



African
Management
Institute

From Ambition to Achievement:

Esther's Journey in Rwanda's Hospitality Sector



2024 IMPACT STORIES



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Esther's journey from a small community in Rwanda to a key player in the hospitality industry is a testament to resilience and ambition. With Rwanda's burgeoning reputation as a global travel destination, Esther dreamed of making a meaningful impact in the tourism sector—not just for herself, but for her community. However, like many aspiring professionals, she faced barriers that seemed insurmountable.

In 2023, everything changed when Esther enrolled in AMI's Thrive at Work program. This transformative initiative equips individuals with practical skills and fosters confidence, giving participants the tools to excel in their chosen fields.

"The Thrive at Work program helped me discover my potential," Esther reflects. "It was about more than just learning; it was about gaining the courage to step out of my comfort zone."

Through a dynamic mix of workshops, hands-on experiences, and personalized coaching, Esther gained critical skills in customer service, communication, and problem-solving. These competencies became the cornerstone of her professional journey.

Upon completing the program, Esther secured an internship at Serena Hotel, one of Rwanda's premier hospitality establishments. This role presented her with a whirlwind of challenges and opportunities, as she worked in a fast-paced environment serving international guests and striving to deliver exceptional service.

"The internship at Serena Hotel was demanding, but it pushed me to grow," she explains. "I learned to adapt quickly, interact with diverse guests, and uphold the highest standards of service."

This experience not only refined Esther's abilities but also bolstered her confidence, transforming her into a well-rounded hospitality professional. Her dedication and hard work did not go unnoticed; by the end of her internship, she received a full-time job offer from Serena Hotel—a moment that validated all her efforts.

"When I was offered a full-time position, it felt like everything I had worked for had come to fruition," Esther recalls. "AMI provided the skills and confidence I needed to succeed, and now I'm proud to contribute to Rwanda's growing tourism sector."



Esther's story is not just one of personal achievement; it embodies the transformative power of education and skill development.

Through AMI's Thrive at Work program, she not only secured employment but also emerged as a role model for other young professionals aspiring to thrive in Rwanda's tourism industry. Her success highlights AMI's mission to empower individuals across Africa with the practical tools they need to flourish in their careers.

As Esther continues to inspire others, she stands as a symbol of the potential that lies within every young person willing to learn and adapt. Her journey reflects a broader movement across Rwanda. By fostering practical training and building confidence, AMI is cultivating the next generation of leaders in industries vital to Rwanda's economic future.

“I want to inspire the next generation. By sharing my experiences and encouraging young people to develop a diverse skill set, we can strengthen our community and contribute to Rwanda's economic growth.”





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