

## ***TOURISM AND ECONOMIC DEVELOPMENT IN EAST AFRICA: THE CASE OF UGANDA***

*Donald R. Andrews, Southern University*

*Audrey Kahara-Kawuki, Makerere University*

*Caleb Tamwesigir, Southern University*

*Ashagre Yigletu, Southern University*

### **INTRODUCTION**

The Ugandan economy located in east Africa has seen an increase in the level of tourism as a result of economic and political reform. This paper looks at the trend and potential for increased tourism as a driver for economic growth and development. We obtained information and data from government and University sources to help in better understanding the significance of this industry for increasing business and economy activity in Uganda. This economy has seen a major increase in tourist travel for both business and vacation purposes. With the demise of the Amin government stability has returned to Uganda under Yoweri Museveni and the National Resistance Movement. Uganda has been endowed with a unique world-class natural environment, and therefore has the potential to obtain an economic rent from this tropical resource. High on the government's priority for economic development was a restoration of the tourist industry.

Uganda has it all with respect to a total ecotourism experience; the country is the home to the endangered mountain gorilla, and the chimpanzee and 10 other primates. While the wildlife herds were decimated during the rule of Amin, there numbers are on the rebound. Uganda has more than 50 large mammals and the birdlife is incomparable and is considered to be the finest birding country in Africa, with over 1,000 species. The source of the Nile River flows from Lake Victoria. Rafting, mountain hiking in the Rwenzori Mountains, visiting the rain forests and the many national parks are available in a country that sits on the equator and is only 91,344 square miles in size. As Sir Winston Churchill noted in his book *My African Journey*. "For magnificence, for variety of form and colour, for profusion of brilliant life – plant, bird, insect, reptile, beast – for vast scale ... Uganda is truly the pearl of Africa."

The goal of this paper is to use secondary information sources to review the trends in the tourist industry in Uganda and to consider the implications for economic development. Information was obtained from the Expenditure Survey Report 2001, Uganda Final Report. The information in the survey was obtained from 3038 tourists on questions dealing with expenditures, sites visited, length of stay, purpose of visit, country of nationality, rating of services and more.

## POPULAR TOURIST ATTRACTIONS

Tourists were asked in the survey to identify popular tours taken on their trip to Uganda. Table 1.0 presents the distribution of the tourists by tours identified. Kampala City Tours was the most popular tour made (19 percent), followed by Water Rafting on the Nile (Bujagali Falls) (10.6 percent) and Murchison Falls (7.0 percent). The results indicate that Ssesse and other Lake Victoria Islands are also important attractions (6.7 percent). Kampala City Tours include visits to Kasubi Tombs, National Museum and beaches and other attractions within the Kampala and Entebbe areas. The survey results indicate that water rafting currently appears to be the single most popular tourist attraction for Uganda.

**Table 1.0**  
Distribution of tourists by popular tours taken

Type of Tour, Excursion or Boat Cruise Taken	%-age	Number
Kampala City Tours	18.7	568
Water Rafting on the Nile (Bujagali Falls)	10.6	323
Murchison Falls		
Ssesse & other L. Victoria Islands	7.0	214
South West Uganda-QENP	6.7	204
South West Uganda-L. Bunyonyi	4.8	146
Gorilla Tracking-Bwindi	4.4	134
South West Uganda-L. Muburo	4.2	128
Grand Uganda Tour (QENP, Other Western Uganda & Murchison Falls)	2.6	78
	2.3	71
Mountain Trekking-Mt. Elgon		
Kazinga Channel Boat Trip	2.0	61
Gorilla Tracking-Mgahinga	1.7	51
Mountain Trekking-Rwenzori Mountains	1.4	43
Kidepo National Park	0.6	19
Kibaale Forest/National Park	0.3	9
Entebbe Area	2.1	65
Jinja (Bujagali and Source of Nile)	2.0	62
Munyonyo	1.5	46
Other tours	0.7	22
	5.7	172

Source: Expenditure Survey Report 2001, Uganda Final Report

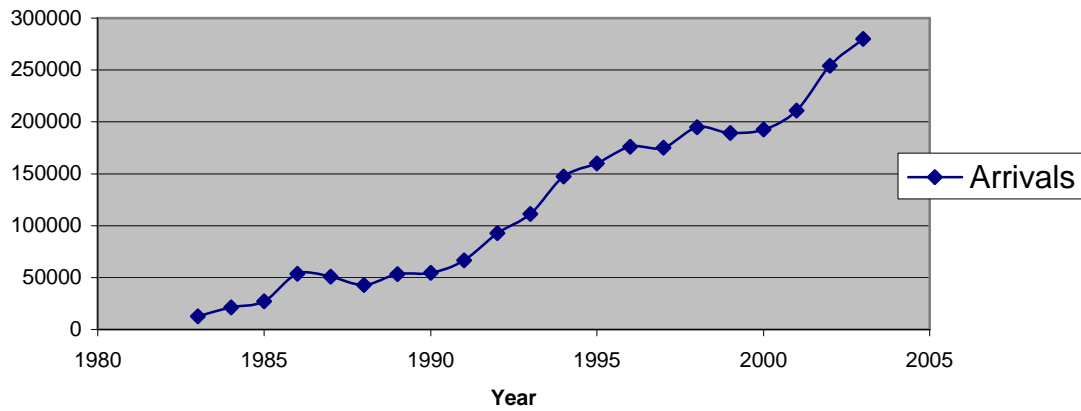
## TRENDS AND STATISTICS FOR THE TOURIST INDUSTRY

As was indicated in the introduction, the level of tourism to Uganda has increased dramatically. Data for 1983 to 2003 are presented below. The table shows the trend in arrivals for this sector. The data indicate an increase from 12,786 tourist arrivals in 1983 and an estimated 280,000 in 2003. This represents an increase of 2,089 percent over a 30-year period or roughly 70 percent per year.

**Table 2.0**  
**Tourist Arrivals in Uganda 1983-2003**

<u>Year</u>	<u>Tourist Arrivals</u>
1983	12,786
1984	21,378
1985	27,039
1986	53,594
1987	50,942
1988	42,783
1989	53,240
1990	54,672
1991	66,750
1992	92,736
1993	111,292
1994	147,308
1995	159,911
1996	176,042
1997	175,073
1998	194,790
1999	189,348
2000	192,755
2001	210,996
2002	254,000
2003	280,000

**Figure 1.0**  
**Tourist Arrivals in Uganda 1983-2003**



Information on the tourist country of origin gives an idea of the markets that the country is attracting tourist from and is available from the 2001 survey. From Table 3, it can be seen that the countries of Kenya, Britain, United States and Tanzania are the major markets for tourist to Uganda. With respect to purpose of the visit, 40.9 percent of the visits were for business and professional reasons, followed by visits to friends and relatives at 25.0 percent and holiday and vacation at 21.8 percent. In the case of the United States 29.2 percent of the visits were for holiday and vacation compared to 27.9 percent for business and professional and 20.7 percent for visiting friends and relatives. Table 4.0 provides information on the length of stay in Uganda by the country of usual residence. In the case of the USA, 30.7 percent of the visitors stayed between 8.0 to 14.0 days and 10.1 percent stayed for 29 to 365 days.

**Table 3**  
**Tourist visitors by nationality and purpose of visit**

Country of Nationality	Purpose of Visit						% - age of Total
	Business/ Professional	Holiday/ Vacation	Friends/ Relatives	Religious Pilgrimage	Transit	Others	
Australia	21.5	53.8	16.9	3.1	0.0	4.6	<b>2.1</b>
Belgium	34.4	31.3	15.6	0.0	12.5	6.3	<b>1.1</b>
Britain	36.3	35.2	17.9	3.1	1.3	6.2	<b>12.7</b>
Canada	27.7	43.1	18.5	4.6	0.0	6.2	<b>2.1</b>
D.R Congo	27.1	2.1	8.3	0.0	62.5	0.0	<b>1.6</b>
Denmark	46.4	28.6	17.9	3.6	0.0	3.6	<b>0.9</b>
France	48.3	20.7	24.1	0.0	6.9	0.0	<b>1.0</b>
Germany	30.7	40.0	21.3	0.0	1.3	6.7	<b>2.5</b>
Holland	39.5	42.0	9.9	0.0	2.5	6.2	<b>2.7</b>
India	54.2	18.1	23.6	1.4	1.4	1.4	<b>2.4</b>
Israel	8.6	82.9	5.7	2.9	0.0	0.0	<b>1.2</b>
Italy	34.4	31.3	18.8	0.0	9.4	6.3	<b>1.1</b>
Kenya	44.9	10.7	36.4	3.0	1.4	3.7	<b>31.3</b>
Norway	58.6	10.3	17.2	3.4	0.0	10.3	<b>1.0</b>
Rwanda	24.6	13.1	26.2	3.3	29.5	3.3	<b>2.0</b>
South Africa	68.1	12.6	3.4	2.5	3.4	10.1	<b>3.9</b>
Sweden	64.5	12.6	19.4	0.0	0.0	12.9	<b>1.0</b>
Switzerland	43.8	37.5	18.8	0.0	0.0	0.0	<b>0.5</b>
Tanzania	43.2	8.6	40.0	2.7	2.7	2.7	<b>6.1</b>
USA	27.9	29.2	20.7	13.1	2.3	6.9	<b>10.1</b>
Zimbabwe	84.6	0.0	7.7	0.0	0.0	7.7	<b>0.4</b>
Other Countries	46.7	22.1	17.8	2.5	2.0	8.8	<b>11.7</b>
<b>%-age of Total</b>	<b>40.9</b>	<b>21.8</b>	<b>25.0</b>	<b>3.6</b>	<b>3.4</b>	<b>5.3</b>	<b>100</b>

**Table 4**  
**Tourist visitors by length of stay and country of usual residence**

Country of Usual Residence	Length of Stay					Not Stated (%)	Total %age	Total Respondents
	1-3 Days (%)	4-7 Days (%)	8-14 Days (%)	15-28 Days (%)	29-365 Days (%)			
Australia	12.9	32.3	35.5	11.3	8.0	0.0	100	62
Belgium	32.3	6.5	38.7	12.9	9.7	0.0	100	31
Britain	0.0	16.1	24.1	29.3	18.4	0.6	100	348
Canada	18.2	23.6	21.8	25.5	10.9	0.0	100	55
DR Congo	59.6	21.2	11.5	5.8	0.0	1.9	100	52
Denmark	16.7	16.7	33.3	20.0	13.3	0.0	100	30
France	33.3	36.7	20.0	0.0	10.0	0.0	100	30
Germany	20.9	22.4	23.9	23.9	9.0	0.0	100	67
Holland	22.1	22.1	23.5	23.5	8.8	0.0	100	68
India	30.4	32.6	6.5	13.0	17.4	0.0	100	46
Israel	8.6	20.0	31.4	31.4	5.7	2.9	100	35
Italy	17.2	13.8	27.6	27.6	13.8	0.0	100	29
Kenya	58.5	23.6	10.0	4.8	2.8	0.3	100	1077
Norway	7.1	35.7	35.7	10.7	7.1	3.6	100	28
Rwanda	71.0	17.7	4.8	4.8	1.6	0.0	100	62
South Africa	43.2	37.6	12.8	4.0	2.4	0.0	100	125
Sweden	11.1	22.2	33.3	22.2	11.1	0.0	100	27
Switzerland	45.5	18.2	18.2	18.2	0.0	0.0	100	22
Tanzania	48.7	28.2	13.3	5.6	4.1	0.0	100	195
USA	20.9	27.1	30.7	9.8	10.1	1.3	100	306
Zimbabwe	25.5	35.0	20.0	5.0	5.0	10.0	100	20
Other Countries	29.0	33.0	20.6	9.0	7.2	1.2	100	321

Data was collected on the occupational status of the tourist visitors to Uganda. This information is important for target marketing and product development. Moreover, occupation influences income level and the ability to engage in travel for vacation and other purposes. Table 5.0 shows that visitors without occupation are the group with the highest percentage of tourist visitors to Uganda (16.3 percent). The group without occupation includes students on vacation, who form a significant part of the group. The Administrator category includes Administrators, Managers, and others. The corresponding high percentage of the Administrator category indicates the professional and conference visitors to the country. The Engineer, Architect, Technician category is the third most significant when aggregated and could be linked to the business demand for this group in the country's fast growing building and construction sector. This would suggest that it is necessary to develop marketing strategies based on the types of individuals that are currently visiting the country and to develop additional strategies to attract those in the higher income occupations in order to generate higher revenues for sustaining this industry in Uganda.

**Table 5**  
**Tourist visitors by occupation**

<b>Occupation</b>	<b>%-age</b>	<b>Occupation</b>	<b>%-age</b>
Accountant	3.7	Lawyer	1.3
Administrator	13.8	Lecturer	2.5
Agriculturalist	0.3	Librarian	0.1
Army	0.3	Logistician	0.2
Architect	0.3	Marketer	1.2
Artist	3.3	Nurse	1.2
Banker	0.9	Priest	4.7
Businessman	13.8	Researcher	4.8
Clerk	0.9	Scientist	2.2
Computer Analyst	1.8	Secretary	1.0
Doctor	3.2	Social Worker	3.1
Economist	1.4	Statistician	0.3
Engineer	5.0	Teacher	3.8
Farmer	1.1	Technician	2.9
Hotelier	0.4	Other	2.4
Journalist	0.8	None	16.3
<b>Total</b>			<b>100.0</b>

Analysis of tourists by age group in Table 6.0 is useful for planning the types of tourism products and facilities. For instance, younger tourists usually opt for adventure tourism such as mountain climbing and camping while the more elderly ones prefer hotel/lodge based holidays, quiet environments, bird watching and nature walks. Analysis of age may also be used to refocus marketing strategies as it is often related to expenditure patterns such as when foreign pensioners require more exclusive and expensive packages.

In general, the survey results show that a majority of tourist visitors to Uganda are aged 25-34, followed by those aged 35-44 and 45-54, respectively. This may be an indicator of the large number of adventure and “back-packer” tourists visiting the country.

**Table 6**  
**Tourist visitors by age group and purpose of visit**

<b>Purpose of Visit</b>	<b>Age Group (%-age)</b>					
	<b>12-24</b>	<b>25-34</b>	<b>35-44</b>	<b>45-54</b>	<b>55-64</b>	<b>+65</b>
Business	1.7	11.3	13.3	10.2	4.0	0.4
Holiday/Vacation	5.0	8.7	4.1	2.3	1.4	0.3
Visiting Friends/Relatives	4.0	8.6	7.1	3.7	1.1	0.6
Pilgrimage	0.5	0.6	1.0	0.7	0.6	0.1
Transit	0.5	1.4	0.8	0.6	0.1	0.1
Others	1.2	1.5	1.1	1.2	0.3	0.1
<b>Total (%-age)</b>	<b>12.9</b>	<b>32.1</b>	<b>27.4</b>	<b>18.7</b>	<b>7.5</b>	<b>1.6</b>

Source: Expenditure Survey Report 2001, Uganda Final Report

Tables 7.0 and 8.0 provide information on the level of repeat visits to Uganda and the source of information that tourists have used to learn about travel to Uganda. In the case of repeat visits, the business traveler as expected is most likely to

engage in a repeat trip. This is the result of attempts to make a product sale or to follow up on details associated with the business activity. In the category for three or more times visiting, 52.2 percent indicated that their purpose for visiting was business. Word of mouth is the major way in which individuals have obtained information about travel to Uganda. The use of the Internet is also a significant information source and can be used as a low cost method to advertise the tourist industry to the global market.

**Table 7**  
**Tourists repeated visits by purpose of visit**

Number of Previous Visits to Uganda	Purpose of Visit						%age of Total
	Business	Holiday	Visiting Friends	Pilgrimage	Transit	Others	
Once	38.0	21.6	23.9	4.9	2.7	9.0	<b>16.4</b>
Twice	38.7	16.4	34.8	2.3	3.9	3.9	<b>10.2</b>
Three times or more	52.2	8.1	28.4	3.0	5.0	3.3	<b>38.6</b>
None	30.8	38.4	19.0	3.7	1.6	6.4	<b>34.8</b>
<b>%age of Total</b>	<b>41.0</b>	<b>21.7</b>	<b>25.0</b>	<b>3.5</b>	<b>3.3</b>	<b>5.4</b>	<b>100.0</b>

n\* =2993 Source: Expenditure Survey Report 2001, Uganda Final Report

**Table 8**  
**Tourist main source of information on Uganda**

Source	%age of Respondents	Number of Cases
Travel agent/Tour Operator	5.6	170
Newspaper, Magazines, Radio, TV	26.0	790
General Reading	10.7	325
Business/Government sources	17.0	516
Travel Guidebooks/Brochures	12.7	386
Friends/Relatives (Word of mouth)	49.0	1489
Uganda Tourist Board	1.4	43
Previous Visits	18.0	547
Airline	0.8	24
Internet	12.4	377
Other Sources	3.8	115

Source: Expenditure Survey Report 2001, Uganda Final Report

Tables 9.0 and 10.0 provide information on the types of accommodations that were used by tourist's visitors. The hotels and motel categories made up approximately 61 percent of the market for accommodations.

**Table 9**  
**Tourist visitors by type of accommodation and average number of nights spent**

Type of Accommodation	%-age	Number of Cases	Average Number of Nights
Hotel	50.0	1518	6
Motel/Inn/Guest House	10.7	326	7
Safari Lodge & Luxury Tented Camp	8.6	260	6
Cottage & Bandas	3.9	119	5
Hostel/Campsites	9.3	284	9
	17.5	531	15

Source: Expenditure Survey Report 2001, Uganda Final Report

**Table 10**  
**Percentage distribution of combined tourist visitor expenditure for independent travelers and package tourists by category of expenditure, excluding all pre-payments made abroad**

Type of Service	Number of Cases	%-age of Total	Average Amount Spent per Tourist (USD)
Accommodation	891	28.9	320
Restaurants and bars outside place of stay	1230	39.9	126
Domestic air transport	41	1.3	140
Organized sightseeing	192	6.2	166
National park visits	150	4.9	165
Other transport	797	25.9	89
Handicrafts and souvenirs	272	8.8	101
Other shopping	438	14.2	111
Miscellaneous	465	15.1	135
Not Stated	1877	60.9	-
Average Expenditure	1203	39.1	439

Source: Expenditure Survey Report 2001, Uganda Final Report

In Table 10.0 the average expenditure for the 1203 individuals that reported is 439 dollars. For accommodations, of the 891 reporting, the average spent per tourist was 320 dollars. Spending for organized sightseeing and national park visits are the second and third highest expenditure categories.

Information provided in tables 11.0 and 12.0 indicate the significance of tourist and travel visitors to Uganda's economy. The total estimate of 163 million dollars represents approximately 25.0 percent of the country's foreign exchange earnings and 7.5 percent of the gross domestic product.



**Table 11**  
**Estimates Of Uganda's Total Tourist Expenditure For The Year 2001,**  
**Excluding Payments Made Abroad**

Month	Total Number of Tourists	Estimated Package Tourists (7.6 %)	Estimated Independent Travelers (92.4 %)	Estimated Package Tourist Expenditure	Estimated Independent Travelers' Expenditure	Estimated Total Tourist Expenditure (USD)
January	16,678	1,268	15,410	1,967,203	10,926,025	12,893,228
February	16,158	1,228	14,930	1,905,868	10,585,364	12,491,233
March	18,315	1,392	16,923	2,160,291	11,998,450	14,158,740
April	22,166	1,685	20,481	2,614,524	14,521,301	17,135,825
May	23,874	1,814	22,060	2,815,986	15,640,239	18,456,225
June	16,483	1,253	15,230	1,944,203	10,798,277	12,742,480
July	16,264	1,236	15,028	1,918,371	10,654,807	12,573,178
August	17,893	1,360	16,533	2,110,515	11,721,991	13,832,506
September	15,869	1,206	14,663	1,871,780	10,396,036	12,267,816
October	15,640	1,189	14,451	1,844,769	10,246,014	12,090,784
November	13,264	1,008	12,256	1,564,515	8,689,459	10,253,974
December	18,392	1,398	16,994	2,169,373	12,048,893	14,218,267
<b>Total</b>	<b>210,996</b>	<b>16,036</b>	<b>194,958</b>	<b>24,887,398</b>	<b>138,226,856</b>	<b>163,114,256</b>

Source: Expenditure Survey Report 2001, Uganda Final Report

**Table 12**  
**Uganda's Tourism Receipts As A Percentage Of Total Export**  
**Earnings And Gross Domestic Product For The Year 2001.**

Tourism Receipts in USD (Millions)	Tangible Export Earnings in USD (Millions)	Invisible Export Earnings in USD (Millions)	Total Export Earnings (Millions)	GDP in USD (Millions)	%-age of Tourism Receipts to Total Export Earnings	%-age of Tourism Receipts to GDP
163.114	461.000	32.800	656.914	2,174.648	24.8	7.5

Source: Uganda Bureau of Statistics, Bank of Uganda and MTTI

## STRENGTHS AND BARRIERS

In order to continue the dramatic increases in tourism for this economy it is important that information be obtained and analyzed on the tourist experience. Information from the expenditure survey included a service rating form and the results are provided in Tables 13.0, 14.0 and 15.0. The not stated category in Table 13.0 reflects individuals that did not use certain services. The areas with the highest poor rating were local transportation followed by visitor information and banking. Services from these areas are important to a quality experience on the part of tourist. Table 14.0 provides information that approximately 90.0 percent of the visitors had their expectations completely satisfied and in Table 15.0, 85.8 percent of the respondents indicated that they were either likely or very likely to return to Uganda. This is very good news for the tourist industry.

In Table 16, the highest positive factor contributing to a return visit are the natural attractions. This again points out the importance of the country's natural resources to the tourist business. Expense and visits to other countries are the main reasons for not planning a return visit to Uganda.

**Table 13**  
Percentage Distribution Of Service Rating By Category Of Service

Facility/ Service	Rating						Total %- age
	Excellent	Good	Adequate	Moderate	Poor	Not Stated	
Hotels	11.0	45.7	12.8	4.4	1.1	25.0	<b>100.0</b>
Restaurants	8.7	46.3	14.7	5.1	1.1	24.0	<b>100.0</b>
Tours/Excursions	8.0	14.3	2.9	1.0	0.4	73.5	<b>100.0</b>
Local Transport	9.3	32.5	13.1	7.7	4.9	32.5	<b>100.0</b>
Entertainment	7.2	20.9	5.2	2.2	0.8	63.8	<b>100.0</b>
National Parks	6.5	7.9	1.8	0.3	0.1	83.4	<b>100.0</b>
Duty Free Shopping	1.4	5.1	1.8	0.9	0.4	90.4	<b>100.0</b>
Visitor Information	3.1	15.1	6.1	4.2	3.6	67.8	<b>100.0</b>
Attitude of Immigration Staff	26.1	56.4	6.7	2.6	1.2	7.1	<b>100.0</b>
Attitude of Customs Staff	12.5	39.0	6.7	2.3	1.3	38.2	<b>100.0</b>
Banking Facility/Forex Bureau	8.8	35.8	9.2	4.5	3.1	38.5	<b>100.0</b>
Airport Passenger Handling	9.5	32.4	5.7	1.5	1.0	49.8	<b>100.0</b>
Other Shopping	5.3	25.9	7.4	2.9	0.8	57.6	<b>100.0</b>
Ugandan People	5.9	58.6	31.5	2.6	1.0	0.4	<b>100.0</b>

Source: Expenditure Survey Report 2001, Uganda Final Report

**Table 14**  
Percentage Distribution Of Tourist Visitors  
By Fulfillment Of Expectations

Category of Expectations	%-age	Number of Cases
Expectations Fulfilled	89.7	2725
Expectations Partly Fulfilled	6.6	202
Expectations not Fulfill	1.2	36
Not Stated	2.5	75
<b>Total</b>	<b>100.0</b>	<b>3038</b>

**Table 15**  
Percentage Distribution Of Tourist Visitors  
By Anticipation Of Repeated Visits

Return Visit	%-age	Number of Cases
Very Likely	66.3	2014
Likely	19.5	593
Uncertain	8.7	265
Unlikely	2.6	79
Very Likely	1.0	30
Not Stated	1.9	57
<b>Total</b>	<b>100.0</b>	<b>3038</b>

**Table 16**  
**Percentage Distribution Of Reasons Given For And Against A Return Visit**  
**By Likelihood Of Making Return Visit**

Positive Reasons	Very Likely	Likely	Negative Reasons	Uncertain	Unlikely	Very Unlikely
Visiting Friends	23.0	19.3	Limited Time	19.6	0.0	17.9
Natural Attractions	33.6	39.2	Expensive	21.9	41.2	35.7
Friendly People	13.1	11.1	Came for Business only	17.8	0.0	0.0
Good Security	2.2	0.0	Have to Visit Other Countries	27.9	50.0	42.9
Business	17.0	12.2	Limited Attractions	2.3	0.0	0.0
Official Visit	9.2	9.2	Bad Infrastructure	2.3	0.0	0.0
Entertainment	0.4	0.0	Have to go for Education	8.2	0.0	0.0
Local Dishes	0.4	0.0	Other Reasons	0.0	8.9	0.0
Good Infrastructure	0.0	0.3				
Stop Over	0.9	3.0				
Religion	0.3	5.4				
<b>Total %age</b>	<b>100.0</b>	<b>100.0</b>		<b>100.0</b>	<b>100.0</b>	<b>100.0</b>

Source: Expenditure Survey Report 2001, Uganda Final Report

Information in Tables 17.0, 18.0 and 19.0 provides data on the tourists best and most unpleasant experiences associated with their visit, along with recommendations for improvement. The best memory of the tourist experience was the people and the natural attractions. In the case of the areas that need improvement, transportation and infrastructure are at the top of the list.

**Table 17**  
**Percentage distribution of tourists' best memory**  
**/ experience of Uganda (multiple response)**

Best Memory/Experience	%-age	Number of Cases
Ugandan People	43.4	1317
Natural Attraction/Climate	33.9	1029
Local Dishes/Fruits	6.1	184
Culture/Entertainment	4.9	148
Transport System/Communication	4.0	121
Good Security	3.7	112
Rafting	2.8	84
Available Markets	2.0	62
Hotel & Catering Services	1.8	54
Good Hygiene	1.4	42
Others	3.5	106

n\* = 3038

**Table 18**  
**Percentage Distribution Of Tourist Visitors' Most Unpleasant Experience In Uganda**

Most Unpleasant Experience	%-age	Number of Cases
Poor Transport / Communication Systems	14.4	438
Poor Infrastructure	6.6	202
Poor Driving	5.0	153
Poor Hospitality	4.4	133
Poor Hygiene	3.7	112
Unsatisfactory Services	3.4	104
Insecurity	3.0	90
Language Barrier	2.1	63
Poor Banking System	2.0	60
Money Changers	1.9	58
Poor Hotel & Catering Services	1.7	52
Poor Integrity of Service Providers	1.3	40
High Cost of Services and Goods	1.3	38
Bureaucracy	1.2	36
Poverty	1.1	32
Others	2.9	86

**Table 19**  
**Percentage distribution of suggestions to improve tourism in Uganda**

Suggestions	%-age	Number of Cases
Improve Transport System	25.6	778
Improve Other Infrastructure	20.7	629
Improve Marketing	18.0	547
Provide up-to-date Guidebooks	7.0	214
Improve Security	6.8	206
Improve Hotel Services	6.6	201
Improve Banking	5.0	152
Train Service Providers	4.8	147
Improve Hygiene	4.3	130
Maintain Hospitality	3.6	110
Multi-Lingual Training	3.6	109
Develop more Attractions	1.8	55
Reduce NP Charges	1.6	48
Reduce visa Cost	1.3	41
Others	7.1	217

Source: Expenditure Survey Report 2001, Uganda Final Report

## SUMMARY AND RECOMMENDATIONS

The Ugandan tourist industry has a golden opportunity to increase its tourist business. As has been indicated in the introduction, the natural attractions that this nation has to offer are truly world class. A stable political environment and modernization of the transportation system and other infrastructure are needed for this country to take full advantage of its potential. Improvements in the marketing of these natural attractions will also help in attracting more tourists to this region, especially from the United States. As indicated in the statistics, the United States ranks third

behind Kenya and Britain in the volume of visitors to Uganda with 10.1 percent of the total visitors.

Efforts should be made to develop niche markets in the United States to increase the flow of tourists to Uganda. The African American market would be one that has great potential. African Americans have exhibited a desire to return to the land of their African Ancestors as demonstrated by major tour packages to West Africa and South Africa. The attractions in East Africa can be marketed with great advantage to this group.

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