



The potential of *Kinyankore* culture as a tourism product


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Introduction

The *kinyankore* culture is one of the cultures of Uganda shared by two groups of people: the *Bahima* (pastoralist) and also *Bairu* (cultivators) altogether referred to as *Banyankore*. People in this culture speak a *Bantu* language called *Runyankore* of Niger-Congo family. This culture exists among the people of *Mbarara, Rwampara, Bushenyi, Sheema, Buhweju, Ntungamo, Kiruhura, Mitoma, Ibanda, and Isingiro* districts (former Ankole Kingdom) situated in western Uganda. The *Banyankore* engage in numerous artistic activities involving music, literature, sports, weaving, and dancing. The *kinyankore* culture has features like the traditional dress, dance, music, and the long-horned cattle which are the most treasured possession in their lives; providing milk, ghee, beef, and hides. The *Ankole* long-horned cow is still most treasured possession in the lives of *banyankore* although it is threatened by the introduction of exotic cows. Cows

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are also a mode of payment of bride price but the bride price amongst *banyankore* is not a serious problem as the groom's side receives *emihingiro* (gifts) which in most cases is much more than what the groom's parents give the bride's (Kirindi, 2008).

Study objectives


1. To identify the *Kinyankore* tourism cultural resources,
2. to find out the potential of *Kinyankore* cultural practices in cultural tourism development,
3. to identify the unexploited potential of *Kinyankore* culture for tourism,
4. to recommend strategies needed to unlock the full potential of *Kinyankore* culture for Tourism

Methodology

The study utilized an exploratory research design using the qualitative research approach. The sample size of the study was forty-six respondents who included archeological attendants, tourism officers, and the elderly. Purposive sampling, as well as snowball sampling, were used to collect information from respondents. In-depth interviews were carried out alongside observation.

Key findings

The findings of the research revealed that Banyankore people have a variety of cultural resources particularly the Ankole long-horned cattle, art and handicrafts, cultural sites like *Nkonkojeru* Tombs, *Igongo* Cultural Center,



Mugore Rocks, and *Itaaba Kyabanyoro* that are integrated into tourism products. It also revealed that the *Banyankore* are engaged in cultural activities that are integrated into some of the tourism products like beer brewing, hunting, handcraft making, marriage practices, music, dance, and drama. It also found that there aware some *Banyankore* cultural resources and practices that were not fully exploited for tourism and some which were unexploited for tourism yet they could be developed, marketed, and promoted for tourism because they have the potential of attracting tourists.

Key recommendations

The study recommended strategies for full exploitation of cultural resources and practices including the development of new products for guests through direct collaboration, support for local networks and expansion of cultural and heritage activities, integration of local cultural elements into the business environment, and thinking laterally in exploring the cultural products potential

Key references

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