

Investigating the Challenges of Promoting Dark Tourism in Rwanda



Bachelor Thesis from the year 2012 in the subject Tourism, grade: -, , course: Travel and Tourism Management, language: English, abstract: The study sought to assess the challenges of promoting dark tourism in Rwanda. The study was guided by three objectives: To find out the dark tourism products in Rwanda; to investigate the challenges of promoting dark tourism in Rwanda and to establish measures that could be adopted to promote dark tourism in Rwanda. To achieve the set objectives, the study used a sample of 43 respondents randomly selected from staff of Rwanda Development Board (RDB), museum/memorial site managers and tour operators. Data was collected by use of questionnaire instrument and summarized in tables and graphs following the objectives of the study and frequencies and percentages were calculated based on the data available. The findings indicated that there are various dark tourism products in Rwanda which included Kigali memorial center, Bisesero, Gatwaro Stadium and Gitesi memorial site. Less effective information dissemination, High cost charged to tourists and Lack of skilled staff are the challenges affecting the promotion of dark tourism. Measures that could be adopted to promote dark tourism in Rwanda are Improving marketing strategies, Training of staff and service providers and improving the variety and accessibility of dark tourism attractions. The study concluded by noting that Identifying the successful practices in management, branding, marketing, and pricing strategies of dark tourism attractions around the world can aid in applying these ideas towards improving the dark tourism industry in Rwanda. The study recommended that since we are living in a global world, using the mass media advertisements, specifically TV, Newspapers or other tourism information brochures is significantly important in

attracting more dark tourists.

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1.4.1 Objectives of the study a) To find out the dark tourism products in Rwanda. b) To investigate the challenges of promoting dark tourism in Rwanda. c) To

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