COMMUNICATION TECHNOLOGIES AND TOURISM DEVELOPMENT IN AND
AROUND NYUNGWE NATIONAL PARK, RWANDA

BY

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ABSTRACT

The study aimed at exploring the effect of communication technologies on tourism development in Nyungwe National park, Rwanda. The study was guided by three objectives namely; to identify the various communication technologies facilities that harness tourism around Nyungwe National park; to establish the ways in which communication technologies had led to tourism development of Nyungwe National park, Rwanda and to suggest possible intervention measures for effective communication technologies for sustainable tourism development in Nyungwe National park in Rwanda.

The study was both qualitative and quantitative in nature. The researcher used the questionnaire, interview guides and observation checklists to collect primary data from the field. Both simple random and purposive sampling techniques were used to select 50 respondents for the study. Data was analyzes using excel, a Microsoft based computer statistical package.

The study results indicated that 98% the highest number of respondents were aware of the various communication technologies used in the development of tourism in the study area. The study findings also revealed that 22% the highest number of respondents were using Facebook to market and promote their tourism products.

Basing on the study results, it was concluded that majority of the respondents 98% were aware of the various communication technologies used in the development of tourism in the study area and that the majority 94% of respondents noted that the available communication technologies had contributed towards the development of tourism in the study area. The study findings further concluded that the majority of the respondents 98% noted that there were challenges that faced available communication technologies in the development of tourism in the study area such as limited personnel and poor networking in the study area among others.

The study recommended that tourism industries in developing countries especially Rwanda should hook up to the current trends in information communication technology and subsequently endvour to keep up with relevant developments in information and communication technology.