A critical-realistic analysis of research design and methodology to an outcome from a contribution of ICT to tourism value chain for pro-poor benefits in Rwanda

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Abstract
This paper is mainly focusing on research design used in data collection during the in the study on a model of contribution of ICT to tourism value chain for pro-poor benefits in Rwanda. Researchers describe sources of information, the research methodology used for the study and the systematic approach used to ensure the accurate data presented in the data findings section of the study conducted in Rwanda to answer the research questions and meet the research objectives. This paper distinguishes difference between two research terminologies, design and methodology, and then proceeds to discuss the advantages, disadvantages and relevance of the methods used in the study. Qualitative, quantitative and mixed methods are explained to provide a comprehensive understanding of the research topic. The combined methods ensured increased accuracy of research results.

The qualitative component of the research used the interview guide technique to investigate the contribution of ICT to the tourism value chain for pro-poor benefits in Rwanda. Interviews were conducted within the five provinces of Rwanda, and were unstructured in nature, using prepared guides as a compass to gain an understanding from provincial leaders in decision-making positions. In addition, the unstructured method of interviewing allowed for unique and spontaneous comments from interviewees, which comments were noted and analysed to form themes.

The quantitative component employed the survey questionnaire technique to determine the number of people accessing and using ICT facilities, and the frequency of usage. This allowed as many respondents as possible to be reached, principally those who could not be interviewed during the data collection period. The questionnaire used semi-structured questions, which was appropriate because, apart from obtaining fixed responses, the researcher was interested in the opinions of the participants who were not necessarily small business owners. The survey data obtained were analysed using the Statistical Packages for Social Sciences (SPSS 22 & 23). This paper also highlights the differences between secondary and primary data as a form of data collection. Ultimately and importantly, researchers used mapping methodology of both ICT and tourism sector in order to determine the participants in the study.