

**PLANNING FOR SOCIOCULTURAL IMPACTS OF TOURISM:
An integrated planning model for sustainable tourism**

Deus Kamunyu Muhwezi

Makerere University

Abstract

Uganda has invested in tourism development within the last four decades. The inflow of visitors has been characterized by infrastructural development and product development, and the country's marketing strategies are currently focusing on increasing tourist numbers to the country. There is also a worldwide, increasing call for sustainable tourism development from academicians, environmentalists, social and economic institutions which are calling for priority of responsible tourism in order to minimize negative impacts. This paper provides theoretical reasoning in reviewing the sociocultural impacts of tourism with a focus on their effects on tourism destinations. It discusses the planning approaches that have been devised to ensure that these impacts are not viewed negatively by host communities. The paper will utilize Butler's (1980) destination life cycle model and Doxey's (1975) Irridex mode to explain how a destination develops over time while focusing on resident attitudes towards tourism. The planning objectives and policies of Ministry of Tourism and tourism organizations will also be critically analyzed to determine if they are capable of ensuring sustainable tourism development while minimizing the sociocultural impacts of tourism in Uganda. It should be noted that much as tourism can pose a threat to the sociocultural structures of a destination, it also has the ability to enrich local cultures if an integrated planning approach is devised.

Keywords: Planning, sociocultural impacts, integrated planning, sustainable tourism