

Edwin Sabuhoro, Ph.D.

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EDUCATION

- PhD in Parks, Recreation and Tourism Management, Clemson University, USA 2018
An Exploratory Study of Community Conservation Enterprises as a Model for Improving Community Livelihoods and Conservation of Mountain Gorillas Across the Greater Virunga Transboundary Landscape. Doctoral Dissertation.
- Master of Science in Conservation and Tourism, University of Kent, Canterbury, United Kingdom 2006
Ecotourism as a Potential Conservation Incentive for Local People Around Rwanda's Parc National des Volcans. Masters Thesis.
- Ecotourism Management Certificate, George Washington University, Washington DC, USA 2006
- Bachelor of Legal Laws (LLB), University of Rwanda, Huye, Rwanda 2002

PROFESSIONAL EXPERIENCE

August 2020

Assistant Professor

THE PENNSYLVANIA STATE UNIVERSITY

Department of Recreation, Park and Tourism Management and African Studies Program. Currently teaching Sustainability, Society & Well-being course.

2017 - Present

Affiliate Professor

COLORADO STATE UNIVERSITY

Department of Human Dimensions of Natural Resources at the Warner College of Natural Resources. Facilitating graduate students conducting their capstone research projects in East Africa.

July - December 2018

Lecturer

AFRICAN LEADERSHIP UNIVERSITY, RWANDA

School of Wildlife Conservation and Global Challenges. Teaching wildlife conservation, natural resources management, governance and other global challenges courses.

2013 – May 2018

Graduate Teaching Assistant

DEPARTMENT OF PARKS, RECREATION AND TOURISM MANAGEMENT (PRTM)

Clemson University, South Carolina, USA

- Conducted research that investigated community conservation enterprises as a model for improving community livelihoods and the conservation of Mountain Gorillas across the Greater Virunga Transboundary Landscape (Uganda and Rwanda).
- Served as a teaching assistant for a Graduate Course: Community Conservation and Sustainable Development (PRTM 9000).

2008 - 2018

Visiting Lecturer

UNIVERSITIES AND INSTITUTIONS

Developed field- based and lecture programs in different areas at different universities

- Environmental Law (NATIONAL UNIVERSITY OF RWANDA).
- Tourism and Travel Law (RWANDA TOURISM UNIVERSITY COLLEGE).
- Customer Care and Global Tourism Perspectives (AKILAH INSTITUTE FOR WOMEN).
- Conservation Policy and Law (NATIONAL UNIVERSITY OF RWANDA).
- Ecotourism Management (HIGHER INSTITUTE OF AGRICULTURE AND ANIMAL HUSBANDRY).

2016 - 2020

Member-Board of Directors

INSTITUTE OF NATIONAL MUSEUMS OF RWANDA

The Institute of National Museums of Rwanda (INMR) is a government institution charged with managing 8 national museums countrywide.

2016 - 2018

Technical Advisor

RWANDA CHAMBER OF TOURISM

Led a team of 4 staff and 20 Board Members of different private sector-based tourism and hospitality associations to develop strategic plans, policies, and advocacy programs for Rwanda's tourism industry.

- Spearheaded project development and mobilised resources from stakeholders and donors.
- Coordinated implementation of government policies and strategies.
- Developed the Rwanda Chamber of Tourism strategic plans for 5 years.

2005 - 2013

Founder/Partner

RWANDA ECO-TOURS

Lead a team of 10 office-based staff and 35 field- based staff to establish a successful medium size ecotourism business. During this period, we have developed and managed new community-based tourism programs, increased the clientele base, and provided resources, concepts, and strategic planning to tap into the wider tourism business effectively.

2005 - 2013

Program Founder

IBY' IWACU CULTURAL VILLAGE/GORILLA GUARDIANS VILLAGE

Started and managed Rwanda's only community-based, eco-tourism initiative for the Volcanoes National Park.

- Acted as a principal project representative and initiated several community enterprises that helped communities to start small scale projects and benefit from gorilla tourism.
- Started initiatives to reform poachers and prevent the killing of wildlife; started projects that helped them improve the food, economic, health and education security of their households.
- Developed a new tourism product that contributed to the national tourism diversification program to make sure tourists stay longer and spend more in the local economy.
- Developed a community-tourism value chain by linking the producers of indigenous products to good tourism markets.

2011 - 2013

Founder/Partner

GREEN JOURNEYS AFRICA

Participated in starting a new business opportunity that provided viable commercial expertise for developing sustainable tourism opportunities in East Africa.

2010 - 2011

Senior Economic Development Advisor

THE NETHERLANDS DEVELOPMENT ORGANISATION (SNV)

Developed and promoted economic development through delivery of sustainable tourism development programs. Led a team of 5 economic development advisors that;

- Developed and implemented Rwanda's sustainable tourism master plan, business incubation for entrepreneurs, creating an enabling environment (policy, management plans, strategic plans, policies, acts and by-laws) that made tourism a leading economic foreign exchange earner.
- Developed a multi-sector platform to strengthen public-private partnerships for better tourism development.
- Developed a tourism value chain for Rwanda that successfully brought together producers, suppliers, and consumers.
- Co-led a UNWTO Project to develop the Congo Nile Trail and incorporate communities to benefit from tourism in the Southern corridor.

2004 - 2006

Tourism Warden

VOLCANOES NATIONAL PARK/RWANDA OFFICE OF TOURISM AND NATIONAL PARKS

Led tourism department and coordinated all tourism activities in the park.

- Developed a briefing mechanism to increase customer information sharing.
- Introduced new products in the park, including caving, bird watching, camping and community-based tourism.
- Involved in planning and developing the revenue sharing program that shares 5% of tourism revenues with communities.

2002-2003

Ranger

AKAGERA GAME LODGE/AKAGERA NATIONAL PARK, RWANDA

Led game viewing safaris and expeditions

- Managed game safaris, making sure reservations were recorded and visitors were well guided.

2002

Intern

WILDLIFE CONSERVATION SOCIETY/NYUNGWE NATIONAL PARK, RWANDA

Conservation and wildlife protection internship.

- Participated in reviewing illegal park activities through active patrols to understand poaching activities and poaching perspectives in the park.
- Reviewed the legal framework for counteracting poaching and interviewed communities about illegal activities around the park.

PUBLICATIONS

- Sabuhoro, E., Wright, B. A., Powell, R. B., Hallo, J. C., Layton, P. A., & Munanura, I. E. (2020). Perceptions and Behaviors of Indigenous Populations Regarding Illegal Use of Protected Area Resources in East Africa's Mountain Gorilla Landscape. *Environmental Management*, 65(3), 410-419.
- Bernhard, K., Smith, T., Sabuhoro, E., Nyandwi, E., & Munanura, I.E (2020). Effects of integrated conservation-development projects on unauthorized resource use in Rwanda's Volcanoes National Park: A mixed-methods spatiotemporal approach. (*Submitted to Oryx-The International Journal of Conservation*).
- Munanura, I. E., Backman, K. F., Sabuhoro, E., & Bernhard, K. P. (2019). The Potential of Tourism Benefits to Reduce Forest Dependence Behavior of Impoverished Residents Adjacent to Volcanoes National Park in Rwanda. *Tourism Planning & Development*, 1-22.
- Munanura, I. E., Backman, K. F., Hallo, J. C., Powell, R. B., & Sabuhoro, E. (2018). Understanding the Relationship Between Livelihood Constraints of Poor Forest-adjacent Residents, and Illegal Forest Use, at Volcanoes National Park, Rwanda. *Conservation and Society*, 16(3), 291-304.
- Munanura, I. E., Tumwesigye, B., Sabuhoro, E., Mariza, D., & Rugerinyange, L. (2018). The quality and performance nexus of the community-based ecotourism enterprises at Nyungwe National Park, Rwanda: a total quality management perspective. *Journal of Ecotourism*, 17:2, 160-183.
- Sabuhoro, E., Wright, B., Munanura, I. E., Nyakabwa, I. N., & Nibigira, C. (2017). The potential of ecotourism opportunities to generate support for mountain gorilla conservation among local communities neighboring Volcanoes National Park in Rwanda. *Journal of Ecotourism*, 1-17.
- Munanura, I. E., Backman, K. F., Sabuhoro, E., Powell, R. B., & Hallo, J. C. (2017). The perceived forms and drivers of forest dependence at Volcanoes National Park, Rwanda. *Environmental Sociology*, 1-15.
- Nibigira, C., Sabuhoro, E. & Kitheka, B. (2017) "Chapter 3 Regional Tourism Development within the East African Community" In: Butler, R. & Suntikul, W. (ed). Oxford: Goodfellow Publishers
- Munanura, I. E., Backman, K. F., & Sabuhoro, E. (2013). Managing tourism growth in endangered species' habitats of Africa: Volcanoes National Park in Rwanda. *Current Issues in Tourism*, 16(7-8), 700-718.

CONSULTANCIES

2006-2018

Lead Consultant

TECHNICAL CONSULTANCIES

Developed and executed a number of consultancies across the region:

- **TRADEMARK EAST AFRICA:** Led a team of 5 people to identify, map, document, and develop a strategic plan for community- based tourism enterprises across Uganda and Rwanda.
- **GREATER VIRUNGA TRANSBOUNDARY SECRETARIAT:** Part of a team that mapped Private Community Tourism Partnerships and Ecosystem Service Enterprises across Uganda, Democratic Republic of Congo and Rwanda.
- **USAID/NYUNGWE NZIZA PROJECT:** Conducted a study on the Impacts of Community-Based Ecotourism Initiatives on threat reduction near Nyungwe National Park.
- **RWANDA DEVELOPMENT BOARD /GOVERNMENT OF RWANDA:** Part of the team that developed the Rwanda National MICE Strategy which made Rwanda the 7th leading MICE destination in Africa.
- **RWANDA DEVELOPMENT BOARD /GOVERNMENT OF RWANDA:** Part of the team that developed the Rwanda Tourism Law.

- **INTERNATIONAL GORILLA CONSERVATION PROGRAM:** Conducted a study to identify and map community- based tourism products and routes around the Volcanoes National Park in Rwanda.
- **INTERNATIONAL GORILLA CONSERVATION PROGRAM:** Led a team of 4 experts that collaboratively developed a tourism management plan for Volcanoes National Park.
- **GOVERNMENT OF BURUNDI:** Part of a team of experts that developed a tourism strategy for Burundi.
- **GOVERNMENT OF MALAYSIA:** Selected as an African expert to join 4 other global experts and develop an ecotourism strategy for Perak State in Malaysia.
- **GREATER VIRUNGA TRANSBOUNDARY SECRETARIAT:** Conducted a study that developed a capacity development strategy for community-private sector partnerships for the Greater Virunga Transboundary Landscape.

PROFESSIONAL ASSOCIATIONS

2010-2013

President

RWANDA CHAMBER OF TOURISM

Led and built a successful tourism chamber (US\$, 200 million in 2010 to \$293 million in 2013) that advocated for five associations in the tourism, travel and hospitality industry in Rwanda, the associations for Hotels, Restaurants and Bars, Airlines, Tours and Travel Agents, Tourism and Hospitality Training Institutions, and Guides and Transporters.

- During this time, advocated for the tourism industry making sure that policies, strategies, and laws did not conflict with the business environment, and the business environment remained positive.
- Participated in all industry forums and meetings to leverage partnerships and opportunities for the tourism businesses in Rwanda.
- Secured grants and projects from 3 development partners to develop the capacity of industry players for tourism product development, diversification, promotion, and marketing.
- Initiated and started a national tour guides' training programs and rating system that helped improve the quality of guiding services in the country.
- Increased member services and benefits through active Public-Private Partnerships.

2009-2015

Representative

IUCN/WCPA YOUNG PROFESSIONALS

Represented International Union for the Conservation of Nature and the World Commission on Protected Areas in East, West and Central Africa.

- Oversaw and coordinated IUCN/WCPA youth engagement in global conservation and community development.

2008-2010

President

RWANDA TOURS AND TRAVEL ASSOCIATION

Revamped and led a tourism and travel association from 2 members to 40 members, raising the association revenues from US \$400 to \$40,000 annually

- Advocated for all inclusive policies on gorilla permit reservations and made sure that policies do not hinder the businesses from development.
- Started public-private partnership forums that let the private sector voice be heard by the regulator.
- Initiated capacity building programs that target tourism product development, diversification, marketing and promotion and help businesses to thrive in a regional competitive market.

- Helped association members train and participate in overseas tourism and travel fares and leveraged businesses.
- Started internship programs to help university students gain practical opportunities, acquire on-the-job training skills and enhance their knowledge.
- Secured grants and projects that helped the association reach its objectives of capacity development and carry out its advocacy programs successfully.

AWARDS AND HONORS

- **eChievement** (2016), Conservation and Community Development, Boulder, Colorado, USA.
- **UN-GRASP Ian Redmond Conservation** (2015), Mountain Gorilla Conservation.
- **CNN Hero** (2015), Mountain Gorilla Conservation & Community Livelihoods, USA
- **Global Ecotourism Advocate** (2015), The Royal Belum Inaugural Ecotourism, Perak, Malaysia.
- **CNN African Voices** (2015), Mountain Gorilla Conservation and Community Development, Rwanda.
- **President Obama Young African Leader** (2010), Mountain Gorilla Conservation and Community Engagement, Washington DC, USA.
- **IUCN/WCPA Young Conservationist** (2008), Mountain Gorilla Conservation and Community Development Initiative (Iby'Iwacu Cultural Village), Barcelona, Spain.
- **ECOCLUB Ecotourism** (2007), Turning Poachers to Farmers, Athens, Greece.
- **Global Ecotourism Advocate** (2007), The Royal Belum Inaugural Ecotourism, Perak, Malaysia.
- **Government of Rwanda's Prime Ministers** (2004), Outstanding Tourism Services, Kigali, Rwanda.

SELECTED GRANTS

Funding Agency: United States Fish and Wildlife Service, Great Apes Conservation Fund
 Amount: \$83,435
 Role: Co-Investigator (Principal Investigator: Dr. Brett. A. Wright)
 Project: Effectiveness of Community Conservation Enterprises around the Greater Virunga Landscape.
 Year: 2016

ADDITIONAL SKILLS

- Fluent in English. Conversational in French. Conversational in Swahili.
- Microsoft Office-Word, Excel, PowerPoint, Outlook and Access
- ArcGIS
- SPPS