

THE IMPACT OF TOURISM ON RURAL DEVELOPMENT: THE KWABRE DISTRICT AS A CASE STUDY

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ABSTRACT

This paper assesses the traditional craft-based tourism industry in the Kwabre District of Ghana. It investigates specific crafts namely adinkra making, kente weaving and wood carving with the view to highlight their potentials for harness and use as a basis for the development of rural tourism-based economies. The paper examines the state and components of tourism development and factors impinging on the industry in the district. Key informant interviews with heads of relevant institutions, interviews with tourists, socio-economic survey and personal observation of the district were employed to collect data. The study reveals that the district's potential of being endowed with the benefits of unique cultural tourism attractions coupled with an atmosphere of a friendly people (who have been described by tourists as the district as extremely helpful, accommodating and sociable) places it strategically positioned to prioritize and pursue tourism development.

KEY WORDS: Traditional Craft-based Tourism Industry, Tourism Development Components, Impact Assessment Model, Diversification, Rural Development.

INTRODUCTION

Tourism has become one of the world's largest and most rapidly expanding economic activity. Even during the world recession from 1978 to 1985, earnings from tourism still grew from US\$68.7 billion to US\$105.0 billion although there was an 11% decline in the value of exported goods (Gamble, 1989). International arrivals reached an all-time record high of 763 million in 2004. In 2004, worldwide earnings on international tourism reached a new record high of US\$623 billion. In US dollar terms, receipts increased by almost 100 billion (World Tourism Organization -WTO, 2005).

In Ghana, tourism was, decades ago, not part of development literature and was therefore downplayed. It has now assumed a significant role in the economic and socio-cultural development of this nation. Ghana moved up from the seventeenth position in 1985 to eighth in 1998 among the top 20 leading tourism revenue-earning countries in Africa (WTO, 1999). International tourism receipts grew at an average annual rate of 41.3% from about US\$55.3 million in 1988 to about US\$285 million in 1998 (Tourist Board, 1999). Information from African Economic Outlook (2005-2006) indicates that the number of visitors to the country has maintained an upward trend.

since 2000 with an increase in arrivals of 11% in 2004, and a sharp increase in tourist receipts by nearly 17% in 2004 -- Ghana's tourism sector is now Ghana's third largest foreign exchange earner.

Majority of the world's poorest people live and work in rural areas. These areas are deprived and economically stagnated. Available data show that 2.7 billion of the world's population resided in rural areas in the late 1980s. Estimates indicate that over 3 billion people lived in rural areas in 2001 (Todaro and Smith, 2003). The percentage of people residing in Ghana's rural areas in 1984 represents about 64% of the total population (Ghana Statistical Service, 1987). The livelihood of these rural people primarily depends on subsistence agriculture. Though the 2000 Population and Housing Census indicates that some of the settlements have increased in size in terms of population which then qualified them as urban centres, inadequate services and facilities in these settlements technically put them under the rural category.

The study district is one of the famous tourist destinations in the country. The district is the home of the famous Kente Weaving, Adinkra Making and Wood Carving industries of Ashanti Region in Ghana. These tourist attractions are among the emerging and fast growing traditional craft-based tourism industries in the country.

According to the 1984 Population Census, the Kwabre District was typically rural with no settlement having a population of more than 5000. The 2000 Population and Housing Census Report indicated that only 6 out of the 81 settlements could be classified as urban settlements. The average annual income of a household in this rural district in 1996 was estimated at ₵807,000.00. With the average household size of 6, the average annual per capita income of the district in 1996 was estimated at ₵134,000.00 (Kwabre District Assembly, 1996: 30). This figure (₵134,000) is below Ghana's per capita income of US\$441 or ₵192,870 (Government of Ghana, 1995), which is even considered as among the least developed countries in the world. The District can be, comparatively, classified as one of the poorest areas in Ashanti Region.

The population of the district is increasing rapidly. In 1960, the population of the district was 43,328. The population increased to 56,313 in 1970; 79,823 in 1984 and 119,082 (initial 2000 Population and Housing Census estimate) in 2000. Considering a small total land area of 246.8 square kilometres (1.01% of the total land area of Ashanti Region) vis-à-vis the population of the district, the effect is the high population density of 482.5 persons per square kilometre as at 2000 (Kwabre District Planning Co-ordinating Unit, 2001). Again about 46.92 per cent of the labour force (forming the majority in terms of occupation), is engaged in agriculture. It contributes only 13.2% of the total income of the district. However, industry and commerce, which engaged 16.3 and 36.95% respectively of the labour force, together accounted for about 52.5% of the income generated in the district (Kwabre District Assembly, 1996). This clearly shows the growing importance of commerce and indus-

trial activities in the district. The agricultural development of the district (which is the livelihood of the majority of the residents) is also hampered by the following constraints:

- ◆ the competition posed by residential land use in the district and the swift expansion and encroachment of Kumasi Metropolis on the farmlands of the district (the district is located at the immediate vicinity of, and shares a boundary with Kumasi Metropolis).
- ◆ the large uncultivable areas of the district notably the rocky outcrops Ntiribuoho, Nkukuabuoho, Bodombuoho, Agyaakobuoho, Afrantwo, Aboaso and Kenyase.

The major implication of the synoptic view of the District's economy is that the arable lands available for future meaningful agricultural development is severely threatened. This will inevitably affect future production levels if the district remains as an agrarian economy – producing mainly agricultural produce. There is therefore the urgent need for shift of emphasis in development policy from agricultural production towards non-agricultural/non-farm productive activities. The diversification of the district's economy with particular emphasis on the traditional craft-based tourism industry, which is indigenous to the people, is seen as the right policy for the development of this rural economy. With the infusion of the right resources, tourism in the district can possibly bring quick returns. Key questions that this study strives to answer are: What are the impacts of the traditional craft-based tourism industry in the district? What bottlenecks need to be broken for explicit manifestation of the full benefits of the tourism sector? And what mechanisms need to be put in place so as to address the constraints facing the tourism sector in order for it to emerge as the dominant sector and a viable agent of rural development?

Geo-physical Settings

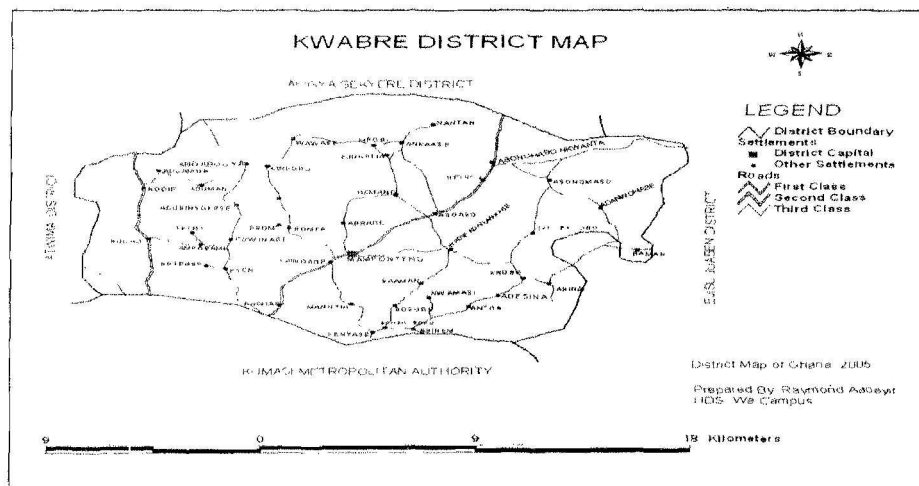
Kwabre District, is one of the 45 districts created in 1988 under the District Assembly and Decentralisation concept, and is located in the Ashanti Region of Ghana. The climate of the district is the wet semi-equatorial type and predominant vegetation found is of the moist semi-deciduous forest type. Continuous felling of trees and cultivation has deprived the area of its valuable tree species and other forest products. It lies approximately within latitudes 6° 44' and 6° 52' North and longitudes 1° 33' and 1° 44' West.

Historical Influence

Though the history of Kwabre is rarely mentioned in most of the documented history of Asanti, it provides important features, which can be tapped as tourism resources. The Kwabre District inhabits well-established independent principalities such as

Tafo, Fawobaware, Mampongten, Gyamfi Wonoo, Akotosu and Adwumakase as early as the middle of the 17th century. Other important villages are Adanwomase, Ntonso and Ahwiaa, well known for Kente Weaving, Adinkra Making and Wood Carving respectively. There is no doubt that the area attracted migrants/occupants in very early times (Boakye-Boaten, 1974). Again, because of the fecundity of the rich Kwabre and the enterprising nature of its inhabitants, it was one of the first areas in Ashanti to attract the cultivation of cocoa. Today, it has very little to show of its former richness and glory except its legacies in Kente Weaving, Adinkra Making and Wood Carving. The current situation is evidenced by the fact that there are some Kwabre communities, which buy their daily foodstuff from Kumasi, due to poor soils of the area, which is the result of intensive cultivation of food crops to supply the ever-growing population of Kumasi. Refer to Figure 1 for the map of Kwabre District - showing spatial locations of settlement in the district).

Figure 1: Map of Kwabre District (Showing Spatial Locations of Settlement)



The following sections of the paper touch on the theoretical basis of the model used for assessing the impact of the district's tourism industry and component of tourism. It also discusses methodology used, findings from the study, conclusion and recommendations for developing the tourism base of the study area.

THEORETICAL FRAMEWORK

Components of Tourism

Mathieson and Wall (1982) defined tourism as the temporary movement of people to destinations outside their normal place of work and residence, the activities undertaken during their stay in these destinations and the facilities created to cater for their

needs. Conceptualising the definition, Foster (1985) saw tourism as an activity involving a complex mixture of material and psychological elements. The material ones are accommodation, transportation, the attractions and entertainments available at the destinations. The psychological factors include a wide spectrum of attitudes and expectations ranging from pure escapism to fulfilment of a dream or fantasy, or rest, recreation, educational and other social interests. From the foregoing definitions, the components of tourism and their inter-relationships, which are basic to tourism planning and development, are illustrated in **Figure 2** below.

Figure 2: Components of Tourism



Source: Adapted from Inskeep (1991)

Figure 2 shows the components within the framework of the total natural and socio-economic environment from which the industry is derived, the markets of international and domestic tourists that it serves, and the use of the attractions, facilities, services and infrastructure by the residents of the area. The components of tourism as shown in Figure1 are classified and described as follows:

- ◆ Tourist attractions and activities – All those natural, cultural and special features and related activities of an area that attract tourists to visit.
- ◆ Accommodation – Hotels and other types of facilities and their related services where tourists stay overnight during their travels.
- ◆ Other tourists facilities and services – other facilities and services necessary for tourism development, including tour and travel operations (also called receptive services), restaurants and other types of eating establishments, retail outlet for handicrafts, souvenir, banks, money exchange and other financial services, tourist information offices, personal services such as barbers and beauticians, medical facilities and services, public safety facilities and services, services of police, entry and exit travel facilitation of customs and immigration.
- ◆ Transportation facilities and services – Transportation access into the country, region or development area, the internal transportation system linking the attractions and development areas and transportation within the development areas, including all types of facilities and services related to land, water and air transportation.
- ◆ Other infrastructure – In addition to transportation, the other necessary infrastructure including water supply, electric power, sewage and solid waste disposal, telecommunications, including telephone, telegraph, telex, and fax; at the development area level, drainage is also an important infrastructure consideration.
- ◆ Institutional elements – The institutional elements necessary to develop and manage tourism, including manpower planning, education and training programmes, marketing strategies and promotion, organizational structures, tourism-related legislation and regulations, public and private sector investment policies and economic, environmental and socio-cultural programmes and impact controls.

Impact Assessment Technique

Impact assessment can be defined as the appraising of an effect(s) or impression of a project or activity on a community. It is the documentation of a project analysis or analysis of an activity, which includes identification, interpretation and prediction of impacts caused by a proposed action/activity or project. It therefore connotes any alteration of conditions or creation of a new set of conditions adverse or beneficial, caused or induced, by the action or set of actions under consideration (Ampadu-Agyei and Ampadu, 1987). The technique could be described as an adaptation of rating and ranking where the likert scale is used for ranking. Likert scales are those attitude scales in which respondents indicate the extent to which they agree or disagree with each of the given parameters. The scores of their total responses are summed up to obtain a total reflecting their attitude towards the activity's or project's impact (Adarkwa, 1986). Mathematically, the impact of a project/activity of a district is denoted by M_{ij} and is defined as:

$$M_{ij} = R_{ij} W_j$$

where: M_{ij} = Impact of the project/activity on sub-sector j as perceived by respondent i ;

R_{ij} = Scaled responses for sub-sector j ; and

W_j = Weight of sub-sector j .

METHODOLOGY

Scopes and Sampling

The study was confined to the Kwabre District in Ashanti Region and limited to the traditional craft-based industry (Kente weaving, Adinkra making and Wood carving), which promote tourism in the district. The Adinkra making industry is located at Ntonso and the Wood carving industry is the major occupation of the people of Ahiwaa. Kente weaving is, however, scattered throughout the district with Adanwomase, Sakora Wonoo, Kasaem and New Asonomaso as the major activity settlements (Refer to Figure 2 for spatial location of the activity areas or settlements).

A total of 70 households (representing about 1.2% of the household in the activity areas) were randomly selected from the activity areas as interviewees for the socio-economic survey to assess the impact of the tourism industry of the district. A sample of 10 households each was systematically selected from Ahiwaa and Ntonso. In the case of the Kente Weaving settlements, the remaining sample – 40 households, was equally shared among the four (4) areas, as the difference in the total households of the settlements was very small. In addition, 27 officers from the 9 established departments under the Assembly were purposely selected as key informants for the assessment. Analysis of interview with District Planning Officer also revealed that a great number of tourists do visit the activity areas. However, there were no statistics on the number of tourists to the district. As a result, 60 tourists who were identified at the activity areas within the period of data collection were interviewed.

Framework for the Impact Assessment

Based on the lessons of impact of tourism from other countries (Wilson, 1979; Saglio, 1979; Boniface and Cooper, 1987; Cohen, 1982; Chau, 1973; Gamble, 1989; Lea, 1988; Chalker, 1994), and preliminary interviews with the Kwabre District Planner and the Head of the Ghana Tourist Board (Ashanti Region), a framework for impact assessment was developed. Four broad impact areas or sectors and their respective sub-sectors were identified as the input to enable detailed assessment of the impact of the tourism industry on Kwabre district to be undertaken. These sectors include economic development, social development, spatial development and environmental development.

Weights were assigned to these sectors based on the present state of the tourism in-

dustry in the district as indicated by responses from the target population/group. The target population/group refers to the 70 household heads chosen for the socio-economic survey and 27 officers from the 9 established departments under the Assembly. Each sector was then sub-divided into sub-sectors, and each sub-sector was also assigned an average weight based on the sum of responses from the target population/group, using the likert scale below as a guide. The sum of the average weights of the sub-sectors constitutes the weight of their respective sector. The sectors, their respective sub-sectors and their weights are summarized in Table 1. Again, in assessing the impact on each sector and subsequently each sub-sector, the target population/group was guided by a likert-type scale, which was constructed with their assigned weights in parentheses as follows:

Likert-Scale

+2	0	2
Very Favourable Impact	No Impact	Very Adverse Impact

Table 1: Sector and Sub-sectors by Their Weights

SECTOR	SUBSECTOR	WEIGHT	
		Sub-Sector	Sector
Social Development (SD)	Employment generation (SD1)	2.0	7.5
	Preservation of cultural heritage (SD2)	2.0	
	Prostitution and diseases (SD3)	0.5	
	School drop-out (SD4)	1.5	
	Undermined norms and value systems (SD5)	0.5	
	Checked rural-urban migration (SD6)	1.0	
Economic Development (ED)	Income generation (ED1)	3.0	6.5
	Provision of revenue for District Assembly (ED2)	1.0	
	Leakage of financial resources (ED3)	2.0	
	Higher prices of services and commodities (ED4)	0.5	
Spatial Development (SPD)	Concentration of development at the attraction areas (SPD1)	0.5	3.0
	Neglected agriculture and shortages of staple commodities (SPD2)	2.0	
	Land speculation and higher land prices (SPD3)	0.5	
Environmental Development (END)	Depletion of the forest and valuable trees (END1)	2.0	2.5
	Protection of the environment from degradation (END2)	0.5	

Source: Field Survey, June 2002.

The sub-sectors have been described and presented as follows:

SOCIAL DEVELOPMENT (SD)

- SD1 - Employment Generation: This refers to the employment opportunities created by the tourism industry/sector of the district for the people.
- SD2 - Preservation of Cultural Heritage of the People: This refers to the sustainability of the skills and technology of the craft industries by the indigenes of the district. It assesses the present state of awareness and interest of the indigenes to learn and acquire skills of traditional craft-based tourism industry.
- SD3 - Prostitution and Diseases: This deals with the degree to which visits to the district by tourists have given rise to prostitution and sexually transmitted diseases.
- SD 4 - School Drop out: This sub-sector also assesses whether the tourism-related activities have played a role in the low school participation rate in the activity areas.
- SD5 - Norms and Value Systems: It is concerned with the degree to which tourists to the district have acted as catalyst towards the adulteration of traditional customs (norms and value systems) of the people in the district.
- SD6 - Rural-Urban Migration: This refers to the extent to which the tourism sector has checked rural-urban migration due to its employment generation ability.

ECONOMIC DEVELOPMENT (ED)

- ED1 - Income Generation: This refers to the amount of disposable income that has been injected into the local economy as a result of the activities of the tourism sector. It also deals with the extent to which consumption patterns of the people have changed due to the multiplier process of the economic stream of the tourism industry.
- ED2 - Provision of Revenue for the District Assembly: This refers to the degree to which the district assembly had been able to generate revenue from licenses, fees or others owing to the tourism sector of the economy.
- ED3 - Leakages of Financial Resources: A critical look at the components of the tourism industry of the district (analysed in section 5.0) revealed that only the attraction aspect of the industry was well developed. The remaining components were located in Kumasi. Therefore, the receipts on the components not located in the district were seen as financial loss to the economy of the Kwabre District. This section tries to assess the leakage of financial resources, which might have accrued to the district to support and sustain the tourism industry.
- ED4 - Higher Prices of Services and Commodities: This refers to the extent to which consumption patterns of tourists to the district have given rise to higher prices of services and commodities consumed by the majority of the people in the district. Such services and commodities include transport and staple foods - foodstuffs, fish and meat etc.

SPATIAL DEVELOPMENT (SPD)

- ◆ **SPD1 - Concentration of Development at the Attraction Areas:** This section assesses the degree to which infrastructure and other services have been developed in the attraction areas relative to other areas in the district.
- ◆ **SPD2 - Neglect of Agriculture and Shortage of Staple Commodities:** Considering the attention and resource utilization to boost the tourism industry by the people, this sub-sector is concerned with the extent to which the agricultural sector of the district had been downplayed to produce to meet the food needs of the people. It also examines the degree to which the demand for staple commodities was met without causing shortages in the supply system.
- ◆ **SPD3 - Land Speculation and Higher Prices of Land:** This refers to the degree to which demand for land for the development of tourism-related activities have affected land prices in the district.

ENVIRONMENTAL DEVELOPMENT (END)

- ◆ **END1 - Depletion of the Forest and Valuable Trees:** This explains the extent to which the tourism industry had singularly or collectively contributed towards the depletion of forest resources in the district.
- ◆ **END2 - Protection of the Environment from Degradation:** This refers to the degree to which the tourism-related activities in the district have contributed to the protection of the environment (air, soil, vegetation etc).

FINDINGS

The Components of Tourism in the District

Tourist Attractions

The attraction features form the primary resources for tourism in the district. Without attractions, it would not be possible to develop tourism in the district. The tourist attractions, which serve as the primary resources for tourism in the area include:

- ◆ ***Kente Weaving*:** This activity can be found in almost all the settlements in the district. However, settlements noted for Kente weaving are Adanwomase, Sakora Wonoo, Kasaem and New Asonomaso. Kente designs are intricate abstract geometrics, and combines colours that give a distinctive brilliance to the finished cloth. The strips are later stitched together to produce a wide single piece of cloth, called the Kente cloth.
- ◆ ***Adinkra Making*:** Ntonso is famous for making these traditional textiles. Adinkra cloth is hand-made by embroidery and printing or stamping. The original fabric used for the printing of Adinkra cloth is either a locally woven one (Kente cloth) usually on a light colour or imported cotton linen. The fabric may be dyed

black, dark brown or russet-brown, and the dyes used are from the bark of a low savannah tree called 'badie'. After the fabric has been dyed the cloth is then stamped with a variety of patterns and symbols now generally known as Adinkra symbols.

- ◆ ***Wood Carving:*** Ahwiaa is noted in Ghana for this craft industry. Most of the carvings are symbolic of the social life of the Akans. Some of the objects carved are linguist's staffs of office, fertility dolls, stools, drums, etc.

Tourist Markets, Facilities, Services and Infrastructure

This section is concerned with the information on the tourists who were interviewed in the district during the data collection period, and the analysis of the existing infrastructure situation in the district to support the tourism industry. Even though there were no data on tourist arrivals in the district, officials of the Ghana Tourist Board in the region were of the opinion that about 95% of all tourists who visit the region tour the attractions in the district. The popular attractions the tourists often visit in the district include Adinkra making at Ntonso, Wood carving at Ahwiaa and Kente weaving at Adanwomase and Sakora Wonoo. Data collected from the 60 tourists indicated that majority of them - representing 46.7% came from North America, 35% from Western Europe, 13.3% originated from the Caribbeans and the rest from Oceanic countries.

The survey also revealed that about 66.7% of the tourists had visited Ghana and other African countries before. The first time visitors to Ghana and Africa constituted about 33.3% of the total number of tourists interviewed. However, the first time visitors to the district constituted about 83.3% of the tourists. This may be due to the emerging importance of the craft industries in the district as tourism resources. The creativity of the craftsmen and interest in traditional craft industry formed the major reasons why tourists visit the district. The question, however, is whether the district has adequate facilities, services and other infrastructure to accommodate or meet the needs of the tourists and also compete favourably with other rival districts in the country or African countries.

The survey revealed that there were two budget hotels in the district capital, and just two recognized guest houses in only one (Ahwiaa) of the attraction areas. It was also revealed that none of the drinking bars located in the attraction areas satisfies the standard required by the Ghana Tourist Board as a tourist facility. There were also no tour and travel operators or agencies located in the attraction area. There was no money exchange facility or service. Postal facility available to the tourists in the attraction areas was postal agencies located at Ntonso and Adanwomase. All the attraction areas could boast of private commercial telephone facility/service. In terms of health services, Ahwiaa and Ntonso were within ten minutes travelling time of the district hospital located at Mamponteng. Adanwomase and Sakora Wonoo were also within fifteen minutes travelling time of the Asonomase health centre. All the attrac-

tion areas had well developed and established retail outlets for the products of the tourism industry, which are Kente, Adinkra and Wood Carvings. In terms of accessibility, the asphalted road from Kumasi to Ashanti Mampong traverses Ntonso and Ahwiaa. Adanwomase and Sakora Wonoo were also well served with a properly maintained third class road which branches off from the Mampong road at New Asonomaso (Nkwanta). From New Asonomaso taxi cabs are available to convey passengers to and from the attraction areas.

Other facilities considered very important for tourism development were water supply facilities, toilet facilities and electricity. While all the attraction areas were well served with hydroelectric power, water supply and toilet facilities were inadequate. It was further revealed that the toilet facilities were poorly maintained and sanitary conditions too were unsatisfactory. This poor state of water supply and toilet facilities may be due to the population pressure on these services. Ntonso with a population of 7,489 in 2000 had only three Kumasi Ventilated Improved Pit latrines (KVIP latrines) and three boreholes. Ahwiaa with a population of 19,729 in 2000 experiences unreliable supply of pipe-borne water from Kumasi, and had four KVIP toilets. Adanwomase, which had a population of 3,348 in 2000, had three boreholes and four pit latrines. Sakora Wonoo, which had a population of 2,502 in 2000, had two boreholes, one KVIP toilet and two pit latrines. It was, therefore, not surprising that all the tourists interviewed strongly commented that they were not satisfied with the tourism development in the attraction areas. The comments of the tourists about the attraction areas are illustrated in Table 2. The absence of proper public places of convenience and the need for improved communication facilities – particularly internet facility, recorded the highest percentage of responses (29.5% and 26.6% respectively).

Table 2: Summarized Comments of Tourists about the Attraction Areas.

Tourists Comments	Frequency	Percentage (%)
Poor drinking water and toilet facility	43	21.2
Absence of proper public place of convenience	60	29.5
Lack of restaurants, accommodation facilities, and recreational centres	27	13.3
Need for well organized marketing outlets	19	9.4
Need for improved communication facilities	54	26.6
TOTAL	203	100

Source: Field Survey, June 2002.

The tourists made some favorable comments about the hospitality and behavior of crafters and the people in the district. The tourists indicated that they were extremely

helpful, accommodating and sociable, and also demonstrated their satisfaction with the quality and the size of the products of the industry.

Institutional Element

The institutional element of the components of tourism with respect to this study was concerned with policies, programmes, projects and enabling legislation of the district authority to support, promote and develop tourism in the district. Analysis of the survey data indicated that the Kwabre District Assembly has at the time of data collection done nothing in terms of policies and enabling legislation to promote and develop tourism in the district. The only item on tourism in the Medium Term Development Plan for the district (1996-2000) is the district's goal on tourism - thus, to promote tourism industry. It was also sad to note that with the goal of promoting tourism vis-à-vis the numerous tourism potentials, the Kwabre District Assembly has not made any significant effort to promote and develop tourism in the district.

Application of the Impact Assessment Technique

The impact of the tourism industry of the district (as noted in section 2.2) is denoted by M_{ij} and is defined as: $M_{ij} = R_{ij}W_j$, where: M_{ij} is equal to impact of the tourism industry on sub-sector j as perceived by respondent i (see section 4.2):

- $i = 1 \text{ to } 97;$
- $j = 1 \text{ to } 14;$
- $R_{ij} =$ Scaled responses for sub-sector j ; and
- $W_j =$ Weight of sub-sector j .

This implies that the impact of the tourism industry on social development (SD), economic development (ED), spatial development (SPD) and environmental development (END) of the district can be expressed as:

$$1. \quad SD = \sum_{I=1}^{97} \cdot \sum_{j=1}^6 = R_{ij}.W^s_i$$

$$2. \quad ED = \sum_{I=1}^{97} \cdot \sum_{j=7}^{10} = R_{ij}.W^m_i$$

$$3. \quad SPD = \sum_{I=1}^{97} \cdot \sum_{j=11}^{13} = R_{ij}.W^p_i$$

$$4. \quad \text{END} = \sum_{i=1}^{97} \sum_{j=1}^{15} \text{Rij} \cdot \text{E}^{\text{w}}_i$$

where: W^{s}_i , W^{m}_i , W^{p}_i and E^{w}_i are the weights of sub-sectors under each sector. The overall impact of the tourism industry (TID) can then be defined as:

$$\text{TID} = \text{SD} + \text{ED} + \text{SPD} + \text{END}$$

The maximum possible score for the social development (Dsi), economic development (Dec), spatial development (Psd) and environment development (Nir) can be represented by:

$$\text{Dsi} = \text{Le} \cdot \text{Sdi} \cdot \text{Mx} = 1164$$

$$\text{Dec} = \text{Le} \cdot \text{Edc} \cdot \text{Mx} = 776$$

$$\text{Psd} = \text{Le} \cdot \text{Sdp} \cdot \text{Mx} = 582$$

$$\text{Nir} = \text{Le} \cdot \text{Riv} \cdot \text{Mx} = 388$$

where: Le = maximum score on the Likert scale (2); Sdi, Edc, Sdp and Riv are the number of sub-sectors under each sector;

and Mx = maximum possible number of responses (97).

Thus, the maximum possible score for overall impact of the tourism industry is defined as: $\text{TID} = \text{Le} \cdot \text{Mx} (\text{Sdi} + \text{Edc} + \text{Sdp} + \text{Riv}) = 2910$

Tables 3 and 4 were constructed out of the above analyses to assess the impact of the tourism industry on the development of the district. Table 3 indicates the impact matrix of the responses from the target population. Table 4 is the impact matrix of the weighted responses of the target population, which measures the real impact of the tourism industry. The impact of the tourism industry on the district expressed as a percentage of the maximum possible score is:

$$(\text{SD} + \text{ED} + \text{SPD} + \text{END}) \cdot (\text{Dsi} + \text{Dec} + \text{Psd} + \text{Nir})^{-1} \cdot 100$$

Similarly, the performance of the tourism industry on any sector, say social development can be defined as: $(\text{SD}) \cdot (\text{Dsi})^{-1} \cdot 100$

It could therefore be seen from Tables 3 and 4 that the activities of the tourism industry on the development of the district have had a positive impact on social and economic development (52.0% and 31.8% respectively). However, it could be seen that the activities of the tourism industry have had a negative impact on the spatial and environmental development (-13.1% and -50.5% respectively) of the study area. The overall impact of the tourism industry, though quite low, had been positive (20.0%) on the development of the Kwabre District. However, Table 4 indicated that out of the maximum possible score of 2910 (100%) the tourism industry scored only 579.5, which constitute 20.0 per cent of the maximum possible score. This implies that there

is still enough room for the tourism industry to effectively maximize its potential benefits, devoid of any social, spatial, economic and environmental costs, to serve the local economy adequately.

Table 3: Impact Assessment Matrix (Display of Respondents)

SECTOR	SOCIAL DEVELOPMENT						ECONOMIC DEVELOPMENT				SPATIAL DEVELOPMENT			ENVIRONMENTAL DEVELOPMENT	
Weight	SD = 7.5						ED = 6.5				SPD = 3.0			END = 2.5	
Sub-sector	SD1	SD2	SD3	SD4	SD5	SD6	ED1	ED2	ED3	ED4	SPD1	SPD2	SPD3	END1	END2
Weight Impact	2	2	0.5	1.5	0.5	1	3	1	2	0.5	0.5	2	0.5	2	0.5
2	76	80	0	0	0	53	74	19	0	0	0	0	0	0	0
1	21	12	0	5	2	26	19	48	0	0	0	0	0	0	0
0	0	5	97	7	82	18	4	30	4	92	93	70	97	14	97
-1	0	0	0	24	13	0	0	0	17	5	4	17	0	68	0
-2	0	0	0	61	0	0	0	0	76	0	0	10	0	15	0
TOTAL NUMBER OF RESPONDENTS	97	97	97	97	97	97	97	97	97	975	97	97	97	97	97

Source: Field Survey, June 2002

Table 4: Impact Assessment Matrix (Weighted Responses)

SECTOR	SOCIAL DEVELOPMENT						ECONOMIC DEVELOPMENT				SPATIAL DEVELOPMENT			ENVIRONMENTAL DEVELOPMENT	
Weight	SD = 7.5						ED = 6.5				SPD = 3.0			END = 2.5	
Subsector	SD1	SD2	SD3	SD4	SD5	SD6	ED1	ED2	ED3	ED4	SPD1	SPD2	SPD3	END1	END2
Weight Impact	2	2	0.5	1.5	0.5	1	3	1	2	0.5	0.5	2	0.5	2	0.5
2	312	320	-	-	-	106	444	38	-	-	-	-	-	-	-
1	42	24	-	7.5	1	26	57	48	-	-	-	-	-	-	-
0	-	0	0	-	0	0	0	0	0	0	0	0	0	0	0
1	-	-	-	36	-	-	-	-	34	-2.5	-2	34	-	136	-
-2	-	-	-	-183	-6.5	-	-	-	-304	-	-	-40	-	-60	0
SUBSECTOR TOTAL	346	344	0	-211.5	-5.5	132	501	86	338	7.5	7	74	0	196	0
GRAND SECTORAL TOTAL	605 (52.0%)						246.5 (31.8%)				76 (-13.1%)			-196 (-50.5%)	
MAXIMUM POSSIBLE SCORE FOR SECTORS	1164						776				582			388	
MAXIMUM POSSIBLE SCORE FOR ALL SECTORS	1164 + 776 + 582 + 388 = 2910														
ACHIEVED SCORE	605 + 246.5 + (-76 - 196) = 579.5(20.0%) of Maximum Possible Score														

Source: Field Survey, June 2002.

CONCLUSION

The study revealed that the three traditional craft activities, kente weaving, adinkra making and wood carving, are classified as primary tourism resources of the Kwabre District. Though these primary tourism resources have been in existence since the

19th century, the study revealed that tourism in the district (with the traditional craft industry as a key attraction) is an infant and developing sector.

It was also identified that the craftsmen involved in the tourism industry are not confined to well protected and enclosed structures or workshops, the tourists just enjoyed their activities and took oral literature without paying anything. The traditional craft enterprises employ simple and appropriate technology, use less capital and promote skill development through apprenticeship system. The craft industries could therefore be used not only as tourism product but also to stimulate indigenous entrepreneurship and create employment opportunities. It stands to reason that the ease, with which the youth acquire the technology of the industry, means that the sustainability of this cultural heritage and primary resource of the tourism sector is highly assured. This can only be achieved if the raw material base of this industry, which depends directly on the environment, is also sustained.

The findings also show that tourism potentials of the district remain largely underdeveloped and minimized by a number of obstacles. The key obstacles to the district's tourism sector are: inadequate tourist facilities, services and infrastructure; complete lack of financial resources, lack of political will and commitment by the district assembly and central government to develop the tourism resources - no effective effort had been made by the assembly to plan, promote and develop the tourism potentials; there was a clear absence of permanent machinery for dialogue, consultation and co-ordination between the assembly and private sector players in the promotion and development of tourism in the district.

The findings also unveiled that the activities of the tourism industry have had a favorable impact on the socio-economic development of the study area. The positive impact was manifested especially in the area of employment generation, income generation, preservation of the cultural heritage, and minimization of rural-urban migration. The money injected into the district's economy through the activities of the tourism industry and tourists' expenditures may generate multiplier effects to further boost the development of the district's economy. However, the study also indicated that there had been a massive leakage of financial gains or resources from the district's economy to areas where most of the tourism components enjoyed by the tourists to the district were located.

The impact assessment model indicated that the activities of the tourism industry have had an adverse impact on the spatial and environmental development of the district. The negative impact was manifested especially in the area of neglect of the agricultural sector of the district leading to shortages of staple commodities and depletion of the forest and its valuable trees. This implies that areas such as spatial and environmental development need more attention, and areas with positive impact can also be improved.

RECOMMENDATIONS

For tourism to become a successful and self-perpetuating industry, its resource base should be managed on a sustainable basis. Not only should tourism be sensitive to the socio-cultural and environmental systems of the locality, but also it should be based on local capacities and participation. In the light of the foregoing, the following actions have, therefore, been recommended to promote and develop the tourism industry of the study district:

- ◆ The existing district goal on tourism should be reviewed and updated to reflect changing trends and the growing importance of the sector to the district's economy, and must be sensitive to the spatial, socio-cultural and environmental development of the district. The assembly should formulate its own policies to promote and develop its tourism industry.
- ◆ The District Assembly should establish a sub-committee solely in charge of tourism development. To strengthen inter-sectoral linkages and also treat the tourism sector as a multi-disciplinary industry, it is recommended that the members of the tourism subcommittee should include all the stakeholders in the district's tourism industry. A Desk Officer should be appointed to perform the administrative and management function of the sub-committee.
- ◆ There is the need for the Kwabre District Assembly to enact bye-laws to protect its tourism industry to reflect the changing needs and trends in the tourism business.
- ◆ The assembly should also develop an integrated tourism product, which is financially supported, competitive and offers tourists the maximum satisfaction. In this regard, attention should be focussed on enhancing the components of the district's tourism industry.
- ◆ The district should also develop and strengthen the requisite human resource base to support the growth and development of domestically and internationally competitive tourism industry

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