



Anthropo-Economic Development Potential of the Rwandan Gastronomy: Case of Sina Gerard/Ese Urwibutso

Fr. Dr. HAKIZIMANA Lucien¹, Prof. FABBRI Andrea², Dr. RUTIKANGA Alexandre³,
BIZIMUNGU Jean Baptiste, NIYONSHUTI Benjamin

¹University of Technology and Arts of Byumba/UTAB

²University of Parma

³University of Rwanda

***Corresponding Author:** Fr. Dr. HAKIZIMANA Lucien, University of Technology and Arts of Byumba/UTAB. Email: hakizimana@utab.ac.rw

Abstract: Rwanda has done a remarkable socio-economic development for the last couple of decades. Rwanda's progress is anchored into a blended approach of modern and socio-cultural principles such as home-grown solutions and innovations that are promoted to support the growth of various economic sectors. Gastronomy (the whole of local, traditional, and typical dishes, the knowledge and history behind these dishes, the knowledge of the local raw products, be they of ancient tradition or more recent importation, spans from choosing, cooking, and eating good food), is one of the unexploited potentials from which Rwanda can tap into to diversify "Made in Rwanda" products and attract foreign incomes, as a completion of the offer to the increasing flow of tourism. It is in this perspective that the current study was carried out with a focus on the anthropo-economic analysis of Rwandan gastronomy: case of Sina Gerard/Ese Urwibutso, Northern Province, Rwanda. A questionnaire-based survey was conducted to know the current situation of gastronomy at Sina Gerard/Ese Urwibutso. Key informants were selected from managers of this enterprise and travelers who stop over there to buy and enjoy the taste of their gastronomic products. Interestingly, respondents revealed that their products are appreciated abroad (93%) and that are sold online (71%). The study concluded that the current status of gastronomy at Sina Gerard/Ese Urwibutso constitutes well on Rwandan Gastronomy. The authors recommended more in-depth studies to assess which local dishes can be improved into refined gourmets towards raising them to the world standards.

Keywords: gastronomy, anthropo-economic, development, trade, tourism

List of Abbreviations and Acronyms: DMRS: Domestic Market Recapturing Strategy; EDPRS: Economic Development and Poverty Reduction Strategy; MINICOM: Ministry of Trade and Industry; RG: Rwandan Gastronomy; SME: Small and Medium Enterprise; UNDP: United Nations Development Programme

1. INTRODUCTION

Rwanda is a crossroads of cultures of gastronomy. Its cuisine is suspended amid great nations and possesses the culture of all, besides its¹. Its territory encompasses most African environments, and on its territory, albeit small, many climates are present, which allow a wide range of cultures, far greater than its size might make suppose².

After years of economic growth, attention to gastronomy³ is a tool to unify the various components of the nation to find out a common denominator for the use of development.

Therefore, developing the idea of national gastronomy becomes very urgent to continue the progress both socially and economically⁴.

¹<https://togetherwomenrise.org/customsandcuisine/customs-cuisine-of-rwanda/> (Retrieved on 20 April 2023).

²<https://togetherwomenrise.org/customsandcuisine/customs-cuisine-of-rwanda/> (Retrieved on 20 April 2023).

³Gastronomy is the study of the relationship between food and culture, the art of preparing foods, the cooking styles, and the science of good eating (<https://en.wikipedia.org/wiki/Gastronomy> retrieved on 24 March 2023).

Basically at Sina Gerard/Ese Urwibutso, the case study of this research, located in the Nyirangarama shopping area, a small rural city, there are different types of food and beverages. So there is a variety of different food cultures, a variety of typical traditional foods of Rwanda, and the typical foods of modern cuisine, which can attract the interest for research and social economic development.

Sina Gerard/Ese Urwibutso gastronomy helps improve socio-economic welfare, by enhancing Rwanda's domestic market through value chain development and consumption of local products. As food systems touch every aspect of human existence they profoundly, affect the health of our bodies, as well as the health of our environment, our economies, and our cultures⁵. It resulted that Sina Gerard/Ese Urwibutso gastronomy development is a “core component of the Domestic Market Recapturing Strategy (DMRS)”⁶.

Till now, there are 36 cities of gastronomy worldwide. In Africa, only one city, Overstrand Hermanus in South Africa, is in the network of UNESCO's cities of gastronomy. Research question: As Rwanda is developing in tourism and is developing economically, is it possible to elaborate a dossier that can raise at least one of Rwandan cities to the network of UNESCO's cities of gastronomy? This study on gastronomy at Sina Gerard/Ese Urwibutso preludes the study of elaborating such a dossier.

After years of economic growth⁷, developing the idea of gastronomy and “come and taste” becomes very urgent to continue the process of both social and economic development. As Nyirangarama is teaching crop production and agribusiness, collaborating with hotels, restaurants, and factories that process gastronomic products, and grasping all traditional and modern gastronomic products, this research shows how improving gastronomy and the philosophy of “come and taste” increases socio-economic development.

This study, are targeted traditional and modern dishes and beverages, and how they are processed in the Rwandan way at Nyirangarama. In this context, the study focused on main meals, condiments, desserts, beverages that accompany these dishes, and gastronomic products from factories.

Sina Gerard/Ese Urwibutso factories produce high-quality products, create considerable jobs for local people, process standardized products, and provide high-quality services. Being influential through providing excellent RG products, they become competitive worldwide and enhance social economic development⁸.

The processing of Sina Gerard/Ese Urwibutso products aims to improve perceptions of Rwanda products within Rwanda, and ease of access to those goods. The exportation depends on the use of high-quality/high-technology inputs through the processing of products, which are essential to produce the high-quality goods that are required for the export market.

While the RG development adopts protective measures to strengthen domestic products, it is important to target this appropriately and avoid raising the cost of importing critical raw or intermediate goods used by exporting firms⁹. To realize its ambitious trade and job targets, the Government has launched detailed plans such as the Private Sector Development Strategy (MINCOM, 2013) and the revised National Export Strategy (MINICOM, 2015). In this framework, this study calls upon a special focus on RG development. This builds on Rwanda's Domestic Market Recapturing Strategy (MINICOM, 2015) which aims to expand local content in domestic value chains. RG needs a policy that seeks to improve perceptions of Rwandan products within Rwanda, promote nascent industries, and boost the productivity of exporting sectors across regional value chains.

⁴ “Total Economic Impact of Tourism on Rwanda’s Economy and Its Linkages with Other Sectors of the Economy”, in *Journal of Tourism & Management Research*, ISSN: 2149-6528, 2019 Vol. 4, Issue.3, p.11.

⁵UNRCO, Rwanda’s food systems national dialogues: Outcomes and pathways, 2021, p.1.

⁶MINALOC, National Strategy for Community Development and Local Economic Development 2013-2018.

⁷Maniriho A., Musabanganji E., Lebailly P. (2020), An Analysis of Savings among Rural Poor Households in Rwanda, DOI: 10.1007/978-981-15-5046-1_2, pp.4-7.

⁸ “Total Economic Impact of Tourism on Rwanda’s Economy and Its Linkages with Other Sectors of the Economy”, in *Journal of Tourism & Management Research*, ISSN: 2149-6528, 2019 Vol. 4, Issue.3, p. 12-13.

⁹Rapport of Trade and Export Promotion Rwanda (MINEACOM 2017).

The new Economic Development and Poverty Reduction Strategy II (EDPRS II) intends to address economic challenges by capitalizing on economic transformation led by a strong private sector, alleviating constraints to the growth of investments, rural development, and poverty reduction and by productivity and youth employment targeting the creation of 200,000 new jobs annually. There are ongoing efforts to develop the country's services sector and to strategically position Rwanda as a future destination for foreign investors¹⁰. In this perspective, the value of RG responds to EDPRSII.

The 'Buy Local campaign' is one component of the strategies, developed by the Ministry of Trade and Industry, to boost the domestic market. This wider domestic market growth strategy not only targets the demand side of the domestic market, consumers, but it also includes measures to ensure that producers continue to supply clients with products that truly present good value for money. This program aims to boost consumption of locally made products through a deliberate awareness drive and enhance quality standards, branding, and packaging along the value chain, according to Rwanda's Minister of Trade and Industry¹¹.

In the context of the above, the research hypothesis is to analyze how "RG products" can raise the socio-economy of Rwanda. The growing tourism and rate of exportation of typical traditional and modern products of Rwanda reinforce the effort to value RG. The knowledge of Rwanda in the field of food and beverage enhances Rwandan uniqueness within the network of UNESCO Creative Cities of Gastronomy through trade and tourism.

2. MATERIALS AND METHODS

This research described and analyzed the possibility of RG products contributing to raising the socio-economic status in Rwanda. For this reason, it has to bear exploratory and descriptive aspects, especially because there has not been a similar study before. The study was limited to Sina Gerard/Ese Urwibutso, its hotel, restaurant, and factories that process gastronomic products.

The study engaged respondents selected among staff at Sina Gerard including heads of units. The required information was collected through interviews and questionnaires.

The methodology turned around considering typical foods and drinks used for modern gatherings (the socio-anthropological approach), assessing the economic role of the restaurant and the hotel (Quantitative, statistical, and analytical method), and studying the foods and beverages processing which keep the originality of Rwandan typical food and beverages.

For data interpretation, the historical method concerning the use of past information gave a clear picture of the research findings. A systematic analysis of information and data collected from the unit by unit but not an element as a whole followed. This was used to analyze data collected and other information about the research. It was particularly useful to develop a critical typology of RG's outcomes and a picture that can be basic to prove how gastronomy can raise Rwandan socio-economy.

Analyzing, we referred to the findings of similar and dissimilar elements in comparison of data and have dealt with the comparative method¹². Obtained results have been quantified and numbered and this helped us to present the results in statistics thus giving a synthetic view of the research work. This enabled us to quantify and interpret data that were collected from questionnaires, interviews, and documentation.

Inspired by Kenneth D. Bailey's methods¹³, the link between data collected and data analyzed was a crucial work. It involves the transformation of the data gathered from the fields into a system of categories and the transformation of these categories into quantitative analysis and statistics.

¹⁰<http://www.minicom.gov.rw/index.php?id=1> (Retrieved on 19th November 2022).

¹¹<http://www.minicom.gov.rw/index.php?id=1> (Retrieved on 19th November 2022).

¹²GRAWTZ M. (1979), *Méthodes des sciences sociales*, Dalloz, Paris, 10.

¹³Kenneth D. Bailey (1978), *Methods of social research*, A division of Mc Millian publishing inc. In New York

3. RESULTS OF THE RESEARCH

Process gastronomic raw materials fostered the promotion of the consumption of locally-made products. It increased as well exports and reduced the import surplus. The more the country sells locally-produced goods to other countries, the more it is likely to achieve a balance of trade. But, once imports exceed exports it creates a trade deficit. Gastronomic enterprises curbed this deficit and promoted as well socio-economic resilience.

3.1. Traditional and Modern Gastronomic Products processing

The agricultural sector in Rwanda accounted for 28 % of GDP in the first quarter of 2019, which is the second biggest contribution after services. The sector grows at an annual rate of 4% and represents over 70% of export revenue and about 72% of employment¹⁴. RG development and its local raw material processing are aligned with Rwanda's aspiration to become an upper middle-income country by 2035 and higher income by 2050 and recognizing its contribution to meeting these targets ensured Rwanda moves into the lower middle-income category given its potential to contribute both to Rwanda's economic growth in general and the trade balance in particular, as well as to productive employment¹⁵. The objectives and strategies for the industrial sector outlined in National Strategy for Transformation and longterm vision 2050 aimed at putting efforts to expand the economic base in a private sector-led economy¹⁶like local factories of typical meals and drinks, hotels, and restaurants that sell services to local people and foreigners.

Traditional and Modern Gastronomic Products processing is a holistic roadmap aimed at increasing economic competitiveness by enhancing Rwanda's domestic market through value chain development and international market in the way tourism is linked to hotels and restaurants. It does so through two channels: firstly, it brings together existing government interventions under a clear policy framework; secondly, it addresses supply-side bottlenecks via targeted interventions aimed at deepening specific high-potential value chains, improving quality, and boosting cost competitiveness¹⁷. The processing is based on several guiding principles and the promotion of domestic market development. Rwanda is an open market economy, committed to promoting private-sector-driven growth. Rwanda is also a developing economy, characterized by a small private sector struggling with competitiveness and supply-side capacity issues, which negatively affects the ability of companies to respond to market signals and compete globally. The combination of a commitment to free and open markets on the one hand, and a small private sector with supply constraints on the other, has led to a persistent trade deficit. Reconciling the two requires close cooperation between the government and the private sector. This is the core of the "Made in Rwanda policy"¹⁸ and gastronomy in Sina Gerard/Ese Urwibutso is basically under this policy that aims at raising Rwanda socially and economically.

The RG development is an extension of Made in Rwanda Policy that has evolved organically from the success of the Made in Rwanda Campaign that forms a core pillar of the 2015 Domestic Market Recapturing Strategy (DMRS). Made in Rwanda initially began as a campaign to increase awareness of the benefits of buying Rwandan-made products and has turned into an all-inclusive term for interventions that influence economic competitiveness. As the benefits of the awareness campaign are starting to be realized, a broader cross-cutting policy is needed to ensure that supply matches the growing demand for local products. Gastronomic development of hotels, restaurants, and factories that process gastronomic products responded to this need.

The gastronomic development campaign under DMRS seeks to stimulate demand for Rwandan value-added products, at home and abroad. This is to be achieved via an awareness campaign that sensitizes the public, both commercial and private consumers, to the benefits of valuing and buying Rwandan gastronomic products.

¹⁴GIZ, (2019) Partnership Ready Rwanda: Food- and Agro-processing, Eschborn, Germany, p.1

¹⁵ "Total Economic Impact of Tourism on Rwanda's Economy and Its Linkages with Other Sectors of the Economy", in *Journal of Tourism & Management Research*, ISSN: 2149-6528, 2019 Vol. 4, Issue.3 p.10.

¹⁶Made in Rwanda policy (MINICOM, December 2017).

¹⁷ Idem.

¹⁸Report of Ministry of Trade and Industry in Made in Rwanda December 2017

3.2. Rwandan Gastronomy for Enhancement of Trade and Exportation

Anthropo-economic resilience adopted here, emphasizes progress in terms of economic and social factors within Sina Gerard/Ese Urwibutso and surrounding rural areas. Gastronomic development is the process of raising the level of prosperity through increased production, distribution, and consumption of gastronomic products and services. Anthropo-economic development, on the other hand, refers to the complexity of anthropo-economic dynamics (the interplay of social structures, processes, and relationships) and focuses on the anthropo-economic concerns of the people and their agricultural crop production as objectives of development and people-centered, participatory approaches to development.

Anthropo-economic development is about inclusiveness and the common good. Indicators of anthropo-economic development around Sina Gerard/Ese Urwibutso provide comparative information about areas such as income, employment, education, health, and civic participation.

100% of our respondents confirmed that Sina Gerard/Ese Urwibutso improved the anthropo-economic and material well-being of individuals and with the school established there, they achieved as well a high level of human development. Anthropo-economic development, therefore, requires the integration of economic and social development¹⁹. Progress in the quality of social and economic life in Sina Gerard/Ese Urwibutso is seen as progress because it is integrating the main aspects of life, such as meals, drinks, and the local empirical or scientific processing. Inhabitants of this area are the first to consume Sina Gerard/Ese Urwibutso products. The gastronomic development rather than to be a presentation of Rwandan gastronomic products should also be policy-oriented to the improvement of exportation for food and beverages factories in Rwanda²⁰.

The American political scientist Theodore J. LOWI proposed four types of policy, namely distributive, redistributive, regulatory, and constituent in his article "Four Systems of Policy, Politics and Choice" and in "American Business, Public Policy, Case Studies, and Political Theory". The policy addresses the intent of the organization, whether government, business, professional, or voluntary²¹. The policy is intended to affect the real world, by guiding the decisions that are made. Whether they are formally written or not, most organizations have identified policies²² that help in functioning. Policies may be classified in many different ways. Policies in this regard can inspire gastronomic development of what in cities, in rural areas and how it can improve as quickly as possible the lives of people²³ economically and anthropologically.

In this perspective, gastronomic development is a holistic roadmap aimed at increasing competitiveness by enhancing Rwanda's domestic market through value chain development. It results from the 'Made in Rwanda Campaign' that started in 2015, as a core component of the Domestic Market Recapturing Strategy (DMRS).

In the context of the case study of Sina Gerard/Ese Urwibutso, RG policy is expected to bring together existing government interventions under a clear policy framework and address remaining supply-side bottlenecks via targeted interventions aimed at improving quality, boosting cost competitiveness and linking anchor firms within domestic value chains and developing action plans for specific value chains²⁴. Sina Gerard/Ese Urwibutso's typical food and beverages processing challenges limit its impact on social economic development and the local business ecosystem. If gastronomic development addresses these challenges, it significantly enhances the initiative's impact on job creation and exports and results in the reduction of the import deficit.

¹⁹Vol. I - Socioeconomic Developmental Social Work - Jan Marie Fritz 2002

²⁰ "Total Economic Impact of Tourism on Rwanda's Economy and Its Linkages with Other Sectors of the Economy", in *Journal of Tourism & Management Research*, ISSN: 2149-6528, 2019 Vol. 4, Issue.3 p.7.

²¹MINISTRY OF TRADE AND INDUSTRY, Rwanda private sector development strategy 2013-18, p.69.

²²https://perguntasapo.files.wordpress.com/2012/02/lowi_1972_four-systems-of-policy-politics-and-choice.pdf (Retrieved on 15th October 2022)

²³https://perguntasapo.files.wordpress.com/2012/02/lowi_1972_four-systems-of-policy-politics-and-choice.pdf (Retrieved on 15th October 2022)

²⁴<https://www.newtimes.co.rw/news/inside-renewed-momentum-made-rwanda-initiative> (Retrieved on 4th January 2021)

The high cost of locally made products due to the high production costs involves as a result the reliance on imported raw materials condiments and expensive technology. However, the Government of Rwanda is now moving in to bolster the Made-in-Rwanda initiative. The RG development policy aims at improving access to inputs, increasing local production of raw materials as well as domestic value chains, and plugging into regional and global value chains²⁵.

In principle, the concept of resilient development rests on that of change where the variables of the development are manipulated accurately. Change is a transition from one state of affairs to another. In this approach, gastronomic development can be defined as a series of changes characterized by such properties as irreversibility, spontaneity, and a monotonic character²⁶, a reference to the concept of structure²⁷, and directionality. Without going into the details of those properties, or formulating any basic (ontological) definition of development, we passed to a characterization of anthropo-economic resilience while still keeping in mind the fundamental sense of development.

The definition of anthropo-economic development as a series of changes involves stating what characterizes those changes and what determines them. In other words, the gastronomic policy has to determine what changes count as trade development in the context of gastronomic products. From the perspective of CHOJNICKI Z., in terms of his understanding of change, to present the specific nature of trade development, this policy must refer to the character of processes and goals of changes making up this type of development²⁸.

The findings of this study have shown that the nature of trade development at Sina Gerard/Ese Urwibutso is determined by development processes and/or development targets keeping in mind the manipulation of economic variables. Generally, those processes are internally ordered sequences of change in states of affairs, or stages in which they are followed. This determination assumes various forms: causal, stochastic, etc. Two basic types or models of the process can be distinguished in the daily activities of Sina Gerard/Ese Urwibutso that process gastronomic products: spontaneous processes, and target-oriented processes.

Spontaneous processes in the gastronomic trade system of Sina Gerard/Ese Urwibutso are not targeted on any final states as specified development goals resulting from people's intentional and rational activity. They are not intentionally activated and steered by people who sell the raw products to Sina Gerard/Ese Urwibutso, being in the principle of a self-organizing character. This way of doing this corresponds to the rural areas surrounding Sina Gerard/Ese Urwibutso and how they manage their gastronomic development. Their course and states regarded as final can be anticipated if one learns the mechanisms underlying them.

However, the Sina Gerard/Ese Urwibutso has target-oriented processes in a gastronomic trade system as it is guided by the activity and behavior of people educated and designed to achieve certain specified final states that are goals of this enterprise. It is these people who provided accurate information in our data collection. In Sina Gerard/Ese Urwibutso, this way of doing, based on good planners, is verified and its impact is seen in employees, travelers, and tourists. What characterizes target-oriented processes, Sztompka²⁹ said, is "first, that no stage of a process is identical with any other stage (hence the process is irreversible), and secondly, that each later stage makes the state of the system closer (more similar) to some distinguished state, whether preferred, wished for, or just the opposite, perceived as undesirable"³⁰. This makes Sina Gerard/Ese Urwibutso a complete food chain that results in gastronomic trade nationally and internationally.

²⁵<https://www.newtimes.co.rw/news/inside-renewed-momentum-made-rwanda-initiative> (Retrieved on 4th January 2021)

²⁶KRAJEWSKI W., 1977. Pojęciarozwojuipostępu. In: J. Kmita (ed.), *Założeniateoretycznebadáńnadrozwojem historycznym*. PWN, Warszawa: 21-45.

²⁷ZAMIARA K., 1977. W sprawie statusu pojęć ontologicznych rozwoju i postępu. In: J. Kmita J. (ed.), *Założenia teoretyczne badań nad rozwojem historycznym*. PWN, Warszawa: 46-52.

²⁸CHOJNICKI Z., 1989. Podstawowe aspekty rozwoju społecznogospodarczego. *Samorząd Terytorialny*, 18: 107-121

²⁹SZTOMPKA P., 2002. *Socjologia, Analiza społeczeństwa*. Znak, Kraków

³⁰SZTOMPKA P., 2002. *Socjologia, Analiza społeczeństwa*. Znak, Kraków

3.3. Enhancement of Tourism and Programs of “Visit Rwanda”, “Come and See” and “Come and Taste”

Rwanda's service sector is becoming the country's largest sector by economic output and contributing 43.6% of the country's GDP. Among key tertiary contributors include hotels and restaurants. Tourism is one of the fastest-growing economic resources and became the country's leading foreign exchange earner³¹. Rwanda's tourism sector increased Rwanda's economy, in 2019, the revenues from this sector were more than \$498 million and attracted more than 1.63 million tourists³². For the past seven years, “tourism has been ranked as the first foreign currency earner in Rwanda, "contributing 14.9% of Rwanda's GDP in 2018. The typical gastronomy development of Sina Gerard/Ese Urwibutso attracted tourists and other travelers who don't pass the road of Kigali-Musanze without stopping at Nyirangarama to taste their gastronomic products and take away some of them. At Nyirangarama, the “Visit Rwanda” and the “Come and See” programs are embedded with the “*come and taste*” for tourists and travelers what is properly gastronomic. Sina Gerard/Ese Urwibutso products sold abroad attract consumers and when they visit Rwanda, they need to taste onsite what they know in their respective countries. According to Sztompka, each development process and the target-oriented processes, when they are combined and led by a certain philosophy, with time can foster an increase in the level of a variable or a set of variables in terms of which we consider the process and a directional sequence of social changes driven by intra-social mechanisms”³³. The growth of tourism in Rwanda recalls to think of the development of Rwandan gastronomy in all corners of the country and makes it fundamental for tourism.

In the context of Sina Gerard/Ese Urwibutso, it should be added that also exogenous factors are at work here because each food or beverage processing operates in a context to respond to international needs. Thus, gastronomic development is made up of processes caused by ex- and endogenous factors which determine the course and direction of the development. To put into play all concerned parameters and variables, one cannot exclude thinking about gastronomic development. It should be noted that in Sina Gerard/Ese Urwibutso gastronomy and tourism, development processes do not work in isolation one from another³⁴ and that usually they are preceded by or are consequences of one another.

Factors of tourism development themselves cannot be described closer in general terms because they differ depending on the set of conditions produced by a concrete historical and geographical situation in which tourism development variability takes place³⁵. The regional development factors of the present-day tourism transformation include: the institutional sphere, the business environment, innovativeness, social climate, foreign investment³⁶, but mainly the gastronomy. A characterization of the goals of tourism development poses no less difficult. It is generally assumed that we can talk about them in a situation in which it is possible to influence the development processes purposefully and rationally, to steer or create them.

³¹ USAID, *Demand Analysis Report- Republic of Rwanda*, Pp. 8-9.

³² <https://borgenproject.org/rwandas-ecotourism-industry/> (retrieved on 30 March 2023).

³³ Sztompka, Piotr (1991) 'Many sociologies for one world: the case for grand theory and theoretical pluralism', *The Polish Sociological Bulletin* 3: 147-158

³⁴ “Total Economic Impact of Tourism on Rwanda's Economy and Its Linkages with Other Sectors of the Economy”, in *Journal of Tourism & Management Research*, ISSN: 2149-6528, 2019 Vol. 4, Issue.3 p.3

³⁵ “The Sustainable Tourism Development Master Plan for Rwanda consolidates previous strategies and policies, gives clear and detailed recommendations, and sets ambitious targets. Tourist arrivals to Rwanda are projected to increase from about 980,000 in 2008 to more than 2 million in 2020, with an expected increase in foreign exchange earnings from about \$200 million to more than \$600 million”. H. Nielsen and A. Spenceley, (2012). *The Success of Tourism in Rwanda: Gorillas and More*, World Bank, p. 234.

³⁶ CHOJNICKI Z., CZYŻ T., 2004. Główne aspekty regionalnego rozwoju społeczno-gospodarczego. In: J.J. Parysek (ed.), *Rozwój regionalny lokalny w Polsce w latach 1989-2002*. Bogucki Wydawnictwo Naukowe, Poznań: 13-24

“Following the passing of formal tourism plans in Rwanda, a national campaign was launched to improve the image of tourism in the country”³⁷. To attract tourists, the specificity of certain gastronomy depends on the environment, geography, climate, and values and culture of people. Hence, there arises the question of the relation between gastronomy and values. If we accept the commonly held opinion that values (norms) are inseparable from human activity, that they stimulate it and give it a direction, then values set the goals of the activity that can be evaluated and described in normative terms. The same also refers to gastronomy and how it attracts tourists or is linked to tourism.

Tourism development of any region or area depends upon various factors or components, which belong to different parameters and it is very difficult to dissociate tourism and gastronomy and both are major pillars of economic development.

With these pillars, the "per capita income" increases because they are linked to the level of agriculture development, level of industrial development, level of urbanization, occupational structure, level of educational development, health status, transport and communication, and population characteristics³⁸ and all these sub-variables should be well manipulated for social economic development.

Gastronomic development and tourism are to be the overarching framework to promote domestic production and competitiveness of Rwandan products and services³⁹. The gastronomic policy should set out pillars that could guide local manufacturers and industry as well as Rwandans in general in understanding the essence of gastronomic development while providing a clear framework for the Rwandan government to focus its interventions on⁴⁰. The proposed pillars are aligned with the findings from the first-ever gastronomic development survey and informed by global good practice in promoting local products⁴¹ displaying the Rwandan uniqueness in terms of gastronomy by addressing factors constraining their quality and cost competitiveness.

3.4. Network of UNESCO's Cities of Gastronomy towards Trade and Tourism

Rwanda has started implementing a series of strategies to work in a network with other countries regionally and internationally. To foster this option, Rwanda's Private Sector Federation started the Made in Rwanda campaign and adopted a Domestic Markets Recapturing strategy to combat issues faced by small and medium-sized enterprises (SMEs)⁴², and enhance the exportation of local products. Along the same line, to fulfill the requirements for entering the network of UNESCO's cities of gastronomy enhances the possibility of exportation and attracts tourists. The following are the steps:

First, it's a communication campaign like the one we started with “Made in Rwanda Expo” which is followed by a corporate roll-out program that covers the whole Rwandan gastronomic products. The second category of activities includes supporting local producers through government procurement. The third is to design a national demonstration and international program to upgrade the products and the quality of our gastronomic products to bring them to a level where they can compete with the competitors from the region and worldwide. The fourth is to present a request to UNESCO to belong to the network.

The final focus is on upgrading the quality to ensure that products from Rwanda are known for being high quality in the region and worldwide. These are the kind of initiatives to be focused on within the

³⁷Nielsen H., Spenceley A., (2012). The Success of Tourism in Rwanda: Gorillas and More, World Bank, p. 234.

³⁸UNRISD (1970), Content and Measurement of Socio-economic Development: An Empirical Enquiry, Dr. V. McGranahm et al. Report No. 70, Geneva, p. 10.

³⁹ “Total Economic Impact of Tourism on Rwanda’s Economy and Its Linkages with Other Sectors of the Economy”, in *Journal of Tourism & Management Research*, ISSN: 2149-6528, 2019 Vol. 4, Issue.3 p.4.

⁴⁰ Tourism is the largest source of foreign exchange earnings in Rwanda and it is projected to grow at a rate of 25% annually. The sector is the biggest contributor to the national export strategy, the total revenues generated from the sector in 2017 alone was \$438 million, constituting almost 50% of all services exports. Horwarth, (2018), Hotel, Tourism and Leisure, Market Report, P.3.

⁴¹Made in Rwanda policy, MINICOM, December 2017.

⁴²NISR, 2014, Establishment Census.

RG development campaign. Considering that the food business in restaurants has undergone a significant development⁴³, to change the mindset of Rwandans towards locally made products and boost value addition along the value chain of production and consumption as Made in Rwanda policy doesn't only target consumers but also producers, especially those in SMEs⁴⁴. RG development should as well as target consumers and producers of all categories. There are very high expectations from the RG development campaign, in terms of mobilization of the population support, local factories, and economic growth tours. The government of Rwanda supports all efforts to promote products made in the region as it was targeting a 28 percent annual export growth by 2020. This percentage should grow with the RG development.

The overall goal of the RG development campaign is to increase the competitiveness of the Rwandan economy by settling cities of gastronomy. Creating productive jobs in dynamic and resilient firms and therefore will contribute to the creation of jobs for economic development⁴⁵ and attract tourists to test what is exported.

The unemployment rate in Rwanda decreased to 16 percent in 2018 from 16.70 percent in 2017. The decrease will be notable with integration into the network of UNESCO's cities of gastronomy. The unemployment rate in Rwanda averaged 8.58 percent from 2001 until 2018, reaching an all-time high of 16.70 percent in 2017 and a record low of 1 percent in 2001 reduces because of different initiatives taken by the government of Rwanda including Made in Rwanda policy. In past years the unemployment rate in Rwanda was slightly declining while with this network, the decrease will be sensible.

4. CONCLUSION

The study shows that Sina Gerard/Ese Urwibutso's gastronomic orientation raised Nyirangarama inhabitants anthropologically and economically. Further, findings show that all sampled respondents were equally distributed questionnaires, regardless of their owner, nature of the occupation, and contribution to the factory. Thus the data got were of good quality and representative of the research.

In this research, we have found out the outcomes provided by respondents that RG development, can address the trade deficit and increase job creation⁴⁶ by promoting exports, boosting production, and stimulating sustainable demand for competitive Rwandan value-added products by addressing factors constraining their quality and cost competitiveness. The findings indicate that 93% of respondents certified that the quality of products of hotels, restaurants, and factories can raise a town at an international level. 96% of respondents agreed that tourism is increasingly being attracted to Sina Gerard/Ese Urwibutso products at Nyirangarama day after day, 91% attested that exportation is a tool for marketing their products and tourism is linked to trade and e-trade. Those data indicate that RG outcomes improve economic development in terms of tourism, trade, and e-trade.

Furthermore, the findings show how Sina Gerard/Ese Urwibutso products compete with foreign products. As said, 75% of respondents agree that Sina Gerard/Ese Urwibutso fruits are preferred by tourists over foreign fruits, and 70% of respondents attest that local meals are more preferred by tourists than food prepared with imported gastronomic products. 80% of respondents said that local processed beverages are more bought by tourists compared to imported beverages.

Those findings indicate that Sina Gerard/Ese Urwibutso's gastronomic development has already had a positive impact on industrial output, the country's trade/e-trade balance, and the socioeconomic

⁴³ Noël Korukire1*, Liliane Birasa2, David Basheija3, Jean de Dieu Habimana1, M. Claire Ineza4, The weakness and strengths of sanitary inspections in improving food safety and hygiene in commercial restaurants in Rwanda, in *Rwanda Journal of Medicine and Health Sciences* Vol 1 No.1, 2018, p.31.

⁴⁴ <https://www.cnbcfrica.com/news/east-africa/2016/03/02/rwanda-increasing-locally-produced-products/> (Retrieved on 22 August 2022)

⁴⁵ "Employment opportunities are offered through national parks: guides, trackers, and antipoaching agents, for example. Some of the private tour operators also offer community-based tourism activities, such as stays with local families, village walks, banana beer production, and even volunteer opportunities in local communities" Nielsen H., Spenceley A., (2012) *The Success of Tourism in Rwanda: Gorillas and More*, World Bank, p. 235.

⁴⁶ UNRCO, Rwanda's food systems national dialogues: Outcomes and pathways, 2021, p.39.

development of Rwanda. The gastronomic development aims at increasing local production of raw materials as well as domestic value chains and plugging into regional and global value chains to raise the visibility of Rwanda. In that context, people can get revenues because some raw materials come from local markets and therefore, it has big economic benefits as some scholars confirm in their literature⁴⁷. Regarding the cost of products, the Government has also made provisions for preferential considerations of products and services in instances where local products are becoming less expensive than imported ones.

According to the results obtained at the end of this study, we suggest that the government of Rwanda through the local authorities sensitize people to value RG, raise awareness among all Rwandans about the importance of prioritizing locally-made products and apply for one of its cities to be in the network of UNESCO's cities of gastronomy.

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