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RED ROCKS VOLOCANOES NATIONAL PARK SUSTAINABLE DEVELOPMENT GOALS

BACKGROUND:

Beginning in the year 1990s and reaching full-fledged recognition since 2000, strategic shifts in business in general, and in tourism specifically, have led to essentially new ways of thinking about relationships among stakeholders and their physical and cultural environments.

The social business enterprise movement raised and got supporters across the globe as an innovative approach to sustainable business activity offering people a path to human development and economic prosperity. In a related move within the travel and tourism sector there was a need for sustainable tourism as a means of providing benefits to the local population while enriching the tourists' visits and "preserving the tourism products for future generations to enjoy

This interest in sustainable tourism coincided with the increasing focus on the concept of cultural tourism and the role it can play in economic growth and investment. so Sustainable tourism has become a proven tool for conservation and development since it benefited many destinations globally.

Red Rocks Initiatives has managed to put eco-tourism agenda as part of its programs to promote development around Virunga massif. It continues to involve the local community and forge partnership with other like-minded organizations to promote its community development programs in the region.

Our long-term objective was to ensure the local communities benefit from their skills in trade, art, music, education, and much more so that people can gain from sustainable

tourism, while they help in environmental conservation and uplift their living standards, since red rocks eco-tourism culture center believe that all the three are inextricably linked and therefore should be promoted together.

Red Rocks initiatives targeted the local community for sustainable economic development, because responsible tourism had the power to uplift the living standards of the vulnerable local Community, where there had a part to play that has an influence on tourism as a means of sustainable community development aspect by creating a physical place that united communities of artist, musicians, and locals in one and got involved in building a stronger society around volcano national park.

2. INNOVATION

Red Rocks Ecotourism Initiatives, we have been converging the theme of our vision, planning, and marketing strategies, with the aim of bringing the most efficient workflow solutions to our **clients** and the **community** while providing value-added customer support and service, and earning a reasonable profit in the process that later goes to communities around Volcano national park for its sustainability.

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At Red Rocks Ecotourism Initiative, one of the most significant aspects of Cultural Tourism, is that we have been organizing events of attractions, all meant to improve the quality of life of the community's residents, as well as volcano national park sustainability while helping to preserve and improve traditional resources as well ;

At Rocks Ecotourism Initiative, we have been increasing our share of this market segment by offering the same value-added service and support benefits that we bring to our commercial clients as well as communities around volcano national park.

ECO –TOURISM CULTURAL CENTER SUSTAINABLE GOALS:

https://www.redrocksrwanda.com/activitites/eco-tours/

Farming:

In this initiative, we work with the local communities to build synergies and partnerships with other organizations that do conservation and tourism. We encourage conservation and tourism-based farming like indigenous fruit growing, tree planting, indigenous domestic animals livestock i.e. cows, sheep, pigs; and beekeeping (Honey production/ processing), pets rearing and horticulture among others.

Sustainable Education

We teach local community skills to enable them interact with tourists. The women and youth are involved in selling products like handcrafts and it's through effective communication that they can engage with the tourists who visit local attraction sites, where the locals are able to uplift their living standards and help in conservation around volcanoes National Parks.

Red Rocks helps Locals Communities to learn foreign international languages, housekeeping, capacity building, international architecture, modern farming techniques as well as the environment and its conservation and other skills that may uplift their living standards, since in red rocks we believe that through education, communities breaks the circle of poverty and hopeless.

Arts and Cultural Conservation

This involves a surplus of activities aimed at recreation for peace and development. Our organization established rich arts and crafts galleries to promote cultural music Dance and drama, where our local artists produce a variety of artistic materials made from canvas and acrylic paints very durable with information about conservation for plants and animals which cannot speak for their own.

We have established red rocks art gallery in Kinigi (Base town for Gorilla trekking) that not only preserves our cultural artifacts but also acts as a place tourists can come and see depictions of our cultural heritage. Our talented youthful artists also showcase art that deal with conservation.

Red Rocks botanic garden

The Red Rocks botanic garden offers an opportunity to explore the plants and herbs that are used to cure many diseases. The traditional healer used to encroach in Volcano National park for different herbs, this has also provided a livelihood to those working there as they continue to tap into the tourism market and access of herbs for communities around volcanoes national park without going to poach them inside the park.

Support to the Indigenous Communities.

Red Rocks also runs a project called Supporting Indigenous Rwanda Communities Village which kick-started in 2015 with an aim of improving the lives of Kagano community who lost their land as a result of eviction from the park's forest. Together with the Gorilla Organization, we secured the land for agriculture for the Indigenous (Kagano community) and equipped them with better agricultural techniques to help them cope up with the needs of life. For existing businesses, new income generated by Cultural Tourism visitors may add sufficient revenues for the communities to become more profitable while helping them to grow;

Support in provision of Water

Several communities used to look for water inside the Volcanoes National Park, so Red Rocks in partnership with other organization supported water projects, to help improve the community livelihood around Volcanoes where clean water was extended to those communities without going to poach water in the park, where -based water collective tanks were distributed to 52 small household those communities, and installed 4 large public water collective tanks in neighboring communities.

Support to Vocational Activities:

With the aim of improving the livelihood of the communities around Volcanoes National park, also Red Rocks have been supporting vocational activities to diversifies local

economy i.e., guides, sports outfitters, more retail, crafts teachers, tourism packages; transportation options, web and graphics designers as well as tour operators;

Helping in diminish "outflow"

Red rocks supports travel of Kagano community village residents to a neighboring communities to purchase goods and services not available in their own community, which they used to obtain in the Volcano national park;

Other supported crosscutting activities:

- Attracting visitors with interests in cultural heritage and traditions, history, and preservation,
- Increases revenue at historic attraction and events thus helps sustain the communities;
- Preserves and strengthens local traditions and generate opportunities for local investment in historic and community resources;
- Builds community pride and perception/image of the site or area's significance that helps to improve property values;
- Creates need for and creation of quality promotional materials, utilization of ICT, etc., all bring positive impressions of the community;
- Attracts investors (banks, foundations) interested in sustainable economies, etc.

Community awareness along volcano National Park

Red rocks have been conducting and increase community awareness on tourism and conservation- initiatives in general, and in particular Community awareness on Park management interventions especially on park revenue sharing since most of the communities are unaware of RDB's tourism revenue sharing projects, that are meant to improve community livelihoods, intended to empower communities around Volcano National Park in order to reduce Volcano national park conflicts,