

# Trans Border Tourist Traffic in the East African Community: A Case Study of Gatuna Border Town

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**Abstract-** Cross-border tourism is a significant element of any country's tourism industry. This is especially in the developing countries where tourism is a valued source of hard international foreign currency. Throughout the world, domestic tourism is bigger than international tourism. Trans-border tourist traffic in East Africa draws from the regional and international markets. Whereas the majority of regional travelers may not necessarily generate the much desired hard international currencies, their large numbers make them an integral part of local economic activities. An understanding of trans-border traffic flow within the East African Community is necessary for explaining trans-border tourism. The main objective of this study is to analyze trans-border tourist traffic at Gatuna border town.

The study adopted a descriptive research design which involved use of both primary and secondary methods of data collection. Self administered structured questionnaires were used to collect primary data. Convenient sampling which is a non-probability sampling technique was used to recruit a sample size of 44 tour operators. Data was analyzed using the Statistical Package for the Social Sciences (SPSS) based on cross tabulation analysis. It was found that; dissimilar travel requirements hamper trans-border tourist traffic, multilateral travel agreements ease trans-border travel, volatile exchange rates reduce trans-border tourist traffic, and uncertain exchange rates hinder sustainable trans-border tourist traffic. Moreover, trans-border tourist traffic is depressed by lack of inter-modality and poor interconnectivity at Gatuna border. However, interoperability of tour operators could promote trans-border tourist traffic. Therefore, travel requirements and exchange rates influence trans-border tourist traffic at Gatuna border. In addition, there is a relationship between exchange rates and trans-border tourist traffic. It was recommended that; travel requirements within the East African Community (EAC) should be standardised, multilateral travel agreements should be made, establishment of a common currency and exchange rates, and also research should be conducted on possibility of having various modes of transport at Gatuna border. Moreover, tour operators should be allowed to operate freely within EAC, while transport infrastructure and cross-border services should be increased in number, capacity and quality.

**Index Terms-** Regional integration, Tourism, and Trans-border tourist traffic flows.

## I. INTRODUCTION

Tourism is the temporary movement of persons to destinations outside their normal home and workplace for leisure, business and other purposes, the activities undertaken during the stay and the facilities created to cater for the needs of tourists (WTO 1989). The World Tourism Organization, also defines tourism as the activities of persons travelling to and staying in places outside their usual environment for not more than one consecutive year for leisure, business and other purposes not related to the exercise of an activity remunerated from within the place visited (WTO, 2004). Therefore, the term Tourism refers to the phenomena and relationships arising from the travel and stay of people away from their normal home environments for a variety of purposes.

As tourists move from the tourist generating region to the tourist destination, they make several border crossings in their journey. The border crossings made can be within a country/national such as County borders, district borders, and provincial borders among others. The border crossings can also be international, where tourists have to travel across one country to another country. Regional trans-border tourist traffic flows can therefore be defined as movement of tourists from one country to adjacent country and usually on the same continent. The trans-border tourist traffic flows are influenced by various factors resulting to both positive and negative effects. Therefore, a careful examination of these factors is necessary for existence of sustainable trans-border tourist traffic.

The East African region covers an area of 1.8 million square kilometers with a combined population of about 132 million (July 2009 est.) and has significant natural resources. Tanzania has had a relatively peaceful history since achieving independence, in contrast to the wars and civil strife that have occurred in Kenya, Rwanda, Burundi, and Uganda. Today, East Africa seeks to maintain stability and prosperity in the midst of conflicts in the D.R. Congo, the Horn of Africa, and southern Sudan. The most prevalent languages of East Africa are Swahili, English, Kirundi and Kinyarwanda, although French is also common especially in Burundi and Rwanda.

Over the years, it has been difficult for people within East African Community to move freely and conduct their businesses in the member countries. This has been partly due to the fear by some member countries that they will be disadvantaged by opening up their borders. Thus, this resulted to countries imposing impediments such as high visa charges, long process in acquiring travel documents, stringent policies on the way business is conducted among others.

However, there has been renewed spirit among the member states in promoting the integration process. This is where efforts have been put in place in ensuring that policies and views of East African community are more harmonized into one. These efforts have led to formation of East African Common Market Protocol, an expansion of the bloc's existing customs union that entered into effect in 2005. The protocol aim is to enhance the free movement of labour, capital, goods and services within the EAC. Member states are required to change their national laws to allow the full implementation of some aspects of the Common Market such as immigration and customs. Kenya expects that its citizens will begin to enjoy fully freedom of movement in the EAC. This has been well embraced with Kenya, Rwanda and Burundi having already agreed to waive work permit fees for EAC citizens.

Although Kenya is the only country in East African Community where adults have identity cards, efforts are being made to introduce "third generation" ID cards in East African Community. This will improve free movement of people in the EAC. These cards will identify the holder as a dual citizen of their home country and of East Africa. There are also efforts towards having an East African Single Tourist Visa. If approved, the visa will be valid for all East African Community member states. Under the proposal for the visa, any new East African single visa could be issued by any member states embassy. The common visa proposal is to accelerate promotion of the region as a single tourist destination and ease movements within the region. Thus, tourists could apply for one country's entry visa which would then be applicable in all regional member states as a single entry requirement.

The East African passport has also been introduced as a travel document to ease border crossing for East Africans. It is valid for travel within the EAC countries only and will entitle the holder to a multi entry stay. Other measures meant to ease border crossing for East Africans include the issuance of interstate passes, a single immigration Departure/Entry card among others. Thus, with these efforts of liberalizing movement within EAC being in place, it is hoped that the movement of tourists within the region will also be eased.

## **1.2 STUDY AREA**

This research was carried out in the Gatuna border town. Gatuna is a border town with part of it in Rwanda and the other part in Uganda. The border post is open 24 hours. The Rwandan part of the Gatuna town is found in Gicumbi District, Northern Province. It is around 86.6 kilometers from Kigali, Rwanda. Gatuna's economy is heavily dependent on tourist and the local businessmen. The town is perfect as a rest stop or for restocking supplies. Kampala is 427 kilometers from Gatuna. Gatuna's longitude is S 1.4356" and longitude E 30.0189". The Rwandan side of the town has a population of 36,401 (2012 census). (Wikipedia)

## **1.3 STATEMENT OF THE RESEARCH PROBLEM**

According to van Ginkel & van Langenhove (2003), regional integration refers to the process by which states within a particular region increase their level of interaction with regard to economic, security, political, and also social and cultural issues. This is where the states within a region join to form a large whole. However, the degree of integration depends upon the willingness and commitment of independent sovereign states to share their sovereignty.

With East African countries (Burundi, Kenya, Rwanda, Tanzania and Uganda) joining together to form a regional block, much of the benefits of regional integration are anticipated by the member countries. However, challenges still remain within the regional tourism industry. This is where tourism stakeholders such as tour operators and travel agents complain of difficulties in transferring tourists from one East African country to another. Despite this, these challenges remain not clearly stated. There is also lack of clarity on which factors may be affecting the trans-border tourist traffic flows within the East African Community. Moreover, there remains inadequate information on to what extent will the regional integration of East African countries be a solution to challenges facing trans-border tourist traffic flow. Thus, this study seeks to uncover these aspects in contribution to regional integration efforts.

## **1.4 OBJECTIVES**

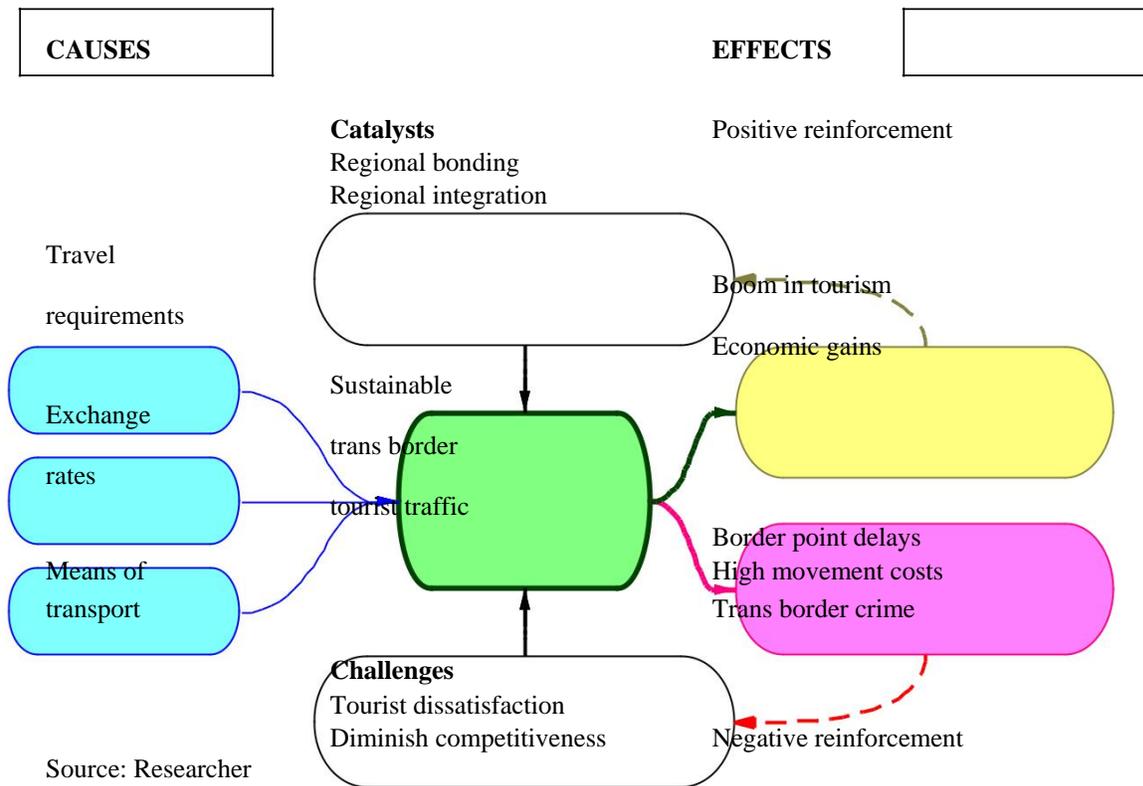
The specific objectives were:

1. To determine the influence of travel requirements on trans-border tourist traffic flows at Gatuna border town.

2. To examine the relationship between exchange rates and trans-border tourist traffic at Gatuna border town.
3. To analyze the influence of means of transportation on trans-border tourist traffic flows at Gatuna border town.

### 1.8 CONCEPTUAL FRAMEWORK

Figure 1: A cause effect model of sustainable regional Trans-border tourist traffic.



Trans-border tourist traffic flow is the movement of tourists across country borders which are adjacent to each other and usually within the same continent. The cross border tourism and thus the trans-border tourist traffic flows are influenced by various factors. Such as; travel requirements, exchange rates, and means of transport among others. For there to be a sustainable trans-border tourist traffic flow, a careful management of these factors is required. This is where, if these factors are favorable to cross border travel, the trans-border tourist traffic flow is sustained. This results to boom in tourism industry and thus its development. This is usually promoted by regional integration and co-operation of countries which results to harmonization of travel requirement and thus increased competitiveness of the region.

If these factors are unfavorable to cross border tourism, they result to negative effects to tourism industry. Thus, increased challenges such as; border delays, increased travelling costs among others. This leads to dissatisfaction of tourists and thus loss of competitiveness of the region as a tourist destination.

Therefore, a careful examination of these factors is necessarily since they lead to positive or negative effects to tourism industry. As a result of this, they affect the sustainability of the trans-border tourist traffic flow.

## II. LITERATURE REVIEW

This chapter entails related literature in the study from other researches done by individuals and bodies of knowledge, reviews, journals, and editorials. The chapter is organized into the following topics; introduction, theoretical review and critical review.

### 2.1 THEORETICAL REVIEW

#### 2.1.1 Travel requirements and Trans-border travel

In recent decades the economic integration of countries has intensified considerably. Large increases in international trade, foreign investment, information exchange and communication, diffusion of technologies, and a growing cross-border movement of people are the main forces of this globalization. Of course the world has experienced earlier waves of globalization, but with respect to people movement there is a big difference. During the previous era of globalization of the late 19th century, visas and work permits were not required for most movements of people between countries and for the employment of foreigners (Ng & Whalley, 2005).

In contrast, the present era coincides with persistent control of international movements. While mobility of the highly skilled and within economically integrated areas is facilitated, countries try to keep out what are considered to be undesirable immigrants, given perceived negative economic and social impacts, and, more recently, given growing security concerns. It can be argued that, prior to 1913, the relatively high costs of travel and communication acted as natural barriers to the movement of people. As these barriers have diminished over time, increased regulation has attempted to strengthen sovereignty and reduce the perceived costs of a large influx of foreigners on host populations. However, barriers to international migration tend to be much higher than barriers to trade. Since the 1960s, the increase in the worldwide ratio of immigrants to population has been relatively modest (not withstanding a large increase in the number of immigrants in some countries), while the ratio of imports to GDP has doubled (Hatton, 2007).

The EU represents a unique agreement, which covers many different economies, cultures, and languages. It seeks to preserve diversity, while also working to promote unity. The Treaty of Amsterdam on the EU came into force in May 1999 with the key ambition of maintaining and developing a multi-country area of freedom, security and justice; a region which promotes and assures the free movement of persons; and introduces appropriate methods to control borders, the entry of asylum seekers, and immigration (European Commission, 2006). The EU has resulted in relatively unrestricted movement of capital, goods, and services.

However, despite progress with respect to people movement, there remains a long way to go before this can be regarded as completely free among all EU member states. It was originally planned that only skilled workers would be able to move freely within the EU. However, due to political and social pressures, this has been extended to all categories of citizens (European Commission, 2006).

On the other hand, the NAFTA has been in force since 1994. Covering only Canada, the United States, and Mexico, it is much smaller than the EU in terms of membership. NAFTA is also much less ambitious than the EU in terms of cross-border people movement; however, it does include provisions for the temporary movement of business persons across each of the borders. NAFTA defines temporary entry as entry without wanting to establish permanent residence and the period of stay should have a „reasonable finite end“ (DFAIT, 2006).

The absence of multilateral agreements between countries for dealing with visa and work permit issues in the global economy has led to some trade agreements dealing with the movement of people explicitly. Banda &

Whalley (2005) noted that the platform provided by a wide ranging trade and economic partnership agreement facilitates visa and work permits issues being included in the negotiations. But, the diversity of both outcome and approaches makes the emergence of later common disciplines from these agreements that much more difficult.

One of the present trends in the globalized world is a growing competitiveness among regions and the formation of strategic trans-border partnerships; for instance the Governors of the United

States-Mexico border region renewed their intent to build a common regional vision and project that will foster the process of integration and will strengthen the competitive positioning of the joint border region.

### **2.1.2 Exchange rates and Trans-border tourist traffic flows**

There are numbers of factors affecting international tourism demand, including exchange rate, higher real incomes, the greater availability of cheap package tours, the unreliability of the weather and transportation cost (Lim, 2004). However, the decision on where to go for international tourists would be directly influenced by the exchange rate between mother country and the destination. Based on UNWTO's (2005) report, the exchange rate is a major factor in overall traffic distribution. Patsouratis *et al.* (2005) find that the exchange rate is the main determinant of Greece's tourism demand. This is also the result obtained by Eilat & Einav (2004) using a panel data approach, and by Rose (2000) for the case study of Balearic Islands. Thus, the exchange rate is essential to international tourism and even could be treated as a promoting policy for tourism. To deserve to be mentioned an issue that has been neglected within recent researches on tourism demand concern only on the measurement of the price competitiveness of different countries.

However, this strong conclusion rests on a number of simplifying assumptions. First, it is assumed that there are no hedging possibilities either through the forward exchange market or through offsetting transactions. For advanced economies where there are well developed forward markets, specific transactions can be easily hedged, thus reducing exposure to unforeseen movements in exchange rates. But it needs to be recognized that such markets do not exist for the currencies of most developing countries. Moreover, even in advanced economies the decision to continue to export or import would appear to reflect a series of transactions over time where both the amount of foreign currency receipts and payments, as well as the forward rate, are not known with certainty. Moreover, there are numerous possibilities for reducing exposure to the risk of adverse exchange rate fluctuations other than forward currency markets. The key point is that for a multinational firm engaged in a wide variety of trade and financial transactions across a large number of countries, there are manifold opportunities to exploit offsetting movements in currencies and other variables. For example, there is a clear tendency for exchange rates to adjust to differences in inflation rates, and recent evidence suggests that such adjustment may be quicker than indicated by earlier studies. Thus, if exports are priced in a foreign currency that is depreciating, the loss to the exporter from the declining exchange rate is at least partly offset by the higher foreign-currency export price (Crump, 2007). In a similar vein, as noted by Clark (2004), to the extent that an exporter imports intermediate inputs from a country whose currency is depreciating, there will be some offset to declining export revenue in the form of lower input costs. In addition, when a firm trades with a large number of countries, the tendency for some exchange rates to move in offsetting directions will provide a degree of protection to its overall exposure to currency risk.

More recent panel data studies have tended to find evidence of negative impact of exchange rate volatility on bilateral trade. Dell'Ariccia (1999) notes that unobservable cross-sectional specific effects which may have impact on the trade flows - such as cross-country structural and policy differences - can be accounted for either via fixed effects or random effects specification. Using fixed effects, Dell'Ariccia (1999) estimates the impact of exchange rate volatility on the bilateral trade of 15 EU member states plus Switzerland over the 20 years, from 1975 to 1994, and finds that exchange rate volatility has a small but significant negative impact on trade; eliminating exchange rate volatility to zero in 1994 would have increased trade by 3 to 4 per cent.

In the benchmark result of Rose (2000), the impact of exchange rate volatility on trade is significantly negative; increase in exchange rate volatility by one standard deviation around the mean would reduce bilateral trade by 13 per cent. Koren & Tenreyro (2007) finds a small negative effect similar to Dell'Ariccia (1999); reducing exchange rate volatility to zero raises trade by only 2 per cent.

Analysis of the determinants of tourism spending show a significant relationship, in developed countries, between relative prices (as measured by changes in exchange rates) and international tourism flows (Eilat & Enav 2004). Exchange rate fluctuations were found to be less significant for developing countries. The relationships are complex and also are affected by factors such as

GDP, income levels, differences in the overall prices of goods and services, and risk perceptions. Research on US/Canadian tourism flows show that the price relationship, as affected by exchange rates, is of importance for cross-border flows between neighboring countries as well, although the relationship can be complex (Di Matteo, 1999).

The exchange rate is also commonly considered a determinant in the estimation of tourism demand and it is introduced either as an independent variable or into a relative price variable. According to the discussions of Martin & Witt (1987), the cost of living in the tourist destination depends on the destination country prices and the exchange rate. In this sense, tourism is likely to be affected by the exchange rate volatility since a substantial component of the expense of a foreign holiday is expenditure at the holiday location.

Therefore, as Webber (2001) suggests, the exchange rate volatility affects tourist decision of the destination country for their holidays and changes in the exchange rate are likely to have the same impact on the tourist's destination choice as relative price changes. In a similar way, Sinclair & Stabler (1997) argue that the exchange rate mimics the effects of the relative prices, of which tourists have a limited knowledge, due to the fact that they buy the holidays before leaving using their own national currency. According to these results, exchange rate is a major determinant of tourist demand and exchange rate regimes with low uncertainty could promote tourism.

## **2.2 CRITICAL REVIEW**

The benefits of regional integration, and indeed globalization, remain a critical part of Africa's workable development strategy. The era of isolated tiny national economies has to give way to strategic alliances that harness knowledge-and-resource-based comparative advantages through integration. Despite state boundaries having been viewed as visible barriers to interaction among people, today the number of examples of cross-border tourism cooperation in wealthy countries is steadily growing. For instance the European Union, NAFTA and other parts of the world, the neighboring regions of different countries are sharing priceless natural and/or cultural resources and thus promoting joint tourism development. Therefore, for East African Community to have sustainable trans-border tourist flow, various factors need to be considered carefully in order to avoid the possible bottlenecks. Some of these aspects are; Exchange rates, transportation, travel requirements, among others.

## **III. RESEARCH DESIGN AND METHODOLOGY**

This section describes the procedures that were followed in carrying out the study in order to achieve its objectives. It consists of the research design, study area, target population, sampling design, data collection procedures and data analysis procedures.

### **3.1 RESEARCH DESIGN**

Research design is the conceptual structure within which research is conducted. It constitutes the blue print for the collection, measurement and analysis of data. This study used descriptive research design. The descriptive research design was used because it describes the way affairs are or exist, narrations of facts and characteristics concerning individuals, groups or situations. It attempts to describe behavior, attitudes, and values concerning tourist traffic flows within the East African Community. It also allowed for collection of information by use of questionnaires. The researcher used self-administered structured questionnaires to gather information to achieve the objectives of the study.

### **3.2 TARGET POPULATION**

A population is a group of individuals whose samples are taken for measurement. The population in this study comprised of tour operators operating between Rwanda and Uganda through the Gatuna border. The sample of tour operators was selected through convenient sampling.

### **3.3 SAMPLING METHOD/TECHNIQUE**

Non-probability sampling also referred to as non-random sampling technique was used. That is convenient sampling method. The tour operators were obtained through convenient sampling. This involved recruiting respondents according to their accessibility. Convenient sampling ensured that less time was taken in the research since only a fraction of the population was investigated. It was also economical since there was reduction in collection cost and many hours needed to perform the research.

#### **3.3.1 Sample Size Determination**

There is approximately an average of 50 tour operators/ tour vehicles passing through the Gatuna border point per day. According to Dr. Allen's web pages if a population is 50 then the random sample size is 44

### **3.4 DATA COLLECTION**

Both the primary and secondary data collection techniques were employed to collect required data.

### **3.4.1 Secondary Data and Sources**

This was collected from both published and unpublished materials such as books, statistical abstracts, economic surveys, journals, annual reports, research papers, magazines and internet.

### **3.4.2 Primary Data**

Primary data included actual raw information obtained from the respondents. Primary data was obtained from the respondents through the administration of questionnaires in form of 5 point Likert Scale since they show the strength of the person's feelings to whatever is in question, they are easy to analyze, easy to collect and they are more expansive.

## **3.5 DATA COLLECTION INSTRUMENTS**

Primary data was collected through the use of structured questionnaires which were issued to the tour operators operating across the Gatuna border.

### **3.5.1 Questionnaires**

Structured questionnaires were employed in obtaining information from the respondents. The questionnaire had two parts: Part A consisted of direct questions which sought personal information and part B contained primary questions related to the topic of research. Closed ended questions were used. The respondents were given suggested responses where they were to tick appropriately.

The questionnaires were self-administered – the respondents were asked to complete the questionnaires themselves. The questionnaires were hand delivered to them and then collected immediately after being filled. The information obtained through the questionnaires was to examine the trans-border tourist traffic flows within the East Africa Community. A total of 44 questionnaires were issued to the tour operators.

## **3.6 RELIABILITY AND VALIDITY TEST**

Pre-testing the instruments for collecting data was done to ensure that items in the instruments were stated clearly and had the same meaning to all respondents. The respondents on which the instruments were pre-tested were not part of the selected sample for the study. Pre-testing helped to assess the clarity of the instruments and usage ease. Questions in the questionnaires were pre-tested to test the consistency of the responses. Those with varied responses were reconstructed to give acceptable response. This ensured the reliability of the instruments as a measurement tool to yield data that was used for generalization of the study findings.

## **3.7 VARIABLES TO BE MEASURED**

The researcher examined:

Travel requirements against Nationality; the purpose of this analysis was to find out if nationality has an influence on travel requirements. This is in consideration that various countries have different travel requirements. Therefore, this analysis assisted in determining the relationship between travel requirements and nationality.

Exchange rates against Nationality; the purpose of this analysis was to find out if nationality had influence on the exchange rates. This is in consideration that exchange rates influence the decision of tourists to travel to various destinations. Therefore, this analysis assisted in determining the influence of nationality to exchange rates.

Exchange rates against travel frequency; the purpose of this analysis was to examine the relationship between the exchange rates and travel frequency. Noting that exchange rates influence the travel patterns and decisions of tourists, this analysis assisted to determine the relationship between exchange rates and travel frequency.

Means of transport against nationality; the purpose of this analysis was to examine the influence of nationality to means of transport used in trans-border travel. This is in considering that different countries have varying types and levels of development of the various means of transport. Therefore, the analysis assisted in determining the relationship between nationality and means of transport.

Means of transport against travel frequency; the purpose of this analysis was to find out the relationship between means of transport and travel frequency. This is in consideration that tourists use varying means of transport to travel across the national borders and the means of transport used influences on their satisfaction and visit frequency to a destination.

## **3.8 SCALE OF MEASUREMENT**

The researcher used nominal scale of measurement. This involves classification of events into categories that are; distinct, un-dimensional, mutually exclusive and exhaustive. Responses of totally agree and agree, were considered as yes/ agree. While responses of; undecided, disagree and totally disagree were considered as no/ disagree. Therefore, the research used nominal scale to examine the trans-border tourist traffic flows within the East African Community.

### 3.9 DATA ANALYSIS

The information from the questionnaires was coded and fed to the computer in order to facilitate analysis of the data. Data was analysed using the Statistical Package for the Social Scientists (SPSS) version 16.0. The data was analysed through the use of descriptive statistics where cross tabulation of various variables was done.

Cross tabulation is simply a method of displaying data so that associations can be readily observed and measured. Cross tabulation can be defined as a joint frequency distribution of cases based on two or more categorical variables. Cross tabulation allows the researcher to examine frequencies of observation that belong to specific categories on more than one variable. By examining these statistics, the researcher can identify relations between cross tabulated variables

Cross tabulation has the following strengths; it is easy to use since it has visual direct interpretation and communication, it has great flexibility, that is; it can be used on experimental, observation and survey data, it can be used to analyse information horizontally, vertically or in total, and the cross tabulated results can be easily generated by computer. The weaknesses of cross tabulations are; the percentages are dis-informing if counts is low, it produces bulky results since for example, 50 questions from a survey would give 1225 cross tabulations, and it can hide more complex and elusive information.

The reason the researcher chose to use cross tabulation is that, cross tabulation analyses both nominal and ordinal measurement of scales. Therefore, cross tabulation analysis was used to determine whether nationality and travel frequency had significant effect on respondents' view concerning; the influence of travel requirements on trans-border tourist traffic flows at the Gatuna Border town, the relationship between exchange rates and trans-border tourist traffic at Gatuna border town and the influence of means of transportation on trans-border tourist traffic flows at Gatuna border town.

## IV. DATA ANALYSIS AND PRESENTATION

This research sought to examine the trans-border tourist traffic flows within East African Community. 44 questionnaires were distributed randomly out of which 42 were successfully responded to. This chapter deals with data analysis and the interpretation of findings. The data presented is based on responses to questionnaires. Data presented includes general information about respondents and their opinions about trans-border tourist traffic at Gatuna border. Cross tabulation was used to analyze data where findings were presented using tables. This chapter is structured in two sections. The first section provides general information on respondents. The second section aims at presenting data pertaining to the specific objectives. Nationality and frequency of visit were tested against the; travel requirements, exchange rates and means of transportation.

### 4.1 GENERAL INFORMATION OF RESPONDENTS

**Table 4.1 General information of respondents**

		Frequency	Per cent	Valid per cent	Cumulative per cent
Nationality	Burundian	1	2.4	2.4	2.4
	Rwandan	19	45.2	45.2	47.6
	Tanzania	2	4.8	4.8	52.4
	Ugandan	9	21.4	21.4	73.8
	Kenyan	4	9.5	9.5	83.3
	Other	7	16.7	16.7	100.0

	Total	42	100.0	100.0	
Frequency of visit	Rarely	6	14.3	14.3	14.3
	Occasionally	9	21.4	21.4	35.7
	Frequently	27	64.3	64.3	100.0
	Total	42	100.0	100.0	

According to table 4.1, majority of the respondents (45.2%) were Rwandan nationals, followed by Ugandan nationals (21.4%). This could be because they are the immediate neighbors and thus there is convenience in using Gatuna border while crossing to Uganda or Rwanda. Respondents from other countries that are not part of East African Community were 16.7%. Respondents who were Kenyan national were 9.5%, Tanzanian nationals were 4.8% and lastly, the Burundian nationals were 2.4% of the respondents. The presence of a cross border tourist attraction (Gorilla trekking, Kigali Genocide Center, Kibeho Pilgrimage and Namugongo Shrine, Bwindi Impenetrable Park and Queen Elizabeth National Park) between Rwanda and Uganda could also be the reason for high number of Rwandan and Ugandan nationals using Gatuna border. The high percentage of Rwandan nationals as respondents could be as a result of Rwanda being the major gateway to Uganda, Congo and Burundi through the Kigali International Airport. The low percentage of Burundi nationals as respondents could be due to their low out bound tourism development in comparison to other Members of East African Community.

Majority of the respondents (64.3%) frequently crossed the Gatuna border, 21.4% of the respondents had occasional visits while only 14.3% rarely crossed the Gatuna border. Therefore, majority of the respondents were best suited to provide conclusive information regarding trans-border tourist traffic at Gatuna border since they used the Gatuna border most frequently.

## 4.2 TRANS-BORDER TOURIST TRAFFIC FLOW WITHIN EAST AFRICAN COMMUNITY

### 4.2.1 Influence of travel requirements on trans-border tourist traffic

**Table 4.2 Cross tabulation of Nationality against Dissimilar travel requirements**

Nationality	Dissimilar travel requirements					Total	
	Totally agree	Agree	Undecided	Disagree	Totally disagree		
Burundian	Count	0	1	0	0	0	1
	% within Nationality	0.0%	100.0%	0.0%	0.0%	0.0%	100.0%
Kenyan	Count	15	2	0	1	1	19
	% within Nationality	78.9%	10.5%	0.0%	5.3%	5.3%	100.0%
Rwandese	Count	1	0	1	0	0	2

	% within Nationality	50.0%	10.0%	50.0%	10.0%	10.0%	100.0%
Tanzanian	Count	6	1	1	0	1	9
	% within Nationality	66.7%	11.1%	11.1%	0.0%	11.1%	100.0%
Ugandan	Count	1	1	1	1	0	4
	% within Nationality	25.0%	25.0%	25.0%	25.0%	0.0%	100.0%
Other	Count	2	3	1	1	0	7
	% within Nationality	28.6%	42.9%	14.3%	14.3%	0.0%	100.0%
Total	Count	25	8	4	3	2	42
	% within Nationality	59.5%	19.0%	9.5%	7.1%	4.8%	100.0%

As shown by table 4.2, 78.5% of respondents agree that dissimilar travel requirements hamper trans-border tourist traffic (59.5% totally agree and 19% agree). While 21.5% of respondents disagree that dissimilar travel requirements hamper trans-border tourist traffic (9.5% undecided, 7.1% disagree and 4.8% totally disagree). This indicates that dissimilar travel requirements within East African Community affect negatively the trans-border tourist traffic especially at Gatuna border. This is as a result of duplication of efforts of checking if travel requirements of individual country have been fulfilled. This causes border delays, increased travel costs and dissatisfaction of tourists which results to loss of competitive advantage as a tourist destination. Single travel requirement like Schengen visa should be adopted for travel within East Africa.

**Table 4.3 Cross tabulation of Nationality against Multilateral travel agreements**

Nationality		Multilateral travel agreements				Total
		Totally agree	Agree	Undecided	Disagree	
Burundian	Count	1	0	0	0	1
	% within Nationality	100.0%	0.0%	0.0%	0.0%	100.0%
Kenyan	Count	15	3	0	1	19
	% within Nationality	78.9%	15.8%	0.0%	5.3%	100.0%
Rwandese	Count	0	1	1	0	2
	% within Nationality	0.0%	50.0%	50.0%	0.0%	100.0%
Tanzanian	Count	6	2	1	0	9
	% within Nationality	66.7%	22.2%	11.1%	0.0%	100.0%
Ugandan	Count	2	2	0	0	4
	% within Nationality	50.0%	50.0%	0.0%	0.0%	100.0%
Other	Count	3	3	0	1	7
	% within Nationality	42.9%	42.9%	0.0%	14.3%	100.0%
Total	Count	27	11	2	2	42

% within Nationality	64.3%	26.2%	4.8%	4.8%	100.0%
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According to table 4.3, 90.5% of the respondents (64.3% totally agree and 26.2% agree) are of the opinion that multilateral travel agreements ease trans-border travel. This could be because; travel agreements create understanding among countries and thus improving their relations. This results to harmonization of travel requirements and thus eases in trans-border travel. Therefore, travel agreements within East African Community are necessary for sustainable trans-border tourist traffic.

**Table 4.4 Cross tabulation of frequency of visit against Multilateral travel agreements**

		Multilateral travel agreements				Total
		Totally agree	Agree	Undecided	Disagree	
Frequency of visit Rarely	Count	3	3	0	0	6
	% within Frequency of visit	50.0%	50.0%	0.0%	0.0%	100.0%
Occasionally	Count	6	2	1	1	10
	% within Frequency of visit	60.0%	20.0%	10.0%	10.0%	100.0%
Frequently	Count	18	6	1	1	26
	% within Frequency of visit	69.2%	23.1%	3.8%	3.8%	100.0%
Total	Count	27	11	2	2	42
	% within Frequency of visit	64.3%	26.2%	4.8%	4.8%	100.0%

As shown by table 4.4, 90.5% of respondents agree (64.3% totally agree and 26.2% agree) that multilateral travel agreements ease trans-border travel. This is despite their frequency of visit. This could be because multilateral travel agreements highlights issues regarding cross border travel and thus providing an avenue to solve challenges facing trans-border travel. Therefore, presence of multilateral agreements on trans-border travel would ease trans-border travel for all kind of visitors.

**4.2.2 Relationship between exchange rates and trans-border tourist traffic**

**Table 4.5 Cross tabulation of Nationality against Exchange rates**

Nationality		Volatile exchange rates					Total
		Totally agree	Agree	Undecided	Disagree	Totally disagree	
Burundian	Count	0	1	0	0	0	1
	% within Nationality	0%	100.0%	0%	0%	0%	100.0%
Kenyan	Count	7	5	4	2	1	19
	% within Nationality	36.8%	26.3%	21.1%	10.5%	5.3%	100.0%

Rwandese Count	2	0	0	0	0	2
% within Nationality	100.0%	0.0%	0.0%	0.0%	0.0%	100.0%
Tanzanian Count	4	2	1	2	0	9
% within Nationality	44.4%	22.2%	11.1%	22.2%	0.0%	100.0%
Ugandan Count	2	1	1	0	0	4
% within Nationality	50.0%	25.0%	25.0%	0.0%	0.0%	100.0%
Other Count	2	1	1	1	2	7
% within Nationality	28.6%	14.3%	14.3%	14.3%	28.6%	100.0%
Total Count	17	10	7	5	3	42
% within Nationality	40.5%	23.8%	16.7%	11.9%	7.1%	100.0%

According to table 4.5, 64.3% of the respondents agree (40.5% totally agree and 23.8% agree) that volatile exchange rates reduce trans-border tourist traffic. This is could be because volatile exchange rates make it difficult for tourists to plan for their visit due to lack of fixed exchange rates to base their financial requirements on. Therefore, volatility of exchange rates within East African community negatively affects the trans-border tourist traffic. However, 16.7% of respondents were undecided which probably could be due to complexity in associating exchange rates to trans-border travel. Moreover, this could be the reason why a total of 35.7% disagree (16.7% Undecided, 11.9% disagree and 7.1% totally disagree) that volatile exchange rates reduce trans-border travel.

**Table 4.6 Cross tabulation of frequency of visit against Exchange rates**

		Volatile exchange rates reduce the trans-border tourist traffic					Total
		Totally agree	Agree	Undecided	Disagree	Totally disagree	
Frequency of visit Rarely	Count	2	1	2	1	0	6
	% within Frequency of visit	33.3%	16.7%	33.3%	16.7%	0.0%	100.0%
Occasionally	Count	3	2	3	1	1	10
	% within Frequency of visit	30.0%	20.0%	30.0%	10.0%	10.0%	100.0%
Frequently	Count	12	7	2	3	2	26
	% within Frequency of visit	46.2%	26.9%	7.7%	11.5%	7.7%	100.0%
Total	Count	17	10	7	5	3	42
	% within Frequency of visit	40.5%	23.8%	16.7%	11.9%	7.1%	100.0%

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According to table 4.6, 64.3% of respondents agree (40.5% totally agree and 23.8% agree) that volatile exchange rates reduce the trans-border tourist traffic. This could be because exchange rates influences on travel decision of tourists. That is, the value of exchange rates determines the amount of money a tourist should have while travelling to certain destination since it has to be factored in the financial budget. In all categories of frequency of visit, over 50% of respondents were also of this opinion. Therefore, most of the respondents despite their frequency of travel were affected by volatile exchange rates. However, some of the respondents were undecided, showing that they lacked knowledge if volatility of exchange rates affected their trans-border travel.

**Table 4.7 Cross tabulation of Nationality against Uncertain exchange rates**

		Uncertain exchange rates					Total	
		Totally agree	Agree	Undecided	Disagree	Totally disagree		
Nationality	Burundian	Count	0	1	0	0	0	1
	% within Nationality		0.0%	100.0%	0.0%	0.0%	0.0%	100.0%
Kenyan	Count	9	8	1	1	0	19	
	% within Nationality	47.4%	42.1%	5.3%	5.3%	0.0%	100.0%	
Rwandese	Count	0	1	1	0	0	2	
	% within Nationality	0.0%	50.0%	50.0%	0.0%	0.0%	100.0%	
Tanzanian	Count	3	1	3	1	1	9	
	% within Nationality	33.3%	11.1%	33.3%	11.1%	11.1%	100.0%	
Ugandan	Count	1	1	1	0	1	4	
	% within Nationality	25.0%	25.0%	25.0%	0.0%	25.0%	100.0%	
Other	Count	2	1	2	2	0	7	
	% within Nationality	28.6%	14.3%	28.6%	28.6%	0.0%	100.0%	
Total	Count	15	13	8	4	2	42	
	% within Nationality	35.7%	31.0%	19.0%	9.5%	4.8%	100.0%	

As shown by table 4.7, 66.7% of respondents agree (35.7% totally agree and 31% agree) that uncertain exchange rates hinder sustainable trans-border tourist traffic. This is because uncertainty in exchange rate makes it difficult for tourist to plan for their financial requirements. This is caused by inability of tourists to determine with certainty the amount of exchange rate to be charged. However, 19% of respondents were undecided. This could be because they lacked knowledge if uncertain exchange rates affected their trans-border travel. Nationality had no influence on the response since the opinions of respondents were similar from all the nationalities.

**Table 4.8 Cross tabulation of frequency of visit against Uncertain exchange rates**

			Uncertain exchange rates					Total
			Totally agree	Agree	Undecided	Disagree	Totally disagree	
Frequency of visit	Rarely	Count	0	3	2	0	1	6
		% within Frequency of visit	0.0%	50.0%	33.3%	0.0%	16.7%	100.0%
	Occasionally	Count	1	4	3	1	1	10
	% within Frequency of visit	10.0%	40.0%	30.0%	10.0%	10.0%	100.0%	
	Frequently	Count	14	6	3	3	0	26
	% within Frequency of visit	53.8%	23.1%	11.5%	11.5%	0.0%	100.0%	
Total		Count	15	13	8	4	2	42
		% within Frequency of visit	35.7%	31.0%	19.0%	9.5%	4.8%	100.0%

According to table 4.8, 66.7% of respondents agree (35.7% totally agree and 31% agree) that uncertain exchange rates hinder sustainable trans-border tourist traffic. This could be due to; uncertain exchange rates may result to unforeseeable costs which had not been budgeted for by the tourist. This is especially when the exchange rates are higher than anticipated. Moreover, over 50% of every level of frequency of travel was of the same opinion. However, respondents who travelled more frequently had a higher percentage (76.9%) of respondents who agreed that uncertain exchange rates hinder sustainable trans-border tourist traffic. This could be due to their frequent travel resulting to more exposure to effects of uncertain exchange rates. Moreover, those who travelled rarely had higher percentage of respondents whose response was undecided. This could be due to their rare frequency of visit thus less exposure to effects of uncertain exchange rates. Therefore frequency of travel had influence to respondent's response to some extent.

**4.2.3 Influence of means of transportation on trans-border tourist traffic**

**Table 4.9 Cross tabulation of Nationality against Inter-modality**

		Inter-modality					Total	
		Totally agree	Agree	Undecided	Disagree	Totally disagree		
Nationality	Burundian	Count	1	0	0	0	0	1
		% within Nationality	100.0%	0.0%	0.0%	0.0%	0.0%	100.0%
	Kenyan	Count	8	6	2	2	1	19
		% within Nationality	42.1%	31.6%	10.5%	10.5%	5.3%	100.0%
	Rwandese	Count	1	1	0	0	0	2
		% within Nationality	50.0%	50.0%	0.0%	0.0%	0.0%	100.0%
	Tanzanian	Count	6	0	2	1	0	9
	% within Nationality	66.7%	0.0%	22.2%	11.1%	0.0%	100.0%	
Ugandan	Count	3	1	0	0	0	4	
	% within Nationality	75.0%	25.0%	0.0%	0.0%	0.0%	100.0%	
Other	Count	4	1	2	0	0	7	
	% within Nationality	57.1%	14.3%	28.6%	0.0%	0.0%	100.0%	
Total	Count	23	9	6	3	1	42	
	% within Nationality	54.8%	21.4%	14.3%	7.1%	2.4%	100.0%	

According to table 4.9, 76.2% of respondents agree (54.8% totally agree and 21.4% agree) that lack of inter-modality at Gatuna border depresses trans-border tourist traffic. This is because the ability to switch from one mode of transports to another gives a tourist a variety of modes of transport to choose from and increases tourist flexibility during travel. Thus, lack of inter-modality depresses trans-border tourist traffic. Moreover, over 50% of the respondents from all nationality were of the same opinion. This similarity could be because all respondents crossing Gatuna border had to use road as their single means of transport. Therefore, nationality of the respondents did not influence their responses.

**Table 4.10 Cross tabulation of frequency of visit against Intermodality**

			Intermodality					Total
			Totally agree	Agree	Undecided	Disagree	Totally disagree	
Frequency of visit Rarely	Count		3	2	0	1	0	6
	% within Frequency of visit		50.0%	33.3%	.0%	16.7%	.0%	100.0%
Occasionally	Count		5	4	1	0	0	10
	% within Frequency of visit		50.0%	40.0%	10.0%	.0%	.0%	100.0%
Frequently	Count		15	3	5	2	1	26
	% within Frequency of visit		57.7%	11.5%	19.2%	7.7%	3.8%	100.0%
Total	Count		23	9	6	3	1	42
	% within Frequency of visit		54.8%	21.4%	14.3%	7.1%	2.4%	100.0%

As shown by table 4.10, 76.2% of respondents agree (54.8 totally agree and 21.4% agree) that lack of intermodality at Gatuna border depresses trans-border tourist traffic. This is because inability of tourists to change from one transport mode to another lead to overreliance on one transport mode which if it fails; it could hinder movement of tourists. Out of respondents who were of this opinion, those who travelled more occasionally had a higher percentage (90%). In addition, those who travelled most frequent had higher percentage of the respondents who were undecided. Therefore, frequency of travel had influence on the respondent's response to some extent.

**Table 4.11 Cross tabulation of Nationality against Interconnectivity**

		Interconnectivity					Total	
		Totally agree	Agree	Undecided	Disagree	Totally disagree		
Nationality	Burundian	Count	1	0	0	0	0	1
		% within Nationality	100.0%	0%	0%	0%	0%	100.0%
	Kenyan	Count	10	0	5	2	2	19
		% within Nationality	52.6%	0%	26.3%	10.5%	10.5%	100.0%
	Rwandese	Count	0	2	0	0	0	2
		% within Nationality	0%	100.0%	0%	0%	0%	100.0%
	Tanzanian	Count	1	3	4	1	0	9
		% within Nationality	11.1%	33.3%	44.4%	11.1%	0%	100.0%
	Ugandan	Count	3	0	1	0	0	4
		% within Nationality	75.0%	0%	25.0%	0%	0%	100.0%
	Other	Count	4	0	2	1	0	7
		% within Nationality	57.1%	0%	28.6%	14.3%	0%	100.0%
Total		Count	19	5	12	4	2	42
		% within Nationality	45.2%	11.9%	28.6%	9.5%	4.8%	100.0%

According to table 4.11, 57.1% of respondents agree (45.2% totally agree and 11.9% agree) that poor interconnectivity at Gatuna border lowers trans-border tourist traffic. This could be due to; low capacity and quality of cross border infrastructure resulting to slower and discomfort journey. For instance, dilapidated roads cause the journey to be slow and discomfort to tourists. Moreover, over 50% of respondents from all nationalities were of the same opinion except Tanzanian nationals who had 44.4%. 28.6% of respondents were undecided, with Tanzanian nationals leading with 44.4%. Therefore, nationality of respondents had influence on the views of the respondents. This could be due to different level of infrastructure development and interconnectivity of the various countries of the respondents.

**Table 4.12 Cross tabulation of frequency of visit against Interconnectivity**

			Interconnectivity				Total	
			Totally agree	Agree	Undecided	Disagree		Totally disagree
Frequency of visit Rarely	Count		1	2	3	0	0	6
	% within Frequency of visit		16.7%	33.3%	50.0%	.0%	.0%	100.0%
Occasionally	Count		6	2	2	0	0	10
	% within Frequency of visit		60.0%	20.0%	20.0%	.0%	.0%	100.0%
Frequently	Count		12	1	7	4	2	26
	% within Frequency of visit		46.2%	3.8%	26.9%	15.4%	7.7%	100.0%
Total	Count		19	5	12	4	2	42
	% within Frequency of visit		45.2%	11.9%	28.6%	9.5%	4.8%	100.0%

According to table 4.12, over 50% of respondents from all categories of frequency of visit agree that poor interconnectivity at Gatuna border lowers trans-border tourist traffic. This could be because, the quality and capacity of infrastructure influences on the tour operators decision when making itinerary to follow while transferring tourists. Therefore, if the infrastructure condition is deplorable, tour operators opt to transfer tourists using other route. However, respondents who travelled occasionally had a higher percentage (80%) of respondents who were of this opinion. Those whose frequency of visit was rarely and frequently had a tie of 50% of respondents who agree that poor interconnectivity at Gatuna border lowers trans-border tourist traffic. On the other hand, those whose frequency of visit was rarely were leading with respondents who were undecided. Therefore, frequency of travel had influence on response if poor interconnectivity at Gatuna border lowers trans-border tourist traffic.

**Table 4.13 Cross tabulation of Nationality against Interoperability of tour vehicles**

			Interoperability of tour vehicles				Total
			Totally agree	Agree	Undecided	Disagree	
Nationality Burundian	Count		1	0	0	0	1
	% within Nationality		100.0%	.0%	.0%	.0%	100.0%
Kenyan	Count		14	5	0	0	19
	% within Nationality		73.7%	26.3%	.0%	.0%	100.0%
Rwandese	Count		2	0	0	0	2

	% within Nationality	100.0%	0.0%	0.0%	0.0%	100.0%
Tanzanian	Count	2	4	2	1	9
	% within Nationality	22.2%	44.4%	22.2%	11.1%	100.0%
Ugandan	Count	3	1	0	0	4
	% within Nationality	75.0%	25.0%	0.0%	0.0%	100.0%
Other	Count	7	0	0	0	7
	% within Nationality	100.0%	0.0%	0.0%	0.0%	100.0%
Total	Count	29	10	2	1	42
	% within Nationality	69.0%	23.8%	4.8%	2.4%	100.0%

According to table 4.13, 92.8% of the respondents agree (69% totally agree and 23.8% agree) that interoperability of tour vehicles will promote trans-border tourist traffic. This is could be because; ability to operate on both side of border eliminates discrimination of tour operators on basis of the country of origin. It also reduces on extra costs charged to tour operators who are from other countries and thus promoting fair competition amongst tour operators within the East African Community. Over 50% of respondents totally agree that interoperability of tour vehicles will promote trans-border tourist traffic except Tanzanians nationals who only 22.2% totally agreed. Therefore, majority of the respondents would prefer tour vehicles to be allowed to operate in both side of Gatuna border freely. Nationality had no significant influence on respondents' response. This is because their responses were similar with over 50% agreeing that interoperability of tour vehicles will promote trans-border tourist traffic.

**Table 4.14 Cross tabulation of frequency of visit against Interoperability**

		Interoperability				Total
		Totally agree	Agree	Undecided	Disagree	
Frequency of visit Rarely	Count	4	1	1	0	6
	% within Frequency of visit	66.7%	16.7%	16.7%	0.0%	100.0%
Occasionally	Count	9	1	0	0	10
	% within Frequency of visit	90.0%	10.0%	0.0%	0.0%	100.0%
Frequently	Count	16	8	1	1	26
	% within Frequency of visit	61.5%	30.8%	3.8%	3.8%	100.0%
Total	Count	29	10	2	1	42
	% within Frequency of visit	69.0%	23.8%	4.8%	2.4%	100.0%

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As shown by table 4.14, over 60% of respondents from all levels of frequency of travel totally agree that interoperability of tour vehicles will promote trans-border tourist traffic. This is because tour operators will be able to operate within all the East African Community without the necessity of entering into collaboration with tour operators from other countries. Thus, avoiding complexities and costs associated with such collaborations. Those who travel occasionally were leading with 100% of respondents agree (90% totally agree and 10% agree) that interoperability of tour vehicles will promote trans-border tourist traffic. However, those who had rare frequency of visit were leading with 16.7% of respondents who were undecided. Therefore, despite the level of frequency of visit, majority of respondents prefer interoperability of tour vehicles since it would promote trans-border tourist traffic.

## V. DISCUSSION, SUMMARY OF FINDINGS, CONCLUSIONS AND RECOMMENDATIONS

This chapter aims at summarizing the findings of the data analyzed. The study examined the trans-border tourist traffic flows at the Rwandan-Ugandan Gatuna border. The discussion centers on findings regarding the following; the influence of travel requirements on trans-border tourist traffic flows at Gatuna border town. The relationship between exchange rates and trans-border tourist traffic flows at Gatuna border town. Lastly, the influence of means of transportation on trans-border tourist traffic flows at Gatuna border town.

### 5.1 DISCUSSION

#### 5.1.1 Influence of travel requirements on trans-border tourist traffic flows at Gatuna border town.

##### 5.1.1.1 Dissimilar travel requirements hamper trans-border tourist traffic

Cross border tourism forms a crucial part of any country's tourism industry. This is due to its large contribution in foreign exchange earnings which assists in maintaining a favorable trade balance. Cross border tourism thrives well where there is existence of strong links across the neighboring countries which ensures mutual benefit between each other. Travel requirements in trans-border tourism are therefore very vital. This is because they determine if trans-border travel will thrive or dwindle.

From the findings, dissimilar travel requirements hinder trans-border tourist traffic within the East African Community. This is according to table 4.2, where 78.5% (59.5% totally agree and 19% agree) of the respondents agree that dissimilar travel requirements hamper trans-border tourist traffic. This is also partly due to increased travel requirements. According to Ng & Whalley (2005), the previous era of globalization of the late 19th century, visas and work permits were not required for most movements of people between countries and for the employment of foreigners. In contrast, the present era coincides with persistent control of international movements.

##### 5.1.1.2 Multilateral travel agreements ease trans-border travel

Multilateral travel agreements are agreements involving many countries on issues regarding travel. Travel agreements are important in trans-border travel since they offer guidelines on issues to be adhered to while travelling between the countries in agreement. Therefore, they help in standardizing the travel requirements within a region. A good example of a multilateral agreement is the European Union which covers many different economies, cultures, and languages. Absence of multilateral agreements between countries for dealing with visa and work permit issues in the global economy has led to some trade agreements dealing with the movement of people explicitly.

From the findings, majority of respondents agree that multilateral travel agreements ease trans-border travel. This is shown in table 4.3 where 90.5% of the respondents (64.3% totally agree and 26.2% agree) are of the opinion that multilateral travel agreements ease trans-border travel. This is also noted by Banda & Whalley (2005) whereby, they observed that the platform provided by a wide ranging trade and economic partnership agreement facilitates visa and work permits issues being included in the negotiations.

#### 5.1.2 Relationship between exchange rates and trans-border tourist traffic at Gatuna border town.

##### 5.1.2.1 Volatile exchange rates reduce the trans-border tourist traffic

The decision on where to go for international tourists is directly influenced by the exchange rate between mother country and the destination. Based on UNWTO's (2005) report, the exchange rate is a major factor in overall traffic distribution. Therefore, the behaviour of exchange rates influences on the level of trans-border tourist traffic.

According to the findings, volatile exchange rates reduce the trans-border tourist traffic. This is shown in table 4.5, where 64.3% of the respondents agree (40.5% totally agree and 23.8% agree) that volatile exchange rates reduce trans-border tourist traffic. This is also noted by Rose (2000), in her benchmark result, that the impact of exchange rate volatility on trade is significantly negative. Therefore, as Webber (2001) suggests, the exchange rate volatility affects tourist decision of the destination country for their holidays and changes in the exchange rate are likely to have the same impact on the tourist's destination choice as relative price changes. Thus, volatile exchange rates reduce trans-border tourist traffic.

#### **5.1.2.2 Uncertain exchange rates hinder sustainable trans-border tourist traffic**

Uncertain exchange rates have similar negative effects on trans-border tourist traffic just like volatile exchange rates. While deciding to visit a country with uncertain exchange rates, tourists literally gamble hoping the exchange rates to be on their favor. Therefore, tourists who want to minimize risk associated with uncertain exchange rates, avoid destinations with uncertain exchange rates.

According to the findings, uncertain exchange rates hinder sustainable trans-border tourist traffic. This is shown in table 4.7, where 66.7% of respondents agree (35.7% totally agree and 31% agree) that uncertain exchange rates hinder sustainable trans-border tourist traffic. This is also noted by Sinclair & Stabler (1997) where they argue that, the exchange rate mimics the effects of the relative prices, of which tourists have a limited knowledge, due to the fact that they buy the holidays before leaving using their own national currency. Therefore, exchange rate is a major determinant of tourist demand and exchange rate regimes with low uncertainty could promote cross border tourism.

#### **5.1.3 Influence of means of transportation on trans-border tourist traffic flows at Gatuna border town.**

##### **5.1.3.1 Lack of inter-modality at Gatuna border depresses trans-border tourist traffic**

Transportation is an integral part of the tourism industry. It is largely due to the development of transportation that tourism has expanded. This is because transportation links buyers and suppliers of tourism products. According to Culpan (1987), transportation modes and management are important ingredients of the international tourism system. Linkage by air, sea and land modes is essential for the tourism operations as well as the availability of support services such as fuel stations, auto repair, motels and rest facilities for land travel. Therefore, inter-modality of transport is fundamental in development of trans-border tourism. Thus, lack of inter-modality depresses trans-border tourist traffic. This is according to table 4.9, where 76.2% of respondents agree (54.8% totally agree and 21.4% agree) that lack of inter-modality at Gatuna border depresses trans-border tourist traffic.

##### **5.1.3.2 Poor interconnectivity at Gatuna border lowers trans-border tourist traffic**

According to Page & Lumsdon (2004), transportation system of a tourist destination has an impact on the tourism experience. This explains how people travel and why they choose different forms of holiday, destination, and transport. Moreover, the level of development of transport in terms of infrastructure network has effects on the trans-border tourist traffic. This is where if the interconnectivity is good, trans-border travel is improved and if interconnectivity is poor, trans-border travel is lowered. This is shown in table 4.11 where, 57.1% of respondents agree (45.2% totally agree and 11.9% agree) that poor interconnectivity at Gatuna border lowers trans-border tourist traffic. This is also noted by Ozbay *et al.*, (2003), where they theorized that having a reliable and efficient transport infrastructure is a key factor in a region's economic welfare.

Thus, increasing the number, quality and capacity of infrastructure links and cross-border services promotes trans-border travel (Button, 2002).

##### **5.1.3.3 Interoperability of tour vehicles will promote trans-border tourist traffic**

Ability of tour vehicle to operate on both sides of the border enhances trans-border travel. This is due to the increased ease of the tour operators to conduct business without hindrances on either side of the border. This attracts investors whose support is a big boom to trans-border travel. However, as noted by Schnell *et al.* (1999), lack of adequate cross border governance or cooperation is a potential obstacle to improved transport networks which causes difficulties in interoperability of tour vehicles. Therefore, according to the findings, Interoperability of tour vehicles will promote trans-border tourist traffic at Gatuna border. This is shown in table 4.13, where 92.8% of the respondents agree (69% totally agree and 23.8% agree) that interoperability of tour vehicles will promote trans-border tourist traffic.

## 5.2 SUMMARY OF FINDINGS

Travel requirements have influence on trans-border tourist traffic flows at Gatuna border town. This is whereby dissimilar travel requirements hamper trans-border tourist traffic. However, multilateral travel agreements between East African Community countries could ease trans-border travel at Gatuna border.

There is relationship between exchange rates and trans-border tourist traffic at Gatuna border town. This is where volatile exchange rates reduce trans-border tourist traffic. Therefore, an assumption can be made that if exchange rates are stable, there will be increase in trans-border tourist traffic. Moreover, uncertain exchange rates hinder sustainable trans-border tourist traffic. Thus, certain exchange rates promote sustainable trans-border tourist traffic at Gatuna border.

Means of transportation has influence on trans-border tourist traffic flows at Gatuna border town. This is where; trans-border tourist traffic is depressed due to lack of inter-modality at Gatuna border. Moreover, trans-border tourist traffic is lowered by the poor interconnectivity at Gatuna border. However, interoperability of tour vehicles could promote trans-border tourist traffic.

## 5.3 CONCLUSION

This descriptive study examined the trans-border tourist traffic within East African Community, a case study of Gatuna border town. Based on structured questionnaires to tour operators, several findings were identified. These were; travel requirements have influence on trans-border tourist traffic flows at Gatuna border town. That is, dissimilar travel requirements hamper trans-border tourist traffic and multilateral travel agreements ease trans-border travel. Moreover, there is a relationship between exchange rates and trans-border tourist traffic. This is where by volatile exchange rates reduce trans-border tourist traffic while uncertain exchange rates hinder sustainable trans-border tourist traffic. It was also found that; means of transportation has influence on trans-border tourist traffic flows. This is whereby; trans-border tourist traffic is depressed due to lack of inter-modality and poor interconnectivity at Gatuna border. However, interoperability of tour vehicles was found that it could promote trans-border tourist traffic.

Therefore, proper management of trans-border travel at Gatuna border is needed in order to promote sustainable tourist traffic flow.

## 5.4 RECOMMENDATIONS

This paper suggests some recommendations for decision makers, academicians and practitioners in the tourism industry field, particularly for tourism stakeholders involved in cross-border tourism. These recommendations are made in regard to East African Community tourism industry; however, they can probably apply to the tourism industries in other parts of the world.

a. The East African Community member countries should work towards standardizing travel requirements within the region. This would help to avert negative effect due to dissimilar travel requirements which causes lowering of trans-border tourist traffic flow. This could be a step forward towards regional integration which the East African Community countries are working towards.

b. Under the umbrella of East African Community, multilateral agreements relating to travel should be made. This would help to offer clear guidelines on dealing with trans-border tourists. Moreover, more agreements should be made with other countries which are not part of EAC. This would promote trans-border travel across the region thus increasing its competitive advantage.

c. Under the common monetary union of East African Community, member countries should speed up efforts being made in having a common currency and exchange rates. Moreover, they should come up with ways of stabilizing the exchange rates and a way of knowing with certainty the exchange rates.

d. Research should be made on possibility of having various modes of transport at Gatuna border. If viable they should be implemented. For instance, electric train could be constructed across all the East African Community countries. Therefore, making it easier for travellers to switch from one transport mode to another.

e. Tour operators should be allowed to operate freely in all countries who are members of East African Community. This is where tour vehicles are allowed to ferry tourists across borders without facing discrimination or added charges and requirements. The East African Community should learn from European Union where people can visit all member countries using a single Schengen visa and henceforth adopt such arrangement.

f. Transport infrastructure and cross-border services should be increased in number, capacity and quality. This could be done by use of high technology in transport system and management. This will increase ease of trans-border travel. Moreover, it will reduce costs incurred on vehicle maintenance due to poor state of roads, lessen time spent on transport and ultimately increase tourist satisfaction.

g. The regional governments should engage all tourism stakeholders in coming up with ways of improving trans-border travel. Through this, ideas will be aired which could enhance trans-border travel or at least unite and encourage participation of the stakeholders.

h. Cross border transport management body should be established which will oversee all matters relating to trans-border travel. This will be a good avenue for concerned parties to air their views and contributions. It could also act as an avenue for engaging donors and other development partners to sponsor or partner in developing trans-border projects.

i. Security should be enhanced at all borders of East African Community member countries in order to avoid criminals like terrorists and illegal immigrants from entering our countries. This is in consideration of increased terrorism activities across the globe. However, security reasons should not act as excuse for bureaucracy at our national borders.

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