

Tourism serves as a significant foreign exchange earner for Rwanda's economy, yet much of its intricacies remain obscure to the general public. Rwanda Dispatch recently had the opportunity to converse with Greg Bakunzi, a trailblazer in sustainable tourism, to gain insight into the operations of his organization.

Question: What Inspired you to establish Red Rocks as a cultural tourism destination in Musanze, Northern Rwanda?



Greg Bakunzi

Greg Bakunzi (GB): Red Rocks was founded in Musanze District, Northern Province, with the aim of honoring the region's rich cultural heritage and breathtaking natural landscapes through sustainable tourism practices that directly benefit local communities. The founders' vision was to offer genuine cultural experiences, enabling visitors to deeply engage with Rwandan traditions while simultaneously fostering socio-economic progress.

Question: What cultural experiences and activities await visitors at Red Rocks?

GB: Red Rocks provides a diverse range of cultural experiences, including opportunities for community engagement, participation in traditional activities like "gushayaya," guided tours of villages, cultural workshops focusing on crafts and cuisine, culinary adventures featuring traditional food and beverages, nature and cultural excursions, and involvement in community development initiatives.

Question: How do you collaborate with local communities to highlight and preserve the area's rich cultural heritage?

GB: At the heart of Red Rocks' mission lies collaboration with local communities. We foster this collaboration through cultural exchanges, support for local artisans, empowerment of community enterprises, investment in development projects, celebration of cultural festivals, and joint efforts towards environmental conservation.

Question: What distinguishes your organisation from others, and how do you guarantee an authentic and immersive experience for your guests?

GB: Red Rocks stands out due to its emphasis on deep cultural immersion, close community connections with local engagement, authentic accommodations reflecting the local culture, distinctive experiential activities, sustainable eco-friendly practices, and personalized service. These elements collectively deliver an authentic and immersive experience for guests.

Question: What are Red Rocks' future plans as a cultural tourism destination, and how do you foresee its evolution to cater to the evolving needs and interests of travelers?

GB: Our future plans encompass an expansion of cultural experiences, fostering sustainable growth, introducing innovative eco-friendly accommodations, spearheading cultural preservation initiatives, integrating digital advancements, further empowering local communities, and adapting to changing traveler interests. Throughout these developments, Red Rocks remains committed to sustainable, responsible tourism that honors and celebrates Rwandan heritage.

