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## A model for the contribution of ICT to the tourism value chain for pro-poor benefits in Rwanda

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### Keywords

Contribution, ICT, Model, Pro-poor benefits, Tourism, TVC,

### Abstract

*The ICT sector is perceived worldwide as a transformative and enabling tool to other economic activities to better citizens' lives. In Rwanda, ICT integration in economic sector-activities, such as tourism, with an adoption of the value chain approach for prop-poor benefits, is sought to be an answer to a number of socio-economic challenges including unemployment, customer care services, and poor information knowledge. In Rwanda, ICT is considered as a business in itself and enabling tool to better inter-economic and cross cutting activities to a growing economy. Despite mixed results from recent studies, such as Foster and Graham (2014), ICT for tourism would be an enabling tool for national and regional development if priority focuses on ICT and tourism quality infrastructures are adhered to. It is important to indicate that there is a shortage of research literature on the evolving nature of ICT on the tourism sector in Rwanda, where it is believed to yield many off-farm jobs besides solely agrarian activities. This study was conducted on large scale in order to facilitate the generalisation of the results; 720 tourism stakeholder surveys, 10 interviews with officials, and ten focus group discussions were used to garner both quantitative and qualitative data. The mixed approach was used to minimise possible research bias and maximise the accuracy of the findings. This article presents the findings in the surveys of the five provinces of Rwanda as an empirical survey, but it is reasonable to assume that the research results could be transferable to similar eastern African countries within a similar context to Rwanda. From both primary and secondary data results, the researchers believe that the proposed model entitled "ICT for a tourism village model" could solve the real problems of real people in Rwanda. The proposed model is presented in diagrammatic form supplemented by narrative of the key components where the researchers used the findings as evidence for the need of ICT for a tourism village for community benefits. In addition to that, literature and personal paradigms are used to discuss appropriately how the proposed model works with ICT and tourism stakeholders, participants, communities and governments. The study considered other theories and examples of models related to the study topic.*

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