

THE CONTRIBUTION OF TOUR COMPANIES TOWARDS THE DEVELOPMENT OF THE  
TOURISM INDUSTRY IN RWANDA: A CASE STUDY OF PRIMATE SAFARI TOUR  
COMPANY

BY

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## **ABSTRACT**

The study was carried out on the contribution of tour companies towards the development of the tourism industry in Rwanda with a case of primate safari Tour Company. The objectives of the study were; to find out the contribution of tour companies towards the development of the tourism industry in Rwanda; to establish the challenges faced by tour companies in the development of the tourism industry in Rwanda; and establish the strategies to address the challenges faced by tour companies in the development of the tourism industry in Rwanda

The research was conducted as a quantitative and qualitative case study. In depth structured and unstructured questionnaire and interview guide were employed the contribution of tour companies towards the development of the tourism industry in Rwanda with a case study of promote safari tour company.

The findings revealed that tour companies had towards the development of the tourism industry in Rwanda. This revealed by respondents who were contacted for information regarding the topic. Respondents revealed that tourism had contributed to employment opportunities, income and promoted the development of infrastructure in the area of jurisdiction

It was recommended that political stability throughout the country as to encourage more tourist visiting the country. Develop strategies and policies that are aimed at developing tourism industry in Rwanda and encourage more tourists in the country. Diversify tourism industry and reduce over reliance on gorilla tourism by introducing and discovering more tourist attractions like birding and canoeing.