

Exploring the Gorilla Trekking Safari and the Tourism Industry in Rwanda

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Abstract

The tourism industry in Rwanda has a high number of visitors each year. The research that is conducted in Rwanda's national parks mostly focuses on gorilla safari trekking, in particular mountain gorilla trekking. Destination scorned Even if there is a strategy in place to preserve the national parks, there are still threats such as poaching, shooting, bamboo gathering, and others. According to research conducted at Volcanoes National Park, Kagera National Park, and Nyungwe Tropical Vegetation, Rwanda has become the gorilla tourism destination of choice in Africa. This is significant when one considers the challenges faced by the critically endangered gorilla. We gathered the opinions of travelers and stakeholders involved in the gorilla tourism industry through the use of an online poll. Concepts about economics, society, culture, and the environment were investigated. Participants in the research were divided into three categories: stakeholders, visitors, and national actors so that stakeholder perspectives could be taken into account. To find out whether or not national citizens are aware of the significance of protecting parks to both the local park and the country as a whole. This paper will attempt to demonstrate how gorilla tourism has benefited the tourism industry in Rwanda. As a result of the efforts of the government to promote gorilla tourism on a global scale, the country has developed into an exciting tourist destination. On the show, the gorilla will be given a name, and Arsenal jerseys will be given their names.

Keywords: Gorilla, Trekking, Rwanda tourism, highland, and Lowland gorilla

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1.0 Introduction

Tourism surged by 5% in 2018, with 1.4 billion visitors. This surpasses UNWTO's 2019 forecast. Foreign and domestic tourism touches hundreds of millions of people each year. Tourism is the temporary migration of people from one site to another, as well as the human activity that occurs during their stay and the infrastructure built to meet their needs. Due to repeat passengers, tourism's size is unknown (Leiper, 1999). The sector employs millions of people globally. Residents of vacation destinations are affected by tourism. Millions are spent annually promoting tourism and vacations. In the same year, tourism earned \$1.7 trillion. Growth, development, and job creation result. Tourism boosts economic growth and employment creation. Global tourism drives the economy. Modern technology speeds up travel. Short trips are popular. Modern transportation increases tourism. Tourism boosted the global economy by \$8.8 trillion in 2018. (10.4% of global GDP). The statistics demonstrate that global leisure consumption accounts for 78.5% of overall consumption, compared to 21.5% in 2017 from other sectors like corporate spending. Developing nations lead Africa and Asia in tourism. In 2018, the major travel and tourism economies were in the US and China. Japan, Germany, and the UK account for 35.2% of global tourism GDP. Top 20 economies with significant tourism and travel development All of this has ascended to the top of the tourism and travel leaders because of better technology, which enables large-scale travel (Global Travel and Economy 2019). This sector has improved many people's lives by creating jobs and foreign income. Tourism was unpopular in the 1960s. A few western countries were involved. It afflicted Europe, North America, and other regions. A few rich people in northern America and other locations could afford ocean or air travel. Tourism has altered globally in recent years. National and international tourism development, expanding the national economy, and other programs and social services have been undertaken, according to them (Dowling et al., 2003). Historical, environmental, and cultural resources support African tourism. Africa's natural and cultural wealth National parks, beaches, and history are included. Dieke (2000) says that African tourism includes cultural heritage sites, safaris, beaches, traditional and ethical tourism, national parks, and marine tourism. Since independence, certain countries' tourism has expanded. Africa's tourism powerhouses Kenya, Mauritius, Morocco, South Africa, and Senegal are tourist hotspots. Dieke argues that tourism helps Africa's growth,

development, and stability (2000). This is very important in Rwanda's rift valley in Africa, which is home to unique species like the gorillas on Gorilla Mountain in Virunga National Park, which is shared by Rwanda, the Democratic Republic of the Congo, and Uganda.

1.2 Research Purpose

Rwanda's economic and social strategies include tourism as a growth sector. Rwanda's tourism industry must overcome obstacles to succeed and grow. Rwanda has a population density of 525 people per square kilometer, limited natural resources, and 0.3 hectares per household; 66% of the population farms (Worldbank, 2020). So, this pressures Rwanda's national park conservation and tourism development industries. Rwanda's history and economy are troublesome. Rwanda's bloodshed led to the 1994 "Tutsi genocide." Then, border violence and insurgent strikes near national parks escalated. This makes it tougher for Rwanda to have sustainable tourism, grow its economy, and increase tourism. Rwanda's tourism sector is a Vision 2020 priority given its rapid growth. Commonwealth and African Union visa fees were decreased, and national tourism destinations were protected. Visit Rwanda received £30 million from Arsenal and PSG. British trips to Rwanda rose 20% after the pact. (RDB, 2018). Rwanda is among the top 10 nations with an increase in bookings, especially among Americans. Tourism revenue, like the \$16.4 million Volcanoes National Park generated from park entrance fees in 2016, encourages employment, community participation and empowerment, livelihood development, social services, and infrastructure development. Tourism contributes 15.1% of Rwanda's GDP in 2019, up from 4.7% in 2000, a 7.2% annual increase (RDB, 2019). Rwanda makes about \$1 million a year from mountain gorilla tourism, but nothing is shared with the people. Protecting gorillas means restricting people's access to forest resources, especially in parks. Gorillas face unrest and hopelessness. This promotes research. Local governments and NGOs should promote tourism. Roads, water, health, schools, and settlement development can increase social well-being. These factors will boost the reserve value. This study examines tourism's animal and environmental impacts. Evaluate Volcanoes National Park's tourism activities (VNP). The impact of gorilla tracking safaris on the national economy Assess how Rwandans feel about gorilla trekking safaris.

2.0 Literature Review

2.1 Tourism Industry

In his novel, Pierce (1996) investigates the tourism sector in five broad categories: infrastructure, transit, attractions, supporting services, and accommodation. The attraction motivates tourists to arrive; the transportation system allows them to do so; the accommodation and accompanying facilities (banks, shopping malls, hotels) help tourists during their stay; and the infrastructure ensures all of these components are in place. The tourism sector is often misinterpreted as businesses and organizations that assist people to visit their backyards. This description is flawed because the enterprise supports tourists and non-tourists (Nelson 1993). People, not tourists, eat at the eatery. Attractions draw tourists and locals alike. The Canadian Task Force on Tourism Data (1985) proposed dividing tourism into two parts. First, airlines, hotels, cruise ships, and travel bureaus would thrive without tourists. The second group consists of businesses that will thrive without tourists, but less so. These businesses include taxes, automobile rentals, gift stores, festivals, and attractions. The International Union for the Conservation of Nature classifies mountain gorillas as critically endangered (IUCN). While the Virungas was designated a national park in 1925 to protect gorillas, the population didn't receive much attention until the 1970s. Dian Fossey began long-term study and conservation efforts in the late 1960s after George Schaller's landmark thesis (2000). However, habitat loss and poaching persisted. By the end of the 1970s, significant conservation efforts focused on three primary issues: sustainable gorilla tourism; anti-poaching programs; and conservation education for Virunga inhabitants. In the 1980s, these projects enhanced Virunga's conservation status (Kalpers, 2005). The mountain gorilla population in BINP (321 km²), PNV (160 km²), PNV (250 km²), and MGNP (27 km²) is estimated to be 880 individuals (Gray et al., 2010; Blomley et al., 2010; Hatfield and Malleret-King, 2007). From 1989 to 2003, shared parks increased at a rate of 1.15 percent each year, while BINP grew at a rate of 1.01 percent per year (McNeilage et al., 2006). Since 1970, mountain gorillas in Rwanda, Uganda, and DRC have been tallied eight times (Gray et al., 2003; 2010; McNeilage et al., 2006). In the 1990s, there was a lot of political instability. The 2010 gorilla census found 480 gorillas in the Virunga Volcanoes Region. Rwanda made major investments in its participation in tourism sector trade events, receiving first place for the finest African showcase at the ITB Berlin tourism expo three years in a row: 2007, 2008, and 2009. Trade events boost interest in safaris and other private holiday packages, as well as investment. Demand from potential tourists worldwide will rise. Rwanda has gained a lot of attention from the media and documentaries (Nielsen and Spenceley, 2010). CNN and the National Geographic Channel continue to promote interest in mountain gorilla tourism, which helps Rwanda maintain visitor numbers despite rising monitoring fees. Mountain gorilla tourism has boosted Rwanda's economy by utilizing all of these tactics. Plumptre's team (2001) People's attitudes towards protected areas and conservation might be influenced if the park's existence resulted in considerable costs, such as crop raiding by wild animals or greater risk from huge animals. People

living near forest reserves help safeguard animals. If these people profit from forest reserves, they will naturally help secure them. 369 conservation-focused research initiatives were conducted in Uganda before and during the 1980s civil conflicts (Butynski et al., 1990). During the social instability, many people sought refuge in the forest, killing numerous animals, including gorillas. Local political leaders' attitudes toward the forest can impact whether more land is excised, reducing the risk of more land being excised. Park wardens and their personnel must minimize habitat degradation. Positive attitudes are influenced by perceived benefits, while negative attitudes are influenced by perceived losses. Economic measures are sometimes used to determine gains and losses.

3.0 Methodology

3.1 Study areas and Characteristics

Rwanda is a lovely country. The "Land of a Thousand Hills" has beautiful vistas. Rwanda's distinctive culture, ethnic roots, food, and natural heritage, including flora, fauna, and the rainforest, attract many tourists to East Africa. The north of the country is dominated by beautiful volcanoes and deep tropical forests, while the south is dominated by gentle hills and valleys, quiet lakes, and rushing rivers in both savannah and dense tropical areas. Rwanda has six volcanoes, 23 lakes, and rivers that feed the Nile. Tourism is Rwanda's largest and fastest-growing industry. In 11 years, the country has become an intriguing tourist destination. Rwanda's three national parks contain the most natural attractions. Gorillas can be seen in their natural habitat in the northwest, where Volcanoes National Park is in the northwest. The area in the southwest offers excellent hiking options. Plans to clear 52 square kilometers of woodland for cow grazing were announced in 1979 as a means of regional development. Tourism is a key driver of economic growth and regional development. Increased park security and surveillance of additional gorilla groups have boosted Rwanda's gorilla tourism profits. 1986 had the first population growth in three decades. Raising international awareness of gorillas' predicament has also been done. Gorillas are now on Rwanda's passports, tourist visas, and banknotes. Rwanda's tourism business has been revived by several factors (Nielsen et al., 2008). First, the government is committed to tourism growth and has made Rwanda a safe tourist destination. This judgment was made early in the plan and policy execution. Volcanoes National Park, a stopover for Rwanda gorilla safaris, has the most mountain gorillas in the Virunga Conservation Area. Volcanic National Park is the world's most accessible gorilla national park, just 2 hours from Kigali airport. A Rwanda safari kit includes information on golden monkeys, birds, reptiles, amphibians, and insects. It's in the Virungas, and home to the endangered mountain gorilla (Rwanda Development Gateway, 2005). The country's natural charms have traditionally been its principal tourist attraction, but the development of a more diverse business has only lately occurred due to its desire to establish itself in the international tourism market.



Figure 1: Volcano National Park. Source: Online source



Figure 2: The Gorilla from Rwanda

Rwanda's mountain gorillas are its most famous tourist attraction. Gorillas live in stable family groupings with the silverback male, his harem of females, and their children (Rutagarama, 2001). Gorillas are reportedly peaceful, non-aggressive animals. Before 1990, gorilla tourism was Rwanda's third-largest foreign income source (GRASP, 2002). Obtaining foreign currency Rwanda's mountain gorillas have brought international attention to the region. Tourism executives are eager to promote other products, but they won't abandon the gorillas that made the country renowned. Rwanda and Uganda are the only countries in the world where mountain gorillas can be safely visited (Hannah et al. 2010). Temperature, climate, and an excellent habitat help Rwandan gorillas grow and thrive. Uganda, Rwanda, and D.R. Congo are the countries where gorillas can develop the fastest, but political constraints make it difficult to access them. Rwanda's gorilla habitats are easily accessible, taking less than two hours to reach. In 2008, over 17,000 people visited Volcanoes National Park (VNP) to observe the gorillas, a huge surge from the late 1980s and a spectacular return from the park's reopening in 1999, when only 417 tourists visited. Gorilla tourism supports national parks and conservation. 5% of the park's revenue goes to community programs. According to Hannah et al. (2010), Rwanda has shown a significant commitment to growing the tourism sector by establishing mountain climbing and Musanze rocks, among other prerequisites for the success of the tourism sector and infrastructure. Rwanda's mountain gorilla tourism is a conservation tool. International tourists pay a lot of money to see mountain gorillas for a short time. Given its tiny size and proximity to other popular tourist spots, it worked hard to become a unique African destination. Rwanda's tourism sector relies on natural resources and conservation and restoration activities. Rwanda is in East Africa and borders the DRC, Tanzania, Uganda, and Burundi. Its hills and beautiful terrain allow it to house 12.2 million people on 26,338 km² (Jean et al., 2020). Rwanda's history, culture, and natural features make for a unique vacation. Rwanda's gorilla tourism has grown for several reasons.

3.0 Methodology

Quantitative data was acquired through documentary research, including government papers, Rwandan and international organization reports, and Internet sources like our online newspaper, blogs, journals, and articles. The research was designed for Rwandans, the national park, and tourists to better comprehend the Gorilla safari expedition. The survey's questions were designed to collect people's thoughts on safari trekking as well as their attitudes and data on domestic and foreign visitors. The respondent's gorilla trekking experience and the appeal of gorilla trekking parks were two key concerns. This research allowed us to survey local and international park visitors. Survey responses were quantified and scaled. They are useful in surveys since they require little time and provide quantitative findings. Their quantitative nature may be insufficient for complex questions. In places where numerical responses were insufficient, we employed semi-structured questions with generally accessible structures to provide respondents with more freedom of expression and oriented meaningful responses. Potential surveyors were more amenable to short surveys than long ones, so we kept the survey simple but informative. We did group responses for two weeks, two hours per week. The first half was spent online. The first half was spent online. This is because most people pass through the two sites. Almost all the responses came from undergraduates. The second week was spent targeting underrepresented communities to ensure data samples were representative of the population as a whole (i.e., graduates, faculty, and staff). We went to venues where these people worked, such as workplaces, classes, and dorm rooms.

4.0 Result and Discussion

The study focused on gorilla safari trekking and Rwanda's tourism economy. The study used Gorilla's highland forest reserves. Such national reserves are Volcanoes National Park, Akagera National Park, and Nyungwe Tropical Forest. The study included local and international tourists to gather diverse perspectives.

Table 1: Respondents' Characteristics

Respondent Characteristics	Number of Respondents	Percentage
Gender		
Male	110	61.2
Female	70	48.8
Education status		
Undergraduate	16	15.5
Graduate	46	44.5
Postgraduate	40	38.8
1	1	1
Age		
24-35 years old	53	69.7
40-55 years old	2	2.6
Over 55 years old	0	0

The respondents, as seen in the diagram above, were between the ages of 24 and 50. The people who responded in comparison to other age groups, the study participants were between 24 and 35. The majority of the respondents were aged between 24 and 35 years old, which covered 69.7% of all respondents. Most of those at this age are young people who have the energy to travel from one place to another. In that case, the data collection was set to reach the right targeted group. 61.2% were females while men made up 48.8%. This was done purposefully to get a different view from both females and males. The majority of respondents appear to have a high level of education, which includes undergraduate, graduate, and a few postgraduate degrees.

4.1 Activities conducted in gorilla Highland Mountain

Most gorillas live in high mountains with dense forests and water. The protected forest prevents people from damaging the gorillas' habitat. The study aims to determine whether Gorilla Forest Reserve's activities and services are appealing. 39% of respondents agreed, 25% strongly agreed, 34.2% agreed, and 1.3% disagreed. The majority of respondents agree that the activities are self-satisfying.

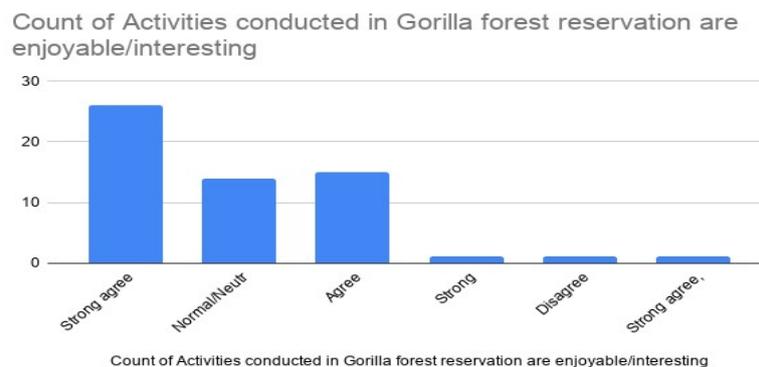


Figure 3: Count of Activities Conducted in Gorilla Forest Reservation

The 1000-square-kilometer forest is in Rwanda's southwest. Tourist attractions Apart from the diverse plant life, the main tourist attraction is This forest has many monkey species. It includes chimpanzees, colobus monkeys, owl-faced monkeys, silver monkeys, and red-tailed monkeys. In addition to the footbridge and Izumo Falls, the forest's diverse bird population also draws bird visitors. The park is in the NW. Virunga volcanoes include Karisimbi, Bisoke, Muhabura, Gahinga, and Sabyinyo. The mountains and the uncommon mountain gorilla are tourist draws. The 3711-meter-high crater lake on Mount Bisoke draws visitors. The naming ceremony for gorillas is a unique tourist attraction. Rwanda's annual gorilla naming ceremony draws local and international visitors. local and global advertising. The government promotes local and international tourists. Paul Kagame gorilla naming ceremony in 2020

4.2 Income contributed from domestic and international tourism revenue

Rwanda's GDP is boosted by tourism. According to EABW NEWS (2019), gorilla trekking revenue in Volcanoes National Park climbed by 25% in 2018 to \$19.2 million. 15,132 Gorilla licenses were sold for the year. Following the 2016 increase in permit costs from \$750 to \$1,500, the board's numbers show an increase in gorilla trekking income in 2017. Before the revenue rise, 22,219 permits brought in \$15 million in 2016. According to the Rwanda Development Board's (RDB) Chief Tourism Officer, the number of foreign visitors to Rwanda climbed by 8% to 1.7 million. Tourist arrivals are predicted to rise from 980,000 in 2008 to over 2 million in 2020, increasing foreign exchange profits by about US\$ 600 million. A growing number of high-end

tourists from the U.S., Australia, China, and Nigeria drove international arrivals, which were predominantly for leisure. The number of American luxury tourists visiting Rwanda has risen 114% year-over-year. Gorilla tourism revenue helps pay for labor and maintenance in Rwanda's protected regions, such as Volcanoes National Park and Akagera National Park. Nyungwe Forest Reserve is another. The international attention around the gorillas and the advent of organized tourism have brought a considerable number of tourists to Rwanda, making tourism the country's third-highest foreign currency earner, after tea and coffee, at roughly \$1 million per year.

Table 2: Foreign exchange and percentage of exports

Year	Spending (\$)	% of Exports
2018	528,000,000.00	25.85
2017	548,000,000.00	27.67
2016	443,000,000.00	28.87
2015	427,000,000.00	29.04
2014	376,000,000.00	28.65
2013	364,000,000.00	28.41
2012	337,000,000.00	30.44
2011	298,000,000.00	31.76
2010	224,000,000.00	32.74

Tourists were interviewed to find out how much they would be willing to pay for a cultural experience. The cultural village was designed, built, and operated by members of the community. Local architectural techniques and materials, such as thatching grass and wood, were used in the building. At the Iby'Iwacu, visitors will try on traditional clothing, practice traditional fire-making techniques, archery, drumming, and dancing, visit a traditional healer, and cook and eat traditional food. The village earns around \$14,000 a year, and members of the group find projects in the area that they can fund (Sabuhoro, 2009).

4.3 Number of tourists who visited the gorilla reservation

Rwanda is keeping International Gorilla Conservation Program, Nairobi, increasing the number of tourism operators in the RDB-TC tourism forum. The country provides a wide variety of experiences, from community-based experiences to high-end experiences for local and foreign tourists. According to the latest Rwanda Development Board results, revenue from gorilla trekking in Volcanoes National Park increased by 25% in 2018 to \$19.2 million from the previous year. The funds came from the selling of 15,132 gorilla licenses over the year. According to the board's figures, there is the price of gorilla permits was raised from \$750 to \$1500 in 2016, resulting in an increase in revenue from gorilla trekking. Before the rise in permit prices, 22,219 permits were sold in 2016, bringing in \$15 million in revenue.

Table 3: Rwandan and Foreign Residence visit to the Gorilla Trekking

Year	Rwanda Residence		Foreign Residence		Foreign Visits		Totals
	number	%	number	%	number	%	
2008	9,790	23	3,142	7	30,151	70	43,083
2009	7,861	20	3,555	9	2,7034	70	38,450
2010	10,263	23	4,253	9	30,791	68	45,307
2011	13,172	23	5,770	10	39,211	67	58,153
2012	14,291	23	5,988	10	41,025	67	61,304
2013	16,646	27	6,737	11	38,405	62	61,788
2014	18,223	27	6,440	9	43,208	64	67,871

From the government the originator of information the data shows the trends of tourists from international and local residences. This shows that people are more attracted to Gorilla tourism in Rwanda and hence makes this industry do better and support the government and society at large.

Table 4: Perception toward the Gorilla trekking tourism

	Percentage
Strong Agree	45.3%
Agree	1.3%
Normal/Neutral	50.7%
Disagree	1.3%
Strong Disagree	2.1%

The perception of tourists towards gorilla trekking tourism was designed to know the tourists' views towards their take when it comes to gorilla safari trekking in Rwanda. The majority of respondents showed that 50% said it was normal, 45% strongly agreed, 1.3% agreed, 1.3% disagreed, and 2.1% strongly disagreed. This can be more clearly explained in the pie chart below, which elaborates more on the question above.

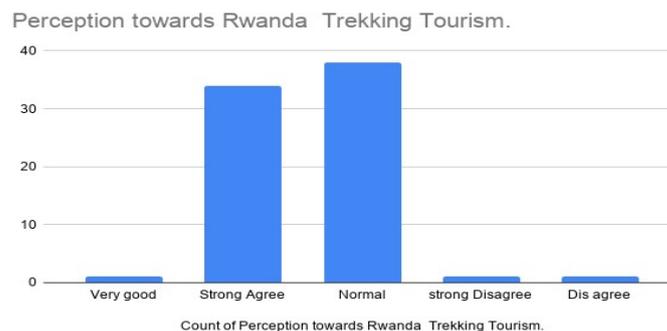


Figure 4: Counts of perception towards Rwanda, Trekking Tourism

Tourism is important to the economy because tourists bring money with them to buy goods and pay for services, bringing foreign currency into the country. With foreign income, a country would be able to buy import goods and services from other countries since they will be paying by using foreign currency National parks offer a variety of job opportunities, such as guides, trackers, and anti-poaching officers. Some private tour operators also offer community-based tourism events such as staying with local families, going on village walks, making banana beer, and even volunteering in local communities.

4.4 Perception and attractiveness of gorilla trekking

International perceptions of Rwanda's tourism have shifted, and the country is now considered one of the safest destinations in the region. The image of gorilla tourism has been developed in tandem with marketing efforts both within and outside the region. On the other hand, gorilla tourism has helped Rwanda. It has always been seen tourism as an instrument to reduce poverty and strengthen people and communities around mountain parks. According to the study, 52% of respondents give the normal answer, indicating that the reservations are not performing well or poorly, while 43.8% strongly agree with the activities and services provided in the Gorilla forest reservation. In other words, the activities are satisfactory. Compared to the highest and second highest scores, it gives the picture that the activities conducted by mountain gorillas are good and tourists like them.

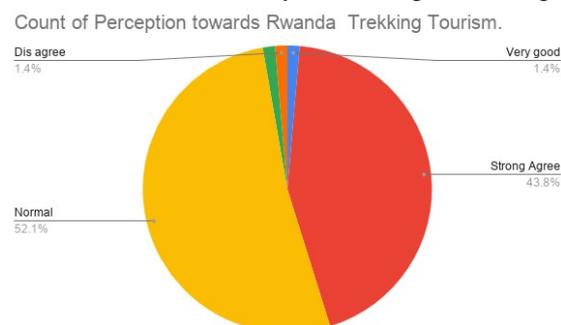


Figure 5: Count of perception towards Rwanda Trekking Tourism

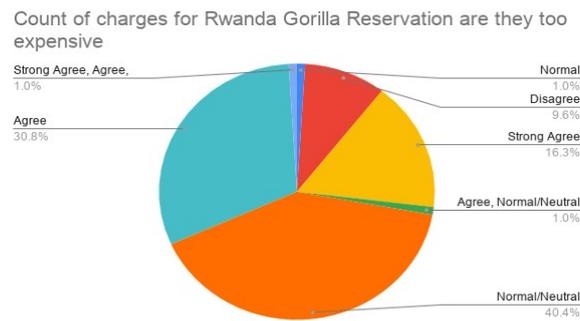


Figure 6: Count of Charges for Rwanda Gorilla Reservation

The growth of gorilla tourism in Rwanda has been attributed to several factors. A prerequisite is the relative ease of acclimating mountain gorillas, which is aided by the temperate climate and a benign habitat. Good gorilla accessibility is an advantage. The gorillas are easier to reach in Rwanda (2 hours from Kigali) due to the country's small size, and the infrastructure, especially roads, is in relatively good condition. Aside from viable tourism properties, which are a required but insufficient condition for the development of the sector tourism sector's success, and infrastructure, Rwanda has demonstrated a strong commitment to promoting the tourism sector; in the face of challenges, many opportunities to diversify the tourism sector and increase its contribution to the economy are emerging Primate tours and birding in the Nyungwe Forest are the most promising diversions for recreational tourists. Tourists would remain longer if they had new experiences, and Rwanda would finally become a stand-alone destination. Lessons gained from gorilla tourism in terms of conservation, on the other hand, should be considered when designing tourist attractions in other national parks. The Sustainable Tourism Planning Master Plan identifies the development concept for Rwanda's Destination Management Areas (the Republic of Rwanda, 2009b). The study was focused on seeing if the charges that are taken in the Gorilla reserves favor the tourists and also if the government is getting something out of it. Charges were considered fair or normal by the majority of respondents (40%) because they were neither too high nor too low. This means that tourists will be more inclined to visit the locations. In this case, the government will be able to collect enough money from the reservation. Rwanda is one of the developing countries in sub-Saharan Africa. Most of the people in the country are flawed, with a low standard of living, and depend on various sectors of the country's economy to get their well-being. Despite all those factors, the government is struggling to make sure the country's economy is stable and, at the same time, provides quality services to its citizens. The tourism sector is an increasingly popular country activity that contributes significantly to economic employment, even though this contribution is difficult to identify and separate due to the massive transformation and rapid development of this beginning. Living near the park gets a large share of tourism revenue to support development projects and develop them economically. However, some factors hinder the development of this sector from growing at the rate that it is expected to. Such a factor can be the infrastructure system. There are some areas where the road network is inadequate to allow cars to pass through. It slows down the movement of cars and discourages even tourists from coming and visiting the country again. Still, the technology is low, plus the network system is especially in the village areas where even the electricity is not yet reached. Moreover, the government is trying to work hard to make sure they put everything in place. To spread electricity in every village, to construct a reliable infrastructure that supports different means of transport within the country.

4.5 Importance of gorilla Forest Reservation Tourists

According to the data collection, 47% of the respondents agreed to the fact that tourism in Rwanda has a positive contribution to the people around the reservation and the country at large while 38% of respondents also strongly agreed on the benefits of the gorilla reservation parks. That data is enough to say that people or citizens are benefiting from the tourism sector. Despite the other tourist attractions like volcanic mountains, National parks, and cultural sites but the gorilla has a vital role in contributing to the sector.

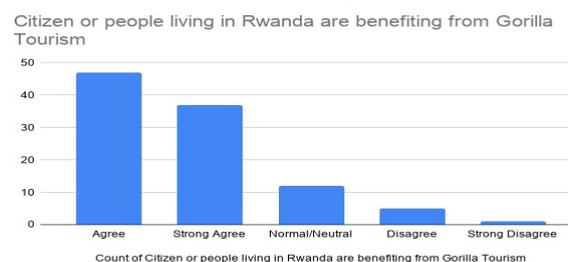


Figure 7: Citizens of Rwanda and their Benefits from Gorilla Tourism

All wild animals, including gorillas, play a significant role in their surroundings. The natural balance of the food chain would be disturbed if these large-scale grazers didn't consume a lot of vegetation. This could harm the area's other wildlife, as well as the people who depend on the ecosystem for food, water, and other resources. Tourist visits that are both socially and environmentally conscious, such as carefully led trips to see gorillas, are included in friendly tourism and may also be a valuable way for locals to profit from living near gorillas. The growth of gorilla tourism in Rwanda has been attributed to a variety of factors. The relative ease of acclimating mountain gorillas, aided by the temperate climate and benign habitat, is a prerequisite. Just one other nation in the world has mountains.

5.0 Conclusion

Rwanda confronts hurdles despite tourism success. Rwandans accept hiking tourism (Figure 3). 35%-38% find tourism usual. Most people may be able to afford tourism. 27% of respondents regarded Gorilla Forest Reserve activities as entertaining (Figure 4). Most people travel because the activities are more fascinating. More people like cheap hiking. Only a few people can afford it. 40.4% of respondents said trekking is cheap (Figure 6). In the past six years, more foreigners than Rwandans visited the Gorilla reserve. 64% of foreign residents in Rwanda visit the reserve, compared to 27% of natives. Few natives knew about tourist spots. Fossey popularized gorilla-watching. The Gorilla Fund was discussed. Gorilla tourism helps Rwandans. 48% of citizens support gorilla tourism. The country's economy and residents benefit from Table 3's high international visitor percentage. People benefit from tourism. Tourism was studied. Domestic tourism offers people and infrastructure, per the gorilla study. All tourists are foreigners, not Rwandans. People may not appreciate biodiversity because of high hotel fees, perverts, a lack of conservation cooperatives, and a lack of conservation awareness. To conserve the park's unique biodiversity, conservation measures and local cooperation are needed. Rwanda's tourism promotes economic growth. Nearly all industry players regard a talent gap as a problem. This scarcity impacts all sectors of tourism, including guides, cooks, hotel service employees, and technologists. Private tourism colleges exist, but hotels and tour operators train their staff in-house or in nearby countries. Locals and Rwandan tourists gave us a tourism update. The inquiry resulted in suggestions for the RDB, the local community, and foreigners. Rwanda must comply. The EAC ranks hotels. This update changes many aspects. Rwanda must adjust hotel prices till they meet international standards. Conservation should involve national parks and local governments. Tourism revenue-sharing should target the disadvantaged to create jobs. This reduces park use. Residents and park administration should repair park damage to avoid disagreements. Local governments should educate residents about park safety and track their actions 24/7 to deter illicit activity that could harm the park. Most Rwandans don't know about gorilla tours, says the survey. The government should raise awareness among people without tourism gorillas. The Rwanda Development Board aids local government and tourism. Gorilla walk knowledge improves infrastructure awareness. Rwanda has few airports but good roads. new airport to attract international, primarily European, carriers. The RDB must develop a community-based tourism plan that promotes gorilla protection. The RDB must develop a community-based tourism plan to promote gorilla protection and tourism ownership. RDB needs a plan for community-based conservation and tourism growth to get gorilla residents involved in tourism. RDB and local stakeholders should study and implement action plans to strengthen local structures. RDB must develop curriculums and environmental education programs to teach about our natural heritage. Residents should easily report gorilla damage to the RDB and the Rwandan government. The RDB and Rwandan government should boost local talent and community involvement. Local governments may pool financial aid, human capital, tourism venture ownership, and marketing visibility. Residents' needs should be involved in tourism planning. Local gorilla communities should be involved in village development. Rwandan companies must promote hiking safaris and product quality. Gorilla trekking fosters Rwandan innovation and business. Foreigners and RDB help anthropologists, economists, lawmakers, liberals, and environmentalists understand rural community dynamics. Foreigners should acquire rural notions, norms, and habits to aid sustainability.

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