

**ATLAS Africa conference 2013**  
**African Tourism in Global Society: Central or Peripheral?**  
**Kigali, Rwanda**  
**3-5 June, 2013**



**PROGRAMME**

**V 6**

**Sunday, June 2nd 2013**

17.00 - 19.00 Welcome drinks and registration: **Lemigo Hotel**

**Monday, June 3rd 2013**

- 8.00 Arrival and registration of participants *At KIST-Muhabura Building - Conference Hall*
- 9.00 Arrival of guest of honor
- 9.05 National Anthem
- 9.15 Welcoming remarks and introduction of guests by the Rector
- 9.30 Remarks by the Director of MDF training and consultancy, chair of Nuffic project at RTUC
- 9.35 Remarks by the Chair of ATLAS
- 9.40 Remarks by the Minister of Education
- 9.50 Official opening by the guest of honor
- 10.10 **Keynote presentation 1: Ms. Rica Rwigamba**  
Rwanda Development Board, Tourism and conservation  
*Title*
- 10.25 Questions and Comments to keynote speaker
- 10.40 Coffee & tea break

11.10

**Workshop session 1**

	Session 1A	Session 1B	Session 1C	Session 1D	Session 1E
	<b>Tourism, conservation and development</b>	<b>Tourism and human resource development</b>	<b>Tourism and cultural change</b>	<b>Sustainable tourism</b>	<b>Tourism and technology</b>
<i>Chair:</i>	<i>Kenneth Backman</i>	<i>Chris Boonzaaier</i>	<i>Alon Gelbman</i>	<i>Øystein Jensen</i>	
11.10	Esther Kagure Munyiri	Emmy Tushabe	Kevin Hannam	Jockey Baker Nyakaana, Francis Mugizi, J. Obua, Ddumba Sentamu	Enemuo Ogechi Blessing, C. Iredia
	Climate change and tourism in developing countries	Topic employee incentives and employee motivation in tourism business in Rwanda. Case study of primate safaris	Theorising African Tourism Mobilities Beyond the Global/Local Nexus	The efficacy of ecotourism as a tool for community empowerment and environmental conservation in Uganda	Repositioning the hospitality industry in Etsako for profit maximization through ICT
11.40	Benedict Angore, J. Mbitha, Jospat Belsoy, Thomas Bor, James Kamwea	John Thomas Mgonja, Agnes Sirima	Susan Matiku, Damiannah Kieti, Tabitha Mugo	Karel Werdler	Nshutirabana Ildephonse, Wayne Pease
	Roles of hospitality management on environmental sustainability within Mombasa – Kenya	Cultural Community Based Tourism in Tanzania: Lessons learned and a way forward	Is lweto a solution for barrenness - Woman to woman marriages (lweto) among the Kamba Community in Kyanzasu Village in Machakos County	Birdwatching Rwanda as an option for future tourism propositions	An overview of Information Technology in the Tourism Industry
12.10	Steven Mangwa	Enock Nyaboga, Josephine Gatsinzi, Lear Maringa	Øystein Jenssen, Åsa Grahm	Francis Wanyera	
	An analysis of the contribution of former poachers in conservation and tourism development in volcanoes national park	Constraints facing women's career advancement in hospitality industry in Rwanda. Case study: Three and four star hotels in Kigali	The impact of profound encounters with local communities on tourists long-term experiences	Analysing the effects of land-use practices on ecosystems for sustainable eco-tourism in Rwanda. A case of Volcanoes National Park	

12.40

Lunch

14.00

**Workshop session 2**

	Session 2A	Session 2B	Session 2C	Session 2D	Session 2E
	<b>Tourism, conservation and development</b>	<b>Tourism, conservation and development</b>	<b>Tourism and economic development</b>	<b>Entrepreneurship in international tourism</b>	<b>Tourist perspective</b>
<i>Chair:</i>	<i>Sheila Backman</i>	<i>Chris Bakuneeta</i>	<i>Bernard Kitheka</i>	<i>Carl Cater</i>	<i>Emmy Tushabe</i>
14.00	Helen Mondoh, Lusweti Sellar, Mbogo Patricia, Umi Kugula	Rosalie van Deursen Wendy Raaphorst	Carmen Nibigira, Marina Novelli	Samson Omuudu Otengei	Jacqueline Korir, James Kamwea, Joseph Musyoki, Ruth Nyambeki
	Ecological footprinting of tourist hotels along the Kenyan coast	Proud to be Dogon: An Exploration of Cultural Heritage Management in Dogon Country in Mali and Its Development Potential as a Sustainable Cultural Tourism Destination	Burundi On the Brink - Tourism and Development in a Situation of Fragility	Internationalization of African Ethnic Restaurants. The Mediating Role of Restaurant Identity	Effects of environmental noise on customer satisfaction in selected hotels within Eldoret town
14.30	Alon Gelbman	Bonface Kihima Odiara	Bright Adiyia, Wilber Ahebwa, Dominique Vanneste, Anton van Rompaey	Julius Warren Kule	Jesaya Nakanyala, Mary-Ellen Kimaro, Selma Lendelvo
	The Tourism and Peace Debate and Trans Border Peace Parks	Reconstruction of the Kenyan coast tourism image through culture and heritage	Spatial analysis of direct impacts of tourism development in western Uganda (Kibale National Park)	Entrepreneurship in international tourism	Tourists Visitation Profile and Level of Satisfaction in Etosha National Park, Namibia
15.00	Monkgogi Lenao	Susan Matiku, Damiannah Kieti, Loice Maru	Susan Snyman	Tirong Arap Tanui, Rita Wairimu Nthiga, Thomas Bor, Rose Burugu	Zembele wa Ololo Tembue
	Community Based Tourism Development in Botswana: Role of the "Policy Complex" and Implications.	Management of cultural heritage as a tourism resource for achievement of MDGs in Kenya	The impact of ecotourism employment on rural household income and social welfare in six southern African countries	An Investigation of Business Management knowledge among local micro and small-scale entrepreneurs in the tourism industry in the Baringo County, Kenya.	Service provision in Rwanda, a cultural perspective

15.30

Coffee &amp; tea break

16.00

**Workshop session 3**

	Session 3A	Session 3B	Session 3C	Session 3D	Session 3E
	<b>Tourism, conservation and development</b>	<b>Tourism, conservation and development</b>	<b>Tourism and politics</b>	<b>Tourism and economic development</b>	<b>Tourism and human resource development</b>
Chair	<i>Helen Omondi Mondoh</i>	<i>Brent Lovelock</i>	<i>Karin Bras</i>	<i>Karel Werdler</i>	<i>Marina Novelli</i>
16.00	Ian Munanura	John T. Mgonja	Britt Jennes, Bright Adiyia, Dominique Vanneste	Kabera Callixte	Geoffrey Koome, Phaustine Oketch, Frimar Kiama
	Examining a Targeting approach to Collaboration in Tourism using the case of Mountain Gorilla Tourism in Rwanda: A Complexity and Network Analysis theories Approach.	Participation in tourism development decision making process: a case of community conservation services in Tanzania	International tourism stakeholders and their involvement in local ecotourism in Western Uganda	Domestic tourism strategies and its implications on Rwandan economy. A case study of National parks.	Perceptions of employees towards working in the hospitality industry in Kenya: A case of selected resorts in Kisumu city
16.30	Bakuneeta Chris, Ezuma Pontius	Christine Ampumuza, Wilber Ahebwa	Adetola Omitola, Bolaji Omitola	Bakuneeta Chris	Carmen Nibigira
	Gorilla tourism in Uganda and Rwanda: are the mountain gorillas benefitting?	A critical review of the conservation-livelihood conflict around Bwindi-Mgahinga conservation area, South Western Uganda	Tourism and the Challenges of an Emerging Democracy and a Peripheral Nation: The Nigerian Example	Tourism and protected areas in Africa	Human Resource Development (HRD) – A Pillar for Tourism Development
17.00	Donna J. Sheppard	René van der Duim, Machiel Lamers, Jakomijn van Wijk	Innocent Gahigana	Beatrice Ohutso Imbaya, Bob Wishitemi, Sitati Noah Wasilwa	Benson Ochieng Abuto
	Producing future generations of ecotourism staff at a community conservation initiative in Ghana, West Africa	Tourism conservation enterprises in Eastern Africa: the case of Kojia and Ol Lentille	Government policies and private investment in tourism in Rwanda	Tourists' expenditure on the products of indigenous tourism-related enterprises in Samburu county, Kenya	An assessment of different perspective on training and development on employee performance in the hospitality industry: a case study of Kigali based classified hotels

Evening

Cultural event at WDA Hospitality academy including dinner

**Tuesday, June 4th 2013**

9.30 Arrival and registration of participants

**At KIST-Muhabura Building - Conference Hall**

9.00 **Workshop session 4**

	Session 4A	Session 4B	Session 4C	Session 4D	Session 4E
	<b>Tourism, conservation and development</b>	<b>Tourism and economic development</b>	<b>Sustainable tourism</b>	<b>Tourism and cultural change</b>	<b>Tourism and economic development</b>
<i>Chair:</i>	<i>Karin Bras</i>	<i>Damianah Kieti</i>	<i>Wilber Ahebwa</i>	<i>Dorothea Meyer</i>	
9.00	John Nyaga Njoka	Sheena Carlisle	Christine Ampumuza, Frank Akampa, Lonard Arinaitwe	Salaton Tome, Simon Seno	Kariuki Albert Chege, Keneth Munwnw
	Status Of Environmental Education And Its Role In Sustainable Tourism Development In Rwanda	Breaking through technological barriers for tourism micro enterprises: A role for universities and the Triple Helix model	Evaluating human capital and sustainable tourism development in the Kigezi region, South Western Uganda	An assessment of the cultural and environmental implications of cultural manyattas in Kenya's Amboseli region	Coconut tree farming and pro-poor tourism development along Kenyan coast
9.30	Jacqueline Kariithi	Rose Burugu, Tabitha Mugo, Lydia Akunja	Ondabu Kiage	Aggie Weighill, Aaron Osei Agyeman, Brianne Labute, Ashley Coulter	Danford Sanga
	Developing responsible nature-based tourism in the mount Elgon region of Kenya: An integrated planning approach	Influences of the 'Brand Kenya Initiative' on Hospitality Economic Growth	The effects of tourism on the livelihoods and natural resource management in the Olkiramantian group ranch, Kenya	Perceptions and Barriers: A gendered exploration of tourism and daily life in a Northern Ghana community	The contribution of local government authorities in Tourism development: A case of Kigoma region in Tanzania
10.00	Kanako Tanaka, Bakuneeta Chris		Tabitha Mugo, Rene van der Duim, Ingrid Visseren-Hamakers	Hellen Ipara	
	Comparison of Ecotourism in Uganda and Japan: Opportunities and Challenges		Natural resource management and community development at the Amboseli ecosystem, Kenya: A landscape governance approach	Promoting heritage tourism through religious pilgrimages	

10.30 Coffee & tea break

11.00

**Workshop session 5**

	Session 5A	Session 5B	Session 5C	Session 5D	Session 5E
	<b>Tourism, conservation and development</b>	<b>Tourism and cultural change</b>	<b>Tourism and economic development</b>	<b>Entrepreneurship in international tourism</b>	<b>Tourism, conservation and development</b>
Chair:	<i>Richard Sharpley</i>	<i>Kevin Hanam</i>	<i>Moses Okello</i>	<i>Sheena Carlisle</i>	
11.00	Carl Cater	Nelly Maliva Bisanda	Moriaso Nabaala, Salaton Tome	Jacqueline Korir, James Kamwea, Moses Muraya, Banice Gikonyo	Enemuo Ogechi Blessing, Barra Temple
	Mediating the Wildlife Tourism Experience	Women Engagements in Tourism and (Re)constructing Gender Roles in Zanzibar	An assessment of tourism and local communities livelihood interactions in the Amboseli ecosystem, Kenya	Determinants of investment in condominium hotels: A case study of Great Rift Valley lodge in Kenya	The role of service quality in the promotion of tourism development in Obudu Mountain Resort
11.30	Josephine Gatsinzi, Emmanuel Nsabimana	Donna J. Sheppard	Jockey Baker Nyakaana	Jacob N. Mahina, Roselyne Okech, Enno Masurel	Francis Mugizi, Joseph Obua, Michael Campbell, Jim Ayorekire
	An Assessment of Tourism Linkage to Local Communities around Akagera National Park: A Case of Rwinkwavu and Karangazi sectors	Balancing traditional cultural practices with natural resource management at a community protected area in Ghana, West Africa.	Tourismification and Integration of Buganda's Culture in Community Socio-Economic Activities for Poverty Reduction and Sustainable Tourism Development in Uganda	The role of social networking in promoting SMEs growth in Sub-Saharan Countries. Case study of Rwanda	Tourism contribution to the economic development of the Murchison Falls Conservation Area bioregion, Uganda
12.00	Felix Bello	Gareth Butler	Florah Kakiya, Judy Kibe, Isabella Mapelu	Paulinus Ngoka	Kariuki Albert Chege
	A Critical Look at Public and Not for Profit Organisation Partnership in Protected Area Management in Malawi: Can Tourism Development Really Support Conservation?	Observing the Social and Economic Barriers to Visiting South African National Parks: A Study of Residents from Soweto	Impacts of proliferation of accommodation facilities at Masai Mara national reserve in Kenya	Tourism visitation of Yankari and cross river national parks by local and foreign statuses - implications for development of international tourism in Nigeria	Collaboration and partnerships and Protected Areas Management - Can community Based Ecotourism Bridge the Gap?

12.30

Lunch

14.00

City tour

## Wednesday, June 5th 2013

8.30 Arrival and registration of participants

**At KIST-Muhabura Building - Conference Hall**

9.00 **Keynote presentation 2: Richard Sharpley**

University of Central Lancashire. School of Sport, Tourism and The Outdoors

*Community-based tourism: A community capitals perspective*

10.00 **Workshop session 6**

	Session 6A	Session 6B	Session 6C	Session 6D	Session 6E
	<b>Tourism, conservation and development</b>	<b>Tourism and politics</b>	<b>Conceptualizing an Alternative Model for Volunteer Travel in Africa</b>	<b>Tourism and economic development</b>	<b>Tourism and politics, tourism policies</b>
<i>Chair:</i>	<i>Rene van der Duim</i>	<i>Wilber Ahebwa</i>	<i>Karel Werdler</i>	<i>Chris Boonzaaier</i>	
10.00	Rita Wairimu Nthiga, Rene Van der Duim, Ingrid J. Visseren-Hamakers, Machiel Lamers	Richard Wyllie, Chris Boonzaaier, Karen Harris	Cody Morris Paris	Bernard Kitheka	Khamis Mwinyimbegu
	Institutional arrangements for governance of tourism-conservation partnerships: Case of the Kojia Conservation Trust (KCT), Kenya	Politics and Practicalities of Cross-Border Tourism in Southern Africa	Fair Trade Learning: Conceptualizing an Alternative Model for Volunteer Travel in Africa	Valuing play in developing countries: An advocacy for functionally safe urban parks and open spaces	Tourism policy and participation of local communities: A Case Study of Coastal Communities in Mkuranga District in Tanzania
10.30	Benson Ochieng Abuto	Sentongo Anderson Booker	Aggie Weighill	Valens Rudakubana	Lawal Mohammed Marafa
	Food waste as threat to food security in Rwanda	Image Building of a Tourism Destination	The Ghana Research & Study Tour: A Case study of the benefits and costs to hosts and guests.	Valens Model to develop tourism in Rwanda and earn the Global market in tourism using our culture	Tourism, Leisure and the MDGs: the relevance to Africa's Development and lessons from Asia

11.00 Coffee & tea break

11.30

**Workshop session 7**

	Session 7A	Session 7B	Session 7C	Session 7E	
	<b>Tourism, conservation and development</b>	<b>Tourism and economic development</b>	<b>Tourism and human resource development</b>	<b>Tourism and technology</b>	<b>ATLAS Africa board meeting</b>
<i>Chair:</i>	<i>Edwin Sabuhoro</i>	<i>Emmy Twagrirummukiza</i>	<i>Ellady Muyambi</i>	<i>Salaton Tome</i>	
11.30	Wendy Rop	Lisbon Simeon Ketshabile	Joshua Ngacha Weru	Rose Burugu, Rita Nthiga, Thomas Bor	
	Geo-tourism and geo-conservation: a focus on recreation activities at the hell's gate National Park, Kenya	The relationship between tourism as an economic diversification option and high prevalence of hiv/aids in Southern Africa	An assessment of customer relationship management and its effect on customer retention in Rwanda: Evidence from classified hotels in Kigali	Advancing Hotel Website linkage as a Potential Technological Tool for Unlocking Destination Attraction in Kenya	
12.00	Eliza Buyeke Ogucha, Stella Omari, Frimar Kiama, John Akama, Polycary Oluoch	Emily Kerubo Masaki	Benedict Angore, Mbitha, Josphat Belsoy, Thomas Bor, James Kamwea	Olivier Kanyabikali, Andy Bytheway	
	Influence of services offered by homestay facilities on tourist satisfaction in tourism western circuit, Kenya	Assessing the challenges in promoting domestic tourism. A case study of Rwanda	Emerging issues in hospitality industry and their significance in 21st century, the Kenyan perspective. Survey study of hospitality establishments in north coast, Mombasa - Kenya	Perceived benefits and barriers to the use of world wide web marketing among Rwandan hotels	
12.30	<i>Macharia Victor</i>	Brent Lovelock, Karthick Anbalagan	Russ Marion, James Simiren Ole Nampushi	Isabella Cheloti-Mapelu, M. Zakayo Mapelu, Judy Kamau Kibe	
	Lending rates among financial institutions and performance of tour operators in Rwanda	The potential for coffee tourism development in Rwanda - not black or white	A Collective Model of Leadership for Creativity and Growth in Kenyan Tourism	Adoption of Information Technology Key to Tourist Decision making Process: A Case of Research done at the Kenyan Coast.	

13.00

Lunch



14.30

**Workshop session 8**

	Session 8A	Session 8B	Session 8C	Session 8D	Session 8E
	<b>Tourism, conservation and development</b>	<b>Tourism, conservation and development</b>	<b>Tourism and human resource development</b>	<b>Tourism and cultural change</b>	<b>Tourism and human resource development</b>
Chair:	<i>Valens Rudakubana</i>	<i>Alphonse Mwanbura Tokali</i>	<i>Bonface Kihima Odiara</i>	<i>Rose Burugu</i>	
14.30	Ellady Muyambi, Robert Baganda Tumwesigye, Paul Twebaze	Rita Schulz	Isiya Salihu Shinkafi	Chris Boonzaaier	Terrence Wendell Brathwaite
	Human Wildlife Conflict around some Protected Areas (PAs) in Uganda	The contribution of wildlife-based tourism to community development: A case study of communities adjacent to Samburu National Reserve, Kenya	Infection control as a marketing tool in the hospitality and tourism industry	The significance of cultural villages in the conservation of heritage	An Anthropomaximological Approach To Human Resource Development in Africana Tourism: A Problematic of Knowledge, Attitudes, Skills & Habits (KASH)
15.00	Francis John Wanyera	Wilber Ahebwa, John Paul Aporu	Alphonse Mwambura Tokali	Edwin Sabuhoro	
	Climate variability and its influence on ecosystem characteristics. A case of Bwindi and Volcanoes national Parks	Bridging Cultural Conservation and Community Livelihoods through Tourism: Investigating the Six Cultural Sites on the Kabaka Heritage Trail in Uganda	Human Resource Development: A Focus on Training Needs for the Kenya's Tourism Industry	Community Based Tourism Development and Private Sector Partnership in Rwanda: A case of Iby'Iwacu Cultural Village	
15.30	Amos Ochieng	John Nyaga Njoka	Francis Kabii	John Philemon, Dev Jani	
	The re-introduction of sport hunting in Uganda: A discourse analysis	Avitourism potential in promoting conservation of unprotected areas in Rwanda. Case study of Bugesera District.	Interpreting East African Heritage: Mismatch between Tour Guide Skills and Expected Performance	Exploring Festival attendee Motives and Perception towards Sustainable Tourism	

16.00

Coffee &amp; tea break

16.30

**Keynote presentation 3: Moses Okello**

Senior Director &amp; Professor. SFS Centre for Wildlife Management Studies, Kenya

*Maximizing on the wildlife conservation – Ecotourism interface returns for economic development in Eastern Africa*

17.30

Closing Session