Infrastructural Development in the Promotion of Tourism: A Case Study of Kyebe Sub-County Rakai District

The study was undertaken to establish why in spite of the presence of tourism attractions and infrastructural development in Kyebe sub-county, Rakai district, tourism has failed to thrive in this area. To achieve this objective, three research questions were constructed to guide the research. These included: What are the major tourism attraction sites and features in Kyebe sub-county? Why have tourism sites not developed in Kyebe sub-county? Finally, what viable and sustainable strategies and mechanisms are there to promote tourism in Kyebe sub-county? The research design was qualitative involving a descriptive case study, however, in order to have detailed and critical understanding, some of the data was quantitative. The study was conducted in Kyebe sub-county in Rakai district. Both primary and secondary data were collected. The data collection tools used for collecting primary data included: In-depth interview, Focus Group Discussions (FGDs), Questionnaire Guide and observation check list. In-depth interviews were conducted among the study population sample of 96 respondents who included civil servants, politicians, local community members, elders, opinion leaders, Rakai local government staff, and the business community. The key findings of the study indicated lack of publicity/awareness among the masses, institution support and lack of a department directly responsible for the tourism sector is greatly hampering the tourism industry. Musambwa Islands is the most known tourism site in Kyebe sub-county. Other sites which were identified included Sango bay forest, Kasenero landing site, River Kagera, Misozi and Milugwe caves. The tourism attractions in those sites were identified as birds, animals, trees, butterflies, scenic view and snakes. Some of the reasons advanced for the low level of tourism were lack of publicity for the tourism potential in the Sango bay area. Reasons and strategies advanced for the promotion of tourism and enhancing it in this area were generated but hinged much on the leadership, community participation and funding. The community has been perceived as being hostile to tourism business due to their activities such as poaching, tree cutting and cultivation and they consider the sites as having less value to them. In accordance with the study findings, it is recommended that MTTI and Rakai local government should create awareness among the key tourism actors in Uganda and the local community. Mainly the Uganda Tourism Board and Uganda Export Promotion Board have a key role to play in creating publicity and fundraising. Other role players are travel operators, travel agents and internet providers. The enacted Rakai local government Ordinance that pronounced Musambwa Island as a major tourism site should be operationalised.

Key words: Tourism, Infrastructure, Development