

UNIVERSITY FOR DEVELOPMENT STUDIES

DOMESTIC TOURISM: A STIMULUS FOR ECONOMIC GROWTH IN GHANA

BY

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DECLARATION

I hereby declare that this thesis is the result of my own original work and that no part of it has been presented for another degree in this University or elsewhere:

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Supervisor's Declaration

I hereby declare that the preparation and presentation of the thesis were supervised in accordance with the guidelines on supervision of thesis laid down by the University for Development Studies.

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ABSTRACT

This study is to find out how effectively domestic tourism can contribute to economic development in Ghana. The research problem is that there is little or no domestic tourism in Ghana but which is a vital component of every national tourism industry. Data was gathered from documented evidence. Two sets of open and closed ended questionnaire and semi-structured interview checklist were administered to households (households heard or their representatives), Potential tourist (i.e. natives of and visitors, tourist to the respective study areas in the Upper East, Ashanti and Central regions) and authorities of the tourism sector (i.e. successful service provides and tourist boards in the three regions). Using a scientific formula by Yamane (1973), a sample of 395 and 399 was selected for the households and the potential tourist respectively. In consultation with the respective tourist boards seven service providers were selected. A semi-structured set of questions were however used to gather information from service providers. Results from the study show that the tourism industry does not cater for domestic tourist. Though tourism is growing in Ghana and has the potential of contributing great economic benefits to the country, domestic tourism has been ignored. It is recommended that the tourism industry in Ghana should include Ghanaians through a pragmatic marketing strategy, an affordable price structure, quality services to customers, affordable, and accessible transportation, good road network and variety of appealing attractions. In a nutshell there is the need for domestic tourism to be improved in Ghana since there is great pride and love among Ghanaians for their country.



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CHAPTER ONE: BACKGROUND TO THE STUDY

1.1 Introduction

As cited in Wikipedia, the world Tourism Organization defines a tourist as a person traveling to and staying in places outside their usual environment for not more than one consecutive year for leisure, business and purposes not related to the exercise of an activity remunerated from within the place visited.

"Since 1945, tourism has grown rapidly to become one of the world's foremost economic phenomena." (Deng, 2002:422). Many countries have already realized the potential positive economic impact of tourism and have since taken steps towards the implementation of a variety of tourist attraction.

The contribution of tourism to national economics cannot be over emphasized. Its benefits to national economies are: revenue earner and contribution to GDP for most governments, generation of employment, improvement of social services, and development of infrastructure and above all rural development particularly through ecotourism. For instance according to the headline results for 2005-06, reported by Access Economics Pty Limited. (2007), the Western Australian tourism industry directly accounted for \$3.0 billion, or 9.6% of Australian total tourism value added. Correspondingly it contribute J directly \$3.6 billion of the Western Australian Gross state Product (GSP) or 9.6% of the tourism contribution to national Gross Domestic Product (GDP). It employed directly 43,300 persons, or 9.3% of total tourism employment in Australia.

Baada (2003) relying on the report by the World Tourism Organizational Report (2006), states that the tourism industry in sub-Saharan Africa enjoyed a robust annual market share growth rate of 10 per cent. Domestic Tourism which is Tourism of resident visitors within the economic territory of the country of reference is beginning to attract attention of most countries. For instance domestic Tourism in the United Kingdom is now being recognized as a significant social and economic engine that firmly underpins the social



and economic fabric of many of Britain's rural and urban communities. (Domestic Resorts & Destination, 2007).

Research has also shown that domestic Tourism can be beneficial to a country's economy in several ways. For example 70% of Western Australia's tourism market is comprised of domestic tourism which contributed nearly 60% of the monetary income to the tourism industry. Successful domestic tourist attractions around the world such as the Cape Coast Castle in Ghana, Plantations and national parks in the United States, cultural festivals in Scotland and the township throughout South Africa, have also provided employment opportunities and financial contributions to their respective economies. (Louisiana Business, 2001, Prentice, 2003 Smith and Robinson, 2006).

At present insufficient information about domestic Tourism hinder the market from progressing and improving domestic tourism. Research is needed to identify the Ghanaian travelers and assess their financial means in terms of their potential contribution to the tourism industry. From this report proper pricing system that can accommodate more domestic tourist can be identified. Information must also be gathered to determine the desires and motivation of Ghanaians to travel. Finally the industry needs to be evaluated to determine willingness to accommodate domestic tourist and successful strategies to attract Ghanaians.

1.2 Problem Statement

Tourism is a two-way relationship between demand and supply based on the dynamics of people's perceptions, expectation, attitudes and personal values. Participation in tourism is subject to cultural features which may change over time. The unemployed population in Ghana lacks the necessary education to begin building business ownership. Unfortunately many see the tourism industry as a market for foreign visitors, not a business opportunity for Ghanaians. Improving domestic tourism in Ghana will expose the Ghanaian population to tourism both through employment opportunities and travel experiences. Ghanaians must be incorporated into the country's tourism economy. It is observed by the researcher that there is a great disparity between the tourism industry and



the people of Ghana as such limiting the exploitation of all the tourism potentials. This has also limited the contribution of tourism to national development. The research problem is that there is little or no domestic tourism in Ghana but which is a vital Component of every national Tourism industry. Hence this research intends to investigate the reasons for the low or no domestic tourism in Ghana.

1.3 Main Research Question

What factors are responsible for the under exploitation of domestic tourism in Ghana? The specific research questions are as follows:

1. What are the perceptions and experiences of domestic tourists regarding the tourism industry?
2. What are the current travel trends and future travel desires of domestic tourist in Ghana?
3. What are the financial abilities of the middle class Ghanaians?
4. What are the successful practices from selected tourist destinations?

1.4. Main Research Objectives

The main objective of the study is to examine the factors responsible for the under exploitation of Domestic Tourism potentials in the Ghanaian tourism Industry

The specific objectives are as follows:

1. To identify perceptions and Experiences of domestic tourist regarding the tourism industry.
2. To identify the current travel trends and future travel desires of domestic tourists in Ghana
3. To identify the financial abilities of the middle class Ghanaian



4. To identify successful practices from selected tourist destinations

1.5 Significance of the Study

Since the late 1980s tourism has received considerable attention in the economic development strategy of Ghana. There is however a great potential of growth within the tourism industry which will reflect positively on the Ghanaian economy. Currently the Ghanaian tourism market caters largely for international tourist while domestic tourism is ignored. With the Domestic market as a virtually untapped resource in Ghana, the potential for development is considerable.

The study is therefore to investigate how effectively and efficiently the people of Ghana could be incorporated in the Tourism industry in Ghana, since they are potential contributors to the industry. With tourism still a relatively new field of study understanding what residents think about tourism is of interest to researchers and policy-makers.

Specifically this study will no doubt provide Ghana Tourist Board, the Ministry of Tourism and other Stakeholders with information, data, observation and recommendations to contribute to the improvement of domestic tourism in Ghana which is a vital component of every national tourism industry. It will also create awareness among nationals the need to be part of the industry since it is a tool to wealth creation unity, peace and sustainable development.

1.6 Limitations

The major constraints of the researcher in gathering relevant literature and data in the field include the following:

- Limited time for the project.
- Finances; the researcher at some point had to delay his travels to most research areas due to inadequate funds for transportation and printing of materials. This delayed the completion of the entire project work.



- Language was a problem since the researcher did not understand all the languages at all the research areas.
- It was also very difficult to access relevant literature, since the literature as in hard copies could not be found at one place.

The researcher did not have an ID card; hence most interviewees were not willing to grant me an interview. A lot of time was spent by the researcher convincing the interviewees for an interview, it was therefore tedious and time consuming.

These limitations were however sufficiently addressed by the researcher with the support of persons already mentioned in the acknowledgement before work commenced since the researcher was conscious of validity and quality of the study.



CHAPTER TWO: LITERATURE REVIEW

2.1 Introduction

This study in context examined the basic meaning, attributes, and significance of domestic tourism. The literature is thus treated under the following main headings: Brief history of Tourism, Meaning of Tourism and its various types, Tourism as an industry, Generation Activities, Private sector Development, Public sector Development, and Economic Empowerment of Rural Communities.

2.2 A Brief History of Tourism through the Ages

A brief review of the history of tourism is essential to provide the background on tourism's roots. Even though mass tourism is a recent phenomenon, which has evolved since World War II to become an industry of worldwide importance, there are numerous references about travel and tourism throughout history. McIntosh and Goeldner (1995) argue that from the earliest times people traveled, mainly driven by hunger or to escape danger; their remains are widely distributed. For example, fossil remains of the first true people (*Homo erectus*) have been found in Western Europe, Africa, China, and Java. This fact indicates the remarkable ability of such early people to travel great distances under primeval conditions.

Furthermore, modern form of travel was aided by the two factors; the invention of money by the Sumerians (Babylonia) and the development of trade beginning about 4000BC. The Sumerians not only first grasped the idea of money and used it in their business transactions but also invented a uniform writing and the wheel, and so should be credited as the founders of travel business; people could now pay for transportation and accommodation either with money or by barter.

The first journey for the purpose of peace and tourism was to the Island of Punt believed to be what is now Somalia in 1490B.C. Descriptions of this tour have been recorded on the wall of the Temple of Deit El Bahari at Luxor. These texts are some of the rarest artworks and are universally admired for their wondrous beauty and artistic qualities. The

Colossi of Memnon at Thebes have on their pedestals the names of creek tourist of the fifth century B.C.

Among the early travelers were the Oceania's who used small dugout canoes, not over 40feet in length, for voyages from Southeast Asia southwards and eastwards through what is now called Micronesia across the pacific to Marquesas Island and Tuamotu Archipelago and the Society Island. The Mediterranean peoples in the ancient cradle of western civilization travel for trade, commerce, religious purposes, medical treatment, as education at an early date. In ancient Greece, travels to the Olympic Games begun in 776B.C, giving rise to the peripheral business of providing accommodation; which were needed by participants and spectators as well as other travelers. Today the Olympics and other sporting events continue to be a major tourist attraction.

The Europeans were also among the early travelers, but the collapse of the Roman Empire in the fourth and fifth century's spelled disaster for pleasure travel and tourism in Europe. Only the adventurous could travel. The crusaders were notably the only people who traveled to religious shrines on that continent. Later the Grand Tour of seventeenth and eighteenth centuries were made by diplomats, business people and scholars who traveled to Europe mainly to cities of France and Italy.

Finally the Americans were also among the early travelers. The continent of North America, principally what now Florida and the southwest, was originally explored by the Spanish in the sixteenth century. Early travelers traveled on horseback or on foot. One of the most significant events in American travel history is the amount of travel done by servicemen and women during World War II. Over 12million Americans served in the armed forces from 1941 to 1945. Most of these were assigned to duty at places far removed from their homes such as the European and Pacific War theaters.

Sightseeing has always been a major activity of tourist; this has been true since the ancient times. Most of us have heard of the seven wonders of the ancient world, they



were tourist attractions since ancient times and some of them are still tourist attractions today as outlined below:

1. The Great pyramid of Egypt, including the Sphinx
the Palace in what is now Iraq.
3. The Tomb of Mausolus at Halicarnassua, in what is now Turkey
4. The statue of Zeus at Olympia in Greece
5. The colossus of Rhodes in the Harbor at Rhodes, an Island belonging to Greece
6. The Great Lighthouse (Pharos) in Alexandria, Egypt.
7. The Temple Artemis (also called the Temple of Diana) at Ephesus- at the time part of Greece now in Turkey.

Spas, Baths and Seaside Resorts were also among the interesting developments in the history of Tourism in the ancient days.

2.3 Tourism

Even though the focus of the study is on Domestic Tourism in Ghana, it is necessary to offer a brief explanation of tourism as an industry within which Domestic Tourism thrives.

Tourism is a complex multi-faceted industry and as such many authorities differ in the exact definition. Baada (2003:14) relying on the works of Bhatia (1997:10) states that "tourism is a complex, composite phenomenon and therefore defies a perfect universally accepted definition", Yeboah (1981:35) on the other hand defines tourism as "a composite phenomenon which embraces the incidence of a mobile population of travelers who are strangers to the places they visit. It is essentially a pleasure and recreational activity in which money earned in one's normal domicile is spent in the place visited." In the opinion of Ward, and Campbell (1994:3-40) "all forms of Tourism involve movement from a place of residence to a destination. Generally tourists stay long enough in the destination to undertake activities and use facilities there.



Since the destination is invariably outside the areas where the tourist lives and works, the presence of tourism generates activities which may be distinct from those of the local residents and local population.

Tourist may indulge in Sun-bathing, swimming, souvenir shopping or taking photographs. Resident population may also pursue these activities but not in such a concentrated way". According to Kofifah (1990:4-9) tourism "... denotes the temporary, short term movement of people to destinations outside the places where they normally live and work and their activities during the stay at these destinations".

Hayward (2000:56) relying on the definition of tourism provided by the Tourism society of 1970 stated that this phenomenon "is the temporary short term movement of people to destinations outside the places where they normally live and work and the activities they take part in during their stay at these destinations".

Following the findings of Baada, some significant variables of tourism include: tourist attractions, transport, accommodation (catering services), and entertainment. The distinct elements of tourism, as in most definitions of tourism are: traveling by non-residents, temporary stay in the place visited, and stay not for commercial or business or profit-making purposes (Bhatia 1997:10).

Middleton and Jackie (2001) also defines tourism as comprising of activities of persons traveling to and staying in places outside their usual environment for not more than One consecutive year for leisure, business and other purposes. Clearly, tourism is a distinctive form of recreation and demands separate consideration. According to Mathieson and Wall (1982), "tourism is the temporary movement of people to destinations outside their normal place of work and residence, the activities undertaken during their stay in these destination and the facilities created to cater for their needs".



2.4 Various Types of Tourism

Various types of tourism exist within the tourism industry. Boniface and Cooper(1994) for example identifies domestic tourism as a type of tourism that embraces those traveling Within their own country whiles international tourism comprises those who travel to a country other than that in which they normally live. Zulfikar (1998) classifies tourism under cultural tourism, adventure tourism, pilgrimage tourism and wildlife tourism. Brain and Cooper (1994) also consider business tourism as another type of tourism. They explain it as those attending trade fairs and conferences or participating in incentive travel schemes.

Hayward (2000) On the other hand considers business tourism as tourism that includes business meetings, exhibitions and trade fairs, conferences and conventions, and incentive travel. Brain and Cooper (1994) also identify another type of tourism as common-interest tourism which comprises those traveling with a purpose common to visitor or visited. This type of tourism normally involves visiting friends and relatives. They usually do not demand for accommodation or the use of tourist facilities.

Reid (2007) in his article identified eco-tourism as one other type of tourism. He reported the definition of ecotourism by one Hector Ceballos- Lascurian in 1983, as an "environmentally responsible travel and visitation to relatively undisturbed natural areas in order to enjoy, study and appreciate nature and any accompanying cultural features that promote conservation, has a negative visitation impact and provides for substantial beneficial active socio-economic involvement of local population" Reid relying on the works of Lascurian, 1993 explained further that eco-tourism "is a tool for conservation, an instrument for sustainable development and it's a good business.

Some other main types of tourism identified include Health Tourism which is associated with places, with health-giving mineral waters, treating diseases from gout to liver disorders and bronchitis. Doctors have highlighted the benefits of bathing in sea water, and sea bathing has even become part of health tourism.



Winter tourism has been identified as a type of tourism. Many water sports holidays are available at places in many countries apart from ski and snow festivals tours organized annually.

Mass tourism has become possible as result of technology allowing the transport of large number of people to places of leisure interest. Niche tourism includes adventure tourism such as mountaineering and hiking (tramping), the backpacker tourism, the sport travel for golf and scuba diving.

There are however different types of niche tourism, some of these are, the learning-oriented niche tourism which includes audio tourism and audio walking tours, the bookshop tourism which involves travelers visiting different types independent bookshops, creative tourism which includes attending cultural festivals, events, and workshops etc.

Other sub- types of nature environment oriented tourism apart from eco-tourism already discussed earlier, are, costal tourism, garden tourism and rural tourism or Agritourism .The lifestyle- oriented tourism (niche tourism types) include Gay tourism, the Gourmet Tourism, Wine tourism, the Mystical tourism involving Meditation, yoga, and rituals.

The Dark tourism or Disaster tourism includes travel to sites associated with death and suffering, such as the scene of the Hindenburg airship disaster, or to the sites of disasters. Finally one type of tourism which has recently gained grounds within the tourism industry is sports which according to reports by Beech and Chardwick (2006) is all forms of active and passive involvement in sporting activity, for non-commercial or business/ commercial reasons that necessitate travel away from home and work locality and this is attractive economically.



2.5 Tourism as an Industry

The tourism industry as might have been indicated earlier is a multi-faceted industry. It can be defined as those firms, organizations and facilities that incidentally or internationally provide facilities and services for tourist, to cater for their needs from the time of planning for their trip to their return home. The tourism industry is one of the largest industries in the world, comprising 924million international tourist in 2008, and accounting for 30% of the world's exports of services. Global tourism generated US\$856billion (€625billion) in revenues, in 2007. (National Tourism Marketing Strategy 2009-20012).

According to Davidson (1993), government's local authorities and private companies are getting into tourism development because it brings with it a range of economic benefits. Foreign exchange and international trade, employments and balance of payments. Tourism has also proven and continues to be the only effective vehicle for bringing people of different cultures together. According to Sharpley and Telfer (2000) Tourism is a vehicle for development and that it is without doubt one of the major social and economic phenomena of modern times. The World Travel and Tourism council and governments have recognized tourism as a crucial Development resource, a global competitive business, and the fastest giant income earning and an employment generating industry.

The following passage from Baada (2003:15) deserves to be reported entirely: "In terms of volume and rapidity in expansion and growth with its multiplier effect no other industry apart from the tourism industry can compete favorably. Realizing this fact the World Travel and Tourism Council, has convinced governments about the enormous contribution of tourism to national and world economic development. This explains why most government; developed and developing have committed heavy investments in the development and promotion of the industry locally, nationally and internationally".



It has also been noted by. Faulkner et al, (2000: 18) that ... the unprecedented growth of international tourism has also been lauded as an instrument for world peace. Furthermore, Warner (1996: 4903-4913), says that it is one of the few industries to have so rapidly, broadly, and prosperously evolved in the relatively short span of recent decades after World War II. As this unprecedented expansion continues steadily, ... " Tourism quickly evolved into a vigorous industry, an international competitive business and a global trade, ranked just below the oil industry, then on par with it, then above it and now as the largest industry in the world" according to the World Tourism Organization and the World Travel and Tourism Council (WTTC) Statistics.

Following the figures compiled by the World Travel and Tourism Council, the travel and tourism sector, experiences around 500million customers each year, generating an annual gross output of about US\$ 3,400billion- about 10 percent of world's total Gross Domestic Product (GDP). WTTC forecasted that by the year 2005 there would have been 338 million people working in tourism and tourism related fields.

Furthermore there were 212millionjobs in 1995 with a gross out-put of about 3.4 trillion dollars. This will be more than double 7.2trillion dollars by the year 2005. In 1995, travel and tourism contributed about 655 billion dollars in taxes and this is likely to grow to 1.4 trillion dollars by the year 2005.The force behind this great phenomenon is travel and tourism, the fastest growing industry in the world today. One of the leading futurologists in the world, Hermann Kahn, predicting a golden era for tourism says, "I see a very bright future ahead for tourism and travel industry". There are clouds on the horizon, to be sure, but ... it will become a larger giant than it already is in the next 50years."

Bhatia (1997: vii) WTO (1980:1) also states that world tourism can contribute to the establishment of a new international economic order that will help to eliminate the widening economic gap between developed and developing countries and ensure the steady acceleration of economic and social development and progress in particular in developing countries.



Tourism as an industry in general has helped in the creation of wealth and generation of employment in many countries. It creates alternative income generation activities and it can be a tool for economic empowerment for rural communities. The researcher therefore supports the theory by Sharpley that it is a vehicle for development.

According to the World Travel and Tourism Council's WTTC (1999) report cited in Broadus(2002), tourism is the largest civilian industry and accounts for nearly fourteen percent of the World's Gross Domestic Product (GDP). The continued growth of tourism is forecast through 2010 at annual rate of three to five percent.

Africa as a continent is also enjoying some continued growth in the tourism industry. For instance Africa travel and tourism represents an emerging market of 31 million travelers with more than \$12.4 billion in revenues. According to the 1999 World Investment report issued by the United Nations Conference-on Trade and Development, from 1996 to 1998, tourism ranked third behind telecommunication and agri-business industries that received considerable foreign direct investments in Africa. It is however little known that the travel and tourism industry is the only major sector in international trade and services in which developing countries recorded surpluses.

The WTTO currently ranks the African continent as one of the fastest growing destinations for international tourist. As a result many African governments support the growth of both domestic and international tourism due to the sectors immense potential for job creation, tax revenue generation, economic diversification, and foreign exchange earnings. Africa possesses some of the greatest deserts, beaches, tropical rainforest, mountain ranges in the world and beckons the adventure tourist to come and visit, explore and enjoy. (Broadus, 2002)

Following the report by Van Beek and Spierenburg (2008), tourism is the fastest developing enterprise in Africa and currently one of the continent's major investment opportunities, viewing its 6% growth rate for the last decennium. Africa receives 4.8% of all tourist arrivals in the world and 3.3% of receipts and although it is not at the heart of

the global tourist market, this modest proportion of the world's number one industry is still important for the continent.

Ward, and Campbell (1994) describe the tourism industry's sub-sectors as transport (e.g. air, rail, ferry and road services), Accommodation and Catering (e.g. Hotels, restaurants, Tour operators and Travel agents, Visitor attractions and events, Services (e.g. financial, guides, tourist information) and tourist organization (e.g. regional and national tourist boards, Automobile" Association (AA)/ Royal Automobile Club (RAC), and local governments departments).

According to Hayward (2000) the tourism industry provides 1.7millionjobs (7 per cent of the UK workforce). He also added that over 200,000 businesses, mainly small independent ones, hotel and guest houses, restaurant, holiday homes, caravans and camping parks are responsible for the bulk of tourism services.

2.6 Demesne Tourism

Domestic Tourism gives the opportunity to the people in the country to understand what the country is made up of, and also the opportunity to learn more about the country. This can help to inspire a sense of national identity, belongingness and unity .It can give the opportunity to students to learn and know what their country is made up of, in terms of the economy and its diverse society .Domestic tourism can help the country especially in the redistribution of income from the urban to the rural communities.

Middleton and Clarke (2001) define domestic Tourism as people who travel and stay overnight within the boundaries of their own country. To Weaver and Opperman (2000), a domestic tourist is one whose itinerary is the usual country of residence. The World Tourism Organization estimates that domestic tourism around the world outweighs international tourism by a factor of around. 10: 1 (WTO 1990). In the USA, where good measurement does not exist, Americans take only one trip abroad for every one hundred domestic trips.



However, Page and Hall, (2006) reports that "domestic tourism statistics remain poor in quality and quantity". This is compounded by the fact that domestic tourism has no direct impact on the government foreign exchange earnings or balance of payments. Akyeampong and Asiedu, (2008: 142), also define domestic tourism as tourist within the boundaries of a person's country. Davidson (1993: 9) describes domestic tourism as tourist trips that take place in the tourist own country, meaning that the tourist country of origin and destination are the same. Akyeampong and Asiedu (2008: 142-143), also reported that domestic tourism was difficult to quantify because of the apparent confusion as to who a domestic tourist is and the tendency of domestic tourists to stay with friends and relatives thereby avoiding being recorded in the usual accommodation data which is the sources of most tourism statistics.

The total market for travel and tourism includes domestic visits and day visits from home. This total market has grown rapidly over the years and is now very large, encompassing the great majority of the population of economically developed countries. In the UK in 1998 an estimated 100million domestic tourist visits for all purposes generated 350million nights away from home. Middleton (1998: 53-54) said that estimates of the size of this sector of the market vary because in many countries, domestic tourism is not adequately measured. However in the UK for instance, in 1994 an estimated 110million domestic tourism visits for all purposes generated 416million nights away from home.

The Peoples Republic of China (PRC) which defines domestic tourism as travel by the PRC residents within the main land has experienced changes that were no less dramatic than the international tourism segment. In 1996 the Chinese took more than 640 million person trips for domestic travel and spent 160 billion Yuan which was 20 times that of 1985. The domestic tourism market now account for 90 percent of china's entire tourist traffic, 66 percent of the country's total tourism revenue and 3.8 percent of its GNP. (Andereck, K. L. and Nickerson, N. P. 1997).



Supporting the fact that, domestic tourism generates substantial amount of money for countries, Uttam, (2003) stated that 320million domestic trips were undertaken worldwide in the year 2000. Global receipts from domestic travel are expected to rise to \$156billion by the year 2010.

In trying to understand Domestic Tourism it is also important to take note of certain key terms such as a tourist, foreign tourist and a Domestic tourist. Zulfikar (1998) defines a "tourist as a person who goes on holidays to visit places away from his home. According to him a foreign tourist is a person visiting India on a foreign passport staying at least 24 hours in India, the purpose of whose journey could be classified as Leisure, recreation, holiday, health study, business, family and meetings".

Zulfikar also states that, a domestic tourist is a person who travels within the country to a place other than his usual place of residence and stays at the hotel or other rented places, uses the sightseeing facilities for duration of not less than 24 hours, one night or not more than six months. Ward and Campbell (1994) also define domestic tourism as residents who take holidays within their own country. According to (Crockett and Wood, 1999:278), domestic tourists are a major factor in the success of the Australian tourism economy.

But how we define a tourist depends on what we want to say about him or her and why. To the travel agent, the tourist is a client purchasing a package tour or a business traveler seeking transportation to a meeting of convention. An international airliner may distinguish between a traveler who is likely to prefer a charter package and the one who flies first class on a schedule airliner. In the eyes of an airliner the kind of ticket purchased may be the best indicator of the difference between a pleasure traveler and a business traveler.

A hotel may distinguish between the convention delegates who will attend a meeting or function at the hotel and who is likely to use the hotel only as a place to sleep during his or her visits with friends or relatives. To the food and beverage industry, the tourist is a



source of increased sales in their year-round outlets and of economic survival in those seasonally attractive places such as beaches and ski slopes. From the individual point of view a tourist is one who seeks to get away from home for change. (Zulfikar, 1998).

As stated by Moseley, sturgis, and heeler, (2007:1), 70% of Western Australia's tourism market is comprised of domestic tourist who contributes about 60% of monetary income to the tourism industry. These domestic tourists are a major factor in the success of the Australian tourism economy (Crockett and Wood, 1999:278).

In my view there is much Ghana can benefit from tourism? Looking at the amount of money spent at drinking bars and chop bars, night clubs, purchasing of luxury vehicles, one can comfortably conclude that, the government can realize a huge amount of money for national development. I am therefore in support of the views of most writers that domestic tourism can help in the development of most economies and therefore all developing nations including Ghana should consider it seriously in their national agenda. Additionally Sindinga (1994) notes the possibility of international tourism receipts suffering because of bad press on the international market. The travel warnings tend to send fear to potential travelers and m~~ the, destination lose its appeal. In such instances domestic tourism tends to be a good 'shock absorber.

For the purposes of this project the definition of domestic tourism by Moseley, Wheeler and Sturgis, (2007) as any travel or holiday within one's home country outside one's usual working/living, area has been adopted. This can include but is not limited to: visiting attractions such as museums, national landmarks, natural phenomena, cultural experiences, and also spending holiday in areas such as Kakum National Park, Mole Game Reserve etc. is adapted by the researcher.

Following an article written by Yamoah (2010), "Domestic tourism gives Ghanaians the opportunity to learn more about their own country and helps to develop a sense of national identity and unity. As Ghanaians will appreciate others culture better if they travel outside their residence to other communities.



As trying to breach the gap between the rural areas and the urban areas, domestic tourism is one such tool that can be used to re-distribute income. Obviously travelers on reaching their destination spend on food and accommodation. Some also patronize crafts made by the indigenes, Therefore commercial activities thrive in communities that receive many tourists.

2.7 Private Sector Vs Public Sector and Tourism

Tourism in the past was seen to be a central government business, today several private individuals have ventured into the industry and now it has become one of the major private sector development activities. All that governments are supposed to do is to formulate policies and guidelines to streamline the industry, so that individuals and organizations that are into the industry would be able to run their businesses within the law. With this, government will be able to control, regulate and coordinate all the tourism industries whether in private or public and also provide the necessary opportunities.

Clarke and Kerry (2000) indicates that tourism is however not just the prerogative of the private sector. Some aspects of the industry such as information and infrastructure are often the direct responsibility of local government. Additionally many non-profit and voluntary groups may affect tourism through their own activities such as conservation and preservation or by running local festivals and community events.

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Whilst the private sector may play an important role, they should not act alone. Past evidence suggest that the best destination development plans are those created jointly by non-profit organization, local governments and the private sector. Collaboration and complementarities bring success in tourist flows not internal division.

Hayward (2000) also describes the tourism industry as made up of three different sectors, the Private sector, the Public Sector, and the Voluntary sector. According to him activities within the Private sector include: eating and drinking (e.g., restaurant, pubs, clubs, wine bars) home based leisure, travel and tourism (e.g. holidays, accommodation) sports and recreation (e.g. aerobics, squash, ice skating, Entertainment (e.g. cinemas,



theatres, clubs) and visits (e.g. theme parks, attraction, zoos). Business in the private sector can be sole traders (one person), e.g. fitness consultants or other huge companies like McDonald's American Express, Thomas Cook.

The Public Sector Organization which also have a role to play are funded by central and local government and these include ,Parks, leisure centers, Playing fields, swimming pools and public halls. Public sector organizations basically provide community services and not necessarily making profit. The Voluntary sector on the other hand are non- profit making organizations and are run by volunteers these include youth clubs, Scouts and Guides, Amateur dramatic societies, St John Ambulance and Youth Hostel Association (Hayward,2000).

According to Brain and Cooper (1994) the tourist resource base can only be developed if some organization act and these agents of development can be either in the private sector or the public sector. The Public sector normally is involved not only in tourist development at the local scale but all levels including the international. The Public sector is not only involved in planning and coordination of tourism development it also takes responsibility of providing the initial tourist infrastructure.

Infrastructure includes all tourist development on and below ground such as roads, parks areas, railway lines, harbors, airports; and runways as well as provision of utilities. Private Sector typically takes on the responsibility of providing the tourist superstructure, including accommodation, entertainment, shopping facilities, restaurants and passenger transport terminals.

In view of the above reports on the roles of the private sector and the public sector, my opinion is that if the public sector in Ghana is able to design very good policies and regulate and coordinate well the private sector could perform well in projecting the country's image as a tourism destination than government doing it all by itself. It is therefore a development partnership between the Private sector and the Public sector and not just the Private sector alone as stated by various authors.

2.8 Tourism Development in Ghana

Teye, (2002) states that, the development of Tourism in Ghana actually started in 1970~13 years after independence with an evaluation of the countries tourism recourses. The aim of the evaluation was to catalogue and 'classify the potential tourism resources for a five year development plan covering the period 1972-1976. A government White paper on Tourism was then issued based on the evaluation and this identified various areas for investment and foreign participation. Between 1972 and 1978~ some important studies were carried out on various aspects of the tourism industry in Ghana.

The studies were funded by foreign agencies because of the financial and technical constraints that the country faced. As sited by Teye, (2002) in his article some of these studies included an assessment by the United Nations Development Programme UNDP . (1973) of tourism planning and development, and a review of human resource requirements for the tourism sector, identification by the United states Agency for International Development (USAID).requirements for a comprehensive tourism development strategy, and a project by the United States International Executive Service Corps on the effective resource utilization for tourism development.

Teye, (2002), relying on the works of (Ghosh and Kotey, 1973) stated that some domestically sponsored projects that were carried out concentrated on foreign exchange earnings, tourism multiplier effects (Ayittey~1975) and socio-cultural impacts (Addo et al, 1975). The above studies led to a general understanding that Ghana had the potential to develop a viable tourism industry.

Hoff and Overgaard Planning Consult-ants, (1974) further indicated that these considerations as stated earlier resulted in the 15- Year Tourism Development Plan, with financial and technical assistance from the Danish government which was intended to guide tourism planning for the period 1975 to 1990.

In Teye's opinion Tourism has therefore received a considerable attention in the economic development strategy of Ghana. For instance in 2008, an estimated 1.4 billion



US dollars was realized from the tourism sector making it the fourth highest foreign exchange earner after gold, cocoa, and remittance from those residents abroad. Due to the increment in tourist arrivals and the expansion in the private and public sector, the government established the Ministry of Tourism in 1993 to underscore its commitment to tourism development and with assistance from the United Nations Development Programme (UNDP) and the World Tourism Organization (WTO) prepared a 15-Year tourism Development Plan for the period 1993-2010.

The Ministry of Tourism (MOT) is the policy making body for Ghana's tourism industry, with its implementing agency being the Tourism Board which has been established in all the ten (10) regional capitals of Ghana. These regional Tourism Boards under the auspices of the national tourist board (i.e. The Head Office, Ghana Tourist Board in Ridge-Accra) are charged with the responsibility of identifying, developing, promoting and sustaining tourism in local communities which have tourism potential. Also the Ghana Tourism Federation (GHATOF) is the umbrella association for private sector tourism organization and their affiliates.

As said by Akyeampong and Asiedu, (2008: 1), "Attractions provide the initial impetus for tourism development anywhere and are therefore the most vital among the vital elements that constitute the tourist industry, With a large variety of tourist attractions, coupled with her geographical location, Ghana is well placed for an all-year round tourism.

Looking into the statistical handbook on tourism prepared by the Ghana Tourist Board (GTB), Tourism has made significant contributions to the Ghanaian economy over the period 1993-2002. The contribution of tourism to the total export earners have increased considerably over the last ten years estimated at \$519.57 in 2002 compared with \$205.26 in 1993. Tourism was the fourth largest foreign exchange earner in 1993, until 1996 when it moved down to fifth position. It maintained the fifth position till 2000 when it again moved to the fourth position and then to the third position in 2002 and as usual after Internal Remittances and Gold.

Even though Ghana has about the same assets and liabilities, seen from the touristic point of view as most other countries located along the coast from Senegal to Dahomey Ghana seem to be ahead of the mentioned countries in certain respects. This goes particularly for the beaches. "Ghana is blessed with some of the very best of these in West Africa and in the continent on the whole. (Hoff & Overgaard, 1974: 9).

2.9 Income Generation and Rural Empowerment.

The tourism industry is proven to be a source of alternative income generation for many and a source to rural empowerment. They are several community benefits from tourism initiatives around the world. As reported by Simpson (2007), Jiuzhaigou Biosphere reserve which is a UNESCO World Heritage Site situated in a valley in the Sichuan province of China has received a lot of economic benefits in several ways; direct employment in the tourism industry, and small business ownership or employment in related jobs.

As cited in by Simpson again in his report, Li (2006) also states that, the community also believed that they have benefited from tourism through an improvement in their natural environment." This has subsequently empowered the people economically and has replaced subsistence farming and hunting with tourism thereby improving animal population, soil fertility, and water.

Simpson (2007) reporting on the works of Kontogeorgopoulos (2005) states that tourism in South-east Thailand is only partially successful; it offered some amount of benefits to the people of the community. Thailand's oldest eco-tourism company, sea canoe employs between 45 and 60 people in the community and pays them well above the national average.

The company also provides health benefits by offering life insurance, disability allowance, full medical coverage and educational benefits. The companies also contribute about 98% of its cost on community and neighboring provinces through payment to



owners of escort boats and transport vans, food payments and advertising payments to local outlets. As cited again in Simpson, (2007) report, Nelson, (2000) states that, the community of Nossa Senhora de Perpetuo Socorro in the Brazilian Amazon with a population of 167 has been empowered economically through the sale of handicrafts, food and drinks and also from donation to health clinic.).

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Simpson (2007) relying on the works of Ormsby and Mannle, (2006) stated that the community people also benefit from employment as tour guides to some tourist especially the Portuguese speaking tourist. "Some Tourism Revenue Sharing Schemes (TRS) provide examples of benefits from tourism initiatives being transferred to communities without the community having direct control of the tourism initiative.

Simpson (2007) reporting on the works of Archabald and Naughton, (2001), stated that TRS schemes aim to deliver economic benefits to community in terms of a portion of tourism revenue, which is often designed to assist in the building of infrastructure affecting livelihoods such as schools, health clinics and roads, and they aim to engender positive perceptions of conservation and foster pride in natural environment.

Simpson (2007) again relying on the works of the Rwandan Office of Tourism and National Parks (ORTPN), (2006) stated that the TRS have successfully delivered benefits to communities around a number of national parks in different countries including Uganda and Rwanda. Even though there is also a growing concern about the potential negative impacts likely to be felt in these areas and therefore threatens the sustainability of our unique and rich culture, its benefits can be enormous if it is properly organized.

Tourism can bring economic empowerment and educational empowerment to the people of the area as already discussed by various scholars above. The development of crafts and artifacts of a community as a source of souvenirs for tourist is not only an alternative business but a source of economic empowerment to the people.



Ecotourism has become one of the fastest growing sectors within the tourism industry and it is particularly one sector that can be used in rural empowerment and as a source to alternative income generation. Sheppard (2007; 2008) reports that, infrastructure development in Wichau, in the western part of the upper west region of Ghana which include the development of, Heather Graham Primary school, and associated teacher's residence, the continuation of high school scholarship scheme, the construction of a hippo viewing platform, the installation of 53 lighting systems and creation of solar lighting maintenance programme in 2007 were as a result of the Wichau Community Hippo Sanctuary based in Wichau. This infrastructure development has provided educational empowerment to the people, especially the children who constitute a greater number in the area.

Additionally "the visitor center has a collection of souvenirs available for purchase by interested consumers. Local handicrafts include clay hippos, Nyoli baskets, lobi carvings and charcoal drawings among other things". The community is also enjoying the clean drinking water since the construction of boholes and wells.

According to the Ghana Wildlife Society, the Afadjato conservation Project, an eco-tourism project started in 1998 had brought a lot of benefits to the community, and this has also empowered them in several ways. The project has employed people and this has brought some benefits in the community leading to an increase in income levels and quality of life.

Also the worldwide recognition for collaborating communities, and above all empowerment of the local people to take charge of their forest resource management is yet another benefit that has been realized. The project has also trained the members of the community in bee-keeping, Gari- processing, Grass-cutter rearing etc. This has improved upon their income levels, and reduced substantially the rate of subsistence farming and hunting.





Following the article written by Vieta (2007), employment generated by eco-tourism related jobs is sometimes one of the significant benefits for local communities, providing supplemental income to rural farmers, women and young people. He added that, local community members living Off the Bwindi Impenetrable Forest in Uganda benefit from the sale of food ,crafts and entertainment to tourist. The means of empowerment is largely through social and human capital. Through tourism many communities have influenced external organizations which have empowered the communities to have more control over their lives and development in their areas.

Furthermore communities are able to take on powerful outsiders for their own benefit. For instance "the Salambala and Torra Conservancy have successfully negotiated with tourism investors and recently engaged proactively with local government councilors and governors in their regions. After years of struggling to set up a community campsite in West Caprivi, the San community ('Bushmen') resorted to legal action against the government in 1998, with NGO and legal support". Accordingly there is a growing recognition of some communities due to tourism.

Ashley (2000:22) further argued that "in contrast to the early nineties, community tourism enterprises, rural residents, and emerging conservancies are recognized by governments as significant players in tourism", For example "the current government strategy for tourism planning focuses on Regional Tourism Plans. The first, in Caprivi in 1997, contained a considerable element of community consultation, while the second, nearing completion for Kunene, has been heavily dependent on local consultation".

He also added that community tourism enterprise across Namibia have joined forces to form the Namibian Community Based Tourism Association (NACOBTA), which is recognized by government and consulted on many matters.

CHAPTER THREE: RESEARCH METHODOLOGY

3.1 Introduction

This chapter presents details of ... the methods and techniques used to carry out the research. The research methodology focused on the appropriate research design; the choice of the study area, details of sampling techniques, how data was collected collated, analyzed and presented.

A research design can be described as ~ systematic logical sequence that connects the empirical data to the study's initial research questions and ultimately to its conclusions (Inkoom, 1999). Basically, it is viewed as a guiding plan for the process of collecting, analyzing data and interpreting observations by the researcher concerning causal relations among the variables under study. Thus the main objective of the research design is to ensure that the evidence obtained addresses the initial research questions. In effect domestic tourism which is the main theme of this research, can as noted by Yin (1993), be understood only in its real life context/situation. Hence the need for a standard methodology to adduce empirical evidence to determine how domestic tourism can be a stimulus to economic growth in Ghana

3.2 Study Area

For the purpose of the study and in view of the above explanations, the researcher, chose the Upper East, Ashanti and Central regions of Ghana for the following reasons:

Apart from the fact that the regions chosen for the study are representative of the entire country in terms of the tourism attractions, the regions are also endowed with some unique and breath-taking sites. It was also apparent by mere observation that, most attractions which will catch the attention of tourist within the zones, i.e. Northern Zone (which comprises the Upper East, Upper West, and Northern regions), the Middle Belt, (made up of Ashanti, Brong Ahagfo, and Eastern regions) and the Costal Belt (comprising Greater Accra, Central, Volta and Western regions), are of similar characteristics.



Finally it was practically impossible (given the time limit and resources available to the researcher) to study many more regions and for that matter tourist sites. It was, therefore, deemed necessary to consider one region from each zone to avoid investigating repeated tourist attractions. For instance, if one visits the Volta region, the Wli Waterfalls, which is 20km southeast of Hohoe, will be a place to go; this type of attraction can also be found in the Brong Ahafo and Eastern Regions.

With a population of 917, 253, the Upper East Region covers 7.8% of Ghana's land mass. It is the gateway to Ghana from Burkina Faso, which is the traditional crossroads for the trans-Saharan trade routes. An exciting introduction to Ghana, much of the landscape is broad savannah grasslands, dotted with the strange-looking baobab trees, or striking Sahel terrain. In the villages, with their distinctive round huts, communal activities go on as they have for generations",

The local villages with their distinctive building styles that evolved through the generations and have adapted so well to the lifestyle of the people and local conditions, provide a distinct contrast to those in the other parts of Ghana. Finally the region also houses the Tongo Hills and Tengzuk Shrines which is a UNESCO proposed World Heritage Site, (Baada, 2003: 31).

The Ashanti region is also considered as part of the study area because it is the cultural heartbeat of Ghana. It is blessed with a rich cultural heritage as expressed in their language, kingship, festivals, funerals, their most revered Golden Stool, the kente cloth and dressing, and their richness in gold. Also, its strategic location together with its natural resources such as timber and cocoa and some breath-taking recreational centers like the Lake Bosomtwi attract many people from all walks of life on a daily basis. Discussing the type of tourism sites, Gartner (1996: 355) argues that, large metropolitan areas are the centers of business tourism activity. Hence one of the reasons among the above for the choice of the Ashanti Region which has metropolitan areas.

On the other hand the Central Region was the former seat of government; Cape Coast was the seat of the British colonial administration until 1877. The coastline is famous for its ancient forts and castles built by early European traders, and three of them (i.e. the Elmina, St. Jago and Cape Coast castles respectively), have been identified as World Heritage Monuments by the World Heritage Foundation under UNESCO. Cape Coast, therefore, has a very well documented past. It also houses the rich natural attraction, the Kakum National Park which is almost an untouched virgin forest.

As reported by Acheampong and Aseidu, (2008: 143), Kakum national Park which is also found in cape Coast represents one of the most visited attractions in Ghana. In addition to the above reasons Cape Coast was also chosen because, at the time tourism was declared as one of the four priority sectors in 1986(PNDC Law, 116), reasons such as "its relative decline, location, large stock of attractions, including the sand beaches and ancient European trading post, the Central Region was made the phase three of the national government tourism development programme" (Akyeampong, 1996).

3.3 Target Population

The target group was categorized into three (3). The first category comprised of households (households heads or their representatives), the second category comprised of potential tourists (i.e. natives of and visitor/tourists to the respective study areas in the three regions) and the third category comprised of authorities of the tourism sector (i.e. successful service providers and the Ghana Tourist Boards in the three regions).

Since it was difficult to determine who exactly a tourist is unless he or she undertakes tourism, it was therefore deemed necessary to categorize the population into groups to enable the researcher sample a representative population of potential tourist, hence the reason for the categorization. A population of 25,030 households and 125,931 potential tourist (natives of and visitors at the tourist sites and townships, tourist to the study area) and officials at the tourist boards in the three regions).

3.4 Sampling Techniques

Combinations of different sampling techniques were employed by the researcher in order to obtain the sample size. Earlier studies support this approach (Achina, 2007; Gupta, 2005; Saratakos, 2005). Purposive and accidental samplings were considered as the most preferred sampling techniques by the researcher. Berg, (2007:44) recommended the use of purposive sampling as a tool for researchers who will want to select participants which they believe represent the population. This may be done following field investigations performed to determine the appropriate characteristics.

Purposive sampling allows researchers to deliberately choose subjects who in their opinion are relevant to the project. The choice of the respondent is guided by the judgment of the investigator. For this reason it is also known as judgmental sampling. There is no systematic procedure involved in the actual choice of subjects. (Sarandakos, 2005). According to Sarantakos (2005), accidental sampling is a technique which, "... employs no systematic technique to choose the respondent, instead the sample units are those people who accidentally come into contact with the researcher".

Purposive and convenient samplings were particularly chosen for the study because the target group was heterogeneous, mobile, large and unorganized. Hence it was difficult to apply any of the standard sampling techniques to, obtain both the population size and the sample population in view of limitation of time and resources. (Gupta, 2005).

In order to keep within scientific boundaries, the scientific formula by (Yamane, 1973), was considered to be the most appropriate method used for the selection of the sample size of 395 and 399 out of 25,030 and 125,931 of the households and potential tourist users respectively. A demonstration of the formula is shown below In addition since the population was large and due to the limitation of time and resources it was most appropriate to have manageable but representative sample, hence the need for sampling and the use of the scientific method by (Yamane, 1973).

Purposive sampling was however used to select the regional tourist boards which obviously constituted the sample population directly responsible for the management of tourism in the study areas. As said by Osuala (2005) purposive sampling is ideal when developing interview schedules. Nachmias (1987) also describes purposive sampling which is occasionally referred to as judgmental sampling as a tool where the sample units are chosen by the researcher and appear to him or her to be representative of the population.

At the tourist boards, officials who were available at the time the researcher got there were included in the study. In consultation with the regional tourist boards, a sample of seven (7) successful service providers made up of hotels, restaurants and tour operators were also part of the study. Depending on the time of interview managers and sometimes scheduled authorities presented themselves before the researcher at a schedule time for an interview.

A total of 395 households were randomly selected in the three regions studied. Convenience sampling was however used to select a total 399 respondents from potential tourist users. To get the 399 respondents from the potential tourist, the researcher distributed questionnaire to all persons he accidentally came into contact with at the tourist sites and within the towns/villages in which the attractions were located between the hours of 8:00am and 5:00pm of that particular day and who were ready to respond to the questionnaire.

As said by Nachmias (1987) convenience sampling is obtained when the researcher selects whatever sampling units are conveniently available. Some respondents answered the questionnaire and returned them instantly but the researcher retrieved others at a later date. Some financial institutions (i.e. Ghana Commercial Bank, National Investment Bank and Social Security and National Insurance Trust) were also selected using purposive sampling and this was to get respondents representing the middle class even though some also reflected in the household survey.



Demonstration of Yamane's Formula

$$n = \frac{N}{1 + N(e)^2} \quad \text{where}$$

N= Sample Frame

n= Sample Size

α = error of margin (or error tolerated i.e. 5%) The sample size was distributed among eleven of the sampled communities (See Table 3.1). In all the twelve (12) communities, the households (HH) were randomly selected for the interview.

Therefore:

N= 25030

n=?

$\alpha=5\%$

$$n = \frac{25030}{1 + 25030(0.05)^2}$$

$$n = \frac{25030}{1 + 25030(0.0025)}$$

$$n = \frac{25030}{63.575}$$

n= 393.7 or 394HH

2. N= 125846

n=?

$\alpha=5\%$



$$n = \frac{125846}{1 + 125846(0.05)^2}$$

$$n = \frac{125846}{315.615}$$

$$n = 398.7 \text{ or } 399$$

Table 3.1 below illustrates the sample sizes of the various communities and potential tourists studied and the total sample sizes of the overall study area, using the scientific formula by (Yamane, 1973). In calculating the sample sizes two factors were considered; the level of confidence desired (95%) and the error of tolerance level of (5%).



Table 3.1 Studied Communities in Upper East, Ashanti and Central Regions

Region	Community	Total No. HH	% of HH	Sample Size of HH	Total Population of Potential Tourist	% of potential Tourist	Sample Size of Population
Upper East Region	Paga	1334	5.4	21	7819	6.2	24.7
	Sirigu	605	2.4	10	4231	3.4	13.5
	Tongo	542	2.2	9	4223	3.4	13.5
Ashante Region	Ejisu	2676	10.7	42	10923	8.7	34.6
	Adum	1583	6.3	24	8016	6.4	25.5
	Bantama	4452	17.8	70	22060	17.5	69.7
	Kubease(Bobiri)	367	1.5	6	2708	2.2	8.8
Central Region	Denkyira Odumasi	258	1.0	5	1057	0.8	3.2
	Mankessim	5983	23.9	94	25481	20.3	80.8
	Elimina	2362	9.4	37	21103	16.8	66.9
	Amanfun	4858	19.4	76	18225	14.5	57.7
Total	11	25030	100	394	125846	100	399

Source: Constructed from 2000 PHC.

3.5 DATA COLLECTION

3.5.1 Sources of Data

The research made use of both primary and secondary data. The use of secondary data provided a better understanding of the concept of domestic tourism, tourist facilities in developing countries and Ghana in particular and how they can influence the social and economic life of the people at the community, district, regional and national levels. This





paved the way for a better analysis of the issues and prospects of tourism in the Country. Secondary information was collected from publications including published and unpublished information on tourism; e.g. books, newspapers, press cuttings and reports from the Ghana Tourist Board, Accra, and NGOs who provided reports on community based eco-tourism sites (i.e., reports on the Wichau Hippo Sanctuary in the Upper West Region, and reports on the Afajato Agumatsa conservation project in the Volta Region).

Other research works (unpublished) i.e. theses and dissertations on tourism were also reviewed. In addition, the researcher also accessed digitized information from the internet (website) such as www.touringghana.com/central and other websites.

Primary data was collected at two main levels: data was collected at the household level and the potential users of tourism to validate the findings at the Ghana Tourist Boards. Osuala (2005: 137-138) considers primary data to be advantageous because it provides the exact information wanted for the research. Terms are carefully defined so that as far as it is humanly possible misunderstanding is avoided.

3.5.2 Instrumentation

Various instruments of data collection were considered but the survey research approach was found to be most suitable for this research because it covered a large population which could not be easily "described by mere observation. Babbie, (1995) describes survey research as the method available to the social scientist interested in collecting original data for describing a population too large to observe directly.

Besides the study could be well carried out using quantitative research which is the most popular research method within the tourism industry. It is given the most credibility because it pertains to data and numbers that can statistically be analyzed (Decrop, 1999: 157-161). It serves to establish states between defined variables Milman, (1993:61). Examples of quantitative research methods include surveys and questionnaire, rating systems and censuses. Data was thus obtained using survey research i.e. questionnaire

and interview checklist) which according to Moseley et al (2007) is a type of quantitative research.

Interview survey (checklist) was also used by the researcher in order to attain higher response rate. Furthermore, interviews are- used in order to guard against confusing questionnaire items (Babbie, 1995). It is advantageous because if the respondent clearly misunderstands the intent of a question or indicates that he or she does not understand the interviewer can clarify matters thereby obtaining relevant responses. Buttressing Babbie's views on the relevance of interviews, Lockwood (1994: 77) contends that, personal interviews are useful for gathering in-depth responses to desired questions. They are both intensive and productive and allow for elaborate- detailed response beyond the systematic, quantitative information gained through such surveys.

Veal, (2006), also justifies the use of interview checklist as appropriate since it encourages respondents to talk, and ask supplementary questions and also explain their answers. Veal considers the use of questionnaire in leisure and tourism research as useful because contemporary tourism is most often a mass phenomenon, requiring major involvement from governmental, non-profit and commercial organizations which rely on quantified information for significant aspects of their decision-making and that questionnaire surveys are ideal means of providing some of this information. To Veal while absolute objectivity is impossible, questionnaire method provides a transparent set of research procedures. Just how information was collected and how it was analyzed is clear for all to see. Besides, the data provided from questionnaire can most often be re-analyzed by others if they wish to extend the research or provide an alternative interpretation, hence the use of questionnaire.

Structured questionnaire were, therefore, administered by the researcher to the potential tourists (natives of and visitors and tourist at the areas of study) made up of several age groups to elicit relevant information. The questionnaire primarily consisted of multiple choices and open- ended questions. This was because as said by Moseley et al, (2007),



multiple questions encourage participations and easy completion this was evident in the high response rate of questionnaire at some study areas. Osuala (2005: 138) also describes questionnaire as the most satisfactory method of data collection. Field workers understand fully what the questions mean; they

Moseley et al (2007), in discussing the effectiveness and significance of open-ended questions in data collection argued that open-ended questions allow participants to elaborate on responses, comments and suggestions. Structured open-ended questions also provide allowance for large sample size and easier to analyze data, hence the use of Questionnaire for the survey. Questionnaires were, therefore, distributed to household heads or their representatives who were randomly selected by the researcher. This was done to understand the past travel trends of Ghanaians, as past behavior often predicts future behavior.

This project seeks to gather information regarding where Ghanaians have traveled to in the past, how frequently they have traveled, when they have traveled, the duration of their stay, the purpose of travel, the mode of transportation to arrive at their destination, and the accommodation they have used, and why they have traveled to these locations. It was also important to understand the wants and needs of traveling Ghanaians. These include where and when Ghanaians would like to travel in the future and why they desire to visit those destinations again.

In order to correlate trends between travel habits and desires based on age groups, questionnaires were distributed to various households by the researcher. These households were predicted to vary in age from 25-60 years. It was also predicted that the types of activities would vary based on age, which was useful in the recommendations for market segmentation. The final distributed questionnaire can be referred to in Appendix A.





Perception and experience of domestic tourists affects the performance and sustainability of the tourism industry. This is because if clients are not satisfied with the service provided there will be no return visits and the business will receive a negative branding and consequently collapse. Mosley et al, (2007). By assessing the perception and experiences of Ghanaians, responses were provided as recommendations for the successful improvement, development and sustainability of quality business improvement and an indication of quality necessary to aid developing locations to attract more visitors.

Questionnaires were also distributed to gather the perceptions and experiences of domestic tourists. The aforementioned questionnaire was useful in accomplishing this objective. Questions specifically enquiring about perceptions remained open for written feedback. This according to McQueen and Knussen, (2006) is advantageous since it does not restrict responses, but allows the respondents human thoughts and feelings to be available to the researcher. The responses gathered through the use of questionnaire provided basic knowledge of perceptions and participation within the tourism industry.

The questionnaire was again selected as the preferred method to gather information because of the allowance of a large sample size and the ability to analyze quantitative data. The questionnaire Appendix B was distributed to the potential tourist (i.e. natives of, visitors and tourist to respective study areas. In addition to understanding the wants and needs of the Ghanaian tourists, understanding their financial abilities was crucial.

Based on what happens in other tourist destinations the tendency to overprice accommodation and tourist attractions becomes a significant matter. Therefore the annual income, past travel and tourism expenditure and willingness of Ghanaians to spend on travel and tourism have been evaluated. From the data collected, areas for improvement were identified and the recommendation for a more precise marketing strategy was developed to facilitate the incorporation of a wider market of Ghanaians into the tourism industry.

To collect data on the financial abilities, questionnaire was distributed to a sample of Ghanaians of varying age groups and income levels. The questionnaire primarily consisted of multiple choice questions to allow for easy analysis. The final distributed questionnaire can be viewed in Appendix C.

This particular questionnaire targeted the middle-Class Ghanaians. Using purposive sampling, questionnaires were distributed to employees of the National Investment Bank, Ghana Commercial Bank and Social Security and National Insurance Trust (SSNIT). Even though the same questions were part of other questionnaires since other people who form part of the middle-Class could be outside this particular target, the above companies form the target survey for this questionnaire resulting in the middle-class target group due to the skill and experience necessary for each respective company and employee.

The economic class is believed to receive enough income to participate in travel and tourism, but may not be able to pay for certain accommodations and activities. The Upper class Ghanaian has sufficient income to participate in tourism while the lower-class Ghanaians simply do not have enough to participate in the industry and were therefore not the focus of the survey. Employees were predicted to vary in age from 25- 60 years.



Table 3.2 Statistics on Questionnaire Distribution

Regions	Communitie s	No. Distributed to HH.	No. Retuned	No. Not Returne d	No. Distributed to User Pop.	No. Returned	No. Not Return ed
Upper West Region	Paga	21	21	0	25	25	0
	Sirigu	10	10	0	13	5	8
	Tongo	9	9	0	13	13	0
Ashanti Region	Ejisu	42	42	0	34	25	9
	Adum	24	24	0	25	20	5
	Bantama	70	60	10	69	30	39
	Kubease	6	6	0	8	8	0
Central Region	Denkyira Odumansi	5	5	0	3	3	0
	Mankessim	94	70	24	80	50	30
	Elmina	37	37	0	66	40	26
	Amanfun	76	60	16	57	50	7
Total	11	394	344	87	398	269	124

The statistics as shown in Table 3.2 above indicate that out of the total of 394 and 399 questionnaires distributed to households heard or their representatives and the potential tourist, 344 and 269 were duly completed and returned; this represents 77.4% return rate.



This in my view is quite satisfactory and representative enough to be used for analytical deductions and conclusion in the study. The researcher together with three (3) other assistants distributed the questionnaire to the respondents.

Apart from the questionnaire, the research also undertook interview survey of successful service providers. The service providers were chosen in consultation with the respective regional tourist boards. Table 3.3 displays the number of service providers interviewed.

Table 3.3 Successful Service Providers Interviewed.

Service Providers	Names of Service Providers	Location
Tour operators	Asanteman Tours	Kumasi
Hotels and Accommodations	Elmina Beach Resort	Elmina
	Hans Cottage	Cape Coast
	Golden Tulip	Accra
Restaurants	Jofel	Kumasi
	Is My Kitchen	Kumasi
	Aunti Maggie	Cape Coast
Tourism Officials	Regional Tourist Board	Cape Coast
	Regional Tourist Board	Kumasi

The researcher administered a set of 14 questions to the above selected service providers... Questions were asked by the researcher and the answers recorded. This was done repeatedly among the different service providers until seven service providers were covered.

3.6 Data Analysis and Presentation

The data collected was analyzed using, Statistical Package for Social Science Research (SPSS), Excel and Content analysis. SPSS was used to analyze the questionnaire administered while content analysis was used to analyze data collected by way of interview of successful service providers. SPSS and Excel were particularly considered by the researcher for the data analysis because it-provides a comprehensive and flexible



statistical analysis and data management system. (Mosley, 1994). Also the data to be analyzed were large.

"Content analysis is a careful, detailed, systematic examination and interpretation of a particular body of material in an effort to identify patterns, themes, biases, and meanings". (Berg, 2007: 303-304). Content analysis is useful for making inferences about data and its context. It can be used to analyze data collected through research. Content analysis is often performed by collecting qualitative data and organizing it into text through the use of field notes or transcripts. Ideas, phrases, or patterns should be sorted and categorized (Berg, 2007: 306).

Where data is not concrete content analysis is useful when analyzing responses gathered during interviews. Trends in opinions and ideas can be analyzed and grouped. This can enable the researcher to find "meaningful correlations between different demographics as well as establish a basis for a solution to the research. (Moseley et al, 2007). Content analysis was considered by the researcher because, "...it is effective. Generally the materials necessary for conducting content analysis are easily and inexpensively accessible". (Berg, 2007: 328).



CHAPTER FOUR: DATA ANALYSIS AND PRESENTATION

4.1 Introduction

The study investigated how effectively and efficiently the people of Ghana could be incorporated into the Tourism industry in Ghana, since they are potential contributors to the industry. With tourism still a relatively new field of study understanding what residents think about tourism is of interest to researchers and policy-makers. Specifically this study will no doubt provide Ghana Tourist Board, the Ministry of Tourism and other Stakeholders with information, data, observation and recommendations to contribute to the improvement of Domestic Tourism in Ghana which is a vital component of every national tourism industry.

Data were gathered from questionnaires and interviews with service providers. The analysis and interpretation however focused mainly on the data derived from the questionnaire administered to the respondents in order to make inferences and valid conclusions. For the purpose of the data analysis and interpretation, the researcher had to collate study, edit and codify all returned responses for the following reasons:

1. Counting on the completed questionnaires returned, and cross- checking them with the total number of questionnaires distributed, in order to determine the response rate:
2. Careful reading through the data collected so as to determine whether all the questions were properly answered and to assess the usefulness of the answers provided by the respondents. It was also to ascertain, and avoid ambiguity, inconsistency, and inappropriateness of the answers given
3. Data editing: all responses given were edited and examined to be sure that the responses provided were accurate, consistent and appropriate. This made coding easier. Classification of data was done during the editing stage and all responses logically assembled for generalization, The editing was to further verify, and correct the assembled information

In the process of analyzing and presenting the data, the Statistical Package for Social Science Research (SPSS) and Excel as stated earlier were employed. SPSS provides a comprehensive and flexible statistical analysis and data management system.

Mosley (1994)

Content analysis and triangulation were the primary data analysis methods used for this objective. Reporting from Moseley et al, (2007), "Content analysis is a careful, detailed, systematic examination and interpretation of a particular body of material in an effort to identify patterns, themes, biases and meaning," (Berg, 2007: 303-304). Content analysis is therefore useful for-making inferences about data and its context. It can be used to analyze marketing literature as well as data collected through research. Following reports by Moseley et al, (2007)," ... content analysis is useful when analyzing responses gathered during interviews". In conformity with the objectives of the study, the analysis of the data is treated under the following sub-themes;

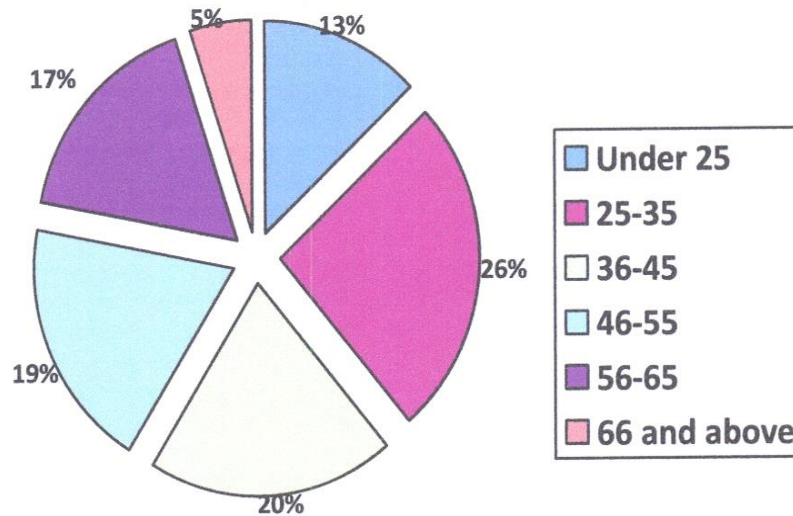
1. Perceptions and Experiences of domestic tourist regarding the tourism industry in Ghana.
2. Current travel trends and future travel desires of domestic tourists in Ghana
3. Financial abilities of the middle class Ghanaian as an influencing factor in the patronage of domestic tourism
4. Successful practices from selected tourist destination

4.2 Demographic Characteristics based on age

Several age groups were targeted through the questionnaire distribution. Figure 4.1 displays the age distribution of respondents in the Survey. As seen below the most common ages of respondents were 25-35 years.

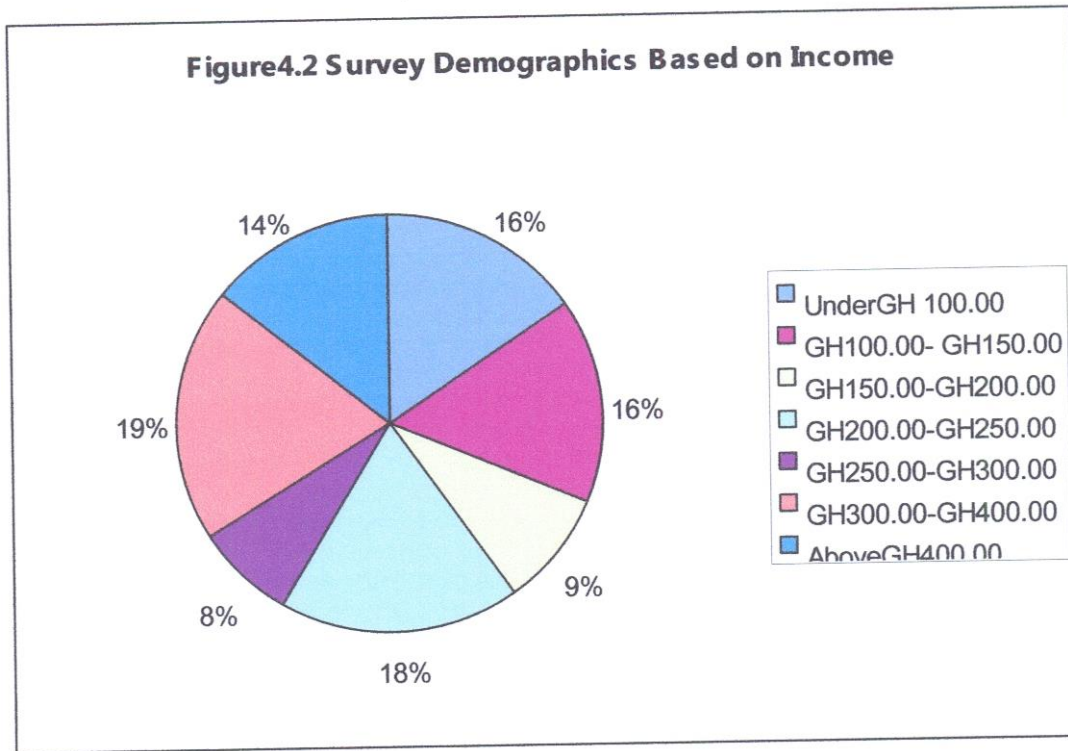


Figure 4.1 Age Distribution of Respondents



4.3 Demographic Characteristics based on Income

Ghanaians of all income levels were included in the survey. Various questions were responded to by all income levels. Figure 4.2 below displays the income distribution of the respondents. As seen from the figure below Ghanaian who fell between the GH300.00-GH400.00 were of the greatest percentage.



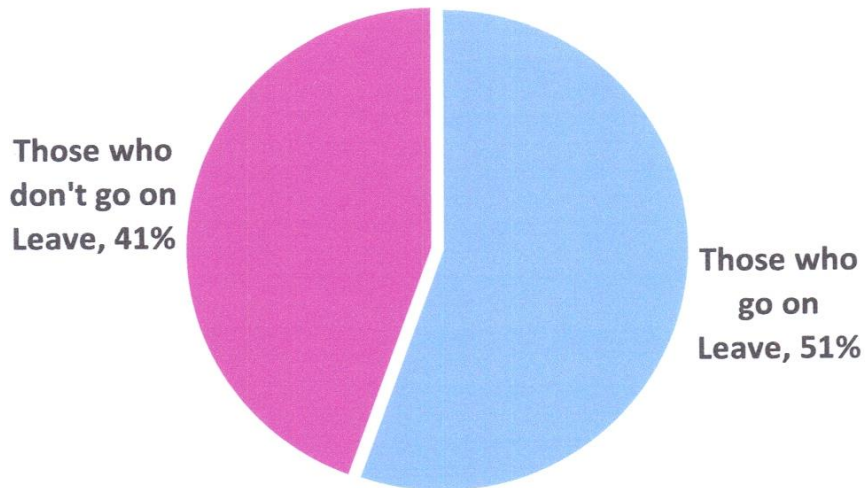
4.4 Current Travel Trends and Future Travel Desires of Domestic tourists in Ghana

4.4.1 Percentage of Ghanaians Families who Undertake Visits During Their Leave



There have been many complaints from Ghanaians that the Tourism industry in Ghana is young and has to be given the needed attention. Supporting this accession, questionnaires and interviews indicated that a good number of Ghanaians do currently travel but not necessarily for tourism purposes. Approximately 51 % of the questionnaires reported that they do not travel on holidays with their families during their leave periods but not to visit tourist attractions. Figure 4.3 displays the percentage who do take leave and those who do not. As seen more Ghanaians go on leave and some form of holidays but reported not for tourism purposes.

Figure 4.3 Percentage of Ghanaian Families who go on Leave and those who do not go on leave

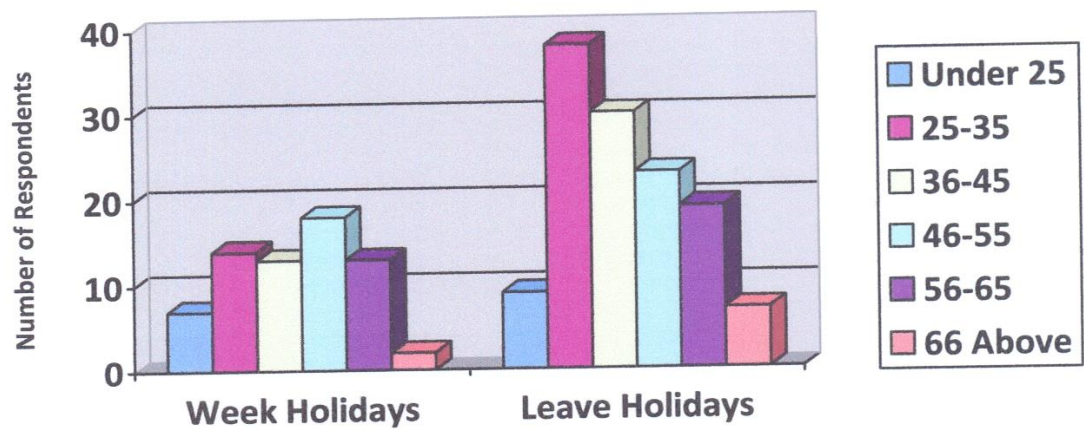


4.4.2 Number of Ghanaians taking week holidays and leave holidays trips

The number of leave holiday and weekend travelers were also correlated by age groups. Figure 4.4 also shows this distribution. Ghanaians who fall between the 25-35 age groups tend to travel more during leave holidays than weekend. It can also be seen that generally, Ghanaians travel more during leave holidays than on weekends.

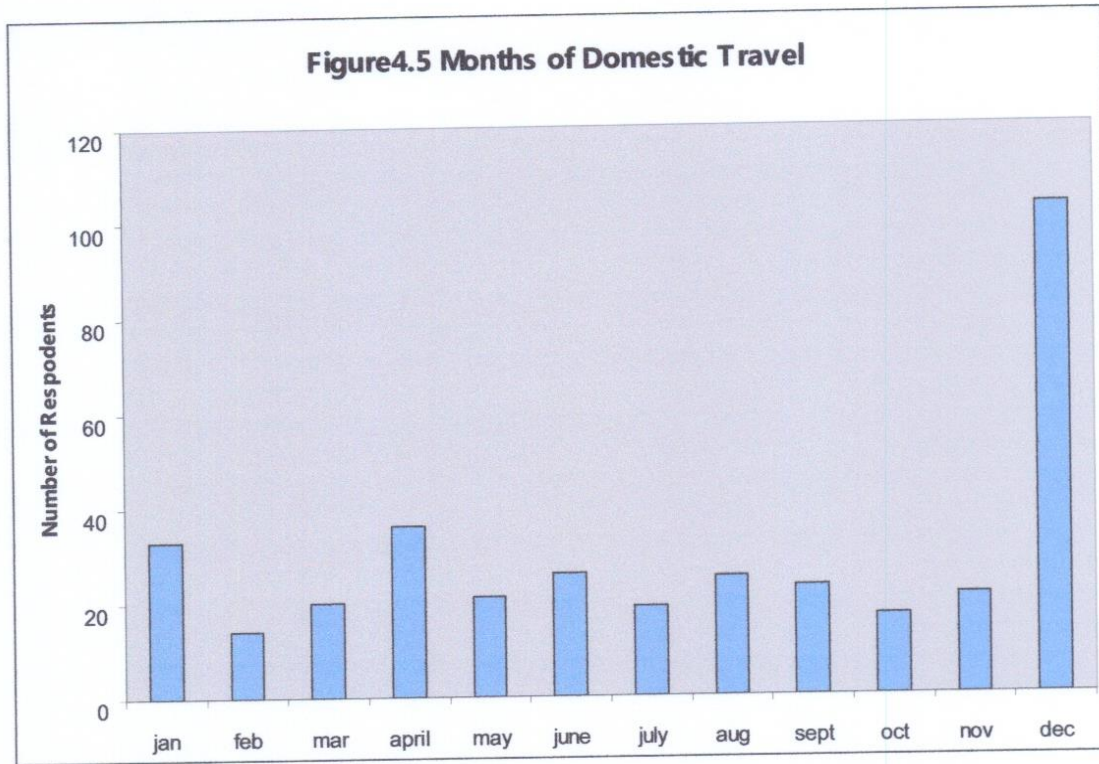


Figure 4.4 Number of Ghanaians Taking Week Holidays and Leave Holidays Trips



4.4.3 Months of Domestic Travel

The realization that Ghanaians travel both at weekends and on holiday lends itself to the question of when they take their leave and travel throughout the year. Data on domestic travel periods were collected through questionnaires. Domestic tourists take their leave and travel most in the months displayed in Figure 4.5. As seen from the chart the most popular months of domestic travel are, January, April and December, with December being the most holiday months and travel period. This suggests a seasonal tourism industry consisting of peak and off-peak seasons which is most likely due to differences in public and school holidays within Ghana.

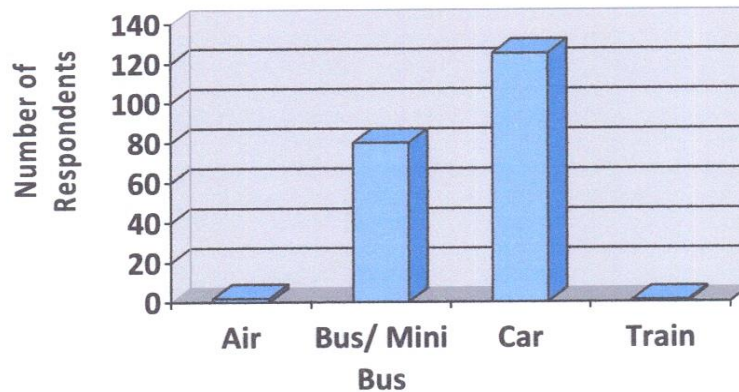


4.4.4 Modes of transportation

Several characteristics were discovered regarding Ghanaians who currently travel. Analyzing the questionnaire has revealed that Most Ghanaian travel in groups of 1-5 people. These include immediate family (spouses, children, and siblings) and friends. Understanding how many people travel together is important because it can influence which locations are visited and which accommodations are used by Ghanaian travelers due to the cost associated with holiday traveling. Some Ghanaians also travel in organization or student groups.

Travel group size definitely will have an influence on the mode of travel. Figure 4.6 displays the most common methods of transportation used by Ghanaian travelers. As seen cars are the most popular means. Transportation infrastructure is currently not conducive to public. Bad road network, rough terrain and inaccessibility of bus schedules were common complaints among respondents.

Figure 4.6 Modes of Transportation Used by Ghanaians

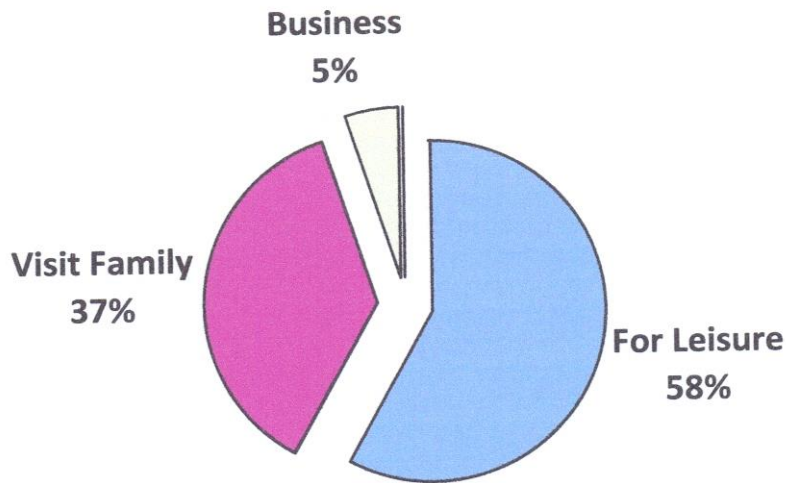


4.4.5 Purpose of Travel among Ghanaians

“Determining the purpose of travel for domestic tourist is crucial for successful marketing techniques since target advertising must reach the correct segmentation groups to be most effective” (Moseley, Sturgis and Wheeler, 2007). By these statement four types of travel were categorized in the questionnaire: Visiting families, Leisure, Business and other. The percentage of travelers engaging in each travel can be viewed in Figure 4.7. As seen from the figure more people travel for leisure even though there is general response that the tourism sector in Ghana was still growing.



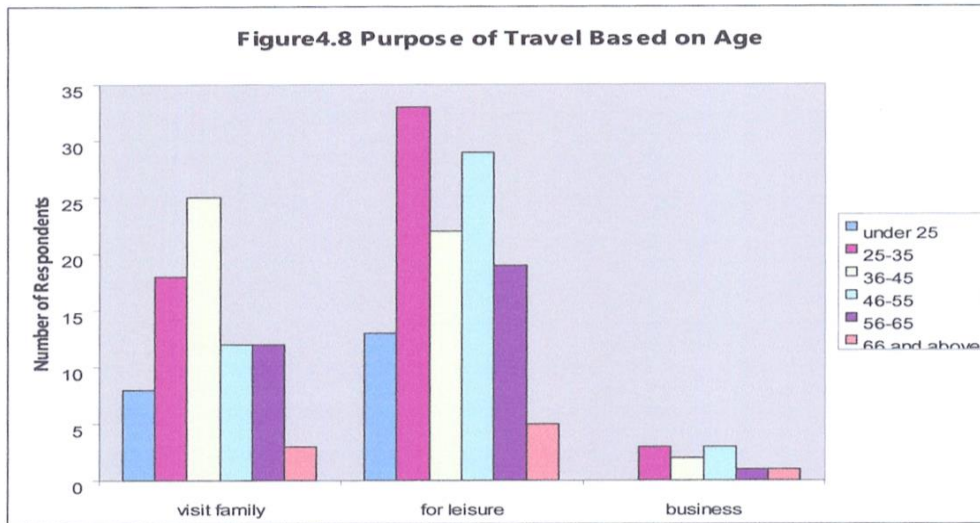
**Figure 4.7 Purpose of Travel and Tourism Among
Ghanaians**



4.4.6 Purpose of travel based on Age

Figure 4.8 displays the purpose of travel based on age group. As seen from the figure middle age groups and the oldest age group (65 and above) predominantly travel for leisure and for family visits. Ghanaians in the 25-35 age group travel mostly for leisure purposes. These findings may be because the under 25 age groups are mostly students traveling back to their homes during school holidays. It was also realized during interviews and conversations that those in older age groups are also traveling home to visit elderly parents.





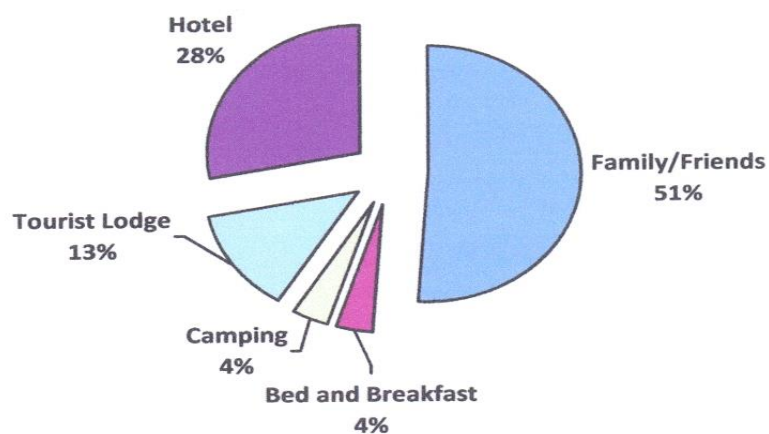
4.4.7 Accommodation used by Ghanaian travelers

Understanding that Ghanaians mostly travel either for leisure or family visits purposes leads to the question of where travelers stay. The distribution of accommodation used by Ghanaian travelers is illustrated in figure 4.9. Looking at the figure a greater percentage of travelers stay with families while the rest are distributed among other types of accommodation.



During the interviews and conversation with respondents, it was realized that, most respondents travel for leisure and to visit families and as such preferred to stay with families, by way of satisfying the purposes to families and also reducing cost. Additionally, it was discovered that Ghanaians want to stay in the hotels and lodges but the cost of such accommodations prevent them from doing so.

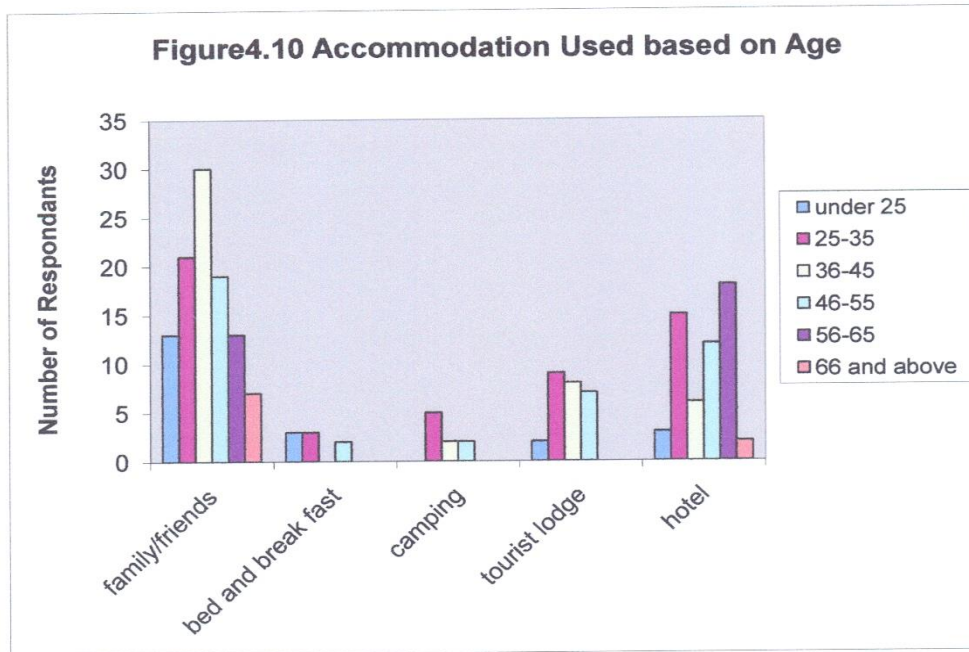
Figure 4.9 Accommodation Used by Ghanaian Travellers



4.4.8 Accommodation Used based on Age

Accommodation used by Ghanaian travelers were also correlated by age .Figure4.10 displays these distributions.





As seen from figure 4.10, the majority of Ghanaians in most age groups stay with families most frequently. The mid-range age group, 35-45 stay more with families. This could be because they have more elderly people at home to take care off and to visit. However 56-65 and 25-35 utilize the more luxurious accommodation such as hotels and lodges frequently than travelers in the other age groups.

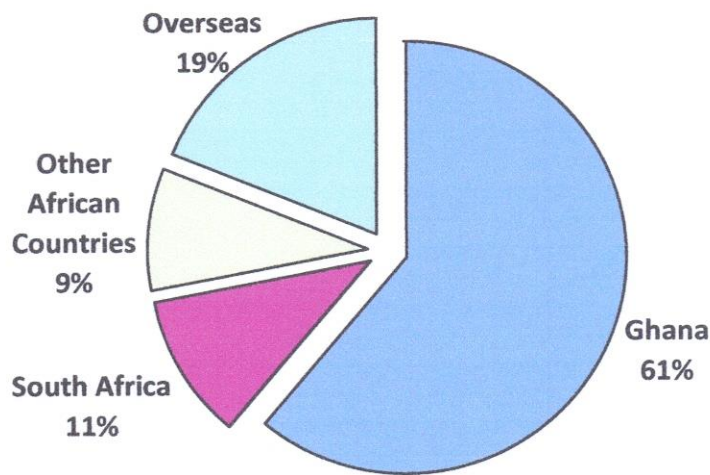
4.4.9 Preferences of Ghanaians towards traveling

Since it was determined that Ghanaians do travel, it is important to understand whether or not they would like to continue to travel within Ghana as is critical to sustaining a successful domestic tourism industry. Domestic tourism in Ghana depends on citizens preferences towards traveling within their own country. It cannot flourish if Ghanaians are not willing or cannot travel within their own country due to factors such as service and cost. From the questionnaire, it was realized that most Ghanaian will like to stay in Ghana whiles traveling. Figure 4.11 displays this information. From the figure, with

proper marketing and development of tourist attraction in the country domestic tourism can grow.

5.

Figure 4.11 Preferences of Ghanaians Towards Travelling



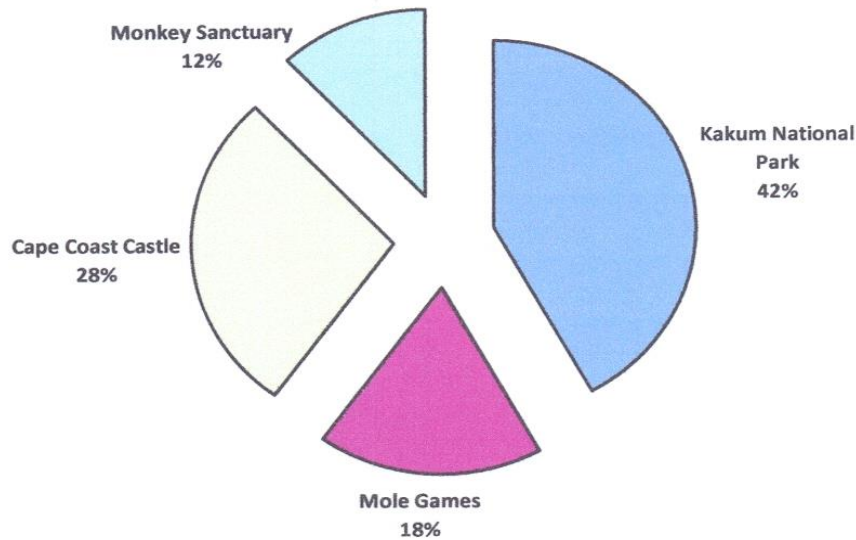
4.4.10 Preference of Ghanaians towards traveling in Ghana

Figure 4.11 above suggests that many Ghanaians (all things being equal) will prefer to stay in Ghana, Ghanaian respondents were therefore asked to select among four popular and highly rated tourist attractions in Ghana. As seen from figure 4.12 below a good number will like to visit nature based attractions. This interesting development combined with the abundance of natural phenomena in Ghana lends themselves to the development of more nature-based attractions.



6.

Figure 4.12 Preference of Ghanaians Towards Travelling in Ghana

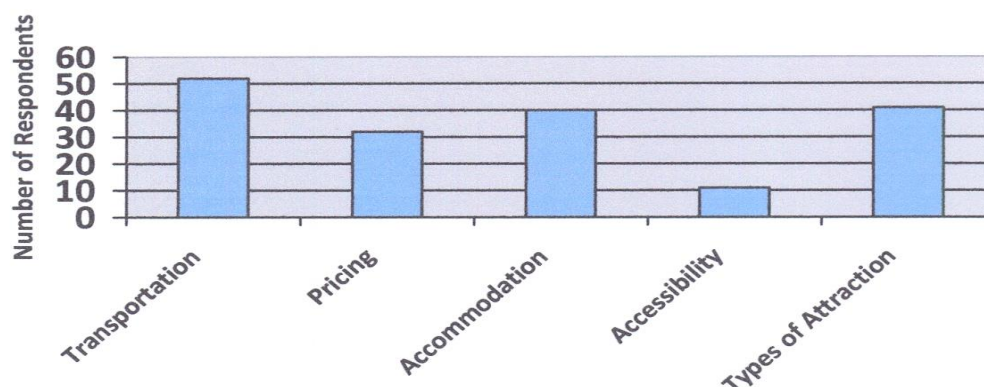


4.4.11 Perception of Ghanaian Respondents on area of improvement in travel and Tourism

Responses to the questionnaire prompted participants to elaborate on areas they would like to see improvement within the tourism industry. Figure 4.13 describes the most common responses. From the figure below majority of the respondents desire to see improvement regarding transportation and that includes roads and vehicles, accommodation as well as improvement in the type of attractions available. Pricing was also a concern even though it was not the main issue discussed by most respondents.



**Figure 14.13 Perception of Ghanaians
Respondents on Areas of Improvement in Travel
and Tourism**



As seen from the graph (figure 4.13) transportation is the most common concern. The cost of transportation, reliable and comfortable vehicles together with good road network to tourist attractions are not favorable to the domestic tourists and this prevents them from traveling and utilizing these establishments. Some travel and tours already offer reduced rates for travelers. However this needs to be implemented throughout the country in order to encourage domestic travel. Most respondents were however of the view that the quality of services provided were not bad even though there is more room for improvement.

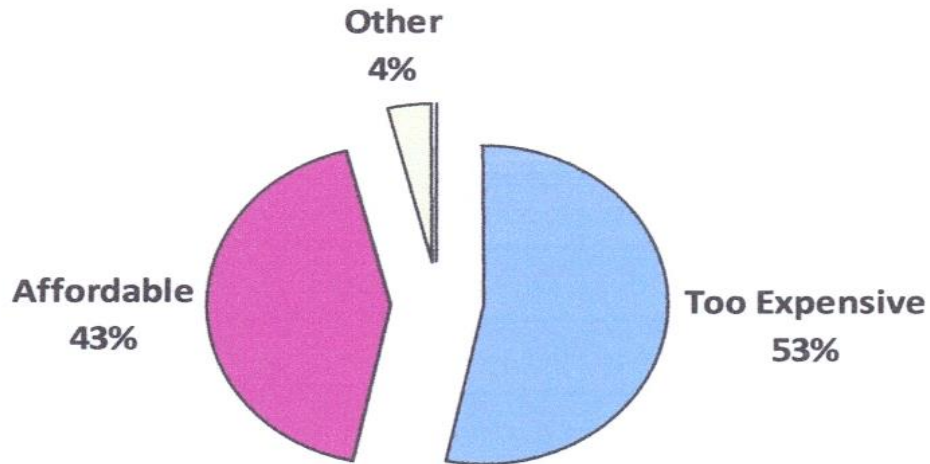
4.5 Perceptions and Experiences of domestic tourist regarding the tourism industry.

4.5.1 Perception on Domestic Tourism Pricing in Ghana

The issue of pricing was reoccurring in the questionnaires responses. Figure 4.14 displays the perception and experiences as far as pricing in the tourism sector are concerned. As seen from the chart, 53% of the respondents reported that travel cost on tourism is too expensive.



Figure 4.14 Perception on Domestic Tourism Pricing in Ghana

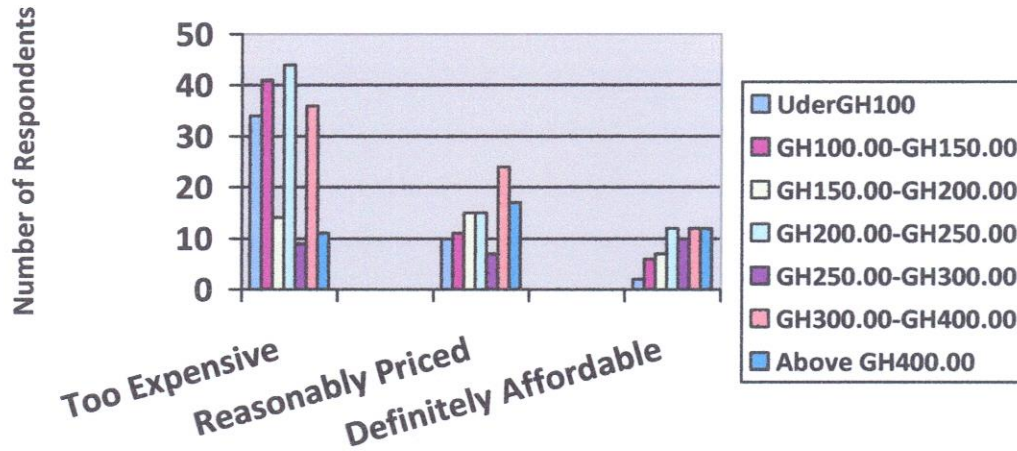


4.5.2 Perception of Pricing of tourism in Ghana Based on Income

Figure 4.15 displays the distribution of perception on tourism pricing based on income level. Interestingly more respondents in higher income group still responded that tourism was too expensive. Further research should be conducted to correlate the types of attractions, accommodation utilized by those with this perception and travel cost etc.



Figure 4.15 Perception of Pricing of Tourism in Ghana Based on Income



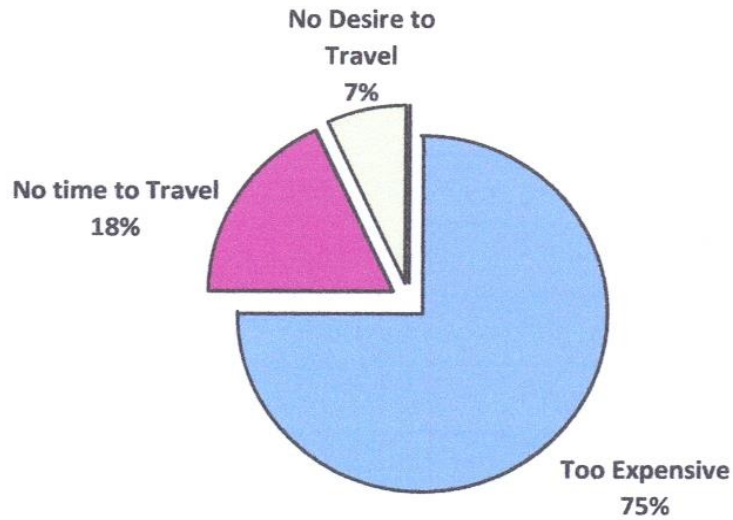
Since most Ghanaians think tourism is also expensive, the question then arises where travelers stay and what activities they participate in. As discussed through the previous findings, travelers are evenly split between visit families and leisure travel. The largest percentage of travelers stays with friends and relatives which cost little.

4.5.3 Reasons Why Some Ghanaians Do Not Travel

Information gathered indicates that, 75% reported that they do not travel because tourism is too expensive in Ghana as seen in figure 4, 16. This also suggests the importance of an appropriate pricing plan to encourage domestic travel.



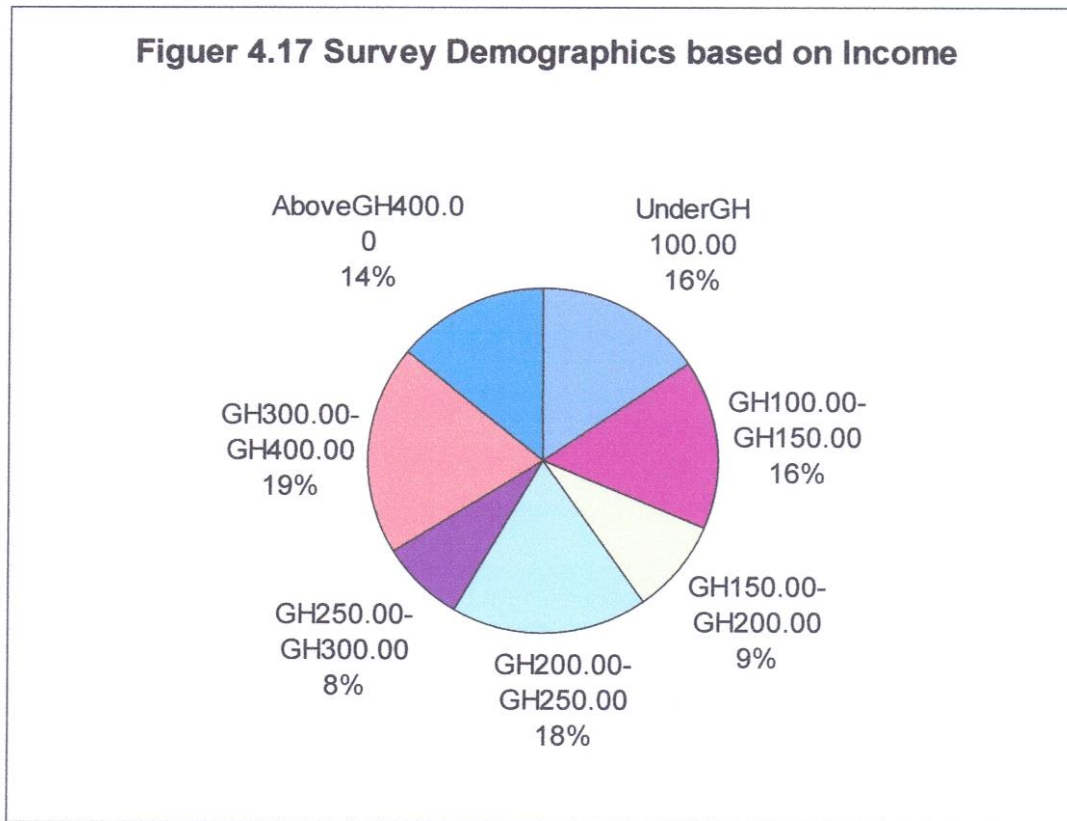
**Figure 4.16 Reasons Why Non-Travelling
Ghanaians Do So**



4.6 Financial abilities of the middle class Ghanaian

Since tourism industry deals with a lot of spending, understanding the financial abilities of potential Ghanaian travelers became crucial. Even though the middle class was the target for the survey, Ghanaians of all income levels were included in the survey. Various questions were answered by all income levels. Figure 4.17 displays the income distribution of the respondents.

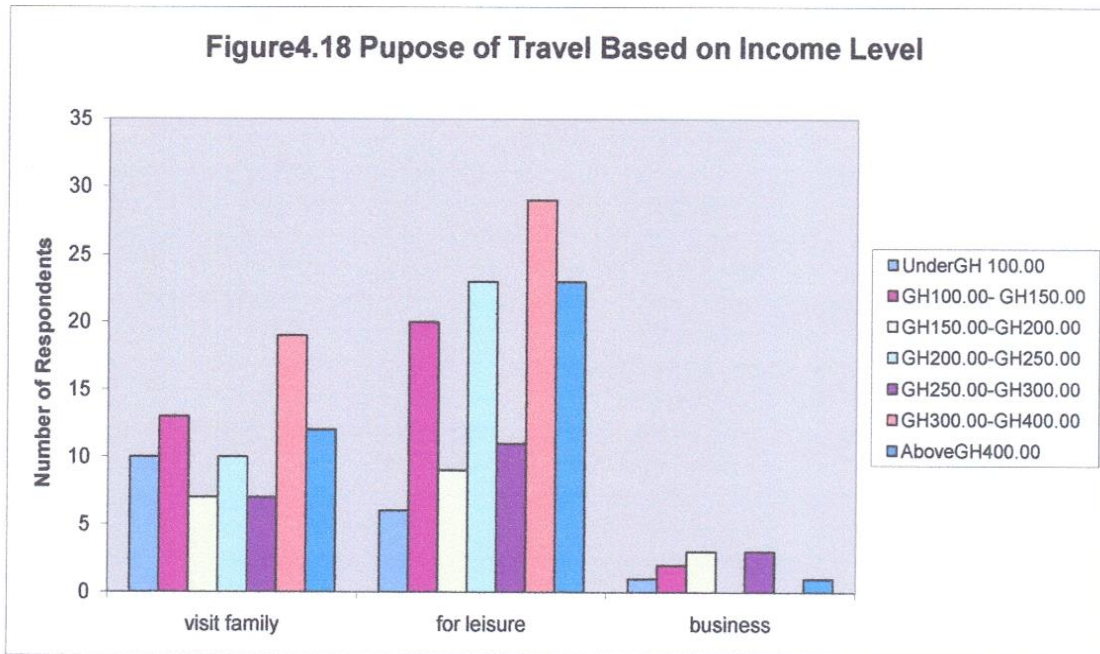
8.



4.6.1 Purpose of travel based on Income level

Figure 4.18 displays the purpose of travel based on income level. It is also necessary to determine the income level since it influences the purpose of travel. Not surprisingly, Ghanaians from the higher income level travel more for leisure purposes which often requires more disposable income than other types of travel due to accommodation needed and activities in which travelers participate.

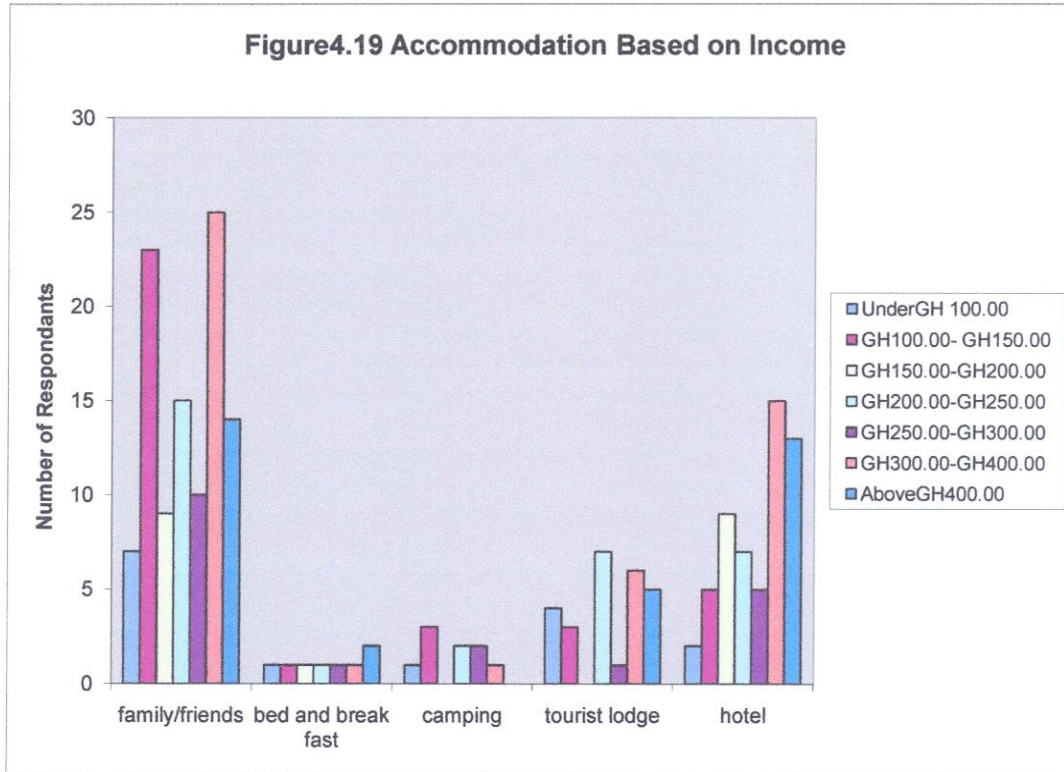




4.6.2 Accommodation Based on Income

Even though a number of Ghanaians in higher income groups stay in hotels, they largely stay with families as well. This could be in an attempt to reduce cost. This trend is seen in Figure 4.19.

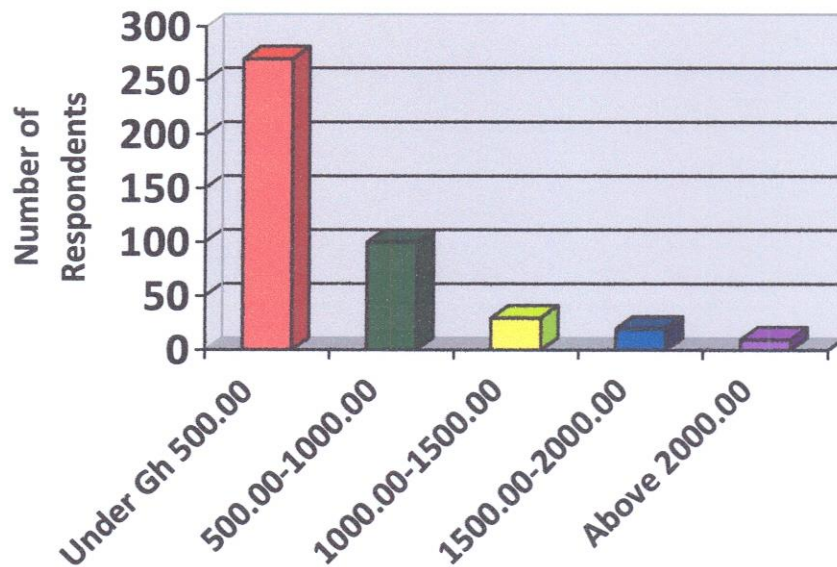




4.6.3 Amount Ghanaians are willing to spend on Tourism in Ghana

Since the general income levels are known it is necessary to access the willingness of Ghanaians to spend on tourism and its related activities. Figure 4.20 displays the willingness of Ghanaians to spend money on travel and tourism in the future. As seen most Ghanaians are willing to spend under GH¢500.00 in all categories of tourism (travel, accommodation, activities, and food). This could be because the tourism industry is not developed.

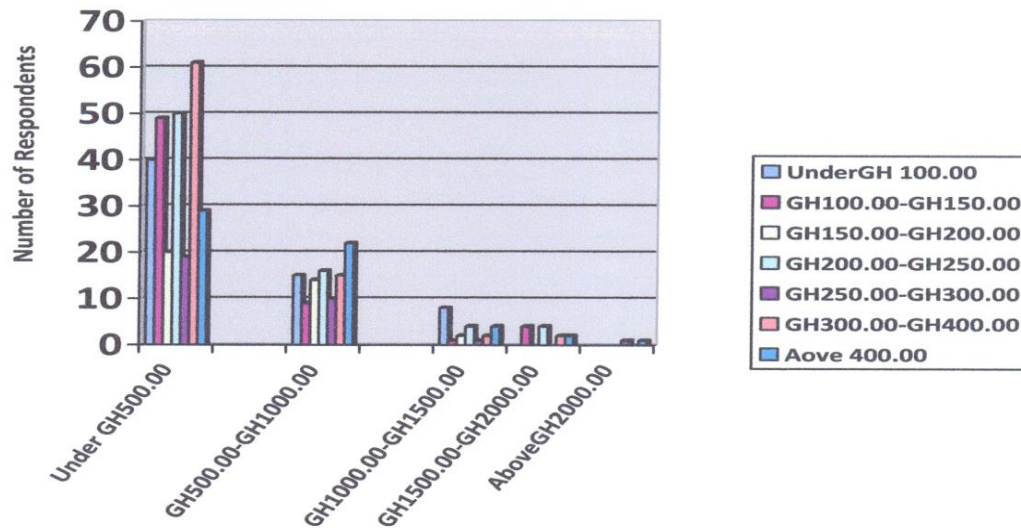
Figure 4.20 Amount (GH)Ghanaiaians are Willing to Spend on Tourism in Ghana



4.6.4 Amount Ghanaiaians are willing to Spend on Travel Based on Income

Figure 4.21 displays the willingness to spend money on travel and tourism based on income level. Interestingly the chart show that those in the high income ranges are prepared to spend lower amounts of money. This may be due to concerns raised by respondents on bad transportation and types of tourist attractions. This therefore means that the areas earlier on discussed should be given the needed attention as further discussed in the recommendations in chapter five.

Figure 4.21 Amount Ghanaians are Willing to Spend on Tourism Based on Income Level



4.7 To identify Successful Practices of selected Tourist Destinations

As said previously in the methodology chapter, interviews were conducted with some selected service providers to address the above objectives. Semi standardized interviews were specifically used to collate responses from service providers. This method was deemed to be suitable because the interviewer is given the freedom to digress; the interviewer is permitted to probe far beyond the answers to their prepared standardized questions. (Berg 2007: 95). Heads or representatives of the selected service providers responded to the interview.

In analyzing responses content analysis was used as previously stated in the methodology chapter. In analyzing the data using content analysis, data was categorized into classes. This was done through the use of coding frames. Content

analysis is accomplished through the use of coding frames (Berg, 2007: 320).

Coding frames are used to organize data and identify findings.

The researcher began by sorting cases into some specified special class. These special classes were marketing, location, preference of tourist and quality customer service.

These classes were chosen with reference to the objective of the study. In reading through the various responses of all the service providers interviewed, most answers reflected in each of the classes already chosen.

For instance do you have preference between domestic and foreign tourist? Answer; "we do not have specific people; we try to attract everybody". What methods do you use to become a successful business? Answer; "our hotel is located at a very good place and this makes it accessible to most people. We also do a lot of marketing through the television, internet, brochure placed at vantage places, bill boards etc."



CHAPTER FIVE: FINDINGS AND DISCUSSIONS

5.1 Introduction.

Domestic tourism can be described through two perspectives, that of the tourist and that of the service provider (Moseley, Sturgis, and Wheeler, 2007). It is important to understand both perspectives so that stakeholders can collaborate to develop and sustain a successful tourism industry. Domestic tourists are a major factor in the success of most countries such as Australia. (Crockett and Wood, 1999:278). Domestic tourism as defined by Moseley, et al, (2007) is a travel or holiday within one's home country outside one's usual working/living area. This can include but is not limited to: visiting attractions such as museums, national landmarks, natural phenomena, cultural experiences, and also spending holiday in areas such as Kakum National Park, Mole Game Reserve, etc.

To accomplish the four research objectives, questionnaires were distributed and interviews conducted with service providers as outlined in chapter three. The data collected were analyzed to derive a set of conclusions about domestic tourism in Ghana. These findings include information on Perception and experiences of domestic tourist in Ghana, current travel trends and future travel desires of domestic tourist, the financial abilities of the Middle class Ghanaian and the successful practices of selected service providers in Ghana. Results were generally correlated based on age and income levels.

5.2 Current travel trends and future travel desires of domestic tourist in Ghana?

5.2.1 Ghanaians Travel at Different Times of the Year.

It was found out that Ghanaians travel at different times of the year using different means of transport but mostly automobiles and for different purposes. From the data analysis it is apparent that Ghanaians do travel and they travel at different times of the year, mostly during their leave periods than on week holidays. Approximately 51 % of the respondents reported that they do travel on holidays with their families during their leave period but not necessarily for the purpose of tourism. The fact that they do not travel for tourism purposes could mean that they do not know what tourism is or attractions were not made known to them. Also even the few who travel for tourism related purposes fall within the 25-35 age group as seen from the analysis, and within the working class who can only



travel on longer holidays during leave holidays which tend to be longer, since the weekend travel might be expensive and just for short period. From the responses it also became clear that those who travel on week holidays do not usually travel for tourism related purposes but to visit family and friends.

The question then is whether all the travels made by these Ghanaians are for the purposes of tourism. Cook, et al, (2006), describes tourism as a, "Unique grouping of industries that are tied together by a common denominator-traveling Public". So for every tourism industry to survive, its people must develop the interest in travel to tourist destinations. The above findings therefore, support the assertion by Teye (2002) that Ghana had the potential to develop a viable tourism industry, since the Ghanaian public according to the analysis of the data collected have indicated they do travel.

Adding the view of Agatha Ofori Sampong, an Officer at the Ghana Tourist Board Head Office, Accra in an open discussion with the researcher an experienced tourist information with permission, she indicated that even though a good number of Ghanaian's do go on leave and travel to tourist related areas, a significant number still do not take leave because, they are afraid of losing their jobs and also will lose monies that would have been theirs but for their absence at duty. She suggested that stakeholders should take steps to promote what she will call funeral tourism since most Ghanaians prefer to travel to funeral s and spend large sums of money, even if they have to borrow from friends and relations. He also added that more education on the need to travel to tourist destinations and its related benefits both to the country and oneself should be continued. Date of Discussion, 28.08.2010



Analyzing the data has also revealed that domestic tourists take their leave and travel mostly in the months of January, April and December. This, therefore, suggests a seasonal Tourism industry consisting of peak and off-peak seasons which is most likely due to differences in public and school holidays within Ghana.

5.2.2 Ghanaian travel Using Automobiles

Analysis has revealed that most Ghanaians travel in groups of 1-5 people or even more. These include immediate families (spouses, children and siblings) and friends. As stated by Akyeampong and Asiedu, (2008: 151) visitation to the Kakum National Park for example is high and that majority of Ghanaians (about 65 percent) who visited the park came there in groups. Another 15 percent of Ghanaians who visited the park came with their nuclear families. This justifies (as stated in the methodology chapter), reason for the household survey.

Understanding how many people travel was important because it can influence which locations were visited and which accommodation were used due to the cost associated with holiday traveling. (Moseley et al 2007). Cook, et al, (2006) stated that, tourism historically was undertaken by groups. Travel in group's size will definitely have an influence on the mode of travel. From the analysis, automobiles were regarded as the most conducive means of transport.

Apart from the fact that respondents reported that transportation infrastructure was currently not conducive to the public due to the rough terrain and inaccessibility of the road network, it remains the most important because tourists cannot make effective and maximum use of tourist resources, unless they are accessible. Burton (1995) said that the advent of automobiles spreads the benefits of tourism more widely and provided more and more people with means to travel individually and in groups. Travel by automobiles is selected over other modes of transportation in the tourism industry because of its attractive attributes such as control of the route and stops enroute, control of departure times, ability to carry baggage and equipment easily, and freedom to use automobile such as cars wants the destination is reached. (Mill and Morrison, 1999).



5.2.3 Purpose of Travel

Knowledge of the purpose of travel will make it easier for those who manage and formulate policies affecting the development of tourism to determine content of each initiative. Again "determining the purpose of travel for domestic tourist is crucial for segmentation groups to be most effective" (Moseley, et al, 2007).

The four types of travel categorized in the questionnaire include visiting families, leisure, business and others (Holloway and Taylor, 2006) classified the purpose of travel under three broad categories; holidays (including visits to friends and relatives, known as VFR travel), business (including meetings, conferences, etc.) and others (including religious pilgrimages, sports, health, etc.). Analysis reveals that 58% of the respondents indicated that they travel for leisure. This shows that there is already an emerging domestic tourist market in Ghana.

"Developing leisure travel is important because it can contribute more money to the economy and create employment opportunities" (Moseley, Sturgis and Wheeler, 2007), The purposes for which Ghanaians travel were also analyzed based on age and this revealed that Ghanaians in the 25-35 age group travel mostly for leisure. Powers and Barrows (1999:383) argues middle aged groups generally mean higher income and greater propensity to travel (The Ghanaian traveling public is therefore youthful and has the potential of contributing huge economic benefits to the country.

5.2.4 Accommodation and Domestic Tourism in Ghanaians.

Understanding that Ghanaians mostly travel either for leisure or family visits leads to the question where travelers stay. "Providing travelers with temporary shelter is an age-old profession that can be traced through recorded history of the inns of biblical times" (Cook, Yale, and Marqua, 1999). From the analysis, Ghanaians prefer to stay with family and friends to hotels. This supports the argument made by (Cooper et al, 2005) that visiting family and friends constitute a major element within the tourism industries in many countries especially domestic tourism»



In the same breath, Akyeampong, (1996), reports that "accommodation is one of the most visible and tangible manifestation of tourism development". According to Akyeampong,

(1996:113-114), the accommodation sector encompasses many branches including transportation, restaurants, curio shops and entertainment sports which together constitute the industry core. The accommodation .sub-sector therefore generates several linkages with the rest of -the economy as well as other branches of the tourist sector itself. Concentrating on it is very important as it is likely to reveal these dynamics more than any other branch. Since 37% travel to visit families and friends, it is not surprising that 51 % travel and stay with family and friends.

According to Akyeampong (1996) it is common practice to pass the night with one's kith and kin. It was however apparent in the responses that, they would want to stay in hotels and lodges but the cost of such accommodation prevent them from doing so. Accommodation used by Ghanaians within a certain age bracket revealed that, most Ghanaians in the mid-age group prefer to stay with family and friends. This analysis suggests that the prices of hotels could be very high for the ordinary Ghanaian.

5.2.5 Travel Preference by Ghanaians.

The analysis of the travel patterns and desires of Ghanaians revealed that they do and would prefer to travel within their country. Supporting the possible positive impacts of domestic tourism on the economy, Akyeampong and Aseidu, (2006), stated that, domestic tourism contributed significant amount of monies to the economies of China, Canada and Australia. To buttress this point further, Akyeampong and Aseidu, (2006) also reported that, China indicates an annual total of US\$ 744million from domestic trips which accounts for 70% of hotel occupancy and corresponding revenue of US\$ 32 billion.

It is, therefore, evident that Ghana has immense economic benefits if efforts are made to develop domestic tourism industry. Taking the analysis into consideration, Ghanaians interest in traveling around the country is high. A figure of about 61% indicating their interest to travel within Ghana was recorded. This percentage reflects the outstanding



enthusiasm in Ghanaians to participate in Domestic tourism and therefore reap economic benefits.

The findings do indicate that many Ghanaians also prefer nature tourism to other related tourism attractions. It is therefore not surprising that the Kakum National Park which is one of the most highly visited park in Ghana (Akyeampong and Aseidu, 2006), recorded a higher percentage of 42% in the analysis made.

5.2.6 Conclusion

Knowing the current travel trends and future desires of Ghanaians helps to shape and direct the tourist industry in Ghana. As said earlier Understanding how many people travel is important because it can influence which locations are visited and which accommodation are used due to the cost associated with holiday traveling. From the discussion above it is apparent that even though the travel trends of Ghanaians are skewed towards an enthusiastic participation in the domestic tourism industry, their travel needs have not been met. Accommodation, development of attractions and total development of the transportation sector should be given the most attention which will enhance the interest in the traveling Ghanaian Public,

5.3 What are the perceptions and Experiences of domestic tourist regarding the tourism industry?

In finding out the views of Ghanaians as to their perceptions and experiences regarding the tourism industry, both open and closed questionnaire were designed so as to allow respondents to elaborate on what they think. Most Ghanaians believe that tourism is indeed a young industry, but has great potential to grow if attention is given to the sector. Some respondents also believe that Ghanaians need a lot of education about tourism attractions and its related benefits. Buttressing this point Akyeampong and Aseidu, (2006) state that the low level of public awareness of existing tourist attraction poses challenge to domestic tourism.



Akyeampong and Aseidu, (2006 pg.: 156) again reporting on the works of Yilekpe, (2005) state that, fewer Ghanaians are aware of tourist attractions even in their own localities. "Closely linked to the above is, that most Ghanaians do not appreciate the physiological and therapeutic values of tourism" (Akyeampong and Aseidu, 2006: 156).

Furthermore, Theobald, (1994 1994: 330) state that "... continued prosperity of tourism will depend largely on well-educated human talent". The future success of tourism on national level may depend largely on whether or not each country is prepared to educate not only tourism employees, but tourists and the population of tourists receiving areas."

Buttressing this point there were instances during questionnaire administration where, a number of respondents asked me the meaning of tourism, indicating that they had no idea about the subject. This tells the level of uneducated Ghanaians as far as tourism is concerned. I believe that education on domestic tourism will bring huge economic benefits to Ghana. Majority of respondents contended that when good roads are constructed to tourist sites much more economic dividends would accrue to Ghana. Those few Ghanaians that have embarked on domestic tourism have expressed concern about the state of the road network and roads leading to tourist attractions. One particular respondent in Kumasi reported that the road leading to the Mole Game reserve is very bad yet it falls within one of Ghana's best tourist attraction. The availability and nature of attractions was also an issue of concern. Buttressing this point reports from Akyeampong and Aseidu, (2006) content that, attractions "power" the tourism industry; people travel to see and do things associated with attractions.

Findings from most respondents support the view of Yamoah (2010) that, "Domestic tourism gives Ghanaians the opportunity to learn more about their own country and helps to develop a sense of national identity and unity. As Ghanaian will appreciate each other's culture better if they travel outside their residence to other communities.



5.3.1 Domestic Tourism and Affordability

In trying to assess the perceptions and experiences of Ghanaians, the issue of pricing was reoccurring in the sample questionnaire responses. According to Akyeampong and Aseidu, (2006), decision on the right price for the tourist product is very critical because the affordability to tourists and the proximity to the tourism business and destination must be considered. Also price shapes peoples' perception about the product.

A significant percentage (53%) of the respondent therefore reported that travel tourism is too expensive. This in my view could be due to possibly low income for majority of Ghanaians, or people are not willing to save towards embarking on tourism since as stated in previous discussions, the Ghanaian publics are not well educated on the importance of tourism and therefore much attention is not paid to this sector.

Interestingly more respondents in the higher income group still respond that tourism is too expensive. Further research should be conducted to correlate the types of attraction and accommodation utilized by those with this perception. Responding to why they do not undertake travel and tourism, 75% respondents said it was because tourism is too expensive. This therefore requires an appropriate pricing plan to encourage domestic travel, since pricing contributes to the attractiveness of tourism offering. (Akyeampong and Aseidu, 200(5).

5.3.2 Conclusion

As said earlier knowing the perceptions and experiences of Ghanaians about tourism is very important because it affects the performances and sustainability of the tourism industry in Ghana. The perceptions of Ghanaians about the tourism industry in Ghana are varied. It is also important to note that, people who have traveled outside the country before had a more positive perception about tourism in Ghana than people who have not traveled outside Ghana before. Apart from the fact that people generally believe that tourism has the potential to grow, majority of respondents however desired to see improvements regarding the pricing of tourism activities and accommodations currently available in Ghana. Other comments include the need for an easy, open access to many



tourist sites through increased affordable transportation around, good road network and effective communication. Quality of service was also a common theme in many completed questionnaire which will be discussed later in this section.

5.4 Financial abilities of the Middle Class Ghanaian and Leisure Travels

The tourism industry deals with a lot of spending. According to Moseley et al, (2007), understanding the financial abilities of Ghanaian travelers became crucial. Analysis made from, the financial abilities of the sampled population indicate all income levels were evenly represented with the GH¢300.00-GH¢400.00 group registering the highest percentage. To get answers to this information Ghanaians of all income levels were included in the questionnaire. Surprisingly Ghanaians from the higher income levels with respect to the income categorization by the researcher traveled for leisure purposes but were unable to afford all facilities such as accommodation provided at the destination and were therefore forced to stay with families and friends.

The willingness of these Ghanaians to spend on tourism related activities was however analyzed. The data was analyzed based on spending per day at destination. This revealed that, most Ghanaians were willing to spend under GH¢500.00 in all categories of tourism including travel, accommodation, food and activities. With this analysis, given the appropriate development in the industry, Ghanaians could develop more interest in tourism and therefore save money towards traveling to destinations.

Interestingly analysis also shows that those in the higher income groups were not willing to spend much income on tourism. This buttresses responses made by Ghanaians that, the tourism sector needs a lot of attention. Besides the lack of education on the need to practice tourism, Ghanaians still do not have confidence in the industry.

5.4.1 Conclusion

Judging from the responses made by Ghanaians, the ability of the middle class Ghanaian to practice tourism is very encouraging. Even though the financial ability is not as strong



as expected they are prepared to save and undertake tourism related activities if the right attention is given to the industry that will develop it into a more attractive one.

5.5 What are the Successful Practices of selected tourist Destinations?

Service providers form an integral part in the operation-of the tourism industry. (Moseley et al, 2007), and this goes with an effective customer service philosophy. It was therefore necessary to find out the successful practices of selected service providers and whether these service providers have plans for the domestic market. Poor quality of service was also a common complaint among respondents. As said by Fridge (1996: 276), the tourism business has to create an environment conducive to customer orientation. To be effective a customer philosophy must be instilled in all members of the organization not just dealing directly with customers.

However most responses from service providers attribute their successes in their business to quality service delivery. Kamra and Chand, (2006) argue that the provision and enhancement of quality tourism is vital for upholding and augmenting tourism activity. As noted by Pender and Sharpley, (2005) quality in the tourism industry has already been established and that tourist of today are quality conscious and the trends towards authentic experiences suggest that the provision of quality in tourism industry depends upon a range of human skills during the service encounter.

Although most Ghanaians said that they felt comfortable as domestic tourist they did not feel they received the same quality of service as foreign tourist. The sampled hotels visited, believe 'that quality of service is the key in their service delivery. Golden Tulip which was among the Hotels interviewed offers a 5-star service to customers even though they are a 4-star hotel. This, they believe usually motivates them to give up their best and that has also given them an advantage in their business. Marketing ability was also an issue raised by most services providers. They emphasized the ability to effectively combined, as said by Pizam and Mansfeld (2005), the four Ps making up the marketing mix (i.e. Price, Product, Place, and Promotion), which Kotler, (1991) indicates as a requirement for entrepreneurs if they are to be successful.

Even though service providers believe that, the hotel prices are within the range of domestic tourist, foreign guest are the common customers. Prior to the interviews, a small fraction of companies were expected to have implemented pricing plans for domestic tourist. The questionnaire responses and complaints about pricing led to an initial conclusion that package tours and reduced prices did not exist throughout most of the Ghanaian tourism Industry.

However, interviews revealed that a number of companies actually provide reduced prices and package tours for domestic and international tourist. It was however agreed that more marketing and education on these benefits need to be put out for public information, since most marketing strategies were geared towards international tourist.

An interview with some service providers such as restaurants revealed that the quality of food prepared has been their advantage even though they do extensive marketing in addition to donations to needy institutions which also adds to their success, since through that they are able to market their services.

Responses from most service providers indicate that they do not usually have any preference in their customers. They position themselves to attract all persons even though they also admit that, international tourist are usually the consistent customers. The interviews also revealed that location was important and they benefit so much from that. It is therefore important to always find an appropriate location for yours services if one wants to attract customers.

5.5.1 Conclusion

Overall, analysis of current tourism industry has led to the conclusion that the tourism industry does not cater much for domestic tourism in the country. As demonstrated by the previous findings, Ghanaians cannot afford and are unwilling to pay the high cost established by service providers for accommodation and other activities. Additionally, tourism in the country is tedious and therefore costly since the road network is bad. Most service providers interviewed, also indicate that service providers are willing to adjust their prices in order to accommodate domestic tourist. These responses have been considered for recommendation and will be discussed later in the report.

5.6 Summary and Conclusions

A study on Domestic Tourism: a stimulus for economic growth in Ghana with particular reference to three study areas; Upper East Region, Ashanti Region and Central Region was carried out. The purpose was to find out why there is little or no domestic tourism in Ghana. In finding out about the problem both research questions and objectives were designed and these are: What are the perceptions and experiences of domestic tourist regarding the tourism industry? What are the current travel trends and future travel desires of domestic tourist in Ghana? , What are the financial abilities of the middle class Ghanaians? and What are the successful practices from selected tourist destinations? Objectives of the study are: To identify perceptions and Experiences of domestic tourist regarding the tourism industry, To identify the current travel trends and future travel desires of domestic tourist in Ghana, To identify the financial abilities of the middle class Ghanaians and finally to identify successful practices from selected tourist destination.

To underscore the importance of domestic tourism in Ghana, structured and open-ended and closed questionnaires were distributed to a sample size of 793 out of the total population of 150,876. Selected service providers were also interviewed through a semi-structured questionnaire. Through analysis of data collected from questionnaire and



interviews, findings were produced about the current domestic tourism market and future desires of tourist and the tourism industry.

Many aspect of tourism were evaluated and findings produced and this created a better understanding of domestic tourism. Targeting both tourist and service providers supplied different perspectives to ensure an unbiased approach to the information gathered. The analysis of the findings not only provides the Ghanaian Tourist Board with valuable information about domestic tourism but also informs recommendations to help increase domestic tourism in Ghana. The results upon analyzing indicate that, generally the tourism sector in Ghana does not cater for domestic tourist.

Government and stakeholders in the Ghanaian tourism industry need to be more proactive than they are now, if tourism has to be developed and sustainable in Ghana. As already discussed in the previous chapter, Ghanaians do travel and would like to continue traveling in their home country. Domestic tourist must motivate the people to participate actively in Ghanaian tourism. Major problems for domestic tourism are: Transportation including road network, Pricing, and types of Tourist attractions. It was realized from the analysis that domestic tourists are willing to travel but bad road and pricing are a deterrent.

To reduce pricing service providers must see the benefit of the domestic tourist market. A wide scale distribution of literature and comprehensive data must be made available to service providers throughout Ghana explaining the importance of domestic tourism. Marketing plans must be implemented that focus on the local domestic tourist market rather than international tourist. Transportation and accommodation need improvement both in quality of service and pricing. Attraction must be developed to appeal to domestic tourist and this should include a reasonable pricing plan. More research must be conducted to further explore domestic tourism in Ghana.



In a nutshell there is the need to improve Domestic tourism in Ghana since there is a great pride and love of their country among Ghanaians. Through making changes to domestic tourism in the next few years, the country can evolve and grow into a greater Ghana.



CHAPTER 6: RECOMMENDATIONS

6.1 Introduction

The tourism industry in Ghana must do everything possible to include Ghanaians through marketing, affordable pricing structures, quality of services provided, affordable, and accessible transportation, good road network and a variety of appealing attractions. Without improvement on domestic tourism Ghanaians will seek to travel outside or not at all. The Ghana Tourist Board and Tour Operators in Ghana must realize the potentials of domestic tourism and make the necessary changes to promote domestic tourism into becoming a leading contributor to the economy of Ghana. A set of recommendations for improvement will now be discussed.

6.2 Recommendation 1: Improve Accessibility of Transportation

A common complaint from domestic tourists is transportation and bad road network. Transportation in Ghana is branded with bad roads and network, coupled with unreliable vehicles and expensive fares. Several topics have been identified within the public transportation system as areas that require improvement: trains, buses, good roads, and speed boats. The train which of late has been regarded as not very conducive for passenger travel is still working very well in other developed economies such as Germany Japan, the USA etc. This service is also expensive.

It is therefore recommended that steps be made to construct modern underground railways, linking various regions. This will help limit the tedious process travelers go through especially when trying to travel across regions. It should also be made affordable through government subsidies. Also, service providers should be encouraged to set up rest areas along roads leading to tourist destinations; this may be desirable to most tourist travelers.

Recommendations for the bus system include the development of public transport bus. Several companies should get into the transport business and provide decent and reliable buses for public travel. The intercity buses which travel throughout the country but only on specific times should be made to travel more regularly and with affordable fares. Car



rental companies should provide discounts to tourists according to the frequency of use of a car by a user. This will motivate people to rent. Discounts could also be awarded proportionally to the number of tickets previously purchased. This would encourage the use of public transportation systems by large travel groups.

The lack of well-constructed roads throughout the country especially to tourist sites affects the ability of Ghanaians to engage in tourism. With reference to Ghanaian respondents in the previous analysis it is clear that transportation problems especially bad roads is a common concern throughout the questionnaire and interviews. For instance with good roads to tourist sites such as the Mole game reserve ,Wichau Hippo Sanctuary etc. they could record more people than what is seen now.

The lack of good roads also has a multiplier effect since vehicles that eventually find their way through the bad roads will demands so much from tourists since the wear and tear will increase. Government of Ghana and all stakeholders within the Ghanaian tourist industry should consider this priority in the tourist industry in Ghana, if the industry has to develop.

Government should consider emulating other sister countries (like South Africa) who are practicing the country-wide Drop-Off/ Pick-bus system, it would aid in the transportation of tourist between attractions in some main towns and cities of Ghana such as Accra, Kumasi and Cape Coast. The Ghana Tourist Board in collaboration with the private sector should be able to identify and develop the main attractions in towns and cities and develop bus routes highlighting those attractions, if public transportation is improved with corresponding improvement in pricing and accessibility; the potential domestic tourist will be able to travel more frequently and with more ease.



6.3 Recommendation 2: Encourage Service Providers to Accommodate Domestic Tourist.

One of the concerns realized during the analysis was the need for service providers to accommodate domestic tourist. During the questionnaire distribution and interview with respondents it came to the attention of the researcher that many people prefer to stay with friends and relatives to lodging in hotels due to the cost of the hotels (as seen in Figure 4.9 of the analysis made). More Ghanaians need to be attracted to hotels in order to have sustainable domestic tourism industry.

To encourage Ghanaians, discounts and reduced pricing plans must be made available. To produce the most profit from the tourism industry service providers should currently focus on marketing and pricing techniques to the foreign market. Whilst prices are therefore affordable to foreign travelers the cost is rather much higher than Ghanaians can afford. Most tourists spend a considerable amount of money on travel, food, and other activities and as result are forced to stay with families because of the high cost associated with them. This situation does not contribute to the economy, because less money is being invested in tourism as prices increases, people are less willing to spend.

The realization of the importance of domestic tourism needs to be established. The recommendation of a widespread campaign to inform service providers of the importance of domestic tourism is the first step towards improving pricing. The distribution of literature should explain the importance of domestic tourism to Ghanaians and this should include outlining the benefits of increasing the number of domestic tourist clients with examples of successes in some countries such as United States and Australia. The financial capabilities of Ghanaians should be made available by the Statistical Commission of Ghana to service providers in a comprehensive price guide. This will help services providers to develop a comprehensive price plan that will cater for the domestic tourist.



An incentive can also be introduced to motivate service providers to accommodate Ghanaians. One incentive could be a subsidized rate for the levy tax charged by the Ghanaian Tourist Board in exchange for proof of compliance to price reduction and marketing campaign. If companies devise a pricing plan and implement an advertising plan to market the new price reduction, some levy tax should be waved.

To measure the effectiveness of this plan and to ensure validity of its implementation, businesses will need to provide data showing a certain percentage of increase in domestic clients. This will not only convince the Ghanaian Tourist Board of the success of the program but results could be organized and distributed to non-participating service providers throughout Ghana to further emphasize the importance and benefits of domestic tourism. Paired with successful marketing techniques, the redistributed literature would be helpful to many companies and domestic tourism industry.

6.4 Recommendation 3: Improve Marketing Strategies

Successful Marketing strategies are critical to the development of any tourism industry and for that matter to Ghana's tourism industry. Reviewing the literature available to tourist it was noted that even though there is some form of marketing going on, little marketing was focused on the domestic tourist. Research conducted through questionnaire and interview pointed to the fact that, Ghanaians do not even know what kind of tourist attractions are available and where they are located.

Ghanaians need to be informed about what exist and the importance of tourism. There is the need to relax at some of the attractions since the general response point to the fact that Ghanaians do go on holidays (as seen from Figure 4.3 and 4.5). Also from figure 4.13, a good number of Ghanaians also reported that accessibility and types of attractions available need to be improved.

Ghanaians who have had the opportunity to travel around their country's attractions are very excited about what the country has. Some respondents reported that, traveling around the country does not only bring some joy and excitement but helps you to know



your country and appreciate what your country is made of. Respondents in Cape Coast and Kumasi pointed to the fact that people in the southern part of Ghana do not even know what the northern and the two upper regions are made up of. It was interesting knowing that a respondent did not know the location of the Upper West Region. Tourism awareness is therefore a concern. Education needs to be done at the national level. Days should be set aside by government for the purposes of tourism. Considering these statements it is apparent that Ghanaians need to have access to information about the importance of tourism to the Ghanaian tourism economy, as well as opportunities to engage in tourism.

Several interactions with Ghanaians in Cape Coast and Kumasi points to the fact that marketing towards domestic tourist is lacking. Most service providers' focus their attentions on international tourist. This is common because foreign travelers contribute more money and can afford to pay more due to the international exchange rate. Interacting with service providers especially hotels reveals that, foreigners normally constitute the greater portion of occupants at any given time. However most service providers expressed the interest to accommodate domestic tourist, but this needs a more focus marketing efforts.

Determining the type of activities in which Ghanaians would like to participate and the accommodations they would like to utilize was an important step in the process of developing a more appropriate marketing campaign for the promotion of domestic tourism. This is detailed in the first findings. Since the wants and needs have been determined, the next is to market such attractions and accommodations to domestic travelers. This can be done in the form of brochure or other simple marketing advertising methods like Television, billboards internet etc.

It is also important that service providers improve their own marketing skills and strategies to focus more on the domestic market. Brochures and magazines that are geared towards Ghanaians should be made more accessible because it will help improve the domestic tourist participation. The importance of appropriate marketing strategy

geared towards Ghanaians cannot be ignored. Marketing has been reported as one of the key factors in helping travel business become successful. It is recommended that the Ghana Tourism Board begin a marketing effort geared towards domestic tourist to advertise all types of tourism services and increase the availability of information about domestic tourist attractions.

Segmentation can be utilized to create marketing efforts that are focused on specific groups of people. Several areas of domestic tourism such as desired attractions and accommodation used were correlated based on age and income. It was seen that Ghanaians of different age groups and income levels would like to visit different types of attractions and utilize different accommodations. Identifying the appropriate marketing media that will most effectively reach the desired audience can aid in increasing the number of Ghanaians who travel.

6.5 Recommendation 4 Improve Quality of Service

Poor quality of service was also one common complaint among most respondents. Service is one of the most critical factors in sustaining the tourism industry, as it can determine whether or not tourist will become repeat visitors. Mostly traveler's share experiences with friends and poor service will deter potential tourist from visiting certain establishments in the future.

Many respondents and interview participants explained that employees at tourism establishments lack the skills necessary to provide proper service. This is a general problem throughout the country. Many Ghanaian who work at these tourist establishments have not gone through the necessary orientation to understand how tourism benefits the economy and feel some resentment towards travelers. Education can be an important tool in combating the lack of awareness and poor quality of service.

One recommendation to improve training is to invest in training for staff at accommodation and other service provider establishment. A standardized base program should be outlined by the government to help control the quality of training. Individual



companies can then choose to take advantage of the standardized training program. The program will be designed to apply to many aspects of tourism services particularly accommodation. The format should be a combination of workbooks and practical experience. These training programs can be used to improve staff-to-guest relations and the overall guest experience. The program can be modified to meet each individual company's needs and may be used as a tool to indicate staff members deserving promotion within the company.

An evaluation method must be implemented to determine the effectiveness of the training programs and to make the necessary adjustments. Many domestic tourists do not feel they receive the same quality of service as foreign travelers. Most service providers prefer international travelers from the business perspectives because they have the potential to provide more money.

Service providers need to realize that although domestic tourist may pay less for their service, they are still an important segment of the tourism market and still have the potential to contribute a significant amount of money to the industry. This realization can be accomplished through education. It is recommended that seminars be held or information be distributed by the Ghana Tourist Board that will inform service providers of the potential contributions of domestic tourists and the importance of providing quality services to Ghanaians to encourage repeat visitation.

Improving the quality of service in general, especially towards domestic tourist, is an extremely important aspect for progressing domestic tourism into a more successful and sustainable industry. Without adequate service and friendly staff to encourage travelers to visit establishments, tourist will look elsewhere for travel experiences. Service providers throughout Ghana should evaluate the service currently provided and consider training and educational programs to improve future services provided to their customers.



6.6 Recommendation 5: www.udspages.udt.edu.gh Improve the Variety and Accessibility of Attractions Throughout Ghana.

Findings from the questionnaires and interviews suggested the need for improving the range of attractions offered to Ghanaians. Even though many respondents admitted entrance fees to attraction are rather affordable they believe that they are not properly developed. From the previous analysis, nature-based, historical and cultural attractions are interesting commodities to domestic tourist and are therefore essential to improving domestic tourism and tourism at large. By marketing these types of attractions specifically to Ghanaians, their interest in visiting these local attractions will increase and encourage travel to similar locations throughout Ghana? As discussed from the previous chapter respondent wish to participate in nature based attractions.

The Ghana Tourist Board needs to investigate nature-based attractions that are currently under-utilized or underdeveloped across Ghana and focus on marketing them to Ghanaians so that they can be encouraged to investigate the beauty and splendor of their own country. Ghana is blessed with a variety of Wildlife and natural phenomena and therefore has many potential for development.

Ghanaians travel for numerous reasons and findings indicate the desire to partake in different types of attractions. In addition to nature-based tourism, another type of tourism is cultural. With the development of cultural attractions, Ghanaians will be able to learn and explore the cultures of Ghana. The creation of cultural attractions such as museums, accommodation, festivals, and tours of traditional villages, Ghanaians would be able to experience these different cultures. One example of cultural attraction is the Akawasidae-Kese of the Asante, the Kobina and Kakube festivals of Lawra and Nandom in the Upper West Region.

It is recommended these festivals be marketed throughout the country to attract different people to appreciate different cultures. As the homes develop, the possibility exists for establishing small bed and breakfasts or guesthouses. The development of these sites is a good way to improve the economy in these areas, as domestic tourism will bring money

not only into direct accommodation, but also the surrounding area through food and other merchandise purchases.

While cultural tourism celebrates the culture of today, historical attractions remember the past of Ghana. Several historical attractions already exist some of which are declared as world heritage sites. The Central Region is blessed with most historical sites in the country. The development of a memorial or a museum at these sites would be beneficial in educating Ghanaians about their history. Ghana has the potential for all types of tourism to be developed, as discussed earlier Ghanaians have expressed interest in all types of attraction. Further research should be conducted on the feasibility of developing such sites to attract domestic tourist.

6.7 Recommendation 6: Conduct Further Research

The final recommendation is to conduct further research on domestic tourism. It is important to understand that due to resources limitation and time a small sample size was chosen from superficially targeted population from three regions in Ghana. The sample used was representative of the Ghanaian population as whole. This imposes limitations on the data and results collected. Areas for future research include income Demographics of Ghanaians as whole, the official rates of accommodation in Ghana, travel trends and future travel desires of Ghanaians as a whole and the willingness to spend money on tourism.

It became practically difficult for the researcher to find documents in connection with the "middle Class". It is currently unknown exactly which income levels can be classified as "middle-class". It is thought that this "middle class" of Ghanaians is the group of people who have enough money to spend on travel and tourism, but may not be able to afford certain activities and accommodation. It is also assumed by the researcher that, the "middle Class" forms the majority in Ghana.



A widespread study, such as a national census, should be conducted to focus on income distribution and spending habits of the entire country of Ghana, as well as disposable income of each income level. Although this will be time consuming and expensive, the data will aid in better understanding of the financial limitations that are preventing the tourism industry from expanding.

The research conducted throughout the course of this project was only preliminary. Much more widespread research needs to be done in order to apply these findings to Ghana as a whole. Although Ghanaians of all age groups and income levels were included in the analysis, the number of people from each category was not equal or representative of the entire Ghanaian population. These research recommendations are a basis for what still needs to be understood within the tourism industry.



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APPENDIX

Appendix- A Domestic Tourism Sample Questionnaire for current travel trends and desires

Definition of Domestic Tourism: Any visit or holiday within one's home country. This can include but is not limited to: visiting attractions such as museums, national landmarks, natural phenomena, and cultural experiences,

Please fill out the following questions as specifically and as thoroughly as possible.

Please if the spaces provided for answers are not enough you are free to write at the back of the sheet, but it will be appreciated if you attach the question number.

1. What is your age?
 - a. Under 25 year's
 - b. 25-35years
 - c. 36-45years
 - d. 46-55years
 - e. 56-65 years
 - f. 65years or above
2. When does your family take leave? Please circle all that apply
Jan Feb Mar Apr May June
July Aug Sept Oct Nov Dec
- 8 Do you and your family normally under take visits during your leave period in the year? Please circle one.
 - a. Yes
 - b. No

If Yes:

► Why do you visit? Please explain

► where do you visit? Please include specific locations.

Week holiday:

Leave holiday:

► What is the main purpose of your holiday? Please circle one.

- a. To visit family
- b. For leisure
- c. For business
- d. Other, explain sat

► How many people take holiday with you?



► How much money does your family typically spend per day while on holiday? Please fill in each category.

- | | |
|------------|----------------------------------|
| a. Travel: | b. Accommodation: |
| c. Food; | d. Activities; e. other specify. |

► How do you travel? Please circle one.

- | | | |
|----------|--------------------|--------|
| a. Air | b. Bus or minibus | c. Car |
| d. Train | e. Other, specify. | |

► What accommodation do you use?

- | | | |
|-----------------------------|----------------------|--------------------------|
| a. Stay with family/friends | b. Bed and Breakfast | c. Camping |
| d Tourist Lodge | e. Hotel | f. Other, please explain |

If No:

► Why don't you take holiday/visits? Please circle one,

- | | |
|----------------------------|------------------------------|
| a. Too expensive | b. No desire to take holiday |
| c. No time to take holiday | d. Other, please explain |

3. Would you like to take holiday/visits? If yes, where? Please circle one.

- | | |
|----------------------------|-----------------|
| a. Ghana | b. South Africa |
| c. other African countries | d. Overseas |

4. If in Ghana, where? Please explain.

- | | | |
|-----------------------------------|--------------------------|----------------------|
| a. Kakum National Park | b. Mole Game | c. Cape Coast Castle |
| d. Buabeng Fieme Monkey sanctuary | e. Other, please specify | |

5. For leisure/ pleasure holiday, would you rather take holiday within Ghana or outside of the country? Why? Use the space provided or write at the back of sheet.

6. What types of attractions would you like to visit? Please rank preferences (1-1st Choice, 5- Last Choice).

- Historical sites (i.e. museums, monuments)
- Cultural attractions (i.e. art galleries, festivals, township tours)
- Nature based attractions (i.e. wildlife, hiking, national parks, and landscape/natural phenomena, fishing)
- Adventure activity (i.e. balloon safari)
- Other attractions (i.e. children's attractions, restaurants, etc)

Please explain

8 Please circle one. Tourism in Ghana is.....

- | | |
|--------------------------|-------------------------|
| a. Too expensive | b. reasonably price |
| c. Definitely affordable | d other, please explain |

9 What is your average household income? Please circle one.

- | | |
|----------------------|--------------------------|
| a. Under GH¢ 100.00 | b. GH¢ 100.00-GH¢ 150.00 |
| c. GH¢ 150.00-200.00 | d. GH¢ 200- GH¢ 250.00 |
| e. GH¢ 250.00-300.00 | f. GH¢ 300.00- 400.00 |
| g. Above 400.00 | |



- 10 How much is your family willing to spend on holiday in Ghana? Please circle one
- | | |
|---------------------|----------------------|
| a. Under GH¢ 500.00 | b. GH¢500.00-1000.00 |
| c. GH¢1000-1,500.00 | d. GH¢1,500-2000.00 |
| e. Above 2000.00 | |
- 11 Which areas of tourism would you like to see improved? Please circle all that apply.
- | | |
|----------------------------------|--------------------------|
| a. Transportation | b. Pricing |
| c. Accommodation | d. Accessibility |
| e. Types of Attraction Available | f. Other, Please explain |



Appendix-B Domestic Tourism Sample Questionnaire for Perception and Experiences Regarding Domestic Tourism

Definition of Domestic Tourism: Any visit within one's home country. This can include visiting attractions such as museums, national landmarks, natural phenomena, and cultural experiences etc.

Please fill out the following questions as specifically and as thoroughly as possible and return it the person who submitted it to

Please if the spaces provide for answers are not enough you are free to write at the back of the sheet, but make sure you attach the question number

1. How much holiday time or leave do you have/enjoy per year? Please circle one.
a. No holiday time b. 1 week per year c. 2 weeks per year
d. 3+ weeks per year.
2. When do you take holidays? Please circle one.
a. January- March b. April- June c. July- September
d. October- December
3. Do you normally travel during your holiday? Please circle one
a. Yes b. No

If Yes:

► Where do you travel to? Please include specific locations,

► What is the purpose of your travel? Please circle one.

- a. To visit family b. For leisure c. For business
d. Other, explain

► Do you often travel with people? If yes who?

► How do you travel? Please circle one.

- a. Air b. Road (e.g. Bus, car etc) c. Water (indicate means of travel)
d. Other, Specify

If No:

► Why don't you travel? Please circle one.

- a. Too expensive b. No desire to travel



c. No time to travel d. Other, please explain.

4. Would you like to visit tourist sites for pleasure / leisure? If yes, where? Please circle one.
- a. Ghana b. South Africa c. Other African countries
d. Overseas.

If in Ghana, where? Please explain.

5. What type of tourist attraction would you like to visit? Please rank preferences. (1-low,5-high).
- Historical sites (i.e. Museum, monument)
- Cultural attractions (i.e. Art, festivals, township tours)
- Nature- based attractions (i.e. Wildlife, hiking)
- Other attractions. Please explain.
6. Please circle one. Do you think tourism in Ghana is.....
- a. Too expensive b. Affordable c. Other, please explain.
7. What areas of tourism would you like to be improved? Please circle one.
- a. Transportation b. Pricing
c . Accommodation d. Accessibility
e. Types of attraction available f. other. Please explain.
8. What is your perception about tourism in Ghana
9. What suggestions would you like to make regarding traveling in Ghana.

Other Comment:

Thank you for your time and participation



Appendix C: Domestic Tourism Sample Questionnaire for Middle class.

Definition of Domestic Tourism: Any travel/ holiday/visit within one's home country outside one's working/ living area. This can include but is not limited to: visiting attractions such as museums, national landmarks, natural phenomena, and cultural experiences,

Please fill out the following questions as specifically and as thoroughly as possible.

1. What is your age?
a. Under 25 year's b. 25-35years c. 36-45years
d. 46-55years e. 56-65 years f. 65years or above
2. Do you and your family normally take holiday during this leave? Please circle one.
a. Yes b. No

If Yes:

- ▶ What is the main purpose of your holiday? Please circle one.
a. To visit family b. For leisure c. For business
d. Other, explain
- ▶ How do you travel? Please circle one.
a. Air b. Bus or minibus c. Car
d. Train e. Other, specify.
- ▶ what accommodation do you use?
a. Stay with family b. Bed and Breakfast c. Camping
d Tourist Lodge e. Hotel f. Other, please explain

If No;

- ▶ Why don't you take holiday? Please circle one,
a. Too expensive b. No desire to take holiday
c. No time to take holiday d. Other, please explain
- 3. Please circle one. Tourism in Ghana is.....
a. Too expensive b. reasonably price
c. Definitely affordable d other, please explain
- 4. What is your average household income? Please circle one.
a. Under GH¢ 100.00 b. GH¢ 100.00-GH¢ 150.00
c. GH¢ 150.00-200.00 d. GH¢ 200- GH¢ 250.00
e GH¢ 250.00-300.00 f GH¢ 300.00- 400.00
g. Above 400.00



5. How much is your family willing to spend per person, per day on holiday in Ghana? Please circle one
- | | |
|---------------------|----------------------|
| a. Under GH¢ 500.00 | b. GH¢500.00-1000.00 |
| c. GH¢1000-1,500.00 | d. GH¢1,500-2000.00 |
| e. Above 2000.00 | |
6. What areas of tourism would you like to see improved? Please circle all that apply.
- | | |
|----------------------------------|------------------|
| a. Transportation | b. Pricing |
| c. Accommodation | d. Accessibility |
| e. Types of Attraction Available | |
| f. Other, Please explain | |

Other Comments



Appendix D- Interview sample questions for selected Service providers.

1. What types of services do you offer? What are the costs of your services?
2. Do you think these are within a reasonable range of domestic tourist?
3. Who usually takes advantage of your services?
4. Do have a preference between domestic and foreign tourist?
5. Do you have any data to identify your usual customers?
6. When is your peak season?
7. Do you have an off- season?
9. Do you have a pricing list to accommodate domestic tourist?
10. IF NO: Would you be willing to implement one?
11. IF YES: What would that entail? (specific price ranges/ discounts)
12. Who do you try to attract to your business and why?
13. How do you do this and why?
14. How do you measure your performance?
15. What is the main draw to your company?
16. What image do you try to project for your services?
17. What methods do you use to become a successful business?
 - a. Marketing
 - b. Branding
 - c. Hiring local guides
 - d. Location
 - e. Pricing
 - f. Other.

