Destination Image: A study reviewing the Perception held by Western Mass Media about Uganda, after Uganda’s (majority) parliamentarians; proposed to adopt the anti-homosexuality bill, in 2009.

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Abstract

This paper examines and discusses the influence of western media or press over Uganda’s position with the anti homosexuality issue. In other words, the rationale of this research was to review how the western media portrays Uganda; as a tourist destination; after Uganda’s parliament majority, voted in favour of the anti-gay 2009. Undoubtedly, the bill has caused Uganda, to be on the defensive, since 2009. Indeed the amount of criticism over Uganda is a cause for fear about how the western world views Uganda as destination.

Surprisingly, UTB; and other tourism stakeholders, in Uganda, have not taken the anti gay’s bill as a threat to the image of Uganda. As such the focus is with the incidents of Kony. Perhaps what experienced readers and folks in the western world know about Uganda is that; Uganda has been through some very dark days, from the 70’s right up to the 90s. Further, that of recent the country has struggled to shake off the infamous LRA’s activities. Commonly remembered in the “2012 invisible Children of Uganda,” a viral YouTube video; that UTB acknowledges, is a great threat to the image of the country, rather than the anti gay bill.

That said; this research, found some very interesting results, that need to be revealed.
1. By introducing the anti gay bill, the country’s poor human rights record is under review by international observers.
2. Uganda seems to be battling it alone; since other tourist competing nations around the world are mum.
3. Uganda is being judged harshly by the media, which has led the country’s intellectuals, to go on the defensive.
4. On the other hand; the study revealed that Uganda or African nations are perceived by western nations to have two images:
a) From the media’s point of view; Africa is a troublesome continent
b) Then from a tour operator; and by the way who are mostly western companies, to them Africa is unexplored continent, that needs revisiting.
5. Uganda and many other African nations, depend on western media to portray their desired images. However; western media houses own the lenses.

On a much better note; the study revealed some positive results about Uganda. 1. Uganda is still a good destination to visit, and is endowed with some unique attractions that draw international tourists. Even in its dark days in the 80s. For that matter, well established and moreover recognised travel guides have placed Uganda on their top lists as “a must to see destination.” Notably; Lonely Planet, National Geographic and among others:
2. Uganda’s tourist industry has rebounded back greatly; from a mere 15000, tourists in 1983, to now over a million tourists in 2011.

Though in conclusion the study; contends that Uganda lacks a proper image to project in the outside world. Secondly; Uganda risks to be labelled as a country with some of the worst human rights abuses. Third, Uganda has greatly neglected the effects of the anti homosexuality bill; perhaps, if not tackled now, the country may lose. At the moment; the study revealed that already the country is spending much to erase the earlier images of Idi Amin, and Kony. Further the study reveals that “Uganda is in this alone.” As a result the study sought out some recommendations points, to the issue at hand; for instance; it may be possible that leaders need to prioritize, issues of national interest, and not those that will create hate for Uganda, since the study reveals that the country is still in a transition of healing from the bad images. Key words: Destination image; media, perception, and the anti gay’s bill.
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LIST OF ABBREVIATIONS

AMNSTY INTERNATIONAL
BBC World Wide: British Broadcasting, Corporation
DANIDA: Danish International Development Agency
IFAD: International Fund for Agriculture Development
HUMAN RIGHTS WATCH
CTO: Caribbean Tourism Organization
EAC: East African Community
EU: European Union
FAO: Food and Agriculture Organization
GDP: Gross Domestic Product
GoU: Government of Uganda
IUCN: The World Conservation Union
LDCs: Low Developing Countries
LRA: Lord Resistance Army

MoU: Memorandum of Understanding
MERCP: Mount Elgon Regional Ecosystem Conservation Programme
NGO: Non Governmental Organization
SIDA: Swedish International Development Agency
UBOS: Uganda Bureau of Statistics
UNESCO: United Nation Educational, Scientific and Cultural Organization
UTB: Uganda Tourism-Board
USAID: United States Agency for International Development

WB (PPP): World Bank (Percentage of world Population living below Poverty)
WWF: World Wildlife Fund for Nature
UWA: Uganda Wild Life Authority
UNO: United Nations Organization
UNWTO: United Nations World Tourism Organization
Chapter 1
1.1 GENERAL INTRODUCTION

Just like in many developing countries around the globe also in Africa tourism is highly perceived as a great contributor to the social-economic development of the host communities. Tourism researchers Telfer and Sharpley (2008), noted that “tourism is increasingly viewed as an attractive development option for many parts of the developing world”. Keeping in line with the above observation; and those of many other tourism authors' that are mentioned in this paper, indeed the potential benefits of tourism in Africa; and in this particular case for Uganda, as Lepp (2004:2), indicated are summarized as follows:

• Revenue generation, this is based on the fact that most tourism employment is labor intensive.

• Foreign exchange earnings; many tourism experts report/note that tourism is one the avenues of earning the urgently needed foreign currency, to solve balance of payment problems, in developing countries.

• Tourism justifies the protection of nature in Uganda, since revenues that are generated are used for nature conservation.

• Economic diversification; in nations which are serious about the development of tourism; the economists in those countries tend to steer the sector into a viable industry. In this regard it is confident for me to state that tourism can serve as an independent sector which eventually can contribute to the overall (GDP) Gross Domestic Product of a nation's product, if the sector is skillfully managed.

Owing to the above essential socioeconomic reasons for promoting tourism in Africa, unquestionably the UNWTO (2005) approved that the tourist sector is one Africa's greatest weapons “in the war on poverty” therefore the UNWTO; highly believes the sector can positively contribute to Africa's development, for that matter the organization concludes that tourism can help African nations in “achieving the millennium development goals by 2015”(cited in vanWijk et al.,2008:3). Indeed as the research found out, many African governments have heeded the call, by UNWTO. Respectively, van Wijk et al., (2008:3), noted that International Organizations, are in support of African countries that strive for the western market.

In direct reference to the preceding paragraph, some of Uganda's, rural communities directly benefit from projects mostly supported by international organizations such as: DANIDA, IFAD,
IUCN, SIDA and USAID. Though; despite of all the efforts African nations are investing in developing tourism, unfortunately there is overwhelming evidence to suggest that generally the continent faces a huge challenge of shaking of the prolonged negative images and perceived risk when compared to other regions, with the exception of the Middle East (Carter, 1998; Lepp & Gibson, 2008). Reference has already been made about Africa's tourism image. For instance van Wijk et al., (2008:3), alluded that 'tourism in Africa is promising but unfortunately, Africa has a troublesome image.' In their analysis here; van Wijk et al., (2008:3) classified Africa's image in two categories, which now the outside world is conditioned to. They are: 1) The western mass media glimpses and 2) The western tour operators’ perspective which emphasizes Africa's wilderness ready for discovery.

From the western mass media perspective; Africa is a continent that has for long been delineated 'with corruption, violent conflicts, hunger and diseases.' In comparison, to Ankomah & Crompton (1990); the preceding description, is just a brief list. In this respect, Ankomah & Crompton (1990) add more to this list to include issues such as; 'social instability, poor governance, crime & terrorism; unfriendly hosts, cultural and language barriers, primitive conditions, and the unfounded rumor that the African continent is one single wilderness' (cited in Lepp et al., 2010:675). In counter reaction western tour operators have been forced to hold their grounds, thereby manipulating the negative image, portrayed by their counter parts, rather to one which implores up the richness of Africa's unlimited wilderness and; and therefore appealing to adventurous western tourists to re discover their 'pre-industrial past' (van Wijk et al., 2008:3).

Based on the evidence above; one can accept that Africa stands a chance of a competitive advantage for its tourism resources, in the global tourist industry. However, the principal difficulty emanates from the lack of managing the tourism image in individual countries. I base my rationale, on the fact that some countries in Africa, have come to realize that their only way to compete favorably, in this globalized world, is to have proper visions today. One such vision: is for African nations, to embrace proper political leadership. For instance this could be true if one examines the political and social achievements, which South Africa is reaping after the country embarked on a new path since 1994.

Accordingly Prayag (2009) contends that today South Africa is 'a successful tourist destination' on the African continent, because the country's leadership, implemented strategies that were aimed at improving its image after the dark era of apartheid. Even though, this discussion is not
entirely detailing political issues related to the continent; still somehow, the political landscape of
the continent provides a pivotal point for this study; which are sometimes, miss-guided policies
and the unwillingness of Africa's intellectuals, to contribute to society. Also as noted earlier on,
political issues in African nations are results of poor governance. For example this is partly true
for the gays issue in Uganda, as the study will detail in later chapters. Hence this brings me to
introduce the case of Uganda and its battle with a haunting image; which is sometimes
highlighted in the western media, but above all this study seeks also to find out if the political
leadership knows the repercussions of the stance the anti-gay’s bill may cause Uganda's tourist
image.

1.2 STATEMENT OF PURPOSE:
Owing to the fact that the tourism sector is very sensitive to any sorts of negative publicity;
therefore the study aims to review how the western media/press perceives/portrays Uganda as a
tourism destination in East Africa. So the study investigates if:

- Uganda's image has been any way affected by the wide international mass media
coverage.
- Secondly, exactly what are the implications that Uganda might be facing as it tries to
  promote its tourism products...which are mainly the beautiful landscape and the popular
  silver back mountain gorillas as exhibited on (Uganda's official tourism website). Notwithstanding that the country is still remembered for its brutal past, as part of its
current images in one recent study compiled by (Kahn 2006 & Lepp et al., 2011).
- Lastly, what can Ugandan decision makers amend to change the mood of western
  observers?

The later rationale is based on the premise that perhaps Ugandan decision makers might have
erred and in part underestimated the reaction of the international community. On the other hand,
this study does not engage details of any religion on the themes selected. Although, there are a
quite numerous mentions about human rights issues and views from international leaders who
may include religious leaders.
CHAPTER 2: METHODOLOGY

2.1 Choosing of methods

Firstly, choosing of a suitable methodology is no doubt every researchers' goal however that can only depend on how comfortable one feels about his/her choice(s). Therefore the purpose of this chapter is to provide a full justification for the research technique used to draw an analysis of the research hypothesis, which was to analyze how the western media 'power' houses perceive Uganda at the moment after its proposed anti-gay bill since 2009. So in the course of conducting the study I took (3) approaches: 1) Content Analysis, 2) 'Altheids list concept' and 3) The Feminist Objectivity. Though I must categorically distinguish the extent of use of the named approaches. Chiefly, the content analysis, was by far most applied; however the other two approaches were applied to a minimal but still yet an acceptable extent for this project. Simply because the study is both a qualitative and qualitative case study on Uganda's tourist Image and therefore more data would be needed to provide absolute information on Uganda's tourist perception within the international media. Finally; and more relevant to the use of both the content and 'Altheids list concept' in particular; is that both approaches complement each other. In other words, the first two approaches; are somewhat similar in application, and therefore they are suitable for the study.

2.2 Data collection

Basically literature for this project was obtained primarily from academic websites made available from the Umeå University library electronic databases, The EU data base & website, BBC website, Uganda Tourism-Ministry website and several NGO's databases. All the above data bases were searched to obtain the necessary journal articles, news excerpts, and policy documents to obtain a better understanding of the research topic; and consequently to compile the literature review chapters. Further in order to obtain relevant journal articles relating to the topic various words were combined into short phrases such as the anti-gay’s bill, Uganda's tourism, tourism in Uganda, EU policy in Africa; Media perception, destination image, perception and BBC in Africa. All these phrases were not successful in finding relevant articles but phrases related to image and perception in Africa, human rights and East African tourism produced the most results. Literature was also sourced from the library mostly books related to tourism marketing, African tourism, and Global tourism to further clarify statements made within
the journals. It took approximately one and half months to collect the necessary literature relevant to the topic.

2.3 Research sample frame and Analysis
The sample for this project was drawn primarily from international media excerpts about Uganda since 1990 to present, international non-governmental agencies mainly the EU, Uganda Human Rights Watch and Uganda Tourism Assessment reports. Secondly the sample time frame for the research was based on the years 1990-2013. Simply because my investigation revealed that Uganda's tourism history development is relatively new; as such, serious publications about Uganda's tourism started around the late 80's. Therefore the historical patterns in tourism development, for Uganda include: the boom, bad events, and more riskier recent events. Third; generally the project incorporated many publications for sampling. Now; according to (Zikmund, 2003 p. 380), such is termed as the convenience sampling technique. It is basically a process used to gather data from people who are mostly conveniently available at the present point in time. However in this particular context; where people were not the focus; the data source therefore entailed relevant and credible data sources such international organizations, so as to capture the data required to take the project a head. Although only one informant by the names of Muhumuza Andrew; was contacted from The UK Oxford University, to provide some details and perceptions of the student population in Oxford. The details from the Skype interview were about the documentaries that received wide publicity in the UK about Uganda's human right's record and treatments for gay minority groups in Uganda. Details of the documentaries, and their adverse effect on Uganda's tourism image since the airing of the documentaries on BBC Three 60 seconds, dated February 14th 2011, can be found in the discussion chapter. Though in order to analyze the issues at hand, the research fully integrated the content analysis. By description; the content analysis is an engagement tool, which allows the researchers to interact fully and reflect on data “back and forth” (Sobo et al., 2010). Most importantly, the content analysis can either be carried out in two stages; thus either the qualitative or quantitative manner.

2.4 Content Analysis:
Accordingly the first stage of analysis is quantitative. In this case the quantitative stage involved an analytical form of acquiring data first from updated academic journals, tourism periodicals, Newspaper databases, media websites, and government and university databases. Secondly; the process was followed by integrative analysis, interpreting and coding of the data. For instance;
all three process; thus data collection, analysis and interpretation were based on fixed timeframes; also referred to as phases in the discussion chapter. The starting period is (1950-1969) also referred to as the phase of Uganda's tourism evolution. Followed by (1970-1986) a phase maligned with civil conflicts, consequently leading to the disappearance of tourism in Uganda. Then (1986-1996) & (1997-2007); both phases are referred to later in the chapters as the re-awakening of the tourism industry in Uganda; and finally the phase (2008-2013 or to present), a period demarcated with progressive rejuvenation in Uganda's tourism industry Basically the sample process was purposefully selected that way, so that it could help in yielding enough information, to answer the research questions.

Respectively, the quantitative analysis of this study contains (48) volumes and publications, ranging from 1970s-2013, mainly academic journals such as the Annals of Sustainable Tourism, Tourism Marketing and Hospitality. A review of (6) Book Chapters; dealing with destination image, branding and marketing. Furthermost; the quantitative review includes a collection of almost 60 News Articles which are just a sample representation of almost 75 international Newspaper websites and Media centers. Then immediately, my second task for the research involved figuring out which research sample to include in the project. In other words: Which media houses are suitable for the study?....To be exact, this study reviews data from what the author deemed were the most 'prominent' media houses. Prominent in a sense that they are all over: both electronic and print media. As a result the research sample yielded the following media houses: 1. The United Kingdom's; BBC, Reuters & AP (Associated Press) both international News and TV agencies based in London UK, The Guardian Newspaper, The independent News UK. 2. The United States' ABC News corporation, Bloomberg, CNN, New York Times, and The Washington Post. 3. The Australian, 5. Al Jezeera, 6. The daily monitor Uganda and New Vision Uganda Group and the Media center Uganda 7. The East African; and 8. Africa on Line.com again just to name a few. Notwithstanding that; also independent editors who have contributed to the debate, exclusively. Though before I proceed on; I must categorically state to the reader, that this study focuses a lot and credits much on media that have published Uganda's case, since the anti-gay bill was tabled in Uganda's parliament late 2009. Most notably BBC, Bloomberg, CNN, AP, The Washington Post and Uganda media center. Though for better outcomes, the research, did not split the news articles into any year periodicals but rather the publications were reviewed on gradual basis, starting from 1997 to present.
Then, the second stage involved a qualitative form. Basically this data sampling technique involved the compiling of major concepts and themes relevant to the topic of discussion. In this study the common themes involved contents on destination image, re-branding destinations, reversing negative images, tourism in Uganda, Uganda's anti-gay bill, and; the media perception and tourism in East Africa. Though for clarity in this section, my objective of using the qualitative approach was to ensure that I can link all the relevant theoretical discussion, to my topic. On this note I must point out that; even with the vast amount of literature opposing Uganda and its controversial bill not much in that literature talks about the effects or impacts of it in relation to Uganda's tourism. Indeed very few editors have talked about the relation of the situation to Uganda's tourism.

Though in a few exceptional cases where some have, it has simply been a mere mention of Uganda's homophobia to gay tourists and how western nations can boycott Uganda through travel advisories. For instance; on November 26 2009 the Globe and Mail a Canadian press indirectly reported that 'Canada may think of some travel advisory' for its citizens to some destinations. The news article in reference here; reads “Harper to press Uganda on abhorrent anti-gaylaw”. Similarly BBC News and moreover the largest contributor on the media buzz about the situation also recently aired 'indirect' travel advisories through its channel BBC Three 60 seconds with Scott Mills. The titles for documentaries read “The World’s worst place to be gay” and “Gay people are treated as dirty minorities in Uganda”. More to the travel advisories, more western countries have expressed their views and anger to the led government of President Museveni.

However those condemnations have come through forms of economic sanctioning and political lambasting. For example there were calls for some western donors to curtail or re-think their financial aid packages to Uganda. For instance; On December 16 2009; The EU Parliament unanimously denounced Uganda's Gays Bill and consequently fired back by cutting funding to this poor nation of almost 30 million people(Human Rights Watch country summary Uganda 2012:5). Likewise the governments of Australia, Britain, Canada, France and Sweden threatened to take individual action, as regards their financial support to Uganda. Arguably it is with such western governments’ pressure that has slowed down the eagerness of Uganda's law makers. So basically, most literature on Uganda's bill, mainly ranged from rights to humanity approach with such issues looking at gay rights, human rights record, social and political problems. Little of
that literature, dealt with Uganda's tourism. Yet, the fate, the anti-gay Bill can clearly affect the tourism sector in Uganda.

2.5 'Altheids list concept'
More to the content approaches in this project; additionally the project borrows ideas from 'Altheids list concept'. Consequently Altheid (1987:68), came up with “the move back and forth reflexivity.” concept. In order to honor the researcher 'Altheids list concept' was developed. The list includes aspects such as: sampling, data collection, data coding, data analysis and data interpretation. Then; very recently (Barbbie; 2007 cited in Lu &Nepal 2009:7) described the content analysis as 'a research technique for making replicable concepts and theories'. Accordingly the approach seems to be well applicable in tourism studies; and to this note Lu &Nepal (2009:7), pointed out that; Xiao and Smith (2006) applied the technique in their studies for both quantitative and qualitative methods. Moreover, the technique has been around for almost 30 years and Lu &Nepal (2009:7), confirm that it was very useful in the compilation of Annals of tourism research since 1973 to 2003. In this respect, notable authors in tourism who include Reid&Andreck, (1989); Balogue&Assante,(1999) have applied the technique extensively; as according to (Lu &Nepal,2009:7). Why? Arguably the technique is known to researchers as a comparable tool. Comparable; as the phrase suggests, the technique allows the researcher to compare trends of data based on time periods as required by the investigator. Though what is of more importance about the technique is that the researcher is able to categorize data in specific time trends.

2.6 The feminist Objectivity:
Since my topic is in its self-controversial and sensitive the study's sampling framework also necessitated a feminist position. Arguably, in her 'persistence of vision' Haraway (1988) advanced three techniques- Accountability, Positioning and Partiality, of how scientist/researchers ought to view the world. Haraway contends that “feminist do not need a doctrine of objectivity that promises transcendence”. My first interpretation of Haraway's rationale is that; perhaps it is not very much necessary for scientists to set unpredictable parameters in this world, since the world we live in is unpredictable in its self. Then her second quote reads “we don't want to theorize the world, much less act in it”. In summing up, on the feminist objectivity and position approach, it is clear to me that scientists should try to position themselves in the world of both theory and practicality.
So it is at this point of departure that I state my position in the study which is. 'Critical reasoning;' meaning that I haven't let any side tracking from the topic, or to go into unnecessary discussions. For instance the topic entails some core views and values that I deemed were necessary for me to tackle if I had to carry out a reasonable investigation of my intended aims. On the other hand I decided that the study should strictly focus on the image risk for Uganda as it battles with homophobia against Gays. In this light I chose both study methods to analyze Uganda from a tourism perspective. For that matter the study does not explicitly discuss homosexuality in detail. In other words, the study is not for or against; but rather the study sets a ground for issues that may be relevant to assess the position of Uganda's tourism image in the western world.

2.7 Limitations
As many researchers, would agree for their projects, for me too; time was a major constraint for the sampling process. Hence the time constraint greatly affected the sampling of the media choices. For example, my initial target sample was to include at least two international media houses, from each region in the western generating countries. By doing so; my hopes were that at least, the random samples would yield a much more balanced perception of Uganda, in the international media. However I must admit, that the study; ended up reviewing only one media power house due to the lack of complete background information about other media houses. For example; the frequency of media reach and target audiences, the frequency of distribution, limited and restricted access to organizations' websites.

Nevertheless, sampling BBC, and other western media, provides a provisional perception about Uganda, in the western media. Furthermore; the statistical sources, regarding the tourist sector in the chapters 5 and the discussion chapters, were derived from different sources, so as to establish the evolution trends, in the sector. Such was a limiting factor for the project. Basically it is assumed that researchers may be more comfortable by acquiring their needed statistical information; from a single source and thereafter, go on to make comparisons. In this scenario, I had to gather the first phase of statistics, from Euromonitor (2011) for the first phase of Uganda's tourism; Followed by a second phase from the Ministry of tourism (GoU; 1995) and other two sets, were from Muhammad &Andrews (2008:53). Lastly the final set was derived from UBOS (2011:45). Hence the final graph represents a combination; of statistics, to represent Uganda's tourism development (see appendices).
CHAPTER 3: BACKGROUND

3.1 Recent perception of Uganda by Western Media based on the Anti-gay bill
To begin with, this study is conceptualized after the controversial incidents in Uganda. They include the 2009 proposed bill against individual homosexuals in Uganda and subsequently the 2011 the sensational viral video in 2012, about Kony's (LRA) infamous rebel activities that crippled the image perception for Uganda among human rights organizations, namely: Human Rights Watch, The UN Human Rights Commission and Amnesty International Annual report also not forgetting, the reaction of international governments about these two issues. Arguably the two incidents have caused negative international sensation media coverage about Uganda in their span.

Interestingly the difference in these two incidents is; they are incomparable, based on their scale of damage to the country's image. For example, Ugandan tourism authorities, are very worry about the bad publicity, the infamous 'Kony 2012, viral video' may have caused on the image of the country than past events. To them- “These old image of insecurity are now being reinforced by the Kony 2012 video. Yet Uganda has also received tremendous accolades recently, including being named Lonely Planet's top global destination for 2012” (Foreword; Uganda Tourism Sector Situations Assessment June, 2012).

Decidedly, Kony's infamous incidents have haunted Uganda for almost 20 years, and so it is meaningfully and understandable how UTB faces sharp challenges to convince potential tourists in western markets to visit Uganda, notwithstanding that the viral video in question has so far been watched by approximately, 100 million people worldwide (Messerli & Weiss, 2012:1). More so, as regards any other new image challenges for Uganda, at the moment, tourism stakeholders are now focusing their attention to two of the country's most important national parks. Most significantly, the news of oil discoveries, in Queen Elizabeth National Park and Murchison Falls National Park is not a blessing in disguise (Messerli & Weiss, 2012:1). Rather it is an added value to Uganda's poor economy. However it remains unclear to what extent, the oil exploration will affect these two important nature conservation areas. As a matter of concern oil debates have consumed local politics and nature based conservation groups in Uganda. Understandably; the fears of all Uganda's tourism stakeholders on this issue; serve to warn that the country risks negative consequences if at all the oil exploration goes wrong.
On the other hand, however Ugandan policymakers have blatantly neglected the growth of media attention and criticism from international governments about their anti-gay bill. As the author of this study and an avid follower of tourism issues in East Africa, I find it surprisingly strange that even UTB and the Tourism-Ministry, have not examined if at all; the anti-gay bill, is of any risk factor to the image of the country, as a tourism destination. Collectively, all four recent studies done about Uganda's tourist industry in recent times; thus from 2009, 2013 so far, have not yet focused on the bill to find out whether it’s a potential image risk factor. That said, Uganda has not been spared by western mass media, for its controversial bill; in effect the international media has retorted back with very controversial headlines, as the bill itself; below are 6 highlight samples, from more than 75 world News Agencies:

1) “Uganda's Newspaper publishes gays list, and calls for their hanging” CNN, 27 October, 2010),
2) “New Uganda anti-gay law irks Sweden' (Africa online.com, 4 December 2009),
3) “We’ll cut off your aid if you persecute gays, Britain warns African countries” (Mail online 8, October, 2011),
4) “Uganda's Parliament votes to continue anti-gay homosexuals bill (by Fred Ojambo, Bloomberg 25, October, 2011);
5) “Uganda to pass anti-gay law as Christmas gift” (BBC, 13, November 2012),
6) “Uganda's government distances itself from anti-gay bill” (The Guardian, 10 February, 2012). NB see discussion chapter, for a full review of these headlines.

On reading these headlines two 'truths' are certainly clear: Firstly that; this small poor nation is still judged by western observers for its long troubled past. Secondly; as Mawugbe (2006) observed in his investigation about 'Africa's negative media identity in as study termed: Who owns the lenses?' Mawugbe believes that in reality, African nations greatly depend on western media to project their product images. In this sense, due care must be taken by destinations, when it comes to what content they wish to send to the outside world. Moreover media attention for Uganda's case comes from both angles; regional and international. Though for clarity; in this study the term 'western media' refers to the popular 'International Press Media; and News Agencies such as BBC, CNN, New York Times, ABC News, The Independent, The Guardian, Time (US), The Herald; Associated Press, Africa On

In this study, I chose to review the News Papers that; 1) I deem have; and still are, following up the mentioned case in Uganda. 2) Undoubtedly such are the popular/influential Press to look out for, since they cover a wider audience. As such they broadcast in more than five international languages around the world. English; French, Spanish, Arabic, Chinese and Portuguese in that order. For that matter one can assume that with such dominant and wide media coverage the above power media houses have the potential to either convey a negative or positive influence on any destination of their choice. 3) Most importantly; I have to state it clearly to the reader that in this study; I critically analyze the input of Uganda's media about the gay's issue. Why is this so? The reasons are that: a) there is overwhelming evidence pointing to the lack of professionalism exhibited by some of Uganda's media; in handling the gay’s case, in the recent years. Consequently, it is such insinuations in the Ugandan media that led international human rights groups and agencies to condemn the local media for inciting violence among Uganda's youth. To support this phenomenon, two local newspapers; namely The Red Pepper & Rolling Stones, have been singled out for triggering increased homophobia against gays in Uganda. Accordingly evidence shows that in 2007; The Red Pepper published a list of names, suspected to be Gay citizens in Uganda. Then on the 9th of October, 2010; ironically a day on which Ugandans were commemorating their 48th independence, from Great Britain: A second publication was released by the ‘Rolling Stones,’ It read “100 pictures of Uganda’s Top Homos Leaks”- further the publication called for “Hang them” (reported by, Xan Rice in Kampala; for the Guardian, Thursday 21, October 2010-08:56 BST).

Definitely, The Rolling Stone's publication was more controversial because it clearly, displayed the full identities and addresses of alleged Gay citizens in Uganda. Later the consequences of these two publications came into international scrutiny after the murder of gay rights activist David Kato, in Uganda on the 25 of January 2011. Undoubtedly, the international community along with the western media; were then forced into a frenzy, which led them to conclude that the murder of David Kato was a direct consequence of the rampant homophobia against gay citizens (Human Rights Watch report 2012:4).
b) Putting aside the gay’s incident, the local media in Uganda has been its self-described by international human rights groups as “not freely free” (*Amnesty international 2012*).

In fact some of the media personnel have they themselves, been vocal or critical about the harsh treatment they have endured with the Ugandan local forces; as both parties, were executing their routinely duties. First of all, one can argue that the Ugandan media council and its member organizations have to walk the talk first. That is to say the council must demand for full 'freedoms of a free press,' if it is to provide just and credible information.

That said; surprisingly, the same local media in Uganda; is at the helm of instigating violence, against gay citizens in Uganda, to the extent that some column editors have been misleading the general public of Uganda, about the incident. Hence for those reasons above my analysis will specifically be objective about the views of the local media. To conclude this sub subsection, the actual reality is the anti-gays issue, seems to be more of a humanitarian concern at the moment than anything else. Simply because all parties involved; reason it from this perspective. So it is at this point of departure that, I ceased the opportunity to fill the gap between the circumstances surrounding the proposed legislation and its effect on Uganda's reputation. Specifically; the country's tourist image. Again it is at this point that I will link the literature to the current situation of tourism in Uganda, of course taking into account the existing controversies that the international press has reported about Uganda. In this context, also the manifested pursuit in policy about the gay’s situation in Uganda provides me a window of opportunity to analyze the international mass media's perception about Uganda's image from an international perspective as well.
CHAPTER 4: LITERATURE REVIEW

4.1 Defining Destination Image, formation and media perception
The working definition for this study was adapted from Echtner and Richie (1991, 1993) and it reads that “destination image consists of functional characteristics, concerning the more tangible aspects of a destination, and psychological characteristics, concerning the more intangible aspects.” In the definition Echtner and Richie (1991, 1993) conceptualized two important components which they argued are the two attributes for measuring the cognitive component. Why? Based on empirical studies, notably those of Hunt (1975); Kotler, (1980), the 'cognitive component of the image' has been the central point /factor in the understanding of tourist behavior. Hunt (1975); Kotler, (1980) reasoned that the causes for this dominance are; “In measuring the tourist behavior, the composition of the cognitive image reveals a lack of ‘homogeneity’ in the (attributes) dimensions used by researchers, while the affective component is considered a one-dimensional concept.”
Secondly, Chen, (2001), believes that using cognitive attributes can result to better understanding of tourist perceptions and therefore resulting into easily interpreted data, which data can then be passed on to assist destination planners. So the two components; are explained as a) functional component; this focuses on visible (tangible) features such as accommodation, the physical scenery or price levels. b) Psychological component; deals with invisible (intangible) features such as the ‘friendliness of people or atmosphere.’

4.2 Relevance of destination Image theories in practice
Proponents of the concept indicate that destination Image research is useful for tourism development because it can provide a basis for 'a destination's tourism marketing strategies'(Chon et al., 1990) cited in Grosspietsch (2006, 226). For that matter, (Pike 2002) purports that there has been a tremendous increase of research on the concept after Hunt's 1975 initial study. Though what should be clear is that the sole purpose for fundamental function image formations. In this regard Baloglu and Mc Clearly, (1999), believe that for quite a long time now the image function has served as a bench mark, for determining decision and choices by tourists.
Further Buhalis (2000), clarifies that image is the one avenues/weapon that destinations have at their hand when they are competing for visitors. Buhalis asserts that it is that initial image that
drives the tourists' decision of purchasing a trip to a destination of their choice. In other words, tourists create their own mental picture of a destination after receiving information on that place, and consequently they go on to hope that their perceptions about their dreamed place will not differ. Therefore if we accept Buhalis´ idea, and all the preceding views; that, competition is the basis for destination image formation, then, it is reasonable to understand why destinations have to maintain images that are attracting. Basically this is what my study recommends for Uganda.

To sum up this subsection destination image implications in practice are as follows:

- The marketing manager; Image determines the success of a destination in a global tourist environment;
- The tourist; It influences the choice of a holiday, taking into account that, deciding on a holiday involves a greater planning on the visitors part, hence it’s also a risk factor.
- The actual Destination; issues of planning for visitor flow, carrying capacity issues relating to diverting visitors from sensitive areas.

4.3 Limitations and short comings of destination image concept in practice

On the other hand some authors have openly criticized the destination image concept. Pike (2002), contends that there are numerous complexities with the concept. Moreover Bignon, Hammit, and Norman (1998) shared the idea that attempting a definition for destination Image may be a daunting process for many tourism students because the actual term 'image' can be defined in many ways (Grosspietsch 2006:226). Nevertheless the literature informing this study, indicates that concepts 'image, destination image, and perception' have been researched extensively.

Though; despite of the increasing attention or abundant literature on image, unfortunately, there seems to be a lack of consensus among authors on the definition or framework of destination image. For instance Fakeye & Crompton, (1991 p.10) lamented that some of the studies on destination image are “a theoretical and lacking in any conceptual framework”. More so; Sönmez & Sirakaya, (2002) observed that majority of image studies are skewed or limited to certain destinations, thereby excluding 'emerging destinations from the developing world'. To support their observation; Sönmez & Sirakaya noted cases of such studies to be found from The United States regions and in other developed countries elsewhere. Basically what the authors' observation implies here is that such studies cannot be used for a sample representation and as such some of the studies can be seen as face value.
**4.4 Formation of a destination Image**

Most importantly; this study would not be complete if we do not understand how the image comes into being. That said, it has been argued that the two main forces of destination image are; stimulus factors and personal factors. According to; Baloglu and McClaery (1999), “Stimulus stem from the external stimulus and physical objects.” While, “personal factors are characteristics social and psychological of the perceiver.” Basically the framework of the destination image formation as Baloglu and McCleary point out, presumes three major determinants that influence destination image before actual visitation or previous experience. Accordingly Baloglu and McCleary advanced the following image formation framework.

*Table 1. A general framework of Destination Image formation*

<table>
<thead>
<tr>
<th>Personal Factors</th>
<th>Destination Image</th>
<th>Stimulus factors</th>
<th>Information sources</th>
</tr>
</thead>
<tbody>
<tr>
<td>Psychological</td>
<td>Perceptual/Cognitive</td>
<td>Affective</td>
<td>Amount</td>
</tr>
<tr>
<td>Values, Motivations, Personality</td>
<td></td>
<td>global</td>
<td>Type</td>
</tr>
<tr>
<td>Social</td>
<td></td>
<td></td>
<td>Previous Experience</td>
</tr>
<tr>
<td>Age, Education</td>
<td></td>
<td></td>
<td>Distribution</td>
</tr>
<tr>
<td>Marital Status, others</td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

*Source: Adapted from Baloglu&McCleary; (1999) See Reference.*

As illustrated above, the factors that influence destination Image in the absence of actual visitation /previous experience can also be summarized in the work of Baloglu and McCleary (1999), as follows.

*Information Sources:* are referred to as stimulus factors or image forming agents, thus secondary and primary sources. Where; *Secondary-Induced Images* include, conventional advertising with mass media, Tour operator information websites and brochures. Then, *Convert Induced* involves the use of celebrities in destination promotional campaigns. For instance the use of successful athletes by destinations: Usain Bolt for Jamaica tourism campaigns, Yao Ming for the 2008 Olympics in China, David Beckham for the recently concluded 2012, London Olympics; also
Tiger Woods has opened a number of golf courses around the world, including the ones in Dubai and Europe and South Africa. Last but not least, in the tennis arena, the William sisters and Raphael Nadal, have also been on numerous sports tourism promotional campaigns mainly in Australia, in the United Arab Emirates, in Europe and in North America in general (BBCThree sports magazine 2011).

So how do the media come in? The above sports celebrities have either been invited deliberately, or were scheduled to participate in any sports activities in some destinations. More interestingly, the sensationalizing of International celebrities when they visit certain destinations, is another a popular way of conveying *a good image to the outside world*. Obviously, celebrities are always followed by the international media. Destinations well known for such Covert Induced advertising are; Bahamas, Barbados, Hawaii, South Africa and many other mass market destinations, trying to “romanticize their tourist product”(Kotler & Bowen 2002:752). *Autonomous -This* may take the form of; Film induced tourism, documentaries about a destination, mass media, word of mouth from friends and relatives, *Primary Image* – Previous experience, intensity of visit (at this point, a destination should develop strategies to retain the loyal clientele). *Personal factors* – These include; motivation, vacation expectations, and sociological factors. *Overall/Global* – This is the combination of the affective and cognitive image. In principle, the latter is a review, of image formation of a destination, constituting the global image.

### 4.5 Other important schools of thought for destination image formations

In a bid to understand tourist behavior, motivations and perceptions, for their choice of a destination, many researchers have explored the subject of destination image extensively from both academia and other tourism related fields; such as tourism destination management companies. For this reason, the enormous literature on the subject has been of great significance in interpreting or understanding tourist behavior. Thus, answering important questions in tourism marketing, such as; why visitors decide on holidays of their choice, what are the motivational factors, and how effectively to market destinations more especially, with in a mass tourism market. The following are some of the theories, frameworks/ models and definitions that tourism students must not ignore.
The push-pull framework: Basically, the premise of the framework is that “images of a destination are important pull factors for its success” Crompton, (1979). Push factors in this theory refer to the tourists' self-directed conditions that tourist are bound to act on in order to fulfill their 'need for escape, or social interaction' Crompton, (1979); Dann, (1977). However in reviewing the literature; many authors have different opinions or views on exactly which 'set of factors, push or pull', that they think drive the tourists' motivations (Crompton 1979). For instance; Mill & Morrison, (1998), argue that pull factors; mainly answer the questions 'When, Where, and How tourists should go about their destination decisions.' Hence to them; it is such factors that matter, because they give the green light to tourist motivations.

On the other hand Kelonsky is of the view that, it may not be reasonable enough, to assume that majority of tourist pull motivations are homogeneous. Kelonsky reasoned that differs from visitor to visitor for example, 'some visitors might be attracted to friendly residents while others, only to just the beaches'(Kelonsky). However in analyzing these two factors, it is clear that researchers have devoted more emphasis on the pull factors of destinations. In fact Witt and Mountihho (1989), went on to explore the pull factors and suggested three important components of ‘pull forces’ they include: 'Static factors, Dynamic factors and Current decision factors'. Where: 'Static factors' include; the actual physical distance required to reach properties and facilities, how the scenery appears, that is to say natural beauty and cultural attractions historical artifacts, that available at the sites. 'Dynamic factors include; the level of services as regards accommodation, and amenities such as entertainment. Also this section entails the level and mood of the political atmosphere in the tourism sector.'

Finally, 'Current decision factors are; what kind of policies is being perused by a destination; and exactly what marketing plans are in place to boost the image'. Just to remind the reader here; this study also analyzes the decision-making that Uganda is perusing as regards its tourism climate and image. Though; in spite of the lack of much interest on the push factors, researchers such as: Hunt, 1975; Witt&Mountinho, (1989); Hong, Kim, Jang, & Lee, (2006); Hu &Ritchie,(1993), collectively agree that 'the push-pull framework has been a dominant theory in tourism research for over three decades so far.' In other studies; Baloglu&McCleary,(1999); Calantone, Di,Bentton, Hakam and Bojanic&Crompton (1991); Chon, Weaver and Kim (1991); Echtner and Ritchie (1993); Fakeye and Shen (1992); Goodrich (1978); Hu and Ritchie (1993); Hunt (1975); Phelps (1986);Walmsley and Jenkins (1993) proposed is somewhat a detailed framework 'incorporating every aspect (attribute) of the destination,' which they suggested could potentially
the base for measuring image. The table (2) includes almost all factors required to influence the image of a destination. See table below.

| Table 2. Dimensions/Attributes Determining the Perceived Destination Image |
|---|---|---|
| Natural Resources | General Infrastructure | Tourist Infrastructure |
| **Weather** | Development and quality of roads, airports and ports | Hotel and self catering |
| Temperature, Rainfall, Humidity, Hours of sunshine | Private and public transport facilities | Accommodation, Number of beds |
| **Beaches** | Development of health services | Categories, Quality, Bars, discotheques and clubs |
| Quality of seawater, Sandy or rocky beaches | Development of telecommunications | Ease of access to destinations |
| Length of the beaches | Development of commercial infrastructures | Excursions at destinations |
| Overcrowding of the beaches | Extent of building | Tourist centers |
| **Wealth of country side** | | Network of tourist information |
| Protected nature reserves | | |
| Lakes, mountains, deserts etc. | | |
| Variety and uniqueness of flora and fauna | | |
| **Tourist leisure and recreation** | Culture, history and art | Political and economic factors |
| Theme parks | Museums, historical buildings | Political stability |
| Entertainment and sports activities | Mountains, etc | Political tendencies |
| Golf, fishing, hunting, Skiing, Scuba diving, Water parks | Festivals, concerts, Handicrafts, Gastronomy, Folklore, Religion | Economic development |
| Zoos, Trekking, Adventure activities | Customs and ways of life | Safety |
| Casinos, Night life/shopping | | Crime rate |
| **Natural Environment** | Social Environment | Atmosphere of the place |
| Beauty of the scenery | Hospitality and friendliness of the local residents | Luxurious, Fashionable, Place with good reputation |
| Attractiveness of cities and Towns | Underprivileged and poverty | Family oriented destination, Exotic, Mystic |
| Cleanliness, Overcrowding | Quality of life | Relaxing, Stressful, Fun, enjoyable, |
| Air and noise pollution | Language barriers | Pleasant, Boring, Attractive or interesting |
| Traffic congestion | | |

*Table 2 Factors influencing Destination Image (Visitor typology framework)*

*(Adapted from Annals of Tourism Research, Vol.31, No.3 pp. 657-681, 2004, Beerli and Martin.)*

**4.6 The dominant force in of the Media in Global tourism**

Having established the formations and all the relevant theoretical approaches to image; I now turn the focus of this study to media perspective and issues in the tourism industry, starting with development stages, then through the transitions and finally wrap up with the current impacts, of the media in the global tourism.
4.7 The Media's long history of development and involvement in the tourist industry
In 1972; Gunn proposed some theoretical positions about image formations that were later built upon, by other Image researchers. Initially, Gunn's two concepts about image formations were that: 1) 'Organic Images'- are a result of 'general exposure to what material is publicly available. For example; information from school books, Television programs and may be public media.' Then, 2) the 'Induced Images'; as the name suggests are promotional materials that are entirely intended to lure tourists. In the latter category, recent researchers such as Gartner (1993:193) have expanded on Gunn's original description to include examples, such as modern day conventional advertising with mass media, Tour operator information websites and brochures. Though whichever way; you examine the above concepts, it is clear that mass media was and still is; a strong force in helping the formations, of tourist perceptions. In that respect it is perhaps appropriate to describe what the media technologies are, how they have developed and transformed the tourist industry. Definitely at the time of Gunn's initial 1975 research about the two concepts; that is the... Organic and Induced Images, the media technology of that time is considered to have been one that was... 'Traditional Media'. According to Dann1996, the traditional media applied what the author identified as “the language of tourism, based on monologue and unilateral communication from western senders thus the 'tour operators', to western receivers referred to as the 'tourists',” (quoted in van Wijk et al.,(2008:12). Arguably the research of Poon 1993; shows that before the arrival of revolutionary ICTs, in the tourism industry, tourists-where solely relying on tour operators; for knowledge and information about destinations. In his review titled the “Nexus between ICT and Tourism: A Review”, Poon 1993, identified two shifts, in the tourism industry; that is the “Traditional Industry Sector and the New Tourism Industry.”

4.8 Traditional Industry Sector-'Push Mechanisms of Mass Communication and Fixed channels'
Shanker described the traditional tourism sector as one which employed simple technologies commonly referred to as “Convergence (data, Voice & Media).” Examples of this category include; media reporting in newspapers, magazines, television news and documentaries (Shanker 2008:50). Further in that said era; Poon 1993 and Shankar (2008:50) are of the view that the key actors, or the key stakeholders in the tourism sector; and by the way, who in this case exclude the consumers(tourists) easily controlled the image formations through a one way communication to
the receiver(tourists). Note; just to reflect on Dann's 1996, statements; the traditional media applied “the language of tourism, based on monologue and unilateral communication”. This era, is simply characterized as one that empowered the intermediaries, such as tour operators and destination marketers. Indeed; following van Wijk et al., (2008:11) reasoning, the push mechanism was not much an interactive process for the consumers (tourists) as the pull mechanisms are in the new era as it is shown below.

In other words, the push mechanisms, worked to the advantages, of the tour operators and destination marketers. To this end, the research of Buhalis &O’ Connor (2005:7) indicates that with the advent of the internet in the 1990’s, 'tourist images are now becoming more fragmented.' In fact some studies have highlighted interesting results about the high proliferation of the internet in tourism and its effect on image formation for destinations. Accordingly the study of Frias, Rodgriguez, and Castaneda (2008) cited in Lepp et al., (2011:676) discovered that instead “the internet can have a negative effect on destination image.” The support of their study results revealed contrasting destination image formations between internet users and those consumers who rely on travel agents for information. In effect, the study results showed that 'destination image formations was better among consumers who rely on travel agents for information than those who search destination websites, for information 'Lepp et al., (2011:676). Basically, without internet in that era; one can easily comprehend that definitely competition among destinations was not stiff as it is today. This could be especially true for those destinations that never experienced any negative images or bad publicity.

ICTs are a collective terminology which incorporates a broad category of ‘multiple communications technologies, ranging from the most simple, to the most sophisticated. ‘They range from “Cell phones applications, Digital Cameras, Internet, Wireless (Wi-Fi and Wi MAN), VOIP, GPS, GIS, Convergence (data, Voice, Media) and Digital Media and Digital radio (Shanker (2008:50). However this study concentrates on three new media technologies that are common use to the industry. Accordingly, the Internet, Digital Media and Digital Radio are some of the new technologies, that have brought key changes in the tourist industry (Buhalis &O'Connor 2005:7).
Answering the question about Image formations and the 3 new media technologies, first and foremost, numerous studies, informing this literature review, suggest that the tourism industry is very sensitive to negative publicity. Undoubtedly, this phenomena is true of today’s tourist sector more especially; where fast paced internet is one of the quicker 'medium for tourism marketing' (Mawugbe 2006:4). In today's globalized world (globalization in this context) meaning, competition among destinations; the internet has virtually transformed the entire tourist industry.

As regards to the image formations, the internet has facilitated a new mechanism of mass communication referred to as 'pull process of interactive process'. They include “sharing, selecting, debating, and experiencing” (van Wijk et al., 2008:11). The use of internet provides the tourist and the hosts (residents), a 'voice' in the tourist system, a phenomenon that was not a feature of the 'push mechanism' in the traditional tourist sector (Shanker 2008:50). Building on this example, Shanker observed one important feature: The internet cut across geographical boundaries, for that matter, the internet has brought buyers and sellers together to share information. For instance today tourism communities, around the world, can create their own tourism websites.

Secondly one can argue that the internet, has brought about transparency: Consumers today, can easily find out the exchange rates of destinations, prices of local attractions and amenities, accordingly this is a unique feature to which (Ried et al., 2002) termed the as “an electronic equivalent, of Word of Mouse.” To summarize this subsection, first of all, it should be noted that ICTs, have been a major topic of concern among scholars; with knowledge of technological advancements in the tourist industry as a whole. Secondly it should be noted that media technology has advanced from the simple stages of media reporting (in the newspapers, magazines, TV news, and documentaries), to become what it commonly known today as wireless internet and digital media. Thirdly, many studies point out that internet has revolutionized the traditional media. To conclude; (van Wijk et al., 2008:12) made a strong point that 'the technological advancements in the global media, have greatly affected, the way in which destinations are imagined, perceived and consumed.

Argubly; Kotler &Brown (2002:752) purport that in today’s' globalized world, most successful destinations use the media as a means to compete for visitors. Keter &Brown provided some
classic examples; Austria – for instance has maintained a romantic Image since the “Sound of music movie.” Also the Australian “Crockdile dunde” was a huge success. Finally, Kotler & Brown (2002), noted that in recent times, the developing world has come aboard and is quickly embracing new technologies. To affirm on Keter & Brown’s observation; the research of Mohammed (2004) revealed that there is 84% government tourist websites, owned by small developing states (cited in Lepp et al., 2011:676). More so, Kotler (2002) observed that the Caribbean Islands are perhaps the best examples, for staging aggressive promotional campaigns. Kotler explained that Caribbean Islands are mature destinations; therefore they are better off when it comes to luring tourists, in comparison to other destinations in the developing world.
CHAPTER 5

5.1 Evolution of Tourism in Uganda and the 'reawakening of the industry'

Apparently, there seems to be consensus among established authors in tourism geography affairs of Africa, about Uganda's tourism potential, on the continent. As noted, Uganda is relatively a small country in land mass, however Muhammad&Andrews observed that 'in the 1960's, Uganda was the leading destination for Africa tourism, consequently the sector was considered to be vital for this poor nation because it ranked number 3, in contributing to the foreign exchange account of Uganda by 1970 (Muhammad&Andrews 2008:52).

On a similar note the intellectual witness of Victurine (2000:222), also confirms that during the 1960’s Uganda was enjoying a fair share of the East African tourism market. Arguably a communication specialist by the names of Otto Ben; 1996, from the UWA, claimed that Uganda was much better than Tanzania and Kenya for wildlife safaris, since Uganda’s national parks harbored all the Big Five, when compared to Kenya and Tanzania (cited in Victurine 2000:221). Indeed all the above claims could be valid, since (Dieke 1998); subscribes to them as well. Notably Peter Dieke is a well-known tourism and geography researcher, who has written extensively on matters related to African tourism and policy. Moreover his work is extensively referenced in many academics.

Though certainly it is imperative to exploit what were those unique factors; if any now, that put Uganda's tourism on the map back then; in the 1950's and 60's. In other words, how unique was Uganda compared to other Anglo protectorates or colonies. Notwithstanding, that the time in question, is referred to as the 'traditional tourist industry' era; in this study; see details of traditional industry in literature review.

1. **Uganda's physical landscape;** the country belongs to a group of five East African countries that commonly share what is known as the East African Savanna vegetation. They include; Burundi, Rwanda, Tanzania, Kenya and Uganda. Though; in a more separate category-which is being closer to DR. Congo; Uganda and Rwanda are also endowed with Central African Forest vegetation. Basically all this is due to the physical location of these two countries, meaning that they are strategically more to center of the continent. For Uganda in particular the savanna offers sanctuary to wildlife. While the semi equatorial forest vegetation supports primate tracking. In addition, this small nation is endowed with some of the continents must see attractions. They include; Lake Victoria which is known as the second largest fresh water body in the world, The
source of Nile, and some parts of the East African Rift valley, along with some of the continents mountain ranges (Messerli & Weiss 2012).

2. **Besides the popular signatures of Uganda;** which are; the Silver Back Mountain Gorillas as can be seen on Uganda's Tourism website, and Tourism promotions abroad, many researchers have credited the earlier work of the *Late Winston Churchill*, on Uganda’s early good image in the Anglo world. Perhaps that image caught on…that Uganda is a land of nature. Though undoubtedly, Churchill promoted Uganda through his diary by describing Uganda’s national parks and its’ rare wildlife in the early 1950’s. Indeed the work of once this once ‘Statesman, orator, historian and a writer- who further up to date; is the only former British prime minister to have ever received a noble prize in literature’, helped much Uganda, then a poor protectorate of Britain to get wide publicity in the 1950s and 1960s. Accordingly Churchill described Uganda as the ‘*Pearl of Africa*’ in his Book ‘*My African journey 1908*’. In which he wrote:
“Uganda offers so much from bio diversity, to friendliness of its people, for magnificence, for variety of form and color, for profusion of brilliant life-bird, insect, reptile, beast-for vast scale-Uganda is truly the Pearl of Africa ” MacKenzie

Indeed the above publicity introduced Uganda to the United Kingdom. Furthermore one can say that Churchill's call materialized because of the colonial ties and legacy that existed between Uganda and the United Kingdom. For example; most of the natural attractions that Churchill described in his diary, bore 'English' names that were synonymous with the English monarchy back home. The most popular attractions on his list included; ‘Lake Victoria, Queen Elizabeth National Park; Murchison Falls, Lake Albert’ among others.

Actually, in direct reference here; Mackenzie (1988) mentioned that after the visit of Churchill to Uganda, “Tourists came to see Queen Elizabeth National Park and Murchison falls National Park, both created in 1952” (cited in Lepp, 2004:2). As a result, the Ministry of tourism (2002), estimated that Uganda might have hosted approximately 50,000 tourists in the early 1960s, even before the introduction mass jetliners (cited in Lepp, 2004: 3). More so; that eventually the industry picked up in the middle of the decade 60 up to 1970, with a whopping figure estimated to be close 100,000 tourists per year; to beat other East African countries (Euromonitor 2011).

Unfortunately, Uganda's position changed drastically in the latter two decades; 1970-1990. The pride of Uganda in tourism and agricultural industry over Kenya and Tanzania respectively was ruined by the dictatorship of Idi Amin in the following years 1971-1979. With the arrival of Idi Amin, Uganda’s mostly rural tourism started to suffer miserably. For instance; the destination image of the country was ruined for a long time; the infrastructure leading to rural areas were destroyed or dilapidated, poaching on wildlife became order of the day in many National Parks, many foreign investors fled the country for fear of persecution (Lepp 2002:3).

5.2 'Reawakening of the industry'
To begin with, it has been suggested that Uganda is transiting from years of civil conflict, instability and poverty. Tourism is picking up since it is one of the few important products demanded internationally (Victurine, 2000:221). As indicated earlier on; Uganda's tourism reemerged in the nineties, with the arrival of president Museveni; who then introduced, political and economic reforms in the country(Tumwine,1998:58). After 20 years of mismanagement; in the 1990's the new NRM government then, improved policy and infrastructure in tourism.
Fundamentally, in 1993, the government launched the first ever integrated Tourism Master Plan; followed by the first Wildlife Policy in 1994; then in 1996, the first Wild Statute was formed, further in 1998, the Ministry of Tourism, Wild life & Antiquities changed to be called Ministry of Tourism, Trade and Industry. Then at the beginning of the new millennium the Wildlife Act passed (2000), followed by a Tourism Policy in 2003; then in 2006, that three major tourism studies were carried out; above all, 2011 saw two major changes to the sector: Now the Ministry of Tourism, Wild life& Heritage was formed and the long awaited Tourism Master Plan kicked off. Lastly in 2012; the 2003 Tourism-Policy was brought back and is now being updated (Messerli &Weiss2012:6). As regards, the tourist infrastructure; there were major improvements and construction of tourist facilities and attractions, where necessary. Though Tumwine noted that the starting point was when nature reserves and national parks were reinstated and protected in the late 1980's right through the 1990's.

Secondly, important ports of entry such as Entebbe international airport and Malaba entry point from the western side of Kenya were upgraded. For example; Entebbe's upgrade in 1990 to 1996 cost 30 million USD. Third, there was construction of much needed paved roads in the interior of the country, along with improvements in the hospitality establishments (Tumwine 1998:65). Now; with such creation of tourism policy and infrastructural improvements, then it can be agreed upon that Uganda had set a core foundation for tourism development.

Accordingly as Tumwine(1998) noted Uganda recorded its first set of tourist statistics from1992-1994(Go.U, 1995), after a long period of isolation in global tourism (Muhammad&Andrews,2008); Followed by forecasts in 1995/96 and 1998/99 (Business Africa 1999:6). More so, the Ministry of Tourism & Industry (2004) along with UBS (2004) indicated that the tourism sector started recording its official statistics, after 1999(cited in Lepp, 2004:3). Hence this implies that the sector had reached reasonable or acceptable growth, and perhaps any predictions could be reliable thereafter. Indeed, there were predictions. “Growth in tourism sector is expected to continue its dramatic rise. As the Tourism-policy states, tourists arrivals are forecast to reach 500,000 by 2010” (Ministry of Tourism, 2004; quoted in Lepp, 2004:4).

Entering into the new millennium, the tourism sector has been steady since 2000-2004 (Muhammad&Andrews,2008:54). Finally, the latest set of statistics; 2007-2011 showed a steady
growth of the sector, even though there was a noticeable decline in tourist arrivals in 2009, which was blamed on the crash of the world economies. Fortunately the sector picked up in 2011 reaching a record number of; one million tourists (1,151,355(UBOS 2012:14). Even though the political and economic climates were restored in the early 1990’s; Nevertheless, Victurine (2000), contends that; Uganda’s tourism industry recovery is still ‘a slow process.’ Given this type of tourism evolution, it can be argued that Uganda’s tourism development is still in its early stages of Butler Tourism Area life Cycle (TALC), as the symmetric curve shows on Graph:1. For that matter policy makers must take all the necessary strategies that can help the country to compete favorably with other newer destinations.
CHAPTER 6

6.1 ANALYSIS OF RESULTS

This chapter critically analyzes the data retrieved from various data bases and sources. The analysis commences with the pattern trends in Uganda's tourism industry, right away from the evolution, up to the current status of the industry. The analysis was carried out by gathering statistics; from combined sources; and then plot a curve that can be related to Butler’s Tourism Life Area Cycle (1980). In its simplicity the TALC, is a model which employs sets of knowledge chronically at each stage, of the cycle, which then helps us to understand a destinations evolution(Butler 1980). In this context the first analysis will follow Uganda's tourism development and growth, stagnation and rejuvenation based on the number of visitor arrivals over the selected time trend.

The rest of the chapter will be discussed using the content analysis method; whereby the literature reviewed is the foundation of the analysis. The second part of the analysis focuses on the profile of BBC since the corporation proved to be largest contributor to the discussion. Furthermore; the authors' original idea, was to sample BBC since it is one of the international channels that the author, had in mind initially, and perhaps it is the first international broadcasting service that I have been accustomed to for over 20 years. Third, UK, is one of Uganda's major tourist market, along with North America.

6.2 Patterns of Evolution in Uganda's Tourism Sector

Graph 1. Shows Time Trends (phases) in Uganda’s’ tourism industry from all phases of evolution, to the re-awakening stages:

![Graph showing time trends in Uganda's tourism industry](image)
Based on the sectors' history; the first phase of evolution in this thesis; is considered to be around the early period of 1950s to late 1960s, a period in which Uganda achieved independence (1952), from Great Britain. For instance; data retrieved, indicates that the colonial governments, set the pace for developing the tourism sector in East Africa, before the 1950s by establishing protected conservation areas for wildlife; around the Mt. Elgon region and Kilmanjaro, and Rwenzori areas, training East Africans as park guiders, drivers, and reserve cadets (Makonjo Okello et al., 2005). With such information provided; this project determines that Uganda's tourism industry was established in the mentioned period above.

So Uganda's tourism, heavily depended on nature-based resources which included the unique land scape and fauna, as described by Churchill in his diary. At the start the ministry of tourism estimates that Uganda may have had a total of 3-4 National Parks; or game reserves, plus a few notable world wonders. Some of the attractions included; the source of River Nile, and Lake Victoria; which was already known by then as the second largest fresh water lake in the world. Principally most of the initial attractions then; thus, the national parks, River Nile, Lake Victoria and the Mountains, have always served the country as landmarks for tourism activities, and nature protection for wildlife sustainability; for over 50 years. The most notable attractions in this category are: Queen Elizabeth National Park; Mount Elgon National park and Murchison Falls National Park (Ministry of Tourism 2012).

As a result of good performance of the sector in the first decade of the sectors evolution; it were reported that Uganda enjoyed a top spot for attracting foreign visitors, and foreign exchange; surpassing the other regional countries of East Africa; such as Kenya and Tanzania. Again based on the information; one can argue that if; Uganda had maintained a good political atmosphere; that is to say avoiding the civil strife that followed after; perhaps Uganda would be one of the best known tourist destinations in the East African region at the moment. The later argument is based on the fact that; in the staring period 1950-1969, the tourism sector was promising.

For example; it were reported that by 1970; tourism revenues to the country ranked number 3, to the foreign exchange account of Uganda (Muhammad&Andrews 2008:52). Furthermore; the country is expected to have hosted a total of 50,000 tourists in the early 1960s, even before the introduction mass jetliner (Lepp, 2004: 3); and perhaps maintained a gradual increase throughout the decade 1960-1970; to reach 100, 000 tourist by the late 60's (Euromonitor 2011). An
achievement that the (Euromonitor 2011), described was a remarkable record for Uganda in the East African region.

The second phase 1970s-1980s; was rather a disappointing evolution. Instead the sector completely collapsed, due to a wave of instabilities that followed. As mentioned earlier, the infamous regime of dictatorship Idi Amin 1971-1979 and subsequent liberation guerrilla wars, undermined the prosperity of the industry. The country's tourism image was ruined for a long time due to war associated human rights abuses and misery. Further the country's tourism infrastructure was destroyed and poaching of wildlife was rampant among the desperate wild life neighbors and armed militias. Virtually tourism arrivals completely declined, and as a result, the ministry of tourism has no statistical estimates for the second phase (Lepp 2002).

The third phase 1986-1996 is referred to as the reawakening of the tourism industry in this thesis. The phase represents the tourism strategies for the first transitional government, which came to power after the liberation wars. Consequently the time frame is equivalent to a 10 years period. Therefore this analysis notes that in the first ten year period; for the first time, in its history, Uganda achieved relative peace (Lepp, 2011). Arguably that is when the tourism industry was rejuvenated. Firstly; the transitional government, restored tourism policy and infrastructure. For example, the government restored the tourism ´resources, such as national parks and important reserves through several tourism policies starting in the late 1980's right through the 1990's.

Secondly, policy changes for the tourism sector created attractive tourism investment opportunities for foreign investors (Tumwine1998). Definitely the change in tourism policy; in the 1990's, meant that the country's tourism was bound to be back on course. As a result Uganda started recording its first set of tourist statistics from1992-1994(Go.U, 1995), after a long period of isolation in global tourism (Muhammad&Andrews, 2008). Undoubtedly, policy changes in the transitional period, led to feasible developments in the sector.

Then, the fourth phase 1997-2007, is considered to be one of the best moments for Uganda's economic history. As such Uganda recorded a 7% economic growth in 2008, although that has slammed back to 4.1% as of 2011(African EconomicOutlook2012). Arguably the remarkable economic achievement in 2008; is linked to the aggressive economic policies and strategies in areas of priority: infrastructure development, providing incentives to exporters & foreign investors and lastly promoting political stability in the country. Just to note here; the tourism industry in Uganda is considered as core integral of the services sector, and of recently, 2007 to 2011, the overall services sector contributes over 50% of the country's GDP (African
Economic Outlook 2012). This period also saw the tourism industry as the fourth foreign exchange earner (Muhammad & Andrews 2008:58). Lastly, from 2008, to 2012, 2013; statistics show that tourism investment, has somewhat been stable, but with no serious rise as previously (Muhammad & Andrews 2008:52).

6.3 Analyzing BB C’s influence on Uganda's tourist image
Undoubtedly, sampling BBC, would definitely give me a clear picture, of how its' audience may perceive Uganda, even on its social media blogs. Moreover, previous research in Ghana by Mawugbe (2006), indicated that BBC News Agency provided 85% of news articles about African Affairs; and that only 15% came from the Ghanaian state owned Agencies (cited in van Wijk 2008:3). Accordingly, the study reviews the United Kingdom’s BBC as the number one; and longest monopoly of radio broadcast in the United Kingdom (BBC Annual report 2012). As noted earlier on in the literature review section, the organization has evolved from both the traditional media of broadcasting to the new era, of ICTs.

Perhaps, it can be agreed upon that BBC, has a long history of involvement into the tourism industry globally. For example, the corporation boosts of very informative tourism documentaries worldwide. They may range from nature tourism programs and science, such as: behavioral and anthropology; to simply adventure. More so, BBC; recently acquired all 100% shares for the Lonely Planet Magazine see (http://www.lonelyplanet.com/).

<table>
<thead>
<tr>
<th>Personal Factors</th>
<th>Destination Image</th>
<th>Stimulus factors</th>
</tr>
</thead>
<tbody>
<tr>
<td>Psychological</td>
<td>Perceptual/Cognitive</td>
<td>Information sources</td>
</tr>
<tr>
<td>Values, Motivations,</td>
<td>Affective</td>
<td>Amount</td>
</tr>
<tr>
<td>Personality</td>
<td>global</td>
<td>Type</td>
</tr>
<tr>
<td><strong>BBC is highly reliable, credible and trusted</strong></td>
<td>Implores both primary and secondary tactics</td>
<td><strong>Previous Experience</strong></td>
</tr>
<tr>
<td>Social</td>
<td>websites, paid for channels in UK and globalized</td>
<td><strong>Distribution</strong></td>
</tr>
<tr>
<td>Age, Education</td>
<td>subscribers,</td>
<td>Has many channels globally, broadcasts in many languages, it is the largest employer in radio and TV, has over 2 billion audience, “news at your convenience” carries out extensive research, has an extensive archive and database, easily accessible websites, Partners with influential tourism stakeholders eg, National Geographic, Lonely Planet, and world libraries.</td>
</tr>
<tr>
<td>Marital Status, others</td>
<td>Highly Approved by UK Government, eg was originally funded by government, hence very influential in society, and can easily manipulate audience., its one of the oldest media, therefore has a wide acceptance, has covered many world events, very diplomatic , promotes poor destinations in Africa, well remembered for its slogan in 2000 “Many in the Developing World are Living on Less than 1 dollar per day” BBC, adverts are more educational than American</td>
<td></td>
</tr>
<tr>
<td>Targets all age groups, levels of education and social backgrounds</td>
<td></td>
<td></td>
</tr>
<tr>
<td>has very educational programs for all ages</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>
Table 3: Analysis of BBC from a destination general framework image formation

To recap with a simple SWOT analysis: BBC cooperation is well established and has very strong (both) executive and corporate structures. Further one might even argue that the organization is still an invisible monopoly in world affairs. Notably the organization has a strong audience, of almost 2 billion listeners and live streamers worldwide; on its TV, radio and internet (broadband) channels. On the other hand BBC is crumbling with some threats, For instance; BBC is facing allegations and scandals of child sex abuse among its popular professionals (The daily Telegraph, 11 October 2012). Hence the situation has somehow affected the ethics, integrity and image of BBC. However the organization is fighting back, by acting responsibly, leading its own investigation and exposing its own. In other words, it is selling its own story before no one else sells it.

Secondly, BBC went through a major program restructuring in the early 2000s; which led to closure of many of its international correspondent offices (BBC Annual report, 2011/12, July 2012:28). The following is an example of how modern journalism, can influence image perception of a weak state.

6.4 Applying new media tactics, to capture an image perception

BBC Three 60 seconds with Scott Mills. “The World’s worst places to be gay” and “Gay people are treated as dirty minorities in Uganda’’. On seeing both documentaries, one will have to appreciate the high level of professionalism, intelligence and composure of the young journalist himself; Scott Robert Mills of BBC radio one and BBC Three. For the record, Scott is a gay rights activist back in his homeland the UK. Most significantly, Scott is a young and well respected DJ, actor, Tv presenter and is well known around the elite entertainment circle in the UK. One of his high profile deeds includes the Euro vision Song Contests; BBC Three, as a panelist at the semi-finalist (BBC Press Office, 21 April, 2011).

Though; professionalism is what it takes to be in a powerful mass media house such as BBC. Scott has been approved by BBC since the cooperation believes that he is a good match, for a
considerable audience. In brief the DJ appeals to the younger middle aged folks and the over 50s, in his homeland (respondent Muhumuza Andrew). In most cases, it takes years of experience, development, and lengthy trainings for young journalist to convey the right message to the masses. Arguably, Scott's experience and profile, at BBC is much appreciated.

To conclude on the above, exactly the likes of him are BBC's future. Apparently Scott traveled to Uganda as an undercover journalist and subsequently; he managed to interview several key persons in Uganda’s government about the gay’s bill in Uganda. Most significantly, Scott appeared on some of Kampala's FM popular stations, simply as an observer, at the time when the heated debates where going on. As a reminder; it were noted previously, that gay citizens face harassment in Uganda; and other similar African states, with homophobic attitudes against gays; even at the hands of the media. In fact some media hosts in Uganda are pretty biased, and rather not balanced as they should mediate; that is....at least to their journalist etiquette.

Though; what is even more tantalizing is that Scott through his undercover antics surprisingly reached to the master mind of the anti-gaybill himself; MP Bahati, with whom he held a brief but very technical interview. The interview with MP Bahati is perhaps the most interesting part, since Bahati had no idea that 'he Scott', was an international journalist who was openly a gay right activist. More interesting details and discussions of the interview are found in the discussion chapter

6.5 A sharp contrast to the perception of main stream media; Uganda' recent accolades

Amid the negative-perceptions, Uganda has somehow managed to get international recommendations and recognition from reputable and worldwide tourist magazines and critics. These accolades are timely, since Uganda seems to be losing its grip on re-branding its destination image. In 2012, UTB acknowledged the wide circulation of the Kony 2012, viral video. UTB therefore believes the efforts of re-branding Uganda were jeopardized by the two incidents. Regarding the anti-gay bill; UTB, briefly acknowledged the damage to Uganda's achievements, and the protests Ugandan delegations have encountered whilst attending world tourism fares, meetings and above all demonstrations at its overseas consulates (Messerli &Weiss, 2012:23).

Though in its manifesto of marketing challenges; UTB seems not take the anti-gay issue as a serious threat to the weak image of the country, basically this is my own interpretation, since the
issue, is mentioned briefly. The following table summarizes the recent achievements of the tourism sector in Uganda.

<table>
<thead>
<tr>
<th>Accolade</th>
<th>Source</th>
</tr>
</thead>
<tbody>
<tr>
<td>Top Destination for 2012</td>
<td>Lonely Planet</td>
</tr>
<tr>
<td>Virungas: One of 20 Must See Places for 2012</td>
<td>National Geographic Traveler Magazine</td>
</tr>
<tr>
<td>Rwenzori Mountains: One of World’s 15 Best Hikes (2011)</td>
<td>National Geographic Society</td>
</tr>
<tr>
<td>45 Places to Go in 2012</td>
<td>New York Times</td>
</tr>
</tbody>
</table>


Table 4 Recent achievements of the tourism sector in Uganda.

CHAPTER 7
7.1 DISCUSSIONS
First and foremost, it is clear from all the 48 scholarly materials, informing this study that the western media; has over the years developed two sets of perceptions about Uganda. The first
perception is negative-and is based on Uganda's past human rights record. This started from the
dark days of the 70’s right up to the consequent guerrilla wars of the 80’s, and then the recent
incidents in northern Uganda. On a positive note Uganda is recognized internationally for its
wildlife which features the captivating silver back mountain gorillas. As part of my intended
aims, that is to capture/fully grasp the image perceived of Uganda, by international mass media, I
had to follow the industry from its evolution right to the current status.

7.2 Discussion of the trends in Uganda's tourism industry over the 50 years so far:
Basically the statistics indicated that Uganda's tourist sector kicked off with very good and
promising results in development in the 1950s. Indeed as the literature suggests, Uganda
received enjoyed a fair share of the market in the first phase of analysis in this thesis. For
example the ministry of tourism assumes that Uganda received 30,000 arrivals in 1950; and
ended up with an estimated 100,000 in 1970. See table below:

*Table 5 Estimated tourism arrivals to Uganda (1950-1970):*

<table>
<thead>
<tr>
<th>Year</th>
<th>Number of Arrivals</th>
</tr>
</thead>
<tbody>
<tr>
<td>1950</td>
<td>Estimated at 30,000</td>
</tr>
<tr>
<td>1955</td>
<td>Estimated at 50,000</td>
</tr>
<tr>
<td>1969</td>
<td>Estimated at 50,000</td>
</tr>
<tr>
<td>1970</td>
<td>Estimated at 100,000</td>
</tr>
</tbody>
</table>

Source: adapted for Euromonitor. (2011)

In the second phase; the country sector suffered greatly due to the mentioned crises that took
place in the country. Accordingly recorded data shows that; tourist arrivals decreased drastically
from the estimated 100,000 arrivals in 1970; to 15,000 arrivals in 1983. The industry only
recovered in the late 80s. See table below.

*Table 6 Estimated tourism arrivals to Uganda (1982-1996): Note* the original data was converted from Tourist Arrivals to Uganda and their expenditures in Uganda (1982-1995).

<table>
<thead>
<tr>
<th>Year</th>
<th>Number of Arrivals</th>
</tr>
</thead>
<tbody>
<tr>
<td>1983</td>
<td>A bit less than 15,000</td>
</tr>
<tr>
<td>1984</td>
<td>Slightly less than 30,000</td>
</tr>
<tr>
<td>1985</td>
<td>Estimated at 30,000</td>
</tr>
<tr>
<td>1986</td>
<td>Estimated at 50,000</td>
</tr>
<tr>
<td>1987</td>
<td>Slightly less than 50,000</td>
</tr>
<tr>
<td>1988</td>
<td>Estimated at 45,000</td>
</tr>
<tr>
<td>1989</td>
<td>Estimated at 60,000</td>
</tr>
<tr>
<td>1990</td>
<td>Estimated at 60,000</td>
</tr>
<tr>
<td>Year</td>
<td>Estimated at 75,000</td>
</tr>
<tr>
<td>------</td>
<td>---------------------</td>
</tr>
<tr>
<td>1991</td>
<td></td>
</tr>
<tr>
<td>1992</td>
<td></td>
</tr>
<tr>
<td>1993</td>
<td></td>
</tr>
<tr>
<td>1994</td>
<td></td>
</tr>
<tr>
<td>1995</td>
<td></td>
</tr>
</tbody>
</table>

Then in the third and fourth phases, it is visible that the sector rebounded back. This was all due to good economic policies, which were pursued in the late 80’s; throughout the 90’s, and in the new millennium. Indeed, if we take a glance at the curve on graph 1; it is clear that the industry was re-awakened, from its dying stages in the decades of the 70s-90s. Based on Butlers, (TALC1980); one can agree that perhaps, that was a re-exploration of the industry. Butler (1980) proposed that some new destinations are prone to be affected by either unexpected calamities, such as disasters, wars among other crises. In such events the process for recovery may take the turn of re-exploration as opposed to rejuvenation. Indeed, the phases 3, 4, and 5, affirm Butlers, idea as can be seen on the graph.

Table 7 Tourism Arrivals to Uganda by Regional calculations (2000-2004 Note* the original data was converted from Tourist Arrivals to Uganda by country of residence 2000-2004).

<table>
<thead>
<tr>
<th>Tourist arrivals by Region</th>
<th>Year 2000</th>
<th>Year 2001</th>
<th>Year 2002</th>
<th>Year 2003</th>
<th>Year 2004</th>
</tr>
</thead>
<tbody>
<tr>
<td>Africa</td>
<td>132,240</td>
<td>144,257</td>
<td>192,891</td>
<td>234,891</td>
<td>406,744</td>
</tr>
<tr>
<td>America</td>
<td>11,947</td>
<td>12,919</td>
<td>14,785</td>
<td>16,414</td>
<td>23,438</td>
</tr>
<tr>
<td>Asia</td>
<td>8,368</td>
<td>8,163</td>
<td>9,302</td>
<td>10,955</td>
<td>17,884</td>
</tr>
<tr>
<td>Europe</td>
<td>36,050</td>
<td>36,592</td>
<td>33,853</td>
<td>39,225</td>
<td>48,847</td>
</tr>
<tr>
<td>Middle East</td>
<td>1,479</td>
<td>1,248</td>
<td>1,227</td>
<td>1,398</td>
<td>2,095</td>
</tr>
<tr>
<td>Australia</td>
<td>1,550</td>
<td>1,068</td>
<td>1,100</td>
<td>1,349</td>
<td>2,132</td>
</tr>
<tr>
<td>NewZealand</td>
<td>519</td>
<td>257</td>
<td>225</td>
<td>206</td>
<td>273</td>
</tr>
<tr>
<td>Total</td>
<td><strong>192,755</strong></td>
<td><strong>205,287</strong></td>
<td><strong>254,219</strong></td>
<td><strong>305,720</strong></td>
<td><strong>512,379</strong></td>
</tr>
</tbody>
</table>


Table 8 Tourism Arrivals to Uganda (2007-2011) Domestic & visiting residents from the diaspora; and Non-residents (foreigners).

<table>
<thead>
<tr>
<th>Year</th>
<th>Residents</th>
<th>Non residents</th>
<th>Total</th>
</tr>
</thead>
<tbody>
<tr>
<td>2007</td>
<td>241,487</td>
<td>641,743</td>
<td>883,230</td>
</tr>
<tr>
<td>2008</td>
<td>319,504</td>
<td>843,864</td>
<td>1,163,368</td>
</tr>
</tbody>
</table>
In conclusion, to this segment of discussion, the data clearly indicates that Uganda's tourism sector is picking up steadily. Therefore, the sector has come a long way to reach the mark of a million tourists annually. Indeed there are very sharp contrasts, in the total of tourist arrivals between a 15 year periods. For instance the total of 2011 is by far incomparable to the total arrivals of and that of 1995. \((1,529,995 - 185,000 = 1,344,995)\). In other words the tourism industry is promising now days due to the policy changes that were effected in the third and fourth phases. However; it can be argued that Uganda tourism still lacks a proper image, and there are more threats to it, as can be seen in the fore sections.

7.3 Challenges Facing Uganda in the wake of the anti-gaybill

1) Poor prioritization of national issues and lack of a clear political vision

Though; by comparison to other developing regions of the world such as South American countries that perhaps went through similar post-colonial transitions and the effects of the Cold War; Sub Saharan Africa lags behind in terms of civic education, political vision, poverty alleviation, the minimizing of corruption, seeking of proper investment opportunities and the protection of its tourism product. The above problems led former South-African Leader Mr. Mbeki, to lambaste the so called present 'African intellectuals' for failing to 'promote and up lift the interests of Africa'\((reported by Adekeje Adebajo in Business Day Live, September, 27 2012)\).

Accordingly, Uganda's political and social problems; are mostly rooted a long ethnic divisions of 'institutionalized propaganda.' As will be discussed in the study perspective. One such example; was the tensions and stereotypes among different tribes competing for economic resources in Uganda, which has crippled relationships between ethnic groups. Although no major civil wars, have happened yet, but at least there is some level of sectarian politics, which is reflected in constitutional and parliamentary or “national elections”\((Human Rights Watch report on Uganda 2012)\). On this note and as the author of this study I find it imperative to highlight some of the core issues that I deem need the attention of policy makers in Uganda, since I find them to be of common national interest, furthermore tourism can help to alleviate some of the problems as the findings of this study reveal.

<table>
<thead>
<tr>
<th>Year</th>
<th>Tourist Arrivals</th>
<th>Resident Arrivals</th>
<th>Total Arrivals</th>
</tr>
</thead>
<tbody>
<tr>
<td>2009</td>
<td>288,176</td>
<td>806,658</td>
<td>1,094,834</td>
</tr>
<tr>
<td>2010</td>
<td>328,795</td>
<td>945,899</td>
<td>1,274,694</td>
</tr>
<tr>
<td>2011</td>
<td>378,639</td>
<td>1,151,356</td>
<td>1,529,995</td>
</tr>
</tbody>
</table>

Source: adapted from Uganda Bureau of Statistics appendices; (2011: 45).
2) The appalling poverty level of the country: On October 10 2012; Uganda celebrated 50 years of independence from its former colony Great Britain. However, still the country has not achieved an acceptable level of economic independence. As a result policymakers are faced with some serious social and economic issues. Such are; the unappealing health conditions, poor education facilities, poor transport infrastructures and many more social-economic ills, which will be discussed later. Furthermore a recent World Bank report termed as the (PPP) indicates that 'Uganda is one of the world’s poorest nations, with a 37.7% of its population, living on less than 1.25 dollars per day' (World Bank report; PPP 2012:1).

Remarkably, both the World Bank (2012) and IFAD; (2012) point out that Uganda somehow succeeded, in slashing 'its national wide poverty rate from 56% of the population in 1992 to a low of 31% in 2005.' Indeed that was an incredible achievement. Though, at the same time; the IFAD and The World Bank, indicate that the rising population growth of the country is, now undermining that achievement. Also exacerbating the situation, IFAD; and Lepp observed that at least 85% of the population or say more than 25 million Ugandans, are peasant farmers who live in rural areas. Consequently; IFAD and Lepp's findings suggested that peasant farmers in Uganda can meet well their daily subsistence however; they cannot sustain a surplus to meet market demands in the urban areas.

3) The aggravation of corruption in Uganda; According to Transparency International; Uganda was rated as one of the most corrupt countries in the world, standing at position 29, on a scale of zero to 100, see (Transparency International 2012). No wonder, in the recent past some donor organizations and developmental projects such as IUCN, SIDA, DANIDA, have expressed their frustration at the level of corruption and bureaucracy amongst Uganda's government and or its agencies. For example: The IUCN, working on Mount. Elgon Ecosystems-MERECP(2002); a project that was aimed at conserving one of Uganda's most important tourist and heritage sites, was strongly advised to adopt a strategy that would ensure grassroots communities around the site were the sole beneficiaries of IUCN aid package. The project has so far been a success 10 years after (Båtvik et al 2002:6).

Donors lose trust in 'Uganda's top Executives about Uganda's Northern situation
In addition, Uganda's leading daily newspapers; dated on 9 February, 2013 wrote that: “Uganda has been asked by Denmark, Sweden, Norway and Ireland to return aid money,”
The above donor countries, have been committed to the Peace, Recovery and Development Programmes in the northern part of Uganda, that was ravaged by war for more than 20 years now(\texttt{news@local.se})10 February (2013).

4) 	extbf{Uganda's Human Rights Record at a glance}; The UN Human Rights Commission (2008) and Amnesty International Annual report (2013) have had no kind words for Uganda in the last decade. Notwithstanding; the incidents of LRA group, also infamously known throughout the international media as “\textbf{The Invisible Children of Uganda}”. Also the 2000s Congo wars, and lastly, what has been termed as 'Uganda's controversial anti-gaybill', by major western media. Finally this brings me to yet two perspective of this study. 1) The recent perception of Uganda by Western Media about the Bill; and 2) The controversial sentiments.

5) 	extbf{Uganda is on the defensive with the international community}

More to the travel advisories, more western countries have expressed their views and anger to the led government of Mr. Museveni. However those condemnations have come through forms of the immediate call for western donors to curtail or re-think financial aid packages to Uganda. Arguably It is with such western international pressure that has somehow slowed down the pace and eagerness of Uganda's law makers. For instance; On December 16 2009; The EU Parliament unanimously denounced Uganda's Gays Bill and consequently fired back by promising to slash funding to this poor nation of almost 30 million people, if the bill is effected (\textit{EU Parliament December 16 2009}). Likewise the governments of Australia, Britain, Canada, France and Sweden threatened to take individual action, as regards their financial support to Uganda. In particular, observers argued that Denmark, Sweden and Norway are considered to be among the principal foreign donors for Uganda for over 30 years now (\textit{The Guardian UK, 2011}).

However after the turn of events in 2009; on December 3 2009, the Swedish government warned Uganda, that it would act alone to suspend 'its development aid which is estimated at £ 31 million, in case the bill is legislated'(\textit{The Citizen Dare-es Salaam, 4th, December, 2009}). In further reaction from international observers and governments, the 2009, events sparked international uproar, from several western diplomatic quarters. For example, the BBC article of (November 13 2012) suggests that the bill led to immediate exchange of “diplomatic spat” (\textit{BBC November 13 2012}).

As such, the criticism ranged from influential leaders around the world to individual or collective human rights activist, church groups and individual social bloggers to label the bill as in humane.
Among influential critics: is President Barack Obama...who in his words labeled it as “Odious”. Followed by the then Secretary of state Hillary Clinton, whom the Reuters confirm had a lengthy discussion with President Museveni, like other foreign heads of state, such as former prime minister Gordon Brown of The UK, incumbent Prime Minister of Canada; Stephen Harper; The UN's High Commissioner; Navi Pillay among others.(Reuters, 13th May 2011).

Ironically, Uganda was the host of the Heads of Governments Common Wealth Meeting in 2009. Accordingly, Her Majesty Queen Elizabeth the II, never publicly expressed the position The Charter about a former colony. However, in March of 2013, that is very few weeks back, headlines in the UK, media indicated that Her Majesty was charting on a new course. In reference: The Mail on Sunday..10 March 2013, wrote; ' Queen fights for Gay Rights', quoted that “She will sign a new charter designed to stamp out discrimination against homosexual people and promote the 'empowerment' of women” (Mail on Sunday...10 March 2013). All in all, as one may note; that the bill is just causing Uganda more harm than good image; if there is any at all to gain from it.

7.5 Other controversies about Uganda's Anti-gaybill; and sentiments
So one may wonder why should human rights violations be issues of concern to Uganda's tourist Image. In relation to tourism; Uganda's current situation is very interesting to research even in the near future. This is in part due to the controversies surrounding the case. For example.........................“Lonely Planet chooses Uganda as No. 1 destination to visit in 2012 despite Kill Gays Bill” (November 2nd 2011; Joseph Pedro).

To begin with; what do western readers (travelers) know about the magazine's profile’? In its simplicity; Lonely Planet is a tourist destination guide that has earned a global reputation for selecting and then recommending to travelers what the magazines considers to be the world's amazing tourist sites. So then; what is the magazines' reputation? That Lonely Planet has existed over a 40 year period. The magazine grew from a simple guide book; to become one of the “most successful travel publishers” and has so far printed over 100 million books.

Okay then, how does the organization achieve its target audience? That the magazines are printed in 9 different languages: English, French, German, Spanish, Italian, Brazilian Portuguese, Russian, Chinese, and Korean. Further that the marketing of the magazine is entirely done undertaken by BBC; which acquired all shares in 2011, and most importantly; versions are in
both hard copy and electronic. However, the company founders still maintain ‘trustworthy advice and editorial independence.’ Researcher’s favorite quote was “it enables curious travelers to experience the world and get to the heart of a place via guidebooks” adapted from http://www.lonelyplanet.com/

Obviously, the Ugandan authorities (UTB), were upbeat with news. In reality, this is news for all Ugandans who wish the tourism sector to grow. At the time of the achievement, the country was in the shadow making negative headlines in the international media. In a BBC interview dated 9 February (2012) see (findings section); with the master mind of the proposed anti-gaybill; MP Bahati was asked if he knew of any consequences, his bill might cause to Uganda's tourist image...Mr Bahati’s reply was a simple and confident one. That.... “I am not worried...Uganda's image is safe, in fact Lonely Planet has chosen us (Uganda) as the best country to visit.” The debate to this statement continues in the discussion. Since the term 'SAFE' as applied in the text; is controversial and debatable in this context. Developing on this controversy; on the other hand the opposition to Uganda being the number one spot on Lonely Planet, was very strong and even surprising to respondents. This prompted the magazine to issue a statement of urgency on its website clarifying on its stand about the choice.

7.6 The notion that Uganda a poor African state is being judged too harshly by the west

Arguably there are a few nations which have openly supported Uganda's infamous bill. Notably the Middle East countries and some African countries; they contend that Uganda is being judged too harshly. For example: Ankunda (2010) claims that western nations must not define Africa or Uganda based on “western democracy.” In her view Ankunda believes mistakes are inevitable in a society such as Uganda; but that should not mean that there are no human rights privileges. In my interpretation Ankuda's opinions; (though not in her own words), yes Ankunda addresses well issues relating to the level of illiteracy among Ugandans..that most Ugandans have not apprehended the real meaning of a democratic maturity. Which is probably common value in western societies...That is to say the philosophy of democratic-ideals, which can mean:“common good” are “common values.”

Secondly Ankunda stresses the need for African governments to 'help more in educating their citizens to get over come traditional barriers.' Indeed the above are very good points; however in my view Ankunda fails to assimilate the fact that Uganda in particular, has had a poor human rights record for over 40 years now; as a result this poor nation has found it necessary and if not
so, very urgent to hire the services of a costly, but reputable PR consulting firm from the western world, to help the country in erasing of what can be termed a prolonged negative image. That completely wiped away tourism in the 1970's and 80's. Roughly a period of 20 years.

In fact the intellectual witness of Lepp (2011:3), points out that Uganda's Ministry of Tourism and Trade lacks precise accounts of tourism data, since 1972 up to 1999. In this respect, President Museveni is credited for restoring tranquility in the country; which saw for the first time in the country's history, a disciplined army force and shortly followed by a recovery of the economic sector. So by 1990, the tourism sector was picking up, and consequently in 1999, the tourism ministry recorded its official statistics (Lepp 2011:3).

7.7 Uganda's very costly tourism promotional campaigns in the outside world
No wonder; shaking of a prolonged negative-image has not been a walk over for Uganda. As Kahn (2006:90) observed; Uganda and Nigeria are the first two nations on the continent that have aggressively spearheaded what the author termed as, 'nation branding'- A strategy which involves “using the best and modern techniques to reshape public opinion”(Kahn;2006:90). Kahn goes on to indicate that Uganda knows that the international world (western viewers) may have not forgotten the dark days of Idi Amin, now almost 40 years ago, and above all; the recent happenings of mainly 'scenes of night commuting by children in northern, searching for safety from LRA.' On the contrast, Kahn pointed out that instead, Uganda embarked on a very fierce tourism promotional campaign, which includes exhibiting its nature-based attractions through CNN to a tune of $ 1 million for the channel advert, while the PR firm Hill& Knowlton responsible for the marketing charged a fee of $650,000. Kahn concludes that; in order to reverse its perception among western viewers, the PR firm Hill& Knowlton created a new slogan for Uganda which reads...“gifted by nature,” quoted from Kahn (2006:90).
CHAPTER 8: CONCLUSIONS AND RECOMMENDATIONS

8.1 Uganda is in this alone'
To conclude; perhaps what Ugandans must know is, that in fact homosexuality is illegal in over 70 countries of the world as according to human rights watch(2012). Most importantly, the pool, includes some well to do countries from the common wealth and further those nations that have very vibrant tourism economies, for example the Caribbean countries. For that matter; it is possible to suggest that Uganda may be 'in this alone'. From the onset of the bill, the country has been on the defensive. Secondly the controversies and events surrounding the bill, only serve Uganda bad press, and go on to expose what in this paper, I refer to misguided agendas, from Uganda's legislative assembly. For example, this paper examines some of the statements that have been highlighted in the media about Uganda's top representatives. “That Uganda to pass anti-gaybill as Christmas gift” such utterances leave a lot to be desired. Instead a country like Uganda; should rather focus on attracting international attention, for its rich nature based tourism, that the study found to be not sufficiently tapped. But rather; this poor country of 35 million is once again in the international press for human rights issues, while other tourist competing countries, are mum on the situation.

8.2 Conclusion and recommendation points
In conclusion I explicitly contend that most of the literature supporting Uganda's anti-gaybill lacks insights into how a developing nation should chart its course to a proper destiny, than the dire situation, at the moment. Secondly, the study has proved that; Uganda risks to be labeled as a country with a persistent negative-human rights record. Hence it is from that perspective; that the international observers will always judge the country. Third but most importantly, Uganda's legislative council are grossly misguided with their prioritization of issues, of national interest. The study revealed that:1. Uganda is one of the most corrupt countries in the entire world. 2.The country's health sector, road transport, education among other public, interests are crumbling. 3. UTB complains that Uganda's annual tourism budget is the lowest regionally when compared to Kenya's US$ 23millions, Tanzania; US10millions and Rwanda's US$5millions. In a very sharp contrast, that Uganda's budget is only around US$300,000(Messerli, &Weiss 2012:13), which is basically less than half a million dollars. 4. Additionally, UTB, affirms that Uganda is struggling to establish a definite target market and further that there is lack in the brand consistency (Messerli &Weiss, 2012:13).
**Recommendations points**

- Uganda’s legislature, must clearly consider the consequence of the bill. As noted previously, Museveni's government has started to realize the consequences of the bill; hence Museveni, is somehow trying to distance himself, from it. Perhaps that should help, since he wields power at the moment, and also that he was in support of it at the beginning. So, if he can influence his own majority now; then it is likely that, the country will be respected by the donors, as well. Most significantly; UTB cites that some tourism projects lack adequate donor funding, since EU and World Bank support ended in 2007. Notably, The World Bank, helped Uganda to boost its 'infrastructural and capacity to UWA; and also provided much needed technical support for the National Tourism Policy'. Then; The EU, helped with 'UGSTD a program that targeted Uganda's marketing and product development'(Messerli &Weiss, 2012:18). Basically, the above were very good-value added projects for the tourism sector. As the study, revealed; donors threatened to cut their funding if Uganda continues, to pursue its bill.

- Uganda should not solely pride on or rely on its natural attraction base to hope for a good image. The tourism world is so huge; and each destination, is unique in its own way. The next year, Lonely Planet will recommend another destination.

- It is possible that Uganda can find strategies to develop its marketing base more. At the moment Uganda’s current president is doing a lot for promoting Uganda's tourism, as has been highlighted on CNN.

- Caution must be taken as Uganda approaches, the QENP and MFNP, for oil explorations.

- Proper infrastructure development is the fundamental, back bone of the tourist industry, and Uganda should keep investing in such.

- Proper education and a well developed civil society should be priority for all Uganda's intellectuals.

- Uganda's media council must be at the helm of educating the masses about injustice. Lessons must be learned from other regional nations, or better yet neighboring Kenya. As noted earlier on in the study, international human rights groups stationed in Uganda and regionally, have expressed their dismay about the actions and professionalism of some of Uganda's mass media organizations. Arguably the dissatisfaction goes beyond gay rights violence to basic issues, such as inciting election violence, lack of proper censuring when
reporting on domestic violence, and above all, lack of unity or cooperation, to demand for a full free press.

Though on a whole, this study has indicated that the country's image is still in a negative light and this can be exacerbated more if the nation’s politicians engage in matters of controversy. In my last note, it is surprising or rather ironical that; on a continent where even sex matters are still a taboo, and above all; a continent that lacks proper democratic principles (basic human privileges, such as free speech, the right to education, shelter or accommodation, proper family values among other factors); that some African, politicians have seen it fit to ignore the right path which is by all virtue; to enlighten their people first and foremost, and to deliver them from abject poverty. It is with such appalling conditions and lack of vision that angered influential icons of continent: Mandela and Mbeki.
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“The World’s worst place to be gay” and “Gay people are treated as dirty minorities in Uganda” BBC Three http://www.bbc.co.uk/
“Uganda has been asked by Denmark, Sweden, Norway and Ireland to return aid money;” http://www.newvision.co.ug/news and (news@local.se)10 February (2013).
“Uganda to pass anti-gaylaw as Christmas gift” (BBC, 13, November 2012), http://www.bbc.co.uk/news/world-africa-20318436
UGANDA: MINISTRY OF TOURISM, WILDLIFE AND HERITAGE 2012 SECTOR STATISTICAL ABSTRACT: http://www.mtti.go.ug

APPENDICES
Estimated tourism arrivals to Uganda between (1950-1970):

<table>
<thead>
<tr>
<th>Year</th>
<th>Number of Arrivals</th>
</tr>
</thead>
<tbody>
<tr>
<td>1950</td>
<td>Estimated at 30,000</td>
</tr>
<tr>
<td>1955</td>
<td>Estimated at 50,000</td>
</tr>
<tr>
<td>1969</td>
<td>Estimated at 50,000</td>
</tr>
</tbody>
</table>
Estimated tourism arrivals to Uganda between (1982-1996); Note* the original data was converted from Tourist Arrivals to Uganda and their expenditures in Uganda between (1982-1995).

<table>
<thead>
<tr>
<th>Year</th>
<th>Number of Arrivals</th>
</tr>
</thead>
<tbody>
<tr>
<td>1983</td>
<td>A bit less than 15,000</td>
</tr>
<tr>
<td>1984</td>
<td>Slightly less than 30,000</td>
</tr>
<tr>
<td>1985</td>
<td>Estimated at 30,000</td>
</tr>
<tr>
<td>1986</td>
<td>Estimated at 50,000</td>
</tr>
<tr>
<td>1987</td>
<td>Slightly less than 50,000</td>
</tr>
<tr>
<td>1988</td>
<td>Estimated at 45,000</td>
</tr>
<tr>
<td>1989</td>
<td>Estimated at 60,000</td>
</tr>
<tr>
<td>1990</td>
<td>Estimated at 60,000</td>
</tr>
<tr>
<td>1991</td>
<td>Estimated at 75,000</td>
</tr>
<tr>
<td>1992</td>
<td>Estimated at 90,000</td>
</tr>
<tr>
<td>1993</td>
<td>Estimated at 120,000</td>
</tr>
<tr>
<td>1994</td>
<td>Slightly less than 165,000</td>
</tr>
<tr>
<td>1995</td>
<td>Estimated at 185,000</td>
</tr>
<tr>
<td>1996</td>
<td>N/A</td>
</tr>
</tbody>
</table>


Tourism Arrivals to Uganda by Regional calculations(2000-2004); Note* the original data was converted from Tourist Arrivals to Uganda by country of residence 2000-2004).

<table>
<thead>
<tr>
<th>Tourist arrivals by Region</th>
<th>Year 2000</th>
<th>Year 2001</th>
<th>Year 2002</th>
<th>Year 2003</th>
<th>Year 2004</th>
</tr>
</thead>
<tbody>
<tr>
<td>Africa</td>
<td>132,240</td>
<td>144,257</td>
<td>192,891</td>
<td>234,891</td>
<td>406,744</td>
</tr>
<tr>
<td>America</td>
<td>11,947</td>
<td>12,919</td>
<td>14,785</td>
<td>16,414</td>
<td>23,438</td>
</tr>
<tr>
<td>Asia</td>
<td>8,368</td>
<td>8,163</td>
<td>9,302</td>
<td>10,955</td>
<td>17,884</td>
</tr>
<tr>
<td>Europe</td>
<td>36,050</td>
<td>36,592</td>
<td>33,853</td>
<td>39,225</td>
<td>48,847</td>
</tr>
<tr>
<td>Middle East</td>
<td>1,479</td>
<td>1,248</td>
<td>1,227</td>
<td>1,398</td>
<td>2,095</td>
</tr>
<tr>
<td>Australia</td>
<td>1,550</td>
<td>1,068</td>
<td>1,100</td>
<td>1,349</td>
<td>2,132</td>
</tr>
<tr>
<td>New Zealand</td>
<td>519</td>
<td>257</td>
<td>225</td>
<td>206</td>
<td>273</td>
</tr>
<tr>
<td>Total</td>
<td>192,755</td>
<td>205,287</td>
<td>254,219</td>
<td>305,720</td>
<td>512,379</td>
</tr>
</tbody>
</table>


Tourism Arrivals to Uganda (2007-2011) Domestic & visiting residents from the diaspora; and Non residents(foreigners).

<table>
<thead>
<tr>
<th>Year</th>
<th>Residents</th>
<th>Non residents</th>
<th>Total</th>
</tr>
</thead>
<tbody>
<tr>
<td>2007</td>
<td>241,487</td>
<td>641,743,883,230</td>
<td></td>
</tr>
<tr>
<td>2008</td>
<td>319,504</td>
<td>843,864,116,368</td>
<td></td>
</tr>
<tr>
<td>2009</td>
<td>288,176</td>
<td>806,658,109,834</td>
<td></td>
</tr>
<tr>
<td>2010</td>
<td>328,795</td>
<td>945,899,1,274,694</td>
<td></td>
</tr>
<tr>
<td>2011</td>
<td>378,639</td>
<td>1,151,356,1,529,995</td>
<td></td>
</tr>
</tbody>
</table>

Source: adapted from Uganda Bureau of Statistics appendices; (2011: 45).

Combined data to create the graph and curve.