# Community Tourism Initiatives and Socio-Economic Development of People Bordering Queen Elizabeth National Park in Rubirizi District in Western Uganda.

## Joseph Lubega, Frank Ahimbisibwe and Asuman Bateyo

Department of Public Administration and Development Studies, Kampala International University, Uganda.

## ABSTRACT

This study assessed how community tourism initiatives have led to socio- economic development of people bordering Queen Elizabeth National Park in Rubirizi District and it was guided by three objectives namely; to establish the level of socio-economic development of people bordering Queen Elizabeth National Park in Rubirizi District, to find out the community tourism initiatives of people bordering Queen Elizabeth National Park in Rubirizi District and to examine the relationship between community tourism initiatives and socio-economic development of people bordering Queen Elizabeth National Park in Rubirizi District. The study adopted descriptive cross-sectional research and correlational designs on a sample of 71 respondents. Data were collected using a questionnaire and an interview guide. Quantitative data were analyzed using frequencies, percentages means, correlation and regression. Qualitative data were analyzed using thematic analysis. Descriptive results revealed that employment opportunities were high, household income was fair but literacy levels were low. Inferential analysis results indicated that community tourism initiatives have a high positive significant relationship with employment opportunities, moderate significant relationship with household income and a weak positive insignificant relationship with literacy levels. Therefore, it was concluded that community tourism initiatives contribute much to employment opportunities as compared to household income and literacy levels. Thus, the study recommended that stakeholders in tourism such as Ministry of tourism, Uganda Tourism Board, UWA, district officials should support improving socio-economic development of people bordering national parks. Such improvements should include allowing people from bordering communities to get jobs in managerial positions, giving them the first priority when giving jobs and training them to gain skills that can help them to improve their tourism related businesses and provide modern technology that will facilitate people bordering national parks in running their enterprises to create more employment opportunities, improve their household income and fight illiteracy among their children, also improve on the wages paid especially to women. Create more projects in the communities bordering national parks especially those related to tourism.
**Keywords:** Community tourism, Rubirizi District, Socio-economic development and National Park.

## INTRODUCTION

Globally tourism has been the most significant contributor to the economic changes of people bordering National Parks in different countries and the economic sector that creates employment opportunities and income for the indigenous population [1]. The interaction between tourists and locals makes the tourism industry very dynamic and unique. Socio-economic effects of tourism on communities are inevitable due to interaction and dependence on each other. Tourism has both positive and negative impacts on the local population [2]. Add another sentence to qualify this statement. Tourism has an influence on community

socio-economic development and this is as a result of synergies from tourism industry stimulates local socio-economic development [3].

The socio-economic development of Tourism on people bordering National Parks has been global. For example, in the United Kingdom, tourism development has attracted millions of visitors annually [4]. Tourists are often drawn by a variety of wildlife in a country's National Parks. Many people are attracted by the outstanding features of individual parks as well as some of these parks are considered world treasures [5]. However, some popular parks such as Yorkshire Dales, Snowdonia are actually endangered by their admiring visitors especially from the United States, Japan and other wealthy nations with larger populations. Too many visitors can harm the environment that National Parks are intended to protect [1]. Geographical location and economic factors boost tourism in the Caribbean region, the Bahamas for example contributes most of its economic development and high per capita income to tourism, and some 30% of the Bahamian population is employed in tourism and represents nearly half the country's Gross Domestic Product (GDP) [6]. This indicates that tourism has a significant influence in boosting the employment of people boarding tourist attractions.

In East Africa, tourism industry has led to the development of good infrastructure by African standards for example, about 67million foreign tourists on average come each year to marvel at East Africa's wild life, the local people bordering National Parks such as Serengeti, Tsavo, Queen Elizabeth, Bwindi, Masai mara, akagera among others contribute to tourism industry by making a variety of handcrafts to the tourists in order to earn income that helps them to sustain their livelihoods [7]. Uganda which is located in the Eastern Africa plateau has a growing economy and improved security which have largely contributed to the growth of tourism potential with unique sceneries' like

Rwenzori mountains, flora and fauna and National Parks [8]. Tourism development has become an important issue for socio-economic development with many tourism initiatives, Queen Elizabeth National Park has become a potential area that involves tourism and promotes socio-economic development in terms of providing employment opportunities improving household income and supporting educational institutions with its size 1978km adjoined by other protected areas that include the Kyambura Game Reserve (154km) Kigezi Wild life Reserves (265km) and Kibale National Park (795km with the Rwenzori National Park and the Ishasha sector. It is therefore from this background, the researcher want to investigate whether Community tourism initiatives affect the socio-economic development of people bordering Queen Elizabeth National park in Rubirizi District.

## Problem Statement

Socio-Economic Development has become an increasingly important issue for the government and regional agencies searching to improve the conditions of living for their people [9]. International commitments by organizations such as World Parks Congress have generally contributed funds towards the development of national parks in an effort to improve on the livelihoods of people bordering National Parks such funds are intended to help the poor in the developing countries. Since tourism inception in Queen Elizabeth National Park, community members have initiated various enterprises that are hoped to improve their socio-economic development (UTB Annual Report, 2019). However, these efforts have not led to tangible socio-economic development. For instance, communities bordering Queen Elizabeth National Park still experience high poverty levels. Habaasa [10] reported that poverty in the bordering communities stood at 82% and household income at 20% of communities bordering Queen Elizabeth National Park.

Previous researchers have conducted studies on communities tourism advocating for more business-oriented approach to tourism that would encourage greater collaboration among stake holders [11; 12; 13]. It is not yet known whether Community Tourism Initiative influence socio-economic development [14]. This study therefore assessed the impact of community tourism initiative on socio-economic development of people bordering Queen Elizabeth National Park.

### Aim of the study

To assess how community tourism initiatives have led to socio- economic development of people bordering Queen Elizabeth National Park in Rubirizi District.

### Objectives of the Study

i.   To establish the level of socio-economic development of people bordering Queen Elizabeth National Park in Rubirizi District.
ii.  To find out the community tourism initiatives of people bordering Queen Elizabeth National Park in Rubirizi District.
iii. To examine the relationship between community tourism initiatives and socio-economic development of people bordering Queen Elizabeth National Park in Rubirizi District.

### Research Questions

What is the level of socio-economic development of people bordering Queen Elizabeth National Park in Rubirizi District?

### Significance of the Study

The findings from this study may help policy makers and development planners by providing information on how to reduce poverty through supporting community tourism initiatives that aim at improving the livelihoods of communities neighbouring National Parks.

## RESEARCH METHODOLOGY

### Research Design

The study employed descriptive cross-sectional research and correlational designs in the assessment of the role of community tourism initiative on socio-economic development in communities bordering Queen Elizabeth National Park western Uganda. The researcher used descriptive research design in order to deeply understand the spatial characteristics of community tourism initiatives and correlational design helped in establishing the relationship between community tourism initiatives and socio-economic development. The researcher used cross-sectional research design in order to collect the data from respondents who were spread in different communities bordering the Park; this helped the research to gather varied information from the representative sample of respondents that is characteristic for each of the communities that were carrying out a variety of tourism related activities or enterprises [15].

The researcher applied both qualitative and quantitative approaches. The qualitative approach was used to collect data, which was narrative form whereby respondents were given the opportunity to express their views, opinions, attitudes about different phenomena. The quantitative approach helped the researcher to handle the numerical data collected using a questionnaire [16]

### Study Population

The study population of 87 people participating in community tourism initiatives was used to select the sample size. The sample size was determined on the basis of communities and enterprises that are supported by tourism initiatives. The composition of the sample was determined by use of solven's formula as part of community participation of representatives in tourism focused initiatives of Kyenzaza, Katara, Kichwamba and Kyambura communities [17]. Amin [15] describes a study population as the number of subjects or the environment of interest to the researcher. Study

population is a complete set of individuals, cases or objects with some common observable characteristics. Data will be collected from community enterprise leaders, UWA Staff in community conservation Department, local government leaders.

### Area Scope

The study was carried out in communities bordering Queen Elizabeth National Park in areas of Kazinga, Kyambura, Katunguru in Rubirizi district in Western Uganda. Lying outside the Democratic Republic of Congo (DRC) Uganda boarder, the Queen Elizabeth National Park (QENP) runs from the base of the Rwenzori Mountains in the north, down to the Ishasha River in the south, covering 1978sq.km. The park is boarded by Lake Edward to the west, Lake George to the north-east as well as the21kms long Kazinga Channel an area for tourism and community fishing which connects the two lakes.

### Time Scope

The study considered a period of five years from 2016 to 2020. This is the period when most local community tourism initiatives that promote socio-economic development of people bordering the park were started to help communities to improve on their livelihoods for development (UTB Annual Report, 2019).

### Sampling Techniques and Sample Size

The researcher used different sampling techniques to select a representative sample and the appropriate sample size from a study population. The sample was representative of communities that were within reach of radius of 5km and are affiliated to the enterprises that are engaged in activities that contribute to tourism initiatives.

### Sample Size

Amin [15] describes a sample as a collection of some elements from a population. It is part of the target or accessible population that has been procedurally selected to represent it. The sample size of 71 respondents included, community enterprise leaders, UWA Staff in community conservation Department, local government leaders. The sample size was selected by using the Sloven's formula, which states that for any given population the required sample size was given by:

$n=N/1+N(e^2)$ where n =the required sample size.

N = the known population size and e = the level of significance which is =0.05. Given a total population, the sample size will be computed as follows,

$$n = \frac{N}{1+N(e^2)}$$

Where n=.is the required sample size
1 = constant
N = the known population size,
The level of significance, which is = 0.05

$$n = \frac{87}{1+87(0.05^2)} = 71 \text{ respondents}$$

**Table 1: Distribution of the Sample by Category and Sampling Technique**

| Category | Target population | Sample size | Sampling techniques |
|---|---|---|---|
| Community Enterprise Group Leaders | 24 | 18 | Simple Random sampling |
| UWA Staff | 21 | 17 | Simple Random sampling |
| UWA Warden | 1 | 1 | Purposive Sampling |
| Local Leaders | 4 | 4 | Purposive Sampling |
| Other Local committee members | 32 | 26 | Simple Random sampling |
| District officials | 5 | 5 | Purposive Sampling |
| **Total** | **87** | **71** | **Slovene's Formula** |

Source: Field Notes 2020

**Data Collection Sources**

Data was collected from both primary and secondary sources. Primary data was gathered through the use of questionnaires and interview schedules. Secondary data was collected through documentary study of relevant articles in journals, text books and studies done by other scholars.

**Data Collection Methods**

**Survey**

A survey is a method that involves collecting information from the participants who are evenly spread to ensure that each individual or group is represented and given a chance to answer questions by use of a questionnaire. The questionnaire was administered to 71 respondents; the results of the survey were handled by coding using Likert scale. Household survey provides ample time to the respondents to express their views and opinions as well as making a choice or alternatives to a given set of questions; a survey was mainly being used to collect information from participants in the mapped communities bordering the park, survey was used to collect quantitative data.

**Interviews**

This is a method of collecting data in which selected participants are asked questions in order to find out what they feel to enable the researcher seek information of the subject under study through questioning [15]. This was a face to face interaction where the interviewer posed questions to the respondent [15]. The choice of the method was that it's flexible and it's an easy way of finding information out especially from the illiterate participants. In addition, permitted the researcher to ask more difficult/intricate questions and it takes into account verbal communications such as attitudes and behavior of the research in relation to the subject being discussed. The Interview method was used where face to face interactions with the respondents and the discussion involved free expression of the respondent's ideas on issues by the researcher. The results of the interview were expressed in a narrative form as part of thematic content analysis. This method mainly collected data from Key informants like District officials and UWA staff, local leaders and enterprise leaders and it was done using an interview schedule to collect qualitative data

## Documentary Review

Documentary review is the critical examination of public or private recorded information related to the issue under investigation [15]. The researcher accessed documents like magazines, journals, development plans, assessment reports, inspection reports to provide information on community tourism initiatives and the socio-economic development. Data was also collected from research papers, published books and credible websites. Documentary review was used to collect data to evaluate the objectives.

### Data Collection Instruments

Questionnaires and interview guide were employed. According to [15] a questionnaire is a set of questions to which the subject responds in writing and it must explain what the study is all about and also give the respondent all the instructions for giving the right answer. A questionnaire was used to get information from the respondents, where respondents had alternatives answers to closed ended questions.

An interview guide is a set of oral questions which are administered to respondents through face- to- face interaction.

## Validity and Reliability of the Instruments

### Validity of the Instruments

Validity is the extent to which research results can be accurately interpreted and generalised to other populations. Amin [15] asserts that validity means the appropriateness and accuracy as applied to a research process. In order to ensure validity of data collected, all instruments were submitted to experienced persons (Dean Faculty of business and management, Supervisors) in research in order to evaluate the relevance of each item in the instruments to the research objectives.

The Content Validity Index (CVI) was then calculated using the formula below;

CVI= n/N

Where n = the number of items rated as quite relevant or very relevant

N= Total number of items in the questionnaire.

Both the questionnaire and the interview guide were taken to be valid since the CVI was above 0.70 and this was obtained after calculation implying that the instrument was valid to elicit the right data for the study and the results were presented in table 2 below:

### Table 2 Validity Indices

| Variables | Content Validity Index |
|---|---|
| Employment Opportunities | 0.77 |
| Household income | 0.87 |
| Literacy levels | 0.88 |
| Community Tourism Initiatives | 0.83 |

Primary data 2020

### Reliability

The reliability of the instruments was computed using SPSS to determine the Cronbach Alpha coefficient. The closer it is to one, the higher the consistency of the instruments. The scores found at 0.7 and above the alpha values indicated good credits, hence better for use in the study [15]. Before undertaking data collection, the questionnaire was pre-tested to some respondents who are in the same position with the target population and the reliability test was carried out using Cronbach's Alpha with the help of SPSS and the results obtained were presented in the table 3 below.

### Table 3 Reliability test

| Variables | Cronbach's Alpha |
|---|---|
| Employment Opportunities | 0.80 |
| Household income | 0.86 |
| Literacy levels | 0.78 |
| Community Tourism Initiatives | 0.85 |

Source: Field Findings 2020

From table 3 above, the alpha coefficient of all constructs was above 0.7 and this suggested that the instrument was reliable to obtain the data required for the study.

### Data Analysis

Quantitative data was analyzed using descriptive statistics including frequencies, percentages and means. To establish the relationship between variables in objective three, the researcher used Pearson linear correlation coefficient and regression analysis. Qualitative data was analysed by use of thematic content analysis; this was used to analyse qualitative data. This involved an assessment of themes and sub themes of objectives of the study. The data obtained by interview from the respondents was analysed qualitatively.

### Ethical Considerations

The respondents were verbally informed about the research purpose. This helped in establishing a good working relationship. Respondents were assured of confidentiality of the information relayed to the researcher. The researcher and research assistants administered the questionnaires to respondents at an appropriate time for each category of respondents to avoid collusion and ensure maximum recovery rate. Interviews was arranged and held between the researcher and respective respondents. Consent from the participants was sought and all information collected from the field research were treated with maximum confidentiality.

### Data Presentation, Analysis and Interpretation

**Response Rate**

### Table 4: Response rate

| | Frequency | Percentage |
|---|---|---|
| Response | 70 | 98.6% |
| Non response | 1 | 1.4% |
| Total | 71 | 100% |

**Source: Field Findings**

Initially, the researcher planned to collect data from 71 respondents. However complete data was collected from 70 respondents. The overall response rate for both interview and survey data respondents was 70(98.5%). This response rate was sufficient because [18] indicate that a response rate of 50% and above is enough in humanity studies. Quantitative data were collected from 65 respondents using a questionnaire and qualitative data were collected from 5 respondents using an interview guide.

## Table 5: The data on the background characteristics of respondents

| Item | Categories | Frequency | Percent |
|---|---|---|---|
| Gender | Male | 22 | 36.7 |
| | Female | 38 | 63.3 |
| | Total | 60 | 100 |
| Age Brackets | below 20 | 2 | 3.33 |
| | 21-40 years | 30 | 50 |
| | 41-60 years | 24 | 40 |
| | Above 60 years | 4 | 6.67 |
| | Total | 60 | 100 |
| Marital status | Single | 11 | 18.33 |
| | Married | 44 | 73.33 |
| | Separated | 2 | 3.33 |
| | Windowed | 3 | 5 |
| | Total | 60 | 10 |
| Level of Education | No formal education | 5 | 8.33 |
| | Primary | 20 | 33.33 |
| | Secondary | 10 | 16.67 |
| | Tertiary | 18 | 30 |
| | Others | 2 | 3.33 |
| | Total | 60 | 100 |

**Source: Primary Data 2020**

The results on gender category showed that the larger percentage (63.3%) was of females with male being 36.1%. This suggested that the higher percentage of the respondents were females. However, views were representative of both gender groups because the difference between both groups was big, that is 26.6%. With respect to age groups of the respondents in years, the results revealed that the larger percentage (50%) was of the respondents of between 21-40 years followed by 40.0% that were of years between 41-60 years and 6.67% were above 60 years. Only 3.33% was below 20 years. These results show that respondents of different age groups participated in the study. Therefore, the views presented

captured the perceptions of respondents of various age groups hence providing that could be generalised. The data on education level of the respondents showed that larger percentage (33.33%) of the respondents stopped at primary level followed 30.0% who finished tertiary level, 16.67% finished secondary level and 3.33% had other formal education levels while 8.33% had no formal education. These results suggest that respondents were had different education levels. Therefore, the views were representative of respondents with different education background. On the marital status, most of the respondents i.e. 73.33% were married because most of the study participants were above 18 years and were old enough to get married; 18.33% were single; 5.0% of the respondents were widowed; and finally, 3.33% of the respondents were separated/divorced.

**Socio-economic Development of People Bordering Queen Elizabeth National Park in Rubirizi District.**

In this study, Socio-economic Development which is the dependent variable was conceived as covering employment opportunities, household income and literacy levels. The results on the same follow in the subsections here under.

**Employment Opportunities.**

Employment Opportunities which are the first aspect of socio-economic development was studied using nine items. The results on the same were as presented in Table below:

## Table 6 Descriptive statistics on Employment opportunities

| | F/% | SA | A | N | **D** | **SD** | Mean |
|---|---|---|---|---|---|---|---|
| It is easy Local people to be employed in the tourism industry | F | 38 | 17 | - | 3 | 2 | 4.03 |
| | % | 63.3 | 28.3 | - | 5 | 3.3 | |
| Employment in tourism industry transform the local community into knowledge-based community | F | 35 | 20 | - | 2 | 3 | 3.87 |
| | % | 58.4 | 33.3 | - | 3.3 | 5 | |
| I have an opportunity to get into the managerial position in tourism industry | F | 6 | 10 | - | 31 | 13 | 2.17 |
| | % | 10 | 16.7 | - | 51.6 | 21.7 | |
| I have an opportunity to be formally employed in the tourism industry | F | 23 | 17 | 2 | 12 | 6 | 3.96 |
| | % | 38.3 | 28.3 | 3.3 | 20 | 10 | |
| The tourism employment opportunities are distributed equally to all local communities. | F | 12 | 10 | 1 | 20 | 17 | 3.66 |
| | % | 20 | 16.7 | 1.7 | 33.3 | 28.3 | |
| Income from tourism employment creates saving opportunity to the local people | F | 34 | 16 | - | 4 | 6 | 4.02 |
| | % | 56.7 | 26.7 | - | 6.7 | 10 | |
| Tourism employment benefits the local community | F | 31 | 18 | 2 | 5 | 4 | 4.12 |
| | % | 51.7 | 30 | 3.3 | 8.3 | 6.7 | |
| The local people are given first priority when jobs are available | F | 13 | 7 | 3 | 30 | 17 | 2.01 |
| | % | 21.7 | 11.7 | 5 | 50 | 28.3 | |
| Overall, I am satisfied with the employment opportunities provided by the tourism development | F | 29 | 11 | 4 | 6 | 10 | 3.88 |
| | % | 48.3 | 18.3 | 6.7 | 10 | 16.7 | |

**Source: Primary Data 2020**

The results in Table 6 about the Local people to be employed in the tourism industry showed that cumulatively, the majority percentage (91.6%) of the respondents indicated that it was easy for local people to be employed in the tourism industry and 8.4% indicated it was not true. With the high mean = 4.03 close to code 4 which on the scale used corresponded with agreement, the results suggested the respondents indicated that it was true that it is easy Local people to be employed in

the tourism industry. The respondents agreed Employment in tourism industry transform the local community into knowledge-based community because the majority percentage (91.6%) of the respondents agreed that it was true, 8.4% disagreed and only 1.7% was neutral. The results were confirmed by the high mean = 3.87. Also, with the majority percentage (71.5%) of the respondents disagreeing with the low mean = 2.17, that they have an opportunity to get into the managerial

position in tourism industry. The finding indicated that they have an opportunity to be formally employed in the tourism industry because the majority percentage (66.6%) agreed and this was supported by the high mean = 3.87. With a high percentage (76.9%) of the respondents agreeing and a high mean = 3.66, that the tourism employment opportunities are distributed equally to all local communities. Furthermore, the respondents indicated that Income from tourism employment creates saving opportunity to the local people because majority percentage (83.4%) and the mean = 4.03 was high. However, with the larger percentage (60.3%) of the respondents disagreeing that the local people are given first priority when jobs are available with lower mean = 2.01, the results suggested that it was not true that the respondents were given first priority when jobs are available. As to whether, most tourism employment benefits the local community, the larger percentage (81.7%) of the

respondents agreed while 15.0% disagreed and 3.3% were neutral. The high mean of 4.12 confirmed the results and this suggested that tourism employment benefits the local community

Finally, the overall, respondents were satisfied with the employment opportunities provided by the tourism development, because the larger percentage (66.6%) of the respondents indicated that agreed while 26.7% disagreed and 6.7% of them were neutral and this indicates that all in all, most of the respondents were satisfied with the employment opportunities provided by the tourism development with the high mean of 3.88 suggested that most of the respondents were happy with the employment opportunities. To find out how overall how respondents rated the employment opportunities, summary statistics were calculated for the items measuring employment opportunities. The results were as presented in Table 7 below

### Table 7 Summary of Descriptive Statistics on Employment Opportunities

| Descriptive | | | Statistics | Std.Error |
|---|---|---|---|---|
| Employment opportunities | Mean | | 3.86 | 0.05 |
| | 95% Confidence | Lower Bound | 3.52 | |
| | Interval for Mean | Upper Bound | 3.94 | |
| | 5% Trimmed Mean | | 3.89 | |
| | Median | | 3.91 | |
| | Variance | | 0.61 | |
| | Std. Deviation | | 0.79 | |
| | Minimum | | 1.00 | |
| | Maximum | | 5.00 | |
| | Range | | 3.88 | |
| | Interquartile Range | | 1.00 | |
| | Skewness | | -0.87 | 0.24 |
| | Kurtosis | | 0.46 | 0.40 |

**Source: Primary Data, 2020**

The results in Table 7 show that the mean = 3.86 was close to the median = 3.91. Therefore, despite the negative skew (skew -0.87), the results were normally distributed. The high mean meant that the respondents rated employment opportunities in tourism industry as satisfactory (high). The low standard deviation = 0.79 indicated low dispersion in the responses. In the interviews Community Enterprise Leaders, they were asked to give their opinions on what they think tourism industry should do in order to help the communities to get out of poverty. In their responses, the Community Enterprise Leaders gave several related responses that indicated that over time, tourism industry has helped people neighbouring Queen Elizabeth National Park to get employment.

**One leader stated**
*In the past years, people in communities surrounding the park showed low commitment and willingness to work in tourism industry. However, since the introduction of community tourism initiatives there has been improvement. This has not been because of lack of avenues to make them get employed in the industry, but sensitization about the importance and benefits of getting involved in the tourism industry has been ongoing. Consistent with the views above.*

**Another leader said**
*Although the enthusiasm for people around Queen Elizabeth National Park is still low, there has been improvement. This can be seen in the increasing numbers of people working with Uganda Wild Life Authority. Even though the number are still low, once in a while we get some people joining the*

*tourism industry and many in sister industry like transport.*

**Lastly, one more respondent remarked:**
*"It will take time to interest all people surrounding the park to fully realize the importance  of tourism because of the nature of our community, however, there is improvement. Most   people today are able to think in short term though there is an improvement."*

The opinions above from the respondents suggest that people's love to work in

tourism industry had improved. This finding is consistent with the results of the descriptive statistics which showed that employment opportunities for people around Queen Elizabeth National Park were high although they are not all utilized.

**Household Income**

Household Income which is the second aspect of socio-economic development was studied using four items. The results were as presented in Table 8

**Table 8 Descriptive statistics on Household Income**

|  | F/% | SA | A | N | **D** | **SD** | Mean |
|---|---|---|---|---|---|---|---|
| The enterprise generates income to support household | f | 35 | 20 | - | 3 | 2 | 3.89 |
|  | % | 58.3 | 33.3 | - | 5 | 3.3 |  |
| The commercial enterprise has an impact on community poverty reduction | f | 33 | 19 | - | 3 | 5 | 3.98 |
|  | % | 55 | 31.7 | - | 5 | 8.3 | 3.77 |
| community tourism initiatives have given you skills to improve on your enterprise | f | 12 | 6 | 2 | 28 | 12 | 2.33 |
|  | % | 20 | 10 | 3.3 | 46.7 | 20 |  |
| community tourism initiatives has financially supported your enterprise to increase household income | f | 32 | 15 | 1 | 5 | 7 | 3.86 |
|  | % | 53.3 | 25 | 1.7 | 8.3 | 11.7 |  |

**Source: Primary Data 2020**

The results in Table 8 about the enterprise helping people to generate income to support household that cumulatively, the majority percentage (91.6%) of the respondents agreed while 8.3% disagreed and with the high mean= 3.89 close to code 4 which on the scale used corresponded with agreement, the results suggested the enterprise helping people to generate income to support household. The findings also revealed the commercial enterprise has an impact on community poverty reduction because the majority percentage (78.3%) of the respondents agreed with the statement, while 20%

disagreed with the statement and 1.7% of the respondents were neutral about the statement. The results were confirmed by the high mean = 3.98. Also, with the majority percentage (66.7%) of the respondents disagreeing and the lower mean = 2.33, the findings suggested that community tourism initiatives have not given you skills to improve on your enterprise, while 30% of them agreed and 3.33% of the respondents were neutral. The findings further indicated that community tourism initiatives have financially supported their enterprise to increase household income because the majority

Lubega *et al*                                                      www.iaajournals.org

percentage (78.6%) agreed that the statement and this was supported by the high mean = 3.86. To establish out how overall respondents rated household income as an aspect of socio-economic

development, summary statistics were calculated for the 4 items measuring household income. The results were presented in Table 9.

#### Table 9 Summary of descriptive statistics on household income

| Descriptive | | | Statistics | Std.Error |
|---|---|---|---|---|
| Household Income | Mean | | 3.46 | 0.05 |
| | 95% Confidence | Lower Bound | 3.42 | |
| | Interval for Mean | Upper Bound | 3.84 | |
| | 5% Trimmed Mean | | 3.79 | |
| | Median | | 3.71 | |
| | Variance | | 0.81 | |
| | Std. Deviation | | 0.79 | |
| | Minimum | | 1.20 | |
| | Maximum | | 5.80 | |
| | Range | | 3.58 | |
| | Interquartile Range | | 1.40 | |
| | Skewness | | 1.87 | 0.04 |
| | Kurtosis | | 1.46 | 0.30 |

**Source: Primary Data, 2020**

The results in Table 9 show that the mean = 3.46 was close to the median = 3.71. With a positive skew (skew 1.87), the results suggest that the responses were normally distributed. The high mean meant that the respondents rated their household income as poor. The low standard deviation = 0.79 suggested low dispersion in the responses. During interviews with leaders, they were asked to tell the enterprise activities are connected to income levels around Queen Elizabeth national Park. To this question, one leader said,
        *"I am impressed with enterprise activities are connected to income levels around Queen        Elizabeth national*

*Park and a number of people have picked interest in enterprises like   craft making, music dance and drama tour guiding and transportation of tourists. Still,        there is also improved tourism support to enterprise development. The household income    of people bordering Queen Elizabeth National Park has improved."*

In relation to the above, another local leader remarked,
        *"In this area we still experience low levels of household income because people largely spend most of their incomes and little is saved. Nevertheless, there is improvement, those  who manage to save;*

*a few are able to use their savings for productive activities.*

**Finally, another local leader revealed that,**

*"The situation is not very bad. A number of people are engaged in tourism initiatives and they are picking interest in enterprises initiated to contribute to their household income because it is from these enterprises many people around the park are able to earn a living".* From the views above, it can be deduced that there is improvement in

household income of people bordering Queen Elizabeth National Park. This interview views support the descriptive statistic results which indicated that household income of people bordering the park were good.

**Literacy Levels**

Literacy Levels which are the third aspect of socio-economic development was studied using five items. The results on the same were as presented in Table 10 below:

**Table 10: Descriptive statistics on Literacy Levels**

|  | F/% | SA | A | N | **D** | **SD** | Mean |
|---|---|---|---|---|---|---|---|
| Community tourism appreciates literacy education of the local people | **f** | 30 | 19 | - | 5 | 6 | 3.69 |
|  | **%** | 50 | 31.7 | - | 8.3 | 10 |  |
| Local leaders have mobilized people to engage in literacy programmes that support tourism | **f** | 31 | 18 | 2 | 4 | 5 | 3.98 |
|  | **%** | 51.7 | 30 | 3.3 | 6.7 | 8.3 |  |
| Tourists are able to communicate with the local people | **f** | 14 | 6 | 2 | 26 | 12 | 2.23 |
|  | **%** | 23.3 | 10 | 3.3 | 43.3 | 20 |  |
| Local Music dance and drama performance stimulates learning | **f** | 35 | 12 | 1 | 5 | 7 | 3.85 |
|  | **%** | 58.3 | 20 | 1.7 | 8.3 | 11.7 |  |
| Tourism helps communities to preserve their cultural heritage through learning | **f** | 6 | 4 | - | 33 | 17 | 2.05 |
|  | **%** | 10 | 6.7 | - | 55 | 28.3 |  |

**Source: Primary Data 2020**

The results in Table 10 with respect to whether community tourism appreciates literacy education of the local people showed that cumulatively, the majority percentage (81.7%) of agreed with the statement while 18.3% disagreed and with the high mean = 3.69 close to code 4 which on the scale used corresponded with agreement, the results suggested community tourism appreciates literacy education of the local people. The findings also revealed that Local leaders have mobilized people to engage in literacy

programmes that support tourism because the majority percentage (81.7%) of the respondents agreed with the statement, 15% of them disagreed and only 3.3% of them were neutral. The results were confirmed by the high mean = 3.98 and this suggests that Local leaders have mobilized people to engage in literacy programmes that support tourism. Also, with the majority percentage (63.3%) of the respondents disagreeing and the low mean = 2.23, the findings suggested that Tourists are not able to communicate with

the local people. The findings further indicated that Local Music dance and drama performance stimulates learning because the majority percentage (78.3%) agreed with the statement and this was supported by the high mean = 3.85. this suggests that Local Music dance and drama performance stimulates learning which in turn increases literacy levels.

Finally, with respect to whether tourism helps communities to preserve their cultural heritage through learning, the majority percentage (83.3%) of the respondents disagreed that tourism helps communities to preserve their cultural heritage through learning while 16.7% agreed with the statement and with the low mean = 3.53 suggested that Tourism does not help communities to preserve their cultural heritage through learning. To establish out how overall respondents rated literacy levels as an aspect of socio-economic development, summary statistics were calculated for the five items measuring literacy levels. The results were as presented in Table 11 below;

**Table 11 Summary of Descriptive Statistics on literacy levels**

| | Descriptive | | Statistics | Std.Error |
|---|---|---|---|---|
| Literacy Levels | Mean | | 2.39 | 0.05 |
| | 95% Confidence | Lower Bound | 2.22 | |
| | Interval for Mean | Upper Bound | 3.44 | |
| | 5% Trimmed Mean | | 3.99 | |
| | Median | | 3.20 | |
| | Variance | | 0.91 | |
| | Std. Deviation | | 0.89 | |
| | Minimum | | 1.50 | |
| | Maximum | | 4.80 | |
| | Range | | 3.48 | |
| | Interquartile Range | | 1.40 | |
| | Skewness | | 1.57 | 0.14 |
| | Kurtosis | | 1.36 | 0.40 |

**Source: Primary Data 2020**

The results in Table 11 show that the mean = 2.39 was not very close to the median = 3.20. However, with a positive skew (skew 1.57), the results indicate that the responses were normally distributed. The high mean meant that the respondents rated their literacy levels as low. In the interviews with community enterprise leaders and local leaders, tell how community tourism initiatives relates to literacy levels, the leaders provided related responses on the literacy levels of people bordering Queen Elizabeth National Park. One local leader stated,

> *"There are those intergroup cultural competitions that have promoted*

*Literacy Levels in communities neighbouring Queen Elizabeth national park to improve on their livelihoods. Thus, they participate in all activities such as music dance and drama. However, most of the people need to be pushed to participate in them"*

Another community enterprise leader said;
*"Education have helped communities neighbouring Queen Elizabeth National Park to improve on their livelihoods though there is still a number of children that are not schooling due to poverty".*

Most people in communities around the park take school issues causally. Nevertheless, the attitude of our people has improved. In the past, people's involvement in learning and educating their children was very limited local leader said that while a number of people showed that education promote the conservation of wildlife and protection of the environment, still the number of people involved is still low. Therefore, leaders still need to push people to be involved in educating their children to increase the literacy levels. The views above suggest that while there a number of people were involved in learning to fight illiteracy; still the number of those not involved was equally big. Therefore, the opinions of community enterprise leaders and local leaders did not fully support those people who in their responses indicated that their literacy levels were high. Nevertheless, with leaders indicating that a number of people who were involved in fighting illiteracy, it can be deduced that there was fair involvement of people in increasing literacy levels.

**Level of Community Tourism Initiatives**

Community tourism initiative as the independent variable and was studied using eight items. The results on the same were as presented in Table 12 below:

51

## Table 12 Descriptive Statistics on Community tourism initiative

| Statements | F/% | SA | A | N | **D** | **SD** | Mean |
|---|---|---|---|---|---|---|---|
| Poor women in the community sector earn less wages | f | 37 | 15 | 3 | 5 | 3 | 3.99 |
|  | % | 66.7 | 25 | 5 | 8.3 | 5 |  |
| Traditional agriculture is mostly practiced by people | f | 29 | 20 | 2 | 4 | 5 | 3.77 |
|  | % | 48.3 | 33.3 | 3.3 | 6.7 | 8.3 |  |
| Most enterprises are dominated by low levels of technology | f | 26 | 15 | 1 | 6 | 12 | 3.47 |
|  | % | 43.3 | 25 | 1.7 | 10 | 20 |  |
| Tourism initiatives have attracted people to engage in commercial farming | f | 35 | 11 | 2 | 5 | 7 | 3.72 |
|  | % | 58.3 | 18.3 | 3.3 | 8.3 | 11.7 |  |
| Most people in communities bordering the park are illiterate | f | 33 | 17 | - | 4 | 6 | 3.81 |
|  | % | 55 | 28.3 | - | 6.7 | 10 |  |
| Illiteracy in communities is related to poverty among the people | f | 28 | 13 | 1 | 6 | 12 | 3.67 |
|  | % | 46.7 | 21.7 | 1.7 | 10 | 20 |  |
| Community tourism encourage people to engage in commercial enterprises | f | 30 | 11 | 2 | 10 | 7 | 3.51 |
|  | % | 50 | 18.3 | 3.3 | 16.7 | 11.7 |  |
| We have many projects due national parks being near us | f | 7 | 10 | 3 | 24 | 16 | 2.33 |
|  | % | 11.7 | 16.7 | 5 | 40 | 26.7 |  |

**Source: Primary Data 2020**

The results in Table 12 regarding whether Poor women in the community sector earn less wages, cumulatively the majority percentage (91.7%) of respondents agreed while 13.3% disagreed and 5% were neutral and with the high mean = 3.99 close to code 4 which on the scale used corresponded with agreement suggested that Poor women in the community sector earn less wages. With respect to whether the traditional agriculture is mostly practiced by people, the majority percentage (81.6%) of the respondents agreed, 15% disagreed and 3.3% were neutral and with the high mean = 3.77 meant that the traditional agriculture is mostly practiced by people. Regarding whether the Most enterprises are dominated by low levels of technology, the majority percentage (68.3%) of the respondents agreed, while 30% of them disagreed and 1.7% were neutral and with the average mean = 3.47 implied that fairly, most enterprises are dominated by low levels of technology.

As to whether the Tourism initiatives have attracted people to engage in commercial farming, the majority percentage (76.6%) of the respondents agreed, 20% disagreed and 3.3% of them were neutral and with the high mean = 3.72 meant that the Tourism initiatives have attracted people to engage

in commercial farming. With a high percentage (83.3%) of respondents indicating agreeing and a high mean = 3.81, the respondents revealed that illiteracy in communities is related to poverty among the people. The findings also indicated that most people in communities bordering the park are illiterate because the majority percentage (83.3%) of the respondents agreeing and with the high mean = 3.67 confirmed that Most people in communities bordering the park are illiterate. As to whether community tourism encourage people to engage in commercial enterprises, the larger percentage (68.3%) agreed, 28.4% indicated disagreed and 3.3% were neutral and with. the average mean = 3.51 suggested that Community tourism encourages people to fairly engage in commercial enterprises.

Regarding to whether there are many projects due national parks being near us, the larger percentage (66.6%) disagreed while 28.4% agreed and 5% were neutral and with an average mean = 2.33 meant that there are few projects due national parks being near. To establish the total perception of the respondents about the Community tourism initiative, summary statistics were calculated for the eight items measuring Community tourism initiative. The results were as presented in Table 13 below:

**Table 13: Summary of Descriptive Statistics on Community tourism initiative**

| | Descriptive | | Statistics | Std.Error |
|---|---|---|---|---|
| Community tourism initiative | Mean | | 3.69 | 0.05 |
| | 95% Confidence | Lower Bound | 3.42 | |
| | Interval for Mean | Upper Bound | 3.74 | |
| | 5% Trimmed Mean | | 3.79 | |
| | Median | | 3.80 | |
| | Variance | | 0.81 | |
| | Std. Deviation | | 0.99 | |
| | Minimum | | 1.60 | |
| | Maximum | | 4.90 | |
| | Range | | 3.44 | |
| | Interquartile Range | | 1.60 | |
| | Skewness | | -.78 | 0.24 |
| | Kurtosis | | 1.46 | 0.50 |

The results in Table 13 show that the mean = 3.69 was close to the median = 3.80. Despite the negative skew (skew -0.78), the results suggested that the responses were normally distributed. The high mean implied that the respondents rated community tourism initiative as good. The low standard deviation = 0.99 suggested low dispersion in the responses. In the interviews with Uganda Wildlife Authority,

they were asked to give their comment on the Community tourism initiatives implemented to boost the socio-economic development of people bordering Queen Elizabeth National Park. To this question, one employee said,

> *"Not many people take initiative as serious and it requires persuading them to get involved in Community tourism initiative. Few people can push themselves."*

Another employee of UWA stated,

> *"While there are some people who take community tourism initiatives serious, this has not contributed much in their socio-economic development. Many take*

*Community tourism initiative casual and they need to be told. Similarly, another head employee explained. The people need to be told what to do. There are few people who are self-directed. The views above from the respondents suggest that few people took community tourism initiatives to contribute to their socio-economic development.*

These views partially supported the descriptive statistics which indicated the ability of people to take Community tourism initiatives as the way to boost their socio-economic development.

**Table 14 Descriptive Statistics on Community tourism initiatives and Socio-economic development**

| | F/% | SA | A | N | **D** | **SD** | Mean |
|---|---|---|---|---|---|---|---|
| Most visitors are attracted by the locally made products | f | 34 | 16 | 2 | 5 | 3 | 3.73 |
| | % | 56.7 | 26.7 | 3.3 | 8.3 | 5 | |
| Community members have been mobilized in the development activities to improve households | f | 31 | 22 | 1 | 3 | 4 | 3.68 |
| | % | 51.7 | 36.7 | 1.7 | 5 | 6.7 | |
| Community tourism initiative have been involved in poverty reduction in the community | f | 6 | 10 | 7 | 20 | 17 | 2.37 |
| | % | 10 | 16.7 | 11.7 | 33.3 | 28.3 | |
| women in the local communities engaged in the development activities | **f** | 24 | 16 | 2 | 12 | 6 | 3.76 |
| | **%** | 40 | 26.7 | 3.3 | 20 | 10 | |
| You are involved in community tourism development programmes | **f** | 12 | 10 | 1 | 20 | 17 | 3.66 |
| | **%** | 20 | 16.7 | 1.7 | 33.3 | 28.3 | |
| You are involved in community tourism development programmes | **f** | 35 | 15 | - | 4 | 6 | 3.94 |
| | **%** | 58.3 | 25 | - | 6.7 | 10 | |
| you own land in the neighborhood of National park | **f** | 33 | 14 | 2 | 5 | 6 | 3.81 |
| | **%** | 55 | 23.3 | 3.3 | 8.3 | 10 | |
| people in your community appreciate the contribution from tourism | **f** | 15 | 8 | 3 | 17 | 17 | 2.41 |
| | **%** | 25 | 13.3 | 5 | 28.3 | 28.3 | |
| Community tourism initiative have been involved in development of rural infrastructure | **f** | 26 | 14 | 4 | 6 | 10 | 3.78 |
| | **%** | 43.3 | 23.3 | 6.7 | 10 | 16.7 | |

**Source: Primary Data 2020**

The results in Table 14 regarding whether most visitors are attracted by the locally made products, cumulatively the majority percentage (83.4%) of the respondents agreed while 13.3% disagreed and 3.3% of them were neutral and with the high mean = 3.73 close to code 4 which on the scale used corresponded with agreement suggested that Most visitors are attracted by the locally made products. With respect to whether Community members have been mobilized in the development activities to improve households, the majority percentage (88.4%) of the respondents agreed, 11.7% disagreed and 1.7% of them were neutral and with the high mean = 3.83 meant that community members have been mobilized in the development activities to improve households. Regarding whether community tourism initiatives have been involved in poverty reduction in the

community, the majority percentage (61.6%) of the respondents disagreed, 26.7% of them agreed while 11.7% were neutral and with a low mean = 2.37 implied that community tourism initiative have not been involved in poverty reduction in the community.

As to whether women in the local communities engaged in the development activities, the majority percentage (66.7%) agreed, 30% disagreed and 3.3% were neutral and with the high mean = 3.76 meant that women in the local communities engaged in the development activities. With a high percentage (83.3%) of respondents indicating it was true and a high mean = 3.94, the respondents revealed that most respondents were involved in community tourism development programmes. The findings also indicated that most of the respondents own land in the neighborhood of National park because the majority percentage (78.3%) agreed and with the high mean = 3.81 confirmed that people own land in the neighborhood of National park. As to whether people in the community appreciate the contribution from tourism, the larger percentage (56.6%) disagreed, 28.3% agreed and 5% of them were neutral and with the average mean = 2.41 suggested that people in the community fairly appreciate the contribution from tourism. Regarding whether Community tourism initiative have been involved in development of rural infrastructure, the larger percentage (66.6%) agreed while 26.7% disagreed and 6.7% of them were neutral and with the high mean = 3.78 meant that community tourism initiative have been involved in development of rural infrastructure. To establish the total perception of the people about the Community Tourism Initiative and Socio-Economic Development, summary statistics were calculated for the nine items measuring Community Tourism Initiative and Socio-Economic Development. The results were as presented in Table 15 below:

**Table 15 Summary of Descriptive Statistics on Community Tourism Initiative and Socio-Economic Development**

| | Descriptive | | Statistics | Std.Error |
|---|---|---|---|---|
| Community Tourism Initiative and Socio-Economic Development | Mean | | 3.54 | 0.05 |
| | 95% Confidence | Lower Bound | 3.42 | |
| | Interval for Mean | Upper Bound | 3.64 | |
| | 5% Trimmed Mean | | 3.69 | |
| | Median | | 3.60 | |
| | Variance | | 0.91 | |
| | Std. Deviation | | 0.89 | |
| | Minimum | | 1.60 | |
| | Maximum | | 4.90 | |
| | Range | | 3.46 | |
| | Interquartile Range | | 1.70 | |
| | Skewness | | -.88 | 0.34 |
| | Kurtosis | | 1.16 | 0.40 |

**Source: Primary Data 2020**

The results in Table 15 show that the mean = 3.54 was close to the median = 3.60. Despite the negative skew (skew -0.88), the results suggested that the responses were normally distributed. The average mean implied that the respondents rated Community Tourism Initiative and Socio-Economic Development as fair. The low standard deviation = 0.89 suggested low dispersion in the responses hence the results could be subjected to correlation and regression. In the interviews with community enterprise leaders, and district officials, they were asked to comment on the relationship between Community Tourism Initiative and Socio-Economic Development. District tourism officer stated,

> *"The Community Tourism Initiative have been improving Socio-Economic Development of people in communities neighboring Queen Elizabeth National Park. However, there is a lot still desire to do a lot on Community Tourism Initiatives to perform better in improving the Socio-Economic Development."*

Another district official said,

> *"Community Tourism Initiative and Socio-Economic Development are inseparable especially to the communities neighboring Queen Elizabeth National Park". Nevertheless, there is a lot more that can be done in terms of expanding school buildings, building a dining hall and dormitories."*

In relation to the above, Another District Officer revealed that,

*"A lot has been done with regard to Community Tourism Initiative and Socio-Economic Development. The schools, hospitals, roads providing employment opportunities have been put in place and this has contributed a lot to socio-economic development."*

Overall, the views above show that the relationship between Community Tourism Initiative and Socio-Economic Development improved although there was thing still lacking. This finding is consistent with the descriptive statistics

which revealed that the relationship between Community Tourism Initiative and Socio-Economic Development was fair.

**Correlation of Community Tourism Initiative and Socio-Economic Development**

To establish whether Socio-Economic Development components namely; employment opportunities, household income and literacy levels were related to Community Tourism Initiative, the researcher carried out correlation analysis. The results were as given in Table 16 below;

**Table 16**: **Correlation Matrix for 4.4 Community Tourism Initiative and Socio-Economic Development**

|  | Community Tourism Initiative, | Employment Opportunities | Household Income | Literacy Levels |
|---|---|---|---|---|
| Community Tourism Initiative, | 1 | 0.869** 0.000 | 0.677 0.000 | 0.481** 0.211 |
| Employment Opportunities |  | 1 |  |  |
| Household Income |  |  | 1 |  |
| Literacy Levels |  |  |  | 1 |

**Source: Primary Data 2020**

The results in Table 16 suggest that all the components of socio-economic development namely; employment opportunities (r = 0.869, p = 0.000 < 0.05); household income (r = 0.677, p = 0.000 < 0.05) had a significant relationship with community tourism initiatives and literacy (r = 0.481, p = 0.211 > 0.05) had a positive insignificant relationship with community tourism initiatives. This means that the hypotheses ($H_1$&$H_2$) were accepted and $H_3$ rejected. This implies that Community tourism initiative has a significant relationship with employment

opportunities and household income but with insignificant relationship with literacy levels as constructs of social economic development

**Regression Model for Community Tourism Initiatives and Socio-economic Development.**

At the confirmatory level, to establish whether Community Tourism Initiatives and Socio-economic Development namely; employment opportunities, household income and literacy levels, a regression analysis was carried out. The results were as in Table 17 below

**Table 17 Regression Results**

| Socio-economic development | Standardised Coefficients | Significance |
|---|---|---|
| | Beta (β) | Beta (β) (p) |
| Employment opportunities | 0.485 | 0.000 |
| Household income | 0.433 | 0.000 |
| Literacy levels | 0.025 | 0.664 |
| $R^2$= 0.668 | | |
| F = 101.85, p = 0.000 | | |

**Source: Primary Data 2020**

The results in Table 17 show that the components of socio-economic development are explained by 66.8% variation of community tourism initiatives ($R^2$ = 0.668). This means that 33.2% of the variation was accounted for by other factors not considered under this model. However, only two components of socio-economic development, namely; employment opportunities (β = 0.485, p = 0.000 < 0.05) and household income (β = 0.433, p = 0.000 < 0.05) had a positive and significantly influenced by community tourism initiatives. Literacy levels (β = 0.025, p = 0.664 >0.05) had a positive but insignificantly influenced by community tourism initiatives. This means that only the Hypotheses One and Two (H1 and H2) were accepted and Hypothesis Three (H3) was rejected. The magnitudes of the respective betas suggested that employment opportunities were mostly significantly influenced by community tourism initiatives.

## DISCUSSION

**The level of socio-economic development of people bordering Queen Elizabeth National Park in Rubirizi District**

From the study findings, the results showed that the Local people are employed in the tourism industry (Mean = 3.86), and this result is consistent with [19] who stated that there is a need to consider people bordering tourism attraction centers in terms of giving employment opportunities. The respondents agreed Employment in tourism industry transform the local community into knowledge-based community and this agrees with [20], who studied the Influence of Adventure Tourism Activities in promoting tourism business in mountain stations in India and the study findings indicate that tourism has become the most contributors of employment opportunities to the people bordering tourist attraction areas. Also, the findings showed that people around the park have no opportunity to get into the managerial position in tourism industry. The finding indicated that they have an opportunity to be formally employed in the tourism industry and the tourism employment opportunities are distributed equally to all local communities and this consistent with [21] in their study on the Role of Technology in Creating Job Opportunities for Learners with Disabilities in the Tourism Industry in Cyprus and the study findings indicate that tourism industry has created a lot of employment opportunities for people with disabilities. Furthermore, the respondents indicated that Income from tourism employment creates saving opportunity to the local people. However, the local people are not given first priority when jobs are available although tourism employment benefits the local community

The results also showed that the enterprises are helping people to generate income to support household (Mean = 3.89), and this consistent with USAID Report (2015) had earlier maintained that the Katara women group is engaged in making metallic crafts traditional knives and spears, weaving baskets and making a wide range of art pieces that are sold to tourist to earn money for improving livelihoods in households and supporting community initiatives. The findings also revealed the commercial enterprise has an impact on community poverty reduction and the results were confirmed by the high mean = 3.98. This agrees with [20], studied the Influence of Adventure Tourism Activities in promoting tourism business in mountain stations in India and the study findings indicate that tourism has become the most contributors of employment opportunities to the people bordering tourist attraction areas. Also the findings suggested that community tourism initiatives have not given you skills to improve on your enterprise. The findings further indicated that community tourism initiatives have financially supported their enterprise to increase household income.

The results also indicated that community tourism appreciates literacy education of the local people with the high mean = 3.69 close to code 4 which on the scale used corresponded with agreement and this conquers with [22] in their Literacy, achievement and success in a Māori tourism certificate programme: reading the world in order to read the word indicate that communities bordering tourist attraction centers benefit more from tourism initiatives through receiving training from tourism companies to act as tour guides. The findings also revealed that Local leaders have mobilized people to engage in literacy programmes that support tourism and this was confirmed by the high mean = 3.98 and this was also in line with [23] carried a study on Reveal of household capabilities through financial literacy in community-based tourism, using qualitative approach, the findings indicate that very few people engaging in community based tourism are literate about financial knowledge. Also the findings suggested that Tourists are not able to communicate with the local people. The findings further indicated that Local Music dance and drama performance stimulates learning and this suggests that Local Music dance and drama performance stimulates learning which in turn increases literacy levels. Finally, the findings suggested that Tourism does not help communities to preserve their cultural heritage through learning. The results also revealed a weak positive relationship between community tourism initiatives and literacy levels (r= 0.46).

## The Community Tourism Initiatives of People Bordering National Park

The results Poor women in the community sector earn less wages and was supported by the high mean = 3.99 close to code 4 which on the scale used corresponded with agreement suggested that Poor women in the community sector earn less wages and the traditional agriculture is mostly practiced by people supported by the high mean = 3.77 and was in disagreement with [24] who indicated that there is a need to educate marketers and governmental practitioners on how to improve and facilitate tourism industry for Xinjiang, Urumqi if it is to benefit the natives of China. Most enterprises are dominated by low levels of technology and Tourism initiatives have attracted people to engage in commercial farming with the high mean = 3.72. and this was in agreement with [25] carried out a study on the policy directives in Guyana as it relates to community-based tourism, the study was exploratory in nature and the findings indicate that Community-based tourism presents an opportunity to advance the goals of government to include communities into the economic growth. With a high percentage (83.3%) of respondents indicating agreeing and a high mean = 3.81, the respondents revealed that illiteracy in communities is related to poverty among the people. The findings

also indicated that most people in communities bordering the park are illiterate with the high mean = 3.67 confirmed that Most people in communities bordering the park are illiterate and the findings suggested that Community tourism encourage people to fairly engage in commercial enterprises and was in agreement with [24,25,26,27,28,29] who indicated that there is a need to educate marketers and governmental practitioners on how to improve and facilitate tourism industry for Xinjiang, Urumqi if it is to benefit the natives of China. Findings also indicated that there are few projects due national parks being near.

**Relationship between Community Tourism Initiatives and Socio-Economic Development**

The findings suggested that all the components of socio-economic development namely; employment opportunities (r = 0.869, p = 0.000 < 0.05); household income (r = 0.677, p = 0.000 < 0.05) had a positive and significant relationship with community tourism initiatives and literacy (r = 0.481, p = 0.211 > 0.05) had a positive insignificant relationship with community tourism initiatives. The regression results also indicated that the components of socio-economic development are explained by 66.8% variation of community tourism initiatives (adjusted R2 = 0.668). This

means that 33.2% of the variation was accounted for by other factors not considered under this model. However, only two components of socio-economic development, namely; employment opportunities ($\beta$ = 0.485, p = 0.000 < 0.05) and household income ($\beta$ = 0.433, p = 0.000 < 0.05) had a positive and significantly influenced by community tourism initiatives. Literacy levels ($\beta$ = 0.025, p = 0.664 >0.05) had a positive but insignificantly influenced by community tourism initiatives. This was in agreement with [26,30,31] who stated that there is a need to change the focus beyond how tourism can promote economic growth, provide jobs and income, to considering sociopolitical aspects of poverty and how structural inequalities are impeding people's development. The findings also agree with [27,32,33,34] in their study on Experiential-based training to improve literacy skills of traditional game for tourism workers who indicated that tourism initiatives expand the knowledge of people in terms of tourist geographical literacy and was also in agreement with [28,35,36] who studied the Prospects and Benefits of Ecotourism-oriented Digital Comic as a Literacy Entity in Elementary Schools and findings indicated that survival of local ecotourism collaboration and technology becomes a potential for the world of education in the digital era.

## CONCLUSION

**The level of socio-economic development of people bordering Queen Elizabeth National Park in Rubirizi District**

From the study findings, the results showed that the Local people are employed in the tourism industry, Employment in tourism industry transform the local community into knowledge-based community, people around the park have no opportunity to get into the managerial position in tourism industry although they have an opportunity to be formally employed in the tourism industry and the tourism employment opportunities are

distributed equally to all local communities tourism industry has created a lot of employment opportunities for people with disabilities. Furthermore, the respondents indicated that Income from tourism employment creates saving opportunity to the local people. However, the local people are not given first priority when jobs are available although tourism employment benefits the local community. The results also showed that the enterprises are helping people to generate income to support household, commercial enterprise has an impact on community poverty reduction community tourism

initiatives have not given you skills to improve on your enterprise. And community tourism initiatives have financially supported their enterprise to increase household income.

**The Community Tourism Initiatives of People Bordering National Park**

Poor women in the community sector earn fewer wages. Most enterprises are dominated by low levels of technology and Tourism initiatives have attracted people to engage in commercial farming, Community-based tourism presents an opportunity to advance the goals of government to include communities into the economic growth. Illiteracy in communities is related to poverty among the people and most people in communities bordering the park are illiterate and there are few projects due national parks being near.

**Relationship between Community Tourism Initiatives and Socio-Economic Development**

The two components of socio-economic development namely; employment opportunities and household income had a positive and significant relationship with community tourism initiatives while literacy levels had insignificant relationship with community tourism initiatives and the components of socio-economic development are explained by 66.8% variation of community tourism initiatives though employment opportunities and household income had a positive and significantly influenced by community tourism initiatives. However, literacy levels had a positive but insignificantly influenced by community tourism initiatives.

### Recommendations

Basing on the conclusions above, the study suggested the following recommendations on community tourism initiatives and socio-economic development

**The level of socio-economic development of people bordering Queen Elizabeth National Park in Rubirizi District**

Stakeholders in tourism such as Ministry of tourism, Uganda Tourism Board, UWA, district officials should support improving socio-economic development of people bordering national parks. Such improvements should include allowing people from bordering communities to get jobs in managerial positions, giving them the first priority when giving jobs and training them to gain skills that can help them to improve their tourism related businesses.

**The Community Tourism Initiatives of People Bordering National Park**

Stakeholders such as Ministry of tourism, Ministry of Gender, Labour and Social Development Uganda Tourism Board, UWA, district officials and other stake holders charged with socio-economic development of people should provide modern technology that will facilitate people bordering national parks in running their enterprises to create more employment opportunities, improve their household income and fight illiteracy among their children, also improve on the wages paid especially to women. Create more projects in the communities bordering national parks especially those related to tourism.

**Relationship between Community Tourism Initiatives and Socio-Economic Development**

Stakeholders Ministry of tourism, Ministry of Gender, Labour and Social Development Uganda Tourism Board, UWA, district officials and other stake holders should embrace the contribution of community tourism initiatives if they want to improve the socio-economic development of people especially those bordering national parks since it was found that community tourism initiatives are significantly related to socio-economic development of people.

### Suggestions for Future Research

Considering the limitations and the findings of this study, the following areas

are suggested for future research. First, future studies should consider communities bordering Queen Elizabeth National Parks in other districts like Kasese, Mitooma among others even other communities bordering other national parks in the country. Further, future research should use longitudinal research design for in-depth analysis. This will help in ensuring the capturing of many facts about community tourism initiatives and socio-economic development.

## REFERENCES

1. Bianchi, R. (2018). The political economy of tourism development: A critical review. *Annals of Tourism Research*, *70*, 88-102.Chan, G. S. H., Tang, I. L. F., & Zhang, M. W. (2018). Perceptions of Residents in Xinjiang, Urumqi towards Tourism Development through China's Belt and Road Initiative. *J. Mgmt. & Sustainability*, *8*, 59.

2. Stronza, A. L., Hunt, C. A. and Fitzgerald, L. A. (2019). Ecotourism for Conservation? *Annual Review of Environment and Resources*, *44*, 229-253.

3. Miletić, G. M., Žmuk, B. and Mišetić, R. (2018). Second homes and local socio-economic development: the case of Croatia. *Journal of Housing and the Built Environment*, *33*(2), 301-318.

4. Maxim, C. (2019). Challenges faced by world tourism cities–London's perspective. *Current Issues in Tourism*, *22*(9), 1006-1024.

5. Mullen, Gayle and Tallent-Runnels, Mary. (2006). Student outcomes and perceptions of instructors' demands and support in online and traditional classrooms. The Internet and Higher Education. 9. 257-266. 10.1016/j.iheduc.2006.08.005.

6. Sharma, A. (2015). Educational tourism: strategy for sustainable tourism development with reference of Hadauti and Shekhawati regions of Rajasthan, India. *Journal of Business Economics and Information Technology*, *11*(4), 1-12.

7. Okello, M. M., Kenana, L. and Kieti, D. (2012). Factors influencing domestic tourism for urban and semiurban populations around Nairobi National Park, Kenya. *Tourism analysis*, *17*(1), 79-89.

8. Uganda Community Tourism Association Annual Report, 2012

9. Huggins, R. and Thompson, P. (2019). The Behavioural Foundations of Urban and Regional Development: Culture, Psychology and Agency. Journal of Economic Geography, 19, 121-146.

10. Habaasa, G. (2019). Measuring SDG economic indicators in Uganda: Exploration of data deficiences. *Statistical Journal of the IAOS*, *35*(3), 457-463.

11. Hughes, E. and Scheyvens, R. (2018). Development Alternatives in the Pacific: How Tourism Corporates Can Work More Effectively with Local Communities. *Tourism Planning & Development*, *15*(5), 516-534.

12. Melubo, K. and Lovelock, B. (2018). Reframing corporate social responsibility from the Tanzanian tourism industry: The vision of foreign and local tourism companies. *Tourism Planning & Development*, *15*(6), 672-691.

13. Ngo, T., Lohmann, G. and Hales, R. (2018). Collaborative marketing for the sustainable development of community-based tourism enterprises: Voices from the field. *Journal of Sustainable Tourism*, *26*(8), 1325-1343.

14. Law, R., Leung, D., and Chan, I. C. C. (2019). Progression and development of information and communication technology research in hospitality and tourism. *International Journal of Contemporary Hospitality Management.*

15. Amin, M. (2005). *Social Research: Conception, Methodology and Analysis.* Kampala, Makerere University

16. Mugenda, O. M. and Mugenda, A. G. (1999). Research methods: Quantitative

and Qualitative Approaches. *African centre of technlogy studies, Nairoibi.*

17. Rachel, D., Alisha, A. and Kelly, G. (2018). Mobilizing knowledge: determining key elements for success and pitfalls in developing community-based tourism, Current Issues in Tourism, 21:13, 1547-1568

18. Mellahi, K. and Harris, L. (2015). Response Rates in Business and Management Research: An Overview of Current Practice and Suggestions for Future Direction. British Journal of Management. 27. n/a-n/a. 10.1111/1467-8551.12154.

19. Arora, M. and Walia, S. K. (2019). From Earning Profits to Sustainability: A Critical Evaluation of CSR Initiatives in Tourism Sector: *Breakthroughs in Research and Practice* (pp. 229-235).

20. Basariya, S. R. and Ahmed, R. R. (2019). The Influence of 'Adventure Tourism Activities' in promoting tourism business in mountain stations. *Journal of Hospitality and Tourism Management*, *8*(2), 1-10.

21. Saner, T., Altınay, Z., Altınay, F. and Bahçelerli, N. M. (2019). The Role of Technology in Creating Job Opportunities for Learners with Disabilities in the Tourism Industry. *BRAIN. Broad Research in Artificial Intelligence and Neuroscience*, *10*(1), 137-140. Retrieved from https://lumenpublishing.com/journals/index.php/brain/article/view/2138

22. Te Maro, P., Lane, C., Bidois, V., and Earle, D. (2019). Literacy, achievement and success in a Māori tourism certificate programme: reading the world in order to read the word. *International Journal of Lifelong Education*, *38*(4), 449-464.

23. Priambodo, M. P., Yunikawati, N. A., Puspasari, E. Y., Handayani, S., Jabbar, M. A., & Sidi, F. (2020). Reveal of household capabilities through financial literacy in community-based tourism. In *E3S Web of Conferences* (Vol. 153, p. 03006). EDP Sciences.

24. Chang, K. T., Huang, C. C., and Tsaur, S. H. (2019). Tourist geographic literacy and its consequences. *Tourism Management Perspectives*, *29*, 131-140.

25. Connelly, A., and Sam, S. (2018). How can policy assist the development of community-based tourism in Guyana by 2025 and beyond? *Worldwide Hospitality and Tourism Themes*, *10*(5), 555-568.

26. Scheyvens, R., and Hughes, E. (2019). Can tourism help to "end poverty in all its forms everywhere"? The challenge of tourism addressing SDG1. *Journal of Sustainable Tourism*, *27*(7), 1061-1079.

27. Tohani, E., and Sugito, S. (2020). Experiential-based training to improve literacy skills of traditional game for tourism workers. *Jurnal Pendidikan Vokasi*, *10*(1).

28. Rezkita, S., Zulfiati, H., Taryatma, T., and Rahim, A. (2018). Prospects and Benefits of Ecotourism-oriented Digital Comic as a Literacy Entity in Elementary Schools. In *Proceedings of the 1st International Conference on Science and Technology for an Internet of Things*. European Alliance for Innovation (EAI).

29. Abenawe Constantine (2022). Quality Education in Selected Secondary Schools in Ibanda District Uganda. *IAA Journal of Social Sciences (IAA-JSS).8(1):* 197-215.

30. Hannington Thabugha, Asuman Bateyo, Mary Baineamasanyu (2022). Savings and women involvement in business in Kasese District: A Case of Women Entrepreneurs in Hima Town Council. IDOSR *Journal of Current Issues in Social Sciences,8(1):* 38-44.

31. Ongabi Nyambane David, Onkoba Ongeri Benedicto, Nyasimi Manyange Michael (2022). An Assessment of Collaborative Governance for Sustainable Development in Urban Planning in Kenya. *IDOSR Journal Of Current Issues In Social Sciences,*8(1): 1-18.

32. Ugwu Jovita Nnenna (2022). Impact of Violence Movie on Human Behaviour. *INOSR ARTS AND MANAGEMENT*,8(1): 21-26.

33. Hannington Thabugha, Asuman Bateyo, Mary Baineamasanyu (2022). Trainings and women involvement in business in Kasese District: A Case of Women Entrepreneurs in Hima Town Council. IDOSR *Journal of Current Issues in Social Sciences,8(1):* 45-51.

34. Abenawe Constantine (2022). Social Economic Status in Selected Secondary Schools in Ibanda District Uganda. IAA *Journal of Education,*8(1):73-89.

35. Mulegi Tom (2022). Evaluation of the Skill Mix of Health Professionals in Government Regional Referral Hospitals in Uganda. *IDOSR Journal of Arts and Management,*7(1): 43-68.

36. Nsiimire Mwesigye Peter, Mbyemeire Patrick, Kombi Raphael (2022) Evaluation of the Learners Academic Performance according to Parents income in Primary in Ibanda Municipality. *IAA Journal of Management*,10(1): 10-15.