

The Transport Network System And The Development Of The Tourism Sector A Case Study Of Isingiro District

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Abstract : *The study's goals were to investigate the position of transportation in the growth of the tourist industry in Isingiro District, to assess the effect of road transportation on the growth of the hospitality industry in Isingiro District, to examine the techniques for the growth of the tourist industry in Isingiro District, and to investigate the connection between the growth of the tourist industry and the transportation system. The social standing of the obtainable highway projects improves future tourism (3.17), and eventually it was also disclosed that expanding the transit system creates opportunities to appropriately manage standards for international tourism (3.49). Even worldwide visitors are strongly attracted to the park because of its excellent road connectivity (3.54). Further verification of the company's management contractor is needed. It has been suggested that the tourist attraction has to be integrated through to the vertical and horizontal integration of services in the world tourist network.*

Keywords: transport network system and tourism

Background of the study

In most economies around the world, tourism has indeed been recognized as an important sector. Its significance on a worldwide scale cannot be overstated as it has been designated as the sector with the quickest growth. Surface transportation gives this industry a significant boost. The role of transportation in tourism promotes movement and strengthens the rationale for why individuals (tourists) travel through one location to another. As technology continues to make travel easier, the number of people who are interested in it grows daily. Some individuals may even view the forms of transportation as attractions in and of themselves. These elements have eliminated the barrier of geography, making the universe a small, interconnected community. As a result, since traveling for pleasure is a component of tourism, the two industries have a mutually exclusive relationship. Tourism has been promoted as a growth strategy within the context of modernity to start generating currency currencies, to boost the balance of payments, to increase GDP, to draw advancement capital, to increase the technological transfer, to increase jobs, and to promote current western values of life (Shaw and Was toiams, 1994). (Mathieson and Wall, 1982). According to Van Doorn (1979, referenced by Pearce, 1989, p. 12), the dynamics of tourism development can only be understood in the context of a country's development stage. This makes Rostow's (1967) claim that there are 5 phases of economic growth essential when talking about tourism development.

Problem Statement

The number of tourists visiting Uganda reached 1.5 million in 2018, an increase of 7.4% from landings the year before (Ministry of Tourism, Wildlife and Antiquities, 2019). This marks the firm's greatest population increase of 13.8%. As a consequence, Uganda received USD 1.6 billion from international visitors in 2018, up from USD 1.45 billion in 2017.

The Director of Tourist, Wildlife, and Antiquities, James Lukwago, claims that the tourist industry added over 667,600 jobs in the year under review, an increase of 6.7%, and contributed 7.7% to GDP (Shs 8 trillion) (UWEC annual report, 2019). The parties involved in the tourism industry have long been concerned about the poor roads in the Isingiro District (Tumusiime, 2019).

Objectives of the study

1. To examine the role of transport on the development of the tourism sector in Isingiro District.
2. To analyze the effect of road transport on the development of the tourism sector in Isingiro District
3. To examine the strategies for the development of the tourism sector in Isingiro District.

Research Questions

1. What is the role of transport in the development of the tourism sector in Isingiro District?
2. What is the effect of road transport on the development of the tourism sector in Isingiro District?
3. What are the strategies for the development of the tourism sector in Isingiro District?

Methodology

Research Design

The study was to adopt a descriptive correlational and cross-sectional and case study survey research design. The descriptive correlational design was to be used to establish whether there is a significant relationship between advertising and the consumer behavior. The ex-post facto design is to be used because respondents was to be asked things that had already happened. The cross-sectional design was to be employed because a cross-section of respondents may be selected to participate in the study all at once.

Study Population

The study population was to constitute mainly the staff of Uganda Tourism Board especially those working in the top management and those in the road monitoring department. According to the Human Resource officer, this population amounts to 80 staff. This population was to be chosen because it was to be assumed to have adequate knowledge of the subject under investigation and the research variables under investigation.

Sample Size

The sample size was to be 66 respondents of which members of staff are 80 of Uganda Tourism Board. This numbers are recommended by Krejic and Morgan 1970 sample determination table. How did you arrive at 66? Besides is 66 too high for a population of only 80 staff. Drop to 35.

The sample size was to be 240 respondents

Sampling Technique

To choose the right sample size for this study, the investigator had to use a number of strategies. Both probability and quasi sampling approaches are included.

Purposive sampling, a quasi sampling technique, was to be used in this study to choose participants from the general community. By choosing from each unit within the study population, this strategy allowed the study to only offer a chance to participants. In this instance, it was the researcher's responsibility to make sure that volunteers from various groups, such as senior executives and friendly service, were given preference.

Data Analysis

Data was to be analyzed using SPSS. It was to be presented in form of tables, graphs, pie charts and triangulation

Qualitative data analysis was to be done by narrative as shall be recorded during face to face interview and through observation. The researcher was to use a quick impressionist summary in analyzing qualitative data; he was to summarize key findings by noting down the frequent responses of the respondents during the interview on various issues concerning advertising and how the whole process of advertisements affects the consumer behavior.

RESULTS

Demographic characteristics of the Respondents

The objective of this study was to show the demographic information of respondents as to gender, level of education and age.

Gender of respondents

The study herein analyzed the gender of respondents which was represented by the computation of the Frequency Table and Pie Chart captioned as table1 and figure 1 respectively

Table 1: showing the gender of respondents

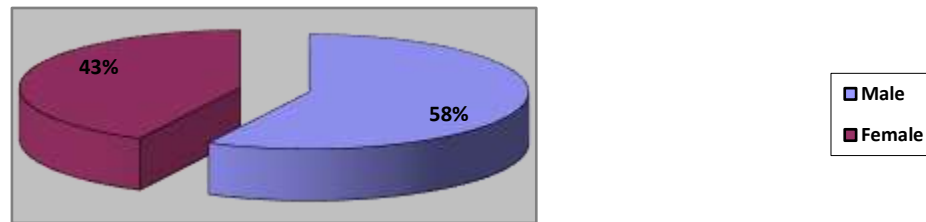
Gender	Frequency	Percent	Valid Percent	Cumulative Percent
Male	138	57.5	57.5	57.5
Female	102	42.5	42.5	100.0

Total	240	100.0	100.0	
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Source: Primary data, 2021

Table1 results indicated that majority of the respondents in this sample were Male 138 (57.5%) as compared to female respondents 102 (42.5%), hence implying that there is an exposure gap where men are rich in tourism related information is concerned as compared to female.

Figure 1: showing gender of respondents



Source: Primary Data, 2021.

Figure 1 results indicated that majority of the respondents in this sample were male with a percentage of (57%) as compared to male respondents (43%), hence implying that there is an exposure gap whereby men are rich in tourism related information is concerned as compared to female.

The level of education of respondents

Below is the analysis of the level of education of respondents which was also analyzed using the frequency table and the bar graph

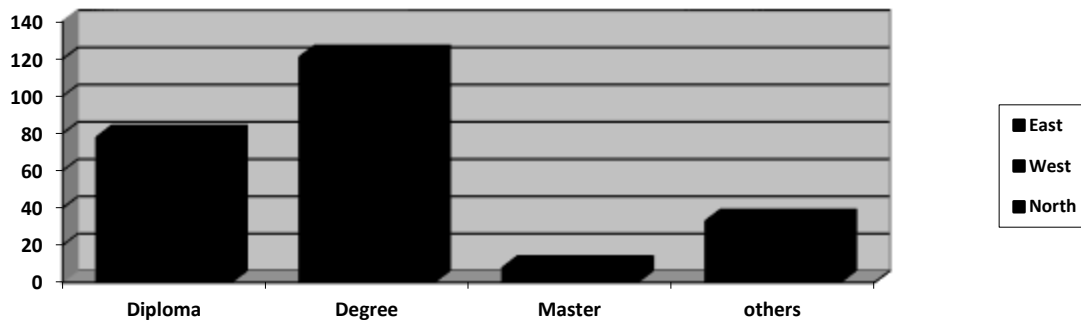
Table 2: showing the level of education

Level of education	Frequency	Percent	Valid Percent	Cumulative Percent
Diploma	78	32.5	32.5	32.5
Degree	121	50.4	50.4	82.9
Master	8	3.3	3.3	86.2
others	33	13.8	13.8	100.0
Total	240	100.0	100.0	

Source: Primary Data, 2021.

With respect to education qualification; the study further showed that degree holders 121(50.4%) dominated the study, these were followed by Diploma 78(32.5%), followed by 25 those with other qualifications 33(13.8) and the least came from those holding Master’s degree 8(3.3) and this implies that most of the respondents had passed through tertiary level education and therefore possessed the necessary knowledge regarding the study.

Figure 2: showing the level of education of respondents



Source: Primary Data, 2020

According to the above figure; the study further showed that degree holders 121 dominated the study, these were followed by Diploma 78, followed by those with other qualifications 33(13.8) and the least came from those holding Master’s degree 8 and this implies that most of the respondents had passed through tertiary level education and therefore possessed the necessary knowledge regarding the study.

The age of respondents

The following frequency table 3 and figure 3 depicts an analysis and interpretation of the age of respondents.

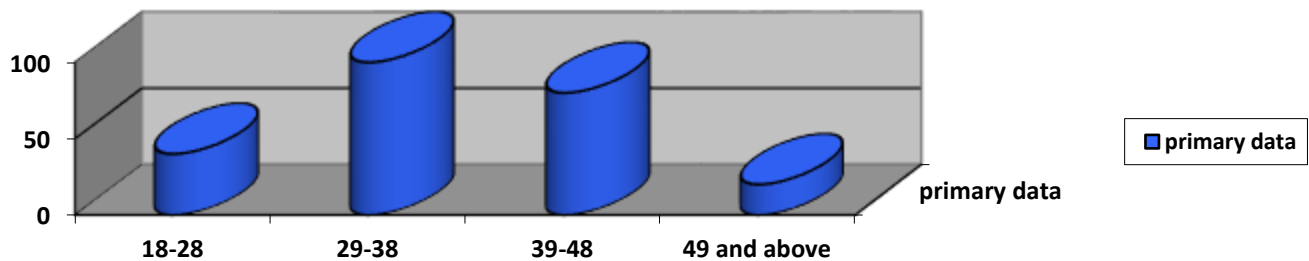
Table 3: showing the age of respondents

Age	Frequency	Percent	Valid Percent	Cumulative Percent
18-28	42	17.5	17.5	17.5
29-38	103	42.9	42.9	60.4
39-48	67	27.9	27.9	88.3
49 and above	28	11.7	11.7	100.0
Total	240	100.0	100.0	
MINIMUM	MAXIMUM	MEAN	STANDARD DEVIATION	KURTOSIS
18	60	26	20.89	0.89

Results in the above table indicated that majority of respondents in this sample ranged between 29-38 years of age 103 (42.9%), this also implied that majority of respondents in this sample were in their middle adulthood; these were followed by those in the range of 39-48 years of age constituting 67(27.9%), 42(17.5%) were between 18-28 years and 28 (11.7 %) were in the range of 49 and above.

Since the standard deviation (20.89) is within the range of the maximum (60) and the minimum age (18), age meets the measures of central tendency.

Figure 3: showing the age of respondents



Source: Primary Data

Results in the above figure indicated that majority of respondents in this sample ranged between 29-38 years of age 103 (42.9%), this also implied that majority of respondents in this sample were in their middle adulthood; these were followed by those in the range of 39-48 years of age constituting 67 (27.9%), 42 (17.5%) were between 18-28 years and 28 (11.7%) were in the range of 49 and above.

Relationship between road network and tourism development

Table 4: showing the descriptive statistics about the relationship between road network and tourism development.

Relationship	Mean	Std. Deviation
Well-developed roads attract maintenance of the national park	2.32	.756
The road network is sufficient to attract local tourists in the national park	3.42	1.301
A good road system facilitates routine tourists at all times in the park	3.21	1.332
Even international tourists are highly attracted to the park due to good road connectivity	3.49	1.196
The status of the road improvements available improves future tourism	3.17	1.332

Developing the road network creates possibilities to properly manage standards for international tourism	3.54	1.390
Average means	3.21	

Source: Primary Data

The mean score of 3.21 in Table 4's results, which suggests that the transportation system is a highly important component in determining the success and growth of tourism, showed that there was a strong association among road network and tourist development.

In addition to the foregoing, the results showed that well-maintained roads attract upkeep of the nature reserve (2.32); a sufficient road network attracts local visitors to the citizen (3.42); a good road system helps facilitate routine visitors at all points of time in the park (3.21); even worldwide tourists are strongly attracted to the park because of excellent road access (3.49); and a sufficient road network attracts tourists from outside the country (3.42). Future tourism is improved by the state of the existing highway projects (3.17) and, lastly, it was discovered that expanding the transit system makes it possible to effectively manage requirements for international tourism (3.54). This suggests that a good road infrastructure system may lead to development of tourism even though a poor transportation system might lead to underdeveloped vacation, indicating that a correlation between road network and tourism development may exist.

Development of tourism level

This goal presents the results of the participants' perceptions on the growth of the tourism industry according to the following six constructs, from which their level of acceptance of the assertions was deduced.

Table 5: showing the level of tourism development Isingiro District.

Items	Mean	Std. Deviation
Travelers are motivated by the best road networks in Isingiro to tour and travel to a particular tourism site	2.00	1.446
Well-developed transportation infrastructures have determined the number of visitors travelling from different places towards a certain tourism site	2.20	1.208
Tourism development in Isingiro is determined by the good state of infrastructures	3.10	1.008
Better and improved road network systems bring about increased migration	2.31	1.100
Standard and multipurpose transportation systems can lead to rural tourism development	2.44	1.176
Major transport network can develop tourism which was to contribute positively to reconciling environmental protection, economic development and the fight against poverty	2.8	.862

Average mean	2.475	
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Source: Primary Data

Despite the fact that Isingiro has many tourist attractions, the tourism industry is still in its infancy, as seen by the results of the aforementioned research.

When participants were questioned if the best road systems in Isingiro encourage tourists to tour and take trips to specific tourist destinations, the average result was highly dissatisfied, which was unsatisfying. When participants were questioned if it is well mass transit infrastructural facilities have ascertained the amount of tourists traveling from different locations toward that specific tourist place in Isingiro, the reaction was still unsatisfying as shown by the median of (2.00), which is equivalent to quibble. If more people migrate since of better and more efficient road infrastructure systems, the reaction was unsatisfactory because it received a mean of (2.31), as well as whether there is a standardized and accepted way to measure this.

The question as to whether multifunctional transportation systems can promote rural tourist experience received a mean response of (2.44), which is more or less similar to disagree. This result was followed by the question of whether important transport networks can promote tourism, which is beneficial to balancing protection of the environment, economic development, and the fight against hunger.

Level of effectiveness of the road network in Isingiro

This objective shows the findings from respondents about their perception on the level of Effectiveness of road network in Uganda as based on the following six constructs upon which their level of agreement with the statements was derived.

Table 6: Level of effectiveness of road network in Uganda

Response	Mean	Std. Deviation
There is a strong mechanism for enhancing transport services in the tourism sites	2.81	1.011
The roads in the park attain and operate under good policy framework	3.00	1.165
The employees in the national park are tailed for effective customer satisfaction	2.94	1.020
The management of the tourism sites have always sought for government intervention into road services	3.13	.785
The authorities have developed a scheme for transport improvements in the region	3.82	1.039
There is an effective workmanship in the management of the transport services that already exist in Isingiro	3.50	1.043
Average mean	3.20	

Source: Primary Data 2020

Based on the replies examined on a five-point Linkert scale, the results in the above table indicated that the degree of efficacy of roads is generally fair. Consequently, it was mentioned from the research results that there is a strong system to enhance the road

assistance in the tourist destinations (2.81); roads in the campground attain and start operating under great policy structure (3.00); staff members in the nature reserve are held accountable for efficient client satisfaction (2.94); leadership of the tourist destinations has always sought out government intrusion in purpose of utilization (3.13); and officials have put together a strategy for highway projects in the area (3.82) Lastly, it was noticed that the administration of the existing road services in the western region is done with effective craftsmanship.

Conclusion

The investigation into the connection between the local roads and tourism development found that, as shown in Chapter 4 by the overall mean of 3.21, the road network structure has a significant impact on tourism development, and as a result, a great deal of emphasis should be placed on .How might road networks be upgraded to draw more travelers to a region, enabling tourism to flourish there because of the convenient transportation options

Recommendations

Further confirmation of the industry in terms management contractor is needed. It has been suggested that the tourist attraction has to be integrated thru the vertical and horizontal integration of services in the global tourism network.

Both within and outside of Uganda, particularly integration with businesses situated in other African nations (Kenya, Rwanda, Tanzania, and South Africa), as well as the exporting countries, should be taken into consideration while discussing integration.

Identifying the elements that draw travelers to Uganda can help with marketing of the country, the promotion of the tourist spots, and the improvement of the tourist categorizations.

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