

**UNIVERSITY OF CAPE COAST
DEPARTMENT OF GEOGRAPHY
AND TOURISM.**

COMMUNITY AWARENESS AND WILLINGNESS TO
PARTICIPATE IN TOURISM DEVELOPMENT IN
THE AKATSI DISTRICT OF THE VOLTA REGION.

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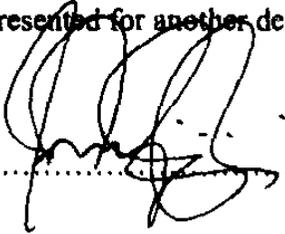
**A THESIS PRESENTED TO THE DEPARTMENT
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SOCIAL SCIENCE, UNIVERSITY OF CAPE COAST
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DECLARATION

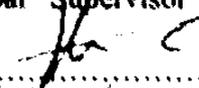
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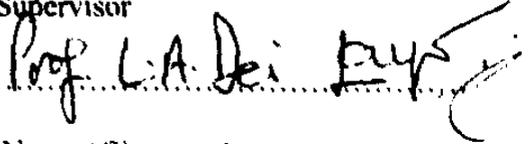
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ABSTRACT

Tourism development in Ghana has undoubtedly moved to a key point in government policy. The district assemblies have equally been allocating resources to develop such potentials in their areas. However there seems to be no direction from most of the Regional Co-ordination Councils and hence the various assemblies are implementing programmes they think are right in their own estimations with no regional outlook.

This study focuses on the Akatsi district which was the first to launch a tourism fair in the Volta Region. Primary data obtained through structured interviews with assembly and community members have been supplemented with materials from the district assembly and the dailies. Although in the Akatsi district there is some awareness of what tourism is all about there is very minimal involvement of the people by the Assembly in tourism development.

The study therefore draws attention to the need for greater participation of the people since the local people and for that matter the community will have to live with the consequences of that development.

The Akatsi district study also shows that the strategic location of the area on the ECOWAS Highways and very close to the Ghana-Togo border on the eastern side offers great potentials in tourism development.

However the expected private sector participation in the industry is yet to catch up with the people. The constraints seem to be the poor infrastructure in the district and inadequate marketing of the district potentials.

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In the Central and Western Regions much gains are being made at tourism promotion. There is therefore the need for the Volta Region and the Akatsi district for that matter to put its house in order if she is to reap the fruits of the industry.

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CHAPTER ONE

GENERAL BACKGROUND TO THE STUDY

1.1 INTRODUCTION

Tourism in the less-developed countries is apparently now receiving attention and support than ever before. As an industry, it has become quite appealing to both developed and developing countries.

In 1970, Hall (1970) indicated that the age of mass tourism is the "biggest single factor for change in the great capitals of Europe." The phenomenon then began to attract attention. According to the World Tourism Organisation, international tourism will be the most important international sector in world trade (WTO 1993). For instance tourism, according to Acheampong (1996) has for decades remained a key industry to favourably located less-developed countries like Mexico, the Caribbean Islands and Turkey. These countries benefited from international tourism because of their adjacent position to the key tourism generating lands of Western Europe and North America.

Tourism in the world is thus attracting attention. The industry constitutes a considerable economic activity throughout the world (Ritchie et al 1994). The industry, to others, has also become a massive ingredient of modern world (Pearce 1989). The perception therefore among national and local governments is that tourism, stimulates the development process in resorts and localities (Witt et al. 1995).

The World Travel and Tourism Council and the World Tourism Organisation attribute the growing importance of the industry to the fact that Travel and Tourism employ more than 112 million people worldwide or about one in 15 employees. Travel

and Tourism invests more than \$300 billion in direct, indirect and personal taxes each year, more than 6% of total payments (Ritchie et al 1994).

According to Cooper et al (1993) international organisations support tourism for its contribution to world peace, the benefits of mixing with peoples and cultures and the fact that tourism is a "relatively clean industry" (Fridgen 1991). Others in the industry also attribute this phenomenal increase to social factors that boost demand and to technology that make the travel possible (Hodgson 1987).

What is mentioned as a catalyst in the tourism development is the "jet plane" (Inskeep 1998). Air travel has indeed opened the world. In 1970 for instance, when Pan Am flew the first Boeing 747 from New York to London, scheduled planes carried 307 million passengers. Twenty-five years later the figure had risen to 1.15 billion (Allan et al. 1995).

In Africa, Ghana is one country where tourism has suddenly moved to the centre stage of socio-economic strategies. By 1992, the industry ranked as the fourth largest foreign exchange earner-after cocoa, gold and timber.

For the districts of the country, the development and promotion of tourism has, therefore, become highly competitive. Two districts, Akatsi and Hohoe have already organised investment and tourism fairs as baits to attract the needed foreign and local investment. The remaining ten districts in the Volta Region are likely to follow suite. Since the success of any community related tourism project largely hinges on the community itself, it is important that the involvement of the local people becomes paramount in all stages of the project planning and implementation (Pearce 1995). However, the extent of that local involvement had been a problem as to whether the

people can cause changes in things planned for them or not. What is the real perception of the people towards the overall tourism development process itself?

This study is therefore an attempt to address the problem especially at an emerging tourist destination like Akatsi as a guide to tourism development in the Volta Region.

1.2 BACKGROUND TO THE STUDY:

Within the last two to three decades, the tourism industry has gained considerable significance (Hunter et al. 1995). It has thus become a "massive ingredient of the modern world" and 7% of the world's investments is in tourism. Two hundred million people world-wide are employed in tourism industry (Cooper 1993).

Since the 1950s tourist arrivals moved from over 25 million to 160 million in 1970 and to 405 million in 1989 world-wide (WTO 1988). Cooper, has stated that five hundred and ninety-two million tourists currently travel around the world annually and by the year 2010, over one billion tourists will be "criss-crossing" the globe in search of tourist products.

Sub-Saharan Africa, except Southern Africa, is one of the areas where international tourism is now experiencing growth. In 1991, tourists expenditure constituted some 8 per cent of Africa's total receipts compared to 5 per cent in 1985. However, according to Acheampong (1996) the continent's share of total Third World export receipts "declined from over 10 per cent in 1987 to about 8 per cent in 1989." Between 1986 and 1992 the continent's share of total world export earnings failed to grow, stagnating at around 2 per cent per annum. With unfavorable export trade in commodities, tourism has become an avenue for increasing foreign income receipts.

In Ghana, tourism arrivals increased from 94,860 in 1996 to 350,000 in 1997 with a corresponding increase in receipts from \$248 million to \$340 million over the same period. The projection is that by the year 2010, Ghana will receive almost one million visitors amounting to approximately ₵1.5 billion. The Ghana government realising the importance of this hitherto untapped industry has received and accepted the planned development approach through implementation of Integrated Tourism Development Programme (UNDP). The World Tourism Organisation (WTO) has ranked Ghana 10th as the most popular destination in Africa.

The National Tourism Development Plan for Ghana (1996-2010) endorsed by the World Tourism Organisation (WTO), projects government revenue to hit US\$1.5 billion by 2010 from over 1 million tourist arrivals. The United States tops with 20,000 arrivals into the country with Germany 15,000, France 11,000. The Netherlands 7,000, Canada and Scandinavia 4,000 and Italy 3,000 following in that order. Nigeria tops the arrival list in the Africa circuit with almost 42,000 arrivals. Over 15,000 Ivorians visit Ghana with Togolese numbering about 9,000.

Ghana is, therefore, making efforts to develop this emerging sector of the economy which has become Ghana's fourth foreign exchange earner (Acheampong 1996). Acheampong noted that in most Sub-Saharan Africa, tourism is being pursued as an aspect of export diversification and or structural adjustment programmes. Accordingly, Ghana's Parliament approved ₵890 billion as provisional expenditure for the first quarter of 1998. Out of the amount, ₵420 billion was allotted to tourism development. (Graphic, Thurs. January 8, 1998). The year 1999 has been a busy year for Ghana in terms of tourism development. A series of tourism conferences and seminars were organised. In

May, 1999 Ghana hosted the 33rd World Tourism Organisation Commission for Africa Travel Association (ATA) annual congress and the Convocation of Africa Ministers of Tourism. This was the first time such a meeting took place in Ghana. About 1,500 delegates including 46 Africa-Americans and African Ministers of Tourism, hoteliers and tour operators attended the meeting which involved seminars, trade shows, bazaars and handicraft expositions. The conference did give the indication that Ghana is indeed making a mark on the world tourism map.

At the regional levels, the Central Region, for instance, has undoubtedly become a pace-setter in harnessing its resources to make the region a major tourist destination in the country. The bi-annual Pan African Historical Theatre Arts Festival (PANFEST) has either rightly or wrongly become synonymous with the Central Region. The participation of the other regions has, however, remained minimal or non-existent in the scheme of things. This may be due to the fact that very little is known about the attractions in those regions.

Many would like to blame this situation on the inability of those areas to market their attractions. At the 1st ever Central Expo '98 held in Cape Coast, the then Minister of Trade and Industry, Dr. John Abu, charged the other regions and the districts to be more aggressive in the promotion of their respective areas in order to expose their potentials. The fact is that most regions have taken too long a time to respond to the idea of undertaking trade fairs and other promotional activities.

However, the scenario has perhaps introduced a kind of healthy and purposeful competition among the regions and their district. Therefore, the ability to attract the needed investment to a particular region or area becomes a critical factor and a challenge.

Recent investment trends reveal that Greater Accra registered increase in investment from 265 in 1996 to 530 in 1998, indicating an increase of 100 per cent. Central Region followed closely from 12 investments in 1996 to 23 in 1998 representing an increase of 91.7 per cent (Expo '98 extracts, 1998). On this score, Dr. Abu stressed the point that "we now expect stiff competition between regions and districts in the country and it is those which offer the most attractive incentive that will attract investors" (Dr. Abu Expo '98, Cape Coast).

For the Volta Region, the issue is a critical one for it is not just a region but also an important eastern gateway to Ghana. Meanwhile, the former Regional Minister, Lt-Col. Charles Agbenaza, announced at the "Meet the Press Session" in Accra that the then government of the National Democratic Congress had given approval for the upgrading of the Ho air strip for use by commercial private lines. The project is expected to enhance the region's tourism promotion efforts when completed. Another air-strip will also be cited at Nkwanta (Graphic, Friday 3, 1998:17).

A study of the chart at the end of this paragraph shows a steady flow of tourists to the Volta Region and for that matter Ghana. These tourists are mostly the youth who are interested in witnessing the colorful durbar of chiefs or seek adventure. In most cases the tourists spend just a day at Keta, Anloga and Mepe. They, however, spend three days on the average at Aflao, Denu and Sogakope. These tourists pass through Akatsi which incidentally is on the ECOWAS Highway and if tourism potentials were developed in the district, these tourists could be attracted to them and thereby spend a day or two there. Depending on the variety of tourist facilities and infrastructure available, the tourists could spend longer times. The development and expansion of these facilities therefore

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are critical issues facing the districts in their tourism development drives since these facilities are used by local residents and tourists alike (Witt et al. 1995).

Table 1.1

TOURIST FLOW TO GHANA & VOLTA REGION (1981-1995).

Year	Tourism Flow to Ghana	Flow to Volta Region	% National
1981	13,522	453	3.4%
1983	34,522	1,112	3.2%
1985	85,332	1,530	1.8%
1987	103,440	2,105	2.0%
1989	125,162	2,713	2.2%
1991	172,680	2,814	1.6%
1993	256,680	5,500	4.0%
1995	286,000	8,850	3.2%

(Source: GTB, 1997)

In October 1998 the Akatsi District Assembly launched its first ever Trade and Investment Fair under the theme: "Unfolding the Investment Potentials of the Akatsi District". That Fair was in realisation of the tourist potentials that the district has and the need to market them. It presented itself as a district with a lot of untapped resources and one destination for investment in the agro-based, brick and tile industries.

1.3 STATEMENT OF THE PROBLEM

Tourism as indicated earlier in the introduction has occupied a prominent position in the country's socio-economic scheme of things. As a result Ghana has been promoting various forms of tourism (Acheapong 1996).

The National Tourism Development Plan for Ghana (1996-2010) recognises the need for community involvement to make tourism development sustainable particularly in the rural areas. Such a position is supported by the fact that the sustainability of tourism at the community levels is dependent on approval and acceptability of the project by the locals who eventually would bear the effects of that tourism development. Dei (Expo, Cape Coast 1998) drew attention to this fact that tourism has the tendency to alter the nature of politics and may "initiate conflicts when governments impose tourism development without consultation". Dei, therefore, argues for the control of tourism which he said must "be in the hands of the indigenous people" and should also be community-driven.

The Akatsi district in the Volta Region is relatively new and one of the least-developed districts. Tourism, as an emerging industry, is therefore, being looked upon in the district as an alternate to quickening the pace of development. The question which will then be of importance and which must be addressed evolve around the willingness or otherwise of the people to participate in tourism development and whether the people think tourism would promote the development of the district. The knowledge of this background information is important because of the implications it might have on decision making particularly at the district level in such matters of tourism development. Because tourism is still a relatively new activity, there are quite a few examples of how

the **unplanned and haphazard** growth of the sector can produce harmful effects on the **environment and negative consequences** for the socio-cultural values of the society. It is important therefore that the people are made part of decisions that will affect them. The study, therefore seeks to assess the knowledge, attitudes and perception of the people as the basis for their participation and involvement in programmes and projects that affect them.

1.4 OBJECTIVES

The objectives of the study are:

- (a) to catalogue tourism resources in the district.
- (b) to assess the level of awareness and willingness of the locals to participate in tourism-related projects.
- (c) to evaluate the various perceptions of the people (i. e Assembly members, opinion leaders and the larger community) and their expectations towards tourism development.

1.5 SIGNIFICANCE OF THE STUDY

Tourism development now covers a central position in the development plans of the district assemblies. However not much work has been done in that regard. The significance of the study, therefore, lies in the fact that it will provide empirical data for tourism planners at the district level as to what potentials are available as well as the disposition of the people towards the industry. Since tourism depends largely on the

understanding of the people it is important that their feelings are addressed in any development planning strategy (Fridgen 1991).

Secondly, the study will contribute to the realization of the development objective which the Volta Regional Co-ordinating Council (VRCC) is now formulating to accelerate the development of the region. (Graphic, April 3 1998).

1.6 ORGANISATION OF WORK

The study has been organised under six chapters. Chapter 1 deals with the background to the study which covers study objectives and work organisation.

Chapter 2 covers some major issues in community participation as well as framework for the study.

Chapter 3 covers the study area, data collection and background of respondents.

Chapter 4 discusses some field experiences while chapter 5 looks at the future of the tourism industry in the Akatsi district. Chapter 6 which is the last chapter discusses the implications of the findings for tourism development.

1.7 SUMMARY

The World Tourism Organisation (WTO) has made projections to the effect that by the year 2010, over one billion tourists will be "criss-crossing" the globe in search of tourist products. Many of these products can also be found in Sub-Saharan Africa where international tourism is experiencing high rates of growth.

In Ghana for instance Parliament approved in 1998 ₵890 billion as expenditure in the tourism sector for the first quarter of that year. The organisation of the bi-annual

PANAFEST in Cape Coast seems to be the main catalyst in the tourism development efforts in the country. All the regions have, therefore been challenged under the new local government system to develop and market their tourism attractions.

In the Volta Region only two districts, (Akatsi and Hohoe) out of the 12 have organised investment and tourism fairs. In the effort to complement the tourism development of the region the study focused on the attitudes and perceptions of the people towards tourism development since they will bear the consequences of that development. It is therefore argued that the people are made part and parcel of all planning and that tourism development must be in the hands of the indigenous people and must also be community-driven.

CHAPTER TWO
ISSUES ON COMMUNITY PARTICIPATION AND CONCEPTUAL
FRAMEWORK.

2.1 INTRODUCTION

Tourism has changed in character from its earlier times when traveling was for the purposes of factors such as "curiosity and escape from enemies" (Casson 1974:5-10). Although the sector has come a long way, tourism is still a new activity for many countries with little or no experience in developing this sector of the economy (Inskeep 1991). In Ghana, although the decentralisation programme has made the development of the rural areas the sole responsibility of the district assemblies many of them in the Volta Region have only been paying lip service to the development of the sector. Very often the problem has been lack of trained personnel in the assemblies to handle the sector.

On the other hand the industry will become the world's largest export industry by 2005 for as McIntosh (1995) points out the tourism sector is "a growth industry". Publications on the sector tend to argue for more attention to be given to this sector in view of the potential it holds for the economies of the "developing" nations. Consequently, some countries are diversifying and promoting their tourism industry. For instance, the Government of Colombia is promoting the industry to both foreign and international investors seeking new opportunities (Newsweek, March 9 1995).

For Ghana, tourism development as pointed out earlier, is a new phenomenon. However, the economic liberalisation policy of the government has paved the way for direct involvement of trans-national corporation in Ghana's hotel business (Acheampong 1996).

At a Donor Roundtable Conference on Tourism Development in Accra in April 1998, the Government of Ghana saw tourism development as a vital sector to be nurtured rapidly to address issues relating to poverty alleviation, job creation and rural development (Atta Mills 1998:5). The assumption is that once tourism is embarked upon it will solve all the problems of the nation. However not much of the negative sides associated with tourism development have been highlighted. The position has thus compelled some writers to ask whether tourism development is a "blessing or a blight" (Young 1973).

There have been major developments since the launching of Ghana's 15-Year Integrated Tourism Development Plan. For instance, in May, 1999, Ghana hosted the joint 33rd World Tourism Organisation (WTO) Commission for African Travel Association (ATA) annual congress and the Convocation of African Ministers of tourism. That meeting was attended by 1,500 delegates from various parts of the world. About 50 African Ministers of Tourism and Hoteliers and tour operators who attended the meeting agreed to support and canvass for investment in the sector. For instance, Ghana and Korea pledged to explore tourism potentials in the country for the benefit of the two countries. The bargain is that while Korea takes on the training of Ghanaian tourism officials and practitioners, Ghana on the other hand will open her doors to Korean investors in tourism.

Up to June 1999, 780 new investments, the value of \$1.3 billion were re registered by the Ghana Investment Promotion Centre. Meanwhile, CHEVRON CORP is investing \$12 billion over five years in Africa particularly in tourism related projects (Graphic,

May 21 1991). The vice chairman of the Company, Mr. David O'Reilly said Chevron's investment is meant to serve as a "stimulus" for economic growth.

Ghana, for instance earned \$347 million from the tourism sector in 2000 (Graphic, May 8 2000). For the above stated reasons countries like Ghana are therefore, developing their tourism potentials. But what seems to be the concern is whether the relevant skilled personnel are available at the district levels to carry through the programmes or the goodwill of the people can be guaranteed since tourism development is closely linked up with the acceptance of the people. This chapter, therefore, examines some issues on community participation as a concept.

2.2 COMMUNITY PARTICIPATION IN DEVELOPMENT

Development planning for the greater part of the 1950's remained largely uncoordinated (Chambers 1983). Such plans thus were looked from within a very limited scope as involving one discipline. Before then writers such as Snow (1959) interpreted the problem as one of interdisciplinary difference and consequently popularised the idea of "two cultures" one of scientists and one of literary intellectuals. These two groups of people, Snow observed, had a gulf of mutual incomprehension, even hostility and dislike.

Snow examined some striking parallels of the inter-disciplinary gulf in Africa. Some African regimes were largely anti-rural discouraging the rural population from expressing their voice and from participating in matters affecting them. Politicians and planners who were favourably inclined towards the rural areas often assumed that they knew what was best for the rural areas without consulting the population (Chambers 1981: 34). Such a

position largely explained the "top-down" pattern of approach in development which largely cut off the people from their own supposedly projects.

Ghana has had its experiences of this "top-down" model of planning under the local system of administration. Decision-making therefore, took time because these bodies created at the local areas had to refer decisions on matters to a Ministry in Accra, which bogged down with matters of national significance, was unable to react quickly enough to problems referred from the local level. Thus the tempo of activity was slowed down (New Local Government System 1996:37).

Development thinking now regards the "people" as partners in development and hence the emphasis is on community involvement or participation in response to the failed "top-down" model of planning.

2.3 CONCEPT OF COMMUNITY PARTICIPATION: (CCP)

In Sub-Saharan Africa, the concept of "community" as described and used for interventions is said to be less clear. Very often a number of the intervention programmes described as "community-based" have targeted largely groups of one sort or the other. Hence such programmes do not diffuse into general population. This is the vertical type of community as against the horizontal community which is a group of people within a geographically defined area. Available evidence suggests however that vertical communities with their shared identity and commitment have evolved programmes that changed behaviour. This type of community although relevant is not the focus of this study. For this purpose therefore Dei's definition which very much

agrees with the horizontal community has been adopted to mean "a group of any size whose members reside in a specific and historical heritage" (Dei 1997).

Community, therefore, in the above context may be located in a city or a rural area. What is important here is that in these communities the people for whom projects are meant must be actively engaged in those projects. In fact, the National Tourism Development Plan for Ghana (1996-2010) does recognise the need for community involvement and village tourism. This outlook is very relevant because tourism development in Ghana now is very much located in the rural areas of the districts, hence the emphasis that rural development efforts (tourism no exception) should focus on local peoples "needs, constraints and priorities". By this focus, it is hoped that the local people would manage their own transition to more efficient and sustainable resource use to improve their well-being. This can only happen when the "indigenous people control tourism" (Dei 1997).

The FAO has outlined guidelines for development strategies in the rural areas, that:

- (a) Rural development plans should be designed with the active participation of the beneficiaries taking into consideration their perception of their own local need and possibilities.
- (b) The involvement of the local population, needs assessment and in project design diminishes the need for large-scale costly and time-consuming survey.
- (c) Rural development activities have greater chances of success if they are started on a small-scale with a limited number of participants and a few selected activities (Agriculture and Rural Development 1998).

The inclusion of the communities in development planning underscores the fact that every community has some limited capability and necessary resources in the form of ideas, talents, skills and leadership assets however little the available amount may be (Abatema 1995).

Milkovich et al (1991) described community participation or involvement as a tool to conscientise rural communities about the need to change their deplorable situation. Although earlier definition of community cuts across the urban rural dichotomy Milkovich's definition very much fits into the rural setting where the change he referred to is most required. What was expected to have changed was the attitude of the people towards tourism development. However, it should also be pointed out that community participation in such intervention is not necessarily against that hopeless background which Milkovich et al have suggested. Rather such interventions should enhance the communities' outlook. Milkovich and others may have been influenced by their own comparatively rich background to always associate diseases and squalor to the rural communities.

Murphy (1985) described community participation as a social process whereby specific groups of people with shared needs living in a defined geographic area actively pursue identification of their needs, take decisions and establish mechanism to meet their needs.

One of the points this second definition has in common with the former is one of the community existing in a location. The definition also has a few things in common with the FAO's guidelines on development planning which mentions the

need for the communities to identify their planning which mentions the need for the communities to identify their own needs and be involved in those project.

Based on the second definition five factors that must ensure and influence that community participation have been identified. These five factors are:

The need for the community to identify its priority needs from the list of many competing ones. This is known as the needs assessment.

Leadership quality development among the local community is also very essential for mobilisation purposes.

The next factor is the need for organisation in order to avoid overlapping. The community also needs to mobilise internal and external resources and strategise towards them.

Finally, there is the management of the available resources to ensure their continued use.

Although these steps have been outlined it cannot be said to have been followed in many development planning. In assigning some reasons Molefe (1996) said very often community participation in especially rural communities is taken to mean the contribution of labour towards the development of rural infrastructure. Molefe has identified four attitudinal obstacles which affect rural people's involvement in development efforts.

These are:

- (i) **Illiteracy:** This causes inferiority complex. The point here is that people are afraid to take part or to be fully involved, thinking that they cannot make worthwhile contributions.

(ii) **Customs and traditions:** people tend to follow customs and traditions even if they work against development. The submissiveness of women and the second role positions they are called to play are now being challenged in Ghana by gender advocates. These groups are now putting pressure on government for equal opportunities for women in all spheres of life. The government has even now established a Women Ministry to address these gender related issues.

(iii) **Dependency:** People may have become so used to being dependent on the authorities and other agencies that receiving hand-outs becomes a norm.

(iv) **Apathy:** People may accommodate their poverty and misery by accepting it as a way of life. They may be fearful of trying any innovation because it carries tremendous risks.

Molefe called his approach to community participation as a “people centred approach”.

For sometime now, the involvement of the communities as a “bottom-up” perspective has emerged in studies. Such studies have underlined the need for tourism planners and developers to understand that tourism planning involves creating a “future that is acceptable to the community and to others” (Fridgen 1991). This means that the people at the local level where the tourism project is being cited hold the key to the success of that venture. They may accept or reject that project depending on how it is conceived, planned and implemented. The argument is that tourism relies heavily upon the hospitality of local residents, who have both “the right and the obligation to become involved in the planning process that will shape the future of their community and their lives” (Fridgen 1991). The case for the local residents is that they will suffer and live all their lives with the consequences of tourism development including increased numbers of

people, increased use of roads and various economic and employment based effects. One can conclude that a project that is planned and constructed without the knowledge and support of the local residents is likely to fail. Consequently, Fridgen points out that anger, apathy or mistrust will ultimately be conveyed to the tourists and the slightest signs of unwelcome will deter them. So therefore, the effective involvement of locals in tourism planning in the form of a "bottom-up" kind of planning has become necessary now than ever before in view of the conflicts and negative impacts inherent in tourism development. For example, in the Green Turtle Cay of the Bahamas in the Caribbean in the 1960s local residents clashed with tourists who visited the Island (La Flame, Annals of Tourism Research 1979). The conflict at the Bahamas was over large numbers of tourists far beyond the sauce carrying capacity. The resultant interaction with the outsiders became superficial and in certain cases the tourists were ignored. Some other changes were noted among the residents of Green Turtle Cay. Prominent among them were major shifts in the lifestyles of the people, emphasis on imported manufactured goods which affected the production of local food, local entrepreneurial skills in boat building and the lure of women from their homes towards the industry. La Flame's article provided some sociological insight into how values, attitudes and behaviour of human societies or a whole nation can impinge on tourism as an industry.

There are some other instances of confrontation especially where tourists begin to show lack of sensitivity towards the locals and what they consider to be sacred (Gatner 1996). For instance, in February 1974, a tour group from an American school visited Thailand. Six of the students climbed on to a statue of the Buddha which they wanted to photograph. Local people were shocked, and called in the police who arrested the young

people, increased use of roads and various economic and employment based effects. One can conclude that a project that is planned and constructed without the knowledge and support of the local residents is likely to fail. Consequently, Fridgen points out that anger, apathy or mistrust will ultimately be conveyed to the tourists and the slightest signs of unwelcome will deter them. So therefore, the effective involvement of locals in tourism planning in the form of a "bottom-up" kind of planning has become necessary now than ever before in view of the conflicts and negative impacts inherent in tourism development. For example, in the Green Turtle Cay of the Bahamas in the Caribbean in the 1960s local residents clashed with tourists who visited the Island (La Flame, Annals of Tourism Research 1979). The conflict at the Bahamas was over large numbers of tourists far beyond the sauce carrying capacity. The resultant interaction with the outsiders became superficial and in certain cases the tourists were ignored. Some other changes were noted among the residents of Green Turtle Cay. Prominent among them were major shifts in the lifestyles of the people, emphasis on imported manufactured goods which affected the production of local food, local entrepreneurial skills in boat building and the lure of women from their homes towards the industry. La Flame's article provided some sociological insight into how values, attitudes and behaviour of human societies or a whole nation can impinge on tourism as an industry.

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people. On the following day the students were fined \$50 each. The students were all members of a religious group and when the head of this denomination heard the news, he stated that he didn't see why the students should be punished because they didn't believe in the Buddha and so no sacrilege was committed.

At the Kenyan Amboseli National Park severe tourist congestion has been reported (Lea 1988) much to the chagrin of the locals. Lea again pointed out that in Bangkok, sex tourism is a booming business. More than half a million women are reported as working in the sex industry, some 200,000 of whom are prostitutes living in Bangkok. In relation to prostitution Cohen (1972) identified a care free attitude towards sex in some Third World countries to be responsible for the growth of a sexual dimension to travel.

Overall tourism planning and development, therefore, should carefully consider the desires and preferences of the local communities should result in improving the communities (Archer 1973).

Dei describes community participation as "organised efforts of the local people themselves to make sustainable use resources". The point Dei makes is that community participation is strongly influenced by ethnic and cultural factors as Molefe rightly identified earlier. Therefore he points out that if governments impose tourism development without consultation it might initiate conflicts as have already been demonstrated in the Green Turtle Cay and Kenya. For the above reason, Dei says the "opportunities for the control of tourism must be in the hands of the indigenous people and that tourism should be demand driven". Evidence of this conflict has also been evidenced in the case of the Kakum National Park in the Central Region. In an

unpublished work of Awusabo-Asare and Abane of the University of Cape Coast community participation under the title "In whose interest?" the two writers identified that one of the expectations of the people around the Kakum Park was that as the tourism industry grew there will be jobs for individuals. The study on the other hand observed, however, that by the start of 1998 only 37 persons were working at the Park. This, to the writers "was a great disappointment to the villagers". The study identified such consequences on the people as disruption of their economic life their serene environments and traditional ways of life. The result of all these is that the affected farmers in and around the Park have been infiltrating into it and even threatened taking back their economic lands.

The same situation is also unfolding in the Kyabobo National Park at Nkwanta in the Volta Region. Although the government acquired the Reserve as far back as 1989 the eight communities: (Shiare; Kyilinga, Kromase, Odomi, Keri, Kue, Pawa and Gekrong) are still resisting the government acquisition. Infact when the GBC-News team in HO visited Shiare in 1997 to do a documentary on the Reserve for tourism promotion the team was chased out of the village and accused of being agents of government coming to "deceive" and deprive them of their ancestral lands.

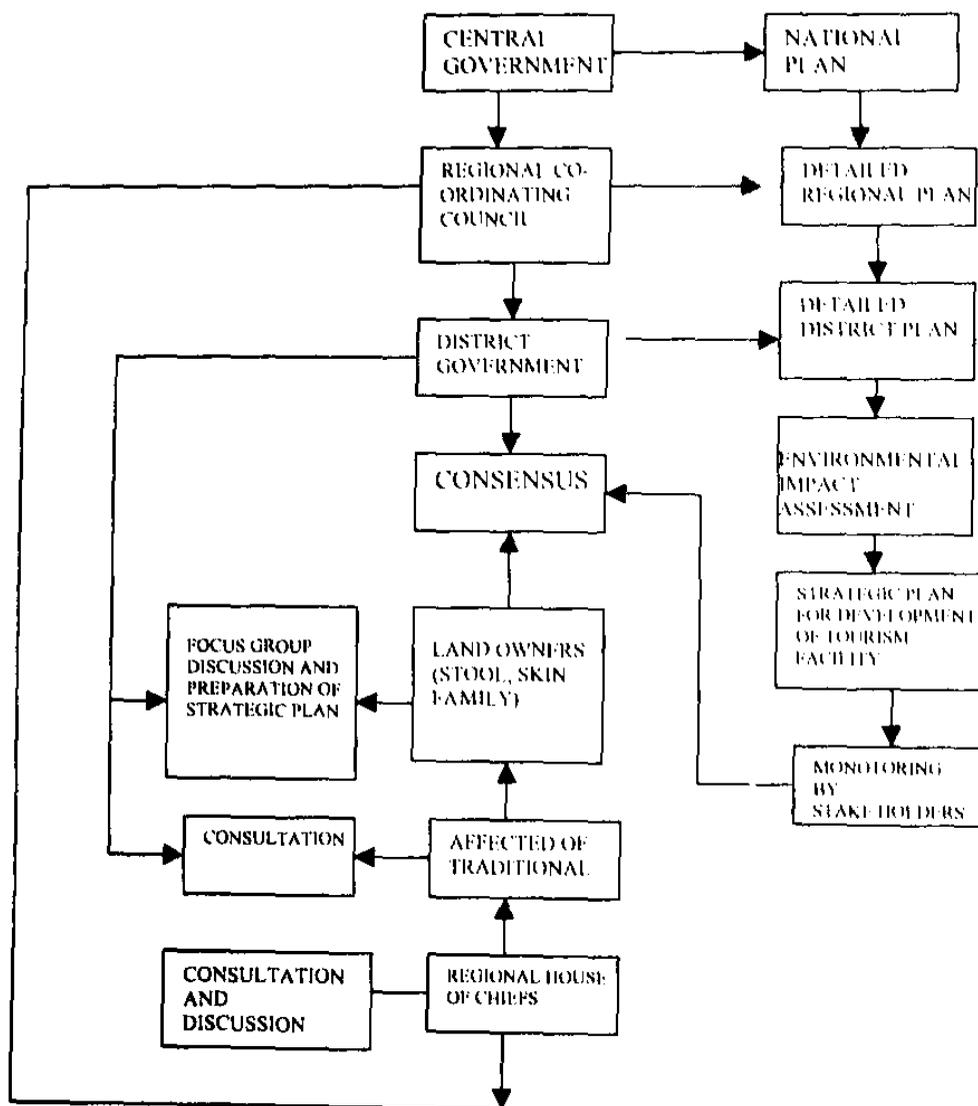
Whatever level the community participation is being advocated, the bottom line is that there must be a greater involvement of the local community in the development of local tourism. This will ensure local control over the direction of tourism development and utilise local resources to increase employment and economic benefits to the community. Where residents have the impression that tourism is in the hands of

outsiders, in the form of big companies and hotel chains, local people feel more alienated from the industry (Cohen 1998).

The expectation is that the "people-centered" model will help eliminate conflicts and enhance sustainability. The diagram below shows a model of planning with communities.

FIGURE 2.1

MODEL OF PLANNING WITH COMMUNITIES

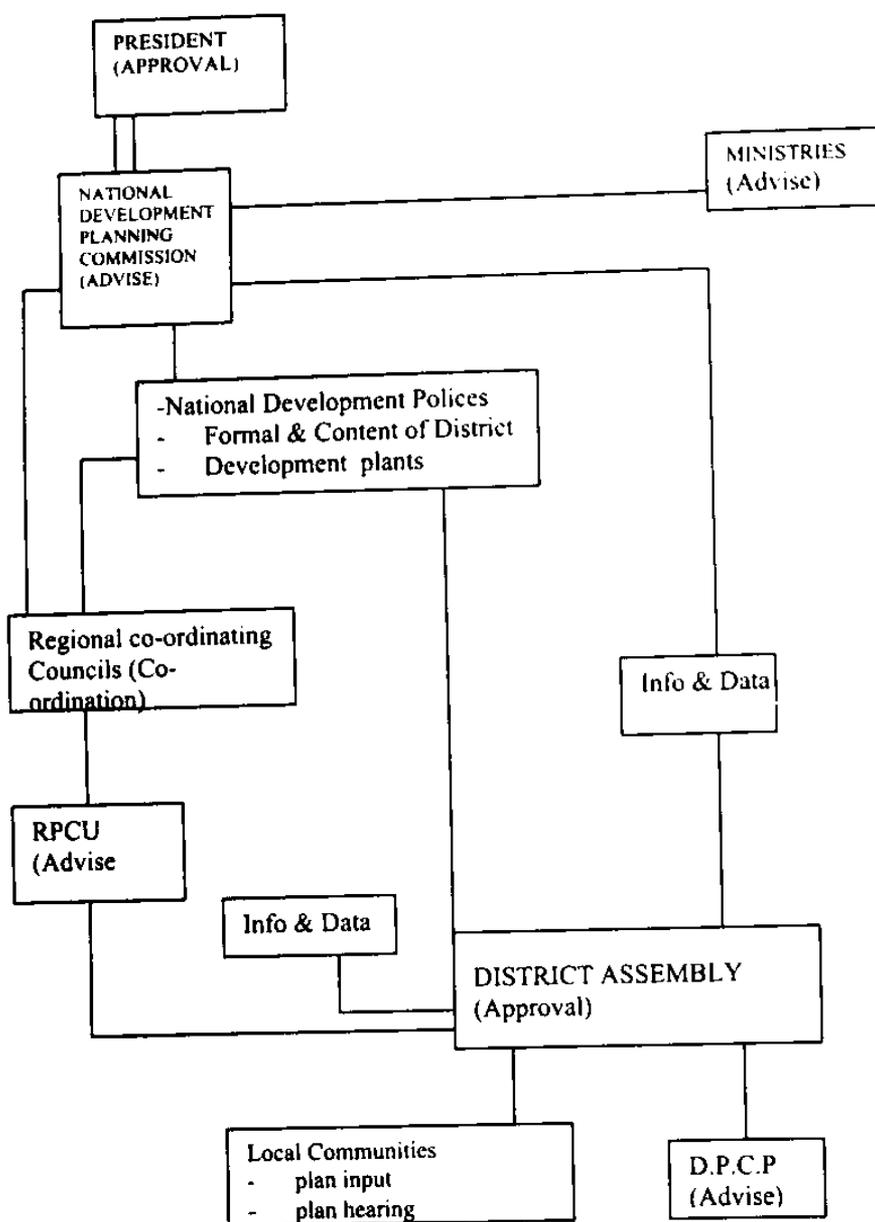


Dei (2000).

This model of planning with the communities emphasises on the need for consultation with the target groups. The same emphasis has also been captured in the government's new planning system (Local Government Publication 1996).

FIGURE 2.2:

THE NEW PLANNING SYSTEM



Source: (LOCAL GOVERNMENT SYSTEM 1996).

The diagram (Fig 2.2) provides that local people (communities) must participate in the formulation of the District Development Plan. This means that planning at the district level starts with the communities problem, goals and objectives from Unit Committee level through the Town/Area/Urban/Zonal Councils to the District Assemblies. The approved plan is then sent to the Regional Co-ordinating Council for co-ordination and harmonization with the plans of other District Assemblies in the region.

2.4 "SBC MODEL (AN ANALYTICAL FRAMEWORK FOR THE STUDY).

Since the development and the sustenance of the industry will depend on the goodwill of the people, information flow from top to bottom and vice-versa is important in the whole process of tourism development. Within the above context, therefore, the study has adopted the "Steps To Behaviour Change" (SBC) Model to help assess the level of community awareness and participation in the current tourism development process in the study area. The Model is discussed in this chapter.

These Models are developed or designed to help researchers to describe and explain relationship and behaviour of phenomenon. A variety of models have, therefore, been developed. An example is what is discussed below.

2.4.1 "SBC" (STEPS TO BEHAVIOUR CHANGE) MODEL

This framework was first developed for use in family planning and reproductive health by Population Communication Services (Phyllis 1997). The framework is an adaptation of diffusion of innovations theory and the input/output Persuasion model. The SCB Model consists of five major stages of changes knowledge, approval, intention, practice and advocacy (KAIPA) The five stages and sixteen steps are shown below with some adaptations.

(1) **KNOWLEDGE:**

1. Recalling of messages.
2. Understands the issues at stake.
3. Ability to name item and source (s) of supply.

(2) **APPROVAL:**

4. Responds favourably to messages.
5. Ability to discuss issues among themselves.
6. Thinks, friends and community approve of project.
7. Approves of project.

(3) **INTENTION:**

8. Recognises that project can meet a personal and community need.
9. Intends to consult a provider.
10. Intends to initiate project at some time.

(4) **PRACTICE:**

11. Goes to provider of information / supplies services.
12. Ability to model and begins project.

13. Continues on the project/issue.

(5) **ADVOCACY:**

14. Experiences and acknowledges personal benefits of family planning

15. Advocates practice to others.

16. Support programmes in the community.

The "SBC" framework shows how individuals and groups progress from knowledge to sustained behaviour change and advocacy. The framework recognises that people move through several intermediate steps before they change their behaviour. Again, the framework further points out that people usually need different messages and sometimes different approaches, whether interpersonal communication, community mobilisation or mass media.

The framework is being adopted because of its flexibility. In this instance the family planning components have been substituted with tourism related questions which made it possible to identify the "media" particularly the radio as the most reliable source of information (Tables 4.1 & 4.2).

2.5 CONCLUSION

Researchers in recent times have shown that the pace of development can be quickened particularly in the rural communities with the introduction of rural tourism with the course "committed" local community participation. The argument is against the observed phenomenon of conflicts where such beneficiary communities have been left out in planning processes. To ensure responsible and sustainable tourism community participation becomes the most favoured concept as meaning the concerted efforts of the

local people themselves to make sustainable use of their resources (Bjaras et al. 1991). This calls for greater involvement of the people in the identification of their needs and priorities and willingness to participate in the resultant projects for their benefits and sustainability.

CHAPTER THREE

STUDY AREA, METHOD OF DATA COLLECTION AND BACKGROUND OF RESPONDENTS

3.1 INTRODUCTION

The data gathering for this study has not been an easy one. The difficulties arose because the study was carried out in the communities which were rather skeptical of the entire research and demanded either monies or drinks at almost every point of interaction. The ordeal however widened our horizons as to what to expect in future in conducting such rural-based research especially in a developing country like Ghana.

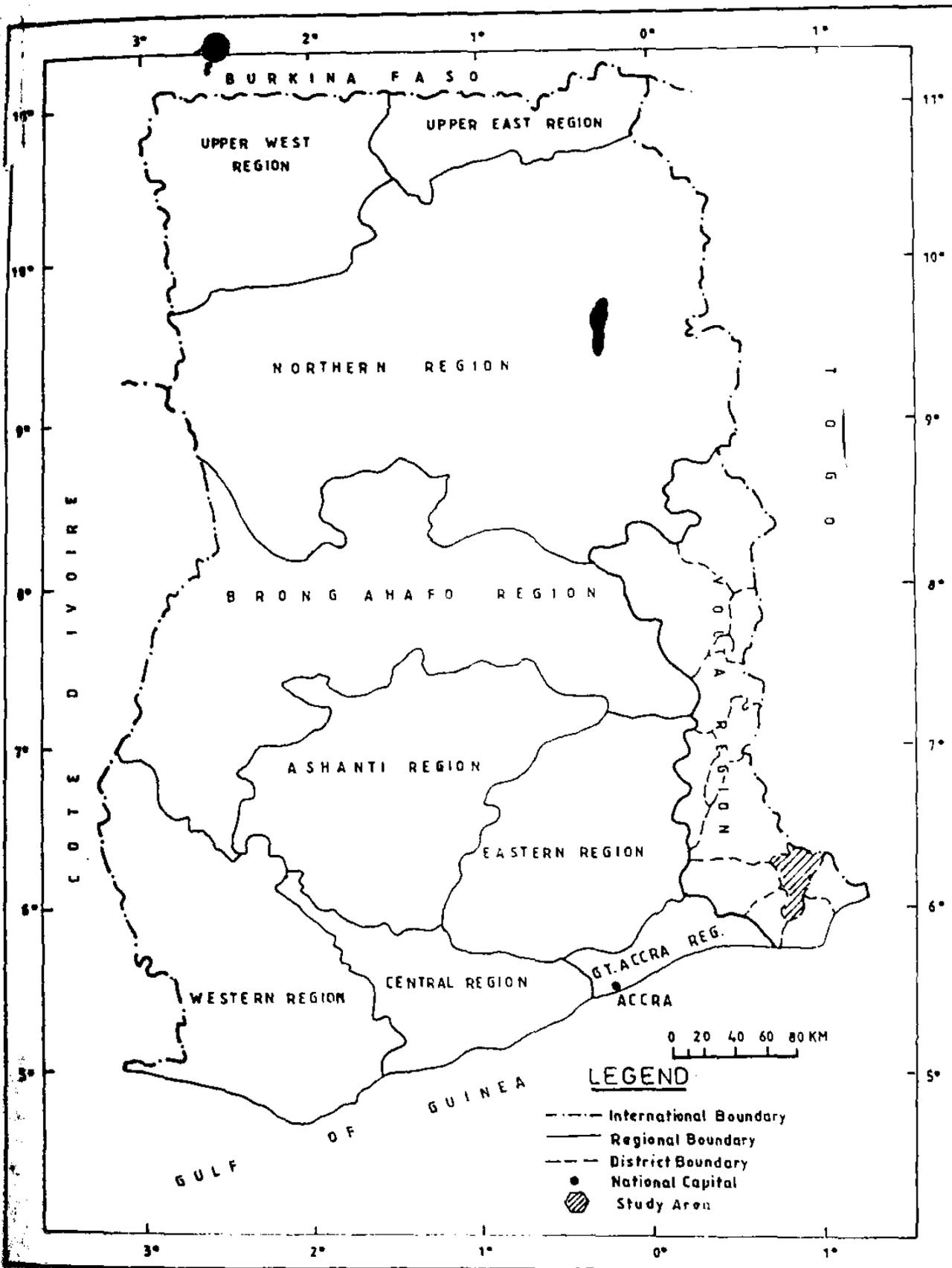
3.2 STUDY AREA

The study area is Akatsi district. (See Map). It is one of the fairly new districts in the country. It was carved out of the Ketu District on 10th March, 1981, under Legislative Instrument (LI) No. 1470.

The district covers mainly the Avenor and the Ave traditional areas. The people of these two areas are mainly Ewes believed to be among the first group of Ewe people that migrated from Notsie in Togo to settle in the Volta Region in the 18th century. The Avenors covered the South and Aves the North of the district. Akatsi is the district capital.

The Akatsi district covers about 906.45 square kilometres with a population of 90,527 out of which 52% are female. It lies in the south eastern part of the Volta Region and bounded on the south by the Keta and on the north by Ho district, the west by South

MAP OF GHANA SHOWING AKATSII DISTRICT



Tongu district and on the north by Ho district and the Republic of Togo. Akatsi is one major town after Aflao and they both lie on the ECOWAS Highway.

The Tordzie River is the main drainage channel. Monthly temperature fluctuates between 26^o and 28^o.C. Rainfall is between 100-200cm. There is double maximum rainfall with the main rainy season in May-June and the minor rains in September-November. The vegetation of the district is made up of coastal savannah in the south dominated by grassland in the north.

3.2.1 THE ECONOMY

About 75% of the inhabitants are farmers who undertake food-crop farming and animal husbandry. The people are largely subsistent farmers. However, there are pockets of commercial farms, especially of vegetables. Two agricultural companies are currently growing vegetables and between them employ about 85 people (Akatsi District publication, 1998). About 11,530 hectares of farmland are cultivated annually with an average family size of 3 persons per hectare.

The only medium-scale farm in the district is the Param Farm at Akatsi, which grows vegetables for export. The farm exports on the average 256, 260Kg of assorted vegetables annually and employs about 21 local hands.

Black berry, oil palm, cashew and improved mango and sugarcane are also cultivated in the district.

In the livestock sector, commercial cattle production is mainly in the central zone of the district where there is abundant fodder. Meanwhile, the district is noted for its

improved cattle breed-the Sanga. Sheep, goats, swine and poultry are also produced on a small-scale.

Market days fall on every fifth day and rotate among the three major towns within the district (Akatsi, Ave-Dakpa and Ave-Afiadenyigba). The Akatsi market is the busiest with considerable patronage.

The manufacturing sector is still underdeveloped. However, carpentry, blacksmithing, basketry and mat weaving can be identified.

3.2.2 CULTURE / FESTIVALS

With the exception of the district capital, Akatsi, all other settlements in the district are mainly rural which have strong disposition towards festivals. There are three principal ones which are celebrated every year and draw many people home during those times. These major festivals are the "Hogbeza", Agbeliza" and "Denyaza".

(a) "HOGBEZA" This is celebrated during the second week of December each year to commemorate the migration of the ancestors of the Avenor people from their ancestral home, Avenor-Ketukofe in the Republic of Togo. As in other parts of the region, the Hogbeza provides an occasion of home-coming for all Avenor people to deliberate on social and economic issues for the development of the district.

The characteristic features of the festival include reconciliation, rituals, purification of clan shrines and a congress of the chiefs and people. Traditional drumming and dancing are a common feature of such festivals.

(b) THE "AGBELIZA" (CASSAVA FESTIVAL)

This is celebrated by the Avenorfedo community. It is celebrated in the first week of August each year to recognise the importance of cassava in the life of the people. The main feature of this festival has always been the exhibition of variety of cassava products like gari, tapioca, yakayaka, chips, doughnuts and bread. At this festivals the best cassava farmer is honoured.

(b) "DENYAZA" Unlike the other two festivals, Hogbeza, the Denyaza is celebrated locally in a number of communities around Easter or Christmas. The festival has been planned in such a way as to coincide with major festivities in order to get a good number of the citizens to donate either in kind or cash towards development projects.

Apart from the festivities these occasions are meant for reviewing allegiance to the chiefs and more importantly to showcase the area's culture. The showcasing of the area's culture has become a major tourism attraction which almost all the traditional areas in the region are now using to attract tourists. Incidentally, among the fastest growing segments of tourism now are the types of these celebrations (McIntosh 1995). Many local festivals originally designed to entertain local residents have grown to attract visitors from outside. Such events allow a region or community to celebrate its uniqueness, promote itself, develop local pride and estimates its economic well-being. The International Festivals Association estimates that every year between 50,000 and 60,000 half-day to one day events and 5,000 or more festivals of two days or longer are organised (McIntosh 1995). These festivals can provide sources of income if they are properly tapped (Getz 1990).

However, a word of caution is needed here against the tendency of some people to commercialise these traditional festivals as observed in Papua New Guinea. Precisely at

Goroka traditional native performances have been revived for tourists, the best known being those by the Asaw valley mudmen. However, the mudmen have never had control of their operation; performances are negotiated with the promoter by middlemen (Pearce 1995; Cohen 1982).

3.2.3 SOCIAL SERVICES

From interviews held with heads of some social service institutions in the district the under-development of the district came to the fore in terms of road network, posts and telecommunications, health and banking.

3.2.4 ROADS

This sector is still developing. Akatsi is linked to Dzodze and Denu, Ziope, Sogakofe, Anyako, Adidome and Keta by first and second class roads. An international highway, the Accra-Aflao-Lome-Lagos Highways runs through the district.

Other roads include the Akatsi-Wute-Ziope, Abor-Avenorfeme, Akatsi-Tuime-Kpodzi-Adzikame, Akatsi-Agbedrafor, Akatsi-Bator-Ohawu and Akatsi-Live. Footpaths link the many rural settlements in the district. Although these roads have been mentioned, the district's outlook in terms of social service must be improved upon. The Akatsi District assembly has rightly outlined some priority road networks for construction. Since tourism involves the movement of people either by air, road or sea the relationship between transportation and tourism development is vital. Good road network and access to tourist sites are prerequisites for the development of any destination.

3.2.5 TELECOMMUNICATION

This is not well developed. However, Capital Telecom provides special services. This is limited only to the District Assembly and the District Chief Executive's residence. Although Ghana Telecommunication company has provided a booth in town in addition to a few private communication centres, the lines have not been very good. The Regional Director of Ghana Telecom, Mr. Douglas Wagba, indicated that Akatsi has been programmed to receive additional lines under the new digital system. At the time of writing this report work was progressing for the complete change over from the WILL System to the digital. Good telecommunication link is a necessary ingredient in the development of tourism as tourists and the people alike would like to communicate home or transact business from their hotel rooms. The new world information technology has made the world one global entity so that any nation that does not move along with the rest of the world will be left behind in terms of technology.

3.2.6 HEALTH

The Akatsi district has eleven health facilities (five state-owned and six privately owned) which provide preventive and curative services, and Maternal and Child Health (MCH) Services. Some of the health facilities are Akatsi Health Centre, Avenorfedo Health Post, Dakpa Health Centre and Gefia Health Post.

The health sector is thus very crucial not only for tourism development but for the general well being of the people.

3.2.7 HOTELS

This is an area which is now developing. With the exception of the newly 2-Star Magava Hotel there is no other major hotel. Hotel accommodation is an essential component of tourism, given that any definition of tourism involves a stay away from home. The accommodation becomes the psychological base for the tourist during his or her stay away (Cooper et al. 1993; Wahab 1975).

3.3 METHODS OF DATA COLLECTION

The sources of information for the study were of two types:

(a) Primary sources, including all materials collected in the field and (b) secondary sources derived from the Akatsi District Assembly.

For the primary sources a comprehensive list of houses was obtained from the Akatsi District Assembly.

During the pre-test on the field twenty of the houses were randomly picked and specific semi-structured questions on perception, occupation, knowledge and time were asked potential respondents each in every house to assess the trend of the study itself. On the whole, the results obtained were informative, although a number of respondents were unwilling to be interviewed while others would just not answer particular questions because they believed we were wasting their time.

The secondary sources include the District Assembly records. A great deal of time was spent flipping through those papers to obtain relevant documents for the study. Nevertheless, the little information that was obtained on the socio-economic background of the district

enhanced the study analysis. These information included data on sex and age distribution, marital status and educational levels.

Information from the district Postal and Telecommunication companies, Ghana Water Company and Electricity Company of Ghana also proved very useful to the study

A few published and unpublished data which were obtained from some retired individuals also provided useful insights into the religious background of the people.

Finally the data on the socio economic background of the respondents enhanced the study analysis.

3.3.1 IN-DEPTH INTERVIEW

In an attempt to obtain more detailed data on the state of some utility services five in depth interviews were held with the district heads of the utility companies on their expansion programmes for the district. These provided invaluable supplementary information and in the case of the rural-based respondents, included information on personal experiences. In the case of opinion leaders, information was obtained on their expectations

3.3.2 OBSERVATION

This method of obtaining data was used to buttress materials gathered from the field (Burgess 1982; Bulmer 1977).

3.3.3 SAMPLE FRAME AND SIZE

The population figure considered for the study sample frame was the 1984 census figure of 80,968. However, the target population is 15 year olds and above and the 1984 census gave the figure of this category as 40,644.

A sample size of 300 was originally taken. However problems of time, money and logistics compelled the researcher to scale down the sample size to 200 for the community and the fifty-two member District Assembly. Therefore the total sample size taken for the study was 252. However a sample size of 200 is accepted in a survey of this nature (Twumasi 1986).

3.3.4 SAMPLING TECHNIQUE

The Systematic Sampling technique was employed to select the number of houses from which all those above 15 years became the respondents. This technique was selected because of its usage in large sample and household survey. It is perhaps "one of the most commonly used selected procedures in conducting large scale survey studies" (Twumasi 1986).

Comprehensive list of houses was obtained from the District Assembly. Randomly picked number 3 card from among ten and thus selected every 3rd house till the sample size of 200 was arrived at.

From the fieldwork out of the projected 252 respondents 212 were returned. These included 42 representing 80.7% of assembly members and 170 larger community representing 85%.

3.3.5 QUESTIONNAIRE CONSTRUCTION

The questionnaire contained forty-four questions of close and open ended nature.

They were divided into six modules and elicited responses in the following areas.

- (a) Perception
- (b) Awareness / Knowledge
- (c) Resources
- (d) Attitudes / Advocacy
- (e) Involvement / Practice
- (f) Socio-economic indicators.

3.3.6 QUESTIONNAIRE ADMINISTRATION

The same questionnaire was administered to both the community and District Assembly members.

3.3.7 PILOT SURVEY AND PRE-TEST

A reconnaissance was done from November 22nd to 24th, 1998. The reconnaissance identified problems which made the researcher conscious of some of the difficulties involved in the research.

One of the field problems encountered was accessibility which was exacerbated by the intermittent rains. The fact that none of the research team members had any means of transport made the research quite difficult if not an impossible task.

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One of the field problems encountered was accessibility which was exacerbated by the intermittent rains. The fact that none of the research team members had any means of transport made the research quite difficult if not an impossible task.

Pre-test was conducted in Ho on five (5) respondents. This was done from 20th-22nd April, 1999. The outcome of the pilot study helped to revise the translation of the word "tourist" in the local language.

Apart from the revision of the word "tourist" the pilot study gave the indication that once tourism is mentioned one thinks in terms of the 'white-man'. This was later confirmed in the study when many of the respondents first and foremost mentioned the whiteman from overseas. This put us on guard when the researchers went out into the field. We needed to explain to many of the researchers went out into the field. We needed to explain to many of the respondents the possibility of having internal tourists who could be 'blacks' or other Africans. It was a very challenging experience trying to explain the issue to the people. The challenge thus on hand as Ghana develops her tourism industry is to intensify the education of the people on this whole business of tourism promotion.

Another problem which the pilot study identified and later confirmed by the study was the tendency of people in the rural areas not to divulge personal information to people outside or strangers. In fact this attitude is also confirmed by Baker et al in their study on Rural-Urban Dichotomy in Developing World. They pointed out the difficulty of the rural folks in giving such information which may be used by the authorities, for instance, "to extract more taxes" (Baker et al. 1992).

3.3.8 METHODS OF DATA ANALYSIS

The study analysis has been positioned within the "SBC" model on social change using simple deduction and interpretation.

3.4 THE SOCIO-ECONOMIC PROFILE OF RESPONDENTS

This section presents statistical tables on age, education, occupation and other information relevant to the objectives of the study. Two tables are presented in each case and these cover Assembly members on one hand and the community on the other

Tables 3.2

Age distribution of Assemblymembers and the larger Community:

AGE GROUP	ASSEMBLY MEMBERS		LARGER COMMUNITY	
	No.	%	No.	%
Under 20	3	7.1%	3	1.7%
20-29	10	23.8%	9	5%
30-39	15	35.7%	60	35%
40-49	4	9.5%	66	38.8%
50-59	4	9.5%	27	15.8%
60 and above	6	14.2%	5	2.9%
Total	42	100%	170	100%

In Table 3.2 the age groups have been clustered for the purposes of convenience.

From the side of Assemblymembers the highest number of respondents lies in the 30-39 age category with 15 respondents. The same can be said of the larger community with 60 respondents. However, the two sides again record the same least number of 3 respondents each for the under 20 age group category. On the least number of respondents the assembly side of the table record a tie of 4.4 for the 41-50 and 51-60 age groups as against 5 least respondents in the 61 and above age category.

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20-29	10	23.8%	9	5%
30-39	15	35.7%	60	35%
40-49	4	9.5%	66	38.8%
50-59	4	9.5%	27	15.8%
60 and above	6	14.2%	5	2.9%
Total	42	100%	170	100%

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Table 3.3

Sex Distribution of Assemblymembers

Sex	No	%
Male	35	83.3%
Female	7	16.7%
Total	42	100%

Table 3.3 indicates more males than females at the Akatsi District Assembly. In actual fact there are eight established female members.

Table 3.4

Sex distribution of Communities

Sex	No	%
Male	129	75.9%
Female	41	24.1%
Total	170	100%

Table 3.4 also shows more male respondents than female respondents. The two Tables (3.3 & 3.4) reveal very striking differences between male and female respondents in terms of numbers. Although the study was not geared towards finding out the particularities of gender involvement or participation, the picture presented by the Tables highlight the current debate in the country about giving equal opportunities to women in all spheres of life.

From Table 3.3 seven women out of the eight established Assemblymembers did complete the questionnaire. However, the male female ration did not reflect any appreciable balance. Since membership to the Assemblies was largely elective it follows

therefore that certain stereotypes are still prevalent among the people as to the capabilities of females and hence the harrowing gender variance. This picture or phenomenon is not new. Sullivan et al (1980) commenting on similar situation in the US say "while women are a numerical majority in our society, they comprise a minority group". He said like blacks, they still have an unequal access to valued resources and suffer discrimination on many fronts". The same picture can be said of Ghana since women also form the majority. The Akatsi experience is a far cry from the strong point being made on women liberation or gender awareness emerging on the Third World landscape including Ghana. Writing on this women emancipation years back Burgess (1986) noted that the issue concerned with the wider patterns of disadvantage and inequality in politics, education and the labour market. The stereotypes about men and women on their roles have been blamed on Sigmund Freud's theories of psychosexual development that biology is destiny. Although the theory has been widely criticised the Freudian theory has occupied a position of considerable stature in the social scientific community over the years and has had a tremendous impact on popular thought. Ghana's position sparks off the Freudian bias which has been exacerbated by the cultural stereotypes on sex roles which largely relegate women to the background. These differences, according to Burgess (1986) have often clustered together to produce what has been described as the continuing and deep-rooted patterns of inequality between the sexes.

Table 3.5

Occupational Characteristics of Assemblymembers in the Akatsi District

Occupation	No.	%
Teaching	14	33.3%
Business	-	-
Driving	-	-
Farming	15	35.7%
Civil Service	3	7.1%
Opinion Leaders	7	16.8%
Undecided	3	7.1%
Total	42	100%

Table 3.6**Occupational Characteristics of Community Members**

Occupation	No.	%
Teaching	33	19.4
Business	-	-
Driving	3	1.8
Farming	48	28.2
Civil Service	39	22.9
Opinion Leaders	20	11.8
Students	11	3.5
Trader	6	1.2%
Typist	2	1.2%
Carpenter	2	1.2%
Dressmaking	2	1.2%
Community Worker	2	1.2%
Goldsmith	2	1.2%
Total	170	100%

Table 3.6 shows varying occupational difference in terms of vocation among the community respondents.

It is observed from Table 3.5 that in the Akatsi district farming is the most predominant occupation of the people. The two Tables 3.5 & 3.6 indicate highest

numbers, 15 and 48 respondents respectively for farming. The picture can be extrapolated to reflect the character of the district as predominately agricultural. The average subsistence farm size is 0.5 acres (District Plan, 1999) and the major crops are maize, cassava, sweet potatoes, cow pea, groundnut and tobacco

Three respondents in the Assembly could not identify their occupational status as was the case in the educational status in Table 3.7

Table 3.7

Education Levels of Assembly members

	Level	Female		Male		Totals
		No	%	No	%	
1	None	1	2.3	2	4.7	7.0
2	Primary	1	2.3	9	21.4	23.7
3	Middle Sec. Jss	3	7.1	12	28.5	35.6
4	College University	2	4.7	2	4.7	9.4
5	Post Graduate	1	2.3	4	9.5	9.4
6	Undecided	4	9.5	2	4.7	6.7
	Total	11	25.9	31	73.5	100%

numbers, 15 and 48 respondents respectively for farming. The picture can be extrapolated to reflect the character of the district as predominately agricultural. The average subsistence farm size is 0.5 acres (District Plan, 1999) and the major crops are maize, cassava, sweet potatoes, cow pea, groundnut and tobacco.

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		No	%	No	%	
1	None	1	2.3	2	4.7	7.0
2	Primary	1	2.3	9	21.4	23.7
3	Middle Sec. Jss	3	7.1	12	28.5	35.6
4	College University	2	4.7	2	4.7	9.4
5	Post Graduate	-	-	4	9.5	9.4
6	Undecided	4	9.5	2	4.7	6.7
	Total	11	25.9	31	73.5	100%

Table 3.8**Education Levels of Assembly Members**

	Level	Female		Male		Totals
		No	%	No	%	Totals
1	None	-	-	-	-	
2	Primary	1	0.5	3	1.7	2.2
3	Middle Sec. Jss	30	17.6	12	28.5	71.7
4	College, University	10	5.8	2	4.7	23.4
5	Post Graduate	-	0	4	2.3	2.3
6	Undecided	-		-		
	Total	41	23.7	129	75.7	100%

The two Tables (3.7 & 3.8) on education representing the position of Assemblymembers and the larger community reveal some points convergence and divergence. The tables indicate that the highest number of respondents hold either the Middle School Leaving Certificate (MSLC); or General Certificate of Education or Basic Education Certificate on their respective areas. While Table 3.7 shows 15 out of 42 respondents Table 3.8 read 122 for the community out of 170 respondents who possess those certificates. One striking thing about the Assemblymembers was that six were undecided as to their level of educational background. However, that did not occur with the community respondents. Perhaps at the assembly level the reason for the refusal could be one of shame to disclose their real educational level as Assemblymembers. The situation in the circumstances sounds credible for complaints have been rife in parts of

the region as to the level of competence of a large number of Assemblymembers to really grasp national policies and issues as they relate to development in order to make critical analysis of programmes.

At the community level it was easier to assess the educational levels through further probing. Sometimes the levels were directly indicated to the field assistants.

From the two Table 3.7 & 3.8 the Middle/Sec./BECE dominate. For the Assemblymembers it forms 35.7% of the 42 respondents while it forms 71.8% of the total 170 community respondents.

The general low academic level is bound to have effect on debates in the assemblies. The fact is that people must be well informed and knowledgeable about issues in order to make informed decision which seem to be the headache of many of the District chief Executives that I spoke to during the research. Although one cannot lay premium on academic qualification as an index for effective participation in the assemblies, it is an issue worth considering by the people during subsequent district level elections in order to raise the quality of debate in the assemblies. Stretching this argument further, one agrees with Baker (1992) when he argues that high degrees of illiteracy may severely limit the range of economic and social opportunities open to an individual and by extension, exacerbate personal disorientation and frustration.

The problem the district is currently dealing with is the poor quality of education at the basic level. The problem was identified during the School Performance Assessment Meeting (SPAM) conducted in 1998. The District has been recruiting 'A' level holders as untrained teachers to fill some of the vacancies in the schools.

3.5 SUMMARY AND CONCLUSION

The core of the chapter has been devoted to understanding the socio-economic status of the people of the Akatsi district.

Significantly, the study revealed for the greater part a male dominated bias right from the Assembly level to the larger community. While women form 19% of the total number of the Assembly, the males form 80.9%. The same picture occurred at the larger community level i.e. 24% women and 73.9% male. This picture indeed affected the overall outlook in terms of gender representation. The overall female percentage is 23.1% while the males form the greater percentage of 76.8%. The gender imbalance at the Assembly level is already established. However, at the community level the difficulty of readily getting the female respondents for the exercise came to the fore. Much time was spent to convince and work them into it and that unfortunately did not favour us since the study was constrained with time. So, therefore, the work went ahead accepting which ever woman within the qualifying age to become a respondent. Cultural stereotypes in the Ghanaian context have rather made issues worse and seems to suggest that the present cry in the country for gender equality will not be an easy escape hatch as some fantasize. The issue calls for an intensive education to break through the cultural barriers (McNicol 1997).

CHAPTER FOUR
COMMUNITY INVOLVEMENT IN TOURISM DEVELOPMENT AND OTHER
ISSUES FROM THE FIELD.

4.1 INTRODUCTION

Community participation has become central in the designing and implementation of decisions and projects. The traditional approach in Ghana has been top-down and highly centralised. The approach, therefore, sought to define national goals and objectives from the perspective of a few staff of ministries and other central government agencies, without any consultations with or participation of the people who were the ultimate beneficiaries of such plans.

Such an approach has many disadvantages including the "insensitiveness to community aspirations for local level development initiative" (Local Govt. system 1996:36).

Acts 462 and 480 have been passed to address defects in the projects planning and implementation stages. The Acts accordingly designate the district/municipal/metropolitan assembly to oversee the overall development of the district and ensure that the local people, i.e. communities are involved in the formation of the district development plans. The thinking now is for much involvement of the local people to avoid conflict situations which might endanger tourism development. For this matter Dei (1997) argues in defence and maintains that the community involvement permits a greater degree of local control over the direction of tourism development. However active participation also hinges on education in order to make an information input.

World travel picked up mostly after the 1st and 2nd World wars. After these wars, people became anxious to travel and put their war time anguish behind them. In fact according to Fridgen (1991), writers and commentators have referred to the post war period as a "glorious time for travel".

For Sub-Saharan Africa, with the exception of East and South Africa tourism has been on a rather low key.

In Ghana, the period 1972-85 marked the first attempt at formulation of a tourism policy. In 1973 the then Ghana Tourist Corporation was split by NRC Decree 244 into a Ghana Tourist Control Board (GTCB) and Ghana Tourism Development Company (GTDC). The argument was that the national tourist organisation could not function effectively as an entrepreneur.

In 1975 a new national tourism policy paper was published which invited private sector investors, foreign and locals to invest in the sector-either on their own or in partnership with the State. By 1986 a huge expansion in foreign tourist arrivals was recorded and this, Acheampong (1986) said compelled the government to make tourism a national priority.

In Ghana's new local government system the Regional Co-ordinating Councils (RCCs) exist to "co-ordinate and monitor" development efforts by the District Assemblies. Consequently, one of the main preoccupations of the Assemblies now is to showcase the investment and the tourism potentials in their respective areas. Out of the 12 districts in the Volta Region, only the Akatsi and the Hohoe districts have organised Fairs, of one sort or the other. The others are still grappling with the issue of what to do in the circumstances. At the Central Expo 1998 in Cape coast Dr. Abu, former Minister

of Trade blamed the regions for taking too long a time to respond to the idea of undertaking trade Fairs and other promotional activities to market their economic potentials. Since tourism can be described as a novelty or just very new at the district level it is important that some assessment is done as to the extent of knowledge of the people of the whole concept.

4.2 INFORMATION FLOW ON TOURISM IN THE DISTRICT

This sub-chapter, therefore looks at tourism information flow in the Akatsi district, the extent of local participation and the awareness and knowledge of the people in tourism development.

Table 4.1

SOURCES OF INFORMATION OF ASSEMBLY MEMBERS

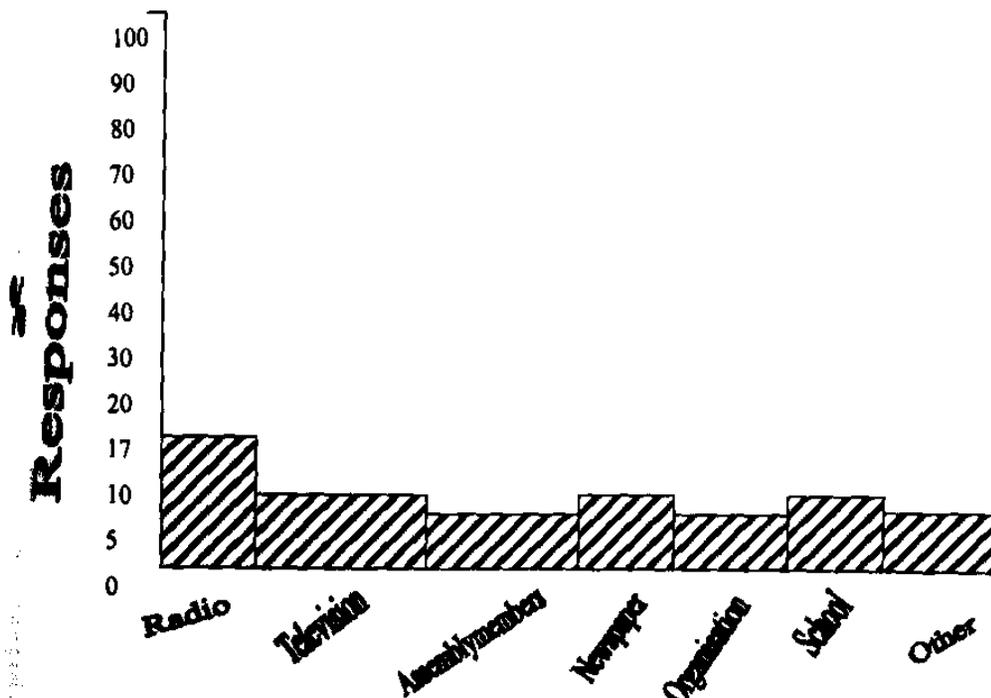


Table 4.2

SOURCES OF INFORMATION OF COMMUNITY MEMBERS

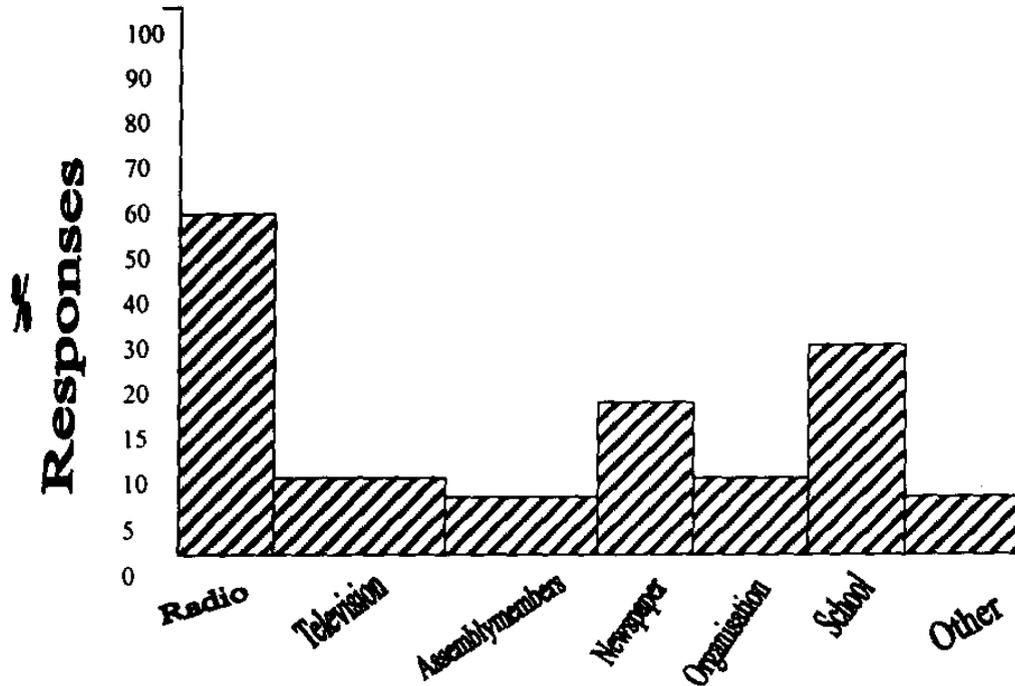


Table 4.1 & 4.2 present one striking similarity. The Assembly members on one hand and the community on the other mentioned the radio as the highest ranked source of information on tourism.

Apart from the fact that the radio still remains a dominant source of information as evidenced from the study the low ranking of the assembly members should be of concern in that with the new system of Local Government administration one would have expected the assembly to be a major source of information for their people. This is against the background of how the followed up questionnaires were answered. For example, assembly members indicated that they met their electorate as at when necessary. This position was confirmed by the assembly members during the study.

However , 23.5% of the community respondents were unable to indicate the level of interaction with their assembly members.

About 69% of the assembly members had ever heard of Ghana's 15th Year Integrated Tourism Development Programme document while the community members registered 40%. However, one thing is that respondents at the Assembly and community levels were aware and indeed mentioned the recently held "VAKPO" festival as a tourism-related project in the district as indicated in Tables 4.3a & 4.3b.

Table 4.3a

KNOWLEDGE OF FESTIVALS BY COMMUNITY MEMBERS

Festival	No	%
1. Vakpo	111	65.2
2. Bliza	13	7.6
3. Dagbamate Night	8	4.7
4. Nil	38	22.3
Total	170	100%

Table 4.3b**KNOWLEDGE OF FESTIVALS BY ASSEMBLY MEMBERS**

Festival	No	%
1. Vakpo	33	78.5
2. Bliza	-	-
3. Dagbamate Night	9	21.4
4. Nil	-	-
Total	42	100%

From Table 4.3a 65.2% of the community and 78.5% of the Assembly members representing half of the respondents did indicate a fair level of awareness as far as the Vakpo festival was concerned. However, at the community level, 99 out of the 170 respondents had not heard of the 15th Year Integrated Tourist Development Programme. This was the reverse at the Assembly level . (See Table 4.4a).

Table 4.4a**KNOWLEDGE OF 15TH YEAR TOURISM DEVELOPMENT PROGRAMME BY ASSEMBLY MEMBERS.**

	No	%
Yes	29	69.0
No	12	28.6
Undecided	1	2.4
Total	42	100

Table 4.4b

KNOWLEDGE OF 15th YEAR TOURISM PROGRAMME BY COMMUNITY MEMBERS.

	No	%
Yes	68	40.0
No	99	58.2
Undecided	3	1.8
Total	170	100

At the community level many of the respondents were ignorant of the 15th Year Integrated tourism Development Plan which incidentally is the basis of the whole business of tourism development at the district levels. Much education is still needed at both the community and significantly at the Assembly level for assembly members to understand fully what is required of them as agents of change.

4.3 LEVEL OF LOCAL PARTICIPATION

Despite the level of knowledge among the respondents on the 15th Year Tourism Development Plan there was a higher recognition of the recently organised investment fair as a tourism related project which many identified themselves with. However, quite a significant number of respondents from the two sides remained uninvolved in tourism related projects in their areas. While there was a split decision on the involvement in tourism related projects at the Assembly level (see Table 4.7) a whopping number of 101 of the larger community representing 59.5% said they were not involved in any tourism

related project in their areas. This is a sad reflection on the part of the district wanting to develop its tourism potentials which incidentally are located in the rural areas where the majority of the people live.

The position of the people could be explained as being the problem of information flow. However, the irony is that in their response the study found out that although the people were very much aware of tourism issues as Table 4.5a shows the participation rate is also low at the community level (See Table 4.6).

Table 4.5a

AWARENESS LEVEL BY COMMUNITY TOWARDS TOURISM PROJECTS

Response	No	%
Very Aware	109	64.1%
Somewhat aware	23	13.5%
Slightly aware	25	14.7%
Not at all aware	13	7.6%
Total	170	100

Table 4.5b

AWARENESS LEVEL BY ASSEMBLY MEMBERS TOWARDS TOURISM PROJECTS

Response	No	%
Very Aware	22	52.4
Somewhat aware	6	14.3
Slightly aware	12	28.6
Not at all aware	2	4.7
Total	42	100

Table 4.6a

**PARTICIPATION / INVOLVEMENT IN TOURISM PROJECTS BY
COMMUNITY.**

Response	No	%
Yes	69	40.5
No	101	59.5
Total	170	100

Table 4.6b

**PARTICIPATION / INVOLVEMENT IN TOURISM PROJECTS BY ASSEMBLY
MEMBERS**

Response	No	%
Yes	21	50
No	21	50
Total	42	100

The high non-participatory rate at the community level could be explained as the infrequent interactions between the people and their assembly members who are supposed under the decentralisation programme to become the focal point of education and mobilisation. The community and the assembly members themselves agreed that such meetings or interactions were held whenever necessary as shown in Tables 4.7 a & b. Such "whenever necessary" syndrome is not healthy for any meeting is dependent on the whims and caprices of such an assembly members and hence the irregularity of such meetings.

Table 4.6a

**PARTICIPATION / INVOLVEMENT IN TOURISM PROJECTS BY
COMMUNITY.**

Response	No	%
Yes	69	40.5
No	101	59.5
Total	170	100

Table 4.6b

**PARTICIPATION / INVOLVEMENT IN TOURISM PROJECTS BY ASSEMBLY
MEMBERS**

Response	No	%
Yes	21	50
No	21	50
Total	42	100

The high non-participatory rate at the community level could be explained as the infrequent interactions between the people and their assembly members who are supposed under the decentralisation programme to become the focal point of education and mobilisation. The community and the assembly members themselves agreed that such meetings or interactions were held whenever necessary as shown in Tables 4.7 a & b. Such "whenever necessary" syndrome is not healthy for any meeting is dependent on the whims and caprices of such an assembly members and hence the irregularity of such meetings.

Table 4.7a**ASSESSING INTERACTION LEVEL WITH COMMUNITY MEMBERS.**

Response	No	%
Weekly	14	8.2%
Monthly	21	12.3%
Whenever	79	46.4%
Necessary	14	8.2%
Not at all	40	23.5%
Undecided	2	1.1%
Total	170	100%

Table 4.7b**ASSESSING INTERACTION LEVEL WITH ASSEMBLY MEMBERS**

Response	No	%
Weekly	4	9.5
Monthly	12	28.5
Whenever necessary	26	61.9
Not at all	-	
Undecided	-	
Total	42	100

A fairly large number of 40 respondents representing 23.5% at the community level said there had been no meeting with their assemblymembers. (See Table 4.7a). The

unsatisfactory level of participation of the people should be a matter of concern to tourism planners in the district. (See Table 4. 6a). The reason being that the success of a project is threatened to the extent that development is planned and constructed without the knowledge and support of the local residents (Fridgen 1991).

Despite the reported non-involvement of the people in tourism related projects and issues as indicated in Table 4.5a the willingness and the desire on the part of the respondents to participate in tourism related projects was expressed. The District Assembly can exploit this avenue for a "greater community participation " (Dei 1997) in tourism development in the Akatsi district.

On the other hand the district assembly itself have itself have to re-educate and re-organise its public education machinery to reach the greater number of the people . The study found radio to be the most effective source of information (Table 4.1). The Akatsi Assembly and the districts in the Volta region may use extensively the GBC Volta Star Radio as a back-up medium to educate the people on its projects for there are many implications if the beneficiary communities are marginalised in the planning process. In an unpublished work, Awusabo-Asare and Abane already cited in chapter 2 pointed out that whilst the promotion of tourism has brought some benefits it has also disrupted economies, serene environments and traditional ways of life. The community had expected some economic benefits from the project. This did not materialise. The situation has the potential of disrupting future tourism development projects in the area since tourism thrives on the goodwill of the people. The Akatsi district with its present strides in the industry needs to take a cue from this.

Various questions to illicit responses on perception of respondents were asked in the study. The questions bother on the districts' economy

Tables 4.8 & 4.9 represent the findings relative to local perception

Table 4.8

RANKING OF OPPORTUNITIES FOR DEVELOPMENT BY ASSEMBLY MEMBERS (ITEMS 1-7 WITH 1 BEING THE BEST OPPORTUNITY)

	1	2	3	4	5	6	7	undecided
Farming	20	9	10					
Trading	-	8	13	13	4			4
Education	24							4
Wood products		2	2	6		10	4	4
Tourism		8	8	16	6	2	2	3
Driving				4	18	4	12	4
Fishing					7	18	14	3
Weaving	1			10	15	14	3	

Some of the respondents were unable to complete the ranking in some columns

This is shown in the "undecided" column

Various questions to illicit responses on perception of respondents were asked in the study. The questions bother on the districts' economy.

Tables 4.8 & 4.9 represent the findings relative to local perception.

Table 4.8

BANKING OF OPPORTUNITIES FOR DEVELOPMENT BY ASSEMBLY MEMBERS (ITEMS 1-7 WITH 1 BEING THE BEST OPPORTUNITY).

	1	2	3	4	5	6	7	undecided
Farming	20	9	13	-	-	-	-	
Trading	-	8	13	13	4	-	-	4
Education	24	7	7	-	-	-	-	4
Wood products	-	2	2	6	11	13	4	4
Tourism	-	8	5	16	6	2	2	3
Driving	-	-	-	4	18	4	12	4
Fishing	-	-		-	7	18	14	3
Weaving	1			10	15	14	3	-

Some of the respondents were unable to complete the ranking in some columns.

This is shown in the "undecided" column.

Various questions to illicit responses on perception of respondents were asked in the study. The questions bother on the districts' economy.

Tables 4.8 & 4.9 represent the findings relative to local perception.

Table 4.8

BANKING OF OPPORTUNITIES FOR DEVELOPMENT BY ASSEMBLY MEMBERS (ITEMS 1-7 WITH 1 BEING THE BEST OPPORTUNITY).

	1	2	3	4	5	6	7	undecided
Farming	20	9	13	-	-	-	-	
Trading	-	8	13	13	4	-	-	4
Education	24	7	7	-	-	-	-	4
Wood products	-	2	2	6	11	13	4	4
Tourism	-	8	5	16	6	2	2	3
Driving	-	-	-	4	18	4	12	4
Fishing	-	-		-	7	18	14	3
Weaving	1			10	15	14	3	-

Some of the respondents were unable to complete the ranking in some columns.

This is shown in the "undecided" column.

Table 4.9

**RANKING OF OPPORTUNITIES FOR DEVELOPMENT BY THE
COMMUNITY (ITEMS 1-7 WITH 1 BEING THE BEST OPPORTUNITY)**

	1	2	3	4	5	6	7	undecided
Farming	85	42	25	11	7	-	-	-
Trading	6	26	74	53	6	3	-	2
Education	55	73	19	6	16	-	-	1
Wood Products	10	10	31	60	50	5		4
Tourism	6	13	29	29	50	21	21	1
Driving	-	-	-	8	41	89	30	2
Fishing	-	-	-	6	10	44	110	2
Weaving	1	-		-				

The questions on ranking asked covered preferences, feelings and actions.

These, according to Fridgen (1991) are intellectual, emotional and behavioural responses to events, things and persons which people learn over time. It was against this background that the questions on perception were asked.

From the Tables 4.8 & 4.9 the Assembly members on one hand and the community on the other did seem to be convergent on education and farming as important but the point of divergence result in their ranking of what weight or prominence to be given to the vocation. For the Assembly members, education ranked first while farming came second. Tourism had no ranking at all. (Table 4.8).

At the community level, farming ranked highest in that column while education also was ranked as the best opportunity in that column. Tourism had only six ranking

while in Table 4.8 it had no ranking at all. The two positions identified by the Tables indicate the background of the people i.e the larger community is really agricultural while the Assembly represent a kind of well-defined group in terms of their education hence the fairly high ranking given to it in terms of preference. The issue calls for greater work to integrate the tourism plans into the agricultural practices of the people preferably agricultural tourism (Bartellmus 1986).

Once the preference is for agriculture at the community level, tourism developers must be thinking of how to develop tourism without encroaching on the agricultural land of the people as evidenced in the Kakum National Park study by Awusabo-Asare and Abane. According to Fridgen (1991) attractions to be developed must reflect the area's inherent, distinctive and unique natural and cultural character, and be authentically developed to reinforce that character.

However, in assessing the role of tourism in the district's economy the larger community indicated a dominant role. The position of the larger community is in direct conflict with the fair knowledge of their tourism issues. Perhaps the position for it to play a dominant role is against the background of the belief of the people that tourism development in the area would certainly provide jobs and hence the option.

Table 4.10a

**EXPECTED ROLE OF TOURISM IN DEVELOPMENT BY ASSEMBLY
MEMBERS.**

Role	No	%
No Roll	2	7.1%
Minor Role	4	9.5%
Role Equal	20	47.6%
Dominant Role	15	35.7%
Undecided	1	2.3%
Total	42	100

Table 4.10b

EXPECTED ROLE OF TOURISM IN DEVELOPMENT BY COMMUNITY

Role	No	%
No Roll	7	4.1
Minor Role	14	8.2
Role Equal	62	37.6
Dominant Role	84	49.4
Undecided	1	1.7
Total	170	100

On a more positive note, the respondents were friendly towards tourists. They described encounters with tourists in their district as satisfactory. In fact twenty-five Assemblymembers representing 72.9% described their encounter as very friendly. This means, therefore, that there is a goodwill relationship on which the tourism industry can develop and also epitomises the proverbial Ghanaian culture of friendliness. Admittedly,

the research did not find out the number of tourists encountered as to determine the carrying capacity. For now it is assumed that the number of those "explorer" tourists (Lea 1988) is negligible to evoke any threshold of carrying capacity.

The attitudes of the respondents towards the development of certain tourism related projects have also been mixed. (See Table 4.11 & 4.12).

Table 4.11

ACCEPTANCE LEVEL OF PROJECTS BY COMMUNITY

Ranking	1	2	3	4	Undecided	Total
Hotels	10	16	36	90	18	170
Guest House	18	47	36	54	15	170
Beach	76	24	10	-	60	170
Rest House	14	32	32	54	40	170
Shrines	16	31	30	83	10	170
Souvenir	24	38	18	48	42	170
Museums	12	47	22	59	30	170
Cultural festival	11	33	36	78	12	170
Infrastructure	43	18	35	68	26	170
Outdoor	2	56	42	36	34	170
Dancing Camp	33	30	44	23	40	170
Cultural Centres	4	16	38	84	28	170

Key to Table:

- 1 = Not Acceptable
2 = Acceptable
3 = Quite Acceptable
4 = Highly Acceptable

Undecided.

Table 4.12

ACCEPTANCE LEVEL OF TOURISM PROJECTS BY ASSEMBLYMEN

Project	1	2	3	4	Undecided	Total
Hotels	3	13	3	20	3	42
Guest House	4	8	15	12	3	42
Beach	23	3	-	9	7	42
Rest House	3	11	7	16	5	42
Shrines	7	5	11	16	3	42
Bars	6	20	6	6	4	42
Transport	3	9	9	17	4	42
Souvenir	-	7	7	21	7	42
Museums	2	2	2	32	4	42
Wild Forest	2	2	2	33	3	42
Cultural festival	-	3	10	27	2	42
Infrastructure	-	7	13	18	4	42
Outdoor	-	6	6	24	6	42
Dancing Camp	3	11	19	4	5	42
Cultural Centres	-	4	8	30	-	42

See Table 4.11 for Key.

Tables 4.11 & 4.12 show a very high preference for the development of some tourism projects. At the community level for instance, out of the fifteen listed tourism related projects, ten have been rated "highly acceptable" for development. In terms of scores, the first three are hotels, cultural centres and shrines which provide some indication as to what the larger community are likely to support from the larger number of projects which the Assembly might be tempted to implement in the rush to develop its tourism potentials. There is, therefore, the need for the prioritization of the district in terms of what to do and at what pace. The community on one hand and Assembly members on the other agreed on their disposition towards the listed tourism projects. The development of beach is not acceptable. This is understandable because Akatsi is an inland district which has nothing to do with beach life. This calls for some understanding of the people. It means, therefore, that they can identify what they want in terms of developing tourism resources. They know certainly what they want. The three highly ranked favourites are wild forest, Museums and cultural centres.

The former District Chief Executive, Mrs. Victoria - Nazza-Gudiglo told me in an interview on June 10th, 1999, that the district is developing a Tourism Development Plan which will focus on the eco-tourism potentials in the district. At the moment a non-governmental organisation has expressed the desire to help the district develop a cultural centre and a museum. Perhaps, the development of shrines must be considered in view of the current interest of African-African-Americans in such attractions is explained by the high preference given to it by the community and thereby expressing the willingness of the respondents to support and participate in tourism development projects (See Tables 4.13a & 4.13b).

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Table 4.13 a

SUPPORT FOR TOURISM PROJECTS BY ASSEMBLY MEMBERS

Resp.	No	%
Yes	42	100%
No	-	-
Total	42	100

Table 4.13b

SUPPORT FOR TOURISM PROJECTS

BY COMMUNITY MEMBERS.

Resp.	No	%
Yes	157	92.3
No	9	5.5
Undecided	4	2.3
Total	170	100

4.4 EXPECTATIONS OF THE PEOPLE TOWARDS TOURISM

DEVELOPMENT

From the study, the respondents believed tourism development will bring with it the following: development, revenue, exposure of the district, job and promoting understanding among tourists and the host community.

The expectations of the people fit into the general context of the arguments for the development of tourism as identified by McIntosh (1991). As regards employment, it is now known that over 200 million people world-wide work in the tourism industry (Pearce 1995). Tourism, therefore, to Inskeep (1991), does result in socio-economic changes and is usually deliberately developed to generate economic benefits and thereby improve the well-being of the people. On the direct economic benefits, Inskeep (1991) argues that in economically depressed areas, the employment and income provided by tourism especially to the people may help stem out migration from those areas. Inskeep maintains that the direct and indirect benefits are the dominant reasons for developing tourism in an area.

Many other intrinsic things can be cited as the case for tourism development but the bottomline is the economic factor (William et al. 1991). Inskeep drew attention to one thing which should be relevant to the Akatsi district as it prepares to develop: i.e. that the planner, based on specific study of the tourism area and in co-operation with political leaders and community residents, must evaluate which of the resources or possibly others may have application to the local situation. These will provide favourable ground for the tourism development programme of the area (Baum 1991). The understanding is that the people have a lot of expectations and care must be taken in the development of these tourism potentials if not the district will face the problems of the Kakum National Park as have already been discussed. Although the local people of Kakum do not see the benefits of the project the viability of it is always been trumpeted in terms of the revenue accruing from visits to the Park. The position of the villagers around the Park make one to question what sort of development strategy was employed in the formulation and

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implementation of the project to the extent that the villagers now feel alienated from it as Awusabo-Asare and Abane's study indicate.

The high ranking given to cultural centre by the respondents is instructive in the sense that from the study the respondents mentioned principally open air and school premises as venues for holding social events. This is not very good of a district seriously projecting its tourism potentials.

The district needs to speed up its arrangements with her external donors for the building of the cultural centre. The earlier the better for the district.

4.5 SUMMARY

The chapter described a situation report on community participation and involvement in tourism development in the study area. The study sought answers to such issues as source of information on tourism, identification of tourism related projects and awareness on the 15th Year Integrated Tourism Development Plan of Ghana. These questions were asked to assess the depth of commitment to the tourism development initiative of the District Assembly. Although respondents reported of the inability of the District Assembly to involve them in tourism projects they have the will and desire to support such projects.

Radio proves to be the main source of information on tourism issues. The researcher expected assembly members to have provided the source since they have been charged with that responsibility to carry on that education programme. What this state of affairs emphasises is the need for more public education in the district if it's tourism drive is to succeed.

As regards the role of tourism in the district there were divergent views. While the Assembly members indicated a role equal to other industries, the larger community did not place any premium on it.

The education element has indeed come up again and needs serious attention by the District Assembly. This is important because from a recent Business Forum held by the Assembly at Akatsi, it was evident that not many people are aware of what the Assembly is doing as far as tourism development and promotion are concerned. Although the Akatsi District Assembly has laid on plans for the tourism development of the area, there are many more challenges to deal with in view of the low level of participation of the local people as the study found out. Since the new trend in development planning is "people centered" a conflict situation might ensue if effective community participation is not guaranteed.

CHAPTER FIVE

TOURISM OUTLOOK IN THE AKATSI DISTRICT AND THE FUTURE OF THE INDUSTRY.

5.1 INTRODUCTION

The features of a particular country or region largely provide the basis for developing tourism (Inskeep 1991). What, however, is important is that such tourist attractions can include wide variety in the face of the great diversity of interests of modern-day tourism market (Coltman 1989).

In the development of such attractions, Inskeep cautioned that attractions that reflect an area's "inherent" "distinctive" and "unique" natural and cultural character should be sought for development purposes.

For the above reasons writers on tourism have developed some typologies on forms of tourism to be developed. Four broad patterns of tourism development can be discerned. These are beach tourism, wildlife safari tourism, "roots" tourism and archaeological tourism. These typologies feature more prominently in Sub-Saharan Africa (Acheampong 1996). A few briefs on the typologies have been given and contrasted with Inskeep's typologies.

5.2 TYPES OF TOURISM POTENTIALS.

5.2.1 URBAN TOURISM

This form of tourism is associated with capital cities and as such attract the bulk of businessmen (Acheampong 1996). For this reason, therefore, hotels and other resorts continue to spring up. Acheampong further identified such facilities as coaches, rented cars and tour operators as back-ups to the preference for urban tourism.

5.2.2 SAFARI/WILDLIFE TOURISM

This largely depends on the creation of national parks and game reserves by the national government. Kenya, Zambia and Tanzania have good examples of this form of tourism. Ghana's equivalent is the Kakum National Park discussed in chapter 2. However, this form has its disadvantages of depriving traditional farmers of their key "basis of livelihood" (Acheampong 1996:43).

5.2.3 BEACH TOURISM

This has to do with hotel complexes along the sea-front. However, demand is seasonal.

5.2.4 "ROOTS" TOURISM:

This form has to do more with colonial history as evidenced by the castles and forts of West Africa. According to Acheampong, by its nature, "root" tourism predominates along the coasts of the sub-continent.

On the other hand Inskip (1996) groups tourist attractions into three major categories. These are:

5.2.5 Natural Attractions: Under this categorisation are:

- (a) the climate
- (b) scenic beauty
- (c) beaches and marine areas
- (d) flora and fauna
- (e) special environmental features
- (f) Parks and Conservation Areas
- (g) Health

5.2.6 Cultural Attractions: The following come under this categorization:

- (a) Archaeological, historical and cultural sites
- (b) Distinctive cultural patterns
- (c) Arts and handicrafts
- (d) Interesting urban areas
- (e) Museums
- (f) Cultural festivals
- (g) Friendliness of residents

5.2.7 Special Types of Attraction: Under this are:

- (a) theme parks, amusement parks and circuses
- (b) shopping malls
- (c) meeting, conferences and conventions
- (d) special events
- (e) Gambling casinos

(f) Entertainment

(g) Recreation and sports.

Inskeep further outline attraction consideration: These are ethnic, religious and nostalgic associations.

The Inskeep typology, although not very much different from that outlined in Acheampong (1996), is more exhaustive and embraces all that were identified in the study area. The Inskeep typology is therefore being adopted for its clarity. The respondents were asked to identify any tourism related feature in their areas. Four distinct Inskeep typologies have been identified in the study area.

5.2.8 Natural Attractions in Akatsi: In the district the following have been identified.

RESOURCE	LOCATION
(1) Wildlife	Kpevenu
(2) Forest Reserve	Kpevenu
(3) Awata Forest	Atidzovie
(4) Monkey Sanctuary	Avevi
(5) Dwarfs Thicket	Gornukofe

The Monkey Sanctuary at Avevi as indicated like the others mentioned provide the basis for eco-tourism in the district. Some NGOs, are being sourced to invest in the development of the Monkey Sanctuary which is about 15 kilometres from Akatsi. The Assembly and the Department of Wildlife are also collaborating to develop the area for monkey watching. The earlier the Akatsi district develops this potential the better, for,

presently the Tafi Atome sanctuary in the Hohoe district is attracting international recognition and tourists are flocking there almost on daily basis.

5.2.9 CULTURAL ATTRACTION

Those things that come under this classification include cultural and national monuments, historic buildings, district and towns, important religious buildings such as churches, synagogues temples, mosques, monasteries and places of historic events (battlefields).

For Akatsi district the following have been identified by the respondents. These are:

RESOURCE-NATURAL	LOCATION
(a) Awakpe	Kpodzivi and Avevi
(b) Design Stones	Kpevenu
(c) Azadagli Rock	Amule
(d) Deti Taadre	Ave Havi and Afiadenyigba.

Among the aforementioned items the awakpe at Kpodzivi stands out prominent. It is located at Kpodzivi, 16 kilometres north of Akatsi. The Awakpe is a granite formation consisting of two segments and a cave historically acclaimed to have provided refuge to the indigenous people and others in their flight from their enemies between 1865 and 1867. Annual rituals are now performed at the site. The spot is said to have spiritual healing power.

5.2.10 MUSEUMS

One commonly mentioned example of this tourist attraction is the Adela Animal Museum. This is located at Akatsi and contains the preserved remains of animals such as lions, hippopotamuses, tigers, hyenas and elephants. The museum began as a private collection of Mr. J.K. Klu, who was reported to have killed many wild animals single-handedly. Although the Museum is presently housed in a private house, the Akatsi District Assembly, has negotiated with another NGO to jointly develop the Museum. After series of negotiations between it and relatives of the late Klu, an agreement has been reached to start the museum project.

5.2.11 FESTIVALS

Various types of cultural festivals can be related to the local traditions and arts. Here the Agbeliza (cassava festival) of the chiefs and people of Avenorfedo featured prominently in the responses. A cultural night has also been mentioned at Posmonu. All these provide very good features for development. What have closely been identified with the above festivals are forms of worship in various shrines of the "gods". The respondents identified the following shrines and cults.

SHRINE/CULTS	LOCATION
(a) Yewe shrines	Atsiekpui, Yaluvi and Hevi
(b) Afa	Atsiekpui, Yaluvi and Hevi
(c) Trokoshi shrine	Avenorfeme-Suipe
(d) Atigeli	Dakpa
(e) Blekete	Fiave

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The mentioned 'cults' are dominant in various parts of the Volta Region. Presently, the Trokoshi cult has come under the microscope. A non-governmental organisation, International Needs has launched a crusade to free young girls from these cults which are described as forms of "slavery". Some of the girls are made to undergo vocational training at Adidome in the North Tongu district. However, adherents of the system counter the moves of the International Needs and describe them as exploitative and a means to glean some foreign money from international donors to line up individual pockets. The fight is still on.

One of the major problems facing all the mentioned attractions has been their undeveloped nature. Some of them are either owned by the community or by individuals. Their undeveloped nature, according to the respondents, have been blamed on lack of funds and consequently their obscure nature. In fact, during the study many of the respondents blamed the regional office of the Ghana Tourist Board for lack of effective marketing of the regions' tourism potentials. This was evidenced in the poor showing of the region at the 1999 Inter-Tourism Fair held in Accra.

One other latent problem which is unknowingly affecting consensus building over the direction of affairs in the district is politics bothering on who is who as far as political authority in the district is concerned. Very often the researcher was asked as to whether it is the Parliamentarian, the District Chief Executive or the Assembly member who should cause things to happen in terms of the provision of roads and water.

The study found out that there have been a kind of strained relations between the District Chief Executive and the Parliamentarian for the area, Mr. Doe Ajaho as pointed out in chapter four. Both the Assembly and the larger community were polarised into

two factions. This made it difficult for common decision on vital issues to be taken. The problem has been the inability of the Assembly to agree on any blue print for development. The frequent changes of key personnel especially District Chief Executives have not helped much. These changes are bound to impact either positively or negatively on the direction of tourism development particularly when the Assembly and the larger community have all taken sides in the matter. Certainly, these developments have far reaching implications for community action. The problem has been exacerbated by the acrimonies from some Assembly members and the communities over the District Assembly Common Fund and the Poverty Alleviation Fund. The people alleged that the disbursement of such monies had a partisan outlook. These are issues which cannot be glossed over by the authorities. The New Patriotic Party wants to investigate all the Assemblies. If the local government system is to make the desired impact adequate information is required. Both the Ministry of Local Government and the various District Assemblies need to strengthen their public education outfits. The suspicions and distrust would certainly have some community mobilisation problems and impact negatively on that perceived community participation in projects planned for the people.

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5.3 FUTURE OF THE INDUSTRY

It must be conceded that tourism is still a new phenomenon. However, in the context of its importance over the last decade and the forecast that the trade will become the world's largest export industry in the 2000s, it follows, that countries "are bound to give increasing importance to the development of tourism" (Inskeep 1991).

For Ghana, the development of the sector has received a favourable governmental response and the regions are virtually competing among themselves to attract the needed foreign capital.

For the Akatsi district in the Volta Region, the tourism sector holds a future because of the district's strategic location on the ECOWAS Highway. With its appreciable number of attractions the district is likely to attract portions of the cultural and heritage segments of both the domestic and international tourist market. Although the Volta Region faces a kind of competition from the Eastern Region, the Volta Region still derives what Acheampong (1996) identified as a positive 'transit' effect. Akatsi seems to be placed in the same position as Central Region which is also on a major roadnetwork. One agrees with Acheampong writing about Central Region that the "significance of this huge traffic is reflected in the attraction of hotels to the trunk road" (Acheampong 1994: 133).

Despite this bright picture the Volta Region as a whole still hasn't got any programme as to how tourism development should be planned and directed (Medtik 1991). As at now the districts have been left on their own to market themselves with the result that each is doing what it thinks is right and sometimes not knowing what to do. The Volta Region Co-ordinating Council (VRCC) is yet to find its bearing as to what

input to make in the circumstances. It would be necessary for the region to have a Master Plan on its own to effectively co-ordinate the plans of the districts for the region to derive the maximum benefit from the industry (Hall et al.1995). The haphazard way of doing things must stop. The state of affairs in Akatsi might stall tourism development and promotion in the district. The earlier things are put back into shape the better.

5.3 SUMMARY

Two broad categories of tourism attractions have been identified viz: natural and cultural in the Akatsi district. It should be possible for the district to focus on eco-tourism to reflect the distinctive character of the area which is mainly agricultural. However, community participation in the tourism sector planning in the area has not been much. This is because of political differences which have polarised the people into two factions. The assembly itself also presents the same partisan outlook. The point is that issues are likely to be interpreted from those held positions and not along objective thinking. In such circumstances, therefore, information reaching the larger community, depending on the credibility or otherwise of the source, tend to be manipulated to suit the whims and caprices of the giver and thereby playing on the rural gullibility. This situation may result into conflicts at a point in time. According to Dei (1997) a planning challenge in tourism is to ensure that "present minor irritations do not blossom into issues that could threaten a community's socio-cultural objectives and viability as a destination". This point is of much importance within the context of community mobilisation for as Dei again remarks, "a tourism facility that develops from the consensus is devoid of litigation and friction" (Dei 1997).

The challenge, therefore, facing the Akatsi district now is to pick up the pieces again and do more education first and foremost of the Assemblymembers themselves and then an outreach programme to sensitize the communities. It is argued that, rural development in developing countries may be quickened with the introduction of rural tourism with committed local community participation (Hunter 1995). The belief is that with such local participation, responsible and sustainable tourism is guaranteed (Jafar 1986).

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CHAPTER SIX

SUMMARY, IMPLICATIONS AND CONCLUSION

INTRODUCTION

It is not the purpose of this chapter to undertake a lengthy discussion of the drawbacks of social survey techniques in a rural setting like Akatsi, for, as said, this work had already been done elsewhere. This is rather intended to pin-point a few of the major pitfalls involved in data gathering in this particular research undertaking. At the time of the feasibility visit, the hellish nature of how it was going to be penetrating into the areas was recognised when especially one is immobile and bereft of any supporting funds. The researcher came face to face with this stark reality. For the few days inside the study the assistance of the staff of the NFED was sought. On several occasions the team had to walk in the rains and sometimes members got soaked to their pants but religiously protecting the questionnaires. The persistent rains during the time extended the period of study. These developments made a lot of demands on me as the principal researcher in terms of constantly trying to keep the morale of the research assistant high for the work which they clearly understood never held any prospects of substantial "pecuniary reward." Enthusiasm began to wane and I was, therefore, faced with the task of constantly drumming it home and playing around that "reward in heaven" philosophy which at times had that soothing and convincing power over them. They tolerated me anyhow. Perhaps what made the trick possible was the clear ambition of the assistants to enter the University. They initially took the interest in the study in order to acquire or have a feel of what actual fieldwork entailed. It is important here to re-echo the contributions of the NFED district office, Information Services Department and National Mobilization Programme all at Akatsi. They gave me a

lot of hope and encouragement in those difficult and hard times of data collection. The appropriate recognition have been given in the acknowledgment portion of the book.

One major constraint which affected the response rate was the refusal of many of the respondents to respond to some listed ranking questions which made the non-response rates higher in some categories of larger community questionnaire over those of Assemblymembers. The downright refusal, blamed understandably on ignorance of many of the respondents, made it even more difficult for the researchers to extrapolate to fill in some of the vital portions left out in the questionnaire. However, some were conveniently filled in by further probing of the respondents to estimate for instance their ages, occupation, level of education by linking them to some happenings in the district or the region. Those that could not be projected were tagged "undecided", scored and their percentages struck to determine the non-response rate. Tables have been drawn up to represent those non-response percentages for both assembly members and the larger community.

Table 6.1**NON-RESPONSE RATES****COMMUNITY LEVEL**

Item	Non-Response Rate	%
Hotels	18	10.5
Guest House	13	7.6
Beach	60	35.2
Rest House	40	23.5
Shrines	15	8.8
Bars	38	22.3
Transport	31	18.2
Souvenir	42	24.7
Museums	30	17.6
Wild Forests	44	25.8
Cultural Festivals	12	7.0
Infrastructure	26	15.2
Outdoor	34	20
Dancing competition	40	23.5
Cultural Centres	28	16.4

Table 6.2**NON-RESPONSE RATE FOR ASSEMBLY MEMBERS**

Item	Rate	%
Hotels	3	7.1
Guest House	3	7.1
Beach	7	16.6
Rest House	5	11.9
Shrines	3	7.1
Bars	4	9.5
Transport	4	9.5
Souvenir	6	14.2
Museums	4	9.5
Wild Forests	3	7.1
Cultural Festivals	2	4.7
Infrastructure	4	9.5
Outdoor	6	14.2
Dancing competition	5	11.9
Cultural Centres	-	-

From Tables 6.1 & 6.2 it can be deduced that the non-response rate levels were higher at the community level than at the assembly level.

Many of the respondents at the community level were found to have received very minimal level of education. In fact from the field study the majority of the 122

respondents received either the basic education of Middle School, or JSS or Secondary.

The distribution is shown in the Table below.

Table 6.3a

EDUCATIONAL LEVELS OF COMMUNITY MEMBERS:

Educational Level	No	%
No education	-	-
Primary	4	2
Middle/secondary	122	72
College/University	40	24
Post Graduate	4	2
Total	170	100

Table 6.3b

EDUCATIONAL LEVELS OF ASSEMBLY MEMBERS:

Educational Level	No	%
No education	3	7
Primary	2	5
Middle/secondary	29	69
College/University	7	17
Post Graduate	-	-
Undecided	1	2
Total	42	100

Table 6.3b shows almost the same trends in terms of educational standards of the two categories of respondents. This development constitutes one of the greatest problems in community based surveys such as the one I have undertaken.

On other lesson learnt from the study was the attitude of many of the community respondents to look with distrust on the researcher particularly when one is associated with a University or the so-called urban elite (Chambers 1983). Many respondents were so sensitive and cold and sometimes aggressive towards questions bothering on religion, roads and employment. Understandably the people had long expected governments over the years to open up some of the roads to the district capital to facilitate the movement of goods and people.

With the current decentralisation programme the people see the district assemblies as panacea to all their problems. When the Regional Highways and Feeder Roads Officer in Ho, Mr. Danso was contacted by the researcher he confirmed the representation the District Assembly made to the office for the construction of some roads consideration. These are:

ROAD	CONDITION
Xevi-Matsrikasa	Feeder
Akatsi-Ayitikofe-Ohawu	"
Ashiagborvi-Ahlepedo	"
Akatsi-Live-Moryi	"
Korve-Avu-Afiadenyigba	"
Akatsi-Xavi-Suipe-Bayive	"
Ayitawuta-Agormor	"

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Akatsi-Xavi-Suipe-Bayive	"
Ayitawuta-Agormor	"

Mr. Danso indicated that 261 kilometres of road in the region is to be graveled, 200 kilometres to be rehabilitated and 28 kilometres for tarring. Some of the roads listed above, according to Mr. Danso, form part of that package. As regards employment and from all indications the respondents were not ready to listen or discuss any issue of whether one is employed or not. The reason? According to majority of them whether they were employed.

One common thing all the respondents made persistent reference to during the study is the numerous number of similar researches and the wasted man hours that have not brought much dividend to them. The researcher was faced with the persistent demand for money in order to have audience. Those who never made such demands directly the expression on their faces was glaringly suggestive of this pecuniary element. On several occasions when the researchers seemed to ignore such expressions, their attention was quickly drawn to them in rather subtle ways through such questions as to whether we came to the field alone or whether we were not working for the whiteman? There was the realisation of the varying challenges associated with typical rural-based research as I tried to undertake in the Akatsi case. Experience, it is said, is the best teacher or not, they did not expect the government to do anything for them. Further probing of that question only signaled a danger of the respondents abandoning the researcher in the midst of the proceedings.

On religious issues which bothered on the mode of worship of the people the researcher was adequately forewarned even before the interview. This again was understandable for, from other sources particularly from the youth, the uncompromising stand of some sections of the people stems from the way some religious groups conduct

their crusades in the town to the extent of insulting "traditional sensibilities". A similar incident was reported in the adjoining Ketu District where the traditionalists also in reaction to an earlier church convention organised a "traditional" convention and warned that further open and platform insults of the traditionalists by the Christians would result in a backlash. Luckily for the researcher there was no inclusion in the questionnaire of anything of the sort and hence the team was spared that "agony". However, the study brought to the fore those issues the local communities hold "sacred" and "non-negotiable". What was experienced in the study confirmed the experience recounted by Twumasi (1986) that "personal sensitivities about answering certain research questions might account for higher non-response rates". He also identified different "cultural norms" and "values" as accounting for discrepancies between response rates in two cultural settings.

What could also constitute a drawback and thereby affect the response rate is the researchers' mode of dressing. It was realised that too expensive type of dress tend to rate highly the researcher in the minds of the interviewee and providing nothing other than verbal "thank you" at the end of the interview was an "abomination" to them. Some of the respondents told the researcher that the exercise was a bother to them because it was conflicting with their farming schedule. This brings to the fore the issue of timing.

Wrong timing is bound to affect the response rate. At a point in time some of the respondents indicated to me in confidence their intention to rubb off their house numbering to avoid the constant "invasion" of their houses for nothing in the name of research which they maintained is not bringing any development to them.

Two of the field assistants told me that in one of the communities they were looked at variously first as "tax collectors" or "blood suckers". Apparently, that mistaken belief was against the background of the opinion that sometimes well-dressed gentlemen are engaging in the now serial killings and other crimes in major towns and villages. Those are enough to scare the people.

Against the background of all the listed drawbacks and many more that Twumasi (1986) has already pointed out will have significant impact on the effectiveness of the calculated sample size. Twumasi mentioned some of the problems as difficulties by fieldworkers in contacting rural-urban respondents; the near absence from home of the respondents during scheduled interview times.

These findings of Twumasi some years ago have not changed: some of the tendencies still exist if not in rather worst conditions – an indication that illiteracy is still a major problem to effective rural based research. Twumasi mentioned examples from data from Paga in the Upper East Region Ehwia in the Ashanti Region and Kato in the Brong Ahafo Region as communities inhabited mainly by farmers. To a larger extent Akatsi can be described as such. Therefore, the admonition by Twumasi to be more careful in studying rural people special "illiterates" who have a different style of life is very instructive. This is a useful lesson to all wishing to undertake research in the rural areas to prepare adequately for it especially when such research is self-financed as in my case. However, some useful lessons have been learnt in this study.

6.2 SUMMARY OF STUDY

The cardinal aim of this study has been to elicit information from the local areas as to what extent the local people are being involved in efforts at the development of tourism at their local areas and above all, to analyse the differences in perception of the larger community on one hand and the assembly members on the other. The study questions tended to dwell more on asking the respondents to show their liking for some tourism related projects rather than asking them direct questions which would have been difficult to obtain anything meaningful from. Throughout the presentation the study attempted highlighting the current debate on tourism development and significantly on why there is need for effective community participation in tourism development since tourism depends highly on the goodwill of the host community. The examples of the Green Turtle Cay of the Bahamas in the Caribbean, the visit of a group of American tourists to Thaiknd and the Kakum National Park have been cited as instances of confrontations of one sort or the other when tourists on one hand and the host community fail to understand each other. Dei-(1997), Fridgen (1991) and Inskeep (1991) have all emphasised on the need to involve the horizontal community in programmes and projects in order to ensure the sustainability of those interventions.

The point is not being made that at whatever minutes level the people must know what is being planned for them, for, after all said and done and irrespective of what development strategy that is put in the project it must be seen as being owned by the people and that it can bring improvement in their lives-that is the crux of the matter.

The study also found the study area to be mainly agricultural and hence the preference of the people towards farming. The scope of rural tourism is widening since

there are many more competing demands on the rural areas. They have become multi-purpose resource supporting a variety of different demands and uses. At the same time tourism is increasingly seen as a valid and important means of sustaining and diversifying rural economies and societies (Richard & Sharpley 1997).

It has been suggested that rural tourism should be planned and developed in a manner which "emphasises and reflects the rural environment." Based on this understanding and the highly agricultural base of the study area the development of agritourism is recommended.

The study also identified the undeveloped nature of the resorts and the poor access to them. Factors such as transport or ease of access have a bearing on the enjoyment or satisfaction gained from a visit to the countryside and, therefore, an understanding of the inter-dependency of these different aspects is critical.

The study discovered low interaction of assemblymembers with their people. Although the radio emerged from the study as the main source of information on tourism matters there is still the need for more education to be done at the assembly level in order to ensure maximum corporation of the people in the policy formulation and implementation at the district level.

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6.3 IMPLICATION OF STUDY FOR DEVELOPMENT

From the study it became abundantly clear that most of the tourism resorts mentioned by the respondents are mostly owned by either the communities or individuals. These developments pose serious challenges when the issue of actual ownership is to be determined to allow for a major project. One often hears litigation over such lands. Many areas in the region have not been able to free themselves from these entanglements. Such a development has tremendous impact on investment and if nothing is done to address these bottlenecks they will scare off potential investors. The issue, therefore, calls for governmental intervention or more appropriately the District Assemblies will have to work out ways and means of making the acquisition of land in the region free of all these encumbrances. This emphasises the point that tourism as an industry is composed of public and private interests and all these people will be taking advantage of the liberalized economy of the nation (Gunn 1993). Tourism range is wide and it is therefore necessary as Fridgen (1991) points out the industry should be recognised as such by people who formulate policies, regulations and laws to make things attractive to investors in that area.

Of late, public interest or sector in the industry is beginning to grow. The study found out that in the study area many private hotels are springing up not necessarily to promote tourism but largely for commercial interests. The phenomenon, therefore, calls for the districts and the regional offices of the Ghana tourism Board under the New Local Government system to collaborate in order to make relevant policies to guide development in the rural areas. According to Fridgen, a well thought out policy assists owners and business managers in tourism planning development and marketing. A

tourism policy, according to Fridgen sets the direction in any planning, development or market effort. Again the study findings provide sufficient grounds to assess what the people expect and hope to derive from the industry. Therefore, one agrees with Fridgen on the need for tourism policy to be well executed to enhance the appeal of a "region for tourists and businesses and not as sex haven". Significant examples of this sex-related tourism exist in Thailand, Haiti and Tahiti. The Gambia has also been portrayed as that West African country which has been successfully marketed in Scandinavia as the closest place to "Europe, guaranteeing a pleasant climate and where has deeply been affected by tourism's impact on moral behaviour" (Lea 1988). The new threat of the incurable sexually transmitted disease, aids have serious implications for the popularity of some of the tourist destinations. Crime and gambling cannot be ruled out. Mathieson et al. (1982) suggest that "tourism and crime are influenced by population density during the tourist season; the location of a resort in relation to an International border". The Akatsi district fits into this category. It lies on an International Highway that links the Togo border. The respondents from the study showed a lack of understanding of the moral dangers associated with tourism development. Either they do not accept the statement as a fact or reject the consequences of the statement.

Table 6.4a

**RESPONSE BY COMMUNITY ON TOURISM INCREASING DRUG ABUSE
AND PROSTITUTION**

Response	No	%
Not Acceptable	88	51.7
Acceptable	17	10
Quite Acceptable	10	5.8
Highly acceptable	54	31.7
Undecided	1	0.5
Total	170	100

Table 6.4b

**RESPONSE BY ASSEMBLY MEMBERS ON TOURISM INCREASING DRUG
ABUSE AND PROSTITUTION**

Response	No	%
Not Acceptable	28	66.6
Acceptable	6	14.2
Quite Acceptable	2	4.7
Highly acceptable	4	9.5
Undecided	2	4.7
Total	42	100

Lea pointed out that different and more relaxed attitudes to sex in some Third World countries were responsible for the growth of sexual dimension to travel. The communities are thus aware of this fact and this has implications for tourism development in terms of what strategies to put in place to stem the tide when tourism is

fully fledged. As at now the districts are only promoting tourism without matching those schemes with any mitigating strategies. There are copious studies to guide the district and the region in order not to repeat the mistakes of those countries where tourism has become synonymous with sex and other loose life styles.

The study also has serious implications for road development. The road network in the district and the region is not much developed. For the Akatsi district it is a major handicap to many in those areas. This means that if the tourists do visit the district the poor road leading to these tourist areas constitute major disincentive. Tourism, according to Cooper et al (1993) involves the movement of people and hence the relationship between transportation and tourism development is a vital aspect of tourism studies as discussed in chapter Two. The road problem will have to be tackled alongside tourism development, perhaps a multi-sectoral planning is needed for tourism cuts across a wide spectrum of things.

6.4 CONCLUSION

The core of this study has been to understand the attitudes of people in the Akatsi district towards tourism development including identifying some tourism resorts or potentials in the district.

It is true that tourism development particularly in Sub-Saharan Africa is an emerging phenomenon. And for the primary economic consideration most Sub-Saharan African countries have thus embraced tourism development and promotion as a matter of urgency (Acheampong 1996). Quoting from a Tourism Development Report-Policy and Trends. Acheampong based the Sub-Saharan Africa outlook on some observed trends among others as "the increased promotional tourism and travel fairs and exhibitions, invitations of tour operators and travel writers and the physical development of requisite tourism infrastructure". It is also equally true that not all countries, regions, states or communities have a tourist policy (Fridgen 1991). The issue is of a complex nature particularly for the regions of the country. At the regional level it is an open competition among the district assemblies. At the time of writing this report another district in the region, Keta District had also organised its investment fair coming after Akatsi and Hohoe districts. What seems to be happening is that there is no central direction as to what should be the priority in the region. Granted that tourism development is identified in the region as having the edge over all others, the question still remains as to what to develop first and from where. It is necessary for the Volta Region and the Regional Coordinating Council (RCC) to have a Regional Development Plan that will set right the priorities of the region. There had been two or three attempts to organise a forum here in Ho to outline an Action Programme for the region. Nothing concrete has come out or

been said about that proposed plan. The times now call for such a Master Plan or Policy to assist in meeting tourism goals and objectives so that resources are not expended on unnecessary things in the name of rising up to the challenge of attracting investors to develop tourism at the district levels.

Finally, tourism development may not be bad in itself and since it relies on the goodwill of the people it is important that the host community or the local people must be involved in the planning and execution of tourism plans and projects meant for them. For the likely moral impacts, whether positive or negative, tourism planners and policymakers need to consider relevant strategies to mitigate these immoral acts in order to protect traditional values and norms in the tourism resort areas.

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**COMMUNITY PARTICIPATION AND TOURISM DEVELOPMENT IN THE
AKATSI DISTRICT OF THE VOLTA REGION.**

The purpose of this study is to understand the attitudes of people particularly in the Akatsi district towards tourism development.

Your viewpoints are important to the study. Please fill out the entire survey and if you have additional comments to make, include them in the last page. Your answers are completely confidential.

A: PERCEPTION:

1. Which of the following activities do you think provide the best opportunity for the future development of your district? (Rank the items 1-7 with 1 being the best opportunity).

- Farming -
- Trading / retail sales -
- Education / schools -
- Wood products -
- Tourism / hotel business -
- Driving -
- Fishing -
- Other (specify) -

2. Indicate by ticking your acceptance level of the following which are developments associated with tourism.

	Not Acceptable	Acceptable	Quite Acceptable	Highly Acceptable
Hotels	1	2	3	4
Guest house	1	2	3	4
Beach development	1	2	3	4
Restaurants	1	2	3	4
Traditional shrines	1	2	3	4
Bar/night clubs	1	2	3	4
Public transportation	1	2	3	4
Gift/souvenir shops	1	2	3	4
Museums	1	2	3	4
Wildlife / forests	1	2	3	4
Cultural festivals	1	2	3	4
Infrastructure	1	2	3	4
Outdoor recreation facilities	1	2	3	4
Dancing competitions	1	2	3	4
Cultural centres	1	2	3	4

1. What role do you think tourism should play in the district's economy?

(Tick)

(a) No role () (b) Minor role () (c) a role equal to other industries (d) a dominant role ().

2. How will you describe the attitude of any tourist you have met in your area? (Tick).

- Very friendly
- Moderately unfriendly
- Neither friendly / nor unfriendly
- Very friendly.

B. AWARENESS / KNOWLEDGE

3. From where have you heard / learnt of tourism? Tick

- (a) Radio () (b) TV () (c) Assembly (man) ()
 (d) Newspaper () (e) Workplace () (f) school () (g) other.....

4. Have you ever heard of Ghana's 15th Year Integrated Tourism Development Programme? (a) Yes () (b) No ()

5. Source of information.....

6. Are you involved in tourism decision making in your district / area?

- (a) Yes () (b) No ()

7. What was the issue?

.....

8. At what level were you involved/

.....

9. How aware are you of tourism projects / resources in your district / area?

- (a) Very aware () (b) somewhat aware () (c) Slightly aware ()
 (d) not at all aware ().

10. Name any recent tourism related programme in your area / district.

.....

11. How often do you interact with your electorates / assemblyman?

- Weekly () Monthly () whenever necessary () Not all ().

13. Are such meetings enough? Yes () No ()

Why?.....

14. How long have you been an assemblyman?

() Less than 1 year () 8 yrs () 4yrs () 2yrs () newly elected ().

15. Will you support and participate in tourism development projects in your area?

Yes () No ().

16. Why?.....

C. **RESOURCES:**

From question 2 which of the listed items can you identify in your area as a tourist potential (List as many as you can and their locations).

18.

1. location.....
2. location.....
3. location.....
4. location.....
5. location.....
6. location.....
7. location.....
8. location.....

19. Who owns these resources? (Tick)

- (a) the communities (chiefs) () (b) individuals ()
(c) district assembly () (d) Ghana Tourist Board ()

- (e) government ()
- (f) other (specify).....
- (g) don't know ()

20. Tick whether the attractions mentioned in Q. 18 are:

- (a) developed ()
- (b) undeveloped ()

21. If undeveloped what do you think are the reasons?

.....

22. Are the attractions accessible by road?

- (a) Yes ()
- (b) No ()

23. Which of the following do you have in your area? [Tick]

- (a) Cultural Centre ()
- (b) Town Hall ()
- (c) Entertainment Centre ()
- (d) None ()

24. If answer to Q 23 is (d) where are social events organised in your area?

.....

25. How can the problem be solved?

.....

D. ATTITUDES / ADVOCACY

Show your acceptance level of the following statements by ticking (Refer to Q. 2 for acceptance level and circle).

- | | |
|---|---------|
| 26. Tourism will improve infrastructure | 1 2 3 4 |
| 27. Tourism preserves our culture | 1 2 3 4 |
| 28. Tourism will increase cost of living | 1 2 3 4 |
| 29. Tourism increases drug abuse and prostitution | 1 2 3 4 |
| 30. Tourism promotes better understanding between people. | 1 2 3 4 |
| 31. Tourism encourages more people to visit the communities | 1 2 3 4 |
| 32. Tourism will provide jobs in the community | 1 2 3 4 |
| 33. Tourism helps to expand local crafts, music | 1 2 3 4 |
| 34. Towns would be much better off without tourists. | 1 2 3 4 |
| 35. I accept tourism development | 1 2 3 4 |
| 36 Why?..... | |

E. INVOLVEMENT / PRACTICE

36. What can you do to help the district develop its tourist potentials?

[Tick].

- (a) Will support any project ()
- (b) Take part in communal labour ()
- (c) Contribute funds ()
- (d) Will engage in craft production ()

(e) Will not do anything ()

37. What other infrastructural facilities and services do you think are necessary for tourism development in your area? [rank according to order of importance].

(a) roads ()

(b) water ()

(c) electricity ()

(d) communications ()

(e) security ().

38. Will you accept that foreigners pay to watch our cultural practices and festivals?

(a) Yes () (b) No ()

Why?.....

39. should cultural practices be modified?

(a) Yes () (b) No ()

F: **ECONOMIC INDICATORS:**

40. Sex: Male () Female () Tick ().

41. Age: (a) under 20 (b) 21-30 (c) 31-40 (d) 41-50 (e) 51-60

(f) 61 and above.

42. Level of Education [Tick]

(a) No education ()

(b) primary ()

(c) middle / secondary ()

(d) college / university ()

(e) post graduate ()

43. Which best describes your employment status?

(a) employed full time ()

(b) employed part time ()

(c) unemployed ()

(d) self employed ()

(e) students ()

(f) housewife ()

(g) retired / pensioner ()

44. What is your job / occupation?.....

Opinion leader..... Tick [].

THANKS FOR YOUR TIME AND CO-OPERATION.

.../111

APPENDIX A

W O R K P L A N 1999

STAGES	ACTIVITY	MONTHS		3 RD QUARTER				
		1 ST QUARTER		2 ND QUARTER		9 10 11 12		
		1	2 3 4	5	6 7 8			
1.	Preparation Activity (Exploratory)							
2.	Proposal Defence							
3.	Reconnaissance Survey		—					
4.	Training and Review of Instrument		—					
5.	Fieldwork Analysis						—	
6.	Report Writing and							
7.	Presentation							—

GUNN CHART:

**UNIVERSITY OF CAPE COAST
DEPARTMENT OF GEOGRAPHY
AND TOURISM.**

COMMUNITY AWARENESS AND WILLINGNESS TO
PARTICIPATE IN TOURISM DEVELOPMENT IN
THE AKATSI DISTRICT OF THE VOLTA REGION.

RALPH PAT KOSI AVORNYO

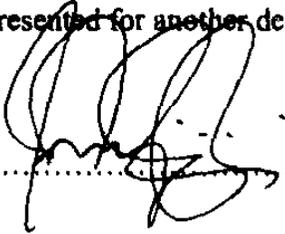
**A THESIS PRESENTED TO THE DEPARTMENT
OF GEOGRAPHY AND TOURISM FACULTY OF
SOCIAL SCIENCE, UNIVERSITY OF CAPE COAST
IN PARTIAL FULFILMENT OF THE
REQUIREMENTS FOR THE AWARD OF MPhil
(TOURISM).**

212966

2002.

DECLARATION

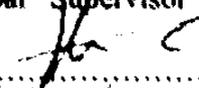
I hereby declare that this is the result of my own original research and that no part of it has been presented for another degree in this University or elsewhere.

Candidate:.....

Date:.....9/7/2002.....

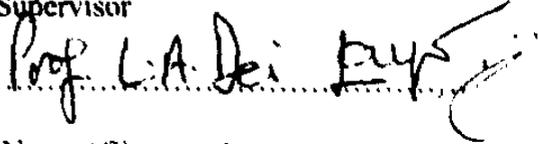
We hereby declare that the preparation and presentation of this thesis was supervised in accordance with the guidelines on supervision of thesis laid down by the University of Cape Coast.

~~Principal~~ Supervisor


.....
Prof. K. Ametoku-Aboya
(Name / Signature)

Date: 10/2/2002

~~Principal~~ Supervisor


.....
Prof. L.A. Dei
(Name / Signature)

Date: 15/9/2002

Supervisor

.....
(Name / Signature)

Date:

ACKNOWLEDGMENTS

This study has not been a pleasant one right from the conceptualisation through to the fieldwork and the compilation of the report. However, the drills of the many corrections helped me to have a greater appreciation of research in rural communities. For all these I am grateful to my lecturers in the Department of Geography and Tourism especially my two Supervisors Professors Kofi Awusabo-Asare and Laud Dei, my Principal Supervisor.

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My lovely wife Yvonne and two daughters Etornam and Eyram provided the spiritual inspiration during the work. I thank them all.

ABSTRACT

Tourism development in Ghana has undoubtedly moved to a key point in government policy. The district assemblies have equally been allocating resources to develop such potentials in their areas. However there seems to be no direction from most of the Regional Co-ordination Councils and hence the various assemblies are implementing programmes they think are right in their own estimations with no regional outlook.

This study focuses on the Akatsi district which was the first to launch a tourism fair in the Volta Region. Primary data obtained through structured interviews with assembly and community members have been supplemented with materials from the district assembly and the dailies. Although in the Akatsi district there is some awareness of what tourism is all about there is very minimal involvement of the people by the Assembly in tourism development.

The study therefore draws attention to the need for greater participation of the people since the local people and for that matter the community will have to live with the consequences of that development.

The Akatsi district study also shows that the strategic location of the area on the ECOWAS Highways and very close to the Ghana-Togo border on the eastern side offers great potentials in tourism development.

However the expected private sector participation in the industry is yet to catch up with the people. The constraints seem to be the poor infrastructure in the district and inadequate marketing of the district potentials.

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In the Central and Western Regions much gains are being made at tourism promotion. There is therefore the need for the Volta Region and the Akatsi district for that matter to put its house in order if she is to reap the fruits of the industry.

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CHAPTER ONE

GENERAL BACKGROUND TO THE STUDY

1.1 INTRODUCTION

Tourism in the less-developed countries is apparently now receiving attention and support than ever before. As an industry, it has become quite appealing to both developed and developing countries.

In 1970, Hall (1970) indicated that the age of mass tourism is the "biggest single factor for change in the great capitals of Europe." The phenomenon then began to attract attention. According to the World Tourism Organisation, international tourism will be the most important international sector in world trade (WTO 1993). For instance tourism, according to Acheampong (1996) has for decades remained a key industry to favourably located less-developed countries like Mexico, the Caribbean Islands and Turkey. These countries benefited from international tourism because of their adjacent position to the key tourism generating lands of Western Europe and North America.

Tourism in the world is thus attracting attention. The industry constitutes a considerable economic activity throughout the world (Ritchie et al 1994). The industry, to others, has also become a massive ingredient of modern world (Pearce 1989). The perception therefore among national and local governments is that tourism, stimulates the development process in resorts and localities (Witt et al. 1995).

The World Travel and Tourism Council and the World Tourism Organisation attribute the growing importance of the industry to the fact that Travel and Tourism employ more than 112 million people worldwide or about one in 15 employees. Travel

and Tourism invests more than \$300 billion in direct, indirect and personal taxes each year, more than 6% of total payments (Ritchie et al 1994).

According to Cooper et al (1993) international organisations support tourism for its contribution to world peace, the benefits of mixing with peoples and cultures and the fact that tourism is a "relatively clean industry" (Fridgen 1991). Others in the industry also attribute this phenomenal increase to social factors that boost demand and to technology that make the travel possible (Hodgson 1987).

What is mentioned as a catalyst in the tourism development is the "jet plane" (Inskeep 1998). Air travel has indeed opened the world. In 1970 for instance, when Pan Am flew the first Boeing 747 from New York to London, scheduled planes carried 307 million passengers. Twenty-five years later the figure had risen to 1.15 billion (Allan et al. 1995).

In Africa, Ghana is one country where tourism has suddenly moved to the centre stage of socio-economic strategies. By 1992, the industry ranked as the fourth largest foreign exchange earner-after cocoa, gold and timber.

For the districts of the country, the development and promotion of tourism has, therefore, become highly competitive. Two districts, Akatsi and Hohoe have already organised investment and tourism fairs as baits to attract the needed foreign and local investment. The remaining ten districts in the Volta Region are likely to follow suite. Since the success of any community related tourism project largely hinges on the community itself, it is important that the involvement of the local people becomes paramount in all stages of the project planning and implementation (Pearce 1995). However, the extent of that local involvement had been a problem as to whether the

people can cause changes in things planned for them or not. What is the real perception of the people towards the overall tourism development process itself?

This study is therefore an attempt to address the problem especially at an emerging tourist destination like Akatsi as a guide to tourism development in the Volta Region.

1.2 BACKGROUND TO THE STUDY:

Within the last two to three decades, the tourism industry has gained considerable significance (Hunter et al. 1995). It has thus become a "massive ingredient of the modern world" and 7% of the world's investments is in tourism. Two hundred million people world-wide are employed in tourism industry (Cooper 1993).

Since the 1950s tourist arrivals moved from over 25 million to 160 million in 1970 and to 405 million in 1989 world-wide (WTO 1988). Cooper, has stated that five hundred and ninety-two million tourists currently travel around the world annually and by the year 2010, over one billion tourists will be "criss-crossing" the globe in search of tourist products.

Sub-Saharan Africa, except Southern Africa, is one of the areas where international tourism is now experiencing growth. In 1991, tourists expenditure constituted some 8 per cent of Africa's total receipts compared to 5 per cent in 1985. However, according to Acheampong (1996) the continent's share of total Third World export receipts "declined from over 10 per cent in 1987 to about 8 per cent in 1989." Between 1986 and 1992 the continent's share of total world export earnings failed to grow, stagnating at around 2 per cent per annum. With unfavorable export trade in commodities, tourism has become an avenue for increasing foreign income receipts.

In Ghana, tourism arrivals increased from 94,860 in 1996 to 350,000 in 1997 with a corresponding increase in receipts from \$248 million to \$340 million over the same period. The projection is that by the year 2010, Ghana will receive almost one million visitors amounting to approximately ₵1.5 billion. The Ghana government realising the importance of this hitherto untapped industry has received and accepted the planned development approach through implementation of Integrated Tourism Development Programme (UNDP). The World Tourism Organisation (WTO) has ranked Ghana 10th as the most popular destination in Africa.

The National Tourism Development Plan for Ghana (1996-2010) endorsed by the World Tourism Organisation (WTO), projects government revenue to hit US\$1.5 billion by 2010 from over 1 million tourist arrivals. The United States tops with 20,000 arrivals into the country with Germany 15,000, France 11,000. The Netherlands 7,000, Canada and Scandinavia 4,000 and Italy 3,000 following in that order. Nigeria tops the arrival list in the Africa circuit with almost 42,000 arrivals. Over 15,000 Ivorians visit Ghana with Togolese numbering about 9,000.

Ghana is, therefore, making efforts to develop this emerging sector of the economy which has become Ghana's fourth foreign exchange earner (Acheampong 1996). Acheampong noted that in most Sub-Saharan Africa, tourism is being pursued as an aspect of export diversification and or structural adjustment programmes. Accordingly, Ghana's Parliament approved ₵890 billion as provisional expenditure for the first quarter of 1998. Out of the amount, ₵420 billion was allotted to tourism development. (Graphic, Thurs. January 8, 1998). The year 1999 has been a busy year for Ghana in terms of tourism development. A series of tourism conferences and seminars were organised. In

May, 1999 Ghana hosted the 33rd World Tourism Organisation Commission for Africa Travel Association (ATA) annual congress and the Convocation of Africa Ministers of Tourism. This was the first time such a meeting took place in Ghana. About 1,500 delegates including 46 Africa-Americans and African Ministers of Tourism, hoteliers and tour operators attended the meeting which involved seminars, trade shows, bazaars and handicraft expositions. The conference did give the indication that Ghana is indeed making a mark on the world tourism map.

At the regional levels, the Central Region, for instance, has undoubtedly become a pace-setter in harnessing its resources to make the region a major tourist destination in the country. The bi-annual Pan African Historical Theatre Arts Festival (PANFEST) has either rightly or wrongly become synonymous with the Central Region. The participation of the other regions has, however, remained minimal or non-existent in the scheme of things. This may be due to the fact that very little is known about the attractions in those regions.

Many would like to blame this situation on the inability of those areas to market their attractions. At the 1st ever Central Expo '98 held in Cape Coast, the then Minister of Trade and Industry, Dr. John Abu, charged the other regions and the districts to be more aggressive in the promotion of their respective areas in order to expose their potentials. The fact is that most regions have taken too long a time to respond to the idea of undertaking trade fairs and other promotional activities.

However, the scenario has perhaps introduced a kind of healthy and purposeful competition among the regions and their district. Therefore, the ability to attract the needed investment to a particular region or area becomes a critical factor and a challenge.

Recent investment trends reveal that Greater Accra registered increase in investment from 265 in 1996 to 530 in 1998, indicating an increase of 100 per cent. Central Region followed closely from 12 investments in 1996 to 23 in 1998 representing an increase of 91.7 per cent (Expo '98 extracts, 1998). On this score, Dr. Abu stressed the point that "we now expect stiff competition between regions and districts in the country and it is those which offer the most attractive incentive that will attract investors" (Dr. Abu Expo '98, Cape Coast).

For the Volta Region, the issue is a critical one for it is not just a region but also an important eastern gateway to Ghana. Meanwhile, the former Regional Minister, Lt-Col. Charles Agbenaza, announced at the "Meet the Press Session" in Accra that the then government of the National Democratic Congress had given approval for the upgrading of the Ho air strip for use by commercial private lines. The project is expected to enhance the region's tourism promotion efforts when completed. Another air-strip will also be cited at Nkwanta (Graphic, Friday 3, 1998:17).

A study of the chart at the end of this paragraph shows a steady flow of tourists to the Volta Region and for that matter Ghana. These tourists are mostly the youth who are interested in witnessing the colorful durbar of chiefs or seek adventure. In most cases the tourists spend just a day at Keta, Anloga and Mepe. They, however, spend three days on the average at Aflao, Denu and Sogakope. These tourists pass through Akatsi which incidentally is on the ECOWAS Highway and if tourism potentials were developed in the district, these tourists could be attracted to them and thereby spend a day or two there. Depending on the variety of tourist facilities and infrastructure available, the tourists could spend longer times. The development and expansion of these facilities therefore

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are critical issues facing the districts in their tourism development drives since these facilities are used by local residents and tourists alike (Witt et al. 1995).

Table 1.1

TOURIST FLOW TO GHANA & VOLTA REGION (1981-1995).

Year	Tourism Flow to Ghana	Flow to Volta Region	% National
1981	13,522	453	3.4%
1983	34,522	1,112	3.2%
1985	85,332	1,530	1.8%
1987	103,440	2,105	2.0%
1989	125,162	2,713	2.2%
1991	172,680	2,814	1.6%
1993	256,680	5,500	4.0%
1995	286,000	8,850	3.2%

(Source: GTB, 1997)

In October 1998 the Akatsi District Assembly launched its first ever Trade and Investment Fair under the theme: "Unfolding the Investment Potentials of the Akatsi District". That Fair was in realisation of the tourist potentials that the district has and the need to market them. It presented itself as a district with a lot of untapped resources and one destination for investment in the agro-based, brick and tile industries.

1.3 STATEMENT OF THE PROBLEM

Tourism as indicated earlier in the introduction has occupied a prominent position in the country's socio-economic scheme of things. As a result Ghana has been promoting various forms of tourism (Acheapong 1996).

The National Tourism Development Plan for Ghana (1996-2010) recognises the need for community involvement to make tourism development sustainable particularly in the rural areas. Such a position is supported by the fact that the sustainability of tourism at the community levels is dependent on approval and acceptability of the project by the locals who eventually would bear the effects of that tourism development. Dei (Expo, Cape Coast 1998) drew attention to this fact that tourism has the tendency to alter the nature of politics and may "initiate conflicts when governments impose tourism development without consultation". Dei, therefore, argues for the control of tourism which he said must "be in the hands of the indigenous people" and should also be community-driven.

The Akatsi district in the Volta Region is relatively new and one of the least-developed districts. Tourism, as an emerging industry, is therefore, being looked upon in the district as an alternate to quickening the pace of development. The question which will then be of importance and which must be addressed evolve around the willingness or otherwise of the people to participate in tourism development and whether the people think tourism would promote the development of the district. The knowledge of this background information is important because of the implications it might have on decision making particularly at the district level in such matters of tourism development. Because tourism is still a relatively new activity, there are quite a few examples of how

the unplanned and haphazard growth of the sector can produce harmful effects on the environment and negative consequences for the socio-cultural values of the society. It is important therefore that the people are made part of decisions that will affect them. The study, therefore seeks to assess the knowledge, attitudes and perception of the people as the basis for their participation and involvement in programmes and projects that affect them.

1.4 OBJECTIVES

The objectives of the study are:

- (a) to catalogue tourism resources in the district.
- (b) to assess the level of awareness and willingness of the locals to participate in tourism-related projects.
- (c) to evaluate the various perceptions of the people (i. e Assembly members, opinion leaders and the larger community) and their expectations towards tourism development.

1.5 SIGNIFICANCE OF THE STUDY

Tourism development now covers a central position in the development plans of the district assemblies. However not much work has been done in that regard. The significance of the study, therefore, lies in the fact that it will provide empirical data for tourism planners at the district level as to what potentials are available as well as the disposition of the people towards the industry. Since tourism depends largely on the

understanding of the people it is important that their feelings are addressed in any development planning strategy (Fridgen 1991).

Secondly, the study will contribute to the realization of the development objective which the Volta Regional Co-ordinating Council (VRCC) is now formulating to accelerate the development of the region. (Graphic, April 3 1998).

1.6 ORGANISATION OF WORK

The study has been organised under six chapters. Chapter 1 deals with the background to the study which covers study objectives and work organisation.

Chapter 2 covers some major issues in community participation as well as framework for the study.

Chapter 3 covers the study area, data collection and background of respondents.

Chapter 4 discusses some field experiences while chapter 5 looks at the future of the tourism industry in the Akatsi district. Chapter 6 which is the last chapter discusses the implications of the findings for tourism development.

1.7 SUMMARY

The World Tourism Organisation (WTO) has made projections to the effect that by the year 2010, over one billion tourists will be "criss-crossing" the globe in search of tourist products. Many of these products can also be found in Sub-Saharan Africa where international tourism is experiencing high rates of growth.

In Ghana for instance Parliament approved in 1998 ₵890 billion as expenditure in the tourism sector for the first quarter of that year. The organisation of the bi-annual

PANAFEST in Cape Coast seems to be the main catalyst in the tourism development efforts in the country. All the regions have, therefore been challenged under the new local government system to develop and market their tourism attractions.

In the Volta Region only two districts, (Akatsi and Hohoe) out of the 12 have organised investment and tourism fairs. In the effort to complement the tourism development of the region the study focused on the attitudes and perceptions of the people towards tourism development since they will bear the consequences of that development. It is therefore argued that the people are made part and parcel of all planning and that tourism development must be in the hands of the indigenous people and must also be community-driven.

CHAPTER TWO
ISSUES ON COMMUNITY PARTICIPATION AND CONCEPTUAL
FRAMEWORK.

2.1 INTRODUCTION

Tourism has changed in character from its earlier times when traveling was for the purposes of factors such as "curiosity and escape from enemies" (Casson 1974:5-10). Although the sector has come a long way, tourism is still a new activity for many countries with little or no experience in developing this sector of the economy (Inskeep 1991). In Ghana, although the decentralisation programme has made the development of the rural areas the sole responsibility of the district assemblies many of them in the Volta Region have only been paying lip service to the development of the sector. Very often the problem has been lack of trained personnel in the assemblies to handle the sector.

On the other hand the industry will become the world's largest export industry by 2005 for as McIntosh (1995) points out the tourism sector is "a growth industry". Publications on the sector tend to argue for more attention to be given to this sector in view of the potential it holds for the economies of the "developing" nations. Consequently, some countries are diversifying and promotion their tourism industry. For instance, the Government of Colombia is promoting the industry to both foreign and international investors seeking new opportunities (Newsweek, March 9 1995).

For Ghana, tourism development as pointed out earlier, is a new phenomenon. However, the economic liberalisation policy of the government has paved the way for direct involvement of trans-national corporation in Ghana's hotel business (Acheampong 1996).

At a Donor Roundtable Conference on Tourism Development in Accra in April 1998, the Government of Ghana saw tourism development as a vital sector to be nurtured rapidly to address issues relating to poverty alleviation, job creation and rural development (Atta Mills 1998:5). The assumption is that once tourism is embarked upon it will solve all the problems of the nation. However not much of the negative sides associated with tourism development have been highlighted. The position has thus compelled some writers to ask whether tourism development is a "blessing or a blight" (Young 1973).

There have been major developments since the launching of Ghana's 15-Year Integrated Tourism Development Plan. For instance, in May, 1999, Ghana hosted the joint 33rd World Tourism Organisation (WTO) Commission for African Travel Association (ATA) annual congress and the Convocation of African Ministers of tourism. That meeting was attended by 1,500 delegates from various parts of the world. About 50 African Ministers of Tourism and Hoteliers and tour operators who attended the meeting agreed to support and canvass for investment in the sector. For instance, Ghana and Korea pledged to explore tourism potentials in the country for the benefit of the two countries. The bargain is that while Korea takes on the training of Ghanaian tourism officials and practitioners, Ghana on the other hand will open her doors to Korean investors in tourism.

Up to June 1999, 780 new investments, the value of \$1.3 billion were re registered by the Ghana Investment Promotion Centre. Meanwhile, CHEVRON CORP is investing \$12 billion over five years in Africa particularly in tourism related projects (Graphic,

May 21 1991). The vice chairman of the Company, Mr. David O'Reilly said Chevron's investment is meant to serve as a "stimulus" for economic growth.

Ghana, for instance earned \$347 million from the tourism sector in 2000 (Graphic, May 8 2000). For the above stated reasons countries like Ghana are therefore, developing their tourism potentials. But what seems to be the concern is whether the relevant skilled personnel are available at the district levels to carry through the programmes or the goodwill of the people can be guaranteed since tourism development is closely linked up with the acceptance of the people. This chapter, therefore, examines some issues on community participation as a concept.

2.2 COMMUNITY PARTICIPATION IN DEVELOPMENT

Development planning for the greater part of the 1950's remained largely uncoordinated (Chambers 1983). Such plans thus were looked from within a very limited scope as involving one discipline. Before then writers such as Snow (1959) interpreted the problem as one of interdisciplinary difference and consequently popularised the idea of "two cultures" one of scientists and one of literary intellectuals. These two groups of people, Snow observed, had a gulf of mutual incomprehension, even hostility and dislike.

Snow examined some striking parallels of the inter-disciplinary gulf in Africa. Some African regimes were largely anti-rural discouraging the rural population from expressing their voice and from participating in matters affecting them. Politicians and planners who were favourably inclined towards the rural areas often assumed that they knew what was best for the rural areas without consulting the population (Chambers 1981: 34). Such a

position largely explained the "top-down" pattern of approach in development which largely cut off the people from their own supposedly projects.

Ghana has had its experiences of this "top-down" model of planning under the local system of administration. Decision-making therefore, took time because these bodies created at the local areas had to refer decisions on matters to a Ministry in Accra, which bogged down with matters of national significance, was unable to react quickly enough to problems referred from the local level. Thus the tempo of activity was slowed down (New Local Government System 1996:37).

Development thinking now regards the "people" as partners in development and hence the emphasis is on community involvement or participation in response to the failed "top-down" model of planning.

2.3 CONCEPT OF COMMUNITY PARTICIPATION: (CCP)

In Sub-Saharan Africa, the concept of "community" as described and used for interventions is said to be less clear. Very often a number of the intervention programmes described as "community-based" have targeted largely groups of one sort or the other. Hence such programmes do not diffuse into general population. This is the vertical type of community as against the horizontal community which is a group of people within a geographically defined area. Available evidence suggests however that vertical communities with their shared identity and commitment have evolved programmes that changed behaviour. This type of community although relevant is not the focus of this study. For this purpose therefore Dei's definition which very much

agrees with the horizontal community has been adopted to mean "a group of any size whose members reside in a specific and historical heritage" (Dei 1997).

Community, therefore, in the above context may be located in a city or a rural area. What is important here is that in these communities the people for whom projects are meant must be actively engaged in those projects. In fact, the National Tourism Development Plan for Ghana (1996-2010) does recognise the need for community involvement and village tourism. This outlook is very relevant because tourism development in Ghana now is very much located in the rural areas of the districts, hence the emphasis that rural development efforts (tourism no exception) should focus on local peoples "needs, constraints and priorities". By this focus, it is hoped that the local people would manage their own transition to more efficient and sustainable resource use to improve their well-being. This can only happen when the "indigenous people control tourism" (Dei 1997).

The FAO has outlined guidelines for development strategies in the rural areas, that:

- (a) Rural development plans should be designed with the active participation of the beneficiaries taking into consideration their perception of their own local need and possibilities.
- (b) The involvement of the local population, needs assessment and in project design diminishes the need for large-scale costly and time-consuming survey.
- (c) Rural development activities have greater chances of success if they are started on a small-scale with a limited number of participants and a few selected activities (Agriculture and Rural Development 1998).

The inclusion of the communities in development planning underscores the fact that every community has some limited capability and necessary resources in the form of ideas, talents, skills and leadership assets however little the available amount may be (Abatema 1995).

Milkovich et al (1991) described community participation or involvement as a tool to conscientise rural communities about the need to change their deplorable situation. Although earlier definition of community cuts across the urban rural dichotomy Milkovich's definition very much fits into the rural setting where the change he referred to is most required. What was expected to have changed was the attitude of the people towards tourism development. However, it should also be pointed out that community participation in such intervention is not necessarily against that hopeless background which Milkovich et al have suggested. Rather such interventions should enhance the communities' outlook. Milkovich and others may have been influenced by their own comparatively rich background to always associate diseases and squalor to the rural communities.

Murphy (1985) described community participation as a social process whereby specific groups of people with shared needs living in a defined geographic area actively pursue identification of their needs, take decisions and establish mechanism to meet their needs.

One of the points this second definition has in common with the former is one of the community existing in a location. The definition also has a few things in common with the FAO's guidelines on development planning which mentions the

need for the communities to identify their planning which mentions the need for the communities to identify their own needs and be involved in those project.

Based on the second definition five factors that must ensure and influence that community participation have been identified. These five factors are:

The need for the community to identify its priority needs from the list of many competing ones. This is known as the needs assessment.

Leadership quality development among the local community is also very essential for mobilisation purposes.

The next factor is the need for organisation in order to avoid overlapping. The community also needs to mobilise internal and external resources and strategise towards them.

Finally, there is the management of the available resources to ensure their continued use.

Although these steps have been outlined it cannot be said to have been followed in many development planning. In assigning some reasons Molefe (1996) said very often community participation in especially rural communities is taken to mean the contribution of labour towards the development of rural infrastructure. Molefe has identified four attitudinal obstacles which affect rural people's involvement in development efforts.

These are:

- (i) **Illiteracy:** This causes inferiority complex. The point here is that people are afraid to take part or to be fully involved, thinking that they cannot make worthwhile contributions.

(ii) **Customs and traditions:** people tend to follow customs and traditions even if they work against development. The submissiveness of women and the second role positions they are called to play are now being challenged in Ghana by gender advocates. These groups are now putting pressure on government for equal opportunities for women in all spheres of life. The government has even now established a Women Ministry to address these gender related issues.

(iii) **Dependency:** People may have become so used to being dependent on the authorities and other agencies that receiving hand-outs becomes a norm.

(iv) **Apathy:** People may accommodate their poverty and misery by accepting it as a way of life. They may be fearful of trying any innovation because it carries tremendous risks.

Molefe called his approach to community participation as a “people centred approach”.

For sometime now, the involvement of the communities as a “bottom-up” perspective has emerged in studies. Such studies have underlined the need for tourism planners and developers to understand that tourism planning involves creating a “future that is acceptable to the community and to others” (Fridgen 1991). This means that the people at the local level where the tourism project is being cited hold the key to the success of that venture. They may accept or reject that project depending on how it is conceived, planned and implemented. The argument is that tourism relies heavily upon the hospitality of local residents, who have both “the right and the obligation to become involved in the planning process that will shape the future of their community and their lives” (Fridgen 1991). The case for the local residents is that they will suffer and live all their lives with the consequences of tourism development including increased numbers of

people, increased use of roads and various economic and employment based effects. One can conclude that a project that is planned and constructed without the knowledge and support of the local residents is likely to fail. Consequently, Fridgen points out that anger, apathy or mistrust will ultimately be conveyed to the tourists and the slightest signs of unwelcome will deter them. So therefore, the effective involvement of locals in tourism planning in the form of a "bottom-up" kind of planning has become necessary now than ever before in view of the conflicts and negative impacts inherent in tourism development. For example, in the Green Turtle Cay of the Bahamas in the Caribbean in the 1960s local residents clashed with tourists who visited the Island (La Flame, Annals of Tourism Research 1979). The conflict at the Bahamas was over large numbers of tourists far beyond the sauce carrying capacity. The resultant interaction with the outsiders became superficial and in certain cases the tourists were ignored. Some other changes were noted among the residents of Green Turtle Cay. Prominent among them were major shifts in the lifestyles of the people, emphasis on imported manufactured goods which affected the production of local food, local entrepreneurial skills in boat building and the lure of women from their homes towards the industry. La Flame's article provided some sociological insight into how values, attitudes and behaviour of human societies or a whole nation can impinge on tourism as an industry.

There are some other instances of confrontation especially where tourists begin to show lack of sensitivity towards the locals and what they consider to be sacred (Gatner 1996). For instance, in February 1974, a tour group from an American school visited Thailand. Six of the students climbed on to a statue of the Buddha which they wanted to photograph. Local people were shocked, and called in the police who arrested the young

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people. On the following day the students were fined \$50 each. The students were all members of a religious group and when the head of this denomination heard the news, he stated that he didn't see why the students should be punished because they didn't believe in the Buddha and so no sacrilege was committed.

At the Kenyan Amboseli National Park severe tourist congestion has been reported (Lea 1988) much to the chagrin of the locals. Lea again pointed out that in Bangkok, sex tourism is a booming business. More than half a million women are reported as working in the sex industry, some 200,000 of whom are prostitutes living in Bangkok. In relation to prostitution Cohen (1972) identified a care free attitude towards sex in some Third World countries to be responsible for the growth of a sexual dimension to travel.

Overall tourism planning and development, therefore, should carefully consider the desires and preferences of the local communities should result in improving the communities (Archer 1973).

Dei describes community participation as "organised efforts of the local people themselves to make sustainable use resources". The point Dei makes is that community participation is strongly influenced by ethnic and cultural factors as Molefe rightly identified earlier. Therefore he points out that if governments impose tourism development without consultation it might initiate conflicts as have already been demonstrated in the Green Turtle Cay and Kenya. For the above reason, Dei says the "opportunities for the control of tourism must be in the hands of the indigenous people and that tourism should be demand driven". Evidence of this conflict has also been evidenced in the case of the Kakum National Park in the Central Region. In an

unpublished work of Awusabo-Asare and Abane of the University of Cape Coast community participation under the title "In whose interest?" the two writers identified that one of the expectations of the people around the Kakum Park was that as the tourism industry grew there will be jobs for individuals. The study on the other hand observed, however, that by the start of 1998 only 37 persons were working at the Park. This, to the writers "was a great disappointment to the villagers". The study identified such consequences on the people as disruption of their economic life their serene environments and traditional ways of life. The result of all these is that the affected farmers in and around the Park have been infiltrating into it and even threatened taking back their economic lands.

The same situation is also unfolding in the Kyabobo National Park at Nkwanta in the Volta Region. Although the government acquired the Reserve as far back as 1989 the eight communities: (Shiare; Kyilinga, Kromase, Odomi, Keri, Kue, Pawa and Gekrong) are still resisting the government acquisition. Infact when the GBC-News team in HO visited Shiare in 1997 to do a documentary on the Reserve for tourism promotion the team was chased out of the village and accused of being agents of government coming to "deceive" and deprive them of their ancestral lands.

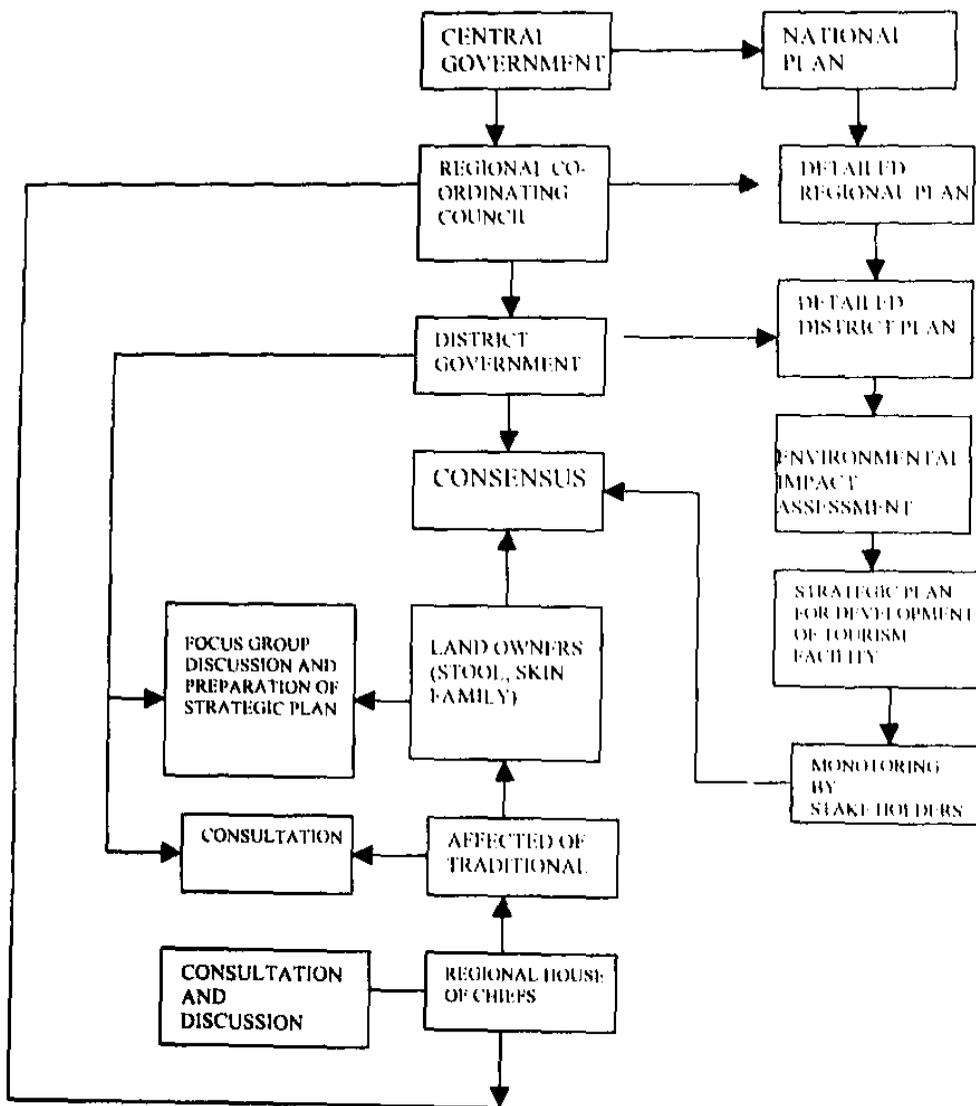
Whatever level the community participation is being advocated, the bottom line is that there must be a greater involvement of the local community in the development of local tourism. This will ensure local control over the direction of tourism development and utilise local resources to increase employment and economic benefits to the community. Where residents have the impression that tourism is in the hands of

outsiders, in the form of big companies and hotel chains, local people feel more alienated from the industry (Cohen 1998).

The expectation is that the "people-centered" model will help eliminate conflicts and enhance sustainability. The diagram below shows a model of planning with communities.

FIGURE 2.1

MODEL OF PLANNING WITH COMMUNITIES

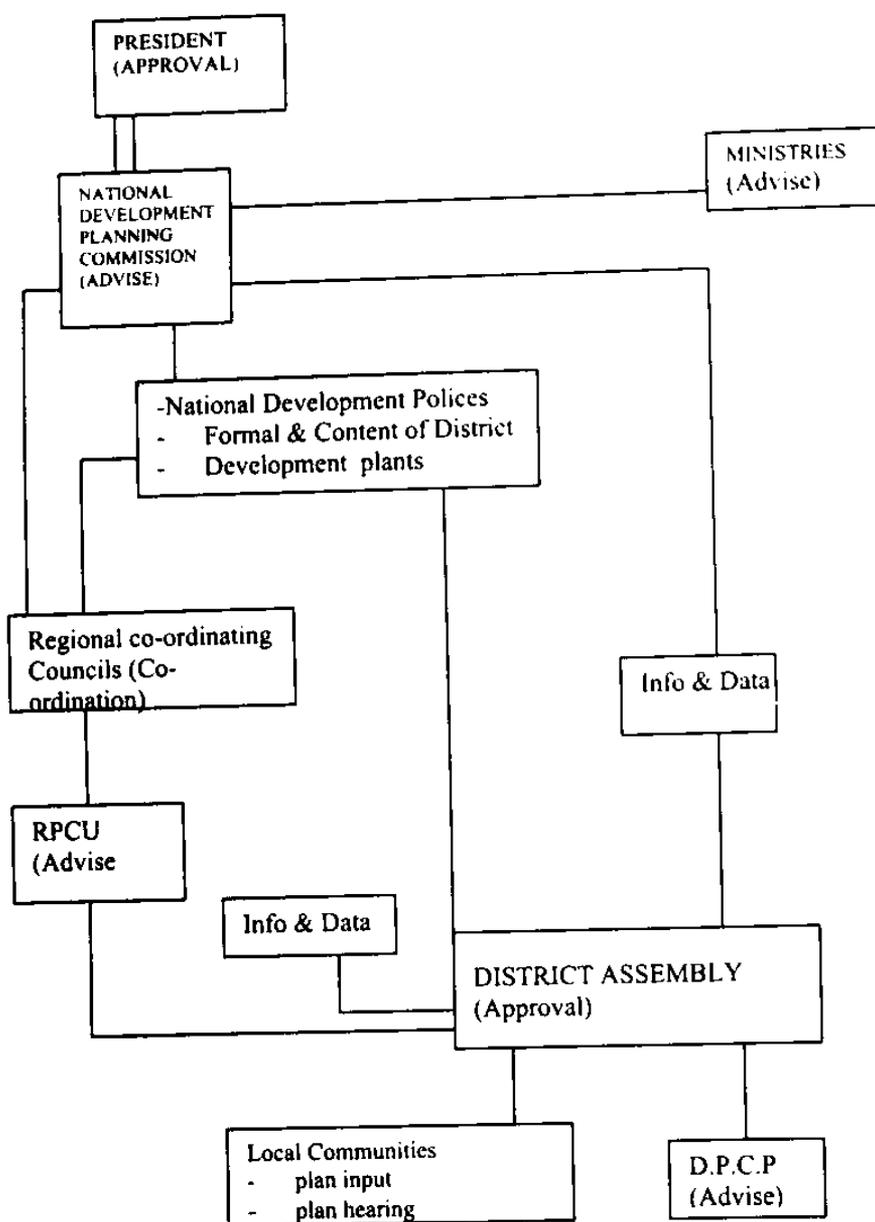


Dei (2000).

This model of planning with the communities emphasises on the need for consultation with the target groups. The same emphasis has also been captured in the government's new planning system (Local Government Publication 1996).

FIGURE 2.2:

THE NEW PLANNING SYSTEM



Source: (LOCAL GOVERNMENT SYSTEM 1996).

The diagram (Fig 2.2) provides that local people (communities) must participate in the formulation of the District Development Plan. This means that planning at the district level starts with the communities problem, goals and objectives from Unit Committee level through the Town/Area/Urban/Zonal Councils to the District Assemblies. The approved plan is then sent to the Regional Co-ordinating Council for co-ordination and harmonization with the plans of other District Assemblies in the region.

2.4 "SBC MODEL (AN ANALYTICAL FRAMEWORK FOR THE STUDY).

Since the development and the sustenance of the industry will depend on the goodwill of the people, information flow from top to bottom and vice-versa is important in the whole process of tourism development. Within the above context, therefore, the study has adopted the "Steps To Behaviour Change" (SBC) Model to help assess the level of community awareness and participation in the current tourism development process in the study area. The Model is discussed in this chapter.

These Models are developed or designed to help researchers to describe and explain relationship and behaviour of phenomenon. A variety of models have, therefore, been developed. An example is what is discussed below.

2.4.1 "SBC" (STEPS TO BEHAVIOUR CHANGE) MODEL

This framework was first developed for use in family planning and reproductive health by Population Communication Services (Phyllis 1997). The framework is an adaptation of diffusion of innovations theory and the input/output Persuasion model. The SCB Model consists of five major stages of changes knowledge, approval, intention, practice and advocacy (KAIPA) The five stages and sixteen steps are shown below with some adaptations.

(1) **KNOWLEDGE:**

1. Recalling of messages.
2. Understands the issues at stake.
3. Ability to name item and source (s) of supply.

(2) **APPROVAL:**

4. Responds favourably to messages.
5. Ability to discuss issues among themselves.
6. Thinks, friends and community approve of project.
7. Approves of project.

(3) **INTENTION:**

8. Recognises that project can meet a personal and community need.
9. Intends to consult a provider.
10. Intends to initiate project at some time.

(4) **PRACTICE:**

11. Goes to provider of information / supplies services.
12. Ability to model and begins project.

13. Continues on the project/issue.

(5) **ADVOCACY:**

14. Experiences and acknowledges personal benefits of family planning

15. Advocates practice to others.

16. Support programmes in the community.

The "SBC" framework shows how individuals and groups progress from knowledge to sustained behaviour change and advocacy. The framework recognises that people move through several intermediate steps before they change their behaviour. Again, the framework further points out that people usually need different messages and sometimes different approaches, whether interpersonal communication, community mobilisation or mass media.

The framework is being adopted because of its flexibility. In this instance the family planning components have been substituted with tourism related questions which made it possible to identify the "media" particularly the radio as the most reliable source of information (Tables 4.1 & 4.2).

2.5 CONCLUSION

Researchers in recent times have shown that the pace of development can be quickened particularly in the rural communities with the introduction of rural tourism with the course "committed" local community participation. The argument is against the observed phenomenon of conflicts where such beneficiary communities have been left out in planning processes. To ensure responsible and sustainable tourism community participation becomes the most favoured concept as meaning the concerted efforts of the

local people themselves to make sustainable use of their resources (Bjaras et al. 1991). This calls for greater involvement of the people in the identification of their needs and priorities and willingness to participate in the resultant projects for their benefits and sustainability.

CHAPTER THREE
STUDY AREA, METHOD OF DATA COLLECTION AND BACKGROUND
OF RESPONDENTS

3.1 INTRODUCTION

The data gathering for this study has not been an easy one. The difficulties arose because the study was carried out in the communities which were rather skeptical of the entire research and demanded either monies or drinks at almost every point of interaction. The ordeal however widened our horizons as to what to expect in future in conducting such rural-based research especially in a developing country like Ghana.

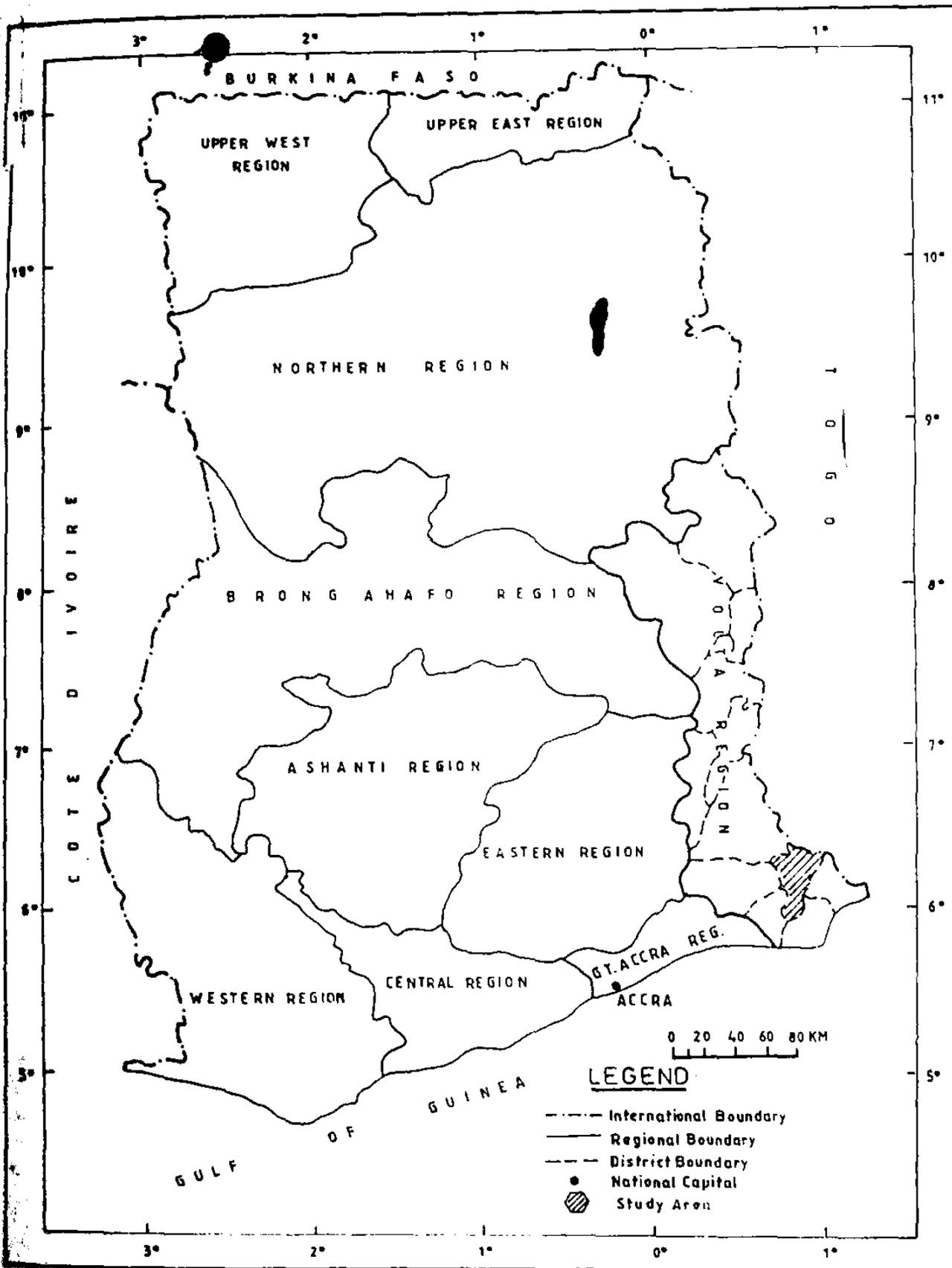
3.2 STUDY AREA

The study area is Akatsi district. (See Map). It is one of the fairly new districts in the country. It was carved out of the Ketu District on 10th March, 1981, under Legislative Instrument (LI) No. 1470.

The district covers mainly the Avenor and the Ave traditional areas. The people of these two areas are mainly Ewes believed to be among the first group of Ewe people that migrated from Notsie in Togo to settle in the Volta Region in the 18th century. The Avenors covered the South and Aves the North of the district. Akatsi is the district capital.

The Akatsi district covers about 906.45 square kilometres with a population of 90,527 out of which 52% are female. It lies in the south eastern part of the Volta Region and bounded on the south by the Keta and on the north by Ho district, the west by South

MAP OF GHANA SHOWING AKATSII DISTRICT



Tongu district and on the north by Ho district and the Republic of Togo. Akatsi is one major town after Aflao and they both lie on the ECOWAS Highway.

The Tordzie River is the main drainage channel. Monthly temperature fluctuates between 26^o and 28^o.C. Rainfall is between 100-200cm. There is double maximum rainfall with the main rainy season in May-June and the minor rains in September-November. The vegetation of the district is made up of coastal savannah in the south dominated by grassland in the north.

3.2.1 THE ECONOMY

About 75% of the inhabitants are farmers who undertake food-crop farming and animal husbandry. The people are largely subsistent farmers. However, there are pockets of commercial farms, especially of vegetables. Two agricultural companies are currently growing vegetables and between them employ about 85 people (Akatsi District publication, 1998). About 11,530 hectares of farmland are cultivated annually with an average family size of 3 persons per hectare.

The only medium-scale farm in the district is the Param Farm at Akatsi, which grows vegetables for export. The farm exports on the average 256, 260Kg of assorted vegetables annually and employs about 21 local hands.

Black berry, oil palm, cashew and improved mango and sugarcane are also cultivated in the district.

In the livestock sector, commercial cattle production is mainly in the central zone of the district where there is abundant fodder. Meanwhile, the district is noted for its

improved cattle breed-the Sanga. Sheep, goats, swine and poultry are also produced on a small-scale.

Market days fall on every fifth day and rotate among the three major towns within the district (Akatsi, Ave-Dakpa and Ave-Afiadenyigba). The Akatsi market is the busiest with considerable patronage.

The manufacturing sector is still underdeveloped. However, carpentry, blacksmithing, basketry and mat weaving can be identified.

3.2.2 CULTURE / FESTIVALS

With the exception of the district capital, Akatsi, all other settlements in the district are mainly rural which have strong disposition towards festivals. There are three principal ones which are celebrated every year and draw many people home during those times. These major festivals are the "Hogbeza", Agbeliza" and "Denyaza".

(a) "HOGBEZA" This is celebrated during the second week of December each year to commemorate the migration of the ancestors of the Avenor people from their ancestral home, Avenor-Ketukofe in the Republic of Togo. As in other parts of the region, the Hogbeza provides an occasion of home-coming for all Avenor people to deliberate on social and economic issues for the development of the district.

The characteristic features of the festival include reconciliation, rituals, purification of clan shrines and a congress of the chiefs and people. Traditional drumming and dancing are a common feature of such festivals.

(b) THE "AGBELIZA" (CASSAVA FESTIVAL)

This is celebrated by the Avenorfedo community. It is celebrated in the first week of August each year to recognise the importance of cassava in the life of the people. The main feature of this festival has always been the exhibition of variety of cassava products like gari, tapioca, yakayaka, chips, doughnuts and bread. At this festivals the best cassava farmer is honoured.

(b) "DENYAZA" Unlike the other two festivals, Hogbeza, the Denyaza is celebrated locally in a number of communities around Easter or Christmas. The festival has been planned in such a way as to coincide with major festivities in order to get a good number of the citizens to donate either in kind or cash towards development projects.

Apart from the festivities these occasions are meant for reviewing allegiance to the chiefs and more importantly to showcase the area's culture. The showcasing of the area's culture has become a major tourism attraction which almost all the traditional areas in the region are now using to attract tourists. Incidentally, among the fastest growing segments of tourism now are the types of these celebrations (McIntosh 1995). Many local festivals originally designed to entertain local residents have grown to attract visitors from outside. Such events allow a region or community to celebrate its uniqueness, promote itself, develop local pride and estimates its economic well-being. The International Festivals Association estimates that every year between 50,000 and 60,000 half-day to one day events and 5,000 or more festivals of two days or longer are organised (McIntosh 1995). These festivals can provide sources of income if they are properly tapped (Getz 1990).

However, a word of caution is needed here against the tendency of some people to commercialise these traditional festivals as observed in Papua New Guinea. Precisely at

Goroka traditional native performances have been revived for tourists, the best known being those by the Asaw valley mudmen. However, the mudmen have never had control of their operation; performances are negotiated with the promoter by middlemen (Pearce 1995; Cohen 1982).

3.2.3 SOCIAL SERVICES

From interviews held with heads of some social service institutions in the district the under-development of the district came to the fore in terms of road network, posts and telecommunications, health and banking.

3.2.4 ROADS

This sector is still developing. Akatsi is linked to Dzodze and Denu, Ziope, Sogakofe, Anyako, Adidome and Keta by first and second class roads. An international highway, the Accra-Aflao-Lome-Lagos Highways runs through the district.

Other roads include the Akatsi-Wute-Ziope, Abor-Avenorfeme, Akatsi-Tuime-Kpodzi-Adzikame, Akatsi-Agbedrafor, Akatsi-Bator-Ohawu and Akatsi-Live. Footpaths link the many rural settlements in the district. Although these roads have been mentioned, the district's outlook in terms of social service must be improved upon. The Akatsi District assembly has rightly outlined some priority road networks for construction. Since tourism involves the movement of people either by air, road or sea the relationship between transportation and tourism development is vital. Good road network and access to tourist sites are prerequisites for the development of any destination.

3.2.5 TELECOMMUNICATION

This is not well developed. However, Capital Telecom provides special services. This is limited only to the District Assembly and the District Chief Executive's residence. Although Ghana Telecommunication company has provided a booth in town in addition to a few private communication centres, the lines have not been very good. The Regional Director of Ghana Telecom, Mr. Douglas Wagba, indicated that Akatsi has been programmed to receive additional lines under the new digital system. At the time of writing this report work was progressing for the complete change over from the WILL System to the digital. Good telecommunication link is a necessary ingredient in the development of tourism as tourists and the people alike would like to communicate home or transact business from their hotel rooms. The new world information technology has made the world one global entity so that any nation that does not move along with the rest of the world will be left behind in terms of technology.

3.2.6 HEALTH

The Akatsi district has eleven health facilities (five state-owned and six privately owned) which provide preventive and curative services, and Maternal and Child Health (MCH) Services. Some of the health facilities are Akatsi Health Centre, Avenorfedo Health Post, Dakpa Health Centre and Gefia Health Post.

The health sector is thus very crucial not only for tourism development but for the general well being of the people.

3.2.7 HOTELS

This is an area which is now developing. With the exception of the newly 2-Star Magava Hotel there is no other major hotel. Hotel accommodation is an essential component of tourism, given that any definition of tourism involves a stay away from home. The accommodation becomes the psychological base for the tourist during his or her stay away (Cooper et al. 1993; Wahab 1975).

3.3 METHODS OF DATA COLLECTION

The sources of information for the study were of two types:

(a) Primary sources, including all materials collected in the field and (b) secondary sources derived from the Akatsi District Assembly.

For the primary sources a comprehensive list of houses was obtained from the Akatsi District Assembly.

During the pre-test on the field twenty of the houses were randomly picked and specific semi-structured questions on perception, occupation, knowledge and time were asked potential respondents each in every house to assess the trend of the study itself. On the whole, the results obtained were informative, although a number of respondents were unwilling to be interviewed while others would just not answer particular questions because they believed we were wasting their time.

The secondary sources include the District Assembly records. A great deal of time was spent flipping through those papers to obtain relevant documents for the study. Nevertheless, the little information that was obtained on the socio-economic background of the district

enhanced the study analysis. These information included data on sex and age distribution, marital status and educational levels.

Information from the district Postal and Telecommunication companies, Ghana Water Company and Electricity Company of Ghana also proved very useful to the study

A few published and unpublished data which were obtained from some retired individuals also provided useful insights into the religious background of the people.

Finally the data on the socio economic background of the respondents enhanced the study analysis.

3.3.1 IN-DEPTH INTERVIEW

In an attempt to obtain more detailed data on the state of some utility services five in depth interviews were held with the district heads of the utility companies on their expansion programmes for the district. These provided invaluable supplementary information and in the case of the rural-based respondents, included information on personal experiences. In the case of opinion leaders, information was obtained on their expectations

3.3.2 OBSERVATION

This method of obtaining data was used to buttress materials gathered from the field (Burgess 1982; Bulmer 1977).

3.3.3 SAMPLE FRAME AND SIZE

The population figure considered for the study sample frame was the 1984 census figure of 80,968. However, the target population is 15 year olds and above and the 1984 census gave the figure of this category as 40,644.

A sample size of 300 was originally taken. However problems of time, money and logistics compelled the researcher to scale down the sample size to 200 for the community and the fifty-two member District Assembly. Therefore the total sample size taken for the study was 252. However a sample size of 200 is accepted in a survey of this nature (Twumasi 1986).

3.3.4 SAMPLING TECHNIQUE

The Systematic Sampling technique was employed to select the number of houses from which all those above 15 years became the respondents. This technique was selected because of its usage in large sample and household survey. It is perhaps "one of the most commonly used selected procedures in conducting large scale survey studies" (Twumasi 1986).

Comprehensive list of houses was obtained from the District Assembly. Randomly picked number 3 card from among ten and thus selected every 3rd house till the sample size of 200 was arrived at.

From the fieldwork out of the projected 252 respondents 212 were returned. These included 42 representing 80.7% of assembly members and 170 larger community representing 85%.

3.3.5 QUESTIONNAIRE CONSTRUCTION

The questionnaire contained forty-four questions of close and open ended nature.

They were divided into six modules and elicited responses in the following areas.

- (a) Perception
- (b) Awareness / Knowledge
- (c) Resources
- (d) Attitudes / Advocacy
- (e) Involvement / Practice
- (f) Socio-economic indicators.

3.3.6 QUESTIONNAIRE ADMINISTRATION

The same questionnaire was administered to both the community and District Assembly members.

3.3.7 PILOT SURVEY AND PRE-TEST

A reconnaissance was done from November 22nd to 24th, 1998. The reconnaissance identified problems which made the researcher conscious of some of the difficulties involved in the research.

One of the field problems encountered was accessibility which was exacerbated by the intermittent rains. The fact that none of the research team members had any means of transport made the research quite difficult if not an impossible task.

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Pre-test was conducted in Ho on five (5) respondents. This was done from 20th-22nd April, 1999. The outcome of the pilot study helped to revise the translation of the word "tourist" in the local language.

Apart from the revision of the word "tourist" the pilot study gave the indication that once tourism is mentioned one thinks in terms of the 'white-man'. This was later confirmed in the study when many of the respondents first and foremost mentioned the whiteman from overseas. This put us on guard when the researchers went out into the field. We needed to explain to many of the researchers went out into the field. We needed to explain to many of the respondents the possibility of having internal tourists who could be 'blacks' or other Africans. It was a very challenging experience trying to explain the issue to the people. The challenge thus on hand as Ghana develops her tourism industry is to intensify the education of the people on this whole business of tourism promotion.

Another problem which the pilot study identified and later confirmed by the study was the tendency of people in the rural areas not to divulge personal information to people outside or strangers. In fact this attitude is also confirmed by Baker et al in their study on Rural-Urban Dichotomy in Developing World. They pointed out the difficulty of the rural folks in giving such information which may be used by the authorities, for instance, "to extract more taxes" (Baker et al. 1992).

3.3.8 METHODS OF DATA ANALYSIS

The study analysis has been positioned within the "SBC" model on social change using simple deduction and interpretation.

3.4 THE SOCIO-ECONOMIC PROFILE OF RESPONDENTS

This section presents statistical tables on age, education, occupation and other information relevant to the objectives of the study. Two tables are presented in each case and these cover Assembly members on one hand and the community on the other

Tables 3.2

Age distribution of Assemblymembers and the larger Community:

AGE GROUP	ASSEMBLY MEMBERS		LARGER COMMUNITY	
	No.	%	No.	%
Under 20	3	7.1%	3	1.7%
20-29	10	23.8%	9	5%
30-39	15	35.7%	60	35%
40-49	4	9.5%	66	38.8%
50-59	4	9.5%	27	15.8%
60 and above	6	14.2%	5	2.9%
Total	42	100%	170	100%

In Table 3.2 the age groups have been clustered for the purposes of convenience.

From the side of Assemblymembers the highest number of respondents lies in the 30-39 age category with 15 respondents. The same can be said of the larger community with 60 respondents. However, the two sides again record the same least number of 3 respondents each for the under 20 age group category. On the least number of respondents the assembly side of the table record a tie of 4.4 for the 41-50 and 51-60 age groups as against 5 least respondents in the 61 and above age category.

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Table 3.3

Sex Distribution of Assemblymembers

Sex	No	%
Male	35	83.3%
Female	7	16.7%
Total	42	100%

Table 3.3 indicates more males than females at the Akatsi District Assembly. In actual fact there are eight established female members.

Table 3.4

Sex distribution of Communities

Sex	No	%
Male	129	75.9%
Female	41	24.1%
Total	170	100%

Table 3.4 also shows more male respondents than female respondents. The two Tables (3.3 & 3.4) reveal very striking differences between male and female respondents in terms of numbers. Although the study was not geared towards finding out the particularities of gender involvement or participation, the picture presented by the Tables highlight the current debate in the country about giving equal opportunities to women in all spheres of life.

From Table 3.3 seven women out of the eight established Assemblymembers did complete the questionnaire. However, the male female ration did not reflect any appreciable balance. Since membership to the Assemblies was largely elective it follows

therefore that certain stereotypes are still prevalent among the people as to the capabilities of females and hence the harrowing gender variance. This picture or phenomenon is not new. Sullivan et al (1980) commenting on similar situation in the US say "while women are a numerical majority in our society, they comprise a minority group". He said like blacks, they still have an unequal access to valued resources and suffer discrimination on many fronts". The same picture can be said of Ghana since women also form the majority. The Akatsi experience is a far cry from the strong point being made on women liberation or gender awareness emerging on the Third World landscape including Ghana. Writing on this women emancipation years back Burgess (1986) noted that the issue concerned with the wider patterns of disadvantage and inequality in politics, education and the labour market. The stereotypes about men and women on their roles have been blamed on Sigmund Freud's theories of psychosexual development that biology is destiny. Although the theory has been widely criticised the Freudian theory has occupied a position of considerable stature in the social scientific community over the years and has had a tremendous impact on popular thought. Ghana's position sparks off the Freudian bias which has been exacerbated by the cultural stereotypes on sex roles which largely relegate women to the background. These differences, according to Burgess (1986) have often clustered together to produce what has been described as the continuing and deep-rooted patterns of inequality between the sexes.

Table 3.5

Occupational Characteristics of Assemblymembers in the Akatsi District

Occupation	No.	%
Teaching	14	33.3%
Business	-	-
Driving	-	-
Farming	15	35.7%
Civil Service	3	7.1%
Opinion Leaders	7	16.8%
Undecided	3	7.1%
Total	42	100%

Table 3.6

Occupational Characteristics of Community Members

Occupation	No.	%
Teaching	33	19.4
Business	-	-
Driving	3	1.8
Farming	48	28.2
Civil Service	39	22.9
Opinion Leaders	20	11.8
Students	11	3.5
Trader	6	1.2%
Typist	2	1.2%
Carpenter	2	1.2%
Dressmaking	2	1.2%
Community Worker	2	1.2%
Goldsmith	2	1.2%
Total	170	100%

Table 3.6 shows varying occupational difference in terms of vocation among the community respondents.

It is observed from Table 3.5 that in the Akatsi district farming is the most predominant occupation of the people. The two Tables 3.5 & 3.6 indicate highest

numbers, 15 and 48 respondents respectively for farming. The picture can be extrapolated to reflect the character of the district as predominately agricultural. The average subsistence farm size is 0.5 acres (District Plan, 1999) and the major crops are maize, cassava, sweet potatoes, cow pea, groundnut and tobacco

Three respondents in the Assembly could not identify their occupational status as was the case in the educational status in Table 3.7

Table 3.7

Education Levels of Assembly members

	Level	Female		Male		Totals
		No	%	No	%	
1	None	1	2.3	2	4.7	7.0
2	Primary	1	2.3	9	21.4	23.7
3	Middle Sec. Jss	3	7.1	12	28.5	35.6
4	College University	2	4.7	2	4.7	9.4
5	Post Graduate	1	2.3	4	9.5	9.4
6	Undecided	4	9.5	2	4.7	6.7
	Total	11	25.9	31	73.5	100%

numbers, 15 and 48 respondents respectively for farming. The picture can be extrapolated to reflect the character of the district as predominately agricultural. The average subsistence farm size is 0.5 acres (District Plan, 1999) and the major crops are maize, cassava, sweet potatoes, cow pea, groundnut and tobacco.

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3	Middle Sec. Jss	3	7.1	12	28.5	35.6
4	College University	2	4.7	2	4.7	9.4
5	Post Graduate	-	-	4	9.5	9.4
6	Undecided	4	9.5	2	4.7	6.7
	Total	11	25.9	31	73.5	100%

Table 3.8**Education Levels of Assembly Members**

	Level	Female		Male		Totals
		No	%	No	%	Totals
1	None	-	-	-	-	
2	Primary	1	0.5	3	1.7	2.2
3	Middle Sec. Jss	30	17.6	12	28.5	71.7
4	College, University	10	5.8	2	4.7	23.4
5	Post Graduate	-	0	4	2.3	2.3
6	Undecided	-		-		
	Total	41	23.7	129	75.7	100%

The two Tables (3.7 & 3.8) on education representing the position of Assemblymembers and the larger community reveal some points convergence and divergence. The tables indicate that the highest number of respondents hold either the Middle School Leaving Certificate (MSLC); or General Certificate of Education or Basic Education Certificate on their respective areas. While Table 3.7 shows 15 out of 42 respondents Table 3.8 read 122 for the community out of 170 respondents who possess those certificates. One striking thing about the Assemblymembers was that six were undecided as to their level of educational background. However, that did not occur with the community respondents. Perhaps at the assembly level the reason for the refusal could be one of shame to disclose their real educational level as Assemblymembers. The situation in the circumstances sounds credible for complaints have been rife in parts of

the region as to the level of competence of a large number of Assemblymembers to really grasp national policies and issues as they relate to development in order to make critical analysis of programmes.

At the community level it was easier to assess the educational levels through further probing. Sometimes the levels were directly indicated to the field assistants.

From the two Table 3.7 & 3.8 the Middle/Sec./BECE dominate. For the Assemblymembers it forms 35.7% of the 42 respondents while it forms 71.8% of the total 170 community respondents.

The general low academic level is bound to have effect on debates in the assemblies. The fact is that people must be well informed and knowledgeable about issues in order to make informed decision which seem to be the headache of many of the District chief Executives that I spoke to during the research. Although one cannot lay premium on academic qualification as an index for effective participation in the assemblies, it is an issue worth considering by the people during subsequent district level elections in order to raise the quality of debate in the assemblies. Stretching this argument further, one agrees with Baker (1992) when he argues that high degrees of illiteracy may severely limit the range of economic and social opportunities open to an individual and by extension, exacerbate personal disorientation and frustration.

The problem the district is currently dealing with is the poor quality of education at the basic level. The problem was identified during the School Performance Assessment Meeting (SPAM) conducted in 1998. The District has been recruiting 'A' level holders as untrained teachers to fill some of the vacancies in the schools.

3.5 SUMMARY AND CONCLUSION

The core of the chapter has been devoted to understanding the socio-economic status of the people of the Akatsi district.

Significantly, the study revealed for the greater part a male dominated bias right from the Assembly level to the larger community. While women form 19% of the total number of the Assembly, the males form 80.9%. The same picture occurred at the larger community level i.e. 24% women and 73.9% male. This picture indeed affected the overall outlook in terms of gender representation. The overall female percentage is 23.1% while the males form the greater percentage of 76.8%. The gender imbalance at the Assembly level is already established. However, at the community level the difficulty of readily getting the female respondents for the exercise came to the fore. Much time was spent to convince and work them into it and that unfortunately did not favour us since the study was constrained with time. So, therefore, the work went ahead accepting which ever woman within the qualifying age to become a respondent. Cultural stereotypes in the Ghanaian context have rather made issues worse and seems to suggest that the present cry in the country for gender equality will not be an easy escape hatch as some fantasize. The issue calls for an intensive education to break through the cultural barriers (McNicol 1997).

CHAPTER FOUR
COMMUNITY INVOLVEMENT IN TOURISM DEVELOPMENT AND OTHER
ISSUES FROM THE FIELD.

4.1 INTRODUCTION

Community participation has become central in the designing and implementation of decisions and projects. The traditional approach in Ghana has been top-down and highly centralised. The approach, therefore, sought to define national goals and objectives from the perspective of a few staff of ministries and other central government agencies, without any consultations with or participation of the people who were the ultimate beneficiaries of such plans.

Such an approach has many disadvantages including the "insensitiveness to community aspirations for local level development initiative" (Local Govt. system 1996:36).

Acts 462 and 480 have been passed to address defects in the projects planning and implementation stages. The Acts accordingly designate the district/municipal/metropolitan assembly to oversee the overall development of the district and ensure that the local people, i.e. communities are involved in the formation of the district development plans. The thinking now is for much involvement of the local people to avoid conflict situations which might endanger tourism development. For this matter Dei (1997) argues in defence and maintains that the community involvement permits a greater degree of local control over the direction of tourism development. However active participation also hinges on education in order to make an information input.

World travel picked up mostly after the 1st and 2nd World wars. After these wars, people became anxious to travel and put their war time anguish behind them. In fact according to Fridgen (1991), writers and commentators have referred to the post war period as a "glorious time for travel".

For Sub-Saharan Africa, with the exception of East and South Africa tourism has been on a rather low key.

In Ghana, the period 1972-85 marked the first attempt at formulation of a tourism policy. In 1973 the then Ghana Tourist Corporation was split by NRC Decree 244 into a Ghana Tourist Control Board (GTCB) and Ghana Tourism Development Company (GTDC). The argument was that the national tourist organisation could not function effectively as an entrepreneur.

In 1975 a new national tourism policy paper was published which invited private sector investors, foreign and locals to invest in the sector-either on their own or in partnership with the State. By 1986 a huge expansion in foreign tourist arrivals was recorded and this, Acheampong (1986) said compelled the government to make tourism a national priority.

In Ghana's new local government system the Regional Co-ordinating Councils (RCCs) exist to "co-ordinate and monitor" development efforts by the District Assemblies. Consequently, one of the main preoccupations of the Assemblies now is to showcase the investment and the tourism potentials in their respective areas. Out of the 12 districts in the Volta Region, only the Akatsi and the Hohoe districts have organised Fairs, of one sort or the other. The others are still grappling with the issue of what to do in the circumstances. At the Central Expo 1998 in Cape coast Dr. Abu, former Minister

of Trade blamed the regions for taking too long a time to respond to the idea of undertaking trade Fairs and other promotional activities to market their economic potentials. Since tourism can be described as a novelty or just very new at the district level it is important that some assessment is done as to the extent of knowledge of the people of the whole concept.

4.2 INFORMATION FLOW ON TOURISM IN THE DISTRICT

This sub-chapter, therefore looks at tourism information flow in the Akatsi district, the extent of local participation and the awareness and knowledge of the people in tourism development.

Table 4.1

SOURCES OF INFORMATION OF ASSEMBLY MEMBERS

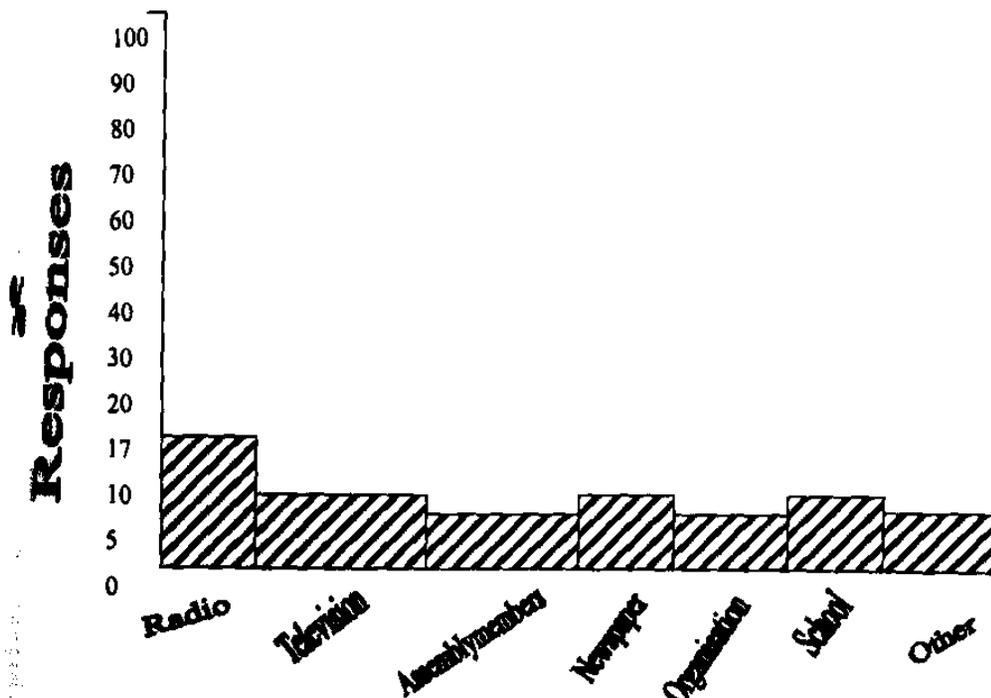


Table 4.2

SOURCES OF INFORMATION OF COMMUNITY MEMBERS

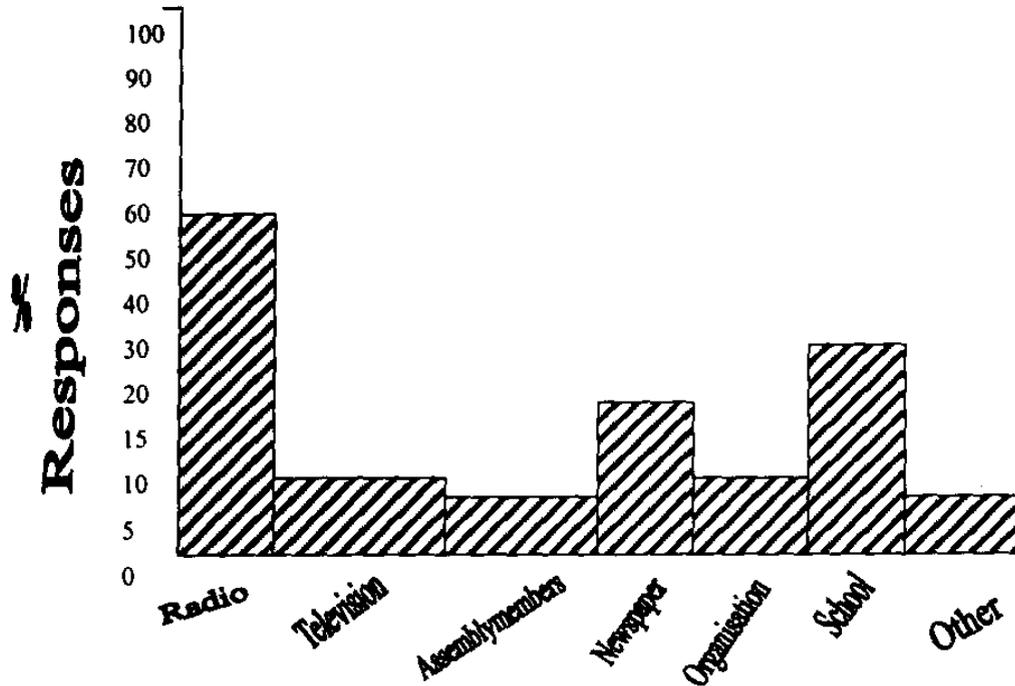


Table 4.1 & 4.2 present one striking similarity. The Assembly members on one hand and the community on the other mentioned the radio as the highest ranked source of information on tourism.

Apart from the fact that the radio still remains a dominant source of information as evidenced from the study the low ranking of the assembly members should be of concern in that with the new system of Local Government administration one would have expected the assembly to be a major source of information for their people. This is against the background of how the followed up questionnaires were answered. For example, assembly members indicated that they met their electorate as at when necessary. This position was confirmed by the assembly members during the study.

However , 23.5% of the community respondents were unable to indicate the level of interaction with their assembly members.

About 69% of the assembly members had ever heard of Ghana's 15th Year Integrated Tourism Development Programme document while the community members registered 40%. However, one thing is that respondents at the Assembly and community levels were aware and indeed mentioned the recently held "VAKPO" festival as a tourism-related project in the district as indicated in Tables 4.3a & 4.3b.

Table 4.3a

KNOWLEDGE OF FESTIVALS BY COMMUNITY MEMBERS

Festival	No	%
1. Vakpo	111	65.2
2. Bliza	13	7.6
3. Dagbamate Night	8	4.7
4. Nil	38	22.3
Total	170	100%

Table 4.3b**KNOWLEDGE OF FESTIVALS BY ASSEMBLY MEMBERS**

Festival	No	%
1. Vakpo	33	78.5
2. Bliza	-	-
3. Dagbamate Night	9	21.4
4. Nil	-	-
Total	42	100%

From Table 4.3a 65.2% of the community and 78.5% of the Assembly members representing half of the respondents did indicate a fair level of awareness as far as the Vakpo festival was concerned. However, at the community level, 99 out of the 170 respondents had not heard of the 15th Year Integrated Tourist Development Programme. This was the reverse at the Assembly level . (See Table 4.4a).

Table 4.4a**KNOWLEDGE OF 15TH YEAR TOURISM DEVELOPMENT PROGRAMME BY ASSEMBLY MEMBERS.**

	No	%
Yes	29	69.0
No	12	28.6
Undecided	1	2.4
Total	42	100

Table 4.4b

KNOWLEDGE OF 15th YEAR TOURISM PROGRAMME BY COMMUNITY MEMBERS.

	No	%
Yes	68	40.0
No	99	58.2
Undecided	3	1.8
Total	170	100

At the community level many of the respondents were ignorant of the 15th Year Integrated tourism Development Plan which incidentally is the basis of the whole business of tourism development at the district levels. Much education is still needed at both the community and significantly at the Assembly level for assembly members to understand fully what is required of them as agents of change.

4.3 LEVEL OF LOCAL PARTICIPATION

Despite the level of knowledge among the respondents on the 15th Year Tourism Development Plan there was a higher recognition of the recently organised investment fair as a tourism related project which many identified themselves with. However, quite a significant number of respondents from the two sides remained uninvolved in tourism related projects in their areas. While there was a split decision on the involvement in tourism related projects at the Assembly level (see Table 4.7) a whopping number of 101 of the larger community representing 59.5% said they were not involved in any tourism

related project in their areas. This is a sad reflection on the part of the district wanting to develop its tourism potentials which incidentally are located in the rural areas where the majority of the people live.

The position of the people could be explained as being the problem of information flow. However, the irony is that in their response the study found out that although the people were very much aware of tourism issues as Table 4.5a shows the participation rate is also low at the community level (See Table 4.6).

Table 4.5a

AWARENESS LEVEL BY COMMUNITY TOWARDS TOURISM PROJECTS

Response	No	%
Very Aware	109	64.1%
Somewhat aware	23	13.5%
Slightly aware	25	14.7%
Not at all aware	13	7.6%
Total	170	100

Table 4.5b

AWARENESS LEVEL BY ASSEMBLY MEMBERS TOWARDS TOURISM PROJECTS

Response	No	%
Very Aware	22	52.4
Somewhat aware	6	14.3
Slightly aware	12	28.6
Not at all aware	2	4.7
Total	42	100

Table 4.6a

**PARTICIPATION / INVOLVEMENT IN TOURISM PROJECTS BY
COMMUNITY.**

Response	No	%
Yes	69	40.5
No	101	59.5
Total	170	100

Table 4.6b

**PARTICIPATION / INVOLVEMENT IN TOURISM PROJECTS BY ASSEMBLY
MEMBERS**

Response	No	%
Yes	21	50
No	21	50
Total	42	100

The high non-participatory rate at the community level could be explained as the infrequent interactions between the people and their assembly members who are supposed under the decentralisation programme to become the focal point of education and mobilisation. The community and the assembly members themselves agreed that such meetings or interactions were held whenever necessary as shown in Tables 4.7 a & b. Such "whenever necessary" syndrome is not healthy for any meeting is dependent on the whims and caprices of such an assembly members and hence the irregularity of such meetings.

Table 4.6a

**PARTICIPATION / INVOLVEMENT IN TOURISM PROJECTS BY
COMMUNITY.**

Response	No	%
Yes	69	40.5
No	101	59.5
Total	170	100

Table 4.6b

**PARTICIPATION / INVOLVEMENT IN TOURISM PROJECTS BY ASSEMBLY
MEMBERS**

Response	No	%
Yes	21	50
No	21	50
Total	42	100

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Table 4.7a**ASSESSING INTERACTION LEVEL WITH COMMUNITY MEMBERS.**

Response	No	%
Weekly	14	8.2%
Monthly	21	12.3%
Whenever	79	46.4%
Necessary	14	8.2%
Not at all	40	23.5%
Undecided	2	1.1%
Total	170	100%

Table 4.7b**ASSESSING INTERACTION LEVEL WITH ASSEMBLY MEMBERS**

Response	No	%
Weekly	4	9.5
Monthly	12	28.5
Whenever necessary	26	61.9
Not at all	-	
Undecided	-	
Total	42	100

A fairly large number of 40 respondents representing 23.5% at the community level said there had been no meeting with their assemblymembers. (See Table 4.7a). The

unsatisfactory level of participation of the people should be a matter of concern to tourism planners in the district. (See Table 4. 6a). The reason being that the success of a project is threatened to the extent that development is planned and constructed without the knowledge and support of the local residents (Fridgen 1991).

Despite the reported non-involvement of the people in tourism related projects and issues as indicated in Table 4.5a the willingness and the desire on the part of the respondents to participate in tourism related projects was expressed. The District Assembly can exploit this avenue for a "greater community participation " (Dei 1997) in tourism development in the Akatsi district.

On the other hand the district assembly itself have itself have to re-educate and re-organise its public education machinery to reach the greater number of the people . The study found radio to be the most effective source of information (Table 4.1). The Akatsi Assembly and the districts in the Volta region may use extensively the GBC Volta Star Radio as a back-up medium to educate the people on its projects for there are many implications if the beneficiary communities are marginalised in the planning process. In an unpublished work, Awusabo-Asare and Abane already cited in chapter 2 pointed out that whilst the promotion of tourism has brought some benefits it has also disrupted economies, serene environments and traditional ways of life. The community had expected some economic benefits from the project. This did not materialise. The situation has the potential of disrupting future tourism development projects in the area since tourism thrives on the goodwill of the people. The Akatsi district with its present strides in the industry needs to take a cue from this.

Various questions to illicit responses on perception of respondents were asked in the study. The questions bother on the districts' economy

Tables 4.8 & 4.9 represent the findings relative to local perception

Table 4.8

RANKING OF OPPORTUNITIES FOR DEVELOPMENT BY ASSEMBLY MEMBERS (ITEMS 1-7 WITH 1 BEING THE BEST OPPORTUNITY)

	1	2	3	4	5	6	7	undecided
Farming	20	9	10					
Trading	-	8	13	13	4			4
Education	24							4
Wood products		2	2	6		10	4	4
Tourism		8	8	16	6	2	2	3
Driving				4	18	4	12	4
Fishing					7	18	14	3
Weaving	1			10	15	14	3	

Some of the respondents were unable to complete the ranking in some columns

This is shown in the "undecided" column

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	1	2	3	4	5	6	7	undecided
Farming	20	9	13	-	-	-	-	
Trading	-	8	13	13	4	-	-	4
Education	24	7	7	-	-	-	-	4
Wood products	-	2	2	6	11	13	4	4
Tourism	-	8	5	16	6	2	2	3
Driving	-	-	-	4	18	4	12	4
Fishing	-	-		-	7	18	14	3
Weaving	1			10	15	14	3	-

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Farming	20	9	13	-	-	-	-	
Trading	-	8	13	13	4	-	-	4
Education	24	7	7	-	-	-	-	4
Wood products	-	2	2	6	11	13	4	4
Tourism	-	8	5	16	6	2	2	3
Driving	-	-	-	4	18	4	12	4
Fishing	-	-		-	7	18	14	3
Weaving	1			10	15	14	3	-

Some of the respondents were unable to complete the ranking in some columns.

This is shown in the "undecided" column.

Table 4.9

**RANKING OF OPPORTUNITIES FOR DEVELOPMENT BY THE
COMMUNITY (ITEMS 1-7 WITH 1 BEING THE BEST OPPORTUNITY)**

	1	2	3	4	5	6	7	undecided
Farming	85	42	25	11	7	-	-	-
Trading	6	26	74	53	6	3	-	2
Education	55	73	19	6	16	-	-	1
Wood Products	10	10	31	60	50	5		4
Tourism	6	13	29	29	50	21	21	1
Driving	-	-	-	8	41	89	30	2
Fishing	-	-	-	6	10	44	110	2
Weaving	1	-		-				

The questions on ranking asked covered preferences, feelings and actions.

These, according to Fridgen (1991) are intellectual, emotional and behavioural responses to events, things and persons which people learn over time. It was against this background that the questions on perception were asked.

From the Tables 4.8 & 4.9 the Assembly members on one hand and the community on the other did seem to be convergent on education and farming as important but the point of divergence result in their ranking of what weight or prominence to be given to the vocation. For the Assembly members, education ranked first while farming came second. Tourism had no ranking at all. (Table 4.8).

At the community level, farming ranked highest in that column while education also was ranked as the best opportunity in that column. Tourism had only six ranking

while in Table 4.8 it had no ranking at all. The two positions identified by the Tables indicate the background of the people i.e the larger community is really agricultural while the Assembly represent a kind of well-defined group in terms of their education hence the fairly high ranking given to it in terms of preference. The issue calls for greater work to integrate the tourism plans into the agricultural practices of the people preferably agricultural tourism (Bartellmus 1986).

Once the preference is for agriculture at the community level, tourism developers must be thinking of how to develop tourism without encroaching on the agricultural land of the people as evidenced in the Kakum National Park study by Awusabo-Asare and Abane. According to Fridgen (1991) attractions to be developed must reflect the area's inherent, distinctive and unique natural and cultural character, and be authentically developed to reinforce that character.

However, in assessing the role of tourism in the district's economy the larger community indicated a dominant role. The position of the larger community is in direct conflict with the fair knowledge of their tourism issues. Perhaps the position for it to play a dominant role is against the background of the belief of the people that tourism development in the area would certainly provide jobs and hence the option.

Table 4.10a

**EXPECTED ROLE OF TOURISM IN DEVELOPMENT BY ASSEMBLY
MEMBERS.**

Role	No	%
No Roll	2	7.1%
Minor Role	4	9.5%
Role Equal	20	47.6%
Dominant Role	15	35.7%
Undecided	1	2.3%
Total	42	100

Table 4.10b

EXPECTED ROLE OF TOURISM IN DEVELOPMENT BY COMMUNITY

Role	No	%
No Roll	7	4.1
Minor Role	14	8.2
Role Equal	62	37.6
Dominant Role	84	49.4
Undecided	1	1.7
Total	170	100

On a more positive note, the respondents were friendly towards tourists. They described encounters with tourists in their district as satisfactory. In fact twenty-five Assemblymembers representing 72.9% described their encounter as very friendly. This means, therefore, that there is a goodwill relationship on which the tourism industry can develop and also epitomises the proverbial Ghanaian culture of friendliness. Admittedly,

the research did not find out the number of tourists encountered as to determine the carrying capacity. For now it is assumed that the number of those "explorer" tourists (Lea 1988) is negligible to evoke any threshold of carrying capacity.

The attitudes of the respondents towards the development of certain tourism related projects have also been mixed. (See Table 4.11 & 4.12).

Table 4.11

ACCEPTANCE LEVEL OF PROJECTS BY COMMUNITY

Ranking	1	2	3	4	Undecided	Total
Hotels	10	16	36	90	18	170
Guest House	18	47	36	54	15	170
Beach	76	24	10	-	60	170
Rest House	14	32	32	54	40	170
Shrines	16	31	30	83	10	170
Souvenir	24	38	18	48	42	170
Museums	12	47	22	59	30	170
Cultural festival	11	33	36	78	12	170
Infrastructure	43	18	35	68	26	170
Outdoor	2	56	42	36	34	170
Dancing Camp	33	30	44	23	40	170
Cultural Centres	4	16	38	84	28	170

Key to Table:

- 1 = Not Acceptable
2 = Acceptable
3 = Quite Acceptable
4 = Highly Acceptable

Undecided.

Table 4.12

ACCEPTANCE LEVEL OF TOURISM PROJECTS BY ASSEMBLYMEN

Project	1	2	3	4	Undecided	Total
Hotels	3	13	3	20	3	42
Guest House	4	8	15	12	3	42
Beach	23	3	-	9	7	42
Rest House	3	11	7	16	5	42
Shrines	7	5	11	16	3	42
Bars	6	20	6	6	4	42
Transport	3	9	9	17	4	42
Souvenir	-	7	7	21	7	42
Museums	2	2	2	32	4	42
Wild Forest	2	2	2	33	3	42
Cultural festival	-	3	10	27	2	42
Infrastructure	-	7	13	18	4	42
Outdoor	-	6	6	24	6	42
Dancing Camp	3	11	19	4	5	42
Cultural Centres	-	4	8	30	-	42

See Table 4.11 for Key.

Tables 4.11 & 4.12 show a very high preference for the development of some tourism projects. At the community level for instance, out of the fifteen listed tourism related projects, ten have been rated "highly acceptable" for development. In terms of scores, the first three are hotels, cultural centres and shrines which provide some indication as to what the larger community are likely to support from the larger number of projects which the Assembly might be tempted to implement in the rush to develop its tourism potentials. There is, therefore, the need for the prioritization of the district in terms of what to do and at what pace. The community on one hand and Assembly members on the other agreed on their disposition towards the listed tourism projects. The development of beach is not acceptable. This is understandable because Akatsi is an inland district which has nothing to do with beach life. This calls for some understanding of the people. It means, therefore, that they can identify what they want in terms of developing tourism resources. They know certainly what they want. The three highly ranked favourites are wild forest, Museums and cultural centres.

The former District Chief Executive, Mrs. Victoria - Nazza-Gudiglo told me in an interview on June 10th, 1999, that the district is developing a Tourism Development Plan which will focus on the eco-tourism potentials in the district. At the moment a non-governmental organisation has expressed the desire to help the district develop a cultural centre and a museum. Perhaps, the development of shrines must be considered in view of the current interest of African-African-Americans in such attractions is explained by the high preference given to it by the community and thereby expressing the willingness of the respondents to support and participate in tourism development projects (See Tables 4.13a & 4.13b).

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Table 4.13 a

SUPPORT FOR TOURISM PROJECTS BY ASSEMBLY MEMBERS

Resp.	No	%
Yes	42	100%
No	-	-
Total	42	100

Table 4.13b

SUPPORT FOR TOURISM PROJECTS

BY COMMUNITY MEMBERS.

Resp.	No	%
Yes	157	92.3
No	9	5.5
Undecided	4	2.3
Total	170	100

4.4 EXPECTATIONS OF THE PEOPLE TOWARDS TOURISM

DEVELOPMENT

From the study, the respondents believed tourism development will bring with it the following: development, revenue, exposure of the district, job and promoting understanding among tourists and the host community.

The expectations of the people fit into the general context of the arguments for the development of tourism as identified by McIntosh (1991). As regards employment, it is now known that over 200 million people world-wide work in the tourism industry (Pearce 1995). Tourism, therefore, to Inskeep (1991), does result in socio-economic changes and is usually deliberately developed to generate economic benefits and thereby improve the well-being of the people. On the direct economic benefits, Inskeep (1991) argues that in economically depressed areas, the employment and income provided by tourism especially to the people may help stem out migration from those areas. Inskeep maintains that the direct and indirect benefits are the dominant reasons for developing tourism in an area.

Many other intrinsic things can be cited as the case for tourism development but the bottomline is the economic factor (William et al. 1991). Inskeep drew attention to one thing which should be relevant to the Akatsi district as it prepares to develop: i.e. that the planner, based on specific study of the tourism area and in co-operation with political leaders and community residents, must evaluate which of the resources or possibly others may have application to the local situation. These will provide favourable ground for the tourism development programme of the area (Baum 1991). The understanding is that the people have a lot of expectations and care must be taken in the development of these tourism potentials if not the district will face the problems of the Kakum National Park as have already been discussed. Although the local people of Kakum do not see the benefits of the project the viability of it is always been trumpeted in terms of the revenue accruing from visits to the Park. The position of the villagers around the Park make one to question what sort of development strategy was employed in the formulation and

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implementation of the project to the extent that the villagers now feel alienated from it as Awusabo-Asare and Abane's study indicate.

The high ranking given to cultural centre by the respondents is instructive in the sense that from the study the respondents mentioned principally open air and school premises as venues for holding social events. This is not very good of a district seriously projecting its tourism potentials.

The district needs to speed up its arrangements with her external donors for the building of the cultural centre. The earlier the better for the district.

4.5 SUMMARY

The chapter described a situation report on community participation and involvement in tourism development in the study area. The study sought answers to such issues as source of information on tourism, identification of tourism related projects and awareness on the 15th Year Integrated Tourism Development Plan of Ghana. These questions were asked to assess the depth of commitment to the tourism development initiative of the District Assembly. Although respondents reported of the inability of the District Assembly to involve them in tourism projects they have the will and desire to support such projects.

Radio proves to be the main source of information on tourism issues. The researcher expected assembly members to have provided the source since they have been charged with that responsibility to carry on that education programme. What this state of affairs emphasises is the need for more public education in the district if it's tourism drive is to succeed.

As regards the role of tourism in the district there were divergent views. While the Assembly members indicated a role equal to other industries, the larger community did not place any premium on it.

The education element has indeed come up again and needs serious attention by the District Assembly. This is important because from a recent Business Forum held by the Assembly at Akatsi, it was evident that not many people are aware of what the Assembly is doing as far as tourism development and promotion are concerned. Although the Akatsi District Assembly has laid on plans for the tourism development of the area, there are many more challenges to deal with in view of the low level of participation of the local people as the study found out. Since the new trend in development planning is "people centered" a conflict situation might ensue if effective community participation is not guaranteed.

CHAPTER FIVE

TOURISM OUTLOOK IN THE AKATSI DISTRICT AND THE FUTURE OF THE INDUSTRY.

5.1 INTRODUCTION

The features of a particular country or region largely provide the basis for developing tourism (Inskeep 1991). What, however, is important is that such tourist attractions can include wide variety in the face of the great diversity of interests of modern-day tourism market (Coltman 1989).

In the development of such attractions, Inskeep cautioned that attractions that reflect an area's "inherent" "distinctive" and "unique" natural and cultural character should be sought for development purposes.

For the above reasons writers on tourism have developed some typologies on forms of tourism to be developed. Four broad patterns of tourism development can be discerned. These are beach tourism, wildlife safari tourism, "roots" tourism and archaeological tourism. These typologies feature more prominently in Sub-Saharan Africa (Acheampong 1996). A few briefs on the typologies have been given and contrasted with Inskeep's typologies.

5.2 TYPES OF TOURISM POTENTIALS.

5.2.1 URBAN TOURISM

This form of tourism is associated with capital cities and as such attract the bulk of businessmen (Acheampong 1996). For this reason, therefore, hotels and other resorts continue to spring up. Acheampong further identified such facilities as coaches, rented cars and tour operators as back-ups to the preference for urban tourism.

5.2.2 SAFARI/WILDLIFE TOURISM

This largely depends on the creation of national parks and game reserves by the national government. Kenya, Zambia and Tanzania have good examples of this form of tourism. Ghana's equivalent is the Kakum National Park discussed in chapter 2. However, this form has its disadvantages of depriving traditional farmers of their key "basis of livelihood" (Acheampong 1996:43).

5.2.3 BEACH TOURISM

This has to do with hotel complexes along the sea-front. However, demand is seasonal.

5.2.4 "ROOTS" TOURISM:

This form has to do more with colonial history as evidenced by the castles and forts of West Africa. According to Acheampong, by its nature, "root" tourism predominates along the coasts of the sub-continent.

On the other hand Inskip (1996) groups tourist attractions into three major categories. These are:

5.2.5 Natural Attractions: Under this categorisation are:

- (a) the climate
- (b) scenic beauty
- (c) beaches and marine areas
- (d) flora and fauna
- (e) special environmental features
- (f) Parks and Conservation Areas
- (g) Health

5.2.6 Cultural Attractions: The following come under this categorization:

- (a) Archaeological, historical and cultural sites
- (b) Distinctive cultural patterns
- (c) Arts and handicrafts
- (d) Interesting urban areas
- (e) Museums
- (f) Cultural festivals
- (g) Friendliness of residents

5.2.7 Special Types of Attraction: Under this are:

- (a) theme parks, amusement parks and circuses
- (b) shopping malls
- (c) meeting, conferences and conventions
- (d) special events
- (e) Gambling casinos

(f) Entertainment

(g) Recreation and sports.

Inskeep further outline attraction consideration: These are ethnic, religious and nostalgic associations.

The Inskeep typology, although not very much different from that outlined in Acheampong (1996), is more exhaustive and embraces all that were identified in the study area. The Inskeep typology is therefore being adopted for its clarity. The respondents were asked to identify any tourism related feature in their areas. Four distinct Inskeep typologies have been identified in the study area.

5.2.8 Natural Attractions in Akatsi: In the district the following have been identified.

RESOURCE	LOCATION
(1) Wildlife	Kpevenu
(2) Forest Reserve	Kpevenu
(3) Awata Forest	Atidzovie
(4) Monkey Sanctuary	Avevi
(5) Dwarfs Thicket	Gornukofe

The Monkey Sanctuary at Avevi as indicated like the others mentioned provide the basis for eco-tourism in the district. Some NGOs, are being sourced to invest in the development of the Monkey Sanctuary which is about 15 kilometres from Akatsi. The Assembly and the Department of Wildlife are also collaborating to develop the area for monkey watching. The earlier the Akatsi district develops this potential the better, for,

presently the Tafi Atome sanctuary in the Hohoe district is attracting international recognition and tourists are flocking there almost on daily basis.

5.2.9 CULTURAL ATTRACTION

Those things that come under this classification include cultural and national monuments, historic buildings, district and towns, important religious buildings such as churches, synagogues temples, mosques, monasteries and places of historic events (battlefields).

For Akatsi district the following have been identified by the respondents. These are:

RESOURCE-NATURAL	LOCATION
(a) Awakpe	Kpodzivi and Avevi
(b) Design Stones	Kpevenu
(c) Azadagli Rock	Amule
(d) Deti Taadre	Ave Havi and Afiadenyigba.

Among the aforementioned items the awakpe at Kpodzivi stands out prominent. It is located at Kpodzivi, 16 kilometres north of Akatsi. The Awakpe is a granite formation consisting of two segments and a cave historically acclaimed to have provided refuge to the indigenous people and others in their flight from their enemies between 1865 and 1867. Annual rituals are now performed at the site. The spot is said to have spiritual healing power.

5.2.10 MUSEUMS

One commonly mentioned example of this tourist attraction is the Adela Animal Museum. This is located at Akatsi and contains the preserved remains of animals such as lions, hippopotamuses, tigers, hyenas and elephants. The museum began as a private collection of Mr. J.K. Klu, who was reported to have killed many wild animals single-handedly. Although the Museum is presently housed in a private house, the Akatsi District Assembly, has negotiated with another NGO to jointly develop the Museum. After series of negotiations between it and relatives of the late Klu, an agreement has been reached to start the museum project.

5.2.11 FESTIVALS

Various types of cultural festivals can be related to the local traditions and arts. Here the Agbeliza (cassava festival) of the chiefs and people of Avenorfedo featured prominently in the responses. A cultural night has also been mentioned at Posmonu. All these provide very good features for development. What have closely been identified with the above festivals are forms of worship in various shrines of the "gods". The respondents identified the following shrines and cults.

SHRINE/CULTS	LOCATION
(a) Yewe shrines	Atsiekpui, Yaluvi and Hevi
(b) Afa	Atsiekpui, Yaluvi and Hevi
(c) Trokoshi shrine	Avenorfeme-Suipe
(d) Atigeli	Dakpa
(e) Blekete	Fiave

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The mentioned 'cults' are dominant in various parts of the Volta Region. Presently, the Trokoshi cult has come under the microscope. A non-governmental organisation, International Needs has launched a crusade to free young girls from these cults which are described as forms of "slavery". Some of the girls are made to undergo vocational training at Adidome in the North Tongu district. However, adherents of the system counter the moves of the International Needs and describe them as exploitative and a means to glean some foreign money from international donors to line up individual pockets. The fight is still on.

One of the major problems facing all the mentioned attractions has been their undeveloped nature. Some of them are either owned by the community or by individuals. Their undeveloped nature, according to the respondents, have been blamed on lack of funds and consequently their obscure nature. In fact, during the study many of the respondents blamed the regional office of the Ghana Tourist Board for lack of effective marketing of the regions' tourism potentials. This was evidenced in the poor showing of the region at the 1999 Inter-Tourism Fair held in Accra.

One other latent problem which is unknowingly affecting consensus building over the direction of affairs in the district is politics bothering on who is who as far as political authority in the district is concerned. Very often the researcher was asked as to whether it is the Parliamentarian, the District Chief Executive or the Assembly member who should cause things to happen in terms of the provision of roads and water.

The study found out that there have been a kind of strained relations between the District Chief Executive and the Parliamentarian for the area, Mr. Doe Ajaho as pointed out in chapter four. Both the Assembly and the larger community were polarised into

two factions. This made it difficult for common decision on vital issues to be taken. The problem has been the inability of the Assembly to agree on any blue print for development. The frequent changes of key personnel especially District Chief Executives have not helped much. These changes are bound to impact either positively or negatively on the direction of tourism development particularly when the Assembly and the larger community have all taken sides in the matter. Certainly, these developments have far reaching implications for community action. The problem has been exacerbated by the acrimonies from some Assembly members and the communities over the District Assembly Common Fund and the Poverty Alleviation Fund. The people alleged that the disbursement of such monies had a partisan outlook. These are issues which cannot be glossed over by the authorities. The New Patriotic Party wants to investigate all the Assemblies. If the local government system is to make the desired impact adequate information is required. Both the Ministry of Local Government and the various District Assemblies need to strengthen their public education outfits. The suspicions and distrust would certainly have some community mobilisation problems and impact negatively on that perceived community participation in projects planned for the people.

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5.3 FUTURE OF THE INDUSTRY

It must be conceded that tourism is still a new phenomenon. However, in the context of its importance over the last decade and the forecast that the trade will become the world's largest export industry in the 2000s, it follows, that countries "are bound to give increasing importance to the development of tourism" (Inskeep 1991).

For Ghana, the development of the sector has received a favourable governmental response and the regions are virtually competing among themselves to attract the needed foreign capital.

For the Akatsi district in the Volta Region, the tourism sector holds a future because of the district's strategic location on the ECOWAS Highway. With its appreciable number of attractions the district is likely to attract portions of the cultural and heritage segments of both the domestic and international tourist market. Although the Volta Region faces a kind of competition from the Eastern Region, the Volta Region still derives what Acheampong (1996) identified as a positive 'transit' effect. Akatsi seems to be placed in the same position as Central Region which is also on a major roadnetwork. One agrees with Acheampong writing about Central Region that the "significance of this huge traffic is reflected in the attraction of hotels to the trunk road" (Acheampong 1994: 133).

Despite this bright picture the Volta Region as a whole still hasn't got any programme as to how tourism development should be planned and directed (Medtik 1991). As at now the districts have been left on their own to market themselves with the result that each is doing what it thinks is right and sometimes not knowing what to do. The Volta Region Co-ordinating Council (VRCC) is yet to find its bearing as to what

input to make in the circumstances. It would be necessary for the region to have a Master Plan on its own to effectively co-ordinate the plans of the districts for the region to derive the maximum benefit from the industry (Hall et al.1995). The haphazard way of doing things must stop. The state of affairs in Akatsi might stall tourism development and promotion in the district. The earlier things are put back into shape the better.

5.3 SUMMARY

Two broad categories of tourism attractions have been identified viz: natural and cultural in the Akatsi district. It should be possible for the district to focus on eco-tourism to reflect the distinctive character of the area which is mainly agricultural. However, community participation in the tourism sector planning in the area has not been much. This is because of political differences which have polarised the people into two factions. The assembly itself also presents the same partisan outlook. The point is that issues are likely to be interpreted from those held positions and not along objective thinking. In such circumstances, therefore, information reaching the larger community, depending on the credibility or otherwise of the source, tend to be manipulated to suit the whims and caprices of the giver and thereby playing on the rural gullibility. This situation may result into conflicts at a point in time. According to Dei (1997) a planning challenge in tourism is to ensure that "present minor irritations do not blossom into issues that could threaten a community's socio-cultural objectives and viability as a destination". This point is of much importance within the context of community mobilisation for as Dei again remarks, "a tourism facility that develops from the consensus is devoid of litigation and friction" (Dei 1997).

The challenge, therefore, facing the Akatsi district now is to pick up the pieces again and do more education first and foremost of the Assemblymembers themselves and then an outreach programme to sensitize the communities. It is argued that, rural development in developing countries may be quickened with the introduction of rural tourism with committed local community participation (Hunter 1995). The belief is that with such local participation, responsible and sustainable tourism is guaranteed (Jafar 1986).

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CHAPTER SIX

SUMMARY, IMPLICATIONS AND CONCLUSION

INTRODUCTION

It is not the purpose of this chapter to undertake a lengthy discussion of the drawbacks of social survey techniques in a rural setting like Akatsi, for, as said, this work had already been done elsewhere. This is rather intended to pin-point a few of the major pitfalls involved in data gathering in this particular research undertaking. At the time of the feasibility visit, the hellish nature of how it was going to be penetrating into the areas was recognised when especially one is immobile and bereft of any supporting funds. The researcher came face to face with this stark reality. For the few days inside the study the assistance of the staff of the NFED was sought. On several occasions the team had to walk in the rains and sometimes members got soaked to their pants but religiously protecting the questionnaires. The persistent rains during the time extended the period of study. These developments made a lot of demands on me as the principal researcher in terms of constantly trying to keep the morale of the research assistant high for the work which they clearly understood never held any prospects of substantial "pecuniary reward." Enthusiasm began to wane and I was, therefore, faced with the task of constantly drumming it home and playing around that "reward in heaven" philosophy which at times had that soothing and convincing power over them. They tolerated me anyhow. Perhaps what made the trick possible was the clear ambition of the assistants to enter the University. They initially took the interest in the study in order to acquire or have a feel of what actual fieldwork entailed. It is important here to re-echo the contributions of the NFED district office, Information Services Department and National Mobilization Programme all at Akatsi. They gave me a

lot of hope and encouragement in those difficult and hard times of data collection. The appropriate recognition have been given in the acknowledgment portion of the book.

One major constraint which affected the response rate was the refusal of many of the respondents to respond to some listed ranking questions which made the non-response rates higher in some categories of larger community questionnaire over those of Assemblymembers. The downright refusal, blamed understandably on ignorance of many of the respondents, made it even more difficult for the researchers to extrapolate to fill in some of the vital portions left out in the questionnaire. However, some were conveniently filled in by further probing of the respondents to estimate for instance their ages, occupation, level of education by linking them to some happenings in the district or the region. Those that could not be projected were tagged "undecided", scored and their percentages struck to determine the non-response rate. Tables have been drawn up to represent those non-response percentages for both assembly members and the larger community.

Table 6.1**NON-RESPONSE RATES****COMMUNITY LEVEL**

Item	Non-Response Rate	%
Hotels	18	10.5
Guest House	13	7.6
Beach	60	35.2
Rest House	40	23.5
Shrines	15	8.8
Bars	38	22.3
Transport	31	18.2
Souvenir	42	24.7
Museums	30	17.6
Wild Forests	44	25.8
Cultural Festivals	12	7.0
Infrastructure	26	15.2
Outdoor	34	20
Dancing competition	40	23.5
Cultural Centres	28	16.4

Table 6.2**NON-RESPONSE RATE FOR ASSEMBLY MEMBERS**

Item	Rate	%
Hotels	3	7.1
Guest House	3	7.1
Beach	7	16.6
Rest House	5	11.9
Shrines	3	7.1
Bars	4	9.5
Transport	4	9.5
Souvenir	6	14.2
Museums	4	9.5
Wild Forests	3	7.1
Cultural Festivals	2	4.7
Infrastructure	4	9.5
Outdoor	6	14.2
Dancing competition	5	11.9
Cultural Centres	-	-

From Tables 6.1 & 6.2 it can be deduced that the non-response rate levels were higher at the community level than at the assembly level.

Many of the respondents at the community level were found to have received very minimal level of education. In fact from the field study the majority of the 122

respondents received either the basic education of Middle School, or JSS or Secondary.

The distribution is shown in the Table below.

Table 6.3a

EDUCATIONAL LEVELS OF COMMUNITY MEMBERS:

Educational Level	No	%
No education	-	-
Primary	4	2
Middle/secondary	122	72
College/University	40	24
Post Graduate	4	2
Total	170	100

Table 6.3b

EDUCATIONAL LEVELS OF ASSEMBLY MEMBERS:

Educational Level	No	%
No education	3	7
Primary	2	5
Middle/secondary	29	69
College/University	7	17
Post Graduate	-	-
Undecided	1	2
Total	42	100

Table 6.3b shows almost the same trends in terms of educational standards of the two categories of respondents. This development constitutes one of the greatest problems in community based surveys such as the one I have undertaken.

On other lesson learnt from the study was the attitude of many of the community respondents to look with distrust on the researcher particularly when one is associated with a University or the so-called urban elite (Chambers 1983). Many respondents were so sensitive and cold and sometimes aggressive towards questions bothering on religion, roads and employment. Understandably the people had long expected governments over the years to open up some of the roads to the district capital to facilitate the movement of goods and people.

With the current decentralisation programme the people see the district assemblies as panacea to all their problems. When the Regional Highways and Feeder Roads Officer in Ho, Mr. Danso was contacted by the researcher he confirmed the representation the District Assembly made to the office for the construction of some roads consideration. These are:

ROAD	CONDITION
Xevi-Matsrikasa	Feeder
Akatsi-Ayitikofe-Ohawu	"
Ashiagborvi-Ahlepedo	"
Akatsi-Live-Moryi	"
Korve-Avu-Afiadenyigba	"
Akatsi-Xavi-Suipe-Bayive	"
Ayitawuta-Agormor	"

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Ayitawuta-Agormor	"

Mr. Danso indicated that 261 kilometres of road in the region is to be graveled, 200 kilometres to be rehabilitated and 28 kilometres for tarring. Some of the roads listed above, according to Mr. Danso, form part of that package. As regards employment and from all indications the respondents were not ready to listen or discuss any issue of whether one is employed or not. The reason? According to majority of them whether they were employed.

One common thing all the respondents made persistent reference to during the study is the numerous number of similar researches and the wasted man hours that have not brought much dividend to them. The researcher was faced with the persistent demand for money in order to have audience. Those who never made such demands directly the expression on their faces was glaringly suggestive of this pecuniary element. On several occasions when the researchers seemed to ignore such expressions, their attention was quickly drawn to them in rather subtle ways through such questions as to whether we came to the field alone or whether we were not working for the whiteman? There was the realisation of the varying challenges associated with typical rural-based research as I tried to undertake in the Akatsi case. Experience, it is said, is the best teacher or not, they did not expect the government to do anything for them. Further probing of that question only signaled a danger of the respondents abandoning the researcher in the midst of the proceedings.

On religious issues which bothered on the mode of worship of the people the researcher was adequately forewarned even before the interview. This again was understandable for, from other sources particularly from the youth, the uncompromising stand of some sections of the people stems from the way some religious groups conduct

their crusades in the town to the extent of insulting "traditional sensibilities". A similar incident was reported in the adjoining Ketu District where the traditionalists also in reaction to an earlier church convention organised a "traditional" convention and warned that further open and platform insults of the traditionalists by the Christians would result in a backlash. Luckily for the researcher there was no inclusion in the questionnaire of anything of the sort and hence the team was spared that "agony". However, the study brought to the fore those issues the local communities hold "sacred" and "non-negotiable". What was experienced in the study confirmed the experience recounted by Twumasi (1986) that "personal sensitivities about answering certain research questions might account for higher non-response rates". He also identified different "cultural norms" and "values" as accounting for discrepancies between response rates in two cultural settings.

What could also constitute a drawback and thereby affect the response rate is the researchers' mode of dressing. It was realised that too expensive type of dress tend to rate highly the researcher in the minds of the interviewee and providing nothing other than verbal "thank you" at the end of the interview was an "abomination" to them. Some of the respondents told the researcher that the exercise was a bother to them because it was conflicting with their farming schedule. This brings to the fore the issue of timing.

Wrong timing is bound to affect the response rate. At a point in time some of the respondents indicated to me in confidence their intention to rubb off their house numbering to avoid the constant "invasion" of their houses for nothing in the name of research which they maintained is not bringing any development to them.

Two of the field assistants told me that in one of the communities they were looked at variously first as "tax collectors" or "blood suckers". Apparently, that mistaken belief was against the background of the opinion that sometimes well-dressed gentlemen are engaging in the now serial killings and other crimes in major towns and villages. Those are enough to scare the people.

Against the background of all the listed drawbacks and many more that Twumasi (1986) has already pointed out will have significant impact on the effectiveness of the calculated sample size. Twumasi mentioned some of the problems as difficulties by fieldworkers in contacting rural-urban respondents; the near absence from home of the respondents during scheduled interview times.

These findings of Twumasi some years ago have not changed: some of the tendencies still exist if not in rather worst conditions – an indication that illiteracy is still a major problem to effective rural based research. Twumasi mentioned examples from data from Paga in the Upper East Region Ehwia in the Ashanti Region and Kato in the Brong Ahafo Region as communities inhabited mainly by farmers. To a larger extent Akatsi can be described as such. Therefore, the admonition by Twumasi to be more careful in studying rural people special "illiterates" who have a different style of life is very instructive. This is a useful lesson to all wishing to undertake research in the rural areas to prepare adequately for it especially when such research is self-financed as in my case. However, some useful lessons have been learnt in this study.

6.2 SUMMARY OF STUDY

The cardinal aim of this study has been to elicit information from the local areas as to what extent the local people are being involved in efforts at the development of tourism at their local areas and above all, to analyse the differences in perception of the larger community on one hand and the assembly members on the other. The study questions tended to dwell more on asking the respondents to show their liking for some tourism related projects rather than asking them direct questions which would have been difficult to obtain anything meaningful from. Throughout the presentation the study attempted highlighting the current debate on tourism development and significantly on why there is need for effective community participation in tourism development since tourism depends highly on the goodwill of the host community. The examples of the Green Turtle Cay of the Bahamas in the Caribbean, the visit of a group of American tourists to Thaiknd and the Kakum National Park have been cited as instances of confrontations of one sort or the other when tourists on one hand and the host community fail to understand each other. Dei-(1997), Fridgen (1991) and Inskeep (1991) have all emphasised on the need to involve the horizontal community in programmes and projects in order to ensure the sustainability of those interventions.

The point is not being made that at whatever minutes level the people must know what is being planned for them, for, after all said and done and irrespective of what development strategy that is put in the project it must be seen as being owned by the people and that it can bring improvement in their lives-that is the crux of the matter.

The study also found the study area to be mainly agricultural and hence the preference of the people towards farming. The scope of rural tourism is widening since

there are many more competing demands on the rural areas. They have become multi-purpose resource supporting a variety of different demands and uses. At the same time tourism is increasingly seen as a valid and important means of sustaining and diversifying rural economies and societies (Richard & Sharpley 1997).

It has been suggested that rural tourism should be planned and developed in a manner which "emphasises and reflects the rural environment." Based on this understanding and the highly agricultural base of the study area the development of agritourism is recommended.

The study also identified the undeveloped nature of the resorts and the poor access to them. Factors such as transport or ease of access have a bearing on the enjoyment or satisfaction gained from a visit to the countryside and, therefore, an understanding of the inter-dependency of these different aspects is critical.

The study discovered low interaction of assemblymembers with their people. Although the radio emerged from the study as the main source of information on tourism matters there is still the need for more education to be done at the assembly level in order to ensure maximum corporation of the people in the policy formulation and implementation at the district level.

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6.3 IMPLICATION OF STUDY FOR DEVELOPMENT

From the study it became abundantly clear that most of the tourism resorts mentioned by the respondents are mostly owned by either the communities or individuals. These developments pose serious challenges when the issue of actual ownership is to be determined to allow for a major project. One often hears litigation over such lands. Many areas in the region have not been able to free themselves from these entanglements. Such a development has tremendous impact on investment and if nothing is done to address these bottlenecks they will scare off potential investors. The issue, therefore, calls for governmental intervention or more appropriately the District Assemblies will have to work out ways and means of making the acquisition of land in the region free of all these encumbrances. This emphasises the point that tourism as an industry is composed of public and private interests and all these people will be taking advantage of the liberalized economy of the nation (Gunn 1993). Tourism range is wide and it is therefore necessary as Fridgen (1991) points out the industry should be recognised as such by people who formulate policies, regulations and laws to make things attractive to investors in that area.

Of late, public interest or sector in the industry is beginning to grow. The study found out that in the study area many private hotels are springing up not necessarily to promote tourism but largely for commercial interests. The phenomenon, therefore, calls for the districts and the regional offices of the Ghana tourism Board under the New Local Government system to collaborate in order to make relevant policies to guide development in the rural areas. According to Fridgen, a well thought out policy assists owners and business managers in tourism planning development and marketing. A

tourism policy, according to Fridgen sets the direction in any planning, development or market effort. Again the study findings provide sufficient grounds to assess what the people expect and hope to derive from the industry. Therefore, one agrees with Fridgen on the need for tourism policy to be well executed to enhance the appeal of a "region for tourists and businesses and not as sex haven". Significant examples of this sex-related tourism exist in Thailand, Haiti and Tahiti. The Gambia has also been portrayed as that West African country which has been successfully marketed in Scandinavia as the closest place to "Europe, guaranteeing a pleasant climate and where has deeply been affected by tourism's impact on moral behaviour" (Lea 1988). The new threat of the incurable sexually transmitted disease, aids have serious implications for the popularity of some of the tourist destinations. Crime and gambling cannot be ruled out. Mathieson et al. (1982) suggest that "tourism and crime are influenced by population density during the tourist season; the location of a resort in relation to an International border". The Akatsi district fits into this category. It lies on an International Highway that links the Togo border. The respondents from the study showed a lack of understanding of the moral dangers associated with tourism development. Either they do not accept the statement as a fact or reject the consequences of the statement.

Table 6.4a

**RESPONSE BY COMMUNITY ON TOURISM INCREASING DRUG ABUSE
AND PROSTITUTION**

Response	No	%
Not Acceptable	88	51.7
Acceptable	17	10
Quite Acceptable	10	5.8
Highly acceptable	54	31.7
Undecided	1	0.5
Total	170	100

Table 6.4b

**RESPONSE BY ASSEMBLY MEMBERS ON TOURISM INCREASING DRUG
ABUSE AND PROSTITUTION**

Response	No	%
Not Acceptable	28	66.6
Acceptable	6	14.2
Quite Acceptable	2	4.7
Highly acceptable	4	9.5
Undecided	2	4.7
Total	42	100

Lea pointed out that different and more relaxed attitudes to sex in some Third World countries were responsible for the growth of sexual dimension to travel. The communities are thus aware of this fact and this has implications for tourism development in terms of what strategies to put in place to stem the tide when tourism is

fully fledged. As at now the districts are only promoting tourism without matching those schemes with any mitigating strategies. There are copious studies to guide the district and the region in order not to repeat the mistakes of those countries where tourism has become synonymous with sex and other loose life styles.

The study also has serious implications for road development. The road network in the district and the region is not much developed. For the Akatsi district it is a major handicap to many in those areas. This means that if the tourists do visit the district the poor road leading to these tourist areas constitute major disincentive. Tourism, according to Cooper et al (1993) involves the movement of people and hence the relationship between transportation and tourism development is a vital aspect of tourism studies as discussed in chapter Two. The road problem will have to be tackled alongside tourism development, perhaps a multi-sectoral planning is needed for tourism cuts across a wide spectrum of things.

6.4 CONCLUSION

The core of this study has been to understand the attitudes of people in the Akatsi district towards tourism development including identifying some tourism resorts or potentials in the district.

It is true that tourism development particularly in Sub-Saharan Africa is an emerging phenomenon. And for the primary economic consideration most Sub-Saharan African countries have thus embraced tourism development and promotion as a matter of urgency (Acheampong 1996). Quoting from a Tourism Development Report-Policy and Trends. Acheampong based the Sub-Saharan Africa outlook on some observed trends among others as "the increased promotional tourism and travel fairs and exhibitions, invitations of tour operators and travel writers and the physical development of requisite tourism infrastructure". It is also equally true that not all countries, regions, states or communities have a tourist policy (Fridgen 1991). The issue is of a complex nature particularly for the regions of the country. At the regional level it is an open competition among the district assemblies. At the time of writing this report another district in the region, Keta District had also organised its investment fair coming after Akatsi and Hohoe districts. What seems to be happening is that there is no central direction as to what should be the priority in the region. Granted that tourism development is identified in the region as having the edge over all others, the question still remains as to what to develop first and from where. It is necessary for the Volta Region and the Regional Coordinating Council (RCC) to have a Regional Development Plan that will set right the priorities of the region. There had been two or three attempts to organise a forum here in Ho to outline an Action Programme for the region. Nothing concrete has come out or

been said about that proposed plan. The times now call for such a Master Plan or Policy to assist in meeting tourism goals and objectives so that resources are not expended on unnecessary things in the name of rising up to the challenge of attracting investors to develop tourism at the district levels.

Finally, tourism development may not be bad in itself and since it relies on the goodwill of the people it is important that the host community or the local people must be involved in the planning and execution of tourism plans and projects meant for them. For the likely moral impacts, whether positive or negative, tourism planners and policymakers need to consider relevant strategies to mitigate these immoral acts in order to protect traditional values and norms in the tourism resort areas.

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**COMMUNITY PARTICIPATION AND TOURISM DEVELOPMENT IN THE
AKATSIDISTRICT OF THE VOLTA REGION.**

The purpose of this study is to understand the attitudes of people particularly in the Akatsi district towards tourism development.

Your viewpoints are important to the study. Please fill out the entire survey and if you have additional comments to make, include them in the last page. Your answers are completely confidential.

A: PERCEPTION:

1. Which of the following activities do you think provide the best opportunity for the future development of your district? (Rank the items 1-7 with 1 being the best opportunity).

- Farming -
- Trading / retail sales -
- Education / schools -
- Wood products -
- Tourism / hotel business -
- Driving -
- Fishing -
- Other (specify) -

2. Indicate by ticking your acceptance level of the following which are developments associated with tourism.

	Not Acceptable	Acceptable	Quite Acceptable	Highly Acceptable
Hotels	1	2	3	4
Guest house	1	2	3	4
Beach development	1	2	3	4
Restaurants	1	2	3	4
Traditional shrines	1	2	3	4
Bar/night clubs	1	2	3	4
Public transportation	1	2	3	4
Gift/souvenir shops	1	2	3	4
Museums	1	2	3	4
Wildlife / forests	1	2	3	4
Cultural festivals	1	2	3	4
Infrastructure	1	2	3	4
Outdoor recreation facilities	1	2	3	4
Dancing competitions	1	2	3	4
Cultural centres	1	2	3	4

1. What role do you think tourism should play in the district's economy?

(Tick)

(a) No role () (b) Minor role () (c) a role equal to other industries (d) a dominant role ().

2. How will you describe the attitude of any tourist you have met in your area? (Tick).

- Very friendly
- Moderately unfriendly
- Neither friendly / nor unfriendly
- Very friendly.

B. AWARENESS / KNOWLEDGE

3. From where have you heard / learnt of tourism? Tick

- (a) Radio () (b) TV () (c) Assembly (man) ()
 (d) Newspaper () (e) Workplace () (f) school () (g) other.....

4. Have you ever heard of Ghana's 15th Year Integrated Tourism Development Programme? (a) Yes () (b) No ()

5. Source of information.....

6. Are you involved in tourism decision making in your district / area?

- (a) Yes () (b) No ()

7. What was the issue?

.....

8. At what level were you involved/

.....

9. How aware are you of tourism projects / resources in your district / area?

- (a) Very aware () (b) somewhat aware () (c) Slightly aware ()
 (d) not at all aware ().

10. Name any recent tourism related programme in your area / district.

.....

11. How often do you interact with your electorates / assemblyman?

- Weekly () Monthly () whenever necessary () Not all ().

13. Are such meetings enough? Yes () No ()

Why?.....

14. How long have you been an assemblyman?

() Less than 1 year () 8 yrs () 4yrs () 2yrs () newly elected ().

15. Will you support and participate in tourism development projects in your area?

Yes () No ().

16. Why?.....

C. RESOURCES:

From question 2 which of the listed items can you identify in your area as a tourist potential (List as many as you can and their locations).

18.

1. location.....
2. location.....
3. location.....
4. location.....
5. location.....
6. location.....
7. location.....
8. location.....

19. Who owns these resources? (Tick)

- (a) the communities (chiefs) () (b) individuals ()
(c) district assembly () (d) Ghana Tourist Board ()

- (e) government ()
- (f) other (specify).....
- (g) don't know ()

20. Tick whether the attractions mentioned in Q. 18 are:

- (a) developed ()
- (b) undeveloped ()

21. If undeveloped what do you think are the reasons?

.....

22. Are the attractions accessible by road?

- (a) Yes ()
- (b) No ()

23. Which of the following do you have in your area? [Tick]

- (a) Cultural Centre ()
- (b) Town Hall ()
- (c) Entertainment Centre ()
- (d) None ()

24. If answer to Q 23 is (d) where are social events organised in your area?

.....

25. How can the problem be solved?

.....

D. ATTITUDES / ADVOCACY

Show your acceptance level of the following statements by ticking (Refer to Q. 2 for acceptance level and circle).

- | | |
|---|---------|
| 26. Tourism will improve infrastructure | 1 2 3 4 |
| 27. Tourism preserves our culture | 1 2 3 4 |
| 28. Tourism will increase cost of living | 1 2 3 4 |
| 29. Tourism increases drug abuse and prostitution | 1 2 3 4 |
| 30. Tourism promotes better understanding between people. | 1 2 3 4 |
| 31. Tourism encourages more people to visit the communities | 1 2 3 4 |
| 32. Tourism will provide jobs in the community | 1 2 3 4 |
| 33. Tourism helps to expand local crafts, music | 1 2 3 4 |
| 34. Towns would be much better off without tourists. | 1 2 3 4 |
| 35. I accept tourism development | 1 2 3 4 |
| 36 Why?..... | |

E. INVOLVEMENT / PRACTICE

36. What can you do to help the district develop its tourist potentials?

[Tick].

- (a) Will support any project ()
- (b) Take part in communal labour ()
- (c) Contribute funds ()
- (d) Will engage in craft production ()

(e) Will not do anything ()

37. What other infrastructural facilities and services do you think are necessary for tourism development in your area? [rank according to order of importance].

(a) roads ()

(b) water ()

(c) electricity ()

(d) communications ()

(e) security ().

38. Will you accept that foreigners pay to watch our cultural practices and festivals?

(a) Yes () (b) No ()

Why?.....

39. should cultural practices be modified?

(a) Yes () (b) No ()

F: **ECONOMIC INDICATORS:**

40. Sex: Male () Female () Tick ().

41. Age: (a) under 20 (b) 21-30 (c) 31-40 (d) 41-50 (e) 51-60

(f) 61 and above.

42. Level of Education [Tick]

(a) No education ()

(b) primary ()

(c) middle / secondary ()

(d) college / university ()

(e) post graduate ()

43. Which best describes your employment status?

(a) employed full time ()

(b) employed part time ()

(c) unemployed ()

(d) self employed ()

(e) students ()

(f) housewife ()

(g) retired / pensioner ()

44. What is your job / occupation?.....

Opinion leader..... Tick [].

THANKS FOR YOUR TIME AND CO-OPERATION.

.../111