



COLLEGE OF ARTS AND SOCIAL SCIENCES

CENTER FOR CONFLICT MANAGEMENT

Tourism Activities and Poverty Alleviation in Musanze District:

Kinigi Sector as a case study

A Thesis submitted to the University of Rwanda in partial fulfillment of the requirement for the award of a Masters of Arts in Peace Studies and Conflict Transformation.

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DECLARATION

The content of this work is my own and has not been submitted to any institute or university for academic qualifications. Where it is indebted to the work of others, the acknowledgment has been made.

Signed.....

CHARLES KAYIHURA

Number: 219014794

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DEDICATION

This is a dedication to my wife Jolline and our sons Stuart, Ian and Ezra who greatly inspired me and keenly followed the developments made in my studies.

ACKNOWLEDGEMENTS

An African saying goes “It takes a village to raise a child”. Likewise, I can say that it has taken a small village to write this.

Gratitude is extended to the leadership of Rwanda for their endless concern for human capital, my employer-Rwanda National Police who offered me this opportunity to study, and finally my colleagues for their unwavering support and encouragement as we burnt the midnight oil.

I am indebted to everyone who helped me through, more especially Dr. Ezekiel Sentama who provided amazing feedback and support which helped me see what I was really trying to argue.

I also recognize the following gentlemen; Mr Johnson Kabera, Mr Richard Mugisha, Mr Francis Armand Karimba and Mr Derric Rwitare, because of their sense of belonging that fulfills me.

Let me use this opportunity to thank all those who in one way or another helped me in this open ended journey of learning. Their names are too numerous to mention, but many of them inspired me to continue learning and sharing with others, and I remain indebted.

ABSTRACT

The main tenacity of my work was to analyze the bond between tourism activities and alleviation of poverty in Musanze District. It had three specific intentions: to examine the influence of tourism activities and alleviation of poverty in Kinigi Sector; challenges, and the bond between those variables in Kinigi Sector. This would guide stakeholders, academicians and policy makers.

It was realized that there are several benefits that come with tourism, like employment, businesses for the local communities. As a result of the levy deducted from tourist revenues, critical infrastructure was also registered.

The total respondents were 355 respondents while 125 were used as a sample. In this work I used qualitative and quantitative methods. Furthermore, I collected data using a questionnaire, interview guide and supported by documentaries. Data was analyzed and presented in form of tables.

The findings reveal significant direct and indirect employment opportunities. The study observed improvement of health service, education, water supply, electricity and infrastructure in the sector. The study finding noted some challenges faced in tourism related activities and poverty alleviation such as being lack of credits (poverty), lack of awareness on how to invest in tourism, lack of incentives, and lack of qualification to work in tourism among others. There are some challenges such as skilled labor in the surrounding environs. The following conclusions were made: tourism and related deeds contribute to improved wellbeing through income generated.

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LIST OF ABBREVIATIONS AND ACRONYMS

COMESA	Common Market for Eastern and Southern Africa
GDP	Growth Domestic Product
ODI	Overseas Development Institute
PTA	Preferential Trade Area
SACOLA	Sabyinyo Community Livelihoods Association
SADC	Southern African Development Community
ST-EP	Sustainable Tourism for Eliminating Poverty Program
T&T	Tourism and travel
UNWTO	United Nation World Tourism Organization
UN	United Nations
US	United States
WEF	World Economic Forum
WTO	World Tourism Organization
WTTC	World Travel and Tourism Council

CHAPTER ONE: INTRODUCTION

1.0 Introduction

This encompasses the background, the statement of the problem, study objectives, research objectives and questions, study significance and limitations, scope and the organization.

1.1 Background to the Study

According to Kalemo, (2011) in developing countries the development of tourism contributes to economic gains through the exploitation of resources. However, according Honey (2008), there are evident lack of resources to the effective use by visitors and the environment

According to Dwyer & Edwards,(2000), natural capital such as wildlife, natural landscape, virgin beaches, water body and natural forest are a requirement for meaningful and tourism as many tourists are attracted to natural features. The tourism sector is probably the only service sector that provides concrete and quantified trading opportunities for all nations, regardless of their level of development. However, it is also a sector where there is clearly an uneven distribution of benefits, which is threatening the social, economic and environmental sustainability of tourism in some developing countries (Blank, 2007).

Furthermore, according to Daltabuit & Pi-Sunyer (2000) they posit that in developing countries, tourism is one of the fundamental pillars of their development process because it is one of the dominant activities in the economy, while for others, it is the only source of foreign currency and employment, and Tourism has always been considered a vital medium for widening the scope of human interests. It contributes positively to the maturing and promotion of cultural heritage of nations. It, therefore serves indirectly to improve individual cultural understanding of both residents and foreigners while at the same time contributing to gross national products Hall (2007).

At the local level domestic tourism creates understanding of attractions, thereby contributing to sustainable development. The strong awareness of conservation of the environment and demand by potential travelers translates into increasing demand by an ever growing number of

foreign visitors. Accordingly, there is need for destinations in Africa to cooperate more closely in areas of product development, research, manpower development and training as well as exchanging of tourism expertise and tourism information Bushel & Eagles (2007).

According to Pearce (2002), it is also necessary to harmonize travel formalities within the region so as to encourage free flow of visitors and maximization of benefits acquired from tourism interactions within the region more especially by exploiting regional trading blocs.

Pearce (2002) contends that tourism attractions do not occur evenly or randomly in space. Developers and planners are faced with such practical questions as assessing the feasibility of developing a particular site from a number of alternatives for a specific project, or the broader evaluation of an area in terms of its general tourist potential. He grouped the factors affecting the tourist potential of an area into seven broad categories; climate, physical conditions, attractions, accessibility, existing facilities, land tenure use, and other considerations such as availability of regional development incentives. These factors are interrelated and the categories are not wholly exclusive. Climate, for example, may be an attraction; the attractiveness of an area may depend on its access and certain forms of land tenure may be subject to various forms of constraints. The importance of each of these factors, however, depends on the type of tourism to be developed, the context and stage of tourism development and the perspectives adopted – that of the developer, the tourist, and the host community Bushel & Eagles (2007).

The development of tourism in Africa continent and other developing world depends mostly on natural capital such as wildlife, natural landscape, virgin beaches, water body and natural forest. That means most of the tourists are attracted with natural attractions like mountain, beaches, wildlife and others Dwyer & Edwards (2000).

According to Kashanga (2017), Conservation is acknowledged worldwide as a prerequisite for sustainable tourism and economic development. Trekking mountain gorillas is the backbone to the thriving tourism industry whereby the exceptional experience offered in remarkable Rwanda is undeniably a highly valued unique experience for so many tourists globally. With one-third of the world's remaining mountain gorillas, easy air access, one of the safest destinations in Africa, a well-guided experience, and a thriving hospitality industry, this key tourist activity attracts more and more visitors each year.

In the recent development, Rwanda has reintroduced both lions and eastern black rhinoceros into Akagera National Park in a bid to diversify on tourism packages, which ultimately contributes to mote tourist arrivals. Furthermore, Kashanga (2017), continues to assert that Rwanda is developing an ambitious strategy to increase buffer zones to protected areas, to expand the size of Virunga Gorilla habitat in addressing the current challenge of the increasing gorilla population, and the increasing arrival, which is anticipated to attract a long-term investment it a bid to sustainably conserve the habitat.

1.2 Problem Statement

According to Bolwell & Weinz, (2008), it is believed that many development plans accept the notion that tourism contributes considerably to development, although it does not directly translate to the reduction of poverty. Tourism development greatly impacts on local communities, because it creates direct and indirect employment opportunities and contributes to the development of social services like education and health services. The tourism industry contributes not only directly to the growth of the economy, but also indirectly through its links with other sectors of the economy Campbell, (2009).

However, most people involved in tourism related activities lack basics like communication skills that greatly impact doing business. Most of the local communities involved in the tourist activities lack potential tourism knowledge and foreign language in particular, that can be barriers for poverty alleviation.

This is emphasized by Bushel & Eagles (2007) who urged that that lack of formal education and foreign language skills, are significant barriers that block local communities to utilize tourism opportunities.

In Rwanda, tourism greatly relies mainly on natural attractions and that is why gorilla tourism has been the key product. All these natural attractions are accessed through nature, walks, trekking and hiking. Despite the importance tourism activities play in poverty alleviation of communities in many countries (Rwanda inclusive), little concern has been given to this idea,

thus the necessity to relate and find out; Can activities related to tourism promote the alleviation of poverty in Kinigi Sector of Musanze District ?

1.3 Research Objectives

1.3.1 General Research Objective

To analyze the correlation between activities in tourism and alleviation of poverty in Musanze District

1.3.2 Specific Research Objectives

- (a) To examine how tourism contributes to the alleviation of poverty in Kinigi Sector.
- (b) To assess possible challenges related to the tourism development initiatives in Kinigi Sector.
- (c) Establishing the relationship between tourism activities and the alleviation of poverty in Kinigi Sector.

1.4 Research Questions

- (a) How does tourism contribute to the alleviation of poverty in Kinigi Sector?
- (b) What are the possible challenges associated with poverty mitigation in Kinigi Sector?
- (c) What is the correlation between tourism activities and alleviation of poverty in Kinigi Sector?

1.5 Significance of the Study

This is intended to come up with findings related to the correlation between the activities, initiatives and the alleviation of poverty, so that policy makers can improve on their task of making tourism more viable and meaningful to the stakeholders and the general development agenda of the Government and other tourism stakeholders due to its attempt to identify and suggest ways in which tourism will contribute to poverty alleviation. The result of this study will be a guide to take immediate measures to solve some challenges facing the efforts of poverty alleviation via tourism.

The study attempts to raise the voices of the rural poor who have not yet enjoyed the full benefits of tourism, despite the fact that most of the tourist attractions are situated within their local areas. Finally, the study will serve as an important reference for further research (study) and by academic institutions in this dynamic area of the tourism industry.

Furthermore, this can lead to an informed approach to solve the identified challenges. Finally, this may be useful in conducting further research.

1.6 Limitations

The researcher encountered problems with respondents who refused to provide the needed information. The researcher tried to explain thoroughly the objectives of the study

1.7 Scope of the Study

Time scope was a period of five years (2012-2016). The geographical scope was Kinigi Sector in Musanze District of Northern Rwanda.

1.8 Organization of the Study

This study is composed of five chapters, arranged as follows; Chapter one captures the general introduction, background, statement of the problem, study objectives, questions, significance of the study, followed by the scope and delimitations as well as its organization. Chapter two has the literature review, theoretical and conceptual frameworks and summary. Furthermore, Chapter three is composed of the used research methodology and its subcomponent including research design, population, sampling, data collection and methods and the instruments as the

used procedure and the ethical considerations. Research findings and their interpretation follow in Chapter four, while Chapter five captures the findings, conclusions and recommendations.

CHAPTER TWO: LITERATURE REVIEW

2.0 Introduction

This chapter is composed of the review of related literature, defines the concepts, theoretical and conceptual frameworks and empirical literature as well as the research gap.

2.1 Definitions of Key Concepts

2.1.1 Tourism

There is no agreed upon definition of tourism. However, World Tourism Organization(2001,p.1),defines Tourism as ‘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’.

2.1.2 Poverty

Different authors have defined poverty in different ways. For example Bradshaw (2007, p.8), defined poverty as “the lack of necessities like basic food, shelter, medical care and safety.”

Poverty is also defined by the World Bank as cited in Musa and Leila (2015, p.1) "Poverty is hunger. Poverty is lack of shelter. Poverty is being sick and not being able to see a doctor. Poverty is not having access to school and not knowing how to read. Poverty is not having a job, is fear for the future, living one day at a time. Poverty is losing a child to illness brought about by unclean water. Poverty is powerlessness, lack of representation and freedom."

This means that poverty is more than low income; it is any situation that people want to flee. According to the United Nations, poverty can be classified into income poverty and human poverty. As the World Bank posits it, “people living on less than US\$1 per day are living in

extreme poverty and people who are living with less than US\$2 a day are in moderate poverty”(Bolwell and Weinz, 2008, p.3)

2.1.3 Ecotourism

Ecotourism can mean different things to different groups involved in the relationship between tourism and environment if it is to be recognized as a legitimate sector of tourism and environment. Broadly speaking it refers to tourism that is based on nature but that seeks to minimize harmful impact and better still, seeks to promote conservation Sits (2009). Ecotourism conserves the natural environment and improves the wellbeing of the local population. Ecotourism is contributing towards the conservation of mountain gorillas and other species in Rwanda as well as improving the wellbeing of the local population who live near the park Simpson,(2008).

2.1.4 Poverty alleviation

Poverty alleviation or poverty reduction is understood in simple words as “intervention processes or approaches that have the potential to reduce the pain and magnitude of poverty”(Kashaga, 2007, p.32).Poverty reduction is a complex task, which requires efforts from all sectors and discipline because there is no one-size-fit-it-all program for poverty reduction.

2.2 An overview of tourism

Tourism is a significant feature, which is boosting the social and economic development of the least developed countries. According to the United Nations Development Program, “more than 50% of the world’s poorest countries, tourism ranks either first, second or third largest of their economic sectors” (UNDP, 2011, p.12). Also in 2009, the World Bank (2009) asserted that tourism industry contributed to thirty-three percent of total exports in Ghana and the Gambia. Tourism plays a big role in economic sector in developing countries through provision of employment to the low skilled people particularly in far-off areas such as tourist guides.

2.3 Theoretical Literature Review

In order to understand the contribution of tourism on poverty reduction, this study has relied on three main theories of poverty. They include individual's deficiencies poverty, cultural poverty theory, as well as social theory. These were chosen since they relate to context of this study.

2.3.1 Individual deficiencies poverty theory

Rainwater proposed this theory in 1970. The theory puts the blame on "individuals for creating their own problems of poverty". The proponents of this theory think that by "hard work and better choices, the poor could have avoided their problems". In addition, as Rainwater (1970) cited in (Bradshaw, 2006,p.6)believed that "individuals suffer because of their moral failing".

2.3.2 Cultural poverty theory

The culture poverty theory is different from individual deficiency theory. The former believes that poverty is embedded in cultural beliefs and is inherited from generation to generation. The main advocate of this theory was Oscar Lewis as cited in(Bradshaw, 2006, p.8), defined the culture of poverty as "A set of beliefs and values passed from generation to generation"

He explained that "Once the culture of poverty has come into existence it tends to perpetuate itself. By the time slum children are six or seven they have usually absorbed the basic attitudes and values of their subculture. Thereafter they are psychologically unready to take full advantage of changing conditions or improving opportunities that may develop in their lifetime"(Bradshaw, 2006, p.8).

2.3.3 Social theory of poverty

Goldsmith & Blakely (2002) advocated for this theory. The theory states that “poverty is caused by economic, political and social distortions”. In other words, it argues that “not only the individual is a source of poverty, but also the economic, political and social system causes the people to have limited opportunities and resources to achieve income and well-being” (Bradshaw, 2006, p.10).

In order to promote poverty reduction using tourism, it is essential to ensure total community inclusion. as (Mowforth and Munt, 2003, p.34) has stated, that “tourism is highly dependent on the goodwill and cooperation of the host communities. Increasing the participation of local communities, particularly the poor, in the tourism value chain can contribute to the advancement of local economy and poverty alleviation”.

2.4 Empirical Literature Review

Tourism industry is a vibrant and supple economic sector. It plays a big role in socio-economic development of countries particularly underdeveloped ones. According to(Mowforth and Munt, 2003, p.26), “tourism industry contributes to economic development through generation foreign exchange earnings, provision of jobs, attraction of foreign and local investors, upsurge of country’s income and therefore leads to poverty reduction. As Hall (2007, p.25), points out, “poverty alleviation through tourism depends on the development of tourism industry in particular destination”. Similarly, “tourism provides the core of the most effective tool in alleviating poverty as a viable and sustainable economic option and the main source of foreign revenues and employment in many of the developing countries”.

2.4.1 Role of tourism in poverty alleviation

In developing countries, there is still a gap in relating tourism and poverty alleviation, and this is due to lack of focus in the development plan. As (Bolwell and Weinz, 2008, p.3) asserted, “many people in developing countries are not reaping the potential benefits of globalization”. However, when tourism is well planned and aligned with development programs its economic impact can be a “powerful force providing employment, foreign exchange and tax revenue and visitors are generators of economic impact for a country, a region, a city or a destination area: directly from their spending and indirectly from the tourism multiplier effect” (UNWTO, 2014). Being labor intensive sector, tourism offers opportunities for employment for persons entering the labor market for the first time, or having difficulty in finding employment elsewhere, with little or no capital at all. For example for one to be able to guide, they should have the geographical know knowledge of the area in point, and with basic communication skills.

According to UNWTO, tourism can and must play its part in the solutions to both energy-related consumption and anti-poverty. This Organization has been actively working on these issues for some year and is committed to seek balanced and equitable policies to encourage both responsible energy related consumption as well as anti-poverty operational pattern. This can and must lead truly sustainable growth with the framework of the millennium development goals UNWTO (2014).

Tourism draws on inputs from the food and beverage, construction, transportation, furniture and many other sectors. Evidence suggests that in developing countries this interest oral impact adds an extra 60-70% on top of the direct effect of tourism. According to Sofield (2013), it is believed that in Namibia one third to half of the poor people income derive from tourism comes via the supply chain.

Finally, according to Swarbrooke (2009) tourism has a wide range of dynamic effects. Its development can affect the livelihood strategies to local households, the business climate for small enterprise development, patterns of growth of the local or natural, economy and the infrastructure or natural resources base of the destruction. Tourism also tends to employ a relatively high proportion of women and to purchase products such as foods and crafts produced

by women in the informal sector, hence boosting women's economic positions and help women overcome gender barriers. The poor become central focus in the process of poverty alleviation in the community. In terms of providing a market for local communities, tourism can play a big role. For example, some hotels that buy local agricultural products have had substantial enough impacts to lift farmers above the poverty line, as in the case of Sandal Resort in the Caribbean whose melon purchases helped raise 70 farming families out of poverty Sofield (2013). As argued by Modeste (2005) tourism has been found to an engine for economic growth, resilient and associated with a positive impact in terms of generating foreign exchange earnings, creating employment and income and stimulating domestic consumption, which directly translates an improved welfare for the practitioners.

2.4.2 Profits derived from activities related to tourism

According to Luke & Rive (2011), poverty alleviation requires strategies on a variety of complementary efforts, but a prerequisite of significant progress is pro-poor growth which benefits the poor. On the other hand, Bolwell & Weinz (2008) argue that large scale of poverty reduction from tourism depends upon clear strategies consulted, articulated, and monitored through national poverty reduction strategy plan.

There are undisputed benefits that from tourism related activities, more especially when they are streamlined and controlled to work alongside the national development agenda. It is within that spirit that the United Nations World Trade Organization (2014) introduced a program called the Sustainable Tourism for eliminating poverty program, with a purpose of improving socio-economic sustainment. The intended purpose was to approach it from involving many stakeholders and creating jobs for many people so as to reach the desired goals of sustainability. The proceeds from such engagements contribute to the general welfare of the stakeholders as individuals and cooperatives and nations at large.

It is argued by Friedmann (2002) that investment in infrastructure stimulated by tourism also benefits the poor in the locality, directly or through support to other sectors because of direct employment, services rendered or goods sold. Goldsmith & Blakely (2002) asserts that for poverty alleviation to be successful, three determinants, that is, opportunities, empowerment and

security, as key conditions. They emphasized that empowerment aims to enhance and strengthen peoples' participation in political processes and local decision making, which is paramount in realizing the desired end state. Similarly, Cole (2006) adds that community participation is essential in the development as it results in more suitable decisions.

However, for this to occur, Guevara (2006) points out that it is often necessary for states to intervene to provide appropriate legislation and support in the way of information and training. This helps the stakeholders to have an almost same understanding of the required approaches, requirements are guidelines to follow while engaging in tourism related activities.

This was further emphasized by Luke & Rive (2011) who urged that that, policies and strategies are required to enhance the participation of the poor, both in employment and income generating activities since the indirect impact of hotels and resorts on the host economy often brings the highest benefits.

2.3.4. Identified Challenges encountered in alleviating poverty

According to Jamieson et al (2004), there are significant numbers of barriers hindering effective usage of the tourism sector as a tool for poverty alleviation. These barriers among others includes lack of government programs targeted to the tourism informal sector, which plays an essential role in providing tourism services and has the significant potential of helping to reduce poverty especially in urban areas. There is very little recognition of the potential of tourism development by aid agencies.

One of the challenges is to work with these agencies to demonstrate the essential role that tourism can play in helping to address key development issues such as poverty, gender, trafficking of women, infrastructure and the provision of health services. Lack or low education or training to stakeholders in using tourism as a poverty reduction tool. In many instances the poor lack access to credit, which is essential in helping them to participate or engage in the tourism economy Sofield (2003).

Bushell & Eagles (2007) argue that lack of formal education and foreign language skills, is a significant barrier that block local communities to utilize tourism opportunities. This coupled with lack of decision-making and planning skills concerning the possible consequences of

tourism, and with limited ability to control tourism development, unpredictable political climates, and long-term funding uncertainty.

To ensure that tourism activities produce the expected result in economic growth and poverty alleviation the tourism stakeholders should take special action. Governments need to facilitate the development of linkages so as economic opportunities for local populations would not lose Torres & Momsen (2004). This implies also that synergy in a designed path is a prerequisite for development.

Similarly, Sofield (2003) argues that governments need to ensure that local people are empowered with appropriate knowledge, skills and access to networks, so they are not sidelined from active involvement in tourism activities. This is a two sword approach because if the locals are not developed, they will in turn destroy the physical settings of the tourist destinations.

There are challenges related to the implementation of tourism activities ranging from local to national levels. Among those at the higher levels include lack of a streamlined plan for tourism that guides policy makers, and produces investment guidelines and setting of standards.

Communication skills remain a hindrance to doing business in tourism as the arriving tourists are from diverse backgrounds. There is also a problem of over tourism if there are no policies to regulate and conserve. The above thinking was urged by Bushell & Eagles (2007) who pointed out that lack of formal education and the ability to communicate in foreign languages poses great hindrance in as far as exploiting tourism opportunities is concerned.

2.5 Identification of research gaps and critical reviews

As established, tourism is among the fast growing industries in the world. This however calls for measurable actions to ascertain the growth in relation to other flagship development lines. About one third of developing countries, tourism are the main income source Bolwell & Weinz, (2008). Thus, there is a need to measure and evaluate the impact of such growth of tourism on poverty alleviation specifically in the local communities as most of the study relied on environmental impacts of tourism. According to Mitchael & Ashley (2010), they argue that the expansion of tourism in developing countries is largely supported by unreliable data indicating that the sector

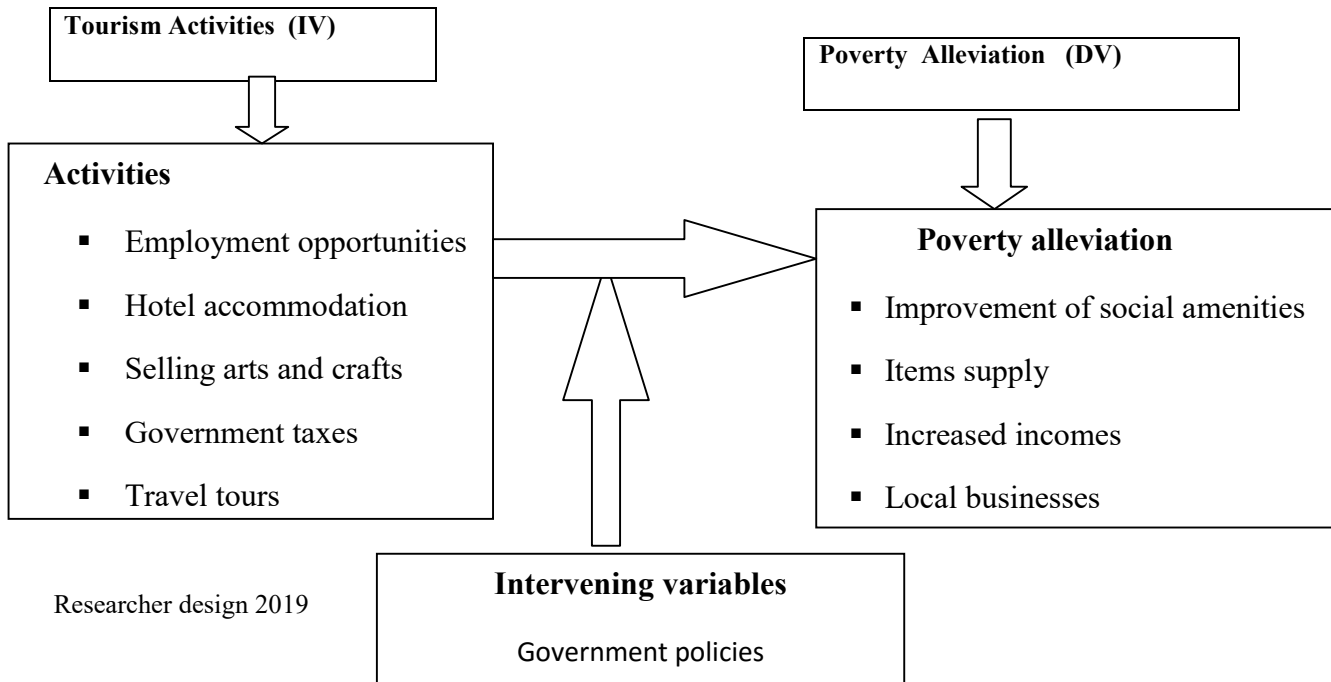
is having an impact on poverty reduction in poor communities. This was emphasized by Spenceley & Mayer (2012) who points out the fact that there has been insufficient collection of information/data related to the assessment of the corresponding benefits resulting from activities related to tourism activities and alleviation of poverty. However there is inadequate research to establish the correlation between the activities related to tourism and the alleviation of poverty, and the general impact to beneficiaries through informal and formal engagements .This proves that there is limited work in place evaluating the roles of tourism activities on poverty alleviation among Rwandan communities. That is why this study is designed to investigate the roles of tourism activities in poverty alleviation in Kinigi Sector.

2.6 Conceptual framework

The figure below shows that activities related to tourism contribute to the alleviation of poverty. This is through the multiplier effect of arrivals who demand for services and goods, accommodation, and thereby providing informal and formal employment to the residents who benefit directly, and improve their wellbeing.

The national level also benefits from revenue collected from the arrivals as they spend on air, roads and other infrastructure that are paid for. There is also a diversification of tourism related services. According to Kashanga, (2007) the study area which is Kinigi has experienced a drastic change in infrastructure development; increase of both informal and formal jobs and the trend suggest an upward curve. This implies an increase in revenues which is a remarkable indicator of poverty reduction. Furthermore, Hall, (2007) points out that the revenues generated from arriving tourists is used to increase infrastructures such as schools and health centers and other related services which highly contribute to the socio-economic development.

Conceptual framework figure



2.7 Summary

This chapter summarizes the literature surrounding activities related to tourism and the alleviation of poverty. It also defines the key concepts in relation to the research objectives, tourism overview, theories used. This chapter reviews the literature related to tourism and poverty alleviation. It covers the definition of the concepts, highlights the overview of tourism, and tackles on theoretical literature of poverty as well as empirical literature on the role played by tourism related activities in alleviating poverty. In addition, it identifies the challenges, as well research gaps and the conceptual framework.

CHAPTER THREE: RESEARCH METHODOLOGY

3.0 Introduction

This chapter discusses the methodology used in this study. It includes study design, sampling methods, data collection techniques data analysis and interpretation as well as research ethics.

3.1 Research Design

Byrne (2002, p.25) defines research design as “pre-arrangement program for collection and analyzing the information needed to satisfy the study objectives”. Also, Sudman&Bradburn (2002, p.33), “a research design is a plan that guides data collection to achieve the objectives of research, i.e., to generate new information based on existing ones”.

This study is a mixed design, as it used quantitative and qualitative approaches. This is because it is relevant to my study. Since the general objective of this study was to analyze the relationship between tourism activities and poverty alleviation, mixed method was appropriate to obtain enough data to answer the research question. The quantitative approach helped me to collect data from different educated actors through questionnaire administration whereas qualitative design enabled me to capture how respondents view and describe the relationship between tourism and poverty alleviation from their own perspective.

3.2 Target Population

As Saunders, Lewis & Thornhill (2003, p.26) posit, “A population can be defined as the totality of persons or objects with which a study is concerned”. The target population for this study included local citizens, local Government authorities, tourist guides and the staff in the hospitality industry (e.g. hotel managers), and they were selected using both purposive and convenient sampling techniques. In this study my target population was 355 people.

3.3 Sample Design

Sampling is the process of selecting elements from the total population in such a way that the sample elements selected represent the total population. Most characteristics of the population should be represented in the sample selected (Punch, 2014). In this study, the sampling design and size apply to different categories of the study population by means of different techniques.

3.3.1 Sample Size

“A sample is a small group of subjects drawn from the population in which a researcher is interested in gaining information and drawing conclusion about the universe randomly obtained (Kent, 2015, p. 68). The sample size was opted for, as the researcher could not cover the completely designed population given the time and cost constraints.

The sample size, which is the number of respondents/participants in the research is very is essential for any empirical study if its results are to be generalized (Richards & Schwartz, 2002).

In this case, I drew 125 respondents who provided enough information to answer the research question .These respondents were extracted from the targeted population which is 355

I chose purposive sampling technique because of its judgmental and selective/ subjective and convenience.

3.3.2 Sampling Techniques

I used two techniques for study participants’ selection. First, convenient sampling was used to select local citizens and tourist guides. This means that only those available during the period of investigation were considered. Second, purposive sampling technique was used to select local Government authorities and staff of hospitality industry in the region. A total of 125 respondents participated in the study.

3.4 Data Collection Methods

According to (Hyde, 2000, p. 15) “data collection is the process of gathering and measuring information on targeted variables in an established systematic fashion, which then enables the researcher to answer relevant questions and evaluate outcomes”.

This study used document review (documentary), questionnaires, interviews and observations.

3.4.1 Primary Data

According to Punch (2014), primary data are those data which are collected afresh and for the first time, and thus happen to be original in character. A Self-Administered Questionnaire (SAQ) will be used alongside an interview guide. Hackley (2003) defines a questionnaire as an information gathering technique that gathers information about the attitudes, beliefs and behavior also characterizes from several respondents, organizations who may be affected by a given system or phenomenon. According to Easterby-Smith, Thorpe & Lowe (2002), a questionnaire is a pre-determined written list of questions which may be answered by a respondent without supervision or explanation from the researcher. Questions included closed ended questions where the respondents had to choose from the alternative answers that were given.

3.4.2 Secondary Data

Secondary data are those which have already been collected by someone else and which have already been passed through the statistical process Bryman & Bell (2003). Secondary data in the proposal phase especially in the Literature Review were derived from a number of secondary sources such as text books, dissertations, journals, magazines, newspapers, websites, and others at minimal cost. Secondary data helps in relating literature and discussion of findings. This study consulted many documents to collect secondary data for the research. It also helped me to understand the current trend in the field of tourism and poverty alleviation through literature review and to formulate the problem statement.

3.5. Data Collection Instruments

Instrument is the generic term that researchers use for a measurement device (survey, test, questionnaire, etc). To help distinguish between instrument and instrumentation, consider that the instrument is the device and instrumentation is the course of action (the process of developing, testing, and using the device Polonsky & Waller (2005).

These are the fact-finding strategies. They are the tools for data collection. They include questionnaire, interview, observation and reading. Essentially the researcher must ensure that the instrument chosen is valid and reliable. The validity and reliability of any research project depends to a large extent on the appropriateness of the instruments. Whatever procedure one uses to collect data, it must be critically examined to check the extent to which it is likely to give you the expected results Clark & Creswell (2008).

According to Jackson (2012), a source of data is one of the materials a research used for collecting information during investigation. Data will be collected from both primary and secondary sources. The sample size is an important feature of any empirical study in which the goal is to make readings about a population from a sample Kent (2015). In practice, the sample size used in a study is determined based on the expense of data collection, and the need to have sufficient statistical power. Secondary data refers to data that can be collected by someone other than the user Saunders et al, (2003). Common sources of secondary data for social science include censuses, information collected by government departments, organizational records and data that will originally collected for other research purposes.

3.5.1 Administration of Data Collection Instruments

The researcher worked hand in hand with the supervisor, who from time to time provided guidance towards the progress until the final presentation of the research proposal for approval. After the approval of the research proposal, the researcher validated the questionnaire items. After modifying the research instrument, the researcher secured a letter of introduction from the University authorities to assist the researcher proceed with the study.

A research assistant was appointed to deliver and collect the questionnaires from the respondents. After data collection, the researcher analyzed the data and drew conclusions from the data. The gathered information was finally compiled into a research project ready for presentation.

3.5.2 Validity and Reliability

Reliability depends on the accuracy of the measuring instruments or techniques. It refers to the dependability or trustworthiness in the context of a measuring instrument. It is the degree to which the instrument consistently measures whatever it is measuring (Jackson, 2012). According to Carver & Nash (2009), reliability is the degree to which a test consistently

measures whatever it is measuring. Validity describes the extent to which the results correspond with reality. The researcher ensured content validity of the instrument by ensuring that the questions or items in it conformed to the study's objectives Foddy(2004)). The supervisor and other experts were contacted to evaluate the relevance, wording and clarity of questions or items in the designed instrument. Basing on the feedback given, the researcher made necessary adjustments in respect to the comments raised before proceeding to the field.

3.6 Data Analysis Procedures and Techniques

Data processing involves translating raw information into meaningful and relevant information for easy interpretation Creswell (2003). The data collected were processed for analysis and then later actually analyzed. The collected data were edited, categorized or coded and edited and packaged them in themes in reflection with my research questions.

3.7 Ethical Considerations

Ethical behavior is compulsory for any social researcher. As Byrne (2002, p. 25) put it, "a researcher should under all circumstances report the truth and should never present the truth in a biased manner". This study considered ethical principles of research in social sciences such as no harm and confidentiality. I obtained Ethical clearance from the National Police College and local governance authority. Respondents voluntarily participated in the research and their confidentiality was observed.

CHAPTER FOUR: DATA INTERPRETATION AND DISCUSSIONS

4.0 Introduction

This is a summary of data interpretation and discussion. The data presented here were gathered through the use of questionnaires and interviews. The themes used depended on the research questions relating to how does tourism contribute to the alleviation of poverty, the possible challenges associated with poverty mitigation and the correlation between tourism activities and alleviation of poverty in Kinigi Sector.

4.1 Categories of the Respondents

4.1.1 The sex category of the Respondents

Considering gender is such a research is important because both male and females are affected by poverty, and there was need to find out whether they are affected in equal measure.

Table 1 presents sex of respondents.

Table 1: Gender of Respondents

Sex	Frequency	proportion
Males	39	31
Females	86	69
Grand Total	125	100

Own source, 2019

The table above indicates that males are more involved in the tour activities than females where 39 (31%) of the respondents in Kinigi were males; while only 86 (69%) of females in Kinigi.

Women engage in feminine related activities like weaving, and art craft making while men engage in tour guiding and game ranging among others.

4.1.2 The age brackets of the respondents

Table 2: The Age brackets of the Respondents

Age	Number	Proportion
Between 18 and 25	24	19
Between 26 and 35	35	28
Between 36 and 45	15	12
Between 46 and 55	15	12
Above 56	36	29
TOTAL	125	100

Own source 2019

This table shows that 35 (28%) of the respondents were in the age bracket between 26 years and 35 years - 35; while 15 (12%) are between 36 - 45 years. 24 (19%) lie between 18 – 25 years. All the above age groups lie in the productive age that largely contributes to economic development. 15 (12%) which is between 46 and 55 of age and those above 56 years are less involved.

4.1.3 Levels of Education of the Respondents

The levels of education in a given community or set up contributes largely to the general contribution of the national development. Therefore, the level of education may form the meaningful utilization of resources.

Table 3 presents education level of the respondents.

Table 3: Levels of education

Level	Number	Percentage
1. Primary	34	27
2. Secondary	60	47
3. Diploma	17	14
4. Higher education	7	6
5. Others	7	6
TOTAL	125	100

Own source 2019

According to the findings, this table shows that 60 (47%) of the people asked have a secondary school level, with 34 (27%) at the level of primary school, while 17 (14%) possess diploma level and finally 7 (6%) with other levels. Participants with higher education were 7 (6%). The implication is that most of the residents are less educated as a big number which relates to less meaningful exploitation of the available resources and opportunities.

4.2 Presentation of the Findings

4.2.1 How activities related to tourism benefit in the alleviation of poverty

Apart from the fact that the basic activity in the study area is agriculture, it is paramount to find out daily individual revenue prior and after the introduction of modern tourism practices. Tourism is an income generation alternative that is viable and more reliable more than local agricultural practices that bring in revenues seasonally. The activities of tourism are also a variety and in most cases do not consume a lot of time. For example weaving of mats can be

carried out with other concurrent activities, like taking care of domestic chores, or after attending to gardening.

Formerly, when the residents were living off the National park for food, firewood and water, it used to take almost all family members for different tasks, at different times. By virtue of benefiting from resources that result from the corporate social responsibility, like clean water which is also in their proximity, schools which are also in their neighborhoods, families have recuperated time to attend to more meaningful activities that have improved their lives and livelihoods.

Table 4; Categorized incomes prior to modern tourism practices

Incomes	Number	Percentage
1,000 -5,000	54	43
6,000 -10,000	44	35
11000 -15,000	27	22
TOTAL	125	100

Own source 2019

The above table shows that the income of 54 (43%) per day ranges from 1,000-5000; while 44 (35%) earn 6,000-10,000 per day and only 27 (22%) of the respondents said their income ranges from 11,000-15,000. This low income levels largely contribute to poverty.

4.2.1.1 Alleviating poverty through tourism related activities

It highly believed that once modern practices of tourism are applied, it can lead to increased wellbeing of nations. The rural populations can have alternative sources of income. This is revealed by the findings. The research findings support the above assertion as it was revealed from the field data where the question asked ‘Is tourism providing expected solution of poverty alleviation in your area?’

Table 4: Does tourism provide a solution to poverty alleviation

Response	Frequency	Percentage (%)
Yes	78	63
No	47	37
Total	125	100

Own source 2019

According to the findings 78 (63%) agreed to the affirmative saying lives and livelihoods have positively changed while 47 (37%) opposed the idea saying that it otherwise leads to inflation.

One of the respondents who did not support this view said: Positive *feedback* exceeded the negative side where, for example, one respondent said: ‘A lot has been achieved in changing our lives as a result of engaging in activities related to tourism.’

Table 5: How tourism related activities have led to the alleviation of poverty

Premise
Job creation
Social infrastructure
Income generation
Increasing trade
Fluctuation of prices and the market forces of goods
Un reliability of jobs

Own source 2019

Like in many other places employment remains a challenge in Musanze and Kinigi specifically. The study categorized the employed in two categories of the informal and the informally employed. According to local authorities in Kinigi, many residents are involved in low level activities like tour guiding that being employed in managerial positions in the industry. A big percentage (83%), point to the fact that such activities help them in meeting their needs in the study area. According to local authorities in Kinigi, many residents engaged in the informal jobs like tour guide, bicycle rental and other tourism related activities because they lack qualification to work in the hotels.

Apart from hotel employments, the study observed that Kinigi also hosts a number of people who have created informal jobs in the profitable tourism related activities within the village such as tour guide, curio shop, restaurants, transportation services, henna painting and supplying of goods in the hotels. According to the local authorities in Kinigi, most of the villagers prefer to engage in tourist guiding than working in the hotels because they get more benefit from those activities. Similarly, one research participants argued ‘*I prefer tour guiding because I get 30 to 40 dollars per trip which I get immediately*’.

Table 6: Tourism is the solution of employment in Kinigi

Response	Frequency	Proportion (%)
Agreed	83	67
Disagreed	41	33
Grand Total	125	100
Agreed	84	67

Own source 2019

Table 7 shows that 84 (67%) agreed to the idea of tourism solving employment related issues with 41 (33%) disagreeing and citing reasons such as seasonality and unpredictability.

4.2.1.2 Improvement of local trade

There is an evident improvement in tourism related infrastructure and a corresponding change in lives and living conditions attributed to the daily inflow of consumers of the services and the goods produced. Even without relying on tourists alone, when the residents have accumulated the capital required to set up businesses, they continue to operate and even contribute to the infrastructural development in the area. This also contributes to revenues collected through tax.

The local trade in the area more especially done through cooperatives does not consume the time of all the cooperative members at ago. Instead, selected few representatives sell the products on behalf of the entire group for a pay as other members engage in other productive ventures, which clearly benefit them.

4.2.1.3 Infrastructure development

As a result of the 5% levy deducted from the revenues, the Government of Rwanda has employed the package as a social corporate responsibility to develop infrastructure in the area, and the corresponding investments related to the trade. Some key infrastructure includes roads schools health centers only to mention but a few. Infrastructure development is in two fold as there are those developed for communal advantage and those developed on individual basis as a result of the sale/trade in the area. The residents therefore invest in improving their welfare, by constructing modern houses, and contributing to their financial schemes.

One other important finding was the fact that almost all the respondents were upbeat by the fact that they are all able to provide Medical Health Insurance for their families, compared to earlier days when it was not easily attainable.

The following photographs are of some of the infrastructure in place as a result of tourism in Kinigi sector.



This is a community commercial complex in Kinigi Sector housing 12 cooperatives with each having 75 members. They are all formerly poachers or formerly living off the Volcanoes National Park. They sell all sorts of artifacts ranging from wood, fabric, iron, and locally grown materials. Each cooperative appoints sales agents who work on paid contracts, as the rest of the members engage in other meaningful activities, including farming, taking care of their families and re supplying the outlets. Through these cooperatives, there are mentorship arrangements to train new /young members how to make certain items, and in a way they are expanding the skills base, and also being able to attract talent more especially from the young entrants.

Photos taken by researcher, 2019



A Primary school in the background that was built from the support of Rwanda Development Board's (RDB) Corporate Social Responsibility (CSR). This is contributing to school enrolment in Kinigi Sector. This has greatly reduced the distances formerly travelled by children to schools. This also coupled by the fact that since the children would not attend school to help their parents with fetching water and collecting firewood from the National park, and now that both resources are easily available, then parents can unarguably take their children to school, given the background that there is already Universal primary education.



This is a clean water point built for communities on the foothills of the Volcanoes, as a result of Corporate Social Responsibility. This also contributes to health standards, and recovers time formerly spent to collect water from far water points.

Another benefit that comes with clean water is improved health for the users. As the caption on the water point (above) sends a message; Healthy people. Healthy Gorillas. It means that the people will benefit from the provided clean water near their homes, and leave the gorillas in peace, and therefore contribute to their health, by not transmitting diseases and competing for water.



This is a tarmac road connecting Kinigi and Muhoza sectors that was newly constructed. This facilitates trade, but also accessibility to tourist destinations. The road is lit, thus contributing to safety and security. A good road network connects people to markets and opens new opportunities of trading with neighbors, but also in a shorter period of time, which time is used for other useful activities that benefit the residents.



One of the cooperatives called 'Iby'iwacu', composed of over 1000 members who were formerly poachers, and now engaged in food preparation, local beer making, herbal medicine, drumming and dancing, and accommodation for tourists. This cooperative boasts of a ten roomed cottages in the same compound that are used to generate income for the association.

Similarly, the activities do not claim the presence of all members at the same time and therefore there is enough time for members to attend to other beneficial activities of their interests.

Photos taken by researcher, 2019

4.2.1.3 Impact of tourism

The study found that 16% of the participants claimed that tourism brought about its own bad effects like inflation of prices of goods and unreliability of jobs. 9% from the participants claimed that tourism caused poverty and hunger because most of their products are consumed by high end customers, leaving them wanting. The realization that locals can have alternative means of income has brought about the youth coming out of their shells to exploit the available opportunities, as they also engage in their traditional practices of farming in the general area.

4.2.1.4 Unreliability of jobs

In the sampled population, 7% pointed to the notion that during off peak seasons of trekking, members of the community suffer from lack of provisions and are left idle waiting for another season. The tourism business largely depends on seasons from origins of the tourists. Mostly tourists from European countries tend to come to Africa during winter in their countries, so that they can avoid it, and therefore come in large numbers almost in the same time bracket. This time boosts trade and related services, and when the tours become low, the trade and employment opportunities similarly dwindle.

However, since it does not come in as a surprise, it is better to shift the proceeds gained from the tourism peak seasons and invest it in related activities in preparation for the upcoming seasons, so as to avoid the gap which affects their income flows. This calls for the capacity to plan and learn from experiences, that relying on one flagship item is not reliable as many unforeseeable circumstances like conflict, environmental hazards and the like can change the trend at short notice.

4.2.1.5 Benefits of tourism to individual

Table 7: Benefits of Tourism

Answer	Rate	Proportion
Agreed	105	84
Disagree	20	16
Grand Total	125	100

Own source

Table 8 indicates that 105 (84%) agreed to the assumption that tourism benefited them, and only 16 (11%) disagreed. It is undisputed that residents have benefited from the engagement in many ways at the grass root level. For example, the fact that almost all the respondents agreed to the fact that they can all provide medical insurance coverage for their families is a point to associate with benefits.

Table 8: Asset benefits from tourism

Assets	Number	Percentage
1. Building a house	61	49
2. Buy a car	12	10
3. Renting a house	8	6
4. Others	44	35
TOTAL	125	100

Own Source 2019

Table 9 demonstrates that. 61 (49%) acquired assets (building a house) resulting from incomes got from tourism activities, 12 (10%) were able to buy cars, 8 (6%) were able to acquire rented accommodation, while 44 (35%) agreed to benefiting otherwise.

4.2.1.7 How the private sector relates with the communities.

The investors in the area contribute immensely to the communities through the social corporate responsibility. They also contribute to the wellbeing of some of the community members through employing them, and buying their produce for the Hotels. However, there is still a general concern that most of the required skills are still being outsourced and therefore bringing non favorable competition.

Table 9: obligations by the private sector to the communities in Kinigi

Commitments	Number	Percentage
1. Low commitment	91	73
2. No commitment	30	24
3. Large extent of commitment	4	3
TOTAL	125	100

Source: Researcher, 2019

Table 10 shows that 91 (73%) have low obligation level while 30 (24%) have no obligation and finally 4 (3%) attested t a large extent of obligation. This translates to the fact that competition determines employability of people. According to Jamieson et al, (2004) Pro-poor tourism is an overall approach designed to unlock opportunities for the poor. Tourism investors in the study areas to some extent try to implement the pro poor approach where they used part of their profits to community development such as building heath centers and water supply According to local authorities in Kinigi Sector, investors are said to be cooperating and friendly to the communities and therefore contribute to the general development agenda of the area. However, since it is a market economy, investors will only get attracted to those residents that are relevant to the needs of the market and therefore can only absorb a few.

Table 10 Knowledge related to poverty alleviation agenda

Level of awareness	Number	Percentage
1. Low awareness	91	73
2. Moderate awareness	30	24
3. High awareness	4	3
Total	125	100

Source: Researcher, 2019

Table 11 results show that 91 (73%) of the respondents had low awareness of poverty alleviation agenda (pro-poor), 30 (24%) of the respondents had moderate awareness and only 4 (3%) of the respondents had high awareness. When one of the respondents was asked whether he was aware of pro-poor tourism, he said: *‘I have never heard of that yet I have stayed in this sector for a long time’*. 74% represented low awareness which calls for sensitization. This however, calls for a campaign for mindset changing. Many residents are left in the comfort of history and related practices such as traditional agriculture, and are not bothered about the new alternatives to revenue generation, like those that come with tourism packages in services and goods.

4.2.1.8 Views of stakeholders in relation to tourism act activities

The study required to understand perception of stakeholders on tourism development as an agent of improving livelihood of rural communities. Different perceptions were noted among tourism stakeholders. Different views were placed in themes to ascertain whether tourism is responsible for development through income generation, whether the local residents lack the desired skills to work in the industry, and the requirements to address the identified gaps like low skills, access to finance, and improving on their quality of products. The local communities should be involved and empowered to meet the minimum requirements. Tourism is a main source of foreign income that facilitates community

development; however, more emphasis is needed to educate local people to take managerial positions in the tourism investments in the village as now tourism is lacking skilled human resources. In order to alleviate poverty through tourism the local people should be empowered through education and access to finance to utilize and benefit from tourism opportunities in their area. Proper supervision and implementation of tourism policies is needed to reach the target of poverty alleviation in the local communities. The communities should be encouraged and be empowered to produce quality products such as fruits, vegetable, meat and other products to dominate tourism market.

4.2.1.9 Identified challenges

Challenges which encounter participation in the tourism related activities and poverty alleviation to local communities can be categorized into three categories relating to the respondents' answers from questionnaire and interview. There are challenges at the local level, sector level and government level as shown in (Table 4.14). The question asked was, 'what would you consider as barriers for people participating in tourism activities?'

Table 11: Identified Challenges in the effort to benefit from tourism

Challenges	Number of Respondents	Percent age
1.Lack of access to finance	42	34
2.Lack of investment knowledge	28	23
3.Poor qualifications related to the tourism industry	23	18
4. Lack of communication skills	16	13
5. Authorities engagement	09	7
6.Poor entrepreneurship	07	5

Source: Researcher, 2019

As Table 12 shows that, 42 (34%) of the participants said they lacked financial means, while 28 (23%) lacked investment knowledge, 23 (18%) lacked adequate qualifications, with 16 (13%) being affected by lack of communication skills, 9 (7%) blamed the local authorities and lastly 7 (5%) are affected by poor entrepreneurship. Some claimed that they did not have capital to invest in the industry, although there is likelihood that the mindset is still connected to the agricultural history.

According to a member in the local authorities, he said ‘Most of the residents are poor, so they produce barely enough for their domestic consumption and remain with little or no surplus to sell to the hotels. There are therefore few villagers who supply vegetables and other foodstuffs to hotels. (Interview with local authorities in Kinigi).

Lack of adequate qualifications to be able to be employed remains a challenge, and this is used as a scapegoat for not benefiting from the employment opportunities in the area.

‘Many employees in these hotels are not born here in kinigi. They come from afar because many of the residents lack qualifications to compete in management positions.’ (Kinigi respondent).

The challenge raised by residents related to the connecting of residents to hotel owners by local authorities is considered to be irrelevant because they cannot impose on the hotel owners unqualified staff. However, this was assessed to be a scapegoat for their inability to engage the investors, presenting the set minimum qualification requirements in order to fit in, as the tourism related activities are not classified in nature.

4.2.1.10 Desired steps to be taken to address the alleviation of poverty through tourism

Table 4.13 presents the measures that were suggested by study respondents as a means of enhancing participation of local communities in tourism in order to reach the target of poverty alleviation through tourism in the communities.

Table 12: Actions suggested

Actions	Number	Percentage
1. Enhancing access to finance to local people	41	33
2. Sensitizing residents in involvement in tourism related activities	28	23
3. Local authorities and investors forums engagement	19	15
4. Learning of related communication skills	16	13
5. Encouraging residents to upgrade their education levels in relation to the requirements	10	07
6. Guiding residents on entrepreneurship	11	09

Source: Researcher, 2019

Table 4.13 indicates things that were proposed by research participants for improving the participation of the poor in tourism in the process of poverty alleviation through tourism at the local level are: On enhancing access to finance to local people, 41 (33%) of the participants proposed enhancing access to finance to local people; On raising awareness about participation in tourism activities, On Improving efficiency in local authorities, 28 (23%) of the respondents suggested raising awareness about participation in tourism activities; On improving efficiency in local authorities, 19 (15%) of the respondents proposed improving efficiency in local authorities;

on learning of foreign languages classes in the area, 16 (13%) of the participants supported access of foreign language class in the area; on encouraging people to learn hotel management and hospitality, 10 (7%) of the respondents were supported encouraging people to learn hotel management and hospitality; while on providing entrepreneurship knowledge to local people, 11 (9%) respondents suggested enhancing access of foreign language class in the area. Most of the research participants believed that if the above measures are put into action, not only could the level of poor participating in tourism be improved, but also there would be a significant reduction of poverty through tourism related activities in their communities.

4.2.1.11 Discussions

This is intended to highlight the importance given to the perception that tourism is a tool for poverty reduction, the challenges identified and the steps to be taken to improve on the practices aimed at improving of lives and livelihoods for the communities under study.

4.2.1.12 Activities related to tourism and their correlation to addressing poverty in Kinigi

The 84% of participants in this study as presented in Table 4.13 believed that tourism can be used as a mechanism for poverty alleviation and improve their livelihood opportunities. This was evidenced due to the increase of individual income per day during tourism development, asset ownership and improvement of social amenities in the study area. However, few research participants claimed about the potential of tourism as a tool for poverty reduction; this is largely due to the lack of knowledge on how to engage in tourism businesses.

By considering the general trend of tourism performance in Kinigi, the number of international tourist arrivals and receipts has been increasing in recent years. There is no doubt that such increase in revenues and the number of visitors can be very healthy in addressing the issues of poverty through tourism in the local communities where number of social services developed such as roads, water supply and electricity to attract more visitors and investors. The potential for tourism to contribute to poverty reduction is increasingly

recognized, partly because it is one of the few sectors in which poor countries' cultural and natural resources give them a comparative economic advantage. Similarly, UNEP (2005) states 'The development of tourism provides a good opportunity to help to alleviate poverty because it is often a new source of revenue in rural areas, where three quarters of the world's poor are to be found'.

However, for this to work successfully, proper supervision and distribution of social service for the betterment of local communities should be in place. Moreover, in terms of employment in the study areas, the findings of this study suggest that tourism had provided employment solution where informal jobs seem to occupy a large number of poor residents compared with formal jobs. In that context, there was a claim among research participants that most of formal jobs occupied by outsiders due to the argument that local villagers lack tourism professions.

Employment in the tourism industries refers to all the jobs (or persons engaged) in both tourism-characteristic activities and non-tourism-characteristic activities in all establishments in tourism industries. UNWTO (2014) similarly argues that tourism creates opportunities for entrepreneurs and many small and micro enterprises, be they in the formal or the informal sector opportunities, these are: Basic vocational training for new entrants to the tourism industry; improvement of craft and basic skills among existing staff; development of supervisory and management personnel, especially in the accommodation sector.

The trading activities in the study areas have improved. This is clearly illustrated in the study findings that tourism developments contribute a lot in assuring market for some local products such as arts and crafts, local food and the like. Such improvement contributed to the increase of the number of tourists and visitors.

4.2.2 Identified Challenges relating to development initiatives

The challenges of people participation in tourism and poverty alleviation were identified as lack of credits (poverty), lack of awareness on how to invest in tourism, lack of incentives, and lack of qualification to work in tourism World Bank (2009). Poor coordination and inadequate land management for the development of tourism: The inadequacy of awareness and appreciation, especially on the part of local communities, of tourism and the importance

of setting aside and preserving tourist attractions. In a nut shell, access to finance, lack of the minimum qualifications requirements, entrepreneurship knowledge and poor levels of investment knowledge remain critical.

4.2.2.1 Steps required to be taken to address the challenges

In order to enhance poverty alleviation through tourism, the study findings proposed some measures. According to Mowforth & Munt (2008), enhancing access of credit to local communities, raising awareness about tourism, enhancing access to education, involvement and empowerment of locals in tourism management; enhancing capacity building programs, promoting community based tourism are among those critical areas to approach in order to have a critical path as far as the desired end state is concerned.

Although the concept of participation has acknowledged significant concern in Kinigi tourism management frameworks, there seems to be very little happening in practice. As claimed by research participants in this study that the local communities are not fully involved in the tourism governing in the village. The study participants suggested that for tourism to produce a huge benefit to the communities surrounding, full participation and empowerment of communities is the best solution of all challenges.

However, participation as a model for success needs to be approached from broader perspectives. As urged by Mowforth & Munt (2008) call attention to: The debate is currently not one of whether local communities should be involved in the development of tourism in their areas, but how they should be involved and whether ‘involvement’ means ‘control’. According to Guevara, (2006) ,apart from participation means control or not, what needs to be acknowledged is that communities can actively participate in tourism initiative if they have a sense of ownership of the initiative. Another scholar Scheyvens, (2009) asserts that for this to happen, communities have to be empowered, and all dimensions of empowerment must be taken into account, which are: economic, social, educational, psychological and political.

This was furthermore emphasized by Scheyvens (2002) who said that the communities should be empowered prior to engage them in tourism projects so that they can choose whether or not tourism is an appropriate activity to pursue, and that they can exert control over any tourism activity developed.).

In a related argument, Dwyer & Edwards (2000) asserts that community based tourism development would seek to strengthen institutions designed to enhance local participation and promote the economic, social, cultural wellbeing and poverty alleviation of the popular majority. They go on to say that it would also seek to strike a balanced and harmonious approach to development that would stress considerations such as the compatibility of various forms of tourism with other components of the local economy; the quality of development, both culturally and environmentally; and the divergent needs, interests, and potentials of the community and its inhabitants.

Nevertheless, critics of community based tourism disagreed with the notion of involving active communities in the management of tourism projects. In their view they argued that the inclusion and involvement of communities in the ownership or planning of tourism initiative, does not guarantee tangible livelihood and economic gains to the community, nor is active local participation in a tourism initiative a precondition for benefits reaching communities and local employment. It is suggested that other benefits are at times secured at the expense of local initiation and control Blackstock(2005). Finally, in the same vein Campbell (2009) asserts that that communities should be participating in all stages in CBTIs because that gives stakeholders a better chance to have an influence in shaping community development and to deliver the maximum benefits while ensuring the sustainability of tourism ventures.

In regard to the area of study in question, ideas like facilitating locals in the avenues of accessing finance, sensitization, upgrading the education levels required to compete, learning or improving communication skills and improving the investor local community forums to have a designed approach remain the utmost steps required to address the challenges identified.

However, much emphasis should be placed in sensitizing the residents to have a mindset change and migrate from the agricultural history and embrace tourism practices that yield much more benefits, coupled with innovative minds to be able to see the opportunities that surround the environs for purposes of exploitation.

4.2.3 Correspondence between activities related to tourism and alleviation of poverty

This study comfortably asserts that there is an evident correlation between the independent (tourist activities) with the dependent (poverty alleviation) variables.

CHAPTER FIVE: SUMMARY, CONCLUSION AND RECOMMENDATIONS

5.0 INTRODUCTION

In this chapter, I will highlight the findings, conclusions and recommendations based on an analysis that tourism related activities can lead to the alleviation of poverty. My opinions will guide the concluding remarks while recommendations are personally developed.

5.1 Findings in summary

5.1.1 Contribution of tourism activities in alleviation of poverty

Tourism is an important economic activity in the area of study, particularly in activities such as tour guide, curio-shops and handicraft sales, among others. However, agriculture was observed to be the predominant economic activity where many people are fully engaged in agricultural activities. Tourism is significant on both direct and indirect employment opportunities.

Directly, it was observed that there was a substantial employment generation in hotels and restaurants, but the study observes a limited number of local residents who access employment in the hotels, so most of local residents prefer tour guiding than work directly with hotels because guiding brings more benefits to them.

There is no observable uniform pattern of increasing the contribution of incomes from tourism to households, but there is a general increase in the number of people receiving incomes from tourist related activities. Overall, it is always difficult to get income data from individuals/households, the increase in number may be interpreted as a reflection of increasing opportunities for getting incomes from tourist activities. The findings reveal significant direct and indirect employment opportunities. Those opportunities provide important sources of incomes to the people.

Generally, the development of tourism activities creates a large number of direct and indirect employments, but also has a great contribution in improvement of social amenities not only to the study area, but Musanze in general. The study observed improvement of

health service, education, water supply, electricity and infrastructure in the sector for community benefit, but also individual benefits exhibited

5.1.2 Correlation between activities related to tourism and alleviation of poverty

The related activities in tourism contribute largely to the development of the residents through informal and formal engagements, being able to access health facilities and schools built in the residents' proximity, and providing alternative means of acquiring revenues. The individual benefits contribute to the overall national domestic product and therefore the national development. The findings indicates a correlation between tourism activities with poverty alleviation within Kinigi Sector.

5.2. Conclusions

Based on the objectives of this study, which was to establish whether activities related to tourism contribute to the alleviation of poverty, I have come to a conclusion that my assumption is true that such activities have greatly contributed to alleviation of poverty in Kinigi sector.

Also suffice to say, that the shift from government to governance specifically in the implementation of the policies in tourism have led to improved water resources, land use options, choice and options, but also notable changes in the mindset change and attitude towards tourism.

5.3 Recommendations

It is recommended that the current initiatives in conservation, tourism and distribution of benefits be given value addition to encompass all the stake-holders participation right from the planning to the final stage.

Tailored skills development should be introduced to target different practitioners already in the industry, so that they can improve on their different trades and be more competitive. This would also close the gap in employing managers from afar as it is the case now.

Finally, there is need to introduce a diversity in tourism packages, like bird watching, garden tourism, cultural tourism, cable cars, canopies etc so as to attract more tourists.

In a nut shell, diversifying and complementing tourist packages should be given priority to be able to attract more categories of people, attract convenient access to the destinations, which will also translate into bigger levies to be deducted to benefit the communities surrounding the areas of interest.

5.4. Suggestions Follow up research

Based on the findings of this study, it is paramount to suggest a follow up research to scratch the surface for more evidence relating to the early assumptions, to guide policy makers in designing the future of investment in the area of interest which is Kinigi sector of Musanze district.

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APPENDIXES

REQUEST TO PARTICIPANT

The esteemed participant,

This is to introduce myself as Charles Kayihura. I'm currently in my final year of university pursuing a Masters of Arts in Peace Studies and Conflict Transformation. As a requirement I'm conducting research on activities related to tourism and alleviation of poverty in *Musanze District: Kinigi Sector as a case study*'. This is therefore to request your assistance in responding to some questions, while I assure you that the information you will provide will remain confidential.

CHARLES KAYIHURA

APPENDIX (II): SELF-ADMINISTERED QUESTIONNAIRE FOR RESPONDENTS

SECTION A: Personal Data

N.B: Tick (✓) in the appropriate box provided:

1. Age of Respondents

i) 21-35	ii) 36-50	iii) 51-65	iv) Above 65

N.B: Tick (✓) in the appropriate box provided:

2. Gender of Respondents

i) Male	ii) Female

N.B: Tick (✓) in the appropriate box provided:

3. What is your highest level of education?

i) Primary	ii) Secondary	iii) Bachelors	iv) Masters	v) Other (specify)

N.B: Tick (✓) in the appropriate box provided:

4. For how long have you been staying in Kinigi Sector?

i) 1-2 years	ii) 3-4 years	iii) 5-6 years	iv) 6+
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N.B: Tick (✓) in the appropriate box provided:

5. What is your occupation?

i) Student	ii) Employee	iii) Self-employed	iv) Retired	v) Other (specify)

N.B: Tick (✓) in the appropriate box provided:

6. What was your daily income before tourism development in your area?

i) 1,000-5,000	ii) 6,000-10,000	iii) 11,000-15,000	iv) 16,000+

N.B: Tick (✓) in the appropriate box provided:

7. What was your daily income after tourism development in your area?

i) 1,000-5,000	ii) 6,000-10,000	iii) 11,000-15,000	iv) 16,000+

8. Do you think tourism provides employment solutions for the poor in your area?

i. If yes ()

How?

.....

ii. If no ()

Why?

.....

N.B: Tick (√) in the appropriate box provided:

9. In what way or ways do you participate in tourism activities? Though:

i) Supplying of goods in the hotels/restaurants	ii) Guiding of tourists	iii) Employee in hotels/restaurants	iv) Selling goods/services	v) Others (specify)

N.B: Tick (√) in the appropriate box provided:

10. What kind of goods or services do you offer to tourists?

i) Accommodation	ii) Art and craft	iii) Transport services	iv) Other (specify)

12. Is tourism beneficial to you or your community?

a. Yes ()

b. No ()

c. If yes, what benefits did you get from tourism businesses?

i. Building house ()

ii. Buy car ()

iii. Renting a house ()

iv. Other (specify)

.....

13. Is tourism investment policy helping the poor to alleviate with poverty?

(a). Yes () (b). No ()

(c). If No, why?

.....

N.B: Tick (√) in the appropriate box provided:

14. What are the contributions of tourism enterprises like hotels to the improvement of social amenities?

i) Provide sponsorship to students	ii) Contribute in building school and health center	iii) Contribute in water supply	iv) Other (specify)

15. What is the level of awareness of pro-poor issues and approaches in tourism?

(a). Low (b). Normal (c). High

16. To what extent is the tourist private sector committed to pro-poor tourism and working with local communities?

(a). No (b). Low (c). Large extent

17. Is tourism development providing expected solution to poverty alleviation in your area?

(a). Yes () (b). No ()

(c). If Yes, how?

.....

d. If No, why?

.....

18. Are the local people empowered to explore and utilize tourism opportunities as a means of improving their lives in your area?

i. Yes ()

ii. No ()

If yes, how?

.....
.....

19. In what ways tourism can be used to enhance the livelihood opportunities in your community?

.....

20. Does the village reside involved in tourism governance in your areas?

.....

21. What would you consider as barriers affecting your participation in tourism activities?

.....

22. What actions do you think will help to reduce the barriers of participation in tourism activities?

.....

...

23. Has there been any action at local government or national level to strengthen the approach to pro-poor tourism?

i. Yes ()

ii. No ()

If yes, mention it:

24. How do the following tourism activities impact on poverty alleviation?

- a) Employment opportunities
- b) Hotel accommodation
- c) Selling arts and crafts
- d) Government taxes
- e) Travel tours

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.....
.....

25.(a) What are the challenges facing tourism activities in Kinigi Sector?

.....
.....

(b) What are the measures that have been put in place to alleviate the existing challenges?

.....
.....

Thank you for your cooperation.

APPENDIX (III): INTERVIEW GUIDE FOR TOURISM OFFICIALS AND LOCAL LEADERS

Questions:

1. What can you say about tourism activities on poverty alleviation in Kinigi Sector?
2. Is tourism included in national strategies as a viable tool for poverty alleviation?
3. Are the tourist policies and strategies, identifying the problem of poverty in the local communities?
4. Is the tourist policy emphasizing empowerment of local communities to utilize tourism opportunities? How?
5. How do tourism investment policies help the poor to own tourism investment in their area?
6. To what extent is the private sector tourism committed to pro-poor tourism and working with local communities?
7. To what extent and through which mechanisms does tourism contribute to poverty alleviation in the local community?
8. What is your perception about tourism development as an agent for improving livelihoods of rural communities?
9. How well developed are tourism supply chain linkages with poor communities at the local level?
10. How are the poor communities benefiting from taxation and charges from tourism enterprises and visitors?
11. What would you consider as barriers affecting local peoples' participation in tourism?
12. Has there been any action at national level to strengthen the approach to pro-poor tourism?

13. How do Government policies affect tourism activities and poverty alleviation in Kinigi Sector?

14. To what extent has tourism contributed to the following?

(a) Improvement of social amenities (b) Items supply (c) Increased incomes (d) Local businesses

15. (a) What are the challenges facing tourism activities in Kinigi Sector?

(b) What measures have been put in place to alleviate the challenges?

Thank you for your cooperation.