Number of Responses: The number of times a response was given that fell into a particular content area.

Percent of Total Responses to Question 1: The number of responses to a content area divided by all responses to the questions.

Table 3.3 Ranked Assessment of Tourism Development Feasibility Example

	Total Responses	First	Second	Third	Fourth	Fifth	Overall Rank
Natural Resources Value Score	x	x <x>	x <x>	x <x>	x <x>	x <x>	x
Cultural Resources Value Score	x						
Available Land Value Score	x						
Organization/Leadership Value Score	x						
Local Tradespeople Value Score	x						
Labor Supply Value Score	x						
Market Proximity Value Score	x						
Community Image Value Score	x						
Transportation Value Score	x						

Total Responses: The total number of responses for each resource

Ranking of 1 - Ranking of 5: The number of responses receiving the ranking of one through five

Inverse Values: Values inverse to ranking

Each item with the rank of 1 received 5 points. Rankings 2 through 5 received 4, 3, 2 and 1 points respectively. Ranks were multiplied by points to produce a rating score that could be analyzed for priority and importance from the viewpoint of villagers. Value score is shown in brackets.

(shown in brackets) were summed to produce an overall rank. By inverting the scores, the researcher was able to determine values inverse to ranking. This allowed the responses to be prioritized and the areas of importance to villagers to be identified. In addition, the values identify areas that need to be developed before tourism can be supported.

Summary

This chapter discussed the methodology used in this research study. Criteria used to select subjects from the population were given. A rationale for actions, choices and methods used in compiling this study was discussed. The origination of instruments used was provided. Actual procedures in carrying out the research were outlined. An analysis of data was provided to explain the methods of gleaned information from the data collected.

Chapter Four

Analysis of Data

The purpose of this study was to determine the viability of tourism in the village of Kanungu, Uganda, East Africa and measure the population's understanding of tourism impacts. This chapter provides a physical description of Kanungu. Results obtained from the Interview Survey and Assessment of Tourism Development Feasibility are presented.

Physical Description of Kanungu

Kanungu lies just south of the Equator and is about 7000 feet above sea level. The terrain is mountainous. The vegetation is extremely lush, which, when combined with the steep terrain, creates beautiful vistas. The drive from Uganda's capitol, Kampala, to Kanungu is about eight hours. The travel time from Kanungu to Bwindi Impenetrable National Park, Queen Elizabeth National Park and the city of Kabale is about two hours.

Within the village proper there were two churches, one Catholic and the other Anglican. There were approximately 73 shops open for the sale of goods or services. In addition, there were 5 eating establishments, 2 bars, 1 hotel with an attached restaurant, and 2 hotels without restaurants. Table 4.1 lists items and services that may be useful to tourists and identifies which of those items were available in the Kanungu shops. Of the 30 goods and services listed, six were not available.

The majority of people who live in Kanungu are subsistence farmers. They obtain necessary goods by bartering or selling items from their gardens. Crafts, such as hand-woven baskets and mats are made and used, primarily, for daily use. The villagers, while rich in natural goods, are monetarily poor. They have recently lost their local bank extension.

Table 4.1 Items and Services Available

	Available	
	Yes	No
Dry Goods		
Batteries	x	
Hand soap	x	
Music cassette tapes	x	
Wash basins	x	
Shampoo	x	
Cigarettes	x	
Strainers	x	
Maps		x
Camera film (Western-brands)		x
Toilet paper	x	
Stationary Supplies	x	
Clothing		
Sandals	x	
Shade hats	x	
Shirts	x	
Food		
Rice	x	
Bread/rolls	x	
Beans	x	
Dry pasta	x	
Salt	x	
Beer	x	
Eggs	x	
Soft drinks	x	
Meat	x	
Bottled water (large)		x
Vegetables	x	
Services		
Post office	x	
Radio phone	x	
Auto fuel provider (permanent)		x
Health clinic	x	
Police station	x	
Tailoring/shoe repair	x	
Bicycle repair	x	
Auto repair	x	
Tourist Souvenirs		
Decorative traditional khangas		x
Handmade mats (various sizes)	x	
Decorative baskets	x	
Picture postcards		x

Interview Survey Results

A total response of 53 usable open-ended questionnaires, the Interview Survey (Appendix A), was recorded. Of the respondents to the open-ended Interview Surveys, 28 were men and 25 were women.

A content analysis was done and consistent themes were identified. Categories were also constructed for responses only given once. For each question, the content areas were presented. The number of responses given in that category were recorded and the percent of total responses to that question was calculated.

Question number one on the Interview Survey asked, "In your opinion, what do you think village life will be like in five years?". Seven content areas were developed for question number one (Table 4.2). The content areas and their percent of the total responses to question one were as follows: Economic/Social Improvement - 68%, Village life will be good - 9%, Disintegration of community - 8%, Apocalyptic - 6%, Conditional development - 4%, There will be change - 4% and No change - 2%. The most popular response was that village life will have developed in five years. Out of a total of 53 responses, 36 of the respondents' answers fell in this category.

The second question asked, "Would tourists have an impact on your day-to-day activities?". Five content areas were identified (Table 4.3). The content areas and their percent of the total responses to the question were: Positive impact - 87%, Undefined impact - 8%, Negative impact - 2%, Positive and negative impacts - 2%, Minimal impact - 2%. Of the 53 total responses to this question, 46 people felt that tourists would have a positive impact.

Question number three on the Interview Survey asked, "Researchers have found that tourism can have both positive and negative effects on a community. Do you have any concerns about the impact of tourists on Kanungu?". Five content areas were identified (Table 4.3). The content areas and their percent of the total responses were: Positive

Table 4.2 Question #1 Content Areas

QUESTION #1
In your opinion, what do you think village life will be like in five years?

Content Area	Number of Responses	Percent of Total Responses to Question 1
1. Economic/social improvement	36	67.92%
2. Village life will be good	5	9.43%
3. Disintegration of community	4	7.55%
4. Apocalyptic	3	5.67%
5. Conditional development	2	3.77%
6. There will be change	2	3.77%
7. No change	1	1.89%

Table 4.3 Questions #2 and #3 Content Areas

QUESTION #2

Would tourists have an impact on your day-to-day activities?

Content Area	Number of Responses	Percent of Total Responses to Question 2
1. Positive impact	46	86.78%
2. Undefined	4	7.55%
3. Negative impact	1	1.89%
4. Positive and negative impacts	1	1.89%
5. Minimal impacts	1	1.89%

QUESTION #3

Researchers have found that tourism can have both positive and negative effects on a community.

Do you have any concerns about the impact of tourists on Kanungu?

Content Area	Number of Responses	Percent of Total Responses to Question 3
1. Positive impacts	38	73.08%
2. Both positive and negative impacts	9	17.31%
3. Negative impacts	3	5.77%
4. Tourists bring different things	1	1.92%
5. There are concerns	1	1.92%

impacts on Kanungu - 73%, Positive and negative impacts - 17%, Negative impacts - 6%, Tourists bring different things - 2%, There are concerns - 2%. A total of 52 people responded to this question. The largest content area, Positive impacts, had 38 responses.

Question number four asked, "Would you be able to make time for personal participation in tourism programs, such as dance exhibitions, craftworking, etc.?" Four content areas were identified (Table 4.4). The areas and their percentage of responses to the question are as follows: Yes - 92%, No - 4%, Yes, but no market - 2%, If I have time - 2%. A total of 52 people responded to this question. Forty-eight of the respondents said that they would be able to make time for personal participation.

Question number five asked, "What types of unpaid jobs are undertaken regularly by yourself and members of your community?". Twelve content areas were established (Table 4.5). The most popular areas and their percent of total response are as follows: Working for the church - 25%, Digging in the fields (cultivation) - 24%, Working for the village community - 15%, Community health care - 8%, Working in the home (fetching water) - 8%, Selling local things (making handicrafts) - 7% and Looking after the children - 4%. The following content areas only received 1% of the total responses: Sitting idle, Traveling to game parks, Everything I do earns money, Looking after livestock and Cleaning feeder roads. Because each respondent answered by giving more than one unpaid job, there was a total of 71 responses to this question. Working for the church was mentioned 18 times and digging in the fields was given 17 times, making these responses the most popular ones.

Question number six asked, "What are some potential options for economic development, not including tourism?". Eleven content areas were established (Table 4.6). The areas and their percent of total responses were: Agriculture - 47%, Trade - 26%, Selling handicrafts - 5%, Small business projects - 5%, Mining - 4%, Timber harvesting/forestry - 4%, Support from banks or other credit facilities - 3%. Content areas

Table 4.4 Question #4 Content Areas

QUESTION #4
 Would you be able to make time for personal participation in
 tourism programs, such as dance exhibitions, craftworking, etc.?

Content Area	Number of Responses	Percent of Total Responses to Question 4
1. Yes	48	92.31%
2. No	2	3.85%
3. Yes, but no market	1	1.92%
4. If I have time	1	1.92%

Table 4.5 Question #5 Content Areas

QUESTION #5 What types of unpaid jobs are undertaken regularly by yourself and members of your community?		
Content Area	Number of Responses	Percent of Total Responses to Question 5
1. Working for the church	18	25.35%
2. Digging in the fields (cultivation)	17	23.94%
3. Working for the village community	11	15.49%
4. Community health care	6	8.45%
5. Working in the home (fetching water)	6	8.45%
6. Selling local things (making handicrafts)	5	7.04%
7. Looking after children	3	4.23%
8. Sitting idle	1	1.41%
9. Traveling to game parks	1	1.41%
10. Everything I do earns money.	1	1.41%
11. Looking after livestock	1	1.41%
12. Cleaning feeder roads	1	1.41%

Table 4.6 Question #6 Content Areas

QUESTION #6 What are some potential options for economic development, not including tourism?		
Content Area	Number of Responses	Percent of Total Responses to Question 6
1. Agriculture	36	47.36%
2. Trade	20	26.31%
3. Selling handicrafts	4	5.26%
4. Small business projects	4	5.26%
5. Timber harvesting/forestry	3	3.95%
6. Mining	3	3.95%
7. Support from banks or other credit facilities	2	2.63%
8. Fruit juicing machines and juice sales	1	1.32%
9. Development training	1	1.32%
10. Education	1	1.32%
11. Raising livestock	1	1.32%

that received only 1% of the responses were: Fruit juicing machines and juice sales, Development training, Education and Raising livestock. A total of 76 responses were given in response to this question, with Agriculture being mentioned 36 times and Trade 20 times.

Question number seven on the Interview Survey asked, "How do you feel about sharing your community, including your culture, daily activities and natural resources, with travelers?". Five content areas were developed (Table 4.7). The areas and their percentage of total responses were: It is good - 48%, Good if tourists reciprocate - 40%, Sharing can be good and bad - 6%, Preservation of culture/resources - 4%, Ambivalence - 2%. Of the 52 total respondents, 25 felt it was good for tourists to come, while 21 felt it was good if the tourists were reciprocating.

Assessment of Tourism Development Feasibility Results

A total response of 28 usable closed-question surveys, the Assessment of Tourism Development Feasibility (Appendix B), was recorded. Eighteen of the respondents to the Assessments were men and ten were women.

Table 4.8 lists the total number of responses for each resource, the number of times the resource ranked one through five, the value scores and the overall rating score of each resource. Natural Resources was marked as either one, two, three, four or five by 25 of the respondents. It was marked "First" by 15 people, "Second" by three, "Third" by three, "Fourth" by one and "Fifth" by three people. The value scores for each ranking calculated out to 75, 12, 9, 2 and 3, respectively. The sum of the value scores gave an overall rank of 101.

Table 4.7 Question #7 Content Areas

QUESTION #7 How do you feel about sharing your community, including your culture, daily activities and natural resources, with travelers?		
Content Area	Number of Responses	Percent of Total Responses to Question 7
1. It is good	25	48.08%
2. Good, if tourists reciprocate	21	40.38%
3. Sharing can be good and bad	3	5.77%
4. Preservation of culture/resources	2	3.85%
5. Ambivalence	1	1.92%

Table 4.8 Ranked Assessment of Tourism Development Feasibility

	Total Responses	First	Second	Third	Fourth	Fifth	Overall Rank
Natural Resources Value Score	25	15 <75>	3 <12>	3 <9>	1 <2>	3 <3>	101
Cultural Resources Value Score	21	2 <10>	8 <32>	4 <12>	4 <8>	3 <3>	65
Available Land Value Score	20	5 <25>	3 <12>	2 <6>	4 <8>	6 <6>	57
Organization/Leadership Value Score	17	1 <5>	4 <16>	6 <18>	3 <6>	3 <3>	48
Local Tradespeople Value Score	18	1 <5>	2 <8>	4 <12>	5 <10>	6 <6>	41
Labor Supply Value Score	14	1 <5>	4 <16>	2 <6>	5 <10>	2 <2>	39
Market Proximity Value Score	13	1 <5>	1 <4>	4 <12>	5 <10>	2 <2>	33
Community Image Value Score	10	1 <5>	3 <12>	3 <9>	1 <2>	2 <2>	30
Transportation Value Score	2	1 <5>				1 <1>	6

Total Responses: The total number of responses for each resource

Ranking of 1 - Ranking of 5: The number of responses receiving the ranking of one through five

Inverse Values: Values inverse to ranking

Each item with the rank of 1 received 5 points. Rankings 2 through 5 received 4, 3, 2 and 1 points respectively. Ranks were multiplied by points to produce a rating score that could be analyzed for priority and importance from the viewpoint of villagers. Value score is shown in brackets.

Cultural Resources was ranked one through five by 21 people. Two people marked it as "First", eight as "Second", four as "Third", four as "Fourth" and three people marked it as "Fifth". The value scores calculated out to 10, 32, 12, 8 and 3, respectively. The sum of the value scores equaled an overall rating score of 65.

Available Land ranked one through five 20 times. It was ranked "First" five times, "Second" three times, "Third" twice, "Fourth" four times and "Fifth" six times. The value scores for each ranking, in order, were 25, 12, 6, 8 and 3. The overall rating score was 57.

Organization/Leadership received 17 total responses. It was marked as "First" by only one person, "Second" by four, "Third" by six, "Fourth" and "Fifth" by 3 each. The value score, in order for each ranking, were 5, 16, 18, 6 and 3. The overall rating score summed to 48.

Local Tradespeople was ranked one through five a total of 18 times. One person ranked it as "First", two as "Second", four as "Third", five as "Fourth" and six as "Fifth". The value scores calculated out to 5, 8, 12, 10 and 6, respectively. The sum of the value scores equaled an overall rating score of 41.

Labor Supply received 14 total responses. It was ranked "First" once, "Second" four times, "Third" twice, "Fourth" five times and "Fifth" twice. The value scores for ranking one through five, in order, were 5, 16, 6, 10 and 2. The overall rating score was 39.

Market Proximity was ranked one through five by 13 people. It was ranked "First" and "Second" by one person each, "Third" by four people, "Fourth" by five and "Fifth" by two people. The value scores for each ranking, in the order of one through five, were 5, 4, 12, 10 and 2. The sum of the value scores equaled an overall rating score of 33.

Community Image was ranked one through five a total of 10 times. It was ranked "First" only once, "Second" and "Third" three times each, "Fourth" once and "Fifth" twice. The value scores for rankings one through five, respectively, were 5, 12, 9, 2 and 2. The overall rating score was 30.

Transportation was the final resource. It was ranked a total of only twice. One person ranked it as "First", for a value score of 5. Another person ranked it as "Fifth", for a value score of one. The overall rating score was 6.

The nine resources listed in order of their total responses (Table 4.9), greatest to least were: Natural Resources - 25, Cultural Resources - 21, Available Land - 20, Local Tradespeople - 18, Organization/Leadership - 17, Labor Supply - 14, Market Proximity - 13, Community Image - 10, Transportation - 2. For each resource, a percentage was given which reflected the number of times the resource was ranked one through five. Natural Resources was ranked one through five by 89% of the respondents, Cultural Resources - 75%, Available Land - 71%, Local Tradespeople - 64%, Organization/Leadership - 61%, Labor Supply - 50%, Market Proximity - 46%, Community Image - 36% and Transportation - 7%.

In response to the question, "Do people leave the village to seek employment?", 27 villagers answered "yes", while only one replied negatively. When asked, "Would more people stay in the village if new, paying jobs were available?", 24 villagers said "yes", with only four responses of "no".

Table 4.9 Number and Percentage of Responses

	Number of Responses	Percentage of Responses Listed 1 - 5
Natural Resources	25	89.29%
Cultural Resources	21	75.00%
Available Land	20	71.43%
Local Tradespeople	18	64.29%
Organization/Leadership	17	60.71%
Labor Supply	14	50.00%
Market Proximity	13	46.43%
Community Image	10	35.71%
Transportation	2	7.14%

Chapter Five

Summary and Conclusions

The purpose of this study was to conduct a secondary analysis of data collected for a W.K. McClure Fund for the Study of World Affairs grant to determine the viability of tourism in the village of Kanungu, Uganda, East Africa and to determine the population's understanding of tourism impacts.

This chapter will review the information that was gathered and measured. A summary and discussion of the Interview Survey and Tourism Development Feasibility findings will be presented. Conclusions will be reached and recommendations for future research will be offered.

Research Question Conclusions and Recommendations

Conclusions were reached by answering the two research questions. Sub-questions were included in the conclusions presented. Tourism development recommendations for Kanungu are also included in this section.

Research Question #1 - Is tourism a viable economic development option for the village of Kanungu?

Results of all surveys showed that Kanungu is currently suitable for tourism in some aspects, but there are a greater number of conditions which will keep the village from being suitable for tourism. For instance, while the natural surroundings around the village are beautiful and tourism destinations are located within a few hours' drive, the village does not have the necessities to support travelers comfortably or conveniently. A guesthouse is available, as well as some hotels for sleeping, but the accommodations are sparse and not consistent with the types of housing tour companies tend to provide. Roads and transportation are in need of improvement and fuel is not consistently available in the village.

The village does have enough and specific amenities that it could attract visitors for a short-term visit. The more elite tour companies that pass through Kanungu on their way to other destinations may be invited to use the village as a cultural stop. Kanungu is located at a point where weary travelers may appreciate a respite from the arduous journey. A meal of local foods could be supplied by one of the restaurants in the village, such as the Bethania Upper Hotel. The Kanungu Mothers Handicraft Group could provide a demonstration performance of local song and dance. This would provide the travelers with an intimate cultural experience and the opportunity to interact with the villagers. Undoubtedly, based on the research gathered, the villagers would appreciate the interaction and chance to sell shop goods and handicrafts.

Another alternative is to market Kanungu as a stop-over for bicycle trips of the type that are becoming popular in East Africa. Bicycle tour groups may route through Kanungu on their way to Kibale, Bwindi or Queen Elizabeth National Park. The cyclists would be more open to the style of Kanungu's accommodations and would not need fuel.

Research Question #2 - Does the village population have awareness and understanding of the potential impacts of tourism development on their community?

The results from the Interview Survey provided a very good base for learning what positive and negative impacts the villagers expect from tourism and tourists. Primarily, the people of Kanungu seem to be genuinely excited about the prospect of sharing their community with travelers. The question of why they are so willing to welcome visitors come down to economics. Villagers hope that those who travel will buy local goods and crafts. There does seem to be a belief that tourists will provide cash and aid for development.

A major finding of the Interview Survey, as well through informal observation, was that villagers may be confused about what type of people constitute tourists. Typically, people who live and work in a foreign country are not considered tourists.

Responses to several of the Interview Survey questions showed that the people of Kanungu are familiar with aid workers and missionaries living or staying for a short period in the village. Having had experiences with Westerners who fulfill aid duties in Kanungu may have led the villagers to believe that all tourists enjoy giving money, time and forms of development assistance. It is important that the villagers truly understand what tourists can be like before major efforts towards tourism are made. While the villagers may be excited about the possibility of tourism now, once they learn that tourists do not always pass out dollars or bibles, perhaps their excitement will diminish.

In some parts of Uganda, locals have already learned to stretch out their arm, palm up, and beg from tourists. This is an unfortunate result of tourists giving hand-outs. Rather than work to earn profits, locals learn that they just need to look needy. On a grand scale, many Ugandans falsely say they are in a drought which is causing many problems. They have heard that Western countries send money when there is a drought. On a smaller, and much more unfortunate, level travelers give money, pens or other trinkets to children. The children learn to beg and flock to the tourists and their vehicles. Inevitably, there is not enough to go around and some children are left with feelings of contempt. This same emotion is felt by elders who's children leave them and run to tourists for things that their families cannot provide.

Results of a portion of the Informal Survey (Table 4.1) showed that the village shops offered a wide selection of goods and services but could benefit by offering items that would be popular with visitors. For instance, decorative, traditional khangas of the style that would be attractive to tourists were available at the Saturday market, but not in the shops.

The results of this research have determined that tourism cannot be the main economic base or sole source of support for Kanungu without significant changes being made, especially in regards to infrastructure. Tourism can, however, be integrated into a

mix of economic development options, thereby providing a dimension of economic support without being the only factor the villagers rely on. An example of limited tourism that is supportable is to encourage tour companies that pass through Kanungu on their way to other destinations to use the village as a cultural stop. A meal of local foods could be supplied by one of the restaurants in the village and a local womens' group could provide a demonstration performance of local song and dance. This would provide travelers with an intimate cultural experience and the opportunity to interact with the villagers. The villagers would appreciate the interaction and chance to sell shop goods and handicrafts. Another alternative is to market Kanungu as a stop-over for bicycle trips of the type that are becoming popular in East Africa. Bicycle tour groups may route through Kanungu on their way to Kibale, Bwindi or Queen Elizabeth National Park. The cyclists would be more open to the style of Kanungu's accommodations and would not need fuel.

Summary and Discussion of Interview Survey Findings

The first question on the Interview Survey asked villagers to predict what life in Kanungu would be like in five years. The most popular response was that there would be some sort of economic and/or social improvement. Although most answers were succinct, a few explained why they thought development may occur. For example, one person answered this question with "Peri-urban characteristics due to developments initiated by the Diocese of Kinkizi. These include health centers, electricity and gravity water schemes." (#53) Another answer was "We shall have good buildings. People will have different views of what they have and how to use it. Education will have helped people to improve their welfare." (#31) Some responses in other content areas focused on high death rates due to AIDS and loss of financial assistance due to the removal of the local bank.

Question number two on the Interview Survey asked about perceived day-to-day impacts on daily village life. This question was asked in an effort to ascertain if villagers

were predisposed to believing tourists would hinder physical daily duties. The responses, however, were focused on the perceived economic impact villagers expect from tourists. The responses favored the positive, with villagers seeing tourists as bringing money and knowledge to share. An example of the type of response to this question was "Yes, it will lead to self-employment in making things such as crafts that can be bought by them. Employment can also be created in tourist attraction areas thus raise economic standards of Kanungu people." (#28) A male shopkeeper saw his day-to-day activities being positively influenced "because I can make more money by raising my prices, especially when they (tourists) are plenty." (#51)

In content areas other than the one expressing positive impacts, responses were generally limited and brief. A response worth noting expressed that there would be minimal impacts on day-to-day activities "since we would expect low numbers. Entry to Bwindi is restricted, to protect the gorillas, to a small number. However, catering to the few would necessitate a shift from the primary agricultural activities." (#53)

A number of the answers that fell under the content area expressing positive impacts were very interesting. They suggested that the villagers see tourists as educators. For instance, "When they come they help us, teach us, tell us what to do so we can get money." (#45) and "They teach us and we develop knowledge." (#38) Another response stated "They are helpful, for example they build schools and support individuals." (#19)

The third Interview Survey question asked about concerns villagers may have regarding the impact of tourists on a community. This question was asked from an environmental perspective, but was generally answered the same as question number two. The most expressed thought was that tourists would have a positive effect. As an example of an answer within this content area, one person wrote,

“For me I believe that tourists have got a positive effect on the people of Kanungu because, as far as I am concerned, they bring in a lot of income to the people through buying their items such as handcrafts and even through employment opportunities.” (#5)

Other responses expressing a positive impact focused on tourists as missionaries or aid workers. Comments were made suggesting that tourists spread the gospel or preached from the bible. As an example of the belief that tourists are aid workers, one person answered “They bring positive things. For example, they help women who are in organized groups and that gives the women courage.” (#40)

The fourth question focused on whether or not villagers felt they could take time out from their daily duties to participate in tourism programs. The greatest percentage of responses were positive. The villagers seemed to understand the importance of personal involvement in such activities. The responses tended to include an example of what people felt they could offer, such as making handicrafts to sell or leading local tours. One villager, who seems to feel he has strong leadership qualities, responded “Sure, especially in mobilizing the human resources and in tour guiding.” (#53)

Question number five provided some very interesting responses. It asked what unpaid jobs people in the village undertook regularly. The strongest response involved villagers working for one of the local churches (Catholic and Anglican). While it can easily be understood how serving on the church board is unpaid work, those who answered with some variation of “going to church”, “praying”, or “singing in the choir” had an interesting take on the meaning of work. Another interesting response came from a villager who considered that “sitting idle” (#4) was unpaid work. The response that was strong, as had been expected, involved digging in the fields or cultivation of personal gardens. Because the people of Kanungu are subsistence farmers, women (for the most part) spend a great deal of time laboring in their fields. In part, the question was asked in order to discover

how many people found this daily task to be an unpaid job. The results showed that 24% of the respondents indicated that “digging in the fields (cultivation)” was an unpaid job.

The sixth question on the Interview Survey asked villagers to suggest ways, other than tourism, that would provide economic development. Agriculture and trade were the top responses. Crops that were suggested included pineapple, cassava, avocados, coffee and tomatoes. The fact that timber harvesting and mining were also responses to this question suggests that, if these areas offered a greater financial return than tourism, villagers may forego their beautiful surroundings in favor of cash.

The final question dealt with villagers’ feelings about sharing their community with tourists. The most popular response was, simply, that it is good for tourists to visit. A typical response in this content area was “When they come I feel happy.” (#21) The second most popular answer showed that the villagers expect some sort of positive response from tourists, for instance, “No problem as long as there is mutual respect between the travelers and the locals and natural resources are utilized on a sustainable basis.” (#53) A large number of the responses focused on positive, friendly results of interacting with tourists. An example of such a response was, “It’s good because when they take photographs they take home new faces and show the people at home that we are all the same.” (#48)

Question number seven also led to responses that, once again, suggest the people of Kanungu expect tourists to bring ideas on development, wildlife protection and other contributions to guide the community forward. An example of a response that reflects the belief that tourists are not merely passing through was, “I feel it’s good to share if they give us support and develop us.” (#19)

Summary and Discussion of Assessment of Tourism

Development Feasibility Findings

Upon reviewing the total responses, there is little difference in total responses between Natural Resources (25) and Cultural Resources (21). Looking at the overall rank of these same categories, however, Natural Resources ranked at 101 and Cultural Resources at 65. The large difference in overall rank scores between these two categories is due to the fact that 15 respondents rated Natural Resources as Kanungu's strongest and most available resource. Only two respondents named Cultural Resources as the villages' most available resource.

While the villagers are accurate in naming natural resources as their strongest asset, that resource alone is not enough to carry the village as a tourist destination. Cultural resources and market proximity are two other resources which will need to be strong. The majority of the women in Kanungu have the ability to create some type of handicraft that could be sold to tourists. Through the guidance of the local womens' groups, an impressive cultural song and dance performance could be produced. As with their favorable rating of Kanungu's natural resources, the respondents were accurate in rating their cultural resources as strong. Transportation is one resource that is integral to introducing Kanungu as a tourist destination, but was rightly rated as the villages' least available resource.

Villagers obviously consider transportation to be the resource that Kanungu is least able to offer. Roads are in poor shape, particularly during and immediately after the rainy season. The only vehicle traffic that passes through Kanungu are a few privately-owned trucks and vans, tour company vans and the public bus. When locals need to go a considerable distance, perhaps to the next village to sell goods, they attempt to flag down passing vehicles. These vehicles become precariously crowded. The bus, which passes

through Kanungu twice daily, takes people to the country's capitol, Kampala, or to a junction from where one can travel to Kibale or another part of the country. Travelers rarely take the bus because, although it's an inexpensive way to travel, the experience is uncomfortable and safety is not guaranteed.

Alternative Economic Development Options

Residents of Kanungu have suggested that agriculture and trade would be the village's most beneficial economic development options, other than tourism. Agriculture has been rated as the village's best economic development option, other than tourism. Food products, such as cassava, other exotic fruits and coffee, would be better crop choices than the often-grown tea and plantains. If agriculture is to be expanded in the village, it is important that the villagers understand that the cultivation of the marketable crops are a business. Otherwise, women may have to dig in their own gardens, as well as maintain the new crops. If the crops are seen as part of a lucrative business, the men may take more initiative at involvement.

Trade was rated as Kanungu's second best way to gain economic development on the Interview Survey. However, transportation would be the biggest barrier to trade. As far as goods to trade, however, the locals would be able to create a number of products, such as hand-made bricks and mats. In addition, food products grown through agriculture would be ideal for trade.

Both these options are valid and plausible, but transportation would need to be improved before a large amount of goods could be effectively moved to other market locals. At the very least, a vehicle would need to be purchased for use by the entire village. Fuel would need to be readily available in Kanungu and local auto service mechanics would need to supply necessary spare parts.

Suggestions for Future Research

Pratiwi and Wilkinson (1995) conjecture that future research should examine the relationship between gender and tourism development in order for planners and developers to give the necessary attention to women's roles in developing societies. This study did not reach conclusions based on the gender of respondents to the two formal surveys. In the future, when doing a tourism assessment for a village such as Kanungu, it would be wise to examine the difference between daily roles of men and women and measure the effects on women once a tourism program has been established.

If a tourism program does become successful in Kanungu, a follow-up study needs to be administered. Because the local population may not have had a true understanding of what tourists are like, and therefore not have had an accurate basis for their decision to introduce tourism to the village, residents' attitudes may change in the future. As has been previously mentioned, according to Perdue, Long & Allen (1990), when local populations of tourism destinations perceive negative impacts to their community, the residents may decide to limit or end their support of tourism. If the residents of Kanungu decide to pursue a tourism-based economy, future interaction with tourists may change the villagers' perceptions of the actual benefits of tourism.

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Appendices

APPENDIX A

- M - F

INTERVIEW SURVEY

1. In your opinion, what do you think village life will be like in 5 years?

2. Would tourists have an impact on your day-to-day activities?

3. Researchers have found that tourism can have both positive and negative effects on a community. Do you have any concerns about the impact of tourists on Kanungu?

4. Would you be able to make time for personal participation in tourism programs, such as dance exhibitions, craftworking, etc.?

5. What types of unpaid jobs are undertaken regularly by yourself and members of your community?

6. What are some potential options for economic development, not including tourism?

7. How do you feel about sharing your community, including your culture, daily activities and natural resources, with travelers?

Any Additional Comments:

APPENDIX B

- M - F

ASSESSMENT OF TOURISM DEVELOPMENT FEASIBILITY

Which of the following are Kanungu's five (5) strongest resources? Rank the five (5) items that Kanungu is already able to offer, with one (1) being the most available. (1, 2, 3, 4, 5)

Natural Resources _____

(i.e. areas of natural beauty)

Transportation _____

(i.e. roads in good condition, van service)

Cultural Resources _____

(i.e. local dances, handicrafts)

Community Image _____

(i.e. clean, safe village)

Organization / Leadership _____

(i.e. active, fair governing body)

Labor Supply _____

(i.e. enough able workers)

Local Tradespeople _____

(i.e. crafters, shopkeepers, dancers, etc.)

Market Proximity _____

(i.e. close to areas where tourists are attracted)

Available Land _____

(i.e. room for the village to grow)

Please circle the appropriate answer:

1. Do people leave the village to seek employment?

YES

NO

2. Would more people stay in the village if new, paying jobs were available?

YES

NO

Additional Comments:

APPENDIX C

Informal Interview General Questions

VILLAGE DEMOGRAPHICS

The estimated population of Kanungu is _____. The average age of a villager is _____. Life expectancy is _____ years.

The numbers of visitors to Bwindi Impenetrable Forest is _____, Queen Elizabeth National Park is _____, and Kibale is _____.

TOURISM ISSUES

The average tourist to Uganda is _____ years old. The average length of stay is _____ days/weeks. The potential of tourism as an economic development option for the Kanungu area is:

The nearest airstrip to Kanungu is:

Is the construction of an airstrip in Kanungu feasible? Yes No

The locations of government-backed tourism visitor's centers are:

The methods of promotion (i.e. familiarization trips, travel magazine advertising) most effective in attracting new visitors to Uganda are:

TRAVEL TIMES AND DISTANCES

The walking distance (time & kilometers) from Kanungu to Bwindi Impenetrable Forest is _____ (time) _____ (kilometers). The approximate driving time from the Kanungu to Bwindi Impenetrable Forest is _____ hours, Kanungu to Kampala _____ hours, Kanungu to Queen Elizabeth National Park _____ hours and Murchison Falls _____ hours. The walking distance (time & kilometers) to the pygmy village is _____ minutes / hours, _____ kilometers.

CULTURE and WILDLIFE

Examples of the types of flora and fauna in the immediate area surrounding Kanungu are:

A description of the pygmy village, including crafts, cultural dances etc.:

A description of Kanungu, including crafts, cultural dances etc.:

The areas of natural beauty or interest near Kanungu (rivers, lakes, places to watch sunrise/sunset, etc.) are:

VILLAGE FACILITIES and SUPPORT SERVICES

The condition of the road(s) going into Kanungu is (are):

Scenic views near Kanungu and within walking or short (less than an hour) driving distance) include:

How deep is the village well's water table? _____. How far is it necessary to drill down for water? _____. What kind of well is there now (i.e. open/covered/piped, etc.):

Lodging facilities in Kanungu include:

- | | |
|----|------------|
| 1. | Condition: |
| 2. | Condition: |
| 3. | Condition: |

Eating establishments already in Kanungu include:

- | | |
|----|-------------------------|
| 1. | Condition/Type of food: |
| 2. | Condition/Type of food: |
| 3. | Condition/Type of food: |
| 4. | Condition/Type of food: |

If there are no eating establishments currently in operation, is there a possibility for them in the future?

Facilities or dedicated space for tent camping within the immediate village area include:

Are industry or craft workshops, sponsored by villagers, a possibility (beer-making, baskets, etc)?

Areas of historical interest nearby Kanungu include:

KANUNGU ECONOMIC ACTIVITY

What are the types of local businesses and shops?

The current businesses and shops in and around the village are (3) expanding, (2) stable, (1) declining.

Local income level in Kanungu is (1) below average, (2) average, (3) above average for the country?

The per capita tax in the Kanungu area is (1) below average, (2) average, (3) above average for the country?

The total tax revenue for local government is (1) below average, (2) average, (3) above average for the country?

Additional Information / Comments:

APPENDIX D

An Assessment of the Potential for Tourism as an Economic Development Project for Kanungu, Uganda, East Africa

This study involves research conducted for the residents of Kanungu in determining the potential for a tourism program within the village, residents' understanding of tourism impacts and other economic development options for the village.

Your interview will last for approximately ten (10) to twenty (20) minutes. The interviewer will ask you seven (7) questions regarding your opinion of certain aspects of Kanungu and your daily activities. Your participation in the interview is voluntary. You may refuse to participate in this study. You are not required to answer any or all of the questions. At any time during the interview, you may stop and withdraw from the study.

This study is being conducted for the benefit of the residents of Kanungu, including yourself. The study is being conducted to enable you and your fellow residents to express your hopes, concerns and personal opinions about the development of a tourism program within Kanungu. Your participation in the interview poses minimal to no risk.

Your response to the interview questions will be held in strict confidence. In no way will your name be connected to your responses. Interviews will be identified by number and gender only.

This informed consent form will be stored for three (3) years at a University of Tennessee location. Information obtained from interviews will be used for partial fulfillment of a Master's Thesis and published. For answers to questions about this research, please contact:

Dr. Frank Hendrick or Teresa Ann Love
The University of Tennessee
1914 Andy Holt Avenue
Knoxville, TN 37996-2710
phone: (423) 974-5041 fax: (423) 974-6439

Having read the above information, I agree to participate in the research study.

Name: _____

Signature: _____

Date: _____

VITA

Teresa Ann Love was born in San Diego County, California on September 7, 1969. She attended Humboldt State University in 1987. For the year of 1991, she traveled around the world with the international performance and service organization, Up With People. In 1995, she received a Bachelor of Arts degree (Magna Cum Laude) in Recreation, Tourism Management and Design from the University of Oregon. After working in recreation and tourism positions in San Diego, California, she entered the Master of Science program in Recreation, Tourism and Hospitality Management at The University of Tennessee, Knoxville. She completed her degree in May of 1998.

Ms. Love became interested in tourism within developing countries after meeting the Chief of a small African village. She spent several years researching Africa and Uganda before embarking on her first trip there during the Summer of 1997.