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# East African Regional Integration and Tourism Development in Rwanda: A Case of Rwanda Development Board

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## Abstract

The scrutiny that regional integration plays a pertinent role in promoting tourism formed the justification of conducting the current study. The objective of this paper was to establish the relationship between regional integration and tourism development. A correlational research design was applied. The target population was 432 from whom a sample of 208 was chosen using purposive and snowball sampling techniques. Structured questionnaire and interview guide were used as data collection tools. Statistical Package for Social Sciences (SPSS) version 21.0 was adopted for Data management. The findings revealed an average mean of 4.20 based on effective implementation of regional integration strategies promotion of tourism development in Rwanda like having effective harmonization of policies, single tourist Visa and tourism collective attractiveness. The findings also showed that all in these facilitated the government of Rwanda to get an increased number of visits arrivals that varied from 987,000 in 2015 to 1,700,000 in 2019, number of overnights spent, accommodation capacities and increased tourism revenue that varied from 427million US Dollars in 2015 to 800 million US Dollars in 2019. On the other, the findings established that there is a statistical significance relationship between regional integration and tourism development where harmonization government policies and single tourist visa indicated to be highly correlated as presented by Pearson coefficient of correlation ( $r = .861$  and  $p\text{-value} = .005$ ). The results showed the R Square of .856 which means that tourism can be affected by regional integration by 85.6% and the remaining 14.4% can be explained by other factors. This paper recommended that all partners should cooperate, actively participate in the venture in equal measure and ensure their commitment to common goals.

**Keywords:** *Regional integration, Tourism and Tourism development.*

## **1.1 INTRODUCTION**

Across the world like United States of America, United Kingdom, Australia, Sweden, Switzerland and Japan had attained advanced level tourism development but in African the level of progress in decline in term of economic growth despite the existence of various economic reform that has been undertaken within the whole continent (Mehta,2010). Therefore, assumptions and strategies or programs which define development in the context of organization of economic cooperation and development member states and developed ones adopt into Africa scholars had requested the aforementioned problems along time in the past and from that time, the hidden problem of development is still impeding the continent without finding any solution (Mehta,2010).

Tourism refers to traveling for pleasure (Mwai, 2014). The business intends to provide tours and services to tourists and a tourist as one who travels. Tourism has been evolved globally, is progressively extending and is taken into account as a room for progress and advancement for different countries all over the world (Manani, 2010). This implies that the tourism sector is seen as a fast-developing sector worldwide. However, the tourism sector recognized improvement and the increase in terms of competition. To withstand at the current competitive market in the tourism sector, there is a need to improve and facilitate tourist sites to gain a competitive advantage.

In Africa, Alemayegu and Kibert (2011) revealed that the role of regional economic integration but did not take into consideration tourism development. Nevertheless, the present study assessed how regional integration is helpful to find solution to issues impeding African tourism development. The study demonstrated the effects of regional integration on partner states of finding solutions to the internal marketplace and affordability of profits that stimulated production and supported the diversification of produce and exportation (Butler, 2010). In many countries taking into consideration, the European Union for instance of successful regional integration, Africa necessitate taking care and choose what domain for developing before others owing to the discrepancies in certain conditions. In Rwanda, tourism was identified as a priority sector to attain economic development objectives as encapsulated in the vision 2020. With the adoption of previous tourism policies, Rwanda was capable to attain remarkable development in developing and administering its tourism sector as indicated by Rwanda Development Board (RDB, 2019). The tourism sector's performance has developed over the past decade as established by African Development Bank (ADB, 2013). In 2008, the number of foreign visitors attained just one million from about 826,000 in 2007, an augmentation of 30%. Statistics show that tourism income remarkably enhanced between 2007 and 2008, from \$ 138 million to \$ 209 million.

## **1.2 Problem Statement**

This paper argues that regional integration is more likely to play an important role to the development of tourism sector. In this regard, regional integration is pertinent in promoting tourism (Opolot, 2010). A set of regional revenue differences, discrepancies, unequal or unrestrained national strategies regulating financial and economic ties exclusively impeded the performance in East African Community. Nowadays, some empirical studies including those of Opolot (2010) that afford some critical information on issues of tourism development for East Africa countries. Are east African countries ameliorating their tourism? The aforementioned research questions demonstrate what and how the present research seeks to examine and support to make theoretical and empirical framework more explicit.

Therefore, most of researches integrating tourism continue to be neglected in academic and scientist researches (Islam, 2011). It is the researcher's assumption that regional integration should be a field for policy support and an appropriate strategy for developing and less developed countries with the aim of attaining the contribution of tourism in socio-economic development. In this regards, Rwanda Development Board started providing incentives to support people project in tourist sites in order to make more beneficial from regional integration. There is now broad consensus that regional integration should stimulate tourism development.

### **1.3 Objective of the Paper**

The objective of this paper was to establish the relationship between regional integration and tourism development in Rwanda.

## **2.1 LITERATURE REVIEW**

### **2.1.1 Regional integration**

Regional integration is performing where when a partner states are stimulating development and macroeconomic indicators. Studies conducted on factors of evolution and the way by which business in the region by integrating policies stimulate tourism development (Kimenyi & Kibe, 2015). For making development within the community most of decision were adopted for strengthening interaction and cooperation in order to have common currency and finance related associated and obviously reestablish the EAC monetary Union with one regional currency and regional bank (Mwakio, 2013).

The term refers to the procedures and a systematic and logical set of steps for business, movement of persons, finance and currency. Therefore, development of many sectors has been affected by regional integration. These includes tourism and hospitality sector (Ramah, 2013).

### **2.1.2 Preferential Trading Arrangements (PTA)**

Unlike Segupta (2011), the first in economic integration is a preferential trade agreement even though it is limited in its scope. A PTA is defined to as the lowest degree or form of regional economic integration. Timothy (2010) define a PTA as an agreement in which members adopt lower tariffs to imports generated by other members than imports produced non other members. This specified that the participants in a preferential trading agreement lessening decrease barriers for conducting business among member states, while maintaining greater degree of barriers on goods introduced from external partner states (Segupta, 2011). The limitations of PTAs are one side, in that one of group of members decreases their restrictions on import from other countries and another member may not reciprocate.

### **2.1.3 Custom union (CU)**

In general a custom union put together all elements of free trade area and regulation protecting the freedom of movements of peoples and goods among partner countries, meanwhile it safeguard marketplace in the community from competitiveness of non-member countries (Alemayegu & Kibert, 2011).

Custom union is able to prevent the introduction of taxes between members that can possess impact of improving taxes to the high degree during the sign of a treaty establishing custom



union. The custom union stipulates the reduction of tariffs step by step in determined time frame (Ajulu, 2010).

According to Chheang (2013), the ultimate objective of custom union was to allocate revenue in order to accelerate the amelioration of business and transaction activities all over the world. Moreover, in reality, establishing custom union is to create a maximum barriers to business internally by adhering international market, a member states may undertake more activities to world cooperation among member states.

#### **2.1.4 Common market**

The common market refers to the ultimate phase of regional international expansion out of the reduction of trade restrictions to the movement of other determinants of production (Yeyati *et al.*, 2013). The stage refers to the group of countries that trade with each other and allows: free movement of products and services, the establishment of common external trade barriers against nonmembers and free movement of determination of productivity from corner to corner of regional integration area of influence (WTO, 2012). The common market refers to the combination of common marketplace coined with elements that stimulate various produces in the region marketplace. The common market specified that partner countries would fortify economic cooperation, synchronization and bringing together all regulations and legal framework governing trades in the region (Moisé & Sorescu, 2013)

There a tendency of removing taxes and trade barriers and non-trade barriers taking into consideration where goods and services are emanating from. Additionally, join external taxes are established to regulate nonmember countries of the regional economic organization (Hoekman, 2014).

Common market is an appropriate and crucial element of African economic and tourism development. This is due to the ability to acquire autonomy from other region of the world especially, northern hemisphere and this would encourage the spirit of trading among African countries (Kotabe & Helsen, 2010).

#### **2.1.5 Economic union**

The economic union as explained by Ahmed (2011) if is specified as a common market where domestic economic regulations and strategies are coherent and synchronized for the purpose of eliminating discrepancies and differences that is found in those regulations. According to Behrens and Robert (2009) common market relates to strategies and economic interventions by them financial, taxation, social and counter clinical were consolidated to have a regional power established to manage them and where adopted strategies have a legal compliance power to enforce them (Busse & Jens, 2012).. In the context of African continent, illogic abilities and inconsistencies were confirmed to impede regional integration in Africa (Daniels, 2012).

#### **2.1.6 Complete economic integration**

The full integration in region comprises of integration of national currencies into a one and common currency of members states in the community. Having the same currency means the creation and adoption of exchange rate among currencies where consistency in money and taxes in the region is adopted (Gathii, 2011). Currently, at the continent, there is no monetary union and

the continent encountered several problems including float exchange rates for monetary system that can be subjected to convertibility (Hartzenberg, 2011).

In this regard, a country or a regional grouping can adopt an optimum currency area that provide appropriate change or modification as a solution to domestic and foreign circumstances or uncertainties. These leads to the special features like price and salary elasticity, open market, liberalization, diversified products and purchase, same inflation, tax harmonization and political federation (Okumu & Nyankori,2010).

### **2.1.7 Tourism development**

The World Tourism Organization (WTO) reports that tourism development is activities of individuals coming from one state and entering into another member states of the community or one place to another and remaining there and away from the home residence for less than one years for pleasure, business transaction or other purposes which is not associated with the presence of beneficial income (WTO, 2013) (WTO, 2013). In this study this term of tourism has been defined to mean activities undertaken by tourists during their stay in those tourist destinations opted, as well as the different hotel services and facilities provided to cater for their needs (Ramah, 2013).

The term tourism was described and given different expiation. However, no agreed and accepted meaning was given to the community (Ajulu, 2010). Alemayegu .and Kibert (2011) evidenced thay toursim is an act of travelling for leisure, business that provides tours and services to tourists and tourist as one who travels. Tourism refers to the travel industry, tourism, hospitality, leisure and visiting activities (Baylis & Smith, 2011). In Butler (2010) explains as an action that comprises all travels, which include a remain of al least one night but less than one year away from home where the utlimate objective is pleasure and leasure or education and health.

### **2.1.8 Issues of Global Tourism**

Many empirical researches have been undertaken to analyze the relationship between tourism and globalization which is described like advanced certain degree of progress. Some literature focusing on issues of globalization and tourism are reviewed below. Vandana (2012) empirically examined the impact of recession on tourism industry. Tourism Industry has contributed enormously to Indian economic sector by interesting a great number of external and internal tourists moving for professional as well as holiday aims. It also suggested the remedies which are considered at the time of economic problems (Segupta, 2011).

According to Jacobs (2012) studied constraints and prospects for Indian tourism sector with an analysis of the Andaman Island. By analyzing the data from primary research in the Andaman Debasish *et al.* (2012) assessed foreign tourist arrivals to Rwanda. This research explored the tourism demand through arrivals to different destination (Segupta, 2011). This research has been carried out by hypothetical trend questions stimulating to approximation of development in tourism arrivals over the years. Butler (2010) assessed tourism, economic development and the global domestic relationship and its difficulty.

A study by Patel (2012) on India tourism industry progress and leading the growing problems assessed the development made by Rwanda tourism sector in designing era and glowing problems under the globalization. It assessed the issues and impediments of country as well as the pitfall in tourism in India. According to Design (2018) assessed the performance of story v of small island

economy of Mauritius once seen in context of single produces, basing on exporting sugar and it has good reputation in service sector.

### **2.1.9 Factors contributing to the development of tourism in Rwanda**

The prerequisite is the relative ease of inhabiting mountain gorilla, stimulate by the temperature climate and benign habit (Design, 2018). With broad base three and a restricted number of permits, demand is higher than availability of permits. Therefore, the adequate accessibility of the gorillas is an advantage. Owing to the small size of the country, the gorillas are faster to attain in Rwanda compared to Uganda (Kamanga, 2012). The country has demonstrated a strong willingness to develop the tourism, advancement strategy, and market destination Rwanda performed well, involving the private sector in policy conversation and generally increased its business conditions (Groupe, 2015). All the above determinants in a post-conflict environment were defined in more detail in the following.

### **2.1.10 Rwanda Tourism Policy Framework**

Rwandan distinguished five stages of economic development which Habyalimana (2010) associated to some degree of tourism development. Traditional society; this is featured by poor health. High poverty and low per capita outcome. Many of the developing economies world's economies are in this stage. At this stage apart from visiting friends and relatives in their own area, tourism does not occur (Hannah, 2010).

Preconditions for take-off: Before the economy reaches the take-off stage certain changes in ideas will take place. It is the first stage for economic development, emanating from adjustment of economic and social environment which permit an increase in internal tourism development and the start of international tourism (Mehta, 2010). Inbound tourism keeps growing and there will be an increase in domestic tourists also (Imanishimwe, 2018). People's affordability for tourism increases. People start preferring quality services and this demand leads to expansion of tourism industry. The high mass consumption; at this level and economy is full-grown by production of large amounts consumer goods and services (Valente, *et al.*, 2014).

The country is major producer of international and domestic tourism. The advanced economies are in this stage of tourism as an academic subject was less known a couple of decades ago. The aforementioned trend was adjusted and modified in current period where majority of tourism researches and studies are coming from Douglas *et al.* (2012). However, tourism as an object necessitates to be examined from the context of geography, history, economics, sociology and planning.

### **2.1.11 Global goals in Africa**

Countries in Africa are willing to execute African Union Agenda 2063 where it intends to accomplish an advanced Africa in 50 years. The 2030 Agenda for achieving sustainable development goals recognized the influence of AU 2063 plan and takes into consideration it as a component of it (Segupta, 2011). The continent undertakes remarkable advancement toward the execution of Millennium development Goals (Independent, 2013). In Angola, Ethiopia and South Africa, UNDP had given assistance to increase understandings concerning SDGs among government officers, members of parliaments, non-governmental organization and private sector actors.

Countries like Sierra-Leone, Uganda, Madagascar and Togo were dedicated to revises their national agenda of executing 2030 plan (Kamanga, 2012). The aforementioned states obtained financial assistance from UNDP for designing and planning their reports which are submitted to the UN high level of political management held on 11-20 July 2016 in New York.

The assembly is the United Nations global platform for monitoring and evaluation and revision of the 2030 agenda and SDGs (Mwai, 2014). It affords policy guidelines to all countries for the execution of the objectives. Spenceley (2010). In Liberia, UNDP assisted the government to acceralete a rodmap for domesticaton of the 2030 agendan and the African Union Agenda of 2063 into country's future national development agenda (Spenceley,2016).

### **3.1 METHODOLOGY**

This paper employed a correlational research design to indicate an association between variables that comprised of regional integration and tourism development in Rwanda. The target population was 432 business entrepreneurs in tourism sector from the study of Kigali (NISR, 2017). The sample size was 208 respondents got by using solvin's formula and sampled by using purposive and snowball sampling techniques. The findings were collected by using questionnaire and interview guide. The data management of this study was maintained by using SPSS software version 21.0.

### **4.0 RESEARCH FINDINGS**

This paper was established to determine the relationship between regional integration and tourism development in Rwanda.

#### **4.1 Regional integration strategies adopted by Rwanda Development Board**

The regional integration strategies adopted by Rwanda Development Board in promoting tourism through harmonization of policies, single tourist Visa, tourism's collective attractiveness, and transport connectivity. The results of effective harmonisation of policies are presented in Table 1

**Table1: Effective Harmonisation Of Policies**

<b>Statement</b>	<b>N</b>	<b>Mean</b>	<b>Std. Deviation</b>
	<b>Valid</b>		
EAC protocol on tourism and wildlife management.	208	4.1616	1.07577
Poor of EAC classification assessors to ensure efficiency in classification of tourism establishment.	208	4.3939	.80582
Creation of well-coordinated and digitized information exchange for the advancement of joint tourism.	208	4.4444	.71745

**Source: Primary data (2020)**



From the Table 1, responses attracted mean values ranging from 4.44 to 4.16 suggesting that the respondents agreed with the statements regarding the availability of effective harmonization of policies in EAC. The respondents agreed to the statements; my country today has access to more EAC protocol on tourism and wildlife management (mean, 4.16, sdv 1.07); in my the country today, we have developed tourism sector because of the poor EAC classification assessors to ensure efficiency in classification of tourism has been done (mean 4.39, sdv. 80); and after this classification, no child skips failure in tourism due to the lack of classification of tourism establishment

This implied that tourism was adequately developed in the country given that most of the respondents agreed that there were able to have access to tourist sites, had the potential to visit sites and no longer prevented to access tourist sites. Results evidenced a mutual agreement concur with the study of Cheang, 2013). In this study, the harmonization of policies did not contradict the work of Islam (2011) that revealed how EAC Tourism Platform has been effective in mobilizing both public and private entities, however, 75% argued that EACTP contribute more to the development of SMEs in hospitality industry owing to its capability to bring new marketplace.

**Table 2: Single Tourist Visa**

Statement	N Valid	Mean	Std. Deviation
A tourism only pay a single visa fee upon entry in one country member of EAC	208	4.1414	1.01025
Automatic access to other countries without paying any extra costs for tourism	208	4.2121	.96121
The identification of cards as travel documents in three countries	208	4.4444	.71745
Therefore, tourism visa has been harmonized with differences seen as another hesitant block to the sector	208	4.3939	.80582

**Source: Primary data (2020)**

From the Table 2, responses attracted mean values ranging from 4.25 to 4.14 suggesting that respondents agreed with all the statements regarding the Single tourist Visa in East African Countries (EAC). The respondents agreed to the statements; the tourist will pay only a single visa upon entry in one country contribute to the development of hospitality industry in Rwanda (mean 4.14, sdv 1.01); an automatic accessibility to other countries without paying any extra costs (mean 4.21, sdv .96); and the identification of cards as a travel documents among member states. But also, the tourism visa has been harmonized taking into consideration differences considered as other hesitant to the hospitality sector (4.39, sdv.80).

The findings suggested that the tourism development was caused by single tourism Visa in EAC given that the respondents were able to enjoy the benefits of using single tourist Visa in three members states of the EAC. According to Mwai (2014) the several strategies used or adopted by countries to provide a room for stimulating the progress and advancement of tourism sector in East Africa. The common Visa in the above countries emanate from a common initiative of heads of

states to develop regional travel and establish a strong market for tourism to assess the differences in the EAC.

The results of opportunities of a common visa are depicted in Table 3

**Table 3: Opportunities of a Common Visa**

Statements	Mean	Std. Deviation
The (EATV) East African Single Tourist Visa will improve movements in East Africa	4.47	.639
The EATV will attract more International Tourists to Kenya	4.31	.827
The EATV will encourage Economic Development (Jobs, Trade)	4.08	.786
The EATV will enhance collaboration and cooperation within the partner states in other sectors	4.05	.682
The EATV will enhance joint marketing of East Africa as a Single Tourist Destination	4.30	.785
With the EATV there will be sharing of Tourist information among the three countries	4.21	.762
The EATV will strengthen the regional image	4.27	.784
The EATV will reduce long visa application processes and procedures	4.36	.720
The EATV will reduce Boarder Checks	3.78	1.077
<b>Total</b>	<b>37.83</b>	<b>7.062</b>
<b>Average</b>	<b>4.20</b>	<b>0.784</b>

**Source: Primary Data, 2020**

According to the findings presented in Table 3 respondents agreed that East African Single Tourist Visa (EATV) will improve movements in East Africa (mean= 4.47), this was followed by the fact that EATV will reduce long visa application processes and procedures (mean= 4.36), respondents further agreed that the EATV will attract more international Tourists to Kenya (mean=4.31). They were in agreement that the EATV will enhance joint marketing of EAC region as a single destination for tourism as indicated by a (mean=4.30), further they agreed that the EATV will strengthen the regional image (mean=4.27).

In addition respondents agreed that the EATV will enhance the sharing of Tourist information among the three countries (mean=4.21), respondents also agreed that the EATV will encourage economic development (Jobs, Trade) (mean=4.08). Moreover respondents agreed that the EATV will enhance collaboration and cooperation within the partner states in other sectors (mean=4.05) while other respondents were not sure whether the EATV will reduce Border Checks (mean=3.78). The results show a close range to the average score an indication that respondents were in agreement with the above statements regarding opportunities of the East African Tourist Visa (EATV) (average=4.20). The study is relevant with that of (Müller, 2010) who advanced the need of having common Visa in the region in order boost revenue, socioeconomic living conditions, numbers of tourists who visits those countries and those who travel from one members states to another. The third strategy used by EAC in developing tourism among member states is the tourism's collective attractiveness. The table below provides detailed information.

**Table 4: Tourism's collective attractiveness**

Statement	N	Mean	Std. Deviation
	Valid		
Accommodations	208	4.1515	.97273
Availability of transport	208	4.1515	.96218
Infrastructure	208	4.1919	.95487
Accessibility	208	3.8283	1.18701
Security	208	4.1919	.95487

**Source: Primary data (2020)**

The results from Table 4, responses attracted mean values ranging from 4.19 to 3.82 suggesting that respondent responses ranged from agree to neutral regarding tourism's collective attractiveness. The respondents agreed to the statements; accommodations (mean 4.15, sdv .97); availability of transport (mean 4.15; sdv .96); infrastructure (mean 4.19, sdv .95), accessibility (mean 3.82, sdv1.18) and finally, the security for tourist sites in respective countries (mean 4.1, sdv,.95).

This study did not contradict the findings of Baylis and Smith (2011) who suggested that a certain degree of tourism's collective attractiveness had been achieved given that the respondents' income levels had been achieved. The respondents had also initiated income generating activities in hospitality industry thanks to the tourism's collective attractiveness, and were now able to cater for their basic needs.

Furthermore, Segupta, (2011) argued that hotels contribute more to the choice of place to pass night, information obtained indicated that the location, quality of services and security for hotels and other building are very important to attract tourists. In simple terms, access to tourist sites, conducive environment and adequate infrastructure development are deemed to attract more tourism and reduce its related costs.

## **4. 2 Development of tourism between Rwanda and its partner states.**

This paper established the development of tourism between Rwanda and its partner states taking a case study of Rwanda and found that Rwanda experienced an increased number of visits arrivals, number of overnights spent, accommodation capacities, and increased tourism revenue.

**Table 5: Increased number of International visitors arrivals in last Five Years**

Years	Number of visitors	Level of Increase (Change )
2019	1, 700,000	30,7%
2018	1,300,000	-17.1%
2017	1,567,943	68.2%
2016	<b>932,000</b>	-5.57%
2015	<b>987,0000</b>	

**Source: Rwanda Development Board, 2020**

The International inbound tourists are the number of tourists who travel to a country other than that in which they have their usual residence , but outside their usual living conditions for a certain period not exceeding 12 months and whose main purpose in visiting is other than an activity remunerated from within the country visited. Rwanda received about 1.3 million tourists in 2018.

This paper also revealed that in 2016, there was a decreased of 5,57% compared to 987,000 international visitors who entered in Rwanda in 2015. Moreover, an increase of 68.2% was experienced in 2017 where 1,567,943 visitors come to Rwanda. In 2018, a recession was also seen in Rwanda where the number was reduced to 17.2% while in 2019, an increase of 30.17 was experienced. The tourism sector has been growing in Rwanda, thanks to the Rwandan government policies to offer visa on arrivals to all tourists of the world.

The study concurs with the findings of (Baylis & Smith, 2011) who assert that free movement of citizens from respective member states, open labor market, financial openness and technological liberalization are more likely to improve tourism sector.

**Table 6: Number of overnights spent**

	Frequency	Percent (%)
One night	59	28.2
Two-four nights	43	20.5
five to 10 nights	101	48.7
Above ten nights	5	2.6
<b>Total</b>	<b>208</b>	<b>100.0</b>

**Source: Rwanda Development Board, 2020**

According to Table 6, approximately half of the respondents' level of night spending was one night, 28.2% (F= 59) had two-four night, 20.5% (F= 43) was spent and 2.6% (F=5) was spent more than ten nights. This shows that most of the respondents had spent over two nights. Based on a report of RDB, EAC tourism arrivals have increased from 3.5 million persons in 2016 to 5.7



million persons in 2017. Meanwhile, this still low provided that it stands for only 8.6% of the Africa market share and 0.3 of the total global market share. Tourism played a significant role to the Gross Domestic Product of the EAC member states by average of 8.8 in 2017.

The proportion was higher than the average in Rwanda (12.7%), Kenya (9.7%) and Tanzania (9.0%). Finally, it contributes an average of 18.8% to EAC total exports, and the percentage was also higher in Rwanda (30.5%) and Tanzania (26.0%). Therefore, previous studies and evidences had evidenced that in EAC, discrepancies for tourism destination is high and tourism imbalance exists but the establishment of single VISA leads to an improved and development of tourism (Kamanga, 2012).

**Table 7: Increased Tourism Revenue 2015-2019**

Years	Data are in Current U.S. Dollars	Increase from previous years
2019	800,000,000.00	17%
2018	528,000,000.00	-3.65
2017	548,000,000.00	23.7
2016	443,000,000.00	13.56
2015	427,000,000.00	

**Source: Rwanda Development Board, 2020**

The international tourism receipts are expenditures by international inbound visitors including payments to national carriers for international transport. These incomes include any other prepayment made for goods or services obtained in the destination country. They also may involve receipts from same day visitors, except when these are pertinent enough to justify different categories. The present study found out that in 2016, there was an increase of 13.56% compared to **427,000,000.00 USD received by the country** in 2015. Moreover, an increase of 23.7% was experienced in 2017 where 548,000,000.00 USD were obtained from tourism who come to Rwanda. In 2018, a recession was also seen in Rwanda where the number was reduced to 3.65% while in 2019, an increase of 17% was experienced.

The study findings are relevant because they did not contract the report of Design (2018) which evidenced that the availability of tourism permits had enabled country in Europe to double the income from hospitality industry. Therefore, the adequate accessibility of the gorillas is an advantage. Owing to the small size of the country, the gorillas are faster to attain in Rwanda compared to Uganda (Kamanga, 2012).

#### **4.3 Relationship between Regional Integration and Tourism Development**

This paper presents the correlation between variables that regional integration and that of tourism development in Rwanda using Pearson coefficient of correlation however, regression analysis was also adopted.

**Table 8: Correlation Matrix**

		Harmonization policies	Single tourist Visa	Tourism's Collective attractiveness	Increased number of visits arrivals	Number of overnights spent	Increased tourism revenue
Harmonization policies	Pearson Correlation Sig(2- tailed) N	1.000  208					
Single tourist Visa	Pearson Correlation Sig (2- tailed) N	.861*  .005 208	1.0000  208				
Tourism's Collective attractiveness	Pearson Correlation Sig (2- tailed) N	.794*  .045 208	327*  .039 208	1.000  .035 208			
Increased number of visits arrivals	Pearson Correlation Sig (2- tailed) N	.282*  .018 208	.145*  .035 208	.751*  .036 208	1.000  208		
Number of overnights spent	Pearson Correlation Sig(2- tailed) N	.200*  .048 208	.789*  .032 208	.859*  .046 208	.101  .321 208	1.000  208	
Increased tourism revenue	Pearson Correlation Sig(2- tailed) N	.698*  .034 208	.283*  .017 208	.707*  .038 208	.064  .528 208	.092  .364 208	1.000  208

\*Correlation is Significant at the 0.05 level (2-tailed).

As indicated in Table 8, significant positive correlations were found between harmonization policies and increased number of visits arrivals ( $r=.282^*$ ,  $p=.018$ ), harmonization policies and number of overnights spent ( $r=.200^*$ ,  $p=.048$ ), and harmonization policies and increased tourism revenue ( $r=.698^*$ ,  $p=.034$ ).

All the correlations were statistically significant given that the p value was  $< 0.05$  suggesting that an increase in harmonization policies increased the increased number of visits arrivals, number of overnights spent, increased tourism revenue and the vice versa.

Significant positive correlations were found between single tourist Visa and the increased number of visits arrivals ( $r=.145^*$ ,  $p=.035$ ), single tourist Visa and number of overnights spent ( $r=.789^*$ ,

$p=.032$ ), and single tourist Visa and increased tourism revenue ( $r=.283^*$ ,  $p=.017$ ). All the correlations were statistically significant given that the  $p$  value was  $< 0.05$  suggesting that an increase in single tourist Visa increased the number of visits arrivals, number of overnights spent, increased tourism revenue and the vice versa.

Significant positive correlations were found between tourism's collective attractiveness and increased number of visits arrivals ( $r=.751^*$ ,  $p=.036$ ), tourism's collective attractiveness and number of overnights spent ( $r=.859^*$ ,  $p=.046$ ) and tourism's collective attractiveness and increased tourism revenue ( $r=.707^*$ ,  $p=.038$ ). All the correlations were statistically significant given that the  $p$  value was  $< 0.05$  suggesting that an increase tourism's collective attractiveness increased the increased number of visits arrivals, number of overnights spent, increased tourism revenue and the vice versa.

Moreover, Adar (2011) observed that the profitability from custom unions cannot be allocated equally to all members states. International tourism stakeholders in the Community have been focused on developed countries (Kimenyi & Kibe, 2015).

## **5.0 CONCLUSION**

This paper concludes that regional integration strategies adopted by RDB in the implementation of EAC regional integration policies towards tourism development are effective harmonization of tourism policies at regional level, single tourist Visa and tourism collective attractiveness. In this study, the researcher felt to good opportunities for hospitality sector in Rwanda may benefit from the EATV were underlined. They include joint marketing by all states thereby strengthening the regional image and enhancing collaboration and cooperation.

## **6.0 RECOMMENDATIONS**

This paper recommends that all partners should cooperate, actively participate in the venture in equal measure and ensure their commitment to common goals.

East African Tourism Platform (EATP) should push this as a serious agenda in support of East Africa as a single and most preferred tourism destination.

The corporate markets should establish weekdays and off-peak periods, while family adventure packages would be established for peal and holidays.

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