

**STRATEGIC DECISIONS AND PROMOTION OF TOURISM IN RWANDA  
A CASE STUDY OF ETHNOGRAPHIC MUSEUM IN HUYE**

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**ABSTRACT**

The study endeavored to ascertain whether Strategic decisions promote Tourism in Rwanda a path to quality culture, in Huye and in the whole country. The study investigated if strategic decisions are practiced in Ethnographic museums and in tourism industry in general, their understanding of tourism promotion; the benefits, challenges and measures. A qualitative method was employed in the study where questionnaires were issued and interview guide to a total number of 100 museum junior and senior staff. The research results revealed that the majority of the study participants agreed that strategic decisions are practiced in the museum and they promote tourism in the institute. This is manifested in the increased tourism revenue generation and development from almost zero to a monthly statistic of 5000 tourists where the museum generates up to 7m francs per month that has improved the museum tremendously. The study recommends the Government to put more efforts in tourism promotion by developing infrastructures and increasing marketing and promotion. This will increase tourism awareness, culture preservation employment creation.