An Evaluation of the Relative Success of the Tourism Industry in Kinigi Sector, Rwanda

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ABSTRACT

This paper investigates the Rwandan tourism industry in general and tourism enterprise in Kinigi sector in particular. It critically investigates the relative success of the tourism in Kinigi Sector. The aim of this study was to identify the participation level of local people and the poor in the tourism industry and investigate on local people's perception of significance of tourism in improving their livelihood. Thus, the research seeks to know how local people in Kinigi Sector participate in tourism industry. The study is important because it attempts to raise the voices of the 'rural poor in Rwanda (specifically from the case study area) who might have not yet enjoyed the full benefits of tourism. A collection of questionnaires, interviews, observations and documentation were used to generate data in the paper. In general, the study showed that as residents' perception of the tourism role increases, their life satisfaction with various life conditions increases. Tourism development strategists need to consider the strength of this relationship, and focus on maintaining the residents' highest life satisfaction derived from various tourism dimensions. This finding also reveals that tourism developers in Rwanda should know how residents perceive tourism impacts and how it affects their life satisfaction according to tourism development stages.

Keywords: Tourism, local people, poor, relationship

This paper investigates the Rwandan tourism industry in general and tourism enterprise in Kinigi sector in particular. It critically investigates the relative success of the tourism in Kinigi Sector. The aim of this study was to identify the participation level of local people and the poor in the tourism industry

and investigate on local people's perception of significance of tourism in improving their livelihood. Thus, the research seeks to know how local people in Kinigi Sector participate in tourism industry.

The study is important because it attempts to raise the voices of the 'rural poor in Rwanda (specifically from the case study area) who might have not yet enjoyed the full benefits of tourism, despite (Ranger Based Monitoring (RBM) report, 2014) most tourist attractions being situated within their local areas or in their vicinities and in most cases co-existing side by side with the communities (such as Volcanoes National Park, in this case).

LITERATURE REVIEW

In this section, a review on relevant literature on tourism is carried out.

Tourism

Tourism refers to "the activities of a person travelling to and staying in places outside his or her usual environment for not more than one consecutive year for leisure, business and other purposes" (Cooper *et al.* 1998: 8). Cattarinich (2001), defines tourism as "those industries that provide accommodation, transportation and other services such as the sale of souvenirs and other goods, restaurants and, guided tours, for visitors who come from outside the destination for a period of more than 24 hours and less than a one year" (UNWTO, 2000: 2 cited in Cattarinich, 2001).

Theories of tourism aim essentially at answering two simple but profound questions: firstly whether tourism really brings development and secondly, if so, how? As Bratton (1982, quoted in Telfer, 2002: 50) observes, tourism research initially served as an "instrument of development research with the majority of research being conducted by planners and economists who worked for organizations including United Nations, the World Bank and the Organization for Economic Cooperation and Development (OECD)". There was a belief that tourism created increases in foreign exchange and employment and that the expenditure of tourists created a large multiplier effect, which stimulated the local economy (Graburn & Jafari 1999, quoted in Telfer 2002).

However, over time some authors and researchers began to question the validity of using tourism as a development tool (De Kadt 1979 cited in Telfer, 2002).

There are disadvantages of tourism development that might come along with the advantages. For example, tourism can create high levels of foreign ownership of business, which can lead to high levels of economic linkage and thus minimize local economic benefits. Tourism could impose high non-economic costs on poor people, such as loss of access to resources, displacement from agricultural and housing land. Tourism could be vulnerable to economic and political changes at the originating market as well as social and political changes at the destination.

The causes and characteristics of poverty also create certain barriers to pro-poor tourism development. Some of these barriers have been identified:

- ☐ Lack of education and training;

- ☐ Lack of access to credit to finance tourism development;

- ☐ Lack of organization to coordinate activities;

- ☐ Relatively poor access to tourism infrastructure and assets;

- ☐ Lack of tourism knowledge;

- ☐ Regulations and red tape;

- ☐ Inadequate access to available, as well as potential tourism markets;

- ☐ Lack of government programs targeted to the tourism related informal sector.

Distribution of tourism products

Developing a tourism product is only one required step. Another vital step is how the product will find its way to the consumer in terms of how the product will be marked and distributed. International tourism marketing can be a very expensive undertaking and it is likely to be outside the reach of small, locally-owned and operated pro-poor tourism enterprises. One way to overcome this problem is to encourage governments to dedicate their regular tourism marketing efforts to pro-poor tourism products and show case those products when attending international travel fairs (Dimoska, 2008).

Technology can also assist in marketing and promoting tourism products. Providing rural people with access to the Internet would enable them to seek relevant information and provide the opportunity to market their products inexpensively directly to global audience. Dealing directly with consumers can yield maximum returns. It might be fair to assume that people who are interested and sympathetic to pro-poor tourism would inquire about it. As consequence, there is minimal disruption of the life-style of local people (Dimoska, *ibid*).

Claims Made on Impacts of Tourism in Host Destinations

Until now, there is little agreement on whether tourism is really good or bad for developing countries and the population within in particular. As Table 1 indicates, supporters of tourism development in developing countries believe that tourism can have substantial positive effects to the livelihoods of communities and the nation at large.

Table 1: Examples of Claims Made by Tourism Practitioners and Researchers

Positive Claims	Negative Claims
Services generally, and tourism in particular, are among the most viable growth paths for developing countries due to relatively low entry barriers and buoyant growth (Benavides and Perez- Ducy 2001)	Up to 85 percent of the supposed benefits of tourism 'leak' out of developing countries (Bowell and Weinz 2008), due to the power of international tour operators (Broham 1996), foreign ownership, and high

Although we need to be cautious of generalisation, 'tourism-led growth' is reality and the sector often outpaces the manufacturing and agricultural sectors in its relative contribution to economic growth (Walkenhorst 2006)	Tourism employment is seasonal, low-paying and exploitive (Clancy 2001; slob and Wilde-Ramsing 2006)
Compared with other sectors, a relatively high share of tourism employment is unskilled or semi-skilled and available to a wider cross-section of the labour market	Tourism employment is secured by those with skills and is not accessible to the poor ((Dawyer *et al.* 2000)
Tourism creates opportunities peripherally located market because the customer comes to the product (the tourist destination or excursion and make discretionary expenditure)	

Source: *Adapted from Mitchell and Ashley (2010: 6).*

Barriers to Participation of the Locals in Tourism

According to Abram (1998) the main barriers to participation in tourism in rural areas of poor nations include, the fact that the concept of tourism is new to the people; bureaucracy in decision-making processes – top-bottom approach; tourism planners ignoring local people to participate assuming that they are illiterate and too unaware to be drawn in. On the side of local communities, there is a problem that they lack knowledge on how to participate in tourism. Abram asserts that "The difficulty for ordinary people in accessing technical discourse is often identified as a major barrier to full participation". It is hence important that local communities get information and understanding about the decision making processes for planning and management of tourism so that they can be actively involved in tourism (Cole 2006: 631). Another barrier to participation of local communities in tourism is believed to be leakage. Leakage affects the participation in many ways. For instance, the locals might be seeing tourism of no value to them, or may lack sufficient fund to develop small-scale tourism businesses but of quality enough to attract tourists (Goodwin and Roe 2001: 379; Mitchell and Ashley 2010: 60 - 61).

Moreover, it is argued that tourism lacks linkages with local economy. This is a problem because individuals from different productive sectors, such as farmers, fishermen, traditional artists, among others, fail to integrate into different economic options (such as tourism in this case) that could help them improve their livelihood conditions (Goodwin and Roe 2001: 379).

RESEARCH METHODOLOGY

Introduction

This section involves aspects such as research design description, describing the study area by providing reasons why the researcher has decided to choose the case of KINIGI sector around VOLCANOES

National Park. Thereafter, this section elucidates sampling techniques, sample size, sampling unit, and sample methods, types of data and sources of data collected. Furthermore, this section describes data collection techniques/methods that the researcher has applied in conducting the research including questionnaires, interviews, observations and documentation. Finally, this section covers data processing and analysis procedures that have been used.

The choice for the Study Area

This study was conducted in communities neighbouring VOLCANOES NATIONAL PARK on the side of KINIGI Sector where major economic activities performed by inhabitants petty business including handicraft activities especially for women, tourists guide and farming as main source of employment and income generation.

Research Technique

It is not in the interest of this study to challenge the methodological aspect of specific researches that have been conducted in the past on tourism. But tourism researchers will agree that as tourism sector is evolving faster, a need for reliable pieces of advice to policy makers and resource poor about the significance of tourism as tool for poverty reduction cannot be over emphasized. As observed by Mitchell and Ashley (2010: 108) that previous publications in tourism have failed to provide policy makers and the resource poor in developing countries with adequate analysis of the diverse impacts of different types of tourism from contrasting source markets. In sharing this view, this study believes that amongst the challenges facing tourism researchers today includes identifying and applying the right research methodologies. It is of no wonder for some researchers to find caught in between, and perhaps swiveled, where, instead of applying qualitative research approaches (such as phenomenology, ethnography, grounded theory, etc.) in issues that would have been investigated relatively better with these research strategies, instead, a researcher may find to have used a wrong theoretical stance, particularly applying quantitative approaches; and vice versa.

The problem is that, until now there is little agreement on what precisely constitutes a good research because quite often researchers tend to select research approaches on the basis of the nature of the issue, or problem being investigated, but most importantly they are driven by their philosophical stance. But the study in tourism needs to consider between paradigms, positivist or interpretivist. Each approach has its own set of rules and standards to ensure validity and reliability of knowledge claims (Finn et al 2000: 5 - 7). It is of no surprise that tourism researchers are increasingly noticing the significance of applying qualitative approaches instead of quantitative ones in tourism studies ever than before. This is because, for decades, a positivist paradigm had dominated scientific inquiry in tourism studies, and in one way or another that has had a misleading effect in tourism policy frameworks. Nevertheless, in recent years, tourism studies have taken steps further as it has come to light that the perception of humans investigated by quantitative methods alone is not comprehensive.

Its reductionist, anti-subjective perspective does not allow for researching human phenomena as holistic and interactive, nor is it congruent with its epistemology as knowledge based on experiencing human persons (Szarycz 2009: 47).

But, qualitative technique has been prone to criticisms that it is a 'soft', 'non- scientific' and inferior approach to studying social life, and one that is often seen useful only when accompanied by, or as a precursor to, quantitative techniques. Nevertheless, this negative perception has been questioned in recent decades in many social science disciplines because of oversimplification and failure to acknowledge the multiplicity of forms and functions of qualitative research. But over the past few decades, using qualitative approaches to study social life has been considered more acceptable within the mainstream, rather than being viewed as an adjunct to quantitative work. Tourism on the other hand acknowledges the power of quantitative technique, but in tourism quantitative technique is only useful when seeking insights into aspects such as market and migration trends, income generation, and similar issues (Phillimore and Goodson 2004: 3 - 4). Given that this research intended to establish people's understandings and experiences of poverty, alongside how tourism interacts with poverty, the overarching paradigm of the research is interpretivism. The emphases are not on measurement or make explanation (as in positivist approach) but understanding, an attempt to grasp the subjective meaning of social action (Bryman 2008: 15 - 17).

Research Strategies and Methods

Within the interpretivist tradition, qualitative research methodologies were employed to gain access to information from careful selected research participants on activities, understanding and experiences of poverty, perceptions about tourism, among others. The study involved an amalgam of phenomenology to understand people's experiences; and ethnographic observations of the research participants in the field. Phenomenology and ethnography are among the strategies of inquiry used in qualitative research. The case of communities adjacent to Virunga National Park in Kinigi Sector ethnography were both used in this study because of their power in getting access to the lived experiences and realities, of research participants or an intact cultural group, respectively (Creswell 2003: 14 - 15). Although ethnography has been adopted in this study, but, the research is mainly rooted on phenomenological tradition. This is due to the fact that the study intended to report participants' perceptions on their understandings, experiences of poverty, and how poverty interacts with tourism in their communities. The power of phenomenology in this study is grounded on the basis that it emphasizes the ideas of meaning, uniqueness, and lived experience. It aims at getting deeper understanding of the nature or meaning of lived experiences of research participants (Curtin 2006). Phenomenology is distinguished from scientific forms of enquiry by its emphasis on subjective experience (Cohen 1979; Li 2000; Mannell & Iso-Ahola 1987) rather than causal explanation of a person's experience in the lived world (Szarycz 2009).

Guided by phenomenology, the study employed interviews, where it involved a researcher bracketing himself from his presuppositions related to the study, and its possible meanings. Subsequently the study looked to report participant's self-experience of the world by presenting interviews and focus

groups data in the form of quotations extracted from transcripts and notes. Generally, the sample size for phenomenological study is always small, since its findings are solely aimed at producing in-depth understanding and are not intended to be generalized. However, phenomenological studies are criticized in several aspects. For instance, it is said that some studies erroneously tend to make claims about reality, aspire to a form of objectivity, engage in impractical abstraction, and generalize from sample to population. Phenomenology is also criticized for lack of clarity on how all assumptions that might possibly contaminate or falsify are identified when a researcher brackets his/her presuppositions (Szarycz 2009: 47 - 58).

To minimize the danger of this study producing invalid and unreliable findings, the study firstly tried to implement the study within the phenomenological principles. Secondly, to increase the accuracy of research findings, the study involved amalgam of a multiple of approaches. In this view, an ethnographic field observation was employed in order to cross-check and amplifying the richness of data ascertained through phenomenology. Thirdly, semi-structured interviews and focus groups were both used, with main focus on ascertaining only participants' views about their understandings, experiences and perceptions on issues that were inquired. To prevent the researcher's presuppositions to be filtered into the participants' views, the researcher distanced himself by just posing question, listening and jotting down participants' views without manipulating them; and after each interview, data was analyzed and themes that were identified were presented back to research participants for confirmation of whether the identified themes are the true reflection of what they presented to the researcher. In addition, where consent was obtained, the researcher also recorded the conversations in interviews and focus groups. This method also intended to ensure that words and meanings presented by research participants are prevented from being distorted.

Advantages of Semi-structured Interviews versus Other Interview Methods

This study applied semi-structured interview method because the method saves time, by limiting interviews to specific issues of interest on a predetermined research topic. Semi-structured interview uses interview guides with open-ended questions to nurture dialogue in the interview session. Since this study was bound by time, then semi-structured interview method was considered appropriate. This study did not employ unstructured and structured interview methods because: unstructured interview is not restricted to a framework of specific research topic; it is very useful in instances where new research topic(s) is/are explored; also, unstructured interview method demands more time. While, structured interview method, sometimes called standardized interview is most commonly used in survey research to generate quantifiable data; it restricts research participants to closed-ended interview questions, and it administers exactly the same context of questioning to all interviewees in order to obtain standardized measures. The disadvantages of structured interview include the fact that interviewer has more influences on respondents. This poses the possibility of systematic bias in answers (Bryman 2008: 192 - 193, 438 - 439).

Sampling Procedures and Techniques

Purposive sampling and snowball sampling were used in this study to identify cases to be involved in the study; and recruiting new participants for the study, respectively. Purposive sampling is a non-probability form of sampling where a researcher does not seek to sample research participants randomly. The goal of purposive sampling is to sample cases/participants in a strategic way, so that those sampled are relevant to the research questions that are being posed. The sampled participants were selected with respect to their relevance to the understanding of the subject under investigation. In qualitative research, snowball sampling is an approach whereby a researcher establishes initial contacts with a small group of people who are relevant to the research topic and then use these to make contacts with others (Bryman 2008: 183 - 184). Snowball sampling was used in this study to make initial contacts and recruiting new research participants in the villages studied prior to conducting interviews and focus groups.

Sample Size Determination

Sampling is the selection of some part of an aggregate or totality on the basis of which a judgment or inference about the aggregate or totality is made (Kothari 2004). In this research, the sampling frame or population will intend to cover the whole Cell including those who are or not engaged in tourism industry at Cell. According to Kothari (2004), "the size of the sample should neither be excessively larger nor too small, it should be optimum." An optimum sample is one which fulfils the requirements of efficiency, representativeness, reliability and flexibility.

Yamane (1967:49) provides a simplified formula to calculate sample sizes. This formula is shown below:

$$n = \frac{N}{1 + N(e)^2}$$

where n is the sample size, N is the population size, and "e" is the level of precision. With regards to this research Confidence Level of 90% and $P = 0.1$ were assumed for Equation.

As the total population above 16 years in Kinigi sector was found to be 27512 people (Kinigi Sector report: 2016), when this formula is applied, the sample size would be determined as follow:

$$n = \frac{N}{1 + N(e)^2} = \frac{27512}{1 + 27512(0.1)^2} = 99.6 \approx 100 \text{ respondents}$$

Field Work

Scope of the Study and Justification

The scope of this study is limited to reporting participants' views about their understandings and experiences of poverty, alongside how tourism interacts with poverty. Therefore, with the aid of purposive

sampling technique, only villages that are bordered with Virunga National Park from the Sector of Kinigi were selected for this investigation. The sampling units (i.e. research participants) were people from careful sampled informants who had knowledge about the research topic under investigation, and they were selected from the four out of five cells that compose the Kinigi Sector. The four cells are closely neighboring the Volcanoes National Park.

The Sector of Kinigi was primarily chosen for this study because of its accessibility and because of its nature of rural setting. The nature of rural setting of the sector motivated the study to be conducted in the area to investigate the issues of poverty, since poverty is a common phenomenon in rural areas in Rwanda (EDPRS 2008:4). On the other hand, the villages of Kinigi Sector were purposely sampled because they are located adjacent to the Park; and so it was assumed that there is a likelihood of these villages being involved and/or benefiting in initiatives taking place in Virunga National Park (such as tourism) as compared to other villages not bordering with the Park in the same sector.

Field Phases and Primary Data Collection

Phase One

Field research was divided into two phases. Phase one involved the processes of surveying the study areas, pre-testing of qualitative interview guides, introduction of the researcher to key informants in the study areas; and pre-booking for semi- structured interviews. The researcher in phase one specifically contacted few key informants who were deemed to have knowledge about the research topic. This small group was comprised mainly of Village Authorities from three villages mentioned above. An arrangement for individual interviews was made with each participant agreed to participate in the study.

Phase Two

Phase two started by conducting semi-structured interviews to the local authorities who were pre-booked in phase one. At the end of each interview a participant was asked to name other participants whom he/ she thought had knowledge on the topic. The process of obtaining new participants for the subsequent interviews followed the snowball sampling until the researcher could not see any new data emerging. As recommended by Taylor and Bogdan (1998) that the size of the sample in qualitative interviews should be determined toward the end of research, rather than at the beginning. A researcher should continue to conduct interview until additional interviews yield no new insights into the phenomena of interest. This point where an interviewer stops conducting further interviews is also referred to as a point of theoretical saturation (Glaser and Strauss, 1967). In general, interviews took place on an average of 1hour to 1½ hour in accordance with the participant's time. In each village interviews were conducted within two days.

The sample size for interviews conducted was 10 interviewees. In each cell interviews conducted concerned 2 interviewees (Executive Secretary and Cell development officer). At Sector level interview

was focused only to Cooperative and business promotion officer. On the side of RDB, the person interviewed is in charge of Community Conservation Warden. The sample size generated in this study is parallel to that suggested for phenomenological studies. As argued by Onwuegbuzie and Leech (2007: 116) that the sample size in qualitative research should not be too small that it is difficult to achieve saturation and at the same time not too large that it is difficult to undertake a deep, case-oriented analysis. Specifically, it is recommended the sample size of interviewing up to 10 people in phenomenological research.

Data Management

The processes of handling and treating primary and secondary data were done as follows:

- ☐ Data collected with digital voice recorder were transcribed verbatim by researcher manually, and translated from Kinyarwanda Language into English Language.
- ☐ Field notes and transcripts were arranged in order, in separate files so as to distinguish the data collected in different occasions.
- ☐ Photographs were downloaded and saved in a secured computer for privacy.
- ☐ Secondary data were arranged in order, so as to distinguish data obtained from different sources.

Data Analysis

This study employed thematic analysis as a method for analyzing notes and transcripts generated through field interviews and focus groups. Data analysis involved back and forth approach in conjunction with field interviews and focus groups. The analysis involved identification of themes which were eventually communicated back to the research participants while the field research was going on for approval as to whether the themes identified captured the actual scenarios of the story they presented to the researcher about their understandings and experiences of poverty, activities, and so on. On the other hand, the process of validating themes to the research participants was necessary in order to increase the internal reliability and internal validity of the research findings (Bryman 2008: 376 - 377).

Application of Thematic Analysis to the Study

Thematic analysis is one of the ways of analyzing informants' talk about their experiences (Aronson 1994). The analysis involves searching across a data set (e.g. a number of interviews or focus groups or a range of texts) to find repeated patterns of meaning. Those approaches which consider specific aspect, latent themes and are constructionist tend to often cluster together, while those that consider meanings across the whole data set, semantic themes, and are realist/essentialist, often cluster together too, although a different combination is said to be possible. But this study adopted a realist/essentialist stance because, the method gives opportunity to report apparent experiences, meanings and the reality of participants across the whole data set, as such, a researcher minimally present the findings that

are not based on his/her theoretical interest in the area or topic. This is not the case with for instance constructionist paradigm, which specifically examines the ways in which events, realities, meanings, experiences and so forth are the effects of a range of discourses operating within society. The latter method is more useful to studies that look to ascertain specific information from research participants (Braun and Clarke 2006: 81, 86).

With essentialist practices, inductive approach is used to identify themes within the explicit or surface meanings of the data without going beyond what a participant said or what has been written, as in latent or interpretative approach. Working within inductive framework, enabled a researcher to code the data without needing to fit it into a pre-existing coding frame, or the researcher's analytic preconceptions. However, in the end, an attempt was made to theorize the significance of the patterns and their broader meanings and implications (Braun and Clarke 2006: 78, 83). The significance of this process as indicated by Aronson (1994) is that "By referring back to the literature, the interviewer gains information that allows him or herself to make inferences from the interview session."

But one may want to know why thematic analysis was specifically chosen for this study? The choice of thematic analysis for this study resided primarily at the heart of fulfilling this study's research questions and adheres to the theoretical frame underpinning the study, i.e. generating qualitatively oriented research findings that are in line with interpretivist paradigm. Data analysis techniques such as content analysis, allows for quantitative analyses of initially qualitative data (Ryan and Bernard 2000). This would have diverted the core interest of this study. Normally, themes identified in thematic analysis tend not to be quantified except in special circumstances (and that is beyond the interest of this study) (Braun and Clarke 2006: 98).Thematic analysis is however criticized that it is an approach that has no identifiable heritage or has it been outlined as a distinctive cluster of techniques. Nonetheless, the process of searching for themes is seen in many if not most approaches to qualitative data analysis such as, grounded theory, critical discourse analysis, qualitative content analysis, and narrative analysis (Bryman 2008: 554). In this regard Braun and Clarke (2006: 78) believe that thematic analysis should be considered as method in its own right. This method is preferred by some researchers because it is flexible.

Thematic analysis is often framed as a realist/experiential method (Aronson 1994; Roulston 2001); however, Braun and Clarke (2006) contend that thematic analysis is actually compatible with both essentialist and constructionist paradigms. Braun and Clarke further argue that contrary to interpretative phenomenological analysis or grounded theory and other methods like narrative analysis, discourse analysis, or conversation analysis, 'thematic analysis' is not wedded to any pre-existing theoretical framework, and therefore it can be used within different theoretical frameworks (although not all) and can be used to do different things within them. Because of this theoretical freedom, thematic analysis is considered to be a flexible and useful research tool that can potentially provide a rich and detailed, yet complex account of data. In addition, Braun and Clarke (2006) explain that thematic analysis does not require the detailed theoretical and technological knowledge of approaches such as grounded theory and discourse analysis; it can offer a more accessible form of analysis, especially for those early in a qualitative research career (Braun and Clarke 2006: 78, 81). It is on the basis of these advantages it merited the adoption of thematic analysis in this study.

How were themes identified in this study? Generally there are many ways of determining themes and their prevalence through thematic analysis method. Each approach is argued to be valid if it maintains consistence on how themes have been generated within a particular analysis. In this study the mechanism of identifying a theme resided at the level of the data item. Meaning that themes were identified based on whether they appeared anywhere in each individual talk conducted and provided some answers to the research question(s), rather than being influenced by their prevalence across a data set. As Braun and Clarke (2006: 82) argue:

> *the 'Keynes' of a theme is not necessarily dependent on quantifiable measures – but rather on whether it captures something important in relation to the overall research question and represents some level of patterned response or meaning within the data set.*

Reflection of the Fieldwork

Field Problems

The main field problems encountered in this study were:

- ☐ Some participants declining interviews to be recorded. This necessitated a researcher to be keener in listening and taking notes. This exercise was arduous; sometimes it prompted back and forth conversation.
- ☐ Some research participants failing to attend pre-booked research sessions: This problem affected both interviews and focus groups sessions. But attempt was done to recruit new participants in respective villages, through snowball sampling. However, because of the short notice, very few participants accepted to participate in interviews and focus groups sessions.

Field Achievements

Although the study encountered some difficulties in the field (refer Section 4), however, the research was completed successfully with all research questions and objectives investigated accordingly.

Limitation of the Study

The findings of this study cannot be generalized due to the research strategy (phenomenology) that was used to guide this investigation. Specifically, the sampling techniques used (purposive sampling and snowball sampling) are non-probabilistic. Hence, the results lack external validity, and therefore the findings of this study represent sole opinions of research participants.

RESULTS AND INTERPRETATION

This chapter focuses on the presentation and analysis of data coupled with discussion of study results.

The task of this study was to investigate on the role of tourism improving the lives of communities around Volcanoes National Park in Kinigi sector. Thus, after administering a set of questions to sampled members and undertaking an interview with the local leaders' management of Kinigi Sector as well as the Management staff of the park, the following are the findings.

Presentation of research Area

Volcanoes National Park lies in northwestern Rwanda and borders Virunga National Park in the Democratic Republic of Congo and Mgahinga Gorilla National Park in Uganda. The national park is known as a haven for the mountain gorilla. Kinigi Sector is one of 15 Sectors of Musanze District in Northern Province of Rwanda. It is where located the headquarters and point of departure to visitors of Volcanoes National Park. Around 25% of land of this Sector is occupied by Volcanoes National Park. The lives of population of Kinigi sector depend mostly on farming and commerce activities. The tourism activities in that area have been increasing over the last 23 years after the war and genocide but the attention was paid on those activities by people of Kingi Sector since getting the revenue sharing from tourism (testimony of local leaders interviewed).

Description of respondents' personal characteristics

Respondents' personal characteristics have important social and economic connotations to involvement in tourism activities. Household composition usually influences extent to which a person can benefit from tourism or involvement in tourism activities. Among the more important personal characteristics dealt with in this research are: (a) sex; (b) age; (c) marital status; and (d) the level of education. The examination of respondents' sex revealed that out of the 100 respondents, 45.8% were male and 54.2% were female. These figures are not surprising as the National institute of Statisitics of Rwanda indicated that percentage female population in 2012 was 52.5% while male population was 47.5% (NISR:2012).

Table 2: Respondents personal characteristics

| HHs personal characteristics		Number	Percent
Sex	Male	44	45.8
	Female	52	54.2
Age	16-30 years	64	64.0
	31-65 years	36	36.0
Marital status	Married	36	36.0
	Single	45	45.0
	Divorced	8	8.0
	Widower	11	11.0
Level of Education	Not completed primary school	12	12.1
	Completed Primary school	15	15.2
	Not completed Secondary school	31	31.3
	Completed Secondary schools	23	23.2
	Tertiary level	18	18.2
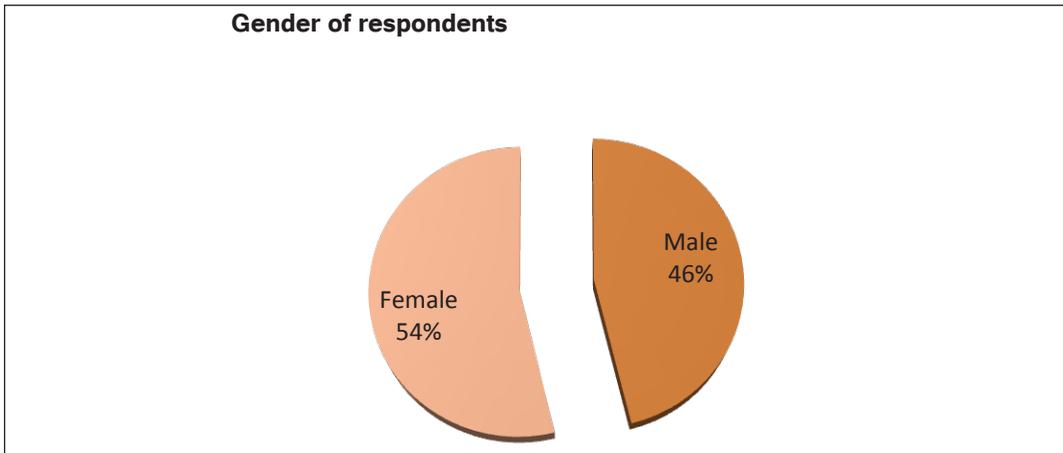
Fig. 1: Gender of respondents

Further examination of respondents personal characteristics organized under age, marital status and level of education are also given in Table 2. Maria and Jervell (2005) found that social factors, such as gender and the age play a statistically significant role in the adoption of tourism activities to be undertaken as well as on their socio-economic well-being. From this view therefore, the results show that both male and female were involved in the survey from the study area.

Age

The age distribution of respondents was between 16 and 65 years as given in Table 2. The majority (64%) were below 30 years of age. These results generally suggest that the surveyed respondents were drawn from different age groups of Kinigi communities in the study villages. However, the results suggest that the involvement of respondents below 30 years was a rich source of information on tourism related aspects in the study area.

Marital status

The results in Table 2 show that majority (45 percent) of respondents were single while 36% were married. This implies that the marital status did not significantly influence the study results.

Level of Education

It was expected that the extent to which respondents were educated would tend to influence their ability to gain knowledge. According to Kingdom (2013), education equips people to face the existing challenges of the world which is most likely to affect their participation in tourism activities. The respondents were therefore asked to indicate their level of education. The distribution of respondents' level of education is shown in Table 2. The data show that among total respondents that were surveyed, 31.3% did not

complete secondary school, 12.1% did not complete the primary school, 15.2% completed Primary school, and 23% completed secondary school while only 18% have completed.

Marital status of respondents

Divorced
8%

Widower
11%

Married
36%

Single
45%

Fig. 2: Marital status of respondents

Education Level of respondents

Tertiary level
18%

Not completed
primary school
12%

0%

Completed
Primary school
15%

Complted
Secondary schools
23%

0%

Not completed
Secondary school
32%
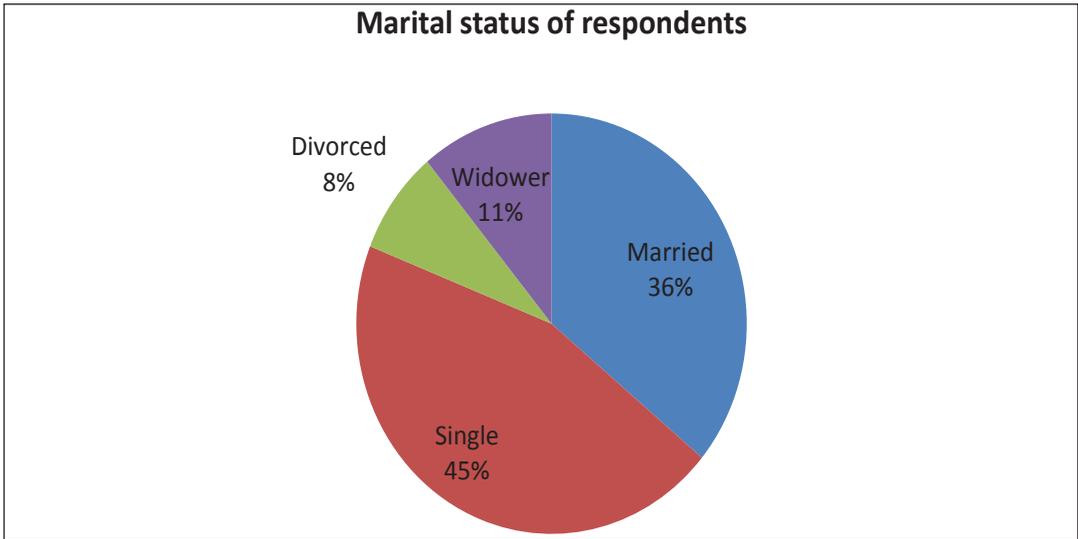
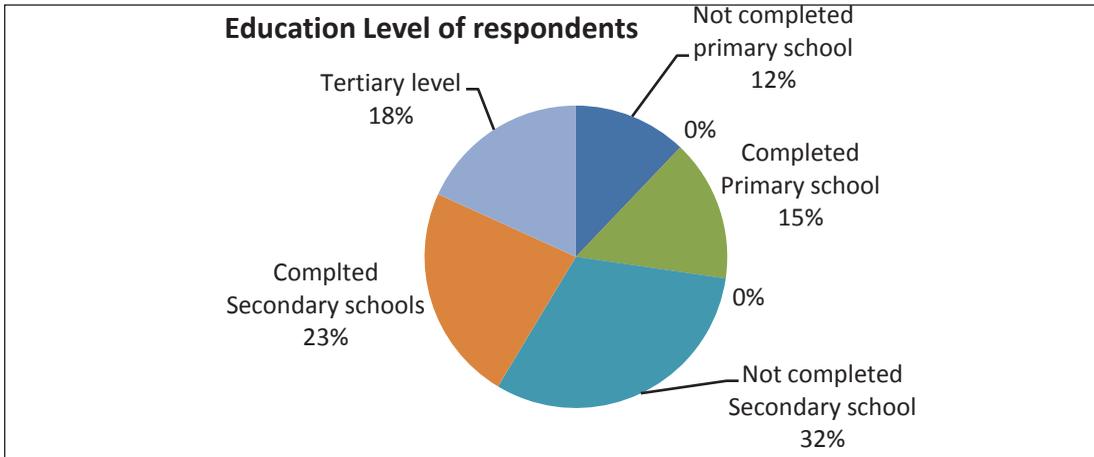**Fig. 3:** Education Level of respondents

Education Level of respondents

Regarding the size of respondents' household, it was found that majority of respondents live in the households with between one and three members. It is however, important to note that percentage of

household with more than six members is quite big (29%). This can have impact on one's poverty status as household with big size of members is likely to be high especially when those members are not economically active

Table 3: Size of respondents' household

What is the size of your household?	Fréquence	Percent	Valid Percent	Cumulative Percent
One to three members	42	42,0	42,0	42,0
Four to Six members	29	29,0	29,0	71,0
More than Six members	29	29,0	29,0	100,0
Total	**100**	**100,0**	**100,0**	

We also investigated on whether the type of profession depends on the time respondent has been in the region. The findings revealed that majority of those respondents in Agriguilture sector (100%) and the majority of those respondents in commerce (64.7%) have been in Kinigi Sector for more than 10 years while the majority of respondents who are housemakers (75%), student (58.3%) and employed people (52.9%) have lived in Kinigi Sector for less than five years. However, the test of independent that was conducted by using Chi-squre test at confidence level of 5% revealed that there is no relationship between profession type and time that respondent has been living in Kinigi Sector

Table 4: Type of profession and time lived in the region

How long have you been lived here?	What type of your main profession?						Total
	Commerce	Agriculture	Office Worker/ Public Officer	Student	Housemaker	No job	
Under five years	2	0	6	7	12	9	36
	11,8%	0%	33,3%	58,3%	75,0%	52,9%	36,0%
From five to ten years	4	0	6	2	2	0	14
	23,5%	,0%	33,3%	16,7%	12,5%	0%	14,0%
Above ten years	11	20	6	3	2	8	50
	64,7%	100,0%	33,3%	25,0%	12,5%	47,1%	50,0%
Total	**17**	**20**	**18**	**12**	**16**	**17**	**100**
	100,0%	**100,0%**	**100,0%**	**100,0%**	**100,0%**	**100,0%**	**100,0%**

Participation level of local people in tourism industry in Kinigi Sector

Considering that one of the fundamental conditions for achieving poverty reduction is in ensuring that goods and services in the tourism supply chain as much as possible come from local sources at all stages, maximizing the proportion of tourism spending that is retained in Kinigi Sector's communities and to involve the community in supply process was crucial point to look at during this research. According to Interview with Cooperative and business promotion officer in Kinigi Sector,there is a great

extent of development potential of supply of goods and services by the local communities; and types of such supplies sourced by tourism investments included: food products; handcraft products; plus art services; general business goods and services; and specialised services.

Looking at statistics in Table 5 below the majority of respondents said to mainly practice agriculture (20%), officer workers/public officers (18%) as well as commercial activities (17%) as their major professions. This implies that most of the communities around Volcanoes National Park practice agriculture coupled with commerce as well as office works .During the interview with cooperative and business promotion officer in that Sector revealed that tourism activities especially hotels services motivated communities around Volcanoes Nation Park to practice more agriculture and commerce activities in order to supply food and services to those hotels and tourists coming to visit the region. Nevertheless, it was found that those who are unemployed (17%) in that scector cumulate to 17% of total respondent which implies inability of tourism sector to absorb that active population looking for Job. There is still a lot of work to do with tourism activities in that area for bringing more people into employment.

Table 5: Main profession of respondents

Profession	Frequency	Percent
Commerce	17	17.0
Agriculture	20	20.0
Office Workers/ Public Officers	18	18.0
Student	12	12.0
Housemaker	16	16.0
Unemployed/ no job	17	17.0
Total	**100**	**100.0**

When it comes to practicing or doing any subsidiary work related to tourism, the research findings revealed that only 30% who was able to do so while 64 % did not. Furthermore 71% of those who currently have or have done a subsidiary work related to tourism said that it contributed to their total income by less than 10% and 3% of respondents who said that work related to tourism contributed 95% to their total income. Surprisingly those respondents who have tourism as main income generating work were found to be only 6%.

Table 6: Doing a subsidiary work related to tourism

Do you currently have, or have you ever done a subsidiary work related to tourism?	Frequency	Percent
Yes	30	30,0
No	64	64,0
Tourism work is my main income generating work	6	6,0
Total	**100**	**100,0**

It was also found that 73.4% of those who are currently not currently have, or have not ever done a subsidiary work related to tourism wanted to have job in tourism but they did not manage to find any. While Glenn (2001) indicates interactions between residents and tourists can impact the quality of life

in an area by increasing creative of cultural products that attract tourists. The interaction with tourists by community households of Kinigi Sector is still to be increased.

Table 7: Respondents' interaction with tourists visiting VNP

Respondents' perception	How often do you interact with tourists coming to your region?					Total
	Often	Occasionally	Rarely	Never	Can't say	
Too few	0	0	0	0	1	1
	,0%	,0%	,0%	,0%	100,0%	1,0%
Little	0	1	0	2	0	3
	,0%	5,0%	,0%	6,1%	,0%	3,0%
Desirable number	17	2	8	2	0	29
	81,0%	10,0%	32,0%	6,1%	,0%	29,0%
Many	4	17	17	27	0	65
	19,0%	85,0%	68,0%	81,8%	,0%	65,0%
So many	0	0	0	2	0	2
	,0%	,0%	,0%	6,1%	,0%	2,0%
Total	**21**	**20**	**25**	**33**	**1**	**100**
	100,0%	**100,0%**	**100,0%**	**100,0%**	**100,0%**	**100,0%**

Data in Table 6 above show that 33% of respondents do not interact with tourist and 25% of respondents rarely interact with them. In the centrally 81% of surveyed persons indicated that they feel there is a desired number of tourists in Kinigi Sector, which indicate that they can take that advantage to interact with them.

When asked what they think about the number of tourism visiting in their region, the majority of respondents (65%) said that tourists coming to their region but only 19% who said to have frequent interaction with those tourists.

Table 8: Improvement in resident's diet

Improvement in resident's diet	Frequency	Percent
Don't know	22	22,0
Deteriorated	1	1,0
No change	53	53,0
Improved	17	17,0
Improved very much	6	6,0
Total	**99**	**99,0**

Regarding the improvement in clothing style, shelter type as well as in education, the respondents whose positives changes were obtained are 34%, 69% and 57.6 respectively.

Cultural Benefits

The data in Table 9 below showed that the majority of respondents (67%) do not see any positive aspect brought by tourist in terms of culture while 30% of them affirmed that tourists brought positive aspects on their culture.

Table 9: Perception on positive aspects that is brought by tourists

Is there any social culture positive aspect that is brought by tourists in your region?	Frequency	Percent
yes	30	30,0
no	67	67,0
Total	**97**	**97,0**

Nethertheless*,* it is perceived by leaders of Kinigi Sector that the cultural aesthetic value of wildlife is a prime motivation for developing the community wildlife management including tourism. According to RDB's Community conservation warden at Volcanoes National Park, interactions between tourists and community households of Kinigi Sector is becoming a potential a source for tourism activities that focuses around local culture and it helps strengthen empowerment in traditions, though there is also a risk of developing culture through commodifying it. "The production of crafts for tourists in the study area is associated with revitalisation of tradition, which not only provides practical support to craftsmen but links this to cerebration of cultural skills and organizes festivals for local people. This implies that maximising people's livelihood benefits need a good understanding of what people most need and want, and of the complex ways in which tourism options affect livelihoods".

CONCLUSION

This paper has evaluated the relative success of the tourism industry in Kinigi Sector of Rwanda. The findings of this study are important to tourism developers in the host community. Tourism planners in Rwanda need to develop not only a short-term perspective of tourism benefits, but also a long-term perspective of residents and sustainable tourism.

This study showed that as residents' perception of the tourism role increases, their life satisfaction with various life conditions increases. Tourism development strategists need to consider the strength of this relationship, and focus on maintaining the residents' highest life satisfaction derived from various tourism dimensions. This finding also reveals that tourism developers in Rwanda should know how residents perceive tourism impacts and how it affects their life satisfaction according to tourism development stages. For example, this study revealed that the relationship between the economic impact of tourism and material well-being should be highly considered by policy makers especially Rwanda Development Board. Therefore, even though residents perceive tourism as positively associated with their life satisfaction, this feeling may quickly turn into a negative perception. For this reason, tourism developers should plan a strategy that emphasizes residents to perceive a positive economic impact of tourism in the beginning stage of the development and to fully recognize it in the growth stage,

and to perceive a positive cultural impact of tourism in the decline stage, and feel more satisfaction in emotional well-being.

The local involvement in tourism is likely to increase at this stage, as employees and other residents are able to purchase facilities at significantly lower prices as the market declines. However, residents' positive perceptions may again quickly become negative when they perceive the negative environmental impact of tourism to their livelihoods. Therefore, tourism developers should try to rejuvenate the tourism destination before that community reaches a maximum carrying capacity and a decline stage.

The research demonstrates that perception of the positive social impact of tourism was an important determinant in satisfaction with community well-being, suggesting that formulation of tourism policy should highly consider to inform residents of the social benefits they can receive from tourism and support them to grasp economic and cultural advantages from tourism industry. Further, support from otherwise neutral residents may be gained by the dissemination of information concerning secondary economic benefits received by community members whose household income is not directly tied to tourism. Conservation and preservation programs for the community may serve to ease the concerns of residents who are skeptical about the environmental impact of tourism. Also, the data generated by administering the survey to residents, tourism developers, and managers can be examined and compared with the mean score of the perceptions of tourism's role and life satisfaction.

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