

**TRAVEL MOTIVATIONS, SATISFACTION LEVELS AND LOYALTY
INTENTIONS OF INTERNATIONAL TOURISTS IN GHANA**



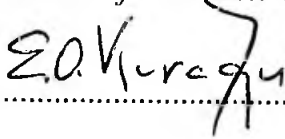
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Thesis submitted to the Department of Hospitality and Tourism Management of the Faculty of Social Sciences, University of Cape Coast, in partial fulfilment of the requirements for award of Doctor of Philosophy Degree in Hospitality and Tourism Management

MARCH 2015

DECLARATION**Candidate's Declaration**

I hereby declare that this thesis 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's Signature: Date: 5th March, 2015

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Supervisors' Declaration

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

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ABSTRACT

To be successful in today's competitive tourism marketplace, tourism marketers and hospitality managers need a deeper understanding of tourists' behaviour. This study seeks to establish how more foreign tourists can be attracted to Ghana. This thesis investigated travel motivations, satisfaction levels and loyalty intentions of visitors to Ghana between 1st October, 2009 and 1st May, 2010. The mixed method research approach was adopted for the study. Accra, Kumasi and Cape Coast were chosen as the study areas. Accordingly, questionnaires were used to collect data from 405 tourists and in-depth interviews were granted to 100 tourists and 10 tourism marketers/managers. Factor analysis, Chi-square and the Pearson's correlation techniques were used to analyse the data. Summations, tables, pictures and diagrams were used to present the results.

The study found that visitors' main push motives (intrinsic desires) were the drive to escape, relaxation and the quest for knowledge while the pull motives (destination attractiveness) were the natural attractions, rich culture of the people, and cleanliness of the destination. A majority of the tourists were highly satisfied with their experiences and were prepared to revisit and recommend Ghana to others. However, the respondents disclosed a few concerns based on which innovative marketing strategies to adopt were suggested. Finally, based on the push-pull framework (Crompton, 1979), a modified behavioural model (the Travel Motivation, Satisfaction and Loyalty Model) was proposed to better explain tourists' decision making process and contribute to existing knowledge and practice on tourists' behaviour.

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DEDICATION

To the people of the Bosome-Freho District in the Ashanti Region



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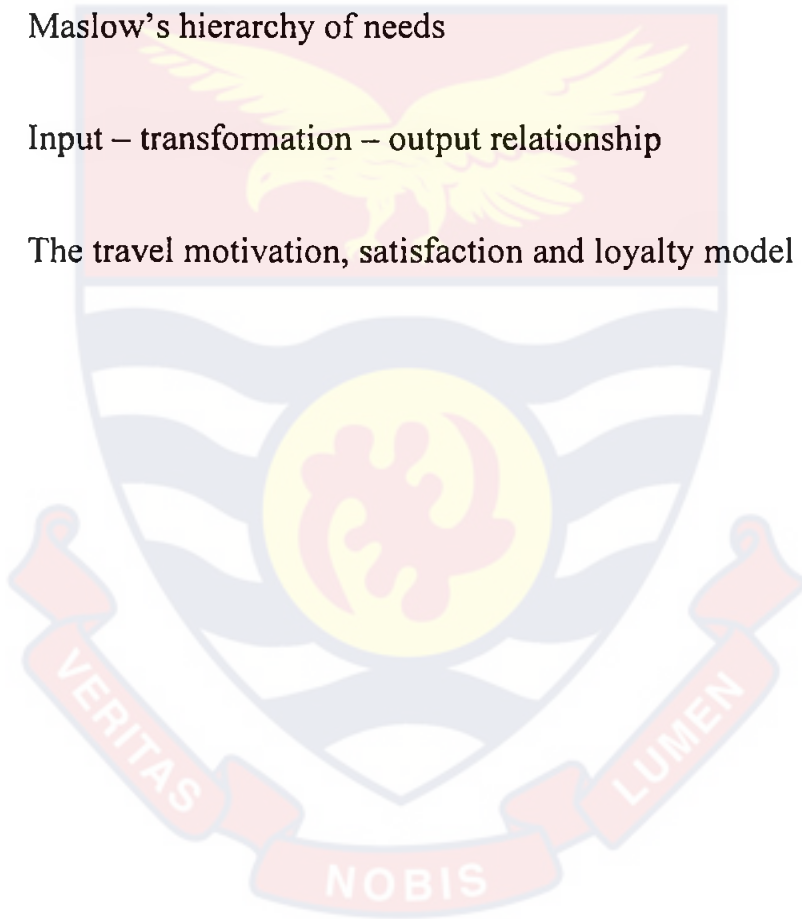


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LIST OF ACRONYMS

CEDECOM	-	Central Regional Development Company
GMMB	-	Ghana Museums and Monuments Board
GTB	-	Ghana Tourist Board
ICT	-	Information Communications Technology
IDI	-	In-depth Interviews
MOT	-	Ministry of Tourism
RM	-	Relationship Marketing
SWOT	-	Strengths, Weaknesses, Opportunities and Threats
TIS	-	Tourism Information Systems
TMSM	-	Tourism Motivation and Satisfaction Model
UCC	-	University of Cape Coast
UNDP	-	United Nations Development Programme
UNWTO	-	United Nations World Tourism Organisation
UNESCO	-	United Nations Educational, Scientific and Cultural Organisation
WTTC	-	World Travel and Tourism Council

CHAPTER ONE

INTRODUCTION

Background to the study

In today's competitive global tourism marketplace, international tourists, in satisfying their needs, have a plethora of destinations to choose from. Tourism marketers and hospitality managers must, therefore, thoroughly understand tourists' behaviour in their efforts to acquire knowledge that can assist in marketing and product planning, which can attract potential tourists and retain existing ones. In many tourism studies, motivations are recognized as the starting point to understanding tourist's behaviour (Crompton, 1979).

This study investigates why people travel to Ghana and particularly focuses on their travel motivations, degree of satisfaction and loyalty intentions. It also investigates the influence of socio-demographic and travel related characteristics of travellers on their travel motivations. The answer to the question "Why do people travel?" has occupied the minds of tourism researchers for many years. However, most of the studies on the topic have been conducted in Western contexts while empirical studies on travel motivations of visitors especially to Africa are generally lacking (Chokor, 1993; Awaritefe, 2000).

This study aims to make an empirical contribution to the much neglected field of tourists' behavioural studies in Africa generally and in Ghana specifically. For Ghana's tourism industry to improve its current status by increasing the flow of repeat and first-time visitors, tourism managers must accurately target certain markets, which are dependent on tourists' travel decisions, and travel behaviour. According to Backman, Backman, Uysal, and Sunshine (1995), motivation is associated with the individual's basic urge to participate, for instance in activities. Hence, motivations of tourists are important in explaining why tourists are travelling. The need to see the unseen and know the unknown drives people to travel to new places and motivates them to visit new destinations (Venkatesh, 2006). Various studies (e.g. Dann, 1977; Crompton, 1979; Fodness, 1994; Awaritefe, 2004) examine the motivation construct for travel.

One of the most popular theories of tourist motivation is Crompton's (1979) push and pull model. It emphasises that two forces influence tourist's choice of a travel destination: push and pull factors. Tourists are pushed from home and pulled towards a destination. In other words, people are travelling because they are pushed by their internal motives and are pulled by external attractions of a destination (Lam & Hsu, 2006).

In addition, recent literature on tourism has examined the constructs of satisfaction and loyalty independently. The majority of previous studies consider satisfaction as a major concern among tourists (Kozak, 2000). Satisfied tourists most often return to the destination or recommend it to others. Repeat business means increased tourism earnings. Consequently, there is the need for Ghana's

tourism marketers to focus more on improving the factors that contribute to the overall satisfaction of the visitors. In general, contemporary marketing has discussed repeat purchases as one of the most significant themes by its beneficial rewards, creating positive word of mouth, achieving better cost-effectiveness by repeat visitors, and increasing economic profit (Shoemaker & Lewis, 1999). Some studies (Flavian, C., Martinez, E., & Polo, Y., 2001) recognise that understanding which factors increase tourists' loyalty is valuable information for tourism marketers. This study supports this notion, and attempts to uncover such factors to improve the marketing strategies to secure long-term growth of Ghana's tourism.

The World Travel and Tourism Council (WTTC, 2007) observes that tourism has become the largest and fastest growing industry worldwide and it stimulates other sectors such as finance, agriculture, rural development, transport, environment, and trade and industry. The United Nations World Travel Organisation (UNWTO) has been working in Africa to strengthen the tourism institutional capacity of African countries like Ghana. Ghana became a member of UNWTO in 1975. The organisation offers direct support to member states with regards to the sustainable development of tourism, tourism statistics, human resources, marketing and promotion, and information and communication technologies. The UNWTO has an overarching aim to improve competitiveness for the African region in the global tourism marketplace and make tourism work as a tool for development and poverty alleviation.

The UNWTO (2003) estimates that by the year 2020 there will be 1.9 billion tourist arrivals worldwide, which will generate over \$2 trillion.

Internationally, the growth pattern of tourism has encouraged many economies to include the industry's development in their national development agenda. The rationale is to promote international tourism as a reliable source of income for ailing economies, increase employment opportunities and improve infrastructure.

It is predicted that, by 2016, there will be 262,639,000 jobs in tourism, 8.3% of total employment or 1 in every 12 jobs worldwide (WTTC, 2007). According to the UNWTO (2011) report, in 2010, there were 910 million international arrivals worldwide with a growth rate of 6.6% as compared to 2009. At the same time, global tourism receipts grew to US\$ 919 billion in 2010. This sum represents a 4.9% increase over 2009. The global growth pattern in tourism (Figure 1) could lead to economic growth in the Africa.



Figure 1: Global growth pattern of tourist's arrivals and receipts. Source; UNWTO, 2011

Africa today attracts less than 5% of the global tourism trade (WTTC, 2009), but the potential for the tourism industry to grow is vast. The importance of this study in the African context is for two reasons. First, despite the continent's wealth of natural and cultural attractions, tourism growth in Africa continues to lag behind

the global average. Second, the study affords tourism policymakers, managers and academia the opportunity to gain a deeper understanding of visitor motivations, satisfaction and loyalty intentions within the framework of Africa's unique but largely under-developed tourism sector.

The UNWTO's Vision 2020 outlook for Africa has forecasted a 7% growth in the continent's share of global tourism arrivals by 2020. In 2011, there were over 50.17 million international tourists' arrivals in Africa, an increase of 0.9% over that of 2010 (UNWTO, 2011). The top-ten African destinations in 2010 included Morocco, South Africa, Zimbabwe, and Nigeria. Ghana, with its arrivals of 0.9 million, did not make the list. According to UNWTO (2007), four countries namely Egypt, South Africa, Morocco and Tunisia account for 73% of tourism receipts in Africa, with the remaining 45 countries sharing 17%. Ghana, as at 2007, had a mere 2% of tourism receipts in Africa and 0.1% of the global receipts (WTTC, 2007).

Ghana, like her competitors, is aspiring to gain a bigger share of the international tourism market by improving the quality of its products and activities at destinations and enhancing its competitiveness. However, a lot depends on the marketing strategies used to attract potential visitors. Some successful tourism destinations have used market segmentation as a strategy to boost tourist arrivals. Ghana's tourism managers have not succeeded in strengthening Ghana's competitive advantage. Particularly, they appear to have failed to differentiate between first-time and repeat visitors in terms of socio-demographics, satisfaction, travel behaviour characteristics and perceptions of Ghana as a tourism destination.

Although tourism arrivals in Ghana have been rising since 2000, the global financial crisis experienced in the late 2000s has had a negative effect on the tourism industry in Ghana. The tourism industry globally bore the brunt of this crisis between 2008 and 2009. According to the UNWTO (2010), the growth rate of GDP for the travel and tourism industries slowed by 1.0% in 2008, the weakest performance since the 2001-2003 recession. Between 2000 and 2003, tourism arrivals in Ghana grew at an average of 10% a year. There was a negative growth of -17.5% in 2004. However, between 2005 and 2010, tourism arrivals in Ghana grew at an annual average growth rate of 15%. With respect to inbound tourism receipts between 2006 and 2010, the annual growth rate in Ghana was 20% (Figure 2). This trend warrants investigation into tourists' travel behaviour.

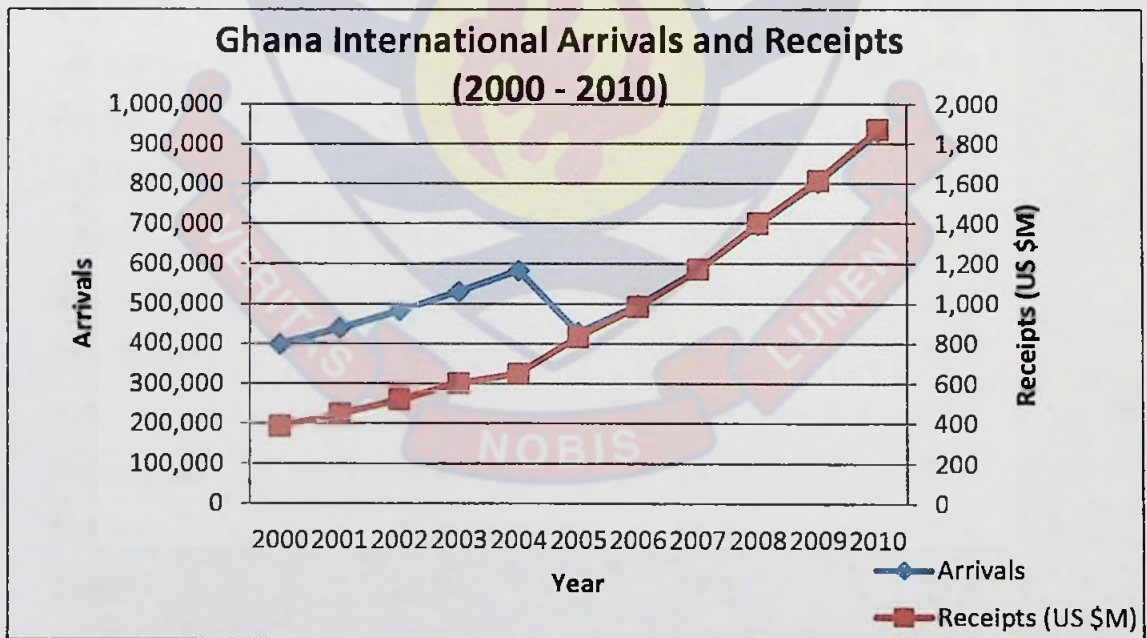


Figure 2: Ghana's Growth Pattern of Tourists Arrivals and Receipts (2000-2010) Source: GTA (2011)

In 2010, there were 930,222 international arrivals in Ghana and this generated approximately US\$ 1.88 billion in foreign exchange earnings (GTA, 2011). These figures, although low when compared to those of other competitors, represent the highest number of arrivals and receipts in Ghana's history. Visitor statistics (GTA, 2010) indicate that Ghana attracts tourists from various countries. Clearly, excluding Overseas Ghanaians, the United States of America (USA), Nigeria, United Kingdom (UK), Ivory Coast and Germany are Ghana's top five generating markets for tourists (Table 1).

Table 1: International tourist arrivals from the top generating markets (2006-2008) (Number of arrivals in thousands)

Country	2006	2007	2008
USA	62.8	76.9	86.8
UK	36.8	50.4	58.1
Germany	17.1	21.8	26.4
France	11.9	12.9	15.2
Netherlands	14.7	18.3	21.6
Canada	11.1	16.3	18.8
Switzerland	2.1	2.9	3.5
Scandinavia	8.6	11.7	14.8
Italy	4.6	5.9	7.5
Ivory Coast	25.9	26.3	35.5
Nigeria	56.3	66.4	79.0
Togo	13.9	17.2	22.0
South Africa	11.0	16.3	19.8
Overseas Ghanaians	67.0	69.2	79.6
Others	153.3	174.1	209.5
Total	497.1	586.6	698.2

Source: Ghana Tourism Authority (2010)

Ghanaians living abroad are excluded from this study as their motives for coming to Ghana are usually to visit family, relatives and others; moreover, they hardly visit Ghana's tourism attractions. Teye (1998) refers to Ghanaians living outside and visiting the country because of friends and relatives as 'voluntary tourists'. In other words, they are not considered as tourists in the strict sense of the word. Overseas Ghanaians do not have the same travel-related characteristics as the non-Ghanaian visitors. The expenditure patterns of the Ghanaians, length of stay, etc. differ markedly from those of non-Ghanaian visitors (Akyeampong, 2000).

The justification for this study in the Ghanaian context is based mainly on the economic gains that can be derived from increased tourist arrivals and receipts. Tourism growth appears to be the catalyst for economic growth. On the macro side it can bring economic benefits to Ghana in terms of foreign exchange, whereas on the micro side, several jobs can be created. Numerous researchers have put forward empirical evidence that supports this claim. For instance, Mensah and Amuquandoh (2010) observe that tourism in Ghana is an industry with enormous potential to address poverty and other developmental challenges facing the country. A vibrant tourism industry can provide some solutions to the myriad challenges facing the economy. The industry is labour intensive, currently accounting for 5.9% of the total employment in Ghana (GTA, 2010). An increase in tourism activity could therefore help alleviate the unemployment problem in the country since tourism is open to both skilled and unskilled labour with the latter favouring a number of unemployed youth and women in the country.

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Tourism also holds the key to unlocking the entrepreneurship potential of many Ghanaians as it provides the opportunity for several products and services from sectors such as transport, handicraft, accommodation, food, cleaning, security, arts and other travel-related establishments to be made available to visitors.

Fayissa, Nsiah and Tadasse (2007) examined the impact of tourism on economic growth and development in Africa. Using panel data of 42 African countries for the period 1995 to 2004, the study explored the potential contribution of tourism to economic growth and development with the conventional neoclassical framework. The results of the study showed that receipts from the tourism industry significantly contributed to both the current level of gross domestic product and the economic growth of Sub-Saharan African countries as did investments in physical and human capital. The authors concluded that African economies can enhance their short-run economic growth by strategically strengthening their tourism industries.

The Bank of Ghana (2007) undertook a study on the tourism industry and the Ghanaian economy. A field survey was conducted at selected tourist sites; tourism operators as well as tourists were consulted to ascertain their views on policy areas relating to the growth of the industry. The study reveals, among other findings, that Ghana has vast tourism potentials, both in terms of natural features and in her rich cultural heritage to make tourism a booming sector of the country's economy. The study also recommends improved quality and adequate provision of the following: access roads, reception centres, trained tour guides,

washroom and toilet facilities, accommodation and lodging facilities, restaurant facilities, potable water, electricity, transportation, ICT facilities, sanitation, security and proper management of tourism sites.

The tourism industry is well connected to several small and medium scale enterprises. Consequently, an increase in the flow of tourists to Ghana has a multiplier effect on all such enterprises. For example, in the case of hotels, suppliers of food items and beverages stand to benefit directly. Above all, the government will earn more revenue from the taxes collected from the industry.

The relatively slow rate of increases in tourism arrivals and receipts over the last few years has resulted in little development of infrastructure in Ghana's local communities, and little improvement in the standard of living of the people. Tourism is highly dependent upon natural resources, heritage, and culture which are available in abundance in Ghana. The lack of understanding of tourist's behaviour is partly due to host communities hardly being involved in the management of tourism destinations. A successful tourism sector in Ghana will depend on the inclusion of all stakeholders in planning, monitoring, evaluation of target market segments, and continuous improvement of the tourism attractions.

Another economic argument is for Ghana to be able to differentiate its products from that of its competitors, to offer the best choices available to the tourists. In Ghana's National Tourism Marketing Strategy (2009-2012), there are no strategies regarding target market segments and competing destinations such as the Gambia because data on such is not readily available. For example, Ghana

needs to do more to attract African Americans and others from the diaspora instead of losing such tourists to neighbouring countries like Senegal, which is also attractive to this target group due to its association with slavery.

Other justifications for this study are based on the premise that there has been a general lack of interest among tourism authorities to study tourist's behaviour in Ghana. The key to Ghana remaining competitive lies in the country uncovering state-of-the-art information about visitors' behaviour before, during and after their trips. Unearthing reliable information on tourist's motivation and satisfaction also depends on revealing their purpose of visit, types of tourism products and activities desired, and previous experiences in Ghana. In relation to the scanty amount of literature available in Ghana on the subject, this study will attempt to fill the information gap by providing a behavioural model (the travel motivation, satisfaction and loyalty model) to better explain tourist behaviour.

Results of this investigation will provide tourism marketers with the pointers needed to design effective marketing strategies for tourism development in Ghana. It is also important for this study to generate reliable knowledge and data on the implications of socio-demographic and travel-related dynamics on the tourist's behaviour in the future.

Data available from the GTA (2006) was found to be obsolete as it was five years old. According to the GTB (2007), 25% of international tourists travelling to Ghana in 2006 were here to visit friends and relatives (VFR), 22%

were in Ghana for business, and 20% were in for leisure/holidays. Other purposes were to study, to attend conferences and to seek medical treatment (Table 2).

Table 2: International tourist arrivals by purpose of visit to Ghana

Purpose of Visit	2005	Percentage	2006	Percentage
Business	92,840	22.1	108,473	22
Conference/Meetings	36,687	8.6	39,661	8
Study/Training	28,707	6.6	41,125	8
VFR	113,839	26.5	125,388	25
Medicals	4,308	1	5,429	1
Holiday	83,030	19	98,555	20
Transit	8,662	11.4	52,913	11
Others	20,460	4.8	25,585	5
Total	388553	100	497135	100

Source: Ghana Tourist Board (2007)

Although the above information is useful, it is not far reaching enough because it fails to provide data on the motives, and the degree of satisfaction of the visitors (Eftichiadou, 2001). Recent tourism market research by the GTA (2011) appears to have been restricted to the compilation of statistics such as tourist arrivals, receipts, and employment. There is the need for more extensive research and regular investigations into tourists' behaviour and accurate projections on tourism arrivals in the future. In this regard, there appears be very little collaboration between the GTA and Ghana's universities to explore the appropriate models for future predictions. The purpose of visit classification is an important tenet of this study; it provides information on the differences in

motives of the different market segments (Eftichiadou, 2001).

Success in marketing destinations should be guided by a thorough analysis and understanding of tourists' current preferences and reasons for travel. Understanding travel motivations can be regarded as important for the success of tourism marketing programmes (Cha *et al.* 1995; Jang & Wu, 2006). According to the GTA (2009), several international events have taken place in Ghana recently and such events have given a boost to international tourist inflows. Notable among the events were the Ghana at 50 Celebrations and the Celebration of the 2009 'World Tourism Day'. Amenumey and Amuquandoh (2010) observe that the Confederation of Africa Cup of Nations 2008 (CAN 2008) provided the host country (Ghana) with the unique opportunity to internationally sell itself, its culture, and attractions. Furthermore, sports personalities such as Ghana's Michael Essien have generated more interest among international travellers to Ghana. The desire to pursue sporting activities has become a significant motive for travel (Weed & Bull, 2004). Sports tourism is a growth sector which many emerging tourism destinations are considering in their marketing strategies. However, Ghana is yet to take advantage of sports tourism.

The final justification for the study is that it will help target the most popular tourism destinations in Ghana for huge investments. It is imperative that researchers seek an understanding of what international tourists would expect from Ghana in the future, and through addressing these internal and external motives, afford marketers the opportunity to plan effective strategies. If tourism investments are not directed at innovative tourism products that are in high

demand, international tourists will not have the positive experiences that result in repeat visits. Attention is now drawn to the research problem.

Statement of the research problem

Ghana has abundant natural, cultural and heritage tourism resources and very favourable weather almost all year round. In addition, the country has its own traditions, special history, friendly hospitable people, and many other enabling conditions for tourism which could bring huge benefits such as foreign exchange, employment and improvement in the standard of living of the people. Despite this, the country has not realised a significant share of worldwide receipts from international tourism. According to the UNTWO (2011) report, Ghana attracted barely one million international tourists in 2010, while Tunisia, with similar tourism offerings, attracted nearly seven million visitors and receipts of US\$ 2.7 billion. Growth projections by the GTA (2010) have constantly eluded the agency and the image of Ghana abroad as a tourism destination remains weak.

As very little research has been conducted regarding travel behaviour of tourists visiting Ghana, knowledge and solutions to the needs and expectations of tourists are limited. Earlier attempts by the GTA to deal with the marketing problems in 2008 led to the establishment of the National Tourism Marketing Strategy (2009-2012). In this policy document, the then Minister of Tourism states, "Something is not going right" (p. ii). Ghana has not been able to realise its full potential in tourism development, partly due to lack of marketing strategy

and inadequate awareness of the importance of tourism to Ghana. In fact, previous observations by international tourism organisations support this claim.

The WTTC (2007) notes that the weak performance of Ghana's tourism industry has been mainly due to the inadequate market research and the mundane marketing efforts towards the selling of Ghana abroad. Although tourism remains one of the main sectors for national development, the will to promote tourism by Ghana's past and current governments, is lacking. As a result, Ghana is still experiencing some difficulties in portraying her destination image that could attract more international tourists and establish the country as the preferred tourism destination in West Africa.

If the push and pull factors of visitors to Ghana are not properly addressed, a significant positive change in the trend of tourists' arrivals to Ghana would be impossible. Unless something really out of the ordinary happens, for example a terrorist attack, tourism arrivals to Ghana will continue to be on an upward trend. However, the problem that needs solving is how the pace of growth of the tourism industry can be increased by that tourism marketers and hospitality managers.

The UNWTO (2007) estimates that tourists' arrivals in West Africa will grow from 7% to 11% by 2020. This means that Ghana's tourism industry has bright prospects, and can grow a lot faster than anticipated by the UNWTO. The room to be explored is vast. Currently, tourism is Ghana's fourth foreign exchange earner after cocoa, gold and foreign remittances. Whereas revenues from cocoa and gold have fluctuated in recent times, tourism earnings appear to be rising though at a slow rate as compared to remittances (See, Table 3).

Table 3: Earnings of various sectors of the Ghanaian economy (2000-2002)

Sector	Year		
	2000	2001	2002
Cocoa	378.93	273.14	292.25
Gold	648.37	599.8	688.14
Remittances	682.1	717.1	1373.9
Tourism	386	447.8	519.57

Source: Ministry of Tourism (2005)

In some developing countries such as Egypt, Morocco, and Tunisia, tourism accounts for as much as 25% of their GDP. In Ghana, tourism accounts for a mere 6.7% of GDP, therefore, there is room for improvement in the tourism percentage of GDP. International tourism trends indicate that today's tourists are sophisticated and are demanding unique travel experiences and higher quality tourism products and services. For example, a nature-based attraction like the Kakum National Park has not been improved to include other complimentary services (like zoos and museums). Although tourism managers have intensified marketing efforts, accurate market segmentation is still lacking in Ghana. Specific characteristics of the tourists' market have to be identified. Poon (1993), states the importance of recognizing the growing differentiation within specific tourist markets. In this context, segmentation studies must be made a constant feature among planners and managers of destination areas since they may contribute to a more cost-effective design and promotion of more satisfactory tourism products.

Tourists often have more than one motive for choosing a destination (Crompton, 1979) as motivation is dynamic and flexible. People change their

travel preferences as they move through the family life cycle (from teenage through middle age to old age).

The first research gap concerns the scarcity of studies on internal motivations (push factors) and on external motivations (pull factors) of travellers to Ghana. The paucity of studies on travel motivation has affected the ability of stakeholders to understand the international tourism market in order to plan and promote Ghana as the preferred tourism destination in Africa. To be successful in the global tourism arena, tourism marketers and managers should understand the travel needs and behaviour of tourists in the target markets (Yoon & Uysal, 2005; Jang & Wu, 2006). Although there has been some research work on tourism in Ghana (Abane, Awusabo-Asare, & Kissi, 1999; Teye et al., 2002; Amuquandoh, 2006; Akyeampong, 2007; Mensah & Amuquandoh, 2010; Amenumey & Amuquandoh, 2010), none of the studies deals specifically with travel motivations, satisfaction and loyalty intentions of international tourists.

The second research gap concerns the paucity of studies on the socio-demographic and travel-related characteristics of international tourists and how these factors influence travel motivations. The differences and similarities in tourists' characteristics are important for tourism planning and market segmentation given that it appears homogeneity of tourists is assumed by Ghana's tourism marketers. However, tourists are not all the same. It is therefore important to identify tourists with similar interests as well as those with different characteristics. It is no longer enough to rely on tourists' arrivals and receipts. Due to the increasing use of the internet worldwide, potential tourists, regardless

of where they might be domiciled, usually make efforts to access information about the activities that meet their needs and are available at the destination they intend to visit.

It is therefore more important today for tourism marketers and hospitality managers to be well informed about tourists' target markets and the consumer profile of Ghana's visitors. The differences and similarities in behaviour among tourists from different countries and their socio-demographic characteristics need to be identified to better address the desires of potential tourists, and direct information on Ghana's attributes to specific groups with similar characteristics. This will reduce uncertainty, enhance satisfaction and encourage first-time visits. Lee et al. (2004) find a significant difference in the satisfaction levels between first time visitors, and repeat visitors. Perceived satisfaction of repeat visitors was found to be greater than that of the first-time visitors. Due to such variations in travel behaviour, reliable monitoring and observation studies are required.

As has originally been demonstrated by Plog (1972) and Cohen (1979), there are different tourist types. To be able to segment and target accurately, the typologies of visitors to Ghana need to be investigated to ascertain whether visitors to Ghana are explorers, mass tourists, adventure seekers, or institutional tourists. More importantly, there is the need to obtain greater insights into tourist market segments such as business, visitors of friends and relatives and establish whether they are African Americans, Africans, Europeans or Asians. With the market segmentation approach, tourism managers will be able to tailor tourists' products to meet the specific needs of potential and existing tourists.

The third research gap concerns the lack of attention paid by researchers to finding out the extent of tourists' satisfaction while in Ghana. Trying to understand what comprises tourists' satisfaction is one of the most relevant research themes of the tourism sector (Petrick, 2003; Prebensen, 2006) since satisfied tourists tend to tell others about their positive experiences and, in most cases, repeat their visit (Kozak & Remington, 2000; Alen, Rodriguez & Fraiz, 2007). Ghana's tourism marketers and hospitality managers have not made much effort to obtain information from tourists about their experiences, sources of dissatisfaction or complaints, and their suggestions. In addition, there are very few customer relations managers and very few mechanisms for addressing the negative experiences of tourists. Hence, dissatisfied visitors are often neglected. Suggestions for improvement in services are not given prompt attention. This sends wrong signals to potential visitors about tourism in Ghana.

The fourth research gap is in connection with the fact that few previous scientific studies exist on tourists' loyalty intentions to travel to Ghana. Tourists' loyalty to travel to a destination is a consequence of the degree of satisfaction with previous visits. Tourists' loyalty intentions relates positively to re-visitation and recommendation of destinations to others. This results in increased tourism arrivals and receipts. Recommendation of the destination to others is, to a great extent, done by word of mouth, which is difficult to measure and quantify. Hence, efforts need to be made to obtain information on visitors' future behavioural intentions in order to create effective travel motivations and emotional promotions of tourism in Ghana. The building of strong and consistent destination images as a

long-term entity will eventually create strong perceptions in the minds of potential tourists.

It is essential to ascertain tourists' perceptions on the attractiveness of Ghana as a tourism destination. The findings (perceptions) have implications for tourism planning, development and marketing of Ghana. In addition, the efforts of tourism marketers in attracting previous and potential visitors to Ghana must be assessed. The dearth of such rich information from tourists makes it difficult to know whether providers of tourism services are aware of the needs and expectations of their visitors and, by extension, understand the image tourists have about Ghana in their minds. To this end, the research gaps described above lead to the following research questions.

Research questions

- What are the push and pull motivations of international tourists who come to Ghana, specifically, to Accra, Kumasi and Cape Coast?
- How do the travel motivations differ according to the socio-demographic and travel-related characteristics of the visitors?
- What is the level of tourists' satisfaction and its relationships with travel motivation and loyalty intentions?
- What are visitors' perceptions on Ghana as a tourism destination?
- How capable are tourism marketers' in attracting more visitors to Ghana, in terms of better understanding the tourist's behaviour, market segments and the travel decision making process?

Research objectives

The main objective of the study was to explore and understand the travel motivations, extent of satisfaction and loyalty intentions among international tourists visiting Ghana. The specific objectives were to:

- Assess the push and pull motivations that drive international tourists to Ghana, particularly, to Accra, Kumasi and Cape Coast
- Examine the variations in travel motivations in terms of the socio-demographic factors, travel-related characteristics and typology of tourists to Ghana
- Ascertain international tourists' level of satisfaction in terms of its relationships with travel motivation and loyalty intentions
- Assess visitor perceptions and image of Ghana as an attractive tourism destination
- Appraise the efforts of tourism marketers in attracting visitors to Ghana and make suggestions towards innovative marketing strategies to adopt.

Hypotheses of the study

Based on the research objectives and literature on travel motivations, satisfaction and loyalty intentions, the following hypotheses were tested:

- There is no significant relationship between push and pull motivations and the characteristics of international tourists visiting destinations in Ghana.

- There is no significant relationship between the push and pull motivations of respondents and the extent of satisfaction with their experiences in Ghana.
- There is no significant relationship between tourists' degree of satisfaction and their perceived loyalty intentions to destinations in Ghana.

Significance of the study

The results of the study will be of value to policymakers, scholarship, tourism service providers, and tourists worldwide. The study is significant, firstly, based on its usefulness to policymakers in the formulation, planning, and implementation of tourism marketing strategies. It is hoped that this study will help tourism managers to gain better understanding of tourists' characteristics, which are linked to better market segmentation and successful marketing of Ghana. However, commitment is needed from the government of Ghana to finance aggressive marketing activities abroad. As Crompton and McKay (1997) suggest, there are three reasons for investigating tourist motives. First, it is a key to designing offerings for tourists. The second reason for better understanding motives lies in its close relationship with satisfaction. Finally, it is a key ingredient to the understanding of decision-making processes.

This research will be useful a useful contribution to scholarship because it will shed some light on international tourists' behaviour on which there are few studies in tropical Africa (Awaritefe, 2004). As one of the pioneering studies in Ghana on the subject, it adds to the limited knowledge on tourist's perceptions and

their evaluation of Ghana as a tourism destination. Studies on travel motivation of tourists have attracted more attention in the Western World (Crompton, 1979; Pyo et al., 1989; Yoon & McDonald, 1990; Badoglio & Uysal, 1996; Kozak, 2002; Yoon & Uysal, 2005). The study aims to provide some baseline information for future studies. It will serve as a reference document for anyone interested in tourism development in Ghana and will assist stakeholders to better understand the processes that lead to destination choice and marketing techniques and strategies.

The findings on tourists' needs and destination attributes can influence potential tourists in their choice of Ghana instead of other competing countries. It will improve the knowledge of international tour operators on Ghana. This type of information is significant because it will counter the negative image and stereotypical notions usually portrayed by international media about Ghana and Africa as a whole. With the recent unrests in neighbouring countries like the Ivory Coast and Nigeria, it is important for studies like this to set Ghana apart from its competitors. The peaceful and friendly environment that exists in Ghana also needs to be highlighted in order to counteract any fears that may be considered by international tourists in choosing Ghana as their destination. Ghanaians resident in Ghana could also be educated about tourism products and services. The desires and needs of the tourists are fundamental and intrinsic. Therefore, tourists should be encouraged to give feedback on their expectations and their actual experiences.

Finally, understanding why tourists visit Ghana will further contribute to the development of the tourism sector and the economy as a whole. Results from this study may help understand the culture tourist market and contribute to an improved target marketing to each group, simultaneously understanding the actual and potential role of each group visiting Ghana.

The central element of the tourism sector is the destination and its characteristics. It is therefore vital to empirically examine tourists' motivations, satisfaction and loyalty intentions, in order to identify the markets in which tourists' motivations match destinations attributes. Philosophically, such a match could lead to a higher satisfaction levels and positive loyalty intentions being achieved by the tourist.

Research scope

A wide range of constructs in tourism literature deals with the subject of tourist behaviour. Each of these constructs can warrant a full-scale study. However, there is no universally agreed upon concept on travel behaviour. This study limits itself to five constructs to explore travel behaviour, namely, push motivations, and pull motivations, characteristics of tourists, satisfaction and loyalty intentions.

Definition of terms and concepts

Tourism

The UNWTO (2001) defines tourism as the activities of people travelling to and staying in places outside their usual environment for not more than one consecutive year for leisure, business, and other purposes. When compared to the

past, a major difference with the present is that today's tourists are more complex and difficult to understand, since their choices of destination are numerous (Eugenio-Martin, 2003).

The definition of travel (to tour, take a trip, trek, move and journey) as against tourism (sightseeing, going to places of interest, visiting attractions) has evolved over the years. Hunt and Layne (1991) point out that the difficulties of defining tourism are far from recent. Travel was the standard term used prior to 1987 but this has been supplanted by the term tourism. The industry has developed through people travelling from home for pleasure or leisure, and has become known as the tourism industry. The definition of tourism has been split into different dimensions that include international tourism (sometimes referred to as inbound or outbound tourism) and national tourism (sometimes referred to as domestic tourism).

Motivation

Hawkins *et al.* (1990) define motivation as "the reason for behaviour" (p. 366) while Ali-Knight (2000) says that motivation is derived from the word *motivate* which is "to cause a person to act in a certain way, or to stimulate interest or induce a person to act" (p. 4). Moutinho (2002) defines motivation as "a state of need, a condition that exerts a push on an individual, towards certain types of actions that are seen as likely to bring satisfaction" (p. 49). Several other definitions are similar to that of Pizam *et al.* (1979) who state that tourism motivation is "the set of needs which predispose a person to participate in a tourist activity" (p. 195).

Motivation can be characterised as either a positive driving force that prompts individuals to travel to specific destinations or as a negative force, such as fear, which prevents individuals from travelling to destinations (Gilbert & Terrata, 2001). In this study, the definition adopted is the one proposed by Mook (1996) which sees motivation as the cause of human behaviour. In this light, a motive is an internal factor that arouses, directs, and informs a person's behaviour (Crompton & McKay, 1997; Iso-Ahola, 1982). In his appraisal of tourist motivation literature, Dann (1977) explains that satisfaction of one's needs is at the root of the questions: why does tourists travel or what makes tourists travel?

Therefore, the best way to understand tourist motivation is to regard travel as a satisfier of needs and wants. The whole process begins with the needs of an individual. Wants occur when a person is either aware of the existence of some needs. One takes an action when one is motivated. People travel because they believe that their needs and wants will be satisfied. The internal psychological factors of needs and wants cause disequilibrium or tension within the individual and that leads to action being taken (for example going on vacation) to restore homeostasis by satisfying the required needs (Crompton, 1979; Crompton & McKay, 1997). According to Wilde (1998), any action performed after a choice has been made carries some objective likelihood of an accident risk, which in quantitative terms could be greater or smaller than the risk level prior to the change. Each incident that occurs has an impact on the travel motivations of tourists. It affirms their expectations and affects their intention to revisit a destination. Motivation has been one of the well-researched areas in the field of

tourism and can be considered as crucial for the following reasons:

- The driving force behind all travel actions (Iso-Ahola, 1982)
- A foundational reason for tourists' behaviours (Mayo & Jarvis, 1981) and
- Crucial to understanding the vacation destination process (Dann, 1977).

Perception

Perception may be defined as the process by which individuals receive, select, organise, and interpret information to create a meaningful picture (Belch & Belch, 2004). Perception is the basis upon which customers make comparisons between their expectations and the ultimate performance of a service. Perception is conditioned by past experiences, preferences and hearsay or word of mouth. Elements that constitute the perception process are important to the understanding of travel motivations of international tourists. Perception affects the way consumers behave and, in most cases, consumer behaviour is based on perception and not the interpretations of reality (Ganesh & Oakenfull, 1996). According to Banks and Krajicek (1991), perception is the active process of organising stimulus input and giving it meaning. Other authors such as Fridgen (1994) define perception as the translation of sensory data into meaningful information that can be used and acted upon.

Perceptions are important aspects of the decision-making process of choosing Ghana. For the purpose of this study, travel characteristics, tourist typologies and socio-demographic characteristics of the tourist all add up to their perceptions. Tourists as consumers make decisions based on their perceptions. Tourism policy in Ghana can be said to represent a top-down approach, which

means that tourism policy decisions, to a large extent, are shaped at the top level of tourism administration (Zhang, Chong & Jenkins, 2003). This approach can be combined with the bottom-up approach where tourists are interviewed to ascertain their satisfaction levels before policy formulation and implementation.

Marketing strategy

Marketing strategy is the outcome of a firm's segmentation, targeting and positioning choices (STP process) at the level of the Strategic Business Unit (Webster, 2005). This philosophy is supported by a number of marketing textbooks (e.g. Kotler, 2003), where the STP process is enforced as the core of marketing strategy. In other words, the main concept of marketing strategy involves the tasks of identifying and choosing the target segments where the actual and potential customers desire to purchase the product. According to Kotler et al. (2003), positioning is a way the product is defined by tourists, its attributes, and the place it occupies in the tourists' mind relative to competing products.

Market segmentation

The concept 'market segmentation' was originally introduced by Smith (1956) as a strategy for viewing a heterogeneous market as a number of smaller homogenous markets. When segmenting a market, groups of individuals, which are similar with respect to some personal characteristics, are developed. According to Kotler (2000), market segmentation means dividing the whole market into different parts on the basis of variables. This process, also described as target marketing, involves market structure analysis conducted through concentrating marketing efforts on one or a few key segments.

Destination image

Destination image is typically defined as tourists' overall perceptions of a specific destination (Fakeye & Crompton, 1999) or their mental portrayal of the area (Alhemoud & Armstrong, 1996; Gallarza, Saura & Garcia, 2002). It is generally accepted in tourism literature that destination image has influence on tourists' behaviour (Lee, Yoon & Lee, 2005). It is important for this study to assess and understand the images of Ghana in the minds of the visitors, with the aim of establishing whether those images are realistic and consistent with Ghana's tourism offerings. Ghana's tourism marketers should develop new attractions that meet the expectations of potential tourists and, at the same time, make efforts to prevent Ghana's natural, cultural and heritage attractions from further deterioration. For a positive destination image to be established in the minds of tourists, they need to have a positive experience supported by strong marketing campaigns that meet the needs of visitors. Destination image, perceived quality of the destination and satisfaction are the most frequently used factors to explain travel motivation and tourists' intention to visit or revisit a tourism destination (Bigne' et al., 2008; Chi & Qu, 2008; Chen & Chen, 2010)

Once a visitor arrives at a destination, his or her satisfaction largely depends upon a comparison of their expectation based on previously held images with the actual reality encountered at the destination (Chon, 1990). Satisfaction of customers is therefore a way of advertising a tourism destination to sustain its competitiveness (Baggio, 2007).

Theoretical framework

The question 'why do people travel' (Lundberg, 1972) forms the basis of this study. Several theories have been proposed in an attempt to provide explanations for the factors influencing tourism destination choice and tourists' behaviour. The most prominent of these is the push and pull framework (Crompton, 1979). Tourists' internal desires are described as push factors while tourism products are described as pull factors (Dann, 1987).

Travel motivation forms an integral part of travel behaviour and has been widely researched and applied in tourism marketing strategies mainly in the more developed countries. It is therefore important for emerging tourism destinations to understand the travel behaviour and, more specifically, the travel motivations of tourists as these may assist in product development, improved marketing strategies, and the creation of competitive advantage. Travel behaviour, therefore, plays an important role in tourism and demands investigation.

Previous studies indicate that travel behaviour can be explained by travel motivation, satisfaction levels, destination image, the characteristics of tourists and their loyalty intentions (Venkatesh, 2006). However, to date, there has been no consensus over the best way to understand travel motivation. In this study, attempts are made to emulate previous approaches by exploring the relationships among motivation, satisfaction and loyalty intentions. Some researchers argue that satisfaction can effectively predict future tourist's behaviour (Bigne' et al., 2001; Lee, Graefe & Burns, 2004).

For the tourism industry in Ghana to improve its current status, it is

dependent on tourism marketers being proactive in predicting future travel behaviour. Papatheodorou (2006) states that destination choice has always been an important aspect in tourism literature and there are various factors influencing travel decisions. Travel behaviour can therefore be defined as the way tourists behave according to their attitude towards a certain product and their response after making use of the product (March & Woodside, 2006; George, 2004). Tourists are subject to certain behaviour before, during and after travelling. This is conceptualised as travel behaviour.

In order to predict travel behaviour it is important to understand how individual characteristics of a person interact with that of a situation. Therefore, an understanding of the positive and negative evaluative factors that influence destination choice of tourists is vital (March & Woodside, 2006; Holloway, 2004). Knowledge regarding travel behaviour can assist in marketing and product development, which can increase the number of visitors to Ghana. However, it has been found that very little research has been conducted on the travel behaviour of tourists visiting Ghana, hence, this study's attempt to fill this gap.

This study adopts two conceptual frameworks, the Push and Pull Framework (Crompton, 1979) and the Systems Model (Leiper, 1990). Limitations and gaps in the models are also identified. Ultimately, Crompton's push and pull model is modified into a new behavioural model which attempts to address the empirical evidence on relationships between tourists' motivations, satisfaction and loyalty intentions. By so doing, answers are provided to the research questions and hypotheses of the study are confirmed or disconfirmed.

Limitations of the study

A more comprehensive picture of Ghana as a tourism destination could have been painted with the inclusion of domestic tourists. As tourism arrivals increase in Ghana, it would be crucial to ascertain the differences in travel behaviour between international and domestic tourists.

A conceptual model (push and pull framework by Crompton, 1979) was modified to include the satisfaction and loyalty constructs to gain a deeper understanding of tourists' behaviour in this study. However, the new model could have been further developed to include constructs such as perceived value, costs and perceived risk (e.g. Bigne' et al., 2009). Therefore, future research can add these constructs to the proposed model.

Travel constraints of tourists in Ghana were not examined specifically, as they were not the core subject of this study. Although it was expected that tourists would reveal what stops them from choosing Ghana as their travel destination, broadening the topic to include travel constraints of respondents would have been useful.

The study could have included other tourism destinations outside Accra, Cape Coast and Kumasi to ensure greater validity of the findings. In addition, more stakeholders (e.g., members of the local community and restaurant operators) could have been interviewed to expand the sample size and shed more light on tourists' behaviour. Considering more geographical areas or customer groups in empirical studies may make a generalisation of findings possible

(Kozak, 2002). This study addressed this challenge by employing strategies such as, validity tests (Sarantakos, 1997) to confirm the validity of the findings. Reliability was also ensured through comparing the findings of this study to others.

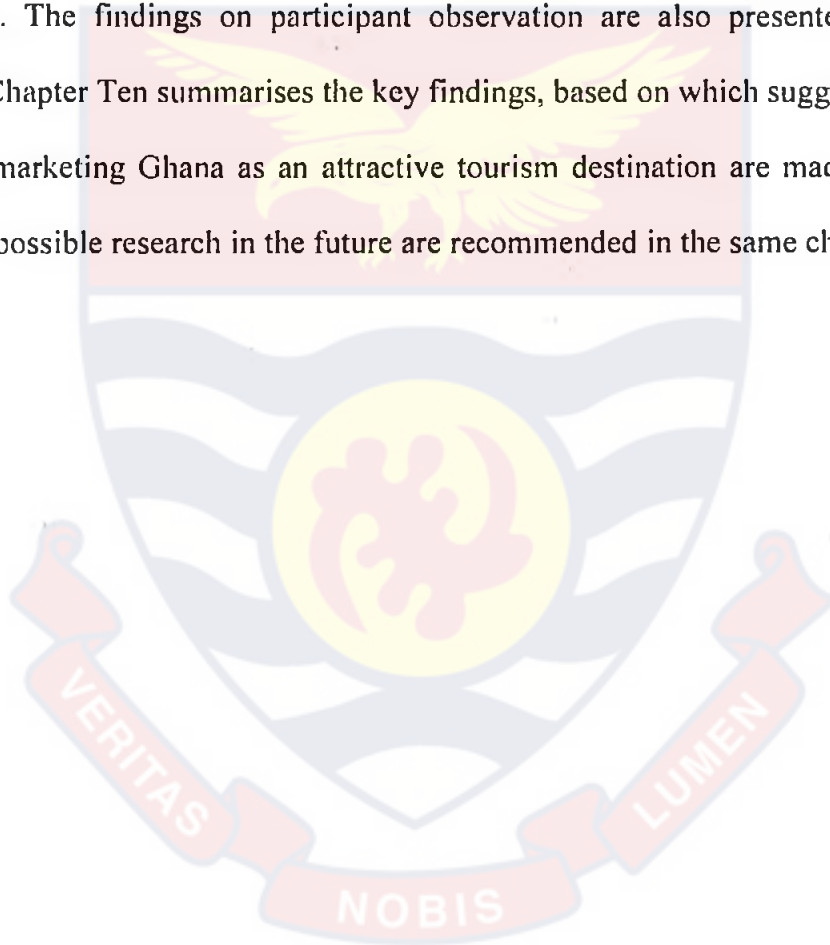
Organisation of the study

The study has been organized into ten chapters. Chapter One provides the background to the study, the problem statement, research objectives, hypotheses of the study, theoretical framework and the justification for the study. Chapter Two describes the study area and context. Chapter Three reviews relevant literature and some theories related to travel motivation, satisfaction, and loyalty intentions. In addition, the adopted conceptual frameworks for the study are discussed and explained.

The fourth chapter focuses on methodological issues guiding the study. The main issues covered here include the research design, sampling procedure, statistical techniques used, validity and reliability of data, and issues from the field. The results of the examination of the push-pull motivations of respondents and their implications for tourism planning, development and marketing have are discussed in Chapter Five. Chapter Six presents the results on the influence of socio-demographic and trip-related characteristics on travel motivation of tourists. Chapter Seven discusses the findings on the relationships and effects between travel motivations, satisfaction and tourists' loyalty intentions. A hypothetical

behavioural model is proposed based on the push and pull model (Crompton, 1979) to better answer the research hypotheses.

Chapter Eight discusses visitors' perceptions on Ghana as a tourism destination. Chapter Nine is an appraisal of the marketing efforts of tourism marketers and hospitality managers towards attracting new and previous tourists to Ghana. The findings on participant observation are also presented in this chapter. Chapter Ten summarises the key findings, based on which suggestions on ways of marketing Ghana as an attractive tourism destination are made. Lastly, areas for possible research in the future are recommended in the same chapter.



CHAPTER TWO

THE STUDY AREA AND CONTEXT

Introduction

This chapter examines the characteristics and geography of the study area. Specifically, it describes the three destinations (Accra, Kumasi, and Cape Coast) selected in Ghana for the study, and describes the population, climate, types of tourism and main tourism attractions at the destinations where the surveys were conducted. Additionally, popular tourist sites in other regions in Ghana are highlighted. This outline aims to give the reader some general information about Ghana, its tourism development experience, future prospects and challenges facing the industry in attracting international tourists. The rationale behind choosing specific study areas, Accra, Kumasi and Cape Coast, for the surveys is also looked at before Ghana's economic, political, social, cultural, technological and legal environments are evaluated with regard to tourism development.

The context of Ghana

Ghana, formerly known as the Gold Coast, is located in the West African sub-region. It is bounded in the north by Burkina Faso, the south by Gulf of Guinea of the Atlantic Ocean, the west by the Ivory Coast, and the east by the

Republic of Togo. Its central location in the West African sub-region makes it easily reachable by a majority of would be tourists (Plate 1).



Plate 1: The map of Ghana and Ghana's location in West Africa

Source: Magellan Geographix. www.maps.com

Ghana has a population of 24,658,823 (Population and Housing Census [PHC], 2010) and a total land area of about 238,540 square kilometres, with a 540 kilometres coastline. The Greenwich Meridian passes through one of Ghana's harbour cities, Tema. It is a tropical country with a tropical type of climate. This means that the weather is very warm and favourable for international tourism all year. Temperatures are generally high with the average being 26°C; however,

temperatures of around 30°C are recorded between March and April. There are two main seasons: the dry season and the rainy season.

Ghana has ten administrative regions of which the Greater Accra, Ashanti and Central are the most patronised by international tourists. According to recent census (PHC, 2010), the three regions have populations of 4.7 million, 4.1 million and 2.2 million persons respectively. Economic growth has increased steadily since 2000 with annual GDP increasing from 3.7 % in 2000 to 7.3% in 2008 (Ministry of Finance and Economic Planning, 2008). The average national income (GNI) per person in Ghana is US\$1,430 PPP compared to US\$ 36,130 in the UK (World Bank, 2008). Less than a third of Ghanaians live below the national poverty line. (Poverty rate has however fallen from 52% in 1991/92 to 28 % in 2005/6, according to Ghana Living Standards Survey, 2005/6).

Since Ghana gained independence from the British in 1957, the country has depended, to a large extent, on agriculture and mining activities. Unfortunately, due to decades of political instability and lack of commitment on the part of successive governments, tourism development and growth has been relatively slow. A ministry of tourism was created in 1993 by the government and the ministry has since endeavoured to maximise the tourism sector's contribution to socio-economic growth. This situation was given a boost when there was a drop in the price of cocoa and gold, and a hike in world oil prices in the late 1990's.

The resultant drop in national earnings necessitated another attempt at diversification, which meant tourism was seen as an additional foreign exchange

earner. As the part of its efforts to improve tourism in Ghana, the government introduced the Ghana Investment Promotion Centre Act 1994 (Act 478), which provided a lot of incentives for investors. Notable among these concessions were tax allowances ranging from 25% to 50%, concessionary rate of 10% duty, 12.5% VAT reduction on imports other than foods, beverages, building materials and vehicles required for projects in all segments of the tourism industry.

In the last decade, Ghana has ranked very low among tourism destinations of the world (WTTC, 2009). This assertion is supported with evidence from the World Economic Forum Statistics in 2010, which showed that Ghana was 108th out of 139 countries as the world's favourite tourism destination. It is believed that, generally, satisfied tourists are more likely to return to a destination than unsatisfied tourists and that the level of satisfaction determines future behaviour. Several studies have found that it costs about five times as much in time, money, and resources to attract new customers than it do to retain existing ones (Pizam & Ellis, 1999).

The history of tourism development in Ghana

The first major step in formal development of tourism in Ghana was an evaluation of the country's tourism resources in 1970 (Obuarn Committee, 1972). The aim was to categorise tourism resources and potential for a Five-year Development Plan, for the period 1972-1976. Subsequently, a Fifteen-year Development Plan (1975-1990) by the Danish Government was introduced. Unfortunately, it never came into being because of the political economy at the

time, the subsequent decade of political instability, and severe economic deterioration that followed (Teye, 1988).

In the last thirty years, several other tourism development plans have been formulated. These include a 15 Year Tourism Development Plan (1996-2010), the Strategic Action Plan (2003-2007), the National Tourism Marketing Strategy (2009-2012), and the Medium Term Development Plan (2010-2013). Despite these attempts, tourism development in the country has been slower than anticipated, with a gradual increase in tourists' arrivals, receipts, and employment and hotel room occupancies since 2005. Table 4 illustrates this claim.

Table 4: Tourism development statistics 2005-2008

Indicator	2005	2006	2007	2008
Arrivals	428,533	497,129	586,612	698,069
% Growth	-	16	18	19
Receipts US\$ m	836.1	986.8	1,172	1,403
% Growth	-	18	18.8	19.7
Employment	172,823	183,192	206,091	234,679
% Growth	-	6	12.5	13.9
No. of hotels	1,345	1,421	1,432	1,595
% Growth	-	6.1	0.4	11.4
No. of hotel rooms	18,752	22,835	20,788	24,410
% Growth	-	21.8	-9.0	17.4
No. of hotel beds	23,924	27,839	26,063	29,645
% Growth	-	16.4	-6.4	13.7

Source: Ghana Tourist Board (2009)

Among the top 20 leading tourism revenue earners in Africa, Ghana moved up from the seventeenth in 1985 to the eighth position in 1998 (UNWTO, 1990). Despite this growth in tourism arrivals, Ghana's competitors, such as Senegal, in the sub-region enjoy greater annual growth rates of over 30%. In comparison to other destinations, Ghana should have had higher tourism growth rates due to its record on safety and on being a peaceful country for tourists, but that does not appear to be the case.

The Ministry of Tourism is responsible for the development of the tourism sector through its implementing agency, the Ghana Tourism Authority (GTA). The GTA was established in 2011 to play the role of a national authority on tourism. The Ghana Tourist Federation (GHATOF) collaborates with various private associations and groups in the sector by providing the basis for a public private partnership.

Tourism in Ghana today: Challenges and prospects

Tourism in Ghana today is currently focused on nature-based activities such as wildlife viewing in national parks, environmental, and cultural tourism, which is complemented with historical heritage sites with attractions such as the Elmina and Cape Coast castles (UNESCO World Heritage sites). This niche market is more into the return of Africans in the Diaspora to their native land on the continent with Ghana acting as a gateway. After participant observation in some fora and informal conversations with various stakeholders, the following main challenges and prospects for Ghana's tourism industry were uncovered:

- Lack of clear destination brand and credible image of Ghana,
- Lack of a robust marketing strategy for nature-based tourism in Ghana,
- Political instability in Ghana in the 1970's and 1980's,
- Inadequate funding and investment in the travel and tourism industry,
- Few incentives to encourage indigenous tourism businesses,
- Health and safety concerns of potential tourists,
- Relatively high visa fees and costs of travel to Ghana,
- Lack of community involvement in the tourism development process,
- Lack of human resources in tourism development and technical expertise in destination marketing, especially at the local level,
- Poor infrastructure, mainly, inadequate electricity supply, bad roads and transport facilities to a majority of Ghana's tourism destinations,
- Out-of-date distribution channels and a lack of ICT facilities for internet use by international tourists,
- The threat of terrorism and conflicts has become big issues among potential visitors to Africa. For example, the tourism industry in Nigeria is being brought to its knees by a terrorist group (Boko Haram),
- Lack of coordination among tourism stakeholders,
- Lack of human resource capacity, the culture of innovation, and creativity among entrepreneurs in the industry,
- Negative media coverage of developments on the African continent that have contributed to the negative perceptions held by international travellers about Ghana (GTA, 2010).

The UNWTO (2009) has stated that it expects tourism arrivals to grow very rapidly in West Africa. For this to happen, Ghana's tourism marketers and managers must address the challenges facing the tourism industry. The main drivers for change in the industry appear to be continuous research (such as this study) on tourist's behaviour, taking advantage of the technological revolution taking place globally, and dealing with the threat of terrorism.

The threat of terrorism is a challenge that faces Ghana because of terrorism activities in neighbouring countries such as Nigeria. Terrorism has a negative effect on Ghana's destination image. It is generally accepted in tourism literature that destination image has an influence on tourist's behaviour (Lee, Yoon & Lee, 2005). George (2003) concludes from a study on tourists' perception on safety and security that tourists are less likely to travel if they perceive the fear of crime at the destination. Due to the intangible nature of travel, tourists depend on positive images formed from past personal experience, or on limited sources of information. Compared to other consumer products, tourist products are more risky as they involve people travelling to unfamiliar places and thus taking financial, psychological, and social risks (Bieger & Laesser, 2004).

The slow adaptation to the technological and electronic advancement by tourism stakeholders in Ghana has been partly responsible for the slow growth of its tourism industry. The unique characteristics of the industry make the tourism product very information intensive in nature and hence conducive for management, storage and distribution electronically (Egger et al., 2007). Other challenges facing the tourism industry are poor infrastructure, which makes it

difficult for international tourists to access tourism sites and resorts; lack of human resources to train and educate tourism personnel; and, lastly, a complex visa regime.

The challenges described have come about as a result of lack of funding for the development of the tourism industry in Ghana. The lack of funds has led to very little marketing and promotion of Ghana to existing and potential customers abroad. The explanation given by a minister of tourism during the interview was that, “It is a matter of priorities. This country has more pressing problems like, infant mortality.” This gives the researcher the impression that tourism is not being taken seriously by the Government. With this state of affairs, it is not surprising that a unique brand identity that promotes Ghana as a ‘must see’ destination with peaceful and safe attractions is not being realised.

Targets set as far back as 1996 by the WTO/UNDP for the tourism sector have barely been achieved. According to Teye (1998), the 1996 plan had a number of interesting and ambitious objectives, which required a brief review. First, it projected the total annual international tourist arrivals to increase from only 286,000 in 1995 to as much as 1,062,000 in 2010 (Table 5).

Table 5: International market target segments for Ghana (1995-2010)

Type of Arrivals	1995	%	2000	2005	2010	%
Business	139,000	48.6	177,000	237,000	302,000	28.4
VFR	109,000	38.1	139,000	177,000	226,000	21.3
Holiday	38,000	13.3	83,000	224,000	534,000	50.3
Total Arrivals	286,000	100.0	399,000	638,000	1,062,000	100.0

Source: WTO/UNDP (1996)

The leisure or holiday segment was expected to increase from a mere 13.3 % in 1995 to 50.2 % in 2010. In real terms, that meant 534,000 leisure tourists arriving each year. In comparison, arrivals in the business category declined from 48.6 to 28.4 percent (Table 5). Second, the two main product components developed were ecotourism, based on the country's diverse natural resource attractions, and heritage tourism, based on the cultural attractions related to the slave trade. The latter component was geared towards attracting Africans in the Diaspora, particularly from the United States and the Caribbean. The Ministry of Tourism and Modernization of the Capital City took a number of measures to promote leisure tourism in 2008. Since then, the Paragliding Festival at Kwahu has gained wide patronage from international and local tourists yearly (every Easter holiday). The prospects for the tourism industry in Ghana remains high, however, more efforts must be made to address the challenges highlighted in order for the country to compete effectively with other countries in Africa, such as Tunisia and Senegal.

Notwithstanding these challenges, the Ghana Tourism Authority (GTA) was established in 2011 to replace the Ghana Tourist Board (GTB). The GTA is an autonomous body empowered by the Parliament of Ghana to research into the tourism market segments, develop tourism products and services, develop human resources, ensure quality service delivery and act as a regulatory body for tourism and hospitality establishments in Ghana. Prominent among its obligations are the setting up of a Tourism Development Fund to deal with the financial constraints

that are inhibiting tourism development in Ghana. A levy of 1% was imposed on all tourism products and services to raise money for the fund (GTA, 2011).

The main challenge for tourism marketers is to understand the travel motivations of visitors to Ghana to make it easier for them to predict future tourists' behaviour. Service providers in the tourism industry will, due to such an understanding, be able to provide tourism products and experiences that would exceed the expectations of travellers to Ghana and make the tourism industry in Ghana successful and lucrative for many stakeholders.

International tourists would, for instance, want to find out about how a small country like Ghana can produce sportsmen of certain repute. However, tourism marketers need information on international tourists who spend more in terms of time and money on Ghana's variety of tourism activities. The managers could ultimately target their products specifically at such tourists and distinguish them from the others in terms of demographic, socio-economic and other observable characteristics (Mok & Iverson, 2000). Mensah (2009) notes that the slow growth of tourism arrivals in Ghana has been due to the limited and confusing forms of nation branding. Ghana has been branded with slogans like 'proverbial hospitality', 'golden experience', 'centre of the world', 'culture, warmth and much more' etc. in the media. Having a national brand identity, through adapting a single slogan that all stakeholders can buy into, will help in our quest to make Ghana a preferred tourist destination in Africa. Also, Ghana can become a unique destination for nature-based, cultural, historical and heritage attractions which, if marketed well, can attract potential tourists. International tourism

arrivals and receipts in Ghana for the last decade are shown in Table 6.

Table 6: Ghana's international arrivals and receipts (2000-2010)

Year	Arrivals	% change	Receipts (US\$ m)	% change
2000	399,000	-	386.00	-
2001	438,883	9.9	447.83	26.9
2002	482,643	9.9	519.57	16.0
2003	530,827	9.9	602.80	16.0
2004	583,821	9.9	649.37	7.7
2005	428,533	-17.5	836.09	18
2006	497,129	15	986.80	19
2007	586,612	18	1,172	19
2008	698,069	17.5	1,403	19.7
2009	802,779	16.5	1,615	15
2010	931,221	18.5	1,871	16

Source: Ghana Tourism Authority (2011)

Arrivals increased steadily from 438,889 in 2001 to 931,221 in 2010 (GTA, 2011). This shows an average annual growth rate of 15%. However, there was a slight drop in arrivals to Ghana in 2005, after the general elections held in 2004. International tourists are believed to be reluctant to travel to African countries during general elections because of the possibility that they might get caught up in political unrests. Ghana is considered an 'island of peace and stability' in the West African sub-region. The country has had five consecutive free and fair elections since 1992 (GTA, 2011) and democracy and freedom of expression is deepening. Ghana has made a lot of progress on the Millennium Development Goals (regarding maternal and child mortality, primary school enrolment etc.). With respect to tourists' expenditure, receipts grew at an annual

average rate of 18% from US\$ 447 million in 2001 to US\$1.87 billion in 2010 (GTA, 2011) as can be seen on Table 6.

The figures shown in Table 6 are a guide to the actual figures. The data on inbound tourists refer to the number of arrivals, not the number of people travelling to Ghana. Thus, a person who makes several trips to a country during a given period is counted each time as a new arrival. It is also possible that some inbound tourists were not counted. Finally, it is sometimes difficult to distinguish between international tourists and domestic tourists.

Tourism is one of the means for socio-economic development which is helping countries like Ghana to increase their gross domestic product. Ghana is endowed with numerous tourism products that can be sold to potential tourists searching for new and meaningful travel experiences. The WTTC (2009) opines that Ghana needs to take advantage of increasing travel and tourism activity within Africa. Trends emerging from international fora indicate that travellers are seeking ecotourism and greener environments. Web and mobile technologies have allowed travellers to be more activity oriented than destination oriented.

Rationale for choosing the study areas

The three most visited and tourism activity-oriented cities in Ghana, Accra, Kumasi, and Cape Coast (GTA, 2010), were chosen for the surveys and in-depth interviews for this study. Hotels where the in-depth interviews were conducted are listed in (appendix E). The rationale for the first choice is that the three destinations form Ghana's 'tourism triangle', and most tourists who visit

Ghana, visit at least one of these towns (GTA, 2010). Most of Ghana's tourism attractions appear to be in these three areas: Accra, Kumasi and Cape Coast (Figure 3).

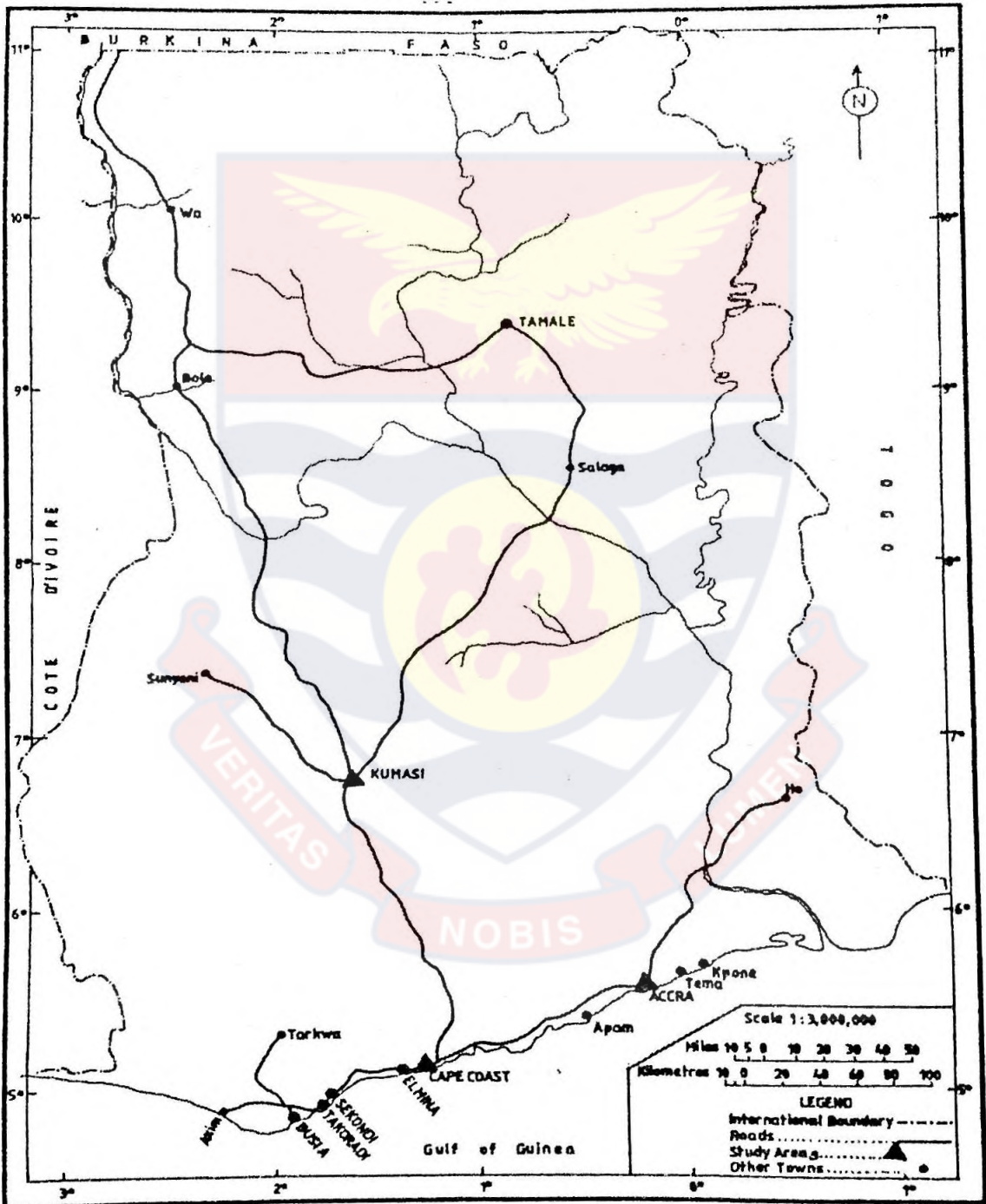


Figure 3: Map of Ghana showing the three study areas
Source: Department of Cartography, University of Cape Coast (UCC).

The map shows, in triangles, the three study areas, Kumasi, Accra and Cape Coast, in the Ashanti, Greater Accra, and Central regions respectively. Table 7 indicates that for the surveys, nearly 43% of the respondents were interviewed at the Kotoka International Airport (KIA) in Accra in December 2009, 32% were surveyed in Cape Coast in February 2010, and 25% of the respondents contacted in Kumasi in April 2010. The surveys were conducted over a six-month period, with destinations surveyed every other month to avoid the same tourists being interviewed twice.

Table 7: The study areas and the number of respondents

Study Areas	Date of Survey	Respondents	Percentage
Accra Airport	Dec 2009	173	42.7
Kumasi Manhyia	Feb 2010	100	32.6
CapeCoast(Restaurant)	April 2010	132	24.7
	Total	405	100

Source: Fieldwork, 2009

The Study Areas

Cape Coast

Cape Coast is the capital town of the Central Region of Ghana, and it harbours many prominent tourism destinations. The region has a population of 2.2 million (PHC, 2010). It is located in the southern part of Ghana and is also known as Oguaa by its indigenous Fante people. Cape Coast had early contact with European explorers and was the first administrative capital of the Gold Coast (now Ghana). The name 'Cape Coast' came from the Portuguese 'Cabo Corso'

(Short Cape) (Agyei-Mensah, 2006). Cape Coast was once a Fetu fishing village established before the Portuguese intrusion into the Gold Coast in the Fifteenth Century (Arhin, 1995). It later became a trading town and, subsequently, an educational and administrative centre. Heritage tourism and fishing are the main sources of income of the people of this city. One of the UNESCO designated World Heritage Site's is the Cape Coast Castle (Plate 2).



Plate 2: The Cape Coast Castle

Source: Fieldwork, 2009

Another popular edifice is the Elmina Castle also designated a World Heritage site by UNESCO. Many visitors, especially those of African-American descent, patronise this castle to re-orient themselves with history on slavery and during Pan-African Festivals (PANAFEST). Cape Coast is one of the most visited spots on the Ghanaian tourist routes. Its identity as one of the few Ghanaian towns that have preserved their heritage and tourism potential remains strong. Abane et

al. (1999) estimate that Cape Coast receives at least half of the inbound tourists to Ghana. The city is home to the University of Cape Coast. This university attracts many visitors, mainly students on exchange programmes or volunteers. Unfortunately, Cape Coast does not have the capacity, in terms of hotels and restaurants, to cater for its numerous tourists (GTB, 2008). According to Oheneba Acheampong (1999), most visitors to Cape Coast hardly stay overnight. Fortunately, a few more hotels and guesthouses are being built, making visitors more likely to spend a week or more comfortably in Cape Coast.

The Castle Beach Restaurant, Cape Coast

The Castle Beach Restaurant (Plate 3) was purposively selected for the survey. This restaurant is situated right next to the Cape Coast Castle.



Plate 3: The Castle Beach Restaurant, Cape Coast

Source: Fieldwork, 2009

The restaurant provides entertainment and African cuisine to visitors to the Cape Coast castle and thus satisfies the motivations of tourists to relax and experience something different, such as interacting with the fishermen and local artisans. The restaurant is constructed in wood and overlooks the Atlantic Ocean. Most tourists conveniently interviewed here were either in the middle of their holiday or had arrived in the country only a few days before. This location is a very convenient place for tourists to have a break. The visitors felt very relaxed to talk and the scenery from the restaurant was excellent. Local dishes such as fried ripe plantain and beans (*red red*) and banku and tilapia are served at this spot, making tourists experience exotic Ghanaian dishes in a local setting.

Accra

Accra is the national capital of Ghana with a population of 1,848,614 people (PHC, 2010), and is located in the Greater Accra Region. It is an important city for tourism because most travellers to Ghana arrive at the Kotoka International Airport, which is the only airport in the country that receives international flights. Accra is a safe but vibrant city with a number of hotels and restaurants. Historical landmarks include the Ussertown, James Fort and the Independence Arch. The cosmopolitan city is also popular for its Oxford Street, which has many world-class shops. The Kwame Nkrumah Mausoleum, the Asbury Botanical Gardens, Tema Fish Market, the Kofi Annan International Conference Centre, the Arts Centre, and the La Pleasure Beach are some of the attractions in Accra. It is, moreover, popular for being home to the Christiansburg Castle, popularly known as the OSU Castle (former office of the President), the

Ministries, and House of Parliament. Other attractions are the Flag Staff House (office of the President), Centre for National Culture, the National Museum and the W.E.B Du Bois Memorial Centre. The Accra Zoological Gardens is being rebuilt in the Achimota forest in the Greater Accra Region (GTB, 2007).

The Aerooster Bar at the Kotoka International Airport, Accra

The Aerooster Bar, at the Kotoka International Airport Accra, is one of the busiest bars and restaurants patronised by tourists in Ghana. This location was purposively selected for the survey due to the fact that tourists are readily available here (especially those leaving the country) and the setting is conducive for interaction. It is a big open-air bar and restaurant that accommodates over 300 persons at a time, and serves exotic Ghanaian cuisine, good kebabs and grilled guinea fowls. The lively environment makes tourists more relaxed and puts them in the mood to discuss their travel experiences (Plate 4).



Plate 4: The Aerooster Bar and Restaurant, Kotoka International Airport, Accra. Source: Fieldwork, 2009

Most of the tourists interviewed at the Aeroster Bar and Restaurant gave a *post facto* narration about their visits. The Aeroster Bar is the best location to catch and interact with most international travellers who visit Ghana.

Kumasi

Kumasi is Ghana's second largest city with a population of 2,035,064 people (PHC, 2010) people, and it is located in the Ashanti Region, part of the Interior Dissected Plateau. The region has about 4,780,380 people (PHC, 2010). Kumasi is the traditional capital of the Asante people. The city was named after the *Kum* tree, which was one of three trees King Osei Tutu I planted as a symbol of victory for the Asante Empire over the people of Denkyira, and as a way of looking for a suitable site to establish the capital of the Asante Kingdom. Another place where one of the trees was planted but died was named Kumawu (GTA, 2010). Traditional landmarks include a 300 year old shrine at Besease, the Lake Bosomtwi, the Cultural Center, the Royal Kente Weaving Village of Bonwire and the Manhyia Palace. Kumasi, popularly known as the Garden City, has beautiful flora and fauna, a central market, a fort, a unique chieftaincy structure as well as colourful festivals. Presently, Nana Osei Tutu II is the king of the Asante or the *Asantehene*. He is claimed to be the richest king on the African West Coast.

The Manhyia Palace Museum, Kumasi

The third interview site was the Manhyia Palace Museum in Kumasi. The Asantehene resides in the Manhyia Palace next door to the museum. The

increasing prominence of the Asantehene is the main pull factor for visitors to Manhyia Palace, Kumasi (Plate 5).



Plate 5: The Manhyia Palace Museum, Manhyia, Kumasi

Source: Fieldwork, 2009

Due to the transitory nature of tourists' visits to Kumasi, the accidental sampling method was used in the selection of respondents. (Most of the tourists admitted to visiting Kumasi for just a day.) As part of the visit to the museum, a film about the history of the powerful Asante kingdom was shown and a variety of peacocks in the palace gardens provided some extra excitement to foreign guests.

The Ashanti Region is noted for its once strong Asante kingdom, forests, historical relics, colourful festivals, funeral gatherings, art, craft, zoo and Kente weaving. Kumasi has often been described as the "cultural hearth" of Ghana because of its electrifying culture and the rich traditions of the people. A

popular attraction is the Okomfo Anokye Sword site where it is believed the Golden stool of the Asantehene was commanded from the skies.

Types of tourism in the study areas

Historical tourism

Cape Coast has more historical tourism sites than Accra and Kumasi (GTB, 2007). However Kumasi also has designated UNESCO World tourism sites which are the ten remaining Asante Traditional Buildings in the Ashanti Region (GTA, 2007)

Adventure tourism

The Central Region is building a reputation as a 'must see' destination in West Africa. The Kakum National Park (Plate 6), for instance, is among the variety of tourism offerings near Cape Coast in the Central Region.

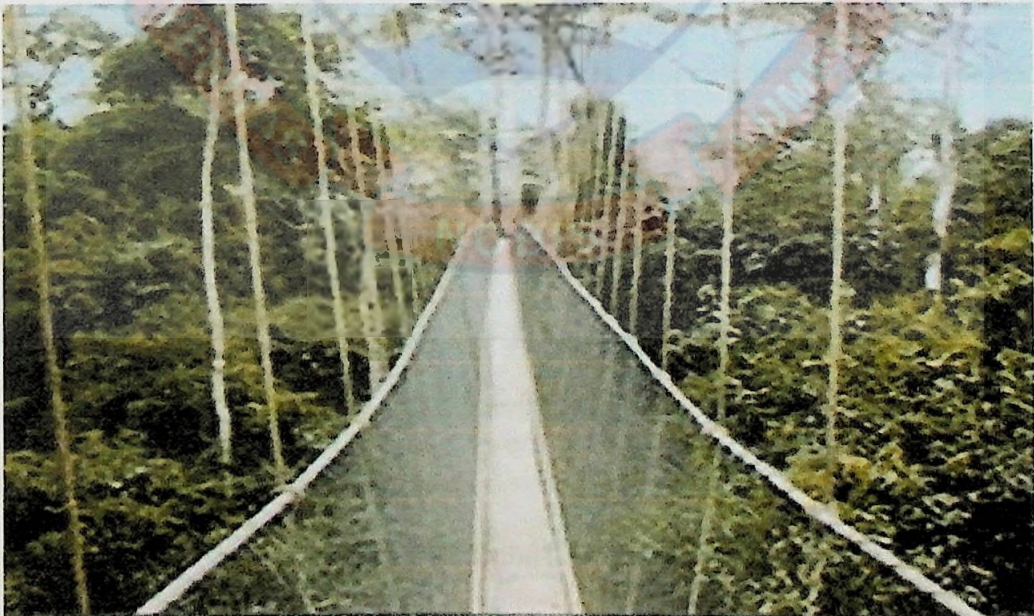


Plate 6: The canopy walkway at the Kakum National Park, Cape Coast Source: GTA Website(2010)

In recent times, it has become a major nature-based ecotourism attraction for Ghana. It has a unique canopy walkway attached to the top of seven huge trees. The canopy allows visitors to have panoramic view of the tropical forest below from great heights. This innovative attraction is only available in three other countries, namely, Malaysia, China, and Peru. There are shops, bars, and restaurant facilities at the site and these help visitors relax and purchase souvenirs.

Nature-based tourism (Ecotourism and wildlife)

Ecotourism is increasingly becoming one of Ghana's main tourism objectives. Ghana's tropical climate is home to a variety of wildlife and protected national parks. The Ashanti Region for instance, has recreational opportunities including the Kumasi Zoological Gardens, botanical gardens, flower and fauna that encourage tourists to appreciate ecotourism. A few selected community-based ecotourism sites (GTA, 2010) are described here to buttress the point that Ghana has a variety of attractions. Starting with the Boabeng-Fiema Monkey Sanctuary, it is Ghana's most important example of traditional African conservation. It covers 4.4 square kilometre piece of forest. It is situated between two villages, Boabeng and Fiema, in the Brong-Ahafo Region (GTA, 2010).

The Lake Bosomtwe Basin, a popular tourist destination in the Ashanti region, is a meteorite depression, covering 8 km in diameter, near Kumasi. Like most water bodies in the world, Lake Bosomtwe constitutes a source of attraction to the Ashanti region. Currently, Lake Bosomtwe is one of the core attractions that draw tourists to the region. The Bobiri Forest and the Butterfly Sanctuary

located at Bobiri are additional Eco tourist destinations in the Ashanti Region (GTA, 2010).

Conference tourism

Ghana is gaining a reputation in the African sub-region for the hosting of major international events and conventions. Events such as PANAFEST and Emancipation Day celebrations attract significant number of tourists. Ghana has also hosted various international trade fairs, exhibitions and conferences. The Economic Community of West African States (ECOWAS) has organised various summits in Ghana. These have helped increase the tourism profile of the country portraying Ghana as a natural gateway to Africa. The Ghana Industry and Technology Exhibition (INDUTECH) and the Ghana Industry and Furniture Exhibition (GIFEX) attract lot of tourists into the country.

Beaches and resorts

The long stretch of the coast and pristine beaches present Ghana with the greatest opportunity to market its tourism trade. The Elmina Beach, White Sands, Gomoa Fetteh, Busua and Labadi pleasure beaches get very busy during weekends and bank holidays. New hotels, restaurants and ancillary businesses are being developed at the beaches. Ghana's cool and flat sandy beaches are famous for beautiful sunsets and provide breath-taking views of the Atlantic. All these are destinations for relaxing, picnics, barbeques and cocktail parties. The Volta estuary is also an area of great scenic beauty. It has open beaches and picnic spots

shaded by palm trees. Ghana also has scenic waterfalls in attractive rural and forest areas such as the Wli, Boti and Kintampo.

Culture, heritage and festivals

Ghana has a great and exciting culture and many colourful festivals. The main ones are the Panafest, Homowo and Akwasidae Festivals. These festivals are held in Cape Coast, Accra and Kumasi respectively. The country boasts of arts, monuments, lifestyle and great traditions. The unique cultural heritage of Ghana includes artisans in woodcarving, pottery, painting and gold smithery.

Other notable tourist sites in Ghana

Other major tourist sites in the country worth mentioning, although not in the study area, include the Aburi Botanical Gardens located at Aburi in the Eastern Region and the Kintampo Waterfalls in the Brong Ahafo Region. Liate Wote Monkey Sanctuary in the Volta Region and Nzulezu, 90 kilometres west of Takoradi, in the Western Region. Also, the Paga Crocodile Pond is located at Paga in the Upper East Region. While Sirig, known throughout Ghanaian history for its pottery, basket weaving and unique symbolic wall decorations, is located in Sirigu in the Upper East Region. The Wechiau Hippo Sanctuary, a community protected area, is located at the extreme north-western corner of the Upper West Region of Ghana. The Earth Watch Institute recently voted it as the third best conservation site in the world. Another community based eco-tourism site is Amedzofe in the Volta Region (GTA, 2010).

Moreover, the Tafi Atome Monkey Sanctuary is located in the heart of the Volta Region, 43 kilometres south of Hohoe. The Tano Boase Sacred Grove is found in the Brong Ahafo Region of Ghana. The Tongo Hills constitute unique cultural landscape and are located in the Upper East Region. Xavi Bird Watching and Cultural Canoe Tours is also a community-based eco-tourism project located in the Akatsi District in the Volta Region of Ghana (GTA, 2010).

Another well-patronised attraction is the Shai Hills Resource Reserve in the Greater Accra Region. It covers 52 square kilometres, and consists of five hills, with the highest point being 290 metres above sea level. The Mole National Park is located near Damango in the Northern Region; it is Ghana's largest national park, covering more than 4,800 square kilometres. The park is a woodland savannah with low hills and escarpments. Other popular national parks include the Ankasa National Park in the Western Region and the Digya National Park near the Volta Lake (GTB, 2007).

The impact of political, economic, social, technological, cultural and legal environments on the flow of international visitors to Ghana

Ghana has enjoyed political stability for the last three decades. The peaceful nature of the people and the quiet and beautiful environment make the country suitable for tourism. The economic situation in Ghana is stable but the cost of accommodation, compared to competitors, is relatively high. The exorbitant hotel room rates and high prices of short letting accommodation are concerns to tourism marketers in their efforts to attract more tourists into Ghana.

English is the official language spoken by Ghanaians, though many different ethnic languages are also spoken. The people are very friendly. This makes most tourists comfortable. Nightclubs, restaurants and bars are often very busy. The regional capitals have very good shopping malls and entertainment centers. The people of Ghana are very religious and this can be seen through the numerous churches, mosques and shrines that are scattered across the country. Ghanaian's culture and traditions are very strong and are used to promote Ghana abroad. A major weakness in Ghana's tourism industry is its slow adoption of the use of the internet. The Ministry of Tourism has established a new website (www.touringghana.com) to make information on tourism in Ghana readily available. The legal environment is good, with good law enforcement agencies. The Tourism Act 2011 (Act 817) was recently introduced to help the efforts of tourism marketers.

Summary

This chapter first looked at the context of Ghana and the study areas, specifically, Accra, Kumasi and Cape Coast. This was followed by the description of the types of tourism as well as the top tourism attractions in Ghana. The challenges and prospects of tourism development in Ghana were also examined. The chapter also touched on the impact of political, economic, social, technological and legal environments on tourism development in the country. The next chapter reviews the relevant literature on travel motivation, satisfaction and loyalty intentions of tourists.

CHAPTER THREE

REVIEW OF RELATED LITERATURE

Overview

This chapter is devoted to reviewing the relevant literature on travel motivations, satisfaction and loyalty intentions of visitors to Ghana as well as the conceptual framework guiding the study. Lundberg (1972) first posed the question “Why do people travel?” and lamented the paucity of research on tourist motivation. A decade later, Dann (1981) called for conceptual clarification on tourist motivation, and its implications for tourism research.

More than 40 years later, although the travel and tourism literature is replete with articles explaining why people travel (push factors) and why they select particular destinations (pull factors), little attention has been paid to tourists visiting Ghana. This section discusses frequently used approaches to understanding travel behaviour and shows relationships among different works. It assesses the theoretical and empirical evidence on the causal relationships among push and pull motivations, satisfaction and loyalty to destinations. A behavioural model is proposed to offer holistic solutions to the research problem and the hypotheses of the study. After the review of relevant literature and conceptual frameworks of the study, gaps in the existing literature are identified.

The literature review is organised around the following sub-headings:

- The history of why people travel
- Travel motivation theories
- The conceptual frameworks (Push-Pull Model and the Systems Model)
- Satisfaction
- Loyalty
- Market Segmentation
- Characteristics of tourists, purpose of visit and tourists typologies
- Relationships between motivation, satisfaction and loyalty intentions

The history of why people travel for tourism purposes

Humans have always been keen to move. It is generally believed that since the pre-historic times, ancestors of men have had to move to satisfy their basic needs, mainly food, shelter and clothing. In his book *The Canterbury Tales*, Geoffrey Chaucer (*circa* 1400) observed that early explorers were driven to move to satisfy their curiosity, and to discover the unknown. Early European explorers travelled in search of trade and commerce, and in the process invaded many territories. As the Europeans travelled across West Africa and to the then Gold Coast in the 15th Century, Christianity was introduced to the people. This form of religion gradually replaced the different forms of spirituality they were practicing at the time (*Cyber Journal for Pentecostal Charismatic Research*, 2011).

Travelling has always been a way of life for human beings. The invention of the wheel and sailing vessels facilitated the movement of people. In Europe, young wealthy aristocrats were able to travel to attain better education in London,

Paris and Venice. Tourism started to take off when the steam engine was invented during the Industrial Revolution as movement became easier and cheaper. Before then, travel for pleasure was the preserve of the rich, and only a few people could embark on the Grand Tour around Europe. Thomas Cook, a British travel agent, pioneered the sale of leisure travel which, in the modern age, has become known as holiday.

The Canterbury Tales is an example of the philosophy and thinking behind travel. The tales in the book were told as part of a story-telling contest among a group of pilgrims as they travelled together on a journey from Southwark (London) to the Shrine of Becket at Canterbury Cathedral. The pilgrimage can be linked to pre-Fordist tourism, defined as the initial stage of the travel industry. Fordism was characterised by specialisation and placed a high value on homogeneity, standardisation, functionality and efficiency (Fittipaldi, 2008). Post-Fordism has developed a high range of differentiated tourism products, such as ecotourism, cultural tourism and heritage tourism. Whereas after Chaucer's era, Fordist mass tourism was in the form of the 4's of tourism (Sun, Sea, Sand and Sex), today's tourism products are more diversified and there are more choices available. The pilgrims had only one motive for travelling that is to make the trip to Canterbury Cathedral. Today's tourists are increasingly individualistic, flexible with their itinerary, can identify with several niche market segments and therefore make choices from various tourism destinations.

The pilgrims were made up of characteristics covering a wide spectrum of social class, age, spirituality, manners and morality, all embarking on a pilgrimage

together. The social and philosophical observations of this work are applicable in the way the tales were structured. Regardless of the status of the storytellers, each story imparts valuable lessons and serves as an important part of the whole.

Travel motivation theories

Several theories have been advanced in an attempt to explain travel motivation and factors influencing tourism destination choice. Some earlier studies conceptualised travel motivation as being influenced by Maslow's theory of hierarchical motivation (1943). Other competing theories include the theory of classified purpose (Dann, 1981) which uses the main purpose of visit such as business travel, visiting friends and relatives and holiday/leisure as motivation for travel. Purpose of trip classification however, provides little information on the possible motives and different aspirations of the different market segments of visitors (Eftichiadou, 2001).

The concept of culture and social influences on tourist motivation was put forward by Crompton (1979), while the social psychological theory of tourism motivation was advanced by Iso-Ahola (1982). However, the most commonly used study of travel motivation is the Push and Pull framework (Dann, 1977; Crompton, 1979). Although Pearce (1993) favoured greater integration of abstract factors like tourist's needs and tangible ones like destination attributes in explaining destination choice, to date there is no universally agreed concept of travel motivation.

Chon (1989) suggested that Maslow's (1943) hierarchy of needs should be the foundation of all philosophies on travel motivation.

Maslow's hierarchy of needs

One of the most prevailing ideas on motivation is Maslow's theory on the hierarchy of needs. Maslow (1943) postulated that physiological needs range from lower order to higher order (Figure 4).

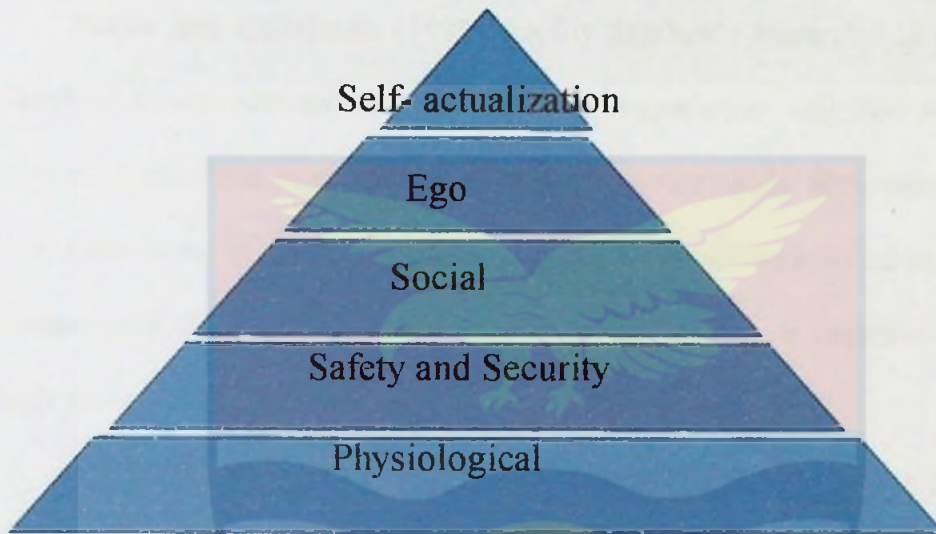


Figure 4: Maslow's Hierarchy of Needs

Source: Adapted from Abraham Maslow's original 1943 article

Physiological motives like hunger, sex and shelter appear at the bottom of the ladder, followed by safety and security needs. Social and belongingness, deals with the need to love, whilst ego and esteem needs are about achievements. Finally, self-actualization motives are the need to live up to one's fullest potential. Pearce (1982) explains the advantages of using Maslow's theory as a fundamental framework of tourist motivation. According to Pearce, historically, travel motivations were health, education, spiritual values, and self-indulgence. He explains that travelling for health was the equivalent to emotional and physical security. Educational reasons might be connected to self-esteem, travelling for spiritual values would be tied to self-actualization while self-indulgence motivations relate to the satisfaction of physiological needs and belonging. He

suggests that Maslow's concept of self-actualization contained an inherent notion of individual choice and self-determination because tourist motivation theory should be dedicated to the non-deterministic nature of intrinsically motivated behaviour.

Pearce and Caltabiano (1983) employ Maslow's hierarchy of needs to understand travel motivations from travellers' experiences and find that more experienced travellers were motivated by higher order needs. Shoemaker (1994) claims there is an implicit assumption in all tourism motivation studies, that the consumer will choose the destination or type of holiday or vacation that will satisfy his or her desires or needs.

Needs-based motivation theories have been criticized in tourism literature. While they have been acknowledged as useful for drawing attention to the wide variety of different needs that motivate human behaviour (Witt & Wright, 1992), predicting the effects of human needs or acknowledging people's needs will not necessarily tell us what they will actually do to fulfil such needs, or indeed, whether they will do anything at all.

Maslow (1943) himself is known to have questioned the hierarchy upon which his theory was based. Another hierarchy based criticism is that it cannot be tested empirically as there is no way to measure precisely how well a need has been satisfied before the next higher need becomes operative (Schiffman & Kanuk, 1997). Furthermore, Maslow's theory does not take into account heroic and altruistic behaviour as other theories do (Schiffman & Kanuk, 1997) nor does it incorporate needs such as dominance, a basement, play, and aggression (Witt &

Wright, 1992). Despite these criticisms, Maslow's hierarchy is considered a useful tool for understanding consumer motivation, developing marketing strategy as the basis for market segmentation.

Tourists' typologies

One of the questions of this research is to better understand the visitor market segments to Ghana, based on their travel behaviour and frequency of their visits in order to distinguish between first-time and repeat visitors. Over years, studies have categorised tourists into various marketing segments. The first school of thought (Gray, 1970), distinguishes between visitors desiring destination amenities (*sunlust*) and adventurous tourists desiring unexplored destination cultures, people, and landscape (*wanderlust*). Gray (1970) suggests that an alternate appeal to *sunlust*, that destinations may satisfy, is *wanderlust*. He defined *wanderlust* as that basic trait in human nature that causes some individuals to want to experience different existing cultures and places, or the relics of past cultures in places famous for their historical associations, ruins, and monuments. However, Gray's classification fails to capture the diverse and changing motivations for travel to a variety of new destinations by individuals or groups.

A school of thought led by Cohen (1972) grouped tourists into institutionalised and non-institutionalised categories, with the former type of tourists preferring organised package tours, and the latter preferring to explore the destination themselves. Institutionalised tourists usually rely on intermediaries, such as, tour operators for travel arrangements and packaged tours. Institutionalised tourists according to Cohen, also prefer to travel as part of a

group (organised mass travel), whilst non-institutionalised visitors often travel alone, have a flexible itinerary and prefer to organise their own trips. Cohen (1972) categorizes tourists into organized mass, individual mass, the explorer, and the drifter. However, the American Express Company (1989) groups tourists into five categories: adventurers, worriers, dreamers, economizers and indulgers. All these types of tourists are motivated either intrinsically or extrinsically in their choice of destinations.

Although Cohen (1972) classification of tourists is useful in providing insights into the effects of institutional forms of travel and visitor behaviour, this approach fails to produce valuable information on the specific nature of the demand for tourism products and destination environments.

Another school of thought led by Plog (1974) describes tourists as having different typologies or distinct characteristics. Plog refers to Allocentrics as the very adventurous tourists, seeking different cultures and environments. The Allocentrics tend to have an insatiable appetite for visiting new destinations and, therefore, usually change their destinations often and are often classified as being in the higher income groups.

Other types of tourists are referred to as Midcentrics and Psychocentrics. The Midcentrics are types of tourists who are a little adventurous, and are no real risk-takers. They tend to return to familiar settings, are usually middle-aged and associated with the middle class in society. However, the Psychocentrics like to visit the same places they have visited before. They tend to be more conservative in their travel and usually look for safe and secure destination.

Other related theories

Satisfaction

Baker and Crompton (2000) define satisfaction as the tourist's emotional state after experiencing the trip. Therefore, evaluating satisfaction in terms of a travelling experience is a post-consumption process (Fornell, 1992; Kozak, 2001). Assessing satisfaction can help managers to improve services (Fornell, 1992), and can be taken as an overall evaluation of a purchase (Fornell, 1992). Mackay and Crompton (1990) define satisfaction in a similar way by focusing on the psychological outcome which emerges from experiencing the service.

Visitors to Ghana need to have a good travel experience to enable them return for another holiday. This section focuses on the post-visitation models that are commonly used for assessing consumer satisfaction. According to the expectation-disconfirmation model proposed by Oliver (1980), consumers first develop expectations about a product before purchasing. They then compare actual performance with those expectations. If the actual performance is better than their expectations, there is a positive disconfirmation which means that the consumer is highly satisfied and will be more willing to purchase the product again. If the actual performance is worse than expectations, this leads to a negative disconfirmation, which means that the consumer is not satisfied and will likely look for alternative products for the next purchase. Chon (1989) find that tourist satisfaction is based on the goodness of fit between their expectation of the destination and the perceived evaluative outcome of the experience at the destination, which is simply the result of a comparison between their previous

images of the destination and what they actually see, feel, and achieve at the destination.

A concept that relates to satisfaction is the equity theory. Oliver and Swan (1989) opine that consumer satisfaction can be seen as a relationship between the cost of what the consumer spends and the rewards (benefits) he or she anticipates. Here, prices, benefits, time, and efforts are major factors in determining satisfaction (Heskett, Sasser, & Schlesinger, 1997). Thus, it can be said that if tourists receive benefits or value based on their time effort and money for travel, the destination is worthwhile. Latour and Peat (1979) suggest the norm theory, which serves as a reference point for judging a product, and dissatisfaction comes into play as a result of disconfirmation relative to these norms. Several authors in the literature have replaced *norm* with the *ideal standard* (Sirgy, 1984).

Francken and Van Raaij (1981) hypothesize that leisure satisfaction is determined by consumers perceived difference between the preferred and actual leisure experiences, as well as the perceptions of barriers (both internal and external) that prevented the consumer from achieving the desired experience. This theory uses comparisons. Consumers compare a product they have purchased with other products. Tourists can compare current travel destinations with other alternative destinations or places visited in the past. The difference between current and previous experiences can be a norm used to evaluate tourist satisfaction. Therefore, comparing current travel destinations with other similar places that tourists may have visited can give an indication of the satisfaction of tourists.

Tse and Wilton (1988) developed the perceived performance model. In that model, performance is an actor accomplishment. According to this model, consumer dissatisfaction is only a function of the actual performance, regardless of consumers' expectations. In other words, the actual performance and initial expectations should be considered independently, rather than comparing performance with experiences. Therefore, in this model, tourists' evaluation of their satisfaction with travel experiences is considered, regardless of their expectations. This model is effective when tourists do not know what they want to enjoy and experience and do not have any knowledge of their destination circumstances and only their actual experiences are evaluated to determine their satisfaction.

As described above, the evaluation of tourist satisfaction needs to be considered in multiple dimensions. Tourists may have varying motivations, different satisfaction levels, and standards for visiting particular destinations. Therefore, a model that integrates the approaches used by previous models with current travel motives may be the most effective in assessing tourist satisfaction. This was the thinking behind the proposal of a hypothetical model for this study. The model will be referred to as Travel Motivation, Satisfaction and Loyalty Model (TMSLM) and would examine the relationships between push and pull motivations, satisfaction and destination loyalty.

Understanding what drives satisfaction for a tourist is one of the most relevant areas of research in the tourism industry (Petrick, 2003; Prebensen, 2006). This is because satisfied tourists tend to transmit their positive experiences

to others and repeat their visits (Alen, Rodriguez, & Fraiz, 2007).

Loyalty intentions

Getting tourists to be loyal implies that they are satisfied with their previous travel experience to the destination. Understanding which factors increase tourists' loyalty intentions is vital information for tourism marketers and managers in their planning of marketing strategies. Many destinations rely strongly on repeat visitation because it is less expensive to retain repeat tourists than to attract new ones (Um et al., 2006). In addition, Baker and Crompton (2000) show that the strong link between consumer loyalty and profitability is a reality in the tourism industry. Repeat purchases and recommendations to other people are most usually referred to as consumer loyalty in the marketing literature.

The concept and degree of loyalty is one of the critical indicators used to measure the success of marketing strategy (Flavian, Martinez & Polo, 2001). Travel destinations can also be considered as products and tourists may revisit or recommend travel destinations to potential tourists such as friends or relatives. However, the study of the usefulness of the concept of loyalty and its applications to tourism products or services has been limited. This is despite the fact that loyalty has been thought of as one of the major driving forces in the competitive market (Demarche & Havitz, 1996). In the last decade, tourism or leisure researchers have incorporated the concept of consumer loyalty into tourism products, destinations, or leisure/recreation activities (Baloglu, 2001). Generally, loyalty has been measured in one of the following ways: the

behavioural approach, the attitudinal approach, and the composite approach (Jacoby & Chestnut, 1978).

The behavioural approach is related to consumers' brand loyalty and has been operationally characterized as sequence purchase, proportion of patronage, or probability of purchase. It has been debated that the measurement of this approach lacks a conceptual standpoint and produces only the static outcome of a dynamic process (Dick & Basu, 1994). This loyalty measurement does not attempt to explain the factors that affect customer loyalty, as they are complex. Tourists' loyalty to the destinations may not be enough to explain why and how they are willing to revisit or recommend the visited destination to other potential tourists.

With the attitudinal approach which is based on consumer brand preferences or intention to buy, consumer loyalty is an attempt on the part of consumers to go beyond an overt behaviour and express their loyalty in terms of psychological commitment or statement of preference. Tourists may have a favourable attitude towards a particular product or destination and express their intention to purchase the product or visit the destination. Thus, loyalty measures consumers' strength of affection toward a brand or product as well as explains an additional portion of unexplained variance that behavioural approaches do not address (Backman & Crompton, 1990).

Lastly, the composite or combination approach is an integration of the behavioural and attitudinal approaches (Backman & Crompton, 1990). It has been argued that customers who purchase and have loyalty to particular brands must

have a positive attitude toward those brands. However, this approach has limitations in that not all the weighting or quantified scores may apply to both the behavioural and attitudinal factors and that they may have differing measurements. Even some researchers have discounted only the behavioural or attitudinal approach and have suggested integrating the two (Backman & Crompton, 1990; Iwaskaki & Havitz, 1998; Mazanec, 2000). Thus, the reviewed literature suggests that a full understanding of loyalty should consider both motivations and satisfaction constructs simultaneously.

One frequently mentioned approach, in addition to the main approaches stated above, is the push and pull framework, which is one of the conceptual frameworks adapted for this study. Another objective of this study is to determine whether tourists that are satisfied with the tourism experience are loyal to the destination. Some researchers argue that tourists can be loyal to a destination if they have been satisfied with the initial experience (Baloglu & Shoemaker, 2001; Yoon & Uysal, 2005). However, most of the studies did not determine whether tourists returned to a destination even if they were dissatisfied with their initial experience.

Destination choice

The destination choice is made by alternative evaluation based on preferences and goals, while evaluation of tourist product is based on individual evaluation criteria (Moutinho, 1987). Factors influencing tourist's destination choice can be internal or external to the individual. Among the internal determinates are social demographic and personal while the external ones are the

destination image, previous travel experience and travel constraints.

Mansfield (1992) argues that there is a strong link between travel motivation and destination choice. This is confirmed by Jang and Cai (2002) who studied travel motivations associated with British outbound pleasure travellers and suggested that it is vital for destination marketers to establish a strong fit between their destinations attributes and the motivations of their target markets through effective marketing and promotional programmes. In terms of the role of push and pull factors in destination choice of tourists, the tourism literature emphasizes the importance of both push and pull factors in shaping tourist motivations and in choosing vacation destinations (Dann, 1977; Crompton, 1979; Yuan & McDonald, 1990; Oh *et al.*, 1995; Goossens, 2000; Jang & Cai, 2002).

Socio-demographic factors and travel motivation

Socio-demographic and economic variables including age, gender, and economic states play a crucial role in the vacation behaviour of tourists. Hanqin and Lam (1999) found significant differences among Chinese tourists' motives (and the influence of push and pull factors) according to their ages. Their results suggested that people aged between 36-45 perceive travelling to Hong Kong as very prestigious, and that prestige was a very important push factor for this group of Chinese tourists. Using Chi-square analysis, Cha *et al.* (1995) also found that age was significantly different among three groups of Japanese tourists (i.e. sports seekers, novelty seekers, and family/relaxation seekers). Their result showed that most tourists (sport seekers) were from the age group 20-49 (82.7%). Novelty seekers also had the largest proportion of the age group 20-29 (40.6%), but

included the smallest percentage of the age groups 18-19 (1%) and 60+ (5.6%). Jang and Cai, (2002) also found that British travellers to Canada tend to be old while South Africa and the West African sub-region was the destination for the relatively young tourists.

Kim *et al.* (2003) found that the ages of visitors to the national parks in Korea had a significant effect on both push and pull factors. For example, two of the age groups (29-39 and 40-49) showed the highest mean scores on the family-togetherness push factor. In contrast, age group 1 (<29) had the lowest mean score on this factor. Those in group 4 (age 50 or above) rated “appreciating natural resources and health” as an influential factor leading them to travel to the national parks. Regarding the pull factors, the two older respondent groups generally viewed “key tourist resources”, “information and convenience of facilities” and “accessibility and transportation” factors as more important than did the two younger respondent groups.

Gender is another important socio-demographic variable. In their study of Hong Kong resident tourists' motives, Mok and Armstrong (1995) found a significant relationship between perceived importance of destination attributes and gender. Their study found that male respondents perceived entertainment and climate as more important than females. In addition, Kim *et al.* (2003) found significant differences ($p < 0.05$) between males and females in three of the push factors and one of the pull factors. Female respondents placed more importance on the push factor of “family togetherness and study” whereas male respondents emphasized factors of “appreciating natural resources and health” and “adventure

and building friendships”. On the pull factor of “key tourist resources”, the female group tended to perceive the key tourist resources such as the national parks to be more important compared to the male group.

In a recent study, Zhang *et al.* (2004) also found significant differences between tourists' gender and two destination dimensions: tour features (accommodation, local transportation and food) and exogenous factors (epidemics, natural disaster, safety and political and social environment). Male tourists rated tour features more importantly than female tourists did. However, female tourists considered exogenous factors more important than male tourists did. Another important demographic variable is marital status. According to Zhang *et al.* (2004), married tourists considered tour features more important than their single counterparts. Jamrozy and Uysal (1994) also examined the influence of marital status on tourists' motivations. They related five travel groups (families, individuals travelling alone, couples, friends, and organized tour groups) to motivational push and pull factors and found that German overseas travellers display variations in push motivations while travelling alone and in groups of friends as opposed to travelling as families, couples and tour groups. For example, the first group (individuals travelling alone) looked for 'novelty', 'experience' and 'adventure' factors while the second group (family groups) were motivated by 'luxury' and 'doing nothing'.

The income of tourists was also found to have an influence on tourist motives. According to Kim *et al.* (2003), income has a significant effect on the push and pulls factors. The result of their study indicates that three of the four

push factors were found to be significantly different at the 0.01 level of significance while one of the pull factors was significant at the 0.1 level of significance among groups with different incomes. Respondents with higher incomes (US\$25,000 a year or more) reported that “family togetherness and study” and “appreciating natural resources and health” were more important push factors in travelling to the national parks than respondents with lower incomes (less than US\$8,333 a year). On the other hand, the lowest income group reported the highest mean score on the “adventure and building friendship” factor compared to other income groups. Combining their respondents into three groups, US\$14,999 a year or below (Group 1), US\$15,000 to US\$29,999 a year (Group 2) and US\$30,000 or above a year (Group 3), Zhang *et al.* (2004) found that the income variable has a significant influence on tourist motives. They found that Group 3 considered tour features more important than Group 1 while Group 1 rated travel cost more important than Groups 2 and 3. Comparing Groups 2 and 3, Group 2 rated this dimension more important than Group 3. They concluded that tourists with higher incomes perceived travel cost as less important than those in lower income groups. The findings of Hanqin and Lam (1999) also suggest that the higher the income, the higher the perceived importance of 'prestige' for travelling to Hong Kong.

Tourists with different educational levels were found in previous studies to have different tourism motives and this affected their selection of destinations. In their study of Japanese travellers, Cha *et al.* (1995) found that Group One (sport seekers) and Group Three (family/relaxation seekers) had the highest percentage

of the tourists with university/postgraduate education (36.7%) and (37.7%) while those in Group Two had the largest proportion of the senior high school level (45.5%). Baloglu and Uysal (1996) also found that high school and university graduates were generally novelty seekers and usually travel in the summer and stay longer at the destination. On the other hand, less educated people were found to be urban-life seekers. They usually travel in spring and summertime and spend up to one month at the destination. It is clear from the above studies that socio-demographic factors are significantly influential in determining tourists' motives and can give indications of explicit motives as the only motives for tourism.

Market segmentation

Tourists are not all the same. They have different pictures of their ideal vacation. Tourists are, thus, heterogeneous. Market segmentation is a strategic tool used to account for heterogeneity among tourists by grouping them into market segments which include members similar to each other and dissimilar to members of other segments. Smith (1956) introduced the concept of market segmentation as a strategy, and this has long assisted tourism marketers in identifying and targeting distinct groups of customers. In the tourism literature, many segmentation criteria have been suggested, including geographic characteristics, demographics, psychographics, expenditure, benefit activities and communication channels (Jang *et al.*, 2002). Based on the classification by Bigne, Gnoth and Andreu (2008), a brief description of each of the main segmentation criteria is discussed below.

Geographical segmentation uses geographical factors such as country of

origin. Woodside and Jacobs (1985) use the tourist's nationality as a criterion to segment respondents into groups and report benefits experienced from travelling to the same vacation destination by three different national samples: Canadian, American, and Japanese. Traditional geographical segmentation such as grouping tourists by the country of origin were among the first segmentation schemes to be used (Haley, 1968). Most tourism destinations profile tourists from different countries of origin and develop customized marketing strategies for each country (Dolnicar, 2008).

Socio-demographic segmentation categorizes markets by age, gender, family life cycle, occupation, etc. For instance, Hudson (2000) investigated the difference between men and women in perceptions and constraints on skiing participation. Psychographic segmentation subdivides tourists based on variables such as lifestyle, activities, and personality. In a widely cited study by Plog (1974, 2001, & 2002), people were segmented according to their psychographic characteristics (Psychocentrics and Allocentrics). Some authors tested or applied Plog's model in other contexts. For example, Chandler and Costello (2002) developed a profile of visitors to heritage tourism destinations and concluded that the visitors possess homogeneous characteristics with regard to their lifestyle, activity level preferences and their demographic characteristics.

Behavioural segmentation is based on motivation (Cha *et al.*, 1995), benefits sought (Woodside & Jacobs, 1985), user status or frequency of visits – first and repeat visitors (Lau & McKercher, 2004), information seeking and planning styles (Alvarez & Asugman, 2006), satisfaction (Kau & Lim, 2005),

spending (Mok & Iverson, 2000), and travel activity (Janet *al.*, 2004). This study investigated both repeat and first-time visitors. Oppermann, (2000) highlights various reasons why repeat visitation has been regarded as a desirable phenomenon in marketing related studies.

First, the marketing costs needed to attract repeat visitors are lower than those required for first-timers. Second, repeat visitation is considered a positive indication of satisfaction. Finally, repeat visitors are likely to recommend the destination to others by 'word of mouth'. However, Petrick (2004: p. 180) disagrees and states that "it is only an assumption that repeat visitors are desired visitors". Empirical evidence has yet to show that loyal visitors are better than new ones. The success of Ghana's tourism industry therefore depends on tourism marketers achieving a balance between first-time and repeat visitors.

Benefits sought or realised

Benefits sought research was used by American researchers in the 1960s as a superior approach to market segmentation, with the strength being that it relied on factors than descriptive factors, and, therefore, was a good predictor of future consumer behaviour (Haley, 1971). Benefit segmentation has been widely applied in travel and tourism research since 1981. One reason for this interest is its focus on travellers' motivations which have always been portrayed as a critical variable in the tourist decision making process (Crompton, 1979). Pearce and Caltabiano (1983) emphasize a strong association between travel motivation, benefits realized and consumer needs. They note that previous research concerning travel motivation has frequently assumed that tourists are able and

willing to articulate their travel needs. They argue that influences about travel motivation inferred from tourists actual experiences provide fresh insights. The results indicate that positive and negative tourist experiences are not the inverse of one another but rather they highlighted different need structures.

One issue in tourism benefit segmentation research is the timing of the collection of benefit statement ratings with some based on benefits sought (i.e. prior to visitor departure) and others on benefits realized (i.e. after trip is completed or based on a past trip). Examples of the former include Crompton (1979) and Crask (1981) on primary motivation for vacation travel; Gitelson and Kerstetter (1990) on the relationship between socio-demographic variables, benefits sought and subsequent vacation behaviour; and, more recently, Jang *et al.* (2002) in their benefit segmentation of the Japanese pleasure travel market. Examples of benefits realized are those by Pearce and Caltabiano (1983) who infer travel motivations from actual travel experiences.

The African-American and volunteer market segments

The GTA (2010) estimates that, of the visitors to Ghana from the USA, at least a third are African-Americans, and a quarter or more volunteer tourists. The African-American tourist market has been identified as a niche market that has the greatest growth potential in terms of arrivals and receipts to Ghana. This is because the African-American tourist of today is more interested in exploring their cultural and historical heritage. This market segment, if targeted with a niche marketing strategy, could bring huge economic benefits to Ghana. African-Americans and people from the diaspora are believed to have a \$300 billion

spending power, and spend over \$40 billion on domestic and international travel annually (WTTC, 2007). This segment finds Ghana attractive for a number of reasons.

First, Ghana has 32 of the 45 forts and castles built by Europeans on the West Coast of Africa. Examples of these are the Cape Coast and Elmina Castles, which have been designated as World Heritage sites by the UNESCO. Second, Ghana is a peaceful country with friendly and hospitable people and fantastic weather all year round. It also has beautiful scenery and pristine long beaches.

Also, Ghana has a shared relationship with Afro-Americans with regards to the struggle for freedom from colonialists and for civil rights. In addition, Ghana is the birthplace of the fathers of the Pan-African Movement like Dr. Kwame Nkrumah and W. B. Dubois. In spite of these strong selling points and the potential the African-American market holds for Ghana's tourism, there appears to be no clearly defined marketing strategy for this market. Literature on the image of Ghana among African-Americans is best described as blurred and unclear. Some see Africa as one country, with one language; this places a huge responsibility on the MOT and GHA to design innovative marketing strategies that can educate the African-Americans about Ghana's context, heritage and touristic products.

African-American's perception of Africa has been shaped by centuries of negative stories about Africa by the Western media (e.g. war, poverty and famine). This has created the impression that nothing good can come out of Africa. Other obstacles that have contributed to the slow growth of this sector are

health and safety concerns. African-Americans travelling to Ghana for the first-time need to be sensitised to clear their minds of negative images they might hold. Conversely, Ghanaians have also had some few challenges and concerns with how to entice repeat African-American visitors. PANAFEST (which promotes the ideals of Pan-Africanism, the driving force for pushing African Americans to Ghana) has been marred with problems and weak marketing strategies since its inception in 1992. Emancipation Day has failed to shine and the Slave Route 'Joseph' Project under the auspices of UNESCO has not fully materialised. Another drawback is that a few African-Americans have grievances based on the history of Ghanaian collaborations with the slave traders. Some African-Americans have, as a result of these grievances, kicked against the United Nations Development Programme (UNDP) and the United States Agency for International Development (USAID) funding some of the projects. An example of this is the beautification of Cape Coast and Elmina Castles, where the sponsors were seen by African-Americans as the remnants of imperialism and colonialism.

Another issue is that some African-Americans feel unwelcome and uncomfortable during their stay in Ghana. The act of being referred to as 'Obroni' or white-man does not sit well with them. In some isolated cases, some claim to have been exploited. Finally, the Citizenship Act, 2001, which was passed in 2002, did not impress the African-Americans, as it now takes seven years to get a right of abode, and even with that there are no voting rights even if they decide to live in Ghana permanently. Increased competition from cheaper destinations and neighbouring countries (the Gambia and Senegal) means Ghana should work

harder on its marketing efforts.

Other American tourists increasingly travelling to Ghana are volunteer tourists. As an emerging market segment in the tourism sector it is necessary to ascertain their motivations, characteristics, satisfaction levels and loyalty intentions. Previous studies (Boakye, 2010) have observed that volunteer tourists tend to stay longer at destinations compared to the average tourist. In addition, it has been observed that a majority of volunteer tourists tend to be repeat visitors who interact with local host communities, are often homestay tourists and are well exposed to culture of Ghanaians. Being among American visitors to Ghana, the volunteers, together with other respondents, will have their motivations explored by this study.

Ghana becomes more meaningful when attributes of the destination such as the quantum of good quality hotel beds available are determined. Hotel occupancy rates were around 80% for four and five star hotels between 2007 and 2009, as shown in Table 8. Data on occupancy rates for guesthouses and Budget hotels were not available from the Ghana Tourist Board.

Table 8: Hotel occupancy rates (%) for star-rated hotels (2003-2009)

Star rating/years	2003	2004	2005	2006	2007	2008	2009
5-Star	74.2	74.0	79.0	86.3	94.4	93.0	74.1
4-Star	76.1	78.5	81.3	81.6	87.0	85.9	81.1
3-Star	63.1	66.5	68.2	79.0	69.9	65.4	65.3
2-Star	62.4	64.5	78.0	88.0	64.3	52.9	54.2

Source: Ghana Tourist Board, 2009

These statistics clearly confirm the high demand for quality accommodation from visitors to Ghana. Although the number of hotel beds in Ghana increased from 26,000 in 2007 to 34,288 in 2010 (GTA, 2011), there is still a shortage of high quality accommodation. There are still only a few hotels with a four-star rating or above. It is, therefore, important for tourism marketers to be guided by the increased competition for tourists in the high income bracket, who are choosy, demanding, and uncompromising. Professional services, facilities and products need to be offered to meet the emerging challenges and tourists' expectations.

The growing world-wide use of internet services means that, if Ghana's tourism is marketed more aggressively online, more achievements could be chalked. Therefore, there could be the creation of synergies that apply different marketing strategies to tourists with similar motives, typologies and expenditure patterns. Although the present study was limited to Ghana in space and in time, the results of this study will provide sufficient empirical evidence to enable the acceptance of the causal relationships that exist between travel motivations, the socio-demographic characteristics, the extent of satisfaction and tourists' loyalty intentions.

The Push and Pull Model (Conceptual framework)

After careful scrutiny of the various approaches for explaining travel motivation, the Push and Pull framework was selected as the first conceptual framework for the study. According to the literature, push indicates that people are initially pushed by internal desires or emotional factors such as the need for

escape, knowledge, relaxation, prestige, and adventure (Crompton, 1979; Baloglu & Uysal, 1996; Hanqin & Lam, 1999; Kozak 2002; Kim & Lee, 2002; Yoon & Uysal, 2005). People are then pulled by external factors such as natural and historical attractions, expenditure, sport and outdoor activities (Crompton, 1979; Yuan & McDonald, 1990; Uysal & Jurowski, 1994; Cha *et al.*, 1995).

Much has been written about the theory of push and pull and some researchers (Uysal & Jurowski, 1994; Baloglu & Uysal, 1996; You *et al.*, 2000; Bogari *et al.*, 2003; Kim *et al.*, 2003) have examined the relationship between the two types of factors (why people desire to go on a holiday and why they select particular places). Nonetheless, the relationship and the theory in general seem to be more complex than has been described. To date, the debate has concentrated on an “Integration Model”, that involves the push and pull factors being integrated and it also highlights their reciprocal relationship. In other words, push and pull factors can be matched to psychographic profiles of tourists. For instance, escape-relaxation factors make people choose destinations where nightlife, entertainment and water sports are available whereas social status factors push them to choose other destinations where facilities such as golf, tennis, fishing, shopping and gambling are available. Witt and Wright (1992), Uysal and Hagan (1993), and Mustard *et al.* (1996) find a correlation between the two groups of factors. They observe that two of the pull factors (entertainment/resort and rural/inexpensive) could be explained by the push factor (escape). The results also suggest that rural/inexpensive areas may have the potential to attract those motivated by variables in the heritage/culture factor

grouping, which include local crafts, festivals, events, theatre, and cultural activities. In another study, Kim and Lee (2002) support the findings of Uysal and Jurowski (1994).

Witt and Mountinho (1989) suggest that there are three important components of destinations that make them attractive or act as 'pull forces' to visitors: First, static factors, such as, natural and cultural landscapes, climate, distance to travel facilities, and historic/cultural features, Second, dynamic factors, such as, accommodation and catering services, personal attention, entertainment, sports, political atmosphere, trends in tourism. Third, current decision factors, which include marketing strategies, prices in both the destination region and the tourist's area of origin. However, Mosteller (1998) argues that although a motivation for specific sites, destination facilities and situations is very valid, indeed, people are more complex than to simply be moved by forces of destination marketing, economics, amenities and facilities.

Muzaffer and Hagan (1993) also argue in a similar manner. They suggested that 'push factors' within the individual, such as escape, adventure, social interaction and education, are complemented by the destination's attractiveness, or 'pull factors' such as, historic sites, newness, local customs, traditions, facilities and amenities in motivating the destination visit.

Push factors

Kim et al. (2003) argue that push factors have been conceptualized as motivational factors or needs that arise due to a disequilibrium or tension in the motivational system. In other words, they are factors that motivate or create a

desire to travel (Hanqin & Lam, 1999; Kim *et al.*, 2006). A review of the literature suggests that people are initially pushed by internal desires or motivational factors such as escape, relaxation, prestige, reunion with family and friends as well as increasing knowledge. Push factors are discussed in detail subsequently.

Escape

The escape motive reflects the individual's wish to be away, either from his/her personal environment (pressure, stress) or interpersonal environment (employer, colleagues, family) (Jamrozy & Uysal, 1994). Several researchers define this escape motivation through dimensions such as escape from routine responsibilities, escape from the familiar, escape from the pressures of urban life, escape from a stressful job, escape from everyday life and getting away from the demands of home (Crompton, 1979; Baloglu & Uysal 1996; Jang & Cai 2002; Kim *et al.*, 2006). The crucial factors in escape are the physical and social differences between the environments of home and destination (Crompton, 1979).

Relaxation

In tourism literature, the concept of relaxation is generally used to indicate activities that do not lead to any stress or tension. Relaxation is to rest and is defined as the desire to refresh oneself mentally and physically from normal day-to-day stresses (Crompton & McKay, 1997). According to Barham (1989), physical activities of any kind are considered to be incompatible with the relaxation motive. Ryan and Glendon (1998) identify two types of relaxation in tourism: mental relaxation and physical relaxation. These cover, among others,

doing nothing at all, just relaxing, or giving the mind a rest (Jang & Cai, 2002).

Education and knowledge

Increasing knowledge is the wish to acquire knowledge, learn and broaden the intellectual horizon (Crompton & McKay, 1997). It includes the wish to acquire knowledge about other countries through cultural activities (Moutinho, 1987) and the wish to look for new and different experiences through pleasure trips (Lee & Crompton, 1992). Researchers have categorized this factor through several motives such as experiencing new and different lifestyles, seeing and experiencing a foreign destination, meeting new and different people and meeting people with similar interests (Kau & Lim, 2005; Kim *et al.*, 2006; Kim *et al.*, 2007).

Social interaction

Meeting new people, sharing ideas, and making new friends are the reasons many tourists give for travelling. The desire to socialize and mingle with the indigenous Ghanaian is a top motive for most travellers to Ghana. The country is popular for the hospitality and kindness of its people. However, frontline service providers in the tourism industry need training to meet the increasingly sophisticated international tourist. Although English is widely spoken in Ghana and it is one of the world's most widely spoken languages, tourists who do not speak English find it difficult to interact socially. This could deter some potential tourists from visiting Ghana.

Adventure

Adventure has been defined as an exciting experience which comes about

through discovering the unknown, unusual or even dangerous occurrences, or as an undertaking involving unknown risks (Mayo & Jarvis, 1981; Lee & Crompton, 1992). Millington *et al.* (2001) define adventure as a leisure activity, primarily an outdoor one that takes place in unusual, exotic, remote or wild destinations, and is likely to be associated with a high degree of involvement in activities by the participant.

Empirical evidence suggests that some tourists simply buy the cheapest tickets available regardless of the holiday destination. This has led to the creation of a website called "Last-minute-dot-com" in the UK. Adventure tourists wish to experience varying degrees of risk and excitement and to be personally challenged (Millington *et al.* 2001). Tourists with a desire for adventure prefer to visit unusual and exotic destinations to gain new experiences, enjoy the unique environment, or put their skills to the test (Tran & Ralston, 2006). The adventure factor, in previous research, has been given a variety of names such as adventure (Oh *et al.*, 1995; Yoon *et al.*, 2000; Kim *et al.*, 2003 ;), adventure and excitement (Kau & Lim, 2005), adventure and thrills (Kim *et al.*, 2006), entertainment (Beerli & Martin, 2004; Kid & Jogaratnam, 2003), and fun and excitement (Jang & Cai, 2002). Adventurous tourists tend to be non-institutionalised and usually travel alone.

Family and friends/togetherness

According to Crompton (1979), pleasure vacation functions as a way in which family relationships can be enhanced or enriched. This enhancement is often assisted by long car drives as family members are in close physical contact

with each other over prolonged periods of time and are obliged or forced to interact with each other. It is clear that a far greater comprehension of each other will probably result than it would be in the usual routine circumstances in which each family member goes in his/her own direction with only intermittent interaction between them.

Holiday travel may enhance travellers' desires for affiliation or social interaction (Fisher & Price, 1991). According to Crompton (1979), the traveller with social motivations might view the holiday as a chance to interact with other people and to establish permanent or temporary relationships. In the course of the holiday, some tourists seek interaction with friends or family who belong to the same travelling party or live in the destination or both. This is defined as the "kinship" motivation and may potentially increase or reduce intercultural interaction and changes in attitude after the holiday. Researchers identify the family and friend togetherness motivation through items such as "visiting friends and relatives", "being with my family", and "visiting places family come from" (Fisher & Price 1991; Hanqin & Lam, 1999; Bogari *et al*, 2003). In my opinion family travel fits into the institutionalised category of tourists.

Sports tourism

According to Gibson (1998), sport tourism can be considered as leisure-based travel that takes individuals temporarily outside of their home communities to participate in physical activities, to watch physical activities, or to visit attractions associated with physical activities. More recently, Gibson (2003) refined her definition and noted that there are three types of sport tourism:

- Active sport tourism where participants travel to take part in sport,
- Event sport tourism where participants travel to watch sport, and
- Nostalgia sport tourism where participants visit sports related attractions such as halls of fame, famous stadiums, or sports-themed cruises.

Despite the similarity of the items that constitute this factor, researchers give it several descriptions such as the sport factor (Jamrozy & Uysal, 1994; Cha *et al.*, 1995), the physical factor (Kozak, 2002) and physical activities (Mehmetoglu, 2007). Researchers also categorize the factor into several motives including “participating in sport”, “desire to watch sports events” and “participating in physical activities” (Cha *et al.*, 1995; Oh *et al.*, 1995).

The desire for sex

Sex motive is the desire of tourists (male or female) to engage in sexual activity with strangers during holidays (Pruitt & Lafont, 1995; Omondi, 2003; Yokota, 2006). These activities might include watching strippers, using escorts, or engaging in sexual experiences with prostitutes (Evans *et al.*, 2001). A number of researchers identify the sex motivation through dimensions such as “to get to know sexual partners”, “to visit prostitutes for sexual relief”, “the desire for clandestine sex”, “to meet new sexual partners”, and “to search for a romantic relationship” (Herold *et al.*, 2001).

Most travellers have the freedom and opportunity to escape the normal morals and practices of society imposed by their communities at home, and this often leads to episodes of increased sexual promiscuity and casual sexual relationships while travelling abroad (Omodi, 2003; Memish & Osoba, 2003). For

instance, Yokota (2006) reports that Japanese males like to travel to Thailand to engage in sex with Thai women. In addition, Chutikul (1996) reports that sex tourists frequently travel to Thailand to look for sexual experiences which would have serious consequences in their own country. In a study of Norwegian travellers abroad, 245 of 599 subjects (41%) admitted to engaging in casual sexual activity while abroad (Memish & Osoba, 2003). Again, the travellers who engage in such activities are usually non-institutionalised tourists.

Having fun and excitement

Having fun has been interpreted by different tourists to mean different things. However, previous studies such as Crompton (1979) and Venkatesh (2006) have referred to it as recreational activities. It means enjoying one's self, finding thrills, meeting people of the opposite sex and doing something more challenging. Ghana is a country that has a lot to offer international tourists who want to have fun and leisure. The country has a variety of activities that tourists enjoy. For example, the Owabi Wildlife Sanctuary, Aburi Botanical Gardens beach resorts and nightclubs. Also Ghana can boast ecotourism, culture and historical offerings. Tourists today are looking for excitement and the ultimate entertainment experience. This travel motive is important for repeat business because a boring travel experience will lead to the tourist not being satisfied, and this has implications for recommendation of the destination.

Achievement

Making a trip to Ghana is seen as an accomplishment by tourists, especially from the USA. The high cost associated with travelling to Africa by

international tourists makes it a novelty for a majority of travellers who come here. In advanced countries, travelling is seen as a luxury, and an activity that raises one's status in society. Hence, there is the urge and determination to visit African countries, especially among the African American community which sees Ghana as homeland. According to the UNWTO (2009), Africa attracts fewer than 5% of the world's tourists; therefore, a lot needs to be done by destination managers to make Ghana a destination for international tourists.

Safety

The desire to be in a safe, secure and familiar tourism setting is of utmost importance to international tourists, especially non-institutional travellers who wish to explore. Personal safety at the destination is probably the most important determinant of international travel. Ghana is perceived as a relatively peaceful and low crime country (Boakye, 2008), much safer than South Africa and Egypt. Although no country is free from tourism victimisation and crime in general, African countries are often portrayed by the international media as war-torn and disease ridden. This therefore makes it difficult to change the perceptions international tourists have towards Ghana. The recent unrests in La Cote d'Ivoire and Nigeria reinforce this barrier for travel to Africa in general.

Pull factors

The pull factors of a tourist destination refer to a combination of facilities and services made up of a number of multidimensional attributes that all contribute to the attractiveness of the destination for a particular individual in a choice situation (Hu & Ritchie, 1993). Travellers' perceptions of the extent to

which a destination will be able to fulfil their particular holiday requirements are reflected in the attractiveness of the destination. Once the decision to travel has been taken, it is the pull factors which attract the individual to a particular destination (Oh *et al.*, 1995). Pull factors come forth as a result of the attractiveness of a destination according to the traveller's perceptions (Uysal & Hagan, 1993) and these are the factors that motivate them when they are planning a holiday (Goossens, 2000). A review of the literature reveals that tourists are initially pulled by destination attributes such as historical attractions, natural environment, weather, and costs. These pull factors are discussed in detail in the following sections.

Nature

Ghana is among the African countries currently promoting nature and ecotourism. The natural environment and nice weather makes Ghana conducive for excitement, relaxation, learning, escape and being as close to nature as possible. Among the popular nature sites are the Mole National Park in the Northern Region, the Kakum National Park in the Central Region, and the Owabi Wildlife Sanctuary near Kumasi. Previous studies conducted on ecotourism include the ones by Prakash *et al.* (2005) and Boamah and Koeberl (2007) which explore the ecotourism potential of the Lake Bosomtwe basin and the need to protect the lake from increased pollution.

Abane *et al.* (1999) examines the individuals and societal needs in the creation of the Kakum Forest Reserve. More recently, Amuquandoh, Boakye and Mensah (2010) investigated ecotourism experiences of international visitors of the

Owabi Wildlife Sanctuary.

Weather and ambiance

The natural environment and weather factor signify the availability of certain features in some destinations such as wilderness and undisturbed areas, national parks/forests, rivers, rural areas and nice weather which attract tourists to these destinations (Uysal *et al.*, 1994; Oh *et al.*, 1995; Jang & Cai, 2002; Yoon & Uysal, 2005; Kim *et al.*, 2006). Smith (1990) reports that the natural environment and weather conditions are very significant in determining the attractiveness of a region as a holiday destination. According to Uysal *et al.* (1994), national parks in the USA are a powerful draw for overseas visitors and are a major export earner.

In addition, Kim *et al.*, (2003) report that national parks in Korea are important recreational and tourism attractions for both Korean visitors and international tourists. Related to climate, Jamorozy and Uysal (1994) find climate (nice weather) as a significant factor in attracting German tourists who travelled abroad. Moreover, German and British tourists were more attracted by the availability of nice weather in Mallorca and Turkey (Kozak, 2002).

Culture

There is a preponderance of literature that argue that culture is one of the many forces influencing consumer decision-making, making culture important to those considering the business of tourism (Kim, 1999; Bogari *et al.*, 2003; Living & Kar, 2003). Recognizing the importance of culture and its influence on tourist decision-making, previous research concentrates on the relationship between national culture and tourist behaviour (Pizam & Jeong, 1996; Reisinger & Turner,

1998), as well as tourist motivations (Gilbert & Terrata, 2001; Kozak, 2002; Bansal & Eiselt, 2004).

Ghana is one of the countries in Africa that is famous for preserving its culture over the years. The “Kente” cloth, a very colourful woven fabric, is a traditional cloth at the centre of Ghanaian culture. Highlife and hip life music and dance are also an essential part of Ghanaian culture, and it is through these media that historical events, festivals and durbars are narrated verbally and visually. Ghana is also renowned for the best in authentic arts and crafts.

In examining the effect of national culture on tourist behaviour, Pizam and Sussmann (1995) analyse the views of a group of British tour guides, asking for their opinions on behavioural differences among tourists from Japan, France, Italy and the US. They observe that, among 90% of the researched behavioural characteristics, there were significant differences in the perceptions of people from the four countries. For example, Japanese tourists were perceived by the British tour guides as tending to keep mostly to themselves, and avoided socializing with other tourists. On the other extreme, the guides thought that Americans showed some tendency to congregate with other nationalities. The French tourists bought significantly fewer souvenirs than the other nationalities. The French were also perceived to buy the least number of gifts. Italians came next, and the Japanese and the Americans were found to buy souvenirs most. With these results, the researchers concluded that these differences are as a result of the cultural influences.

Cleanliness and shopping

As international tourists spend a lot of time at the numerous tourists' sites, it is important to keep the attractions clean to encourage shopping and dining. Shopping experiences in Ghana are unique and exciting. There are lots of shops, boutiques, markets and stalls. Tourists will usually find whatever they want from locally manufactured items to imports from all around the world. It is very important for the country to be kept clean, not only to make it pleasant for tourists to seek adventure but also for the prevention of diseases like malaria.

Historical attractions

Historical attractions signify the presence of historically or archaeologically interesting building and places, ancient cult sites (stones, trees, caves, hills, groves), ancient burial sites, hill-forts, ruined castles, churches, manors, arts and craft, local festivals, and historical cities that attract tourists to some destinations (Jang & Cai, 2002; Zhang *et al.*, 2004; Yoon & Uysal, 2005). This factor is significant for tourists who are motivated by the factor of increasing knowledge (Baloglu & Uysal, 1996; Jang & Cai, 2002). Hu and Ritchie (1993) find the uniqueness of the local people's way of life, historical attractions, scenery, and local people's attitude toward tourists as the most important for education seeking tourists. Despite the consensus in the literature about the items that constitute this factor, it is named differently. For example, the same factor might be referred to as natural and historical (Jang & Cai, 2002; Jang & Wu, 2006), cultural and historical (Oh *et al.*, 1995), cultural activities (Jamrozy & Uysal, 1994), cultural experience (Uysal & Jurowski, 1994), cultural and heritage

activities (You *et al.*, 2000) natural/ecological sites (Lee *et al.*, 2002) and simply as attractions (Kim *et al.*, 2006).

Availability of the historical attractions draws many tourists from several nationalities. African-Americans are increasingly visiting Ghana to identify themselves with the slave history and the Cape Coast castle. Nationals from developing countries travel mostly domestically to see different historical attractions while those from developed countries mostly travel to overseas destinations due to their interest in viewing historical places. For example, British, German, French, Japanese and US tourists are more likely to be pulled to foreign destinations by this factor while Nigerian, Saudi Arabian and Taiwanese tourists are more likely to be attracted to destinations in their home countries.

Events and festivals

International fairs, meetings, conventions and exhibitions are becoming increasingly popular in Ghana. This is due to the safety record Ghana has and the very hospitable people that host such events. Festivals are a special attraction to tourists because of the colourful display of culture. Ghana has many exciting traditional festivals. These are occasions of great pomp and pageantry among the indigenous people of the various traditional areas. During these festivals, there are family reunions and feasting. According to the Tourist Guide (GTA, 2007), the most popular of these festivals are the Akwasidae, Aboakyire and Bakatue.

Low expenditure (budget)

The WTO (1993) define tourist expenditure as “the total consumption expenditure made by a visitor or on behalf of a visitor for or during his/her trip

and stay at a destination and which expenditure is related to that trip and which trip is undertaken outside the usual environment of the tourist” (p. 33). The expenditure factor includes several items such as cost of trip, accommodation budget, cost of tourist goods and services, cost of public transportation and so on (Uysal & Jurowski, 1994; Hanqin & Lam, 1998; Kozak, 2002; Oh et al., 1995; Zhang et al., 2004; Kim et al, 2006).

Some tourists are attracted to specific destinations by the expenditure factor when they travel overseas. European tourists, primarily the British and Germans, are pulled to travel to Turkey, which is relatively cheap compared to other destinations, and the Spanish resort town of Mallorca. Chinese tourists who are attracted by the expenditure factor travel primarily to Hong Kong and Singapore. Usually, tourists from Japan, the United States, Britain, Germany, France, China and Hong Kong consider the expenditure factor when making travel decisions. The expenditure factor is, therefore, considered as one of the most important factors that attract tourists to a specific destination.

Nightlife and local cuisine

All over the world, activities that can be patronised at night are used as tools to attract tourists. Empirical evidence suggests that young tourists are pulled by destinations with nightclubs and sports bars. Ghana, as a tourism destination, is home to numerous nightclubs, bars, restaurants, and even chops bars, which are unique joints that serve a variety of local delicacies at affordable prices.

Modern atmosphere

The ambience and impression the visitor feels could influence his or her

perception of a destination. A nice tourism attraction is one that has a modern atmosphere and one that has appeal. In recent times, efforts have been made by local authorities to clean Ghana's dirty beaches (MOT, 2009). This validates the importance of this pull factor in attracting tourists. Excellent surroundings, interesting settings, good standards of hygiene, clean environments, well maintained public places of convenience, and a variety of factors are critical to the success of any tourism destination. Kim *et al.* (2006) argue that the style of buildings and architecture of a city greatly contribute to the general atmosphere and character of tourism destination.

Accessibility

Destinations with modern trains, new taxis, state of the art banking facilities and well-planned tourism activities attract repeat visits. Although Ghana has numerous tourism sights, it is very difficult to reach some of them because the access roads are usually not tarred. This gives the tourists a negative image of the country. Tourist maps giving precise directions to some attractions are sometimes not available.

Limitations of the Push and Pull Theory

By reviewing the push motivations that drive tourists to travel and the pull factors that attract tourists to destinations, a few limitations have been found in the literature. First, the push and pull framework does not take the emotions of tourists into account (Gnoth, 1997). The process that the tourist has to go through before the final choice is made is very passionate and stirs tourist feelings. Second, novelty is not included in the push and pull framework (Crompton,

1979). In recent times, tourists have been seeking destinations with a great deal of freshness, uniqueness and innovation, as may be the case in Dubai. Lastly, authenticity is an emerging motive that tourists look for in their motivations (Shapely, 1994) and this was not taken into account some thirty years ago when the push and pull framework was introduced by Dann (1977).

A second conceptual framework, the Systems Model, was therefore adopted for the study partly due to the limitation of the push and pull framework and also because the Systems model was found to offer a more holistic approach to dealing with tourist needs, experiences and future intentions.

The Systems model: Conceptual framework

After assessing various models, The System model of Leiper (1990), was

selected as a second conceptual framework for the study (Figure 5).

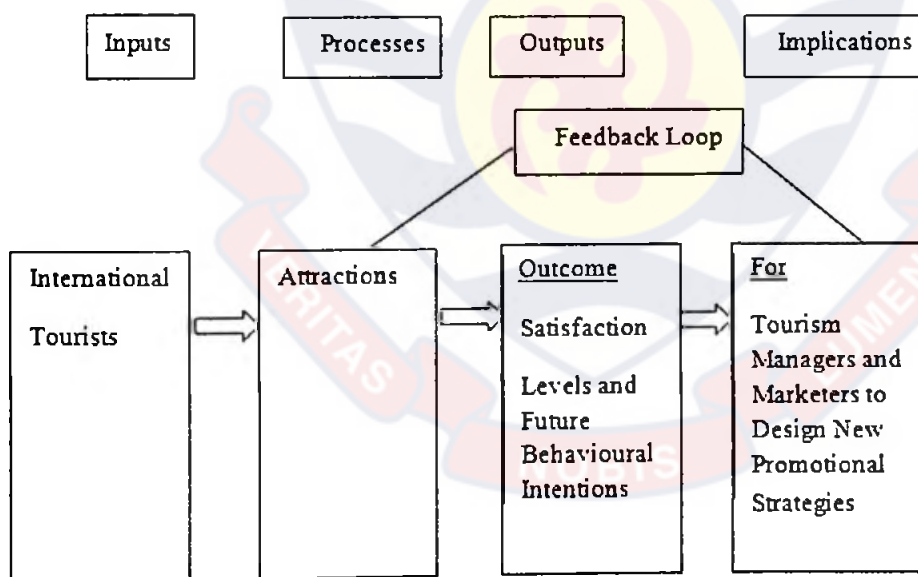


Fig. 5: Input – transformation – output relationship

Source: Amuquandoh and Brown 2008

Leiper’s Systems model of attractions comprises three components: the

human element, the nucleus, and the markers. The human element could be likened to international tourists with a variety of needs. The nucleus component is the tourism attraction (Ghana), where the traveller experiences a variety of products and services. The final component, the marker, refers to the informative elements or outputs that ultimately guide the tourism marketer and hospitality manager in developing new products that satisfy tourists' needs.

According to Laws (1990), the System model uses three elements, namely, inputs, processes, and outcomes. As shown in Figure 5, inputs are the resources used to carry out the processes. Inputs in this study are the international tourists visiting Ghana. Processes are the activities that turn the inputs into products or desired outputs. For example, a guided tour through Kakum National Park could be described as a transformation process. Outcomes are the results of the processes. In this case, the outcomes are the extent of satisfaction with the trip, and future behavioural intentions of the international tourists. The model was adopted because of its simplicity and popularity in tourism studies. This framework makes it easier to understand the relationships among the antecedents of satisfaction.

The conceptual framework adapted fits perfectly into the requirements of a good conceptual framework. The requirements are that the conceptual framework should function as a true theory, appeal to different users, and be easy to communicate, should suggest ways to measure motivation, must allow for many motives, be dynamic and account for intrinsic and extrinsic motivation (See also, Pearce, Morrison & Rutledge, 1998).

Gaps in existing literature

Literature on travel motivation, satisfaction and loyalty intentions of tourists were found to be skewed towards developed economies, mainly in Western contexts. It was discovered that there had been a lack of attention among researchers to study the motivations of tourists to tropical Africa (Awaritefe, 2004). There was also a paucity of information on domestic tourism in Africa. Only a few studies were found on domestic tourists' behaviour in Ghana.

Summary

This chapter discussed the relevant literature the researcher recognised as supportive to the study. Reviewed literature included the core constructs of travel behaviour in an attempt to answer the question "why people travel". Approaches and concepts such as push motivations, pull motivations, Maslow's Hierarchy of Needs, the Theory of Classified Purpose (Dann, 1977), perceived satisfaction, loyalty intentions and market segmentation were examined to understand what influences tourists decision making, before the push and pull model by Crompton, (1979) as well as the Systems Model by Leiper, (1990) were adopted as the conceptual frameworks for the study.

In summary the review of related literature has provided a deep insight into the subject of tourists' behaviour and the study has been supported by empirical evidence from previous studies. The discourse presented here included the socio-demographic characteristics of the visitors, as well as their views on Ghana as a tourism destination. The next chapter gives an account of the methodological considerations of the study.

CHAPTER FOUR

METHODOLOGICAL ISSUES

Introduction

In this chapter, I examine the methods used in collecting data for the study. Also, the research design and underlying philosophies employed are explored before the methodologies applied in the study are compared to what pertained in previous empirical studies. The methodological issues appraised in this section include target population, sample size, sampling procedures, research instruments, participant observation, data analysis, participant observation, validity, reliability and the research hypothesis. At end of the chapter, light is shed on issues from the field and ethical considerations.

Data and sources

In order to achieve the research objectives, two types of data were used for this study: primary and secondary data. The former was the main type of data collected through interviews and questionnaire from 1st October, 2009 to 1st May, 2010. The data was collected over a seven-month period (including the pretesting) to enable the research capture tourists visiting Ghana at different times of the year. Furthermore, a considerable number of tourists visit Ghana around the time

(the dry season) the surveys were conducted. Although Ghana enjoys hot weather all year round, the best time to travel to Ghana is between November and March. The rains usually start from April to June and then again from September to November. For European and North American visitors, it is usually a good time to escape the winter in their countries of origin.

Secondary data (reports and statistics) were collected from the MOT, GTA, WTTC, and the 2000 and 2010 Ghana Population and Housing Census reports. In addition, ample data from the Internet were used to validate the primary data.

A pilot study was conducted with 25 respondents at the Labadi Pleasure Beach, Accra in October, 2009 to test the validity and reliability of the questionnaire. Twenty of the respondents returned the questionnaires fully completed. The research instrument was then modified and finalised. After which a three-step approach was used to collect the primary data for the study (Table 9). First, a qualitative study consisting of personal interviews with 10 tourism marketers was conducted during the first week of November, 2009 in various hotels in Accra, Kumasi and Cape Coast to gain an insight into the marketing efforts being made to sell Ghana's tourism offerings, with the aim of attracting more visitors to Ghana. Secondly, in-depth interviews, also qualitative in nature, were conducted on 75 repeat and 25 first-time tourists in various hotels in Accra, Cape Coast and Kumasi (Appendix E) from 15th to 30th November, 2009 to explore and better understand the travel motivations, extent of satisfaction and behavioural intentions of tourists.

For the third study, three surveys (quantitative) were conducted: one at the Kotoka International Airport (KIA) in Accra in December 2009, the other at the Manhyia Palace Museum in Kumasi in February 2010, and the last survey was conducted at Cape Coast Castle Restaurant, Cape Coast in April 2010. The surveys were conducted two months apart to avoid tourists being interviewed twice (Table 9).

Table 9: Overview of data collection methods, unit of analysis, sampling techniques and information sought

Unit of Analysis	Information Sought	Sampling Technique	Method of data collection
First-time & Repeat Tourists	Travel Motivations Satisfaction levels Loyalty Intentions	Accidental sampling	Questionnaire method
Repeat & First-time Tourists	Views on Ghana as a tourism destination	Accidental sampling	IDI
Tourism Marketers	Marketing efforts on Ghana as tourism Destination	Purposive	IDI

Source: Fieldwork, 2010

Research design

The study was exploratory in nature for two reasons. First, the complex nature of the subject made it imperative that the study assessed the views of a cross-section of the tourism industry's stakeholders who were largely unknown. Second, part of the data from the GTA and MOT were unreliable or obsolete. Third, hardly any data was available on tourists' motivations, satisfaction levels and loyalty intentions for visiting Ghana. Based on the research questions and research objectives, the mixed research method design was adopted for the study. Two

research paradigms, the positivist and the interpretive approach, were combined. The positivist approach is sometimes referred to as quantitative whilst the interpretivist approach is also known as the qualitative method (Creswell, 1994; Hussey & Hussey, 1997; Bryman, 2004; David & Sutton, 2004).

The interpretivist approach

In the first and second parts of the study, tourism managers and international tourists were interviewed qualitatively. The tourism managers were selected purposively while tourists (repeat and first-time) were selected with the accidental sampling method. The qualitative approach relates to the interpretivist paradigm which deals with interpretation and understanding of reality, and can be perceived as a social construction. In other words, reality is subjective as people's view of reality can differ. Tourists may hold different images of the same destination. An interpretivist approach is primarily concerned with research phenomena in social spheres. It allows posing of questions which are designed to elicit answers that quantitative research cannot pursue easily. However, some researchers like Walle (1997) criticise the qualitative approach for its lack of credibility and trustworthiness.

The positivist approach

This paradigm was used in the third part of the study. A comparative quantitative design was used to assess the push and pull motivations of the tourists, and to ascertain the extent to which the motivations were influenced by the characteristics of the respondents. Hypotheses were also tested to determine the associations between the variables. This approach adheres to the belief that

only one reality exists. Therefore, the positivist approach is primarily applied to research within the field of natural sciences. This approach is more objective than the interpretivist approach. However, if the study had been restricted to this approach only, it would have meant the examination of the facts of travel motivations only, and not the deeper insight into the perceptions and satisfaction levels of tourists. Gale (2005) argues that the quantitative approach limits the inquiry to those for which ample facts can be gathered, and leads to the possibility of oversimplification of reality. On the other hand, employing rigorous qualitative methods in addition could enrich the results of the study.

Rationale for the research design

The researcher favoured the mixed method because it combines exploratory research with causal research. Although causality is an important aspect of this study, in terms of the precise empirical observation of the tourists' motivation in order to predict their future behavioural intentions, it was equally important for the researcher to gain a deeper understanding into how tourists create and maintain perceptions of destinations through in-depth conversations with the tourists.

In the last 20 years, the mixed research method, Creswell (1994) notes, has gained broad appeal among researchers. The emergence of mixed methods as a third methodological movement in the social and behavioural sciences began during the 1980's (Tashakkori & Teddie, 2003). The main reasons for adopting this approach were to obtain a balanced result of the investigation since baseline studies are complex. A fuller picture can be obtained by soliciting the views of

both tourism marketers and the tourists as very little is known about tourists' travel motivations to visit Ghana. Neither the quantitative nor the qualitative method is without criticism when employed to investigate tourist motivation. Each has its own merits and demerits. The best way is to use both approaches within a given research project because they can complement each other (Hsu & Huang, 2008).

More and more researchers realise the advantage of using a combined approach in developing their models. Usually, a qualitative study in the form of in-depth interviews is undertaken before designing and using a large-scale questionnaire survey. In this researcher's opinion, the results from the questionnaire administered allowed for an effective comparison of the facts and patterns with existing literature while the interviews conducted provided the needed flexibility for the diverse points of view of the tourists to be understood. Furthermore, the deficiencies of using single method studies were overcome.

The timing of the measurement of motivations also needs to be considered because this affects meaning (Manfredo *et al.*, 1996). This survey was conducted after destination choice has been made; as a result the results reflect the desired outcomes, beliefs, experience preferences, and expectations. Measured during the travel experience, these outcomes reflect a level of satisfaction for the trip. Therefore appropriate timing is of importance when motivational research is designed.

In this study, in-depth interviews were conducted after the pilot study, but before the questionnaires (surveys) were administered. This was done mainly to

check for the validity, reliability and credibility of the quantitative analysis. Some questions were adopted from McDaniel and Gates (1998). It can be noted that qualitative research tends to use probing questions, while quantitative research tends to use limited questions. For the requirement to perform statistical analysis, quantitative research often uses a large sample while the aim of qualitative research is to extend conversations in order for a deeper understanding to be gained. As such, qualitative research has the potential to be conducted using a very small sample.

The qualitative research conducted was to support the quantitative research administered to the international tourists. The in-depth interviews conducted on the repeat and first-time tourists gave credence to the questionnaire. The responses from the in-depth interviews appeared to give truthful feedback, which in my opinion was vital for giving tourism planners future direction. At the same, time the in-depth interviews conducted on the tourism marketers provided information on the current international marketing strategy being pursued by tourism marketers and planners in Ghana. The two research methods complemented each other.

Up-to-date data on tourist arrivals for 2010 were not available due to a stalemate between the GTA and the Ghana Immigration Service. The lack of records was due to the two authorities failing to agree on which of them was responsible for the cost of printing disembarkation cards. This situation reinforced the information gap problem identified on the subject of travel motivations of international tourists. However, as tourism is complex and is

influenced by several variables, the best way was to use both quantitative and qualitative approaches to ascertain as much information as possible on travel motivations. Other advantages of the mixed method design employed are:

- It enhances the validity of the study as both the quantitative and the qualitative data corroborate each other.
- The strengths and weaknesses of both quantitative and qualitative are exposed.
- Completeness or a more comprehensive account was given.
- While the quantitative method provided outcomes, the qualitative approach provided process.
- The qualitative explained the quantitative results and vice versa; and
- Unexpected results from one approach were explained by the other.

The target population and sample size

The target population for the survey were English speaking international tourists who were 18 years and above, and who were visiting Ghana between 1st October, 2009 and 1st May, 2010. It was very difficult to get a definite figure for the sampling frame for the following reasons:

- lack of statistics on the internal movement of tourists once they arrived in Ghana,
- the transient nature of international tourists; and
- the lack of current data on the typologies and purpose of visit of tourists.

According to Bryman (2004), the decision about sample size depends on a number of considerations including time, cost, non-response, heterogeneity of the

population, and type of analyses. Bryman (2004) emphasizes the factors of time and cost and indicated that a large sample cannot guarantee precision. In all, three samples were drawn from the target population for the study. These samples comprised first-time and repeat tourists and tourism marketers. The researcher chose to administer 600 copies of the questionnaire to the international tourists (first-time and repeat), in-depth interviews with 100 other tourists, and 10 tourism marketers and hospitality managers. The copies of the questionnaire that were deemed usable were 405 representing 67% of the sample size of 600 respondents. The sample size of international tourists for the study was deemed representative. In addition, informal conversations were held with numerous visitors and service providers in the tourism industry over a period of two years in order for more comparisons to be made with the data obtained for the study. The resources available to the researcher in terms of time and money allowed for a sample size similar to previous studies. The two studies found were Correia, Oom do Valle and Moço (2007) who conducted research on the travel motivations of tourists to exotic places and Chang (2007) who did an analysis of travel motivations of package tour travellers. The number of respondents surveyed was 173 in Accra, 142 in Cape Coast and 100 in Kumasi (described earlier in Table 6). In two cases, after the survey, the respondents demanded in-depth interviews, and these were granted. After these two lengthy interviews, it was discovered that the two respondents had a passion for tourism and volunteered to give more information than the interview guide demanded. This confirmed that in-depth interviews allow the researcher to get answers that are as close to reality as possible. Secondly,

there was the opportunity for clarification (Sarantakos, 1998). Lastly, the respondents who were knowledgeable on tourism issues displayed their expertise and experience.

Sampling procedure

Surveys

The quantitative research method used in the study was a survey. This method was used because it was intended to describe relevant characteristics, experiences and opinions of tourists, through the collection of information from a representative sample of international tourists visiting Ghana. The study was conducted on international tourists in Ghana in December 2009, February 2010 and April 2010. The interviews were conducted every other month in three different locations to avoid interviewing the same tourists more than once. Self-administered questionnaires were used to collect the data required.

The accidental sampling method (accidental method) was used to select the respondents at three study areas (the KIA, the Manhyia Palace Museum and the Castle Restaurant) where the questionnaires were administered. This non-probability sampling method was used because of cost and time factors. In addition, the use of this technique was deemed appropriate in a situation where the number of elements in the population were unknown or could not be individually identified (Kumar, 2005).

The snowball sampling method was also adopted. It allowed interviewed tourists to recommend other people to participate in the survey. As a result, only people who were available, volunteers or those who could be easily recruited and

were willing to participate formed part of the sample (Johnsen & Christensen, 2008). This type of sampling technique was also used because of the fact that tourists are not always willing to participate in surveys. In most cases, they are reluctant to do this because they find it too burdensome to take part in when they have come for leisure. Refusal to respond is the most common reason for non-response (Welman, 2005). Therefore, only those who were willing to complete the questionnaire formed part of the sample. Domestic tourists were excluded from the study because tourism arrivals in Ghana are dominated by international tourists (GTA, 2009).

In-depth interviews

In-depth interviews belong to a genre of data collection methods which aims at depth rather than representativeness (Sarandakos, 1997; Neuman, 2003). Two sets of in-depth interviews were conducted on the field. The first qualitative study conducted was on the tourism marketers. The purposive sampling technique was the method used for the interviews with the tourism marketers. The researcher subjectively chose the participants to represent the population. A purposive sample is a form of non-probability sample in which the subjects selected seem to meet the study's needs (Baker, 2003). This method was adopted because there were not many people to interview at a time. Using purposive sampling, the researcher could not be sure whether representatives from all groups in the population were available (Baker, 2003).

For the second study (qualitative), which was on the 100 repeat and first-time tourists, the accidental sampling approach was chosen. The main reason for

using the accidental sampling method was that a sizable number of tourists had to be interviewed in a short period of time. The responses to the interviews were analysed carefully as the research instruments contained open-ended questions and many different answers. Open-ended questions were an essential part of the research instrument. Due to the complex nature in understanding motivations and satisfaction, dealing with the responses to the open-ended questions posed a challenge to the researcher. To make it easier to follow the pattern of the responses, the responses were grouped according to the themes they represented for easy comparisons. A general inductive approach was used in the management of the data. This produced a clearer visualization of the groupings; making it easy to identify and label common themes found in the responses. For the quantitative study, the data was simply edited and fed into the SPSS programme. Very few questions were left unanswered on both research instruments. The questions unanswered tended to be at the end of the questionnaire (personal data). This was due to what the respondents described as lack of time. The in-depth interviews were conducted between 15th and 30th November, 2009 on 100 English-speaking tourists in various hotels in Accra, Kumasi, and Cape Coast which are listed in (appendix E). The hotels were selected purposively as they are generally known in the travel industry to be favourite places for good quality rooms and authentic cuisine enjoyed by most international tourists.

Selection criteria for tourism managers

The interviews conducted on the marketers required an inductive approach to data generation, a different method of selection to that required by positivist

research. In this case, interviewees were selected purposively, enabling the researcher to select participants who had rich information about the research problem (Shaw, 1999). This type of purposive selection also enabled the researcher to seek individuals with knowledge and experience required the time to be interviewed, and the ability to reflect on the marketing strategies that were being pursued.

The above criteria were used in the purposive selection of tourism marketers. The marketers were a relatively small group of knowledgeable people. Therefore, attention had to be paid to the quality, experience and understanding of the topic under investigation. This method is a process of deliberately choosing a heterogeneous sample from a variety of backgrounds, in order to gain a wide spectrum of opinions.

A copy of the list of 10 tourism marketers, who were purposively interviewed from 4th to 7th November, 2009 can be found in (Appendix D). Most often, tourists' first encounter after arriving in the country is with someone in the tourism trade. As a result of this, tourism practitioners for the survey were selected from a broad spectrum of the tourism industry. The respondents included officials from the MOT, GTA, Central Regional Development Commission, the Tour Guide Association, Ghana Hotels Association, Ghana Tourism Federation, the Car Rentals Association, an NGO and the District Assembly.

Research instruments

Two research instruments were used in the study: questionnaire and interview guide. The questionnaire was used to collect quantitative data from the

respondents. This is in line with the positivist approach to research, which refers to techniques of gathering information by questioning those individuals who are the object of the research through the use of standard questioning procedures, with the aim of studying the relationships among variables. The aim is to systematically collect a body of quantifiable data with respect to the number of variables. The data is which then examined in order for patterns or associations to be discerned (Bryman, 2004). The main advantage of this approach is that it can measure the reactions of a great number of people and this can facilitate comparison and statistical aggregation of the data (Bell, 1992; Robson, 1993; Veal, 1993).

The structured questionnaire, consisting of closed, open-ended and Likert scale questions, was used to extract the needed data (Appendix A). Some questions were straight to the point, requiring negative or positive answers. Other questions allowed respondents to give detailed answers that were ordinal. The questionnaire was divided into different sections. The first, second, third, fourth, fifth and sixth sections were detailed constructs. All attributes were composed of statements to be evaluated, using the five-point Likert Scale. Respondents were presented a series of statements in which they were asked to indicate their degree of agreement on a scale ranging from “Strongly disagree” to “Strongly agree”. Likert’s scale is quite popular since it has been shown to be reliable, easy to construct, and it is able to give more information about the respondents’ feelings than Thurston’s simple agree/disagree scale (Chisnall, 1992).

The interview guide (Appendix B and C) was used for the qualitative

aspects of the first and second studies which dealt with in-depth interviews with tourism marketers and tourists. However, due to the flexible nature of the interviews additional questions had to be asked as the interviews progressed.

Participant observation

The researcher acquired some knowledge of tourists' behaviour and global tourism trends from participant observation at various tourism fora and leading international travel shows held in Ghana and abroad. The most notable among the shows were:

ITB Berlin Convention, Berlin, 2009

This event took place from 11th to 15th March, 2009. It was attended by 120 tourism ministers from around the world. Discussions were on the financial crisis of 2008 and its impact on the travel and tourism industry worldwide. Group discussions facilitated suggestion of solutions to the problem.

The World Travel Market, London, 2008

This global tourism trade event took place from the 9th to 12th November, 2009. It enabled the researcher acquire market intelligence and an insight into global tourism market trends. The main topic discussed at the forum was "Aggressive Marketing by Tourism Destinations".

The World Tourism Day, Ghana, 2009

The UNWTO was responsible for organising this event. The main forum took place on the 27th September, 2009. The theme for discussion was "Celebrating Diversity". During this event, the participants shed light on the human side of the tourism industry, its capacity to build understanding of tourists'

policy matters and answer questions as invited speakers. Therefore, attending a public forum or seminar is an important research method to gather official views and personal opinions on the subject matter.

Training and fieldwork

Four interviewers participated in the two-day survey training that took place in the second week of October, 2009. The research assistants were trained in interviewing techniques, the selection of English speaking tourists and being polite to prospective respondents. Secondly, the present researcher went through the survey instrument, question by question with the assistants. The relevant literature supporting the questions was also explained to them. There were some interviews conducted on tourists at Labadi Beach Resort for the pilot study in October, 2009. This was followed by interviews and surveys from 1st November, 2009 to 1st May, 2010. The researcher was part of the team of interviewers. One research assistant dropped out after the pilot study, leaving three interviewers (the researcher and two assistants) for the main study.

Pilot study

The pilot study was conducted to help develop a questionnaire for the quantitative study. Prospective respondents were screened prior to being interviewed to eliminate non-targeted segments such as domestic tourists. The Labadi Beach was the study area originally chosen for the entire survey, but it was changed after the pilot study because the beach was found to be noisy and not conducive for the research. The pilot study also helped the researcher to design questions as well as assess the validity of the survey instrument for the

quantitative study.

Measurement scaling

All of the items in this study were measured using the Likert scale. Most studies on travel motivations (e.g. Oh *et al.*, 1995; You *et al.*, 2000; Kozak, 2001; Kim & Jogaratnam, 2002; Kim & Lee, 2002; Jang & Cai, 2002; Kim *et al.* 2003) have used this scale. The difference between the various studies is the number of Likert points used by the researchers. Some studies utilize a four-point scale (Baloglu & Uysal, 1996; Jang & Cai, 2002) and others a five-point scale (Bogari *et al.*, 2003; Kim *et al.* 2003; Jang & Wu, 2004) while other studies have also used a seven-point scale (Kozak, 2000; Wu *et al.*, 2001)). Since this research involves an analysis of the implicit assumptions relating to inbound tourism, the researcher decided it was safer to utilize a five-point measurement scale. This was aimed at avoiding the possibility of a high number of respondents choosing “undecided” as a response to the questions. The Likert scale in this study ranged from 5= strongly agree to 1 = strongly disagree.

Response rate

Four hundred and five (405) copies of the questionnaire out of the 600 administered were deemed usable. The response rate was 67%. This rate was deemed representative of the sample size. During the in-depth interviews, all respondents approached agreed to be interviewed. The results derived from the in-depth interviews (IDI) were very similar to those of the surveys. The questionnaire thus yielded reliable results.

Methods of data analysis

Three main statistical techniques were employed for the study, namely, Factor Analysis, Chi-square Tests of Independence and Pearson's Correlation Analysis (PCA). The SPSS software (version 12) was used for the analysis. Factor Analysis was used to reduce the number of variables and discover latent variables or factors among observed variables. Factor Analysis is often used to group variables with similar characteristics. Most previous studies in tourism motivation (e.g. Cha *et al.*, 1995; Hanqin & Lee, 1999; Kim & Lee, 2002; Kozak, 2000; Jang & Cai, 2002; Kim & Predeaux, 2005; Yoon & Uysal, 2005) all used Factor Analysis.

The Chi-square Test of Independence was used to address research objectives two and three, which sought to determine whether associations existed between push-pull motivations and the socio-demographic characteristics on the one hand and push-pull motivations, satisfaction and loyalty intentions on the other. The Chi-square (χ^2) Test is used to measure the alignment between two sets of categorical data, observed data and expected data. The aim of this test is to establish if the deviations, if any, were the result of chance, or due to other factors. The null hypothesis of no significant relationship between variables will be rejected in cases where the p-value was less than 0.05, indicating a significant relationship. However, where the p-value is greater than 0.05 the null hypothesis was accepted. That is, there is a high probability that the deviation from the expected value is due to chance only.

In addition to Chi-square Tests, applied correlation coefficient was used to

determine whether a relationship existed between the key variables. The results would reflect the strength and the direction of association between the variables, and the degree to which one variable could be predicted from the other.

The qualitative data gathered during the interviews were analysed in two ways. For the analysis of the interviews, the researcher used content analysis of transcripts of the interviews to identify the motivations behind inbound tourists and the opinions of the international tourists about Ghana as a tourism destination. Each transcript of an interview was analysed manually, to identify themes and patterns and allow motivations to be uncovered using the 'constant comparison' method. Initially, the data were reduced to themes and then interpreted to establish the links, in terms of similarities with the quantitative data. In using the theme approach, the researcher was able to transcribe a majority of the interviews.

In addition to the above approach, the general inductive approach was used in the analyses of the qualitative data in the study. The primary purpose of the inductive approach is to allow research findings to emerge from the frequent, dominant or significant themes inherent in raw data, without the restraints imposed by structured methodologies. Key themes are often obscured, reframed or left invisible because of the preconceptions in the data collection and data analysis procedures imposed by deductive data analysis such as those used in experimental and hypothesis testing research. The following are some of the purposes underlying the use of the general inductive approach. Firstly, it condensed extensive and varied raw text data into a brief, summary format. Secondly, it helped establish clear links between the research objectives and the

summary findings derived from the raw data and to ensure these links were both transparent and defensible (justifiable, given the objectives of the research). Thirdly, it helped develop the proposed model about travel motivations, satisfaction levels, and loyalty intentions. Thus, the travel decision making processes which were evident in the raw data were identified.

Issues from the field

Some issues which posed challenges to the representativeness of the data include: the difficulty in establishing a sampling frame for a population of this nature. Obsolete and unreliable data obtained from the MOT, GTA and related tourism authorities contributed to this challenge. Another factor was the lack of visitor statistics and records at tourist sites, the transient nature of tourists, and the difficulty in distinguishing between international tourists and home coming Ghanaians. A combination of these factors made it difficult to use probability sampling techniques at study areas other than the KIA. Even at the KIA, access to the departure lounge was denied the researcher; hence the survey had to take place at a restaurant outside the airport. It must be put on record that there is a hostile attitude towards researchers at tourism sites and hotels.

It might be necessary for managers of these establishments to be educated on the benefits of such projects in attracting more tourists to Ghana, which directly increases the profits of their businesses. A few respondents were of the view that the questionnaire was lengthy. As a result, it took longer than the prescribed time of 15 minutes to complete, and, therefore, refused to complete the questionnaire. A group of five tourists at the Castle Beach Restaurant at Cape

Coast, on seeing the interviewers refused to talk, but later admitted they thought we were there to beg for money. They said “begging was distasteful and very off-putting”. They, however, agreed to fill the questionnaire after we had explained our mission to them. About 30 people refused to complete the questionnaire because of apathy. They said they did not think it would make any difference what they thought or had to say.

On the contrary, some respondents were very interested in the subject, and made some additional comments on the questionnaire. Surprisingly, very few respondents were faced with the language barrier. For some international tourists, English was not their mother tongue yet they could communicate perfectly. There were many French and German speaking tourists in Cape Coast but only five could not speak English and declined to fill the questionnaire. Three tourists at the airport refused to be administered the questionnaire because they were in a hurry to catch their flight. At least 10 people demanded from the research assistants to see the main researcher when approached by the research assistants. The researcher was able to meet up with some of the respondents who voluntarily furnished the researcher with their e-mail addresses, for the purpose of receiving a copy of the findings on completion of the thesis.

On the additional comments page, the tourists complained of the lack of detailed information on the Internet about Ghana, few photographs of Ghana on the websites and difficulties in booking online. Similar sentiments were expressed during the in-depth interviews with 100 of the tourists. The interviews were very lengthy, some lasting up to an hour. Details have been described in the findings.

At the end of the fieldwork, of the 600 copies of the questionnaire administered, 195 were excluded from the study because there was insufficient information on them; they had been incorrectly completed or not completed at all.

Out of the copies of the questionnaire administered, 405 copies were deemed usable. In spite of the challenges that occurred during the data collection exercise, the data collected was of good quality and reliable.

Ethical considerations

All respondents were informed that participation in the survey was voluntary, and, after this, information on the purpose and nature of the study was put across. In the case of the in-depth interviews, consent was sought from the participants, and it was agreed that they could pull out of the project at any time. Participant anonymity or non-disclosure of their identity and strict confidentiality of the answers provided was established. Some respondents were a little bit reluctant to complete the questionnaire because they felt they needed some privacy, first, to reflect on their travel experiences and, second, in some cases to have a last-minute chat with their newly made friends. Respondents who refused to participate in the survey were left alone.

Data quality assessment

It was very important for the researcher to generate reliable data for marketers and planners to rely on. As a result, the sample validation method was employed to check the measurement error or the variation in the information sought by the researcher.

Validity

There was the need to compare the sample frame with the target

population. As mentioned earlier, it was very difficult to establish, from the statistics available from the GTA, the exact figures for international tourists in Ghana for leisure, business and VFR in particular months. Sample validation aims at accounting for a sample frame error. To achieve this, the sample data relating to the tourists surveyed in the study area in Cape Coast were compared to the figures, obtained from the Ghana Museums and Monuments Board, of tourists who visited the Cape Coast Castle during the same period. It was revealed that the sample results were similar to the number of visitors to the Castle. The Castle Restaurant, where the survey was conducted, is situated close to the Cape Coast Castle. There can be little doubt that the data had some errors. It is hardly possible to conduct a study that does not contain errors or an element of bias. The sample may differ slightly from the target population simply because of the multiple reasons tourists give the various authorities for visiting Ghana.

Furthermore, validity refers to the degree to which the findings actually reflect the situation in the real world. To ensure validity, the key findings were compared to similar studies that had been conducted previously in other countries. It came to light that Ghana had its own unique characteristics that attracted international tourists. For example, visiting the Kakum Canopy Walkway was an experience that could only be replicated in three other places in the whole world. Overall, the validity checks indicated that the research measured what it was meant to measure.

Reliability

To ensure reliability, interviews with the respondents had to be the same

throughout and the duplication of interviews had to be avoided. As a result, the surveys were conducted two months apart from each other at the study areas. Secondly, the pretesting allowed the researcher, before going to the field, to scrutinize the questionnaire and remove some of the irrelevant questions. This process produced a more robust questionnaire.

Summary

This chapter explored the methodological issues underlying this study. The epistemological philosophies, research design, sampling techniques and the methods used to collect the data were addressed. Specifically, the mixed research design was used. A pilot study was conducted to enable a robust research instrument to be designed. This was followed with the first of two in-depth interviews were conducted on the tourism managers and visitors respectively. In the third phase the researcher used the quantitative approach. This questionnaire approach as well as the participant observation employed, helped the researcher validate the results.

To analyse and assess the results from the data collected, Factor Analysis, Pearson's Correlation and Chi-square Analysis were used. This assisted the researcher answer specific research questions. For the analysis of the interviews, the researcher used content analysis and the inductive approach. Strategies for dealing with issues of validity and reliability were also examined. The chapter ended with a look at the challenges encountered by the researcher on the field. Attention is now drawn to the results of the study.

CHAPTER FIVE

THE PUSH AND PULL MOTIVATIONS OF RESPONDENTS IN ACCRA, KUMASI AND CAPE COAST

Introduction

A major objective of this thesis is to explore the push and pull motivations of tourists visiting Ghana. This relatively brief chapter presents the findings of the surveys and interviews conducted in Accra, Kumasi and Cape Coast. Crompton (1979) points out that motivation is a critical variable in predicting and explaining travel behaviour. According to the literature reviewed in Chapter Three, people travel because they are pushed by their needs and pulled by destination features. From the late 1990's many researchers have focused on investigating the needs and motivation of visitors. This chapter discusses the push and pull motivations of visitors to Ghana, and describes the implications of the study with respect to the current strategies being employed to attract visitors to Ghana.

Push and pull motivations and their level of importance

To answer the question of what the push and pull motivations that drive tourists to Ghana are, their level of importance and the relationships that exist between them. Data collected was analysed as follows:

Push motivations of respondents

The factor analysis technique was used to group the most important push factors among the eleven observed variables. The number of variables was reduced to three: escape, relaxation and education (Table 10). By using factor analysis, the researcher was able to explain the observed variance and to further analyse the causal relationships that exist between the variables.

Table 10: Factor analysis of push factors

Component	Rank	Eigenvalues	Percentage of Variance	Cumulative Percentage
Escape	1	3.129	28.5	28.5
Relax	2	1.376	12.5	41
Education	3	1.287	11.7	52.7
Interaction	4	.931	8.46	61.16
Adventure	5	.850	7.72	68.88
Family	6	.729	6.62	75.5
Sport	7	.646	5.87	81.37
Desire for sex	8	.602	5.46	86.83
Excitement	9	.533	4.85	91.68
Achievement	10	.481	4.37	96.05
Safety	11	.436	3.94	100.0

Source: Fieldwork, 2009

Push motives ranked by degree of importance

Motives were ranked according to the eigenvalues extracted from the Factor Analysis. Motives with the highest eigenvalues were ranked the most important. Three motives had values greater than 1, seven motives had values greater than 0.5 and two motives were less than 0.5. As shown in Table 10, three push factors were extracted from the factor analysis: Escape, Relaxation and

Education. These three variables cumulatively explained 53% of the total variance.

Escape

According to the push factor examination (Table 10), escape was the most important push factor stimulating international tourists to visit Ghana. This outcome is consistent with previous research on travel motivations to West Africa. This result is also consistent with those from previous works which say that escape is an important push factor for tourists from the following countries: Japan (Kim & Lee, 2000; Gilbert & Terrata, 2001; Kim & Prideaux, 2005), the United States (Josiam *et al.*, 1999; Kim *et al.*, 2006), Britain (Jang & Cai, 2002; Kozak, 2002), Germany (Baloglu & Uysal, 1996; Kozak, 2002; Lee *et al.*, 2002), France (Yuan & McDonald, 1990), Australia (Kim & Priseum, 2005), Korea (Kim & Lee, 2002; Kim *et al.*, 2003), China (Kau & Lim, 2005; Hsu *et al.*, 2007) Cyprus (Yoon & Uysal, 2005), and Kenya (Beh & Bruyere, 2007).

The results from earlier studies (e.g. Kim *et al.*, 2007) suggest that, in international tourism, escape is a major motive stimulating people to travel to different parts of the world. A temporary change of environment was the most frequently expressed respondent motive. Even the most prized living environments sometimes became mundane to those living there. Iso-Ahola (1984) opines that the desire to escape from personal or impersonal environments is greater than the desire to seek personal or impersonal reward. Actually, many companies offer travel as an incentive. Hughes (2000) also observes that among the reasons for going on holiday, travellers' motivations or desires to "getaway"

are more important than the attractions at destinations. That is, the “push” factor is more important than the “pull” factor for impelling a person in the pursuit of a holiday.

Relaxation

The second most popular reason (push factor) given by respondents for visiting Ghana was to relax. The term “relaxation” was a constant respondent theme, but its use was often ambivalent. Generally, there was reluctance on the part of respondents to relax physically. Respondents would say they felt relaxed and some admitted that they were physically exhausted. It was apparent that the term relaxation referred to a mental state rather than physical relaxation. From this interpretation, the tourists visiting Ghana were here to unwind and take a rest from their usual daily routine.

The activities selected were often a reflection of the increased time available at the vacation destination, such as swimming. In the rhythm of the normal routine, the mind was not directed toward these hobbies or interests. These interests were not selectively perceived because they were not pertinent to the prevailing train of thought or dominant motive. Most respondents indicated that they were fatigued upon their return home from the exertions experienced during vacations and on associated travel. This fatigue factor, together with the contribution the vacation had made in ameliorating tension states, possibly accounted for the sentiment that respondents frequently expressed, “I am always delighted to go on a vacation, but I am just as delighted to return home again.”

Education

As shown in Table 10, one of the main reasons why international tourists have chosen to visit Ghana has been to increase their knowledge of the attributes of the destination. From the questionnaire administered to the respondents (Appendix A), the most popular statement under the education construct was “to learn about a different country”, other explanations under the education construct were “to visit heritage sites” and “to associate oneself with the slave history”. Despite the similarity of the items that constitute this factor, researchers have used different names to refer to education. It has been called knowledge (Fodness, 1994; Oh *et al.*, 1995; Jang & Cai, 2002; Bogari *et al.*, 2003; Beerli & Martin, 2004; Yoon & Uysal, 2005; Kim *et al.*, 2007), novelty (Baloglu & Uysal, 1996; Lee *et al.*, 2002; Jang & Wu, 2006), culture (Kozak, 2002), culture and history (Kim & Prideaux, 2005) seeing and learning (Kim *et al.*, 2006), and exploration (Heung *et al.*, 2001; Kau & Lim, 2005). Travel motives are multiple (Crompton, 1979; Mayo & Jarvis, 1981). Although the top three push motivations were to escape, relaxation and education, it was possible that the respondents had other reasons for visiting Ghana

Factor analysis of pull motives

As shown in Table 11, three pull factors (Nature, Culture, and Cleanliness) were extracted from the factor analysis. These three variables explained 54.3% of total variance

Pull motives ranked by degree of importance

The motives were ranked according to the eigenvalues extracted from the factor analysis. Motives with the highest eigenvalues were ranked the most

important. As shown in Table 11, three motives (nature, culture and cleanliness) had values greater than 1, seven motives had values greater than 0.5 and two motives were less than 0.5.

Table 11: Factor analysis of pull factors

Component	Rank	Eigenvalues	Variance (%)	Cumulative (%)
Nature	1	3.703	33.6	33.6
Culture	2	1.226	11.14	44.7
Cleanliness	3	1.053	9.57	54.3
Historical	4	.839	7.81	62.1
Expenditure	5	.760	6.91	69.02
Events	6	.707	6.3	75.32
Nightlife	7	.656	5.96	81.28
Weather	8	.581	5.27	86.55
Modern	9	.529	4.80	91.35
Access	10	.491	4.46	95.81
Service	11	.442	4.19	100.00

Source: Fieldwork, 2009

Nature

Ghana as a tourism destination can boast of a natural environment: the nature construct scored the highest eigenvalues (3.7) and a percentage variance of (33%) among all the push and pull variables (Table 11). In Ghana, the natural attractions and activities are numerous. Examples of these are the elephants at Mole National park (Northern Region), Boti Waterfalls (Eastern Region) and the Buabeng-Fiema Wildlife Sanctuary (Brong-Ahafo Region). The parks and reserves in Ghana offer opportunities for viewing a variety of animals, especially

during the dry season when these animals collect at waterholes (National Tourism Development Plan, 1996-2010).

Some respondents in the additional comments section (Appendix A) stated that they were only in Ghana “to see a real elephant”. The other attractions that were mentioned were Lake Bosomtwi (Ashanti Region), a meteorite depression and the crocodile ponds at Paga (Upper East Region). Unfortunately, no mention was made of botanical gardens and zoos in the country.

Culture

Eleven percent of the tourists surveyed indicated their preference for cultural tourism, making it the second most important pull factor. Examples of the attractions mentioned were the UNESCO World Heritage sites, hospitality of Ghanaians, festivals, funerals, traditional crafts, textiles, music, dance, museums, and Ghanaian cuisine. In today’s globalised and competitive tourism market, it is important for the tourism marketers to reposition Ghana by using such results to differentiate the country from its competitors. Culture is one of the strongest attributes that can be used as a tool to attract more tourists.

Cleanliness

As many as 10% of the respondents indicated that Ghana was relatively clean as compared to its West African competitors. The beaches in the country were clean and the cities undertook cleaning campaigns. Out of the three study settings, the Manhyia Palace and its surroundings were touted by the respondents as the cleanest. The cleanliness of the environment has a bearing on the health conditions at the tourist destination, and ultimately contributes to Ghana’s

marketability. Generally, the environmental cleanliness of Ghana is important for the success of tourism. International tourists are more likely to choose a destination that has a reputation for clean environmental conditions than one with dirty beaches, bad water and air pollution.

The relationship between push and pull factors

The correlation coefficient between push and pull factors = 0.344 (Table 34) is significant at 0.001 with a p-value of 0.001 Chi square (X^2) = 51.31, Significant at 0.000

The results from the Pearson correlation test between the push and pull factors indicate a mediocre relationship between push and pull factors. The result is understandable since tourists who travel to Ghana to relax (push motive) have a weak relationship with tourists who visit Ghana to explore the ecotourism (pull motive). This result is validated by a correlation coefficient of 0.344 (34%), an indication that the relationship is weak. However, a stronger relationship was established between knowledge acquisition (push motive) and culture (pull motive). Generally speaking, the results of the relationships between push and pull motives of international tourists are congruent with the results suggested in some previous studies (Jang & Cai, 2002; Kim & Lee, 2002; Kim *et al*, 2003) which also show a varied association between push and pull factors. Some pull factors are strongly related to some push factors, while, in some cases, the relationship is weak. Mayo and Jarvis (1981) opined similar results, where emotional motivations were closely found to be associated with distinct environmental features in destinations visited. This result also conforms to the

general “Push-Pull” migration theory propounded by Lee (1966), which indicates that people migrate (are pushed out) from areas where it is not possible for them to find certain needs to areas (pulling areas) where these needs can be found.

Implications of results for Tourism Marketers

The results above confirm the suggestion by Chon (1989) that travel motivation fits into Maslow’s hierarchy of needs, especially those of self-actualization, knowledge, aesthetics, and physiological needs (push factors). It also confirms some attributes of the destination. For example, the location of Ghana, the friendliness of the people, safety and security at the destinations were important motivation factors for visitors (Mills & Morrison, 1985).

The results showed that push and pull factors explained the behaviour of various visitors in the target markets. This agrees with some previous studies (Oh et al.1995; Lubbe, 1998; Eftichiadou, 2001) on the relationships between push and pull motives, which describe tourists as having multiple motives for visiting destinations. Although the results of the study showed some similarities in all the three study areas (Accra, Kumasi and Cape Coast), some differences were noticed in addition. For example visitors to the Manhyia Palace Museum in Kumasi were more pulled or attracted by the opportunity to meet the Asantehene whereas visitors to the Cape Coast Castle pushed or motivated by self-actualisation factors such as education and to experience something different.

The above characteristics fit into Gray’s (1970) motivational categories of ‘sunlust’ for visitors in ecotourism attractions (parks and forest reserves), and ‘wanderlust’ for visitors in historic and cultural settings. Motivational differences

were observed between different nationalities with different cultures. This result disputed the assertion of Yuan and McDonald (1990) that there is a universal form of motivation. The results of the study did not conform to stereotype images generally held about foreign travellers to Africa.

The interest shown by visitors in nature-based tourism and the knowledge factor implies that foreign visitors interested in experiencing nature may be the right target for marketing agencies in their efforts to market ecotourism products. Responsible tourism or sustainable tourism could be adopted by Ghana's tourism marketers, with the view of attracting more tourists and making huge profits.

This study revealed that the pull motivations, natural, cultural and historical factors are important in attracting visitors to Ghana. It also revealed that information obtained through organic means such as friends, relations and others are instrumental in motivating visitors. Tourism marketers should enhance their promotional efforts by employing induced means such as television, radio and magazines to attract potential visitors. Such strategies hold high prospects for stimulating destination visits.

The implication for tourism marketers is to create innovative marketing strategies based on the push motivations (escape, relax and knowledge) and the identified pull motivations (nature, culture, and cleanliness). The results of the in-depth interviews with repeat and first-time tourists however differed on two travel motivation factors. First, the historical motive, which concerns the desire to appreciate Ghana's heritage was cited as the third most important reason for

travel ahead of cleanliness. Second, a section of repeat tourists mainly, African Americans, alluded to the fact that as soon as they experienced the sense of belonging in Ghana during their first visit, they looked forward to new experiences on their subsequent visits. It is therefore the duty of tourism planners to develop new entertaining activities to keep foreign tourists coming again and again. This finding is supported by Binge' *et al.* (2009) who opines that novelty seeking directly influences re-visitation intentions.

Summary

The results from the investigation into the push and pull motivations of international tourists in Ghana indicated that the respondents were clear about what they expected during their stay. The implication here is for tourism marketers to create innovative marketing strategies based on the push and pull factors established in Table 10 and Table 11. The study revealed that, on the one hand, visitors were pulled to Ghana by nature, culture and cleanliness factor, while, on the other, they were pushed by escape, knowledge and relaxation factor. Thus, respondents exhibited strong need for self-actualisation and a physiological need for leisure and other activities in their motivation to travel to Ghana. The next chapter investigates the role that socio-demographic factors and travel characteristics play in international tourists' choice of Ghana as a travel destination.

CHAPTER SIX

VARIATIONS IN TOURISTS MOTIVATIONS IN TERMS OF SOCIO-DEMOGRAPHIC AND TRAVEL BEHAVIOUR CHARACTERISTICS

Introduction

One of the main objectives of this study was to determine how socio-demographic and travel-related characteristics of visitors influence their travel motivations to Ghana. In reviewing the literature on motivations, it was found that there were differences between tourists in terms of tourism motivations (push and pull factors) because of differences in their socio-economic and demographic characteristics (Oh *et al.*, 1995; Metwally, 2004; Zhang *et al.*, 2004). This chapter presents the findings of the investigation into the influence of socio-demographic factors and other travel-related characteristics on tourists' motivations. The results of this study are compared with those of existing empirical studies to establish the differences or similarities. The chapter is divided into the following sections:

- Methods of data analysis
- The socio-demographic and other characteristics of tourists
- The influence of socio-demographic factors on push motivations
- The influence of socio-demographic factors on pull motivations
- The relevance of the findings on socio-demographic factors for better understanding travel behaviour and perceptions of international tourists

Methods of data analysis

Descriptive statistics (frequencies and percentages) were used to analyse the socio-demographic characteristics of respondents. After this, Chi-square Tests of Independence and Pearson's Correlation Analysis (PCA) were used to examine the relationships between socio-demographic and motivation variables.

Socio-demographic and travel behaviour characteristics of respondents

Socio-demographic and travel-related indicators are commonly used in tourism research to profile tourists into age groups, income, gender, marital status, occupation, education and countries of origin. The information is vital for assessing the needs, motivations, satisfaction, perceptions and behavioural intentions of tourists. Other travel characteristics that could influence tourist's behaviour are purpose of visit, length of stay, type of accommodation used and type of transportation used. These factors in addition to the socio-demographic factors form the unitary characteristics of international tourists to Ghana. An understanding of the characteristics of international tourists can be used as a reference in the planning and marketing of tourism in Ghana generally, as well as the promotion of natural, cultural and heritage products specifically.

Gender of respondents

Among the 405 respondents, 205 (50.6%) were females while 200 (49.4%) were male (Table 12). The results of this study are in line with previous studies (Jang & Cai, 2002) who found that 51.5% of British outbound tourists were females and 48.5% of them were males. The gender of the tourists has serious implications for tourism planning and marketing. It was observed that male

respondents were more interested in the nightlife and music and dancing, as well as the culture of the people, than female visitors were. Female respondents were more interested in shopping and sight-seeing.

Some researchers claim that gender differences do not affect the behaviour of tourists (Kinnaird & Hall, 1996). However, some others have identified that men and women have different motivations for travelling (Ford, 1991; Gibson, 1996). The differences sometimes lie in the country of residence and activities at the travel destination (Shaw, 1996). Gender is among the main variables usually employed in market segmentation (Milner & Higgs, 2004; Palanisamy, 2005). This is because gender fulfils all market segmentation criteria since it is easily identifiable. As customers' responses often differ on the basis of gender, marketers carry out their activities in a different way depending on whether their targets are males or females (Meyers-Levy & Sternthal, 1991). Previous researches identify gender as a variable that influences tourists' needs as well as their perceptions. For example, Zhang *et al.* (2004) found that information about gender travel behaviour is crucial to most tourism studies. Therefore because of gender differences of tourists in Ghana, although marginal, managers of activities like sight-seeing and nightlife should meet the desires females and males accordingly (Table 12).

Table 12: Gender of respondents

Variable (Sex)	Frequency	Percentage
Male	200	49.4
Female	205	50.6
Total	405	100

Source: Fieldwork, 2009

Age of respondents

Age is an important factor in marketing international tourism. Age is one of the factors that influence tourists' needs and perceptions. All the tourists interviewed were aged 18 and above. As indicated in Table 13, about 36% of tourists were aged between 20 and 29 years, and 23% were aged between 30 and 39. The age distribution clearly indicates that the majority of tourists who visit Ghana are young and below the age of 40. This is probably because younger tourists tend to be daring, risk-takers, adventurous and eager to discover new destinations. Tourists who had travelled to Ghana with their families and children indicated that they would have preferred package tours with more activities for their kids. About 17% of the respondents who were aged 50 and above indicated that more services and infrastructure should be targeted at the elder tourists.

It can be suggested that tourists above the age of 50 are an important target group for tourism marketers since this group tends to have more disposable income, demand quality accommodation, and have more time for leisure.

Table 13: Age of respondents

Age Category	Frequency	Percentage
Less than 20	38	9.4
20 – 24	70	17.2
25 – 29	72	17.7
30 – 34	45	11.1
35 – 39	45	11.1
40 – 44	42	10.4
45 – 49	27	6.7
50 – 54	20	4.9
55 – 59	14	3.5
60 – 64	16	4.0
65 and above	16	4.0
Total	405	100

Source: Fieldwork, 2009

Education level of respondents

Over 72% of the respondents (Table 14) were either college or high school graduates. While 20% were postgraduates. However, less than (1%) of the respondents had no formal education. Unfortunately, 10% of the respondents did not indicate their level of education. The visitors to Ghana were generally well educated, sophisticated and were of a higher social class. This high literacy level has implications for motivation and quest by tourists for information about destination and destination choice. The majority of visitors to Ghana it is assumed were computer literate, as 99% of them had some form of education and were therefore in a position to assess information electronically. Direct interaction with the tourism service providers provided opportunities for more up-to-date or valuable information to be made available to the tourists. This situation led to positive experiences in Ghana for the visitors, resulting in re-visitation and destination loyalty (Table 14)

Table 14: Education level of respondents

Educational level	Frequency	Percentage
No formal education	3	0.74
High school graduate	143	35.31
College graduate(degree)	140	34.57
Postgraduate	78	19.26
Others	41	10.12
Total	405	100

Source: Fieldwork, 2009

Marital status

Tourism is affected by marital status of individuals because travel needs and motivations differ according to marital status. The desires of single tourists

differ from those of married, widowed and divorced. Out of the total number of respondents, 53% were single, 36% were married and 4% divorced or separated (Table15). This distribution informs tourism planners that marketing strategies should be targeted at single tourists who might not be tied down by marriage and those who have more disposable income. Unmarried tourists tend to be more adventurous and prefer spending most of their time on the numerous activities available at the vacation destinations whereas married tourists (some with families) tend to stay in places which are tranquil, safe, secure and cosy.

Marital status can be linked to the typologies of the tourists and their travel motivations. As majority of the travellers to Ghana were single, they fit into Cohen’s (1979) classification of explorers and drifters. Most of the single tourists visiting Ghana were young (under 40 years) and supported destinations with new tourism offerings, like National parks, gardens, castles and unique cuisines.

Socio-demographic factors like marital status provide Ghana’s tourism marketers with needed context for understanding visitors’ perceptions of Ghana as a tourism destination, motivation, and satisfaction and loyalty intentions.

Table 15: Marital status of respondents

Marital Status	Frequency	Percentage
Single	212	52.3
Married	147	36.2
Divorced/Separated	16	3.9
Widowed	1	0.2
Others	29	7.4
Total	405	100.0

Source: Fieldwork, 2009

According to UNWTO (2005), unmarried tourists are far less concerned with the cost of leisure than married ones. Hence, the results of this study will

allow Ghana's destination marketers to offer products to suit and satisfy the requirements of both single and married tourists.

Income of respondents

Another common method for segmenting tourists relates to income status. It has been observed that older people have a lot more disposable income and time to travel. It has also been noticed that skilled workers or professionals living in Europe, to some extent, share similar tastes in travel, music and readership of newspapers. Again it was observed that respondents earning up to \$40,000 per annum were most likely to visit Ghana. This group of respondents constituted over 50% of the study sample. This was followed by respondents in the \$41,000 to \$60,000 per annum income group while tourists' with incomes in excess of \$100,000 per annum and above constituted 10% of the respondents (Table 16).

Table 16: Percentage distribution of household income of respondents

Income (per annum)	Frequency	Percentage
Less than\$ 19,999	110	27.2
\$20,000 to \$39,999	93	23.0
\$40,000 to \$59,999	59	14.6
\$60,000 to \$79,999	33	8.1
\$80,000 to \$99,999	26	6.4
\$100,000 and above	39	9.6
Confidential	45	11.1
Total	405	100

Source: Fieldwork, 2009

Occupation of respondents

Table 17 presents the occupation of respondents. Students and volunteers

(39%) were the largest group among the respondents. They were followed by professionals (32%). The dominance of students in the sample was not surprising as the researcher, through personal observation, noted that student arrivals were on the rise, partially due to the eagerness of students to gain first-hand experience of the culture and historical relics of Ghana.

The surveys were conducted in the dry season, which happens to be the peak season for arrivals in Ghana. Tourists generally prefer to visit Ghana in the dry season which is the winter season in some parts of Europe and America (thus in the mid and upper latitudes in the Northern Hemisphere). This observation must, therefore, be taken into account by tourism planners and marketers when designing an international marketing segmentation strategy. It was established that high income earners were also highly educated and professional. This is also had an effect on the type of accommodation sought and facilities that needed to be supplied to meet the needs of this target group. Their pull motivations included ecotourism activities like bird watching, fishing, hunting and wildlife.

Table 17: Percentage distribution of occupation of respondents

Occupation	Frequency	Percentage
Students/Volunteers	157	38.8
Professional/Technical	132	32.6
Administration/Managerial	47	11.6
Clerical	3	0.74
Sales	3	0.74
Services	15	3.68
Agric/Animals/Forests	4	1
Production and Transport	5	1.22
Others	39	9.62
TOTAL	405	100

Source: Fieldwork, 2009

Religion of respondents

Tourism in Ghana and its neighbouring countries is being affected by the terrorist activities by Islamic militants in Nigeria (Boko Haram). Religion is an important factor particularly when assessing tourist's motivation, satisfaction and loyalty intentions. Table 18 indicates that respondents were from different religious backgrounds, but were predominantly Christians who formed 65% of the sample. Nearly 10% were non-denominational and 5% were atheists while 1% was Muslims. Although religious tourism and conventions are becoming popular in Ghana, very few of the international tourists admitted to being motivated by such events. As a result, it would be quite far-fetched to expect religious factors alone to explain travel behaviour, especially whether tourists will be more responsive to the promotional efforts of tourism marketers with regard to religion.

Table 18: Religion of respondents

Religion	Frequency	Percentage
Agnostic	20	4.9
Islam	6	1.5
Atheists	47	11.6
Christianity	261	64.4
Non-denominational	50	12.5
Others	21	5.1
Total	405	100

Source: Fieldwork, 2009

Length of stay of tourists

As shown in Table 19, respondents were divided on the issue of the length of stay in Ghana. Thirty per cent of the respondents said that they would stay between seven and fourteen days; another third said they would stay between two weeks and a month, and the last (30%) indicated they would stay over a month.

The implication of the results are that tourism planners need to encourage tourists staying for 14 days or less to stay longer and visit more destinations. However, a lot depend on the ability to offer more activities to cope with tourists' demands.

Table 19: Percentage distribution length of stay in Ghana

Length of stay	Frequency	Percentage
Less than 1 week	24	5.9
7 – 14 days	122	30.1
15 – 31 days	119	29.4
More than 1 month	123	30.4
Missing	17	4.2
Total	405	100.0

Source: Fieldwork, 2009

First-time travellers

As shown in Table 20, as much as 75% of the respondents were in Ghana for the first-time. This was a very important observation because it indicated that most tourists in Ghana are first-time travellers. Therefore, Ghana can be sold as a destination for international travellers who want to visit Africa for the first time.

Table 20: First-time travellers among respondents

First time traveller	Frequency	Percentage
Yes	303	74.8
No	102	25.2
Total	405	100.0

Source: Fieldwork, 2009

Most patronised airlines

Most of the respondents travelled to Accra from London on KLM. The next most popular airline was Lufthansa, and this was followed by the British

Airways, which was found to be the most expensive despite its offer of a direct six hour flight from London to Accra (Table 21).

Table 21: Percentage distribution of airlines patronised among respondents

Airline	Frequency	Percentage
Afriqiyah Airline	28	6.9
Alitalia Airline	6	1.5
BA	43	10.6
Delta Airline	25	6.4
Egypt Airline	14	3.4
Emirates Airline	29	7.1
GIA	21	5.1
KLM	106	26.2
Lufthansa	74	18.3
Other Airlines	53	13
Car/Bus	6	1.5
Total	405	100.0

Source: Fieldwork, 2009

It is clear from Table 21 that Ghana's national carrier, Ghana International Airlines (GIA), was not well patronised as only 5% of the international travellers to Ghana patronized it. During the fieldwork, it was confirmed by the Director of Operations at the Ministry of Tourism that GIA had collapsed. Travelling on a host nation's airline is important for first-time travellers because the flight experience introduces the culture and ethnicity of the people to the tourists. In recent times, GIA became noted for serving Ghanaian cuisine on flights. Without a national airline, Ghana stands to lose out on in-flight adverts, and foreign exchange earnings. In relation to the pull motivations of tourists, branded aircrafts

are generally believed to have high air fares for flights to Ghana. This may deter some international tourists from choosing Ghana as a vacation destination.

Purpose of visit of respondents

Respondents' purposes of visit are shown in Table 22. One hundred and sixty three (40%) of the respondents, stated their purpose of visit as leisure. Another 17% gave the purpose of visiting Ghana as visiting friends and relatives. Fourteen per cent said they were in Ghana to study and to train. Some 30 tourists (7%) were in Ghana for business. Other respondents said they were in Ghana for various other reasons. The results provided by the respondents did not support the information provided by the GTA. As was shown in Table 22, 40% of respondents were for leisure purposes. As compared to the 20% recorded by the GTA. This supports the researcher's assertion that international tourists are increasingly visiting Ghana for leisure purposes. Furthermore, it confirms the allegation that information from the GTA often tends to be out of date.

Table 22: Purpose of visit by respondents

Category label	Frequency	Percentage
Business	30	7.2
Conference/Meetings	14	3.5
Study/Training	58	14.3
Visiting friends/Relatives	71	17.6
Holiday/Leisure event	163	40.3
Others	69	17.1
Total responses	405	100.0

Source: Fieldwork, 2009

The influence of socio-demographic variables on push motivations

The second objective of this study was to explore the variations in travel motivations across socio-demographic factors. The Chi-square Test was used to

compare the observed data (critical values) with expected data (calculated values). Normally, the decision rule for hypothesis testing is that, once the calculated value falls beyond a critical value, the difference between the two is so large as to have not been induced by chance and vice versa (Sweet, 1999). Accordingly, the null hypothesis, which states that there is no significant difference between two variables, was rejected when the calculated chi-square value was found to be greater than the critical value, significant at 0.05. The results of the Chi-square Tests for the push motivations across socio-demographic factors are presented in Table 23 while that of pull motivations are summarised in Table 24.

The influence of gender on push motivations

Tourists' push factors used for the tests were escape, relaxation and education, the top three motives derived from the factor analysis (Table 10). The first test was escape by gender. The distribution of males to females was from 49.4% to 50.6% respectively. The first Chi-square Test was to test for the association between gender and the desire to escape. The result was $X^2 = 3.30$ and the critical value was 5.93. This finding suggested that the calculated value 3.30 was less than the critical value of 5.93 and that the gender of the tourist had very little or insignificant relationship with their desire to escape to Ghana.

The Chi-square Test of relaxation against the gender of the tourists produced the result $X^2 = 5.67$ and the critical value was 4.4 with 4 degrees of freedom. Again, the relationship was found to be significant.

The influence of age on push motivations

The age categories of the respondents were tested against their desire to escape. A significant relationship was observed between the two variables. The

result $X^2 = 9.97$ and the critical value was 1.61; it was significant with 8 degrees of freedom. About 45% of the tourists were below the age of 30 years while 40% were between 30 and 40 years. In other words, based on the available data, the strong relationship between age and the desire to escape did not occur by chance. It can be concluded that some other factors other than chance were responsible for the deviation. It has already been observed in the qualitative study that the majority of travellers to Ghana are youthful and are keen to explore Ghana's ecotourism, culture and historical relics.

The influence of the level of education on push motivations

The calculated chi-square between the desire to escape and the level of education of the respondents was $X^2 = 9.25$ and the critical value of .09 was significant with 16 degrees of freedom. In other words, the educational background of the tourists has influence on their desire to escape. Another Chi-square Test that produced a very significant relationship is the desire to acquire knowledge and the gender of the international tourists. At $X^2 = 9.45$ and a critical value of 3.46 with 4 degrees of freedom, it was observed that the majority of the tourists visiting Ghana (male and female) were motivated by the need to educate themselves about Ghana and the variety of activities offered in the country. In other words, based on the available data, the gender variable and the education variable were strongly aligned, and did not occur by chance. (Table 23)

The influence of religion on push motivations

The religious denomination of the tourists only partially influenced the escape motive (Table 23). However, the desire to relax was cited as the second most important reason for visiting Ghana by most respondents, regardless of

their religion. It must be pointed out that, in neighbouring countries like Nigeria, tourism has been affected by the terrorism activities of Muslim fundamentalists. Religious crisis therefore affects the travel behaviour of potential tourists.

The influence of marital status of respondents on push motivations

The Chi-square Tests for the significance of the relationship between relaxation and marital status were also significant at $X^2 = 11.37$ with a corresponding critical value of .02. Married couples were more inclined to seek peaceful and tranquil environments than single travellers who were out to explore and enjoy the nightlife.

The influence of occupation on respondents on push motivations

Another significant relationship that was observed was between the need to escape and the occupation of tourists. Respondents were from a wide variety of industries. However, they were categorised into skilled and unskilled workers with 54.1% and 45.9% respectively. The result was $X^2 = 6.13$ and critical value 5.5. This was significant with 4 degrees of freedom. In other words, based on the available data, the occupation of international tourists had an influence on the choice destination. However, the test for relaxation and the occupation of the respondents was insignificant at $X^2 = 1.62$ less than critical value of 3.67.

Further analysis of the influence of education motive on age, occupation, marital status and religious denomination all produced positive results with very significant relationships among the variables. The implication is that tourists to Ghana are increasingly educated, middle aged (30-49) and professional. This

trend supported from the finding impacts positively on Ghana's tourism industry, The Chi-square Tests results are shown on Table 23.

Table 23: Push factors and socio-demographic variables

Variable	Push Motives		Critical		Critical		Critical
	%	Escape	Value	Relaxation	Value	Education	
Sex		3.301	5.93	5.673	4.4	9.457	3.46
Male	49.4						
Female	50.6						
N-405							
Age Category		9.709	1.61	8.789	1.31	12.218	1.02
Less than30	45.3						
30-49	40.1						
50 and above	14.6						
N-397							
Occupation		6.138	5.5	1.627	3.67	13.998	3.21
Skilled Work	54.1						
Unskilled	45.9						
N-383							
Marital Status		11.866	.03	11.373	.02	26.154	.02
Single	53.3						
Married	39.9						
Divorced	4.0						
Widowed	.3						
Other	5.5						
N-380							
Education level		9.258	.09	20.950	.07	20.004	.05
No education	0.8						
High sch. grad	36.5						
College grad	35.7						
Postgraduate	19.9						
Others	7.7						
N-398							
Religion		12.319	.17	18.818	.14	11.226	.09
Christianity	66.1						
Moslem	1.5						
None	29.6						
Others	2.8						
N-395							

Source: Fieldwork, 2009

Significance level at 0.05

The influence of socio-demographic variables on pull motivations

Tourists pull factors used for the Chi-square Tests were nature, culture, and cleanliness. The top three pull motives derived from the Factor Analysis.

The influence of gender on pull motivations

The test for the influence of gender on nature was calculated as $X^2 = 4.859$ and a critical value of 3.95 with 4 degrees of freedom. This relationship was found to be significant but rather weak. This result is in conformity with the results from the qualitative study which indicated that the gender of the tourist plays a limited role in the quest to experience natural settings. Rather, natural environments and ecotourism in Ghana are gaining popularity amongst international tourists, regardless of their gender. The cleanliness motive is not influenced whatsoever by the gender of the tourist as the result $X^2 = .367$ and critical value of 2.96 indicated the relationship was an inverse one.

The influence of age on pull motivations

The relationship between nature and age categories of the respondents showed the $X^2 = 5.727$ and a critical value of 1.02. This proved that the relationship was very strong and significant as the calculated value was greater than the critical value. The data also indicated that tourists under the age of 30 were interested in nature and ecotourism. The evidence available suggested a strong relationship between cleanliness and age categories $X^2 = 11.915$ and critical value .88. The age group (50 and above) was particular about the overall cleanliness of the destination. Whereas some respondents made favourable comments on the cleanliness of the Manhyia Palace, a few respondents said that tourist attractions such as the beach at Elmina was filthy and below expectations.

The influence of the level of education and on pull motivations

Culture was the second most popular pull motivation for tourists visiting Ghana. Significant relationships were found between culture and the level of

education of the international tourists. The calculated Chi-square value for the comparison between cleanliness and the level of education was highly significant at 0.05. The result was $\chi^2 = 33.048$ and the critical value was .05 with 16 degrees of freedom.

The influence of religious denomination on pull motivations

The relationship of religion across cleanliness was found to be significant. The Chi-square calculated was $\chi^2 = 6.853$ and a critical of .09 with 16 degrees of freedom. In other words, the cleanliness motive was found to be influenced by the religion of tourists. However, the relationship between culture and religious denomination, $\chi^2 = 69.272$ and a critical value of 0.6 was at the extreme end of the deviation from the 0.05 significance level. (As shown in Table 24). The religion of the respondents did not influence their culture motives.

The result on the Chi-square Test on relationship between nature and religious denomination $\chi^2 = 41.041$ and a critical value of .11, was positively skewed, as a result it can be concluded that there is a weak association between the two variables.

The influence of marital status on pull motivations

Significant relationships were found when comparing cleanliness with marital status of the tourists. The chi-square result $\chi^2 = 23.318$ and critical value of .02 means that married people preferred cleaner destinations. The χ^2 testing the relationship between nature and tourists' marital status was also significant.

The influence of occupation of respondents on pull motivations

With regards to comparing cleanliness to the occupation of tourists the $\chi^2 = 6.820$ was greater than the critical value of .09, the result was highly

significant (Table 24). The respondents considered a clean environment with little pollution attractive for relaxation and the health implications on their travels.

Table 24: Pull motivations by socio-demographic characteristics

Variable	Pull Motivations %	Nature	Critical Value	Culture	Critical Value	Cleanliness	Critical Value
Sex		4.859	3.95	8.649	1.98	.367	2.96
Male	49.4						
Female	50.6						
N-405							
Age Category		5.727	1.02	9.954	.44	11.915	.88
Less than 30	45.3						
30-49	40.1						
50 and above	14.6						
N-397							
Occupation		4.176	3.67	4.017	1.83	6.820	2.75
Skilled Work	54.1						
Unskilled	45.9						
N-383							
Marital Status		30.780	.02	26.108	.01	23.318	.02
Single	53.3						
Married	39.9						
Divorced	4.0						
Widowed	.3						
Other	5.5						
N-380							
Education level		16.214	.06	23.223	.03	33.048	.05
No education	0.8						
High sch. grad	36.5						
College grad	35.7						
Postgraduate	19.9						
Others	7.7						
N-398							
Religion		41.041	.11	69.272	0.6	6.853	.09
Christianity	66.1						
Moslem	1.5						
None	29.6						
Others	2.8						
N-395							

Source: Fieldwork, 2009

Significance level at 0.05

The implications of the findings for better understanding of travel behaviour

The key observation that age, income, purpose of visit, level of education and occupation strongly affected tourists' behaviour whereas gender, marital

status, country of origin and religion had little influence on tourists' behaviour means tourism marketers should pay more attention to the characteristics of visitors in the design of tourism products and services as well as marketing and promotional strategies.

The findings confirm Hypotheses 1 that socio-demographic characteristics of tourists influence their push and pull motivations. The characteristics of the visitor are also partly linked to the destination image that first-time and repeat visitors hold about the destination. On the one hand, negative travel related experiences such as poor service delivery, complex visa regime and below standard accommodation, ultimately affect tourists' satisfaction levels and the decision to return or recommend the destination to others. On the other hand, other characteristics such as good sources of information, travel party, length of stay and airline patronised have influence on tourists' behaviour.

Summary

This chapter examined how the socio-demographic and travel characteristics of the respondents influence their push and pull motivations. Factor Analysis and the Chi-square Tests were the statistical techniques used to analyse the data. It was observed that pull factors are partially related to push factors. However, not all the push-pull motivations were significantly influenced by the socio-demographic characteristics and travel-related characteristics of tourists. Information on the socio-demographic characteristics of tourists is the starting point in the exercise of understanding market segments in terms of travel motivations, satisfaction levels and loyalty intentions of international travellers.

CHAPTER SEVEN

THE RELATIONSHIPS AND EFFECTS OF TOURISTS' MOTIVATION, CHARACTERISTICS AND SATISFACTION LEVELS ON LOYALTY

INTENTIONS

Introduction

This chapter presents the findings from the surveys conducted in Accra, Kumasi and Cape Coast. It also discusses the results of the hypotheses tested on the relationships between push-pull motivation and the characteristics of tourists, push-pull motivation and satisfaction levels, and finally the relationship between satisfaction and loyalty intentions. The implications of the findings for the management and marketing of Ghana as a tourism destination are also evaluated with respect to the conceptual frameworks adopted. The chapter concludes with an explanation of the proposed behavioural model created for this thesis. The chapter consists of the following sections:

Section one describes the extent of tourists' satisfaction. The findings on the influence of push-pull motivations on tourists' level of satisfaction are presented in section two. Section three reports on the influence of tourists' characteristics on their level of satisfaction and loyalty intentions. The influence of satisfaction on tourists' loyalty intentions is presented in section four. Section five describes the proposed behavioural theory, model and the results from the

hypothesis testing. The importance of satisfaction and loyalty intentions to the planning, development and marketing of Ghana as a tourism destination is the last section.

The extent of tourist's satisfaction

Trying to understand what comprises tourist satisfaction is one of the most relevant areas of tourism research (Petrick, 2003; Prebensen, 2006). The satisfaction domains were adapted from the work of Burns (2000) which categorised the levels of satisfaction into four principal areas at the destination: information sources, services, facilities and experiences. Table 25 presents the results of the in-depth interviews based on the satisfaction constructs.

Table 25: Level of satisfaction of repeat visitors

Satisfaction Constructs	Percentage Satisfied	Percentage Not Sure	Percentage Not Satisfied
Information sources			
Internet	50	10	40
Travel Agents	60	20	20
Brochures	50	30	20
T.V	20	10	70
Services of tourism personnel			
Availability	60		40
Friendliness	80	10	10
Helpfulness	60	20	20
Professionalism	20	30	50
Facilities			
Adequate	60	10	30
Clean	50	30	20
Up-to-date	50	10	40
As advertised	60	20	20
Experiences			
Positive	70	10	20
Negative	20	10	70

Source: Fieldwork, 2009

Information sources

Only 30% of the tourists interviewed were satisfied with information provision online. Werthner and Ricci (2004) observe that consumers use the Internet and various websites for planning, searching, purchasing, and amending their travel. The authors also indicate that the Internet has increasingly gained popularity among Americans and Europeans.

It was observed during the fieldwork that a lot more transactions could take place and satisfaction levels of tourists double if more of the following; tour operators, restaurants, hotels, museums and historical sites, travel agents, local tourist offices, transportation services, tourism training institutions, nature reserves and sporting sites were connected to the Internet: (Hinson & Boateng, 2007). Seventy percent of the respondents were not happy with the lack of promotional campaigns in the electronic media. Further probing revealed that there were no advertisements promoting Ghana on international television channels such as CNN, BBC and Aljazeera. Two respondents were of the view that Africa is constantly being portrayed as unsafe and disease ridden continent, and some promotional campaigns are necessary to allay the fears of potential tourists. This observation has been emphasised by (Morrison, Jing, O'Leary & Cai, 2001) who said customers tend to conduct extensive search for high-risk products. Empirical evidence shows that advertising could be particularly important for meeting customer expectations especially when the customer has no other information sources, or has not had any previous experience (Oliver, 1997).

Facilities

The main facilities that the interviewees commented on in their order of importance were: accommodation, restaurants, taxis, public toilets, sanitation, tour operators, shopping malls, conference facilities, banking, medical facilities, security services and tourist information centres. It was observed that the main point of dissatisfaction with hotels in Ghana was the service, followed by poor bathrooms and dirty rooms. With regard to restaurants, tourists were dissatisfied with the waiting time between ordering a meal and its delivery. The problem with taxi drivers was that they lacked knowledge of the tourism attractions and where they were located. It was also observed that they often overcharged customers and spoke very poor English.

Fifty percent of the interviewees were of the view that the Ghana Police are unconcerned and are not very helpful in the event of theft and other types of crime. The lack of clean public toilets was a major point of dissatisfaction. Banking establishments that offered foreign exchange facilities were limited, and the service offered to foreign customers at the High Street banks in Ghana were described by the interviewees as “deplorable”. Two of the interviewees complained bitterly of the non-availability of a Zoo in Accra. In spite of this, 60% of the tourists were satisfied with the facilities at their destination (Table 25).

Services

The lack of proper services by smaller hotels in the tourism industry was a point of concern to most of the interviewees. Only 20% thought the services of the personnel were professional. However, over 60% agreed that the Ghanaians

are generally friendly and helpful. Feedback from the visitors about their perceptions on the quality of service in the tourism industry in general was poor; it was reported that tourism practitioners employ untrained staff to save on operational costs of running their establishments.

Experiences

The majority of respondents were satisfied with their decision to visit Ghana. They admitted that their actual experiences exceeded their expectations. Only two tourists were disappointed with their trip because of visa requirements and banking difficulties. After further interaction, it came to light that the officers at the Ghana Immigration Service were unnecessarily difficult and unfriendly when renewing an expired visa. The other unhappy travellers had been waiting for over a week to receive a bank transfer from America. Three of the interviewees were of the view that they had over-paid for their trip to Ghana. The cost of air tickets and the rates charged at hotels presented tourists with a situation where the intention to revisit was not there. Nonetheless, 70% of the interviewees said they were satisfied with their experience (Table 25).

Generally, the experiences of the repeat visitors were examined by way of a SWOT analysis. Clearly, the results of the interviews indicated that the majority of tourists interviewed were of the view that Ghana's tourism strength lies in the nature/scenery, strong culture and friendliness of the people. Ecotourism was described by the respondents as Ghana's unique selling point. The real lovers of nature preferred the flora and fauna to remain untouched. It became clear from the responses that more value added products were needed at tourism sites. For

example, there were no restaurants at the Manhyia Palace to satisfy tourists' desire to taste local dishes. The weaknesses of Ghana as a tourism destination, according to some respondents, were the lack of man-made tourism attractions. Thus, more unique attractions should be created out of the many natural resources. For example, a cocoa and chocolate museum can be built. A golden stool museum at the Manhyia Palace should be built and more castles should be restored along the coast. Other weaknesses disclosed are poor services and expensive hotels.

The implications of the above are that there are opportunities to increase the use of the Internet and to develop package tours and wildlife that match competing countries such as Kenya. The threats found were the increasing competition from other countries and emerging tourism destinations. Other threats were that came to light were: high cost of travel to Ghana, increasing worldwide security concerns about international travel, and the negative destination images mainly associated with Africa such as famine, disease, poverty, and political instability.

Destination appeal

The destination appeal is best described by the appreciation of the tourism attractions and activities experienced by the tourists during their trip. The respondents described their likes and dislikes as described in the subsequent sections.

Likes of tourists

As shown in Table 26, the friendly nature of the Ghanaians is the most popular appreciation. This is followed by the natural attractions such as clean beaches. Ghana's unique culture and personal safety of tourists are among the attributes that may pull international tourists to return to Ghana.

Table 26: What international tourists like about Ghana

Likes	Frequency	Percentage
Friendliness of the people	2	29
Nature, attractions and beaches	15	21
Culture and food	9	13
Majority of the people are English speaking	10	14
Personal safety and security	9	13
Internet Cafes	7	10
Total	52	100

Source: Fieldwork, 2009

Note N = the number of times the item was mentioned

Dislikes of tourists

As shown in Table 27, fifteen (30%) of the visitors detested being called names such as "Obroni". One of the interviewees said that he was put off by this act and would not be returning to Ghana. The lack of a properly planned transportation, especially the lack of domestic flights to most of the major tourist destinations, was cited as a dislike. The unfriendly and ignorant police were described as "horrendous" by one tourist.

Other tourists did not like people harassing and begging them for money. Another group of tourists did not appreciate the delay at the immigration hall on arrival at the Kotoka International Airport, Accra.

Table 27: Dislikes of international tourists about Ghana

Dislikes	Frequency	Percentage
Being called names like (Obroni)	15	30
Traffic jams	10	20
Unhelpful and corrupt police	9	18
Few local flights	8	16
Begging and harassment	5	10
Lengthy visa and immigration controls	3	6
Total	40	100

Source: Fieldwork, 2009

Note N = the number of times the item was mentioned.

The influence of push-pull motivations on tourists' level of satisfaction

Results from the in-depth interviews with the respondents indicate that the satisfaction levels of the tourists were generally positive. Their experiences generally exceeded their expectations. The majority of the respondents were very satisfied with Ghana, and half of the respondents thought that the country is fairly clean. However, the services and attentiveness of hotel staff were rejected by few respondents who were lodging in hotels. The push and pull motives of the respondents in the qualitative interviews were similar to the results obtained from the quantitative study, except for the destination attributes where historical relics were rated above cleanliness as the third most popular pull factor attracting international tourists to Ghana.

The results obtained here provide tenable evidence that tourists' satisfaction is important to successful destination marketing because it influences the choice of destination, the consumption of goods and services, and the decision to return (Kozak & Remington, 2000). The quantitative analysis of this study also confirms the positive perceptions of respondents on Ghana. The majority

agreed with the assertion that they were satisfied with their trip. It should thus be noted that people differ in their perception of reality, depending on their own experiences, life histories, and personal situations (Pizam & Mansfeld, 2000)

The influence of socio-demographic characteristics on satisfaction and tourists' loyalty intentions

The Chi-square (X^2) statistic (Table 29) was employed to measure the relationship between tourists' socio-demographic characteristics and the levels of satisfaction on the one hand and the levels of satisfaction and loyalty intentions of the respondents on the other. Where the calculated value was less than the critical value (0.05), the relationship was not significant. As shown in Table 29, the socio-demographic variables (e.g. level of education, age categories, religious denomination, and gender) significantly influenced tourists' satisfaction levels. However, the relationship between the occupation of tourists and their level of satisfaction proved to be insignificant because the $X^2=1.005$ less than the critical value 3.21. Similarly, the marital status of respondents had very little effect on their satisfaction levels as the result was $X^2=1.786$ less than the critical value 2.88.

The results of Chi-square Tests (Table 28) on the relationships between socio-demographic variables and tourists' loyalty produced an even more interesting trend. The most revealing one being the test to ascertain whether being male or female influenced visitors' intention to return to Ghana. The result was $X^2=.726$ and critical values 16.79, confirming that gender has very little influence on tourists' loyalty (Zhang *et al.*, 2004). The occupation and marital status of the tourists also did not greatly influence the decision to return to Ghana. However,

the age of visitors, their education levels and religious denomination played important role in the decision to return to Ghana in the future. The results of the tests on the relationships between socio-demographic characteristics and tourists' loyalty are congruent with results suggested in previous studies (e.g. Prebensen, 2004)

Table 28: The extent of satisfaction and tourists' loyalty by socio-demographic characteristics

Variable	Push Motivations %	Critical Value			Critical Value
		Satisfaction Level	Tourists' Loyalty		
Sex		6.56	3.46	.726	6.79
Male	49.4				
Female	50.6				
N-405					
Age Category		7.40	1.02	6.02	4.82
Less than 30	45.3				
30-49	40.1				
50 and above	14.6				
N-397					
Occupation		1.00	3.21	12.67	15.59
Skilled Work	54.1				
Unskilled	45.9				
N-383					
Marital Status		1.78	2.88	11.51	13.60
Single	53.3				
Married	39.9				
Divorced	4.0				
Widowed	.3				
Other	5.5				
N-380					
Education level		10.27	0.5	13.32	.25
No education	0.8				
High sch.grad	36.5				
College grad	35.7				
Postgraduate	19.9				
Others	7.7				
N-398					
Religion		5.70	.11	12.67	15.59
Christianity	66.1				
Moslem	1.5				
None	29.6				
Others	2.8				
N-395					

Source: Fieldwork, 2009

significant level at 0.05

In today's highly competitive global marketplace, recommendation by

word of mouth has been proven to be very effective by a number of researchers. Shoemaker and Lewis (1999) opine that satisfied customers are more likely to recommend friends, relatives or other potential customers to a product/service by acting as free word of mouth advertising agents. In this regard, over 80% of the respondents said they would recommend Ghana to their friends, relatives and others (Table 29).

Table 29: Tourists' intention to recommend by word of mouth

Response	Frequency	Percentage
Will definitely recommend	187	46.2
Will recommend	137	33.8
Not sure	67	16.6
Will not recommend	7	1.7
Will definitely not recommend	7	1.7
Total	405	100

Source: Fieldwork, 2009

The conceptual framework: Leiper's (1990) Systems model

The Leiper's (1990) model of tourists' attraction was the second conceptual framework adopted for the study. One of the aims of this research was to assess the relationships and effects of satisfaction levels on the motivations and loyalty intentions of tourists visiting Ghana. This systems conceptual framework was found suitable for discussing the relationships between the variables. According to Leiper's Systems Approach, a tourist attraction comprises of three elements: the human element, the central element and the informative element. In this study, the international tourist represented the human element. The tourism sites represent the central element, and tourism stakeholders represented the

informative element. This framework allowed the researcher to take a critical look at the study from Leiper's perspective. It was observed that it is vital to promote Ghana aggressively abroad in order to convince potential tourists of the uniqueness of the country's tourism attractions, and to meet and exceed the expectations of the tourists once they choose Ghana as their preferred destination.

The Conceptual Framework: Crompton's Push and Pull Model (1979)

One of the most complex issues facing researchers studying tourist's behaviour is how to understand the travel motivations of tourists (Crompton, 1979). A generally accepted approach for examining tourists' motivation is the push and pull framework (Crompton, 1979; Dann, 1977; Pearce & Caltabiano, 1983). As described in the literature review (Chapter Three), the model states that people travel because they are driven by specific needs, and are pushed and pulled to travel by some forces (Baloglu & Uysal, 1996). In this framework, pull factors are those attributes which attract the tourist to a destination, and the push factors refer to factors such as, escape, relax, etc. that drive him or her to travel.

Crompton (1979) studies both the push and the pull factors and suggests nine motives for travel, derived from unstructured interviews of vacationers. Seven of these are classified as socio-psychological factors and include: escape from a perceived mundane environment, exploration and evaluation of one's self, relaxation, prestige, regression, enhancement of kinship relationships, and facilitation of social interaction. Two elements classified as cultural factors were novelty and education. The push-pull model does not adequately support the research hypotheses of this study. As a result, new theory and behavioural model based on the hypotheses described in Chapter One were proposed.

The travel motivation, satisfaction and loyalty theory

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<https://ir.ucc.edu.gh/xmlui>

The findings from the previous three chapters and existing literature on travel motivation have provided the researcher with a solid basis to build on the push and pull model of Crompton (1979) which is the adapted conceptual framework for the study. The travel motivation, satisfaction and loyalty theory is proposed because motivation can be regarded as only one of the factors affecting tourists' behaviour. There are other factors which could have been considered from previous models. This theory, therefore, reviews the push and pull model, and includes new constructs such as socio-demographic characteristics, the extent of satisfaction and loyalty to the destination. The newly proposed theory leads to the formation of the Travel Motivation, Satisfaction and Loyalty Model (TMSLM). I am of the view that although this new model does not give all the answers to why people visit Ghana, it will move tourism stakeholders a step further in understanding the changing demands of international tourists.

The travel motivation, satisfaction and loyalty model (TMSLM)

The TMSLM has been developed to investigate the way tourists behave towards tourism destinations before, during, and after their visits. The subject of tourism is related to human beings, and human behaviour is unpredictable. It is a complex proposition to investigate why people travel and what they expect at the destination. Sometimes, the visitors themselves do not know what they want and discover their needs after venturing on holiday. It is, therefore, important that reliable information is put out about activities at the destination. It is also important that bitter experiences and negative perceptions that prevent tourists

from visiting destinations are removed. Tourist satisfaction is important to destination marketing because it influences future behavioural intentions. The extent of tourists' satisfaction, therefore, needs to be evaluated to ascertain the perceptions tourists hold about Ghana. A model is needed that builds on previous models and integrates the push and pull motives of the respondents, their socio-demographic characteristics, degrees of satisfaction and loyalty intentions. At the same time, the new model needs to make conceptual clarifications and logical linkages in order to fully explain why people travel and their future intentions to either revisit or recommend the destination to others.

The TMSLM is driven by the assumption that tourists will revisit if they are wholly satisfied with the services and tourism products at the destination. The theoretical underpinning of the model is based on existing literature on travel motivations, satisfaction and future behavioural intentions. In practice, tourists are influenced by past experiences, word of mouth recommendations, and other forms of marketing communication such as the Internet. The model therefore seeks to include the relevant relationships among the constructs to enable tourism managers design strategies that can meet the needs of tourists and make them revisit Ghana.

The Push and Pull Model has been criticised by earlier researchers, for being over-simplistic and not being comprehensive enough. In the present researcher's opinion, the old model falls short in three areas. First, it does not take the socio-demographic and travel characteristics into account. Secondly, it ignores the test for the level satisfaction. And, thirdly, there is no provision in the model

56for loyalty to the destination. In the proposed model, there are five main components, each one is based on the conceptual frameworks and related to literature on travel behaviour (Figure 6).

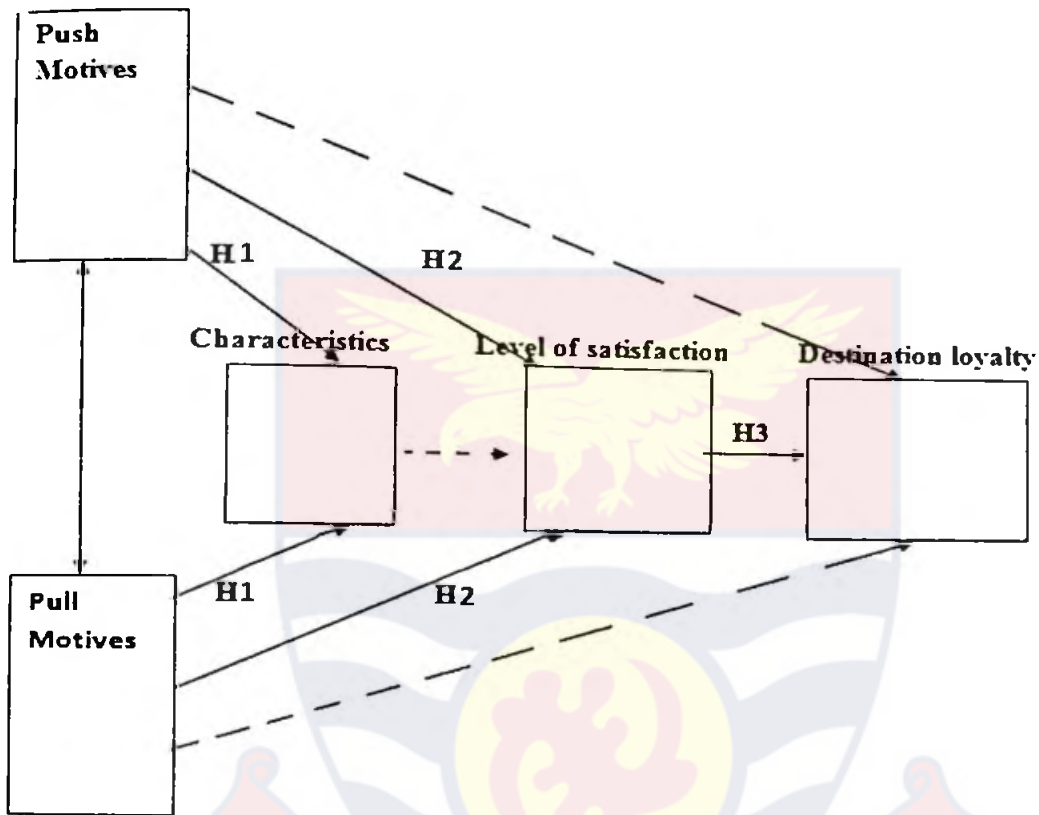


Figure 6: The travel motivation, satisfaction and loyalty model

The relevance of the model to the findings of the study

It has been established in this study that the choice of Ghana as a tourism destination is the result of push and pull factors interacting with the socio-demographic characteristics, satisfaction and loyalty constructs. It was concluded that where the performance at the destination exceeds the expectations of the tourist, a positive experience is said to have occurred that could lead to repeat business or loyalty intentions. This sequence of events has led to the formation of

the Travel Motivation, Satisfaction and Loyalty Model.

The new model (TMSLM) was suggested based on the literature. The objective was to develop and test a model on the level of satisfaction and loyalty intentions which are both functions of travel motivation. Figure 6 shows interactions among the constructs and possible relationships between the push and pull motives and the characteristics, level of satisfaction and destination loyalty.

In this study, the proposed model presents motivation in two constructs: push motivations and pull motivations. The model then examines the causal relationships among the push and pull motivations, socio-demographic characteristics, satisfaction levels and loyalty to the destination. The results of this study support the relationships and effects between the constructs in the model. Motivation influences tourist satisfaction with travel experiences, and also affects loyalty intentions. The choice of destination and its antecedents is multifaceted but, as indicated in the proposed model, when the need of the tourist to travel arises, the destination attributes affect this need. The proposed model is tested below through testing of the relevant hypotheses.

Hypotheses testing

Based on the proposed model and conceptual framework of the study, the following hypotheses were tested using Chi-square (χ^2) test of independence and correlation techniques. The decision rule for the Chi-square test, is that if the χ^2 is greater than 0.05, the difference between the two is so large that it would not have been induced by chance. The null hypothesis was therefore rejected. However, if χ^2 was found to be less than 0.05 (critical value), the null hypothesis is accepted. For the correlation tests, the results were significant at 0.001 with a p-value of 0.0.

The hypotheses are listed below:

Hypothesis 1

- H_0 : There is no significant relationship between push and pull motives and the characteristics of international tourists visiting destinations in Ghana.

Hypothesis 2

- H_0 : There is no significant relationship between the push and pull motives and the extent of tourist's satisfaction with their experiences in Ghana.

Hypothesis 3

- H_0 : There is no significant relationship between the degree of satisfaction and loyalty of international tourists in Ghana.

The findings of the Chi-square and Correlation Tests are summed up in Table 30. The assumption that push motives were directly related to pull motives was tested before the actual hypotheses were tested. The calculated chi-square value (0.51) was greater than the critical value (0.05). This result indicates that a significant relationship exists between push and pull motivations. Respondents admitted that they were initially motivated by their intrinsic desires and subsequently pulled by the attractions at the destination.

Table 30: Results of test of the relationship between push and pull factors

N 405		Push factors	Pull factors
Push factors	Pearson Correlation	1	.344(**)
	Sig. (2-tailed)	.	.000
Pull factors	Pearson Correlation	.344(**)	1
	Sig. (2-tailed)	.000	.

Source: Fieldwork, 2009

** Correlation is significant at the 0.01 level (2-tailed)

The correlation at .344 (**) is also significant, as push and pull motives work together. This is significant at 0.01 with a p-value of 0.001

Results of hypotheses tested

The proposition in Hypothesis 1 was rejected (Table 31)

Table: 31 Results of hypotheses tested

Hypothesis	Proposition	Results
H ₁	The proposition that there is no significant relationship between push-pull motives and the socio-demographic characteristics of international tourists visiting destinations in Ghana.	Rejected
H ₂	The proposition that no significant relationship existed between push-pull motives and the degree of satisfaction of international tourists	Rejected
H ₃	The proposition that no significant relationship existed between satisfaction and loyalty intentions	Rejected

Source: Fieldwork, 2009

The result of the Chi-square test was $X^2=2.965$ indicating that the calculated Chi-square value was greater than the critical value 0.81. The main push motives (escape, relaxation and knowledge) and pull motives (nature, culture and cleanliness) were all influenced by the socio-demographic factors (age, occupation, income and religious denomination). However, gender and marital status did not have any significant influences on the push-pull motivations.

It was also discovered that some travel-related characteristics of respondents had inverse relationship with the desire to escape or relax (push motivations). The results of the correlation test (-0.135) indicates that the relationship is weak. For example, the relationship between first-time travellers and push factors was significant but weak. This is shown in Table 32. Tourism marketers in Ghana will have to act on this finding and conduct a needs

assessment on first-time travellers. It is clear that the motivations of the visitors are influenced by socio-demographic factors, and these have implications for marketing tourism.

Table 32: Travel-related characteristics by push factors

	Push factors	Mode of travel to Ghana	First-time visitor to Africa	Length of stay in Ghana	Lodging while in Ghana
Push factors	1	-.159(**)	-.135(**)	.009	.051
	.	.002	.007	.853	.314
	405	392	398	388	393
Mode of travel to Ghana	-.159(**)	1	.102(*)	-.165(**)	-.186(**)
	.002	.	.045	.001	.000
	392	392	388	376	383
First-time visitor to Africa	-.135(**)	.102(*)	1	-.008	-.033
	.007	.045	.	.880	.513
	398	388	398	383	388
Length of stay in Ghana	.009	-.165(**)	-.008	1	.335(**)
	.853	.001	.880	.	.000
	388	376	383	388	378
Lodging while in Ghana	.051	-.186(**)	-.033	.335(**)	1
	.314	.000	.513	.000	.
	393	383	388	378	393

**Correlation is significant at the 0.01 level (2-tailed). *Correlation is significant at the 0.05 level (2-tailed)

Similarly, the claim that no significant relationship existed between pull

motives and the travel-related characteristics was rejected. Again, it was observed that the relationship between pull factors (0.099*) and where the tourists lodge was weak (Table 33).

Table 33: Travel-related characteristics of tourists by pull factors

Travel-Related Characteristics	Mode of travel to Ghana	First-time visitor Africa	Length of stay in Ghana	Lodging while in Ghana	Pull factors
Mode of travel	1	.102(*)	-.165(**)	-.186(**)	-.074
	.	.045	.001	.000	.141
	392	388	376	383	392
First-time visitor to Africa	.102(*)	1	-.008	-.033	-.111(*)
	.045	.	.880	.513	.026
	388	398	383	388	398
Length of stay in Ghana	-.165(**)	-.008	1	.335(**)	.098
	.001	.880	.	.000	.055
	376	383	388	378	388
Lodging while in Ghana	-.186(**)	-.033	.335(**)	1	.099(*)
	.000	.513	.000	.	.050
	383	388	378	393	393
Pull factors	-.074	-.111(*)	.098	.099(*)	1
	.141	.026	.055	.050	.
	392	398	388	393	405

* Correlation is significant at the 0.05 level (2-tailed) ** Correlation is significant at the 0.01 level (2-tailed)

A positive relationship was found to exist between several travel-related characteristics of tourists and their level of satisfaction (Table 34). Thus, the results indicate clearly that the push and pull motivations influence the degree of satisfaction of the visitors. The better the internal motivations and tourism attractions, the chances tourism marketers have in providing a higher satisfaction.

Table 34: Travel-related characteristics of tourists according to level of Satisfaction

Travel-Related Characteristics	Mode of travel to Ghana	First-time visitor to Africa	Length of stay in Ghana	Lodging while in Ghana	Level of satisfaction
Mode of travel to Ghana	1	.102(*)	-.165(**)	-.186(**)	.051
		.045	.001	.000	.311
	392	388	376	383	392
First-time visitor to Africa	.102(*)	1	-.008	-.033	-.098
	.045		.880	.513	.050
	388	398	383	388	398
Length of stay in Ghana	-.165(**)	-.008	1	.335(**)	.046
	.001	.880		.000	.367
	376	383	388	378	388
Lodging while in Ghana	-.186(**)	-.033	.335(**)	1	.007
	.000	.513	.000		.896
	383	388	378	393	393
Level of satisfaction	.051	-.098	.046	.007	1
	.311	.050	.367	.896	
	392	398	388	393	405

*Correlation is significant at the 0.05 level (2-tailed). **Correlation is significant at the 0.01 level (2-tailed)

Hypothesis 2 was tested to find out if there was no significant relationship between the push-pull motivation of respondents, and their level of satisfaction with the attractions visited. This hypothesis was also rejected. The result of the chi-square test was $\chi^2=2.08$ greater than 0.18. The question of whether travel motivation has influence on the level of satisfaction produced interesting results. The correlation coefficient between the push factors and the level of satisfaction

at .260** also confirmed the significant relationship (at the level of 0.01 (2-tailed) as shown in Table 34. The influence of the pull factors on the level of satisfaction at .290** is significant showing a positive relationship between the two factors. Tourists who were satisfied with the service and would return are shown in Table 35.

Hypothesis 3 sought to determine the extent to which the intention of tourists to revisit certain destinations was influenced by their level of satisfaction. No Chi-square test was run for this hypothesis since an assumption had already been made that tourists will return to a destination if they are satisfied. However, a correlation test was conducted to validate this assumption. The results proved that the relationship between these two factors was significant at .242**. The satisfied respondents said that they were most likely to return to Ghana as shown in Table 35.

The proposition that there was no significant relationship between the push-pull motivation of respondents, and destination loyalty was also rejected. The Chi-square test produced a result of $\chi^2=21.35$ greater than the critical value of (2.35). This indicates that travel motivations determine future behavioural intentions of international tourists. The correlation test was in support of the chi-square result. The influence of push factors on destination loyalty was very significant at .251** (see Table 35). This is ample evidence in that some respondents were influenced by past experiences, and destination attractions. The influence of pull factors on destination loyalty was very significant at .342**. This result shows that most of the respondents were very happy with Ghana's attributes

(e.g. nature and culture), and were likely to return to Ghana in the future as shown in Table 35.

Table 35: The relationship between push factors, pull factors and level of satisfaction and tourists' loyalty intentions

PCA	Push factors	Pull factors	Level of satisfaction	Tourists' loyalty
Push factors	1	.344(**)	.260(**)	.251(**)
Pull factors	.344(**)	1	.290(**)	.342(**)
Level of satisfaction	.260(**)	.290(**)	1	.242(**)
Loyalty Intentions	.251(**)	.342(**)	.242(**)	1

** Correlation insignificant at the 0.01 level (2-tailed)

The null hypothesis of no significant relationship between the independent and dependent variables was therefore rejected in all the three hypotheses. This indicates a positive association between push and pull motives, the characteristics of tourists, satisfaction levels, and tourists' loyalty intentions.

Evaluating the conceptual frameworks

Two frameworks were adopted for the study. The first conceptual framework adapted to the study, the Push and Pull theory by Crompton (1979), revealed that the respondents had three main push motives (escape, relaxation and knowledge) for coming to Ghana. On the other hand, three pull factors were noted to be important in most tourists' decision to come to Ghana. These were nature, culture and cleanliness of the country.

The second conceptual framework adapted was the Systems Model by Leiper (1990). This framework made it easier to explain the complex process that led to destination choice. The model uses three elements referred to as input, process and outcome. In this study, the inputs were likened to tourists'

expectations, processes were likened to tourist' experiences and satisfaction levels, and outcomes were likened to tourists' intention to revisit.

The importance of satisfaction to planning and marketing Ghana as a tourist destination

Tourism managers and marketers should strive to achieve higher tourist satisfaction levels that will ultimately result in repeat business. The empirical results of the study provide evidence that the proposed model, designed to consider push and pull motives, characteristics of respondents, level of satisfaction and destination loyalty simultaneously, is acceptable. The above findings have two significant managerial implications. The exploratory factor analysis that produced 3 push and 3 pull motives should prompt destination managers and marketers to consider finding long lasting strategies that will increase satisfaction and enhance loyalty intentions to Ghana. The factor analysis revealed that each of the constructs retained their original character, and that the push and pull constructs were largely reduced in number for reliability and precision. All the three hypotheses tested were rejected. This implies that, generally, there are strong and positive relationships between the push and pull motivations, characteristics of respondents, level of satisfaction, and destination loyalty.

The results are in conformity with previous studies, particularly, that of Dick and Basu (1994) which revealed that customer loyalty is influenced by customer satisfaction while satisfaction is affected by travel motivation (Pearce & Hughes, 1992). Tourism marketers can, therefore, try to add to the experiences of

tourists by paying attention to their needs and expectations. This suggestion is supported by the Equity Theory (Oliver & Swan, 1989) which indicates that customer satisfaction is derived from the relationship between the cost of what the customer spends and the rewards (benefits) he or she anticipates.

The importance of loyalty intentions to planning and marketing Ghana as a tourism destination

Loyalty behavioural intention has been suggested to be a central factor which correlates strongly with observed behaviour (Baloglu, 2000). Several models of consumer behaviour explain the theory of reasoned action which emphasises intention as an immediate antecedent to actual behaviour. Revisit intention is shown in the model as part of loyalty intention. Indeed, loyalty can be described as revisit intention and likelihood to recommend the visited destination. Hence, focusing attention on revisiting intention may make respondents more specific when they are expressing their experience at the destination. Hui et al (2007) observe that tourists who are satisfied with the whole trip are likely to recommend the destination to others rather than to revisit it in the future. Oppermann, (2000) found that in some cases less satisfied visitors may also revisit the same destination. Therefore, asking tourists only about their intention to return will not necessarily reveal their willingness to recommend the destination to others.

As a result of the difficulty in predicting real future intentions of tourists, a qualitative research approach was used to allow further probing, to establish the loyalty intention. The respondents were willing to give more information about

their real future intentions during face to face interviews than in a situation where they had to fill out questionnaires. This approach led to more specific responses of revisit intention and more clarification for satisfaction levels (Jang & Feng, 2007; Bigne' et al., 2009).

Summary

This chapter examined the relationships and effects among motivation, characteristics, satisfaction and loyalty intentions of the international tourists in Ghana. The results from the hypotheses test indicated that all three propositions were rejected. A significant relationship was realised between the push and pull factors and the socio-demographic factors, on the one hand, and the degree of satisfaction of the tourists on the other. Finally, it came to light that satisfaction was significant in determining loyalty intentions. A high number of international tourists in Ghana (60%) were satisfied and were prepared to revisit, and to recommend Ghana to others. In addition, the factor analysis singled out nature-based tourism as the most compelling reason for the choice of Ghana as a tourism destination. The latter result has implications for tourism marketers in their niche marketing strategies which should focus on ecotourism in order to satisfy tourists, and which will ultimately lead to recommending Ghana to potential visitors. The results of this chapter were found to support previous tourism studies by Yoon and Uysal (2005).

The next chapter examines visitor perceptions on Ghana as a tourism destination.

CHAPTER EIGHT

VISITORS' PERCEPTIONS OF GHANA AS A TOURISM DESTINATION

Introduction

This chapter presents the findings and discussions of the interviews with repeat and first-time visitors. It addresses one of the key objectives of the study – to ascertain the views of the visitors on Ghana as an attractive tourism destination. This investigation borders on an assessment of destination image in the minds of the visitors. This can assist managers by identifying the strengths and weaknesses of their destination and helping to predict tourists' behavioral intentions and providing critical insights for managing and developing tourist destinations (Bigne', Sanchez, & Sanchez, 2001; Fakeye & Crompton, 1991). Destination image is typically defined as tourists' overall perceptions of a specific destination (Fakeye & Crompton, 1991) or as their mental portrayal of the area (Alhemoud & Armstrong, 1996; Gallarza, Saura, & Garcia, 2002).

The chapter is divided into the following sections:

- Profile of respondents
- Repeat versus first-time visitors perceptions (differences and similarities)
- Destination appeal – purpose of visit, likes and dislikes
- Tourist' typologies and their perceptions of Ghana as a tourism destination
- Implications of findings for tourism planning, development and marketing

Profile of visitors

One hundred visitors were granted in-depth interviews. This sample comprised 75 repeat tourists and 25 first-time visitors. The question of whether the respondents had visited Ghana previously was a prerequisite to being selected for the in-depth interviews with repeaters. Ten of the respondents were over 60 years, 30 persons were in the 30-39 age groups, 50 were in the 40-49 age brackets, and 10 persons were between 50 and 60 years. Thirty of the respondents were married and had household incomes of between \$50,001 and \$60,000 per annum, 25 others were single with incomes ranging from \$30,001 to \$40,000 per annum while the remaining 45 persons were earning over \$100,000 per annum. Seventy of the respondents were university graduates and 20 were high school graduates. Only 10 persons had postgraduate qualification. Fifty were combining leisure with business travel (international working tourists).

The results indicate that people with different socio-demographic characteristics demonstrate significant differences on some push motivations. For example, the 15 young and middle aged people placed much importance on relaxation needs because they had more pressure from work and family commitments. On the pull side, the four respondents aged 50 and above were concerned with the safety at the destination. School leavers scored highest on exploration and adventure. The most significant finding was the emergence of a unique group of 45 business travellers whose income was \$100,000 per annum and above who were interested in exploring wildlife as a niche attraction.

The respondents were from different parts of the world, but more came

from Europe; 58 travellers of which 20 were African American were from the US, 15 from Germany, 18 from the UK, 8 from Nigeria and 1 from France. It became clear from the interviews that the tourists had multiple motives for travel. Therefore, a single tourism promotional plan did not always apply to different target groups.

Repeat visitors versus first-time visitor's perceptions

In comparing the perceptions of repeat-tourists to those of first-timers, it was found that the former were more up-beat and optimistic about Ghana becoming more successful in attracting more tourists in the near future than the latter. On one hand, 89% of repeat-tourists admitted to being satisfied with their previous travel experience in Ghana, on the other hand, 50% of the first-time travellers were satisfied. This view is supported by previous researches such as Gitelson & Crompton (1984) and Kozak (2000) who argued that repeat visitors are more satisfied with the trip experience than first timers.

According to the findings of the present study, push and pull factors differ between repeat visitors and first-time visitors. For example, repeat visitors were found to have travelled to Ghana to explore the culture and eco-tourism while first-time visitors had mostly restricted themselves to activities at the beach and big cities. It came to light after further probing that repeat visitors were very interested in the cultural traditions of the Ghanaians, especially the authentic foods (gastronomy).

Repeat and first-time visitors were found to have different perceptions of satisfaction with tourism attractions in Ghana. The repeat visitors appeared to be

more satisfied with attractions, such as the Kakum National Park in Cape Coast. This finding is supported by Kozak and Remington (2000) who determined that repeat tourists were often more satisfied with destination attributes than first-time visitors because they felt they were getting value for money, a feeling of safety and security and cleanliness of the destination.

It was found that first-time visitors to Ghana were more active when it came to travel planning than repeat tourists. First-timers started collecting information much earlier than repeat ones, and tended to spend more money on travel arrangements (accommodation and travel). This finding is supported by (Li *et al.* 2008) who discovered that repeat tourists seem to rely on their own experiences when making travel arrangements than rely on information sources.

It was found out that first-time travellers to Ghana had a more complex destination image about tourism in Ghana than repeat visitors. For example, some first-time visitors admitted to hearing about President Obama's visit to Ghana, but did not know where it was until they decided to experience something different. This finding is supported by Fakeye and Crompton, (1991) who concluded in their study that, first-time visitors have differentiated images of destinations than repeat visitors because returning tourists rely on past experience.

It came to light that first-time visitors to Ghana were more curious and visited more tourism destinations and resorts than repeat tourists. This finding is supported by Fakeye and Crompton, (1991) as well as Lau and Mckercher (2004) who found that first-time visitors visited more attractions and participated in more

Repeat tourists in Ghana tended to be older and more matured in the (39 to 59) age group, this type of tourist were more interested in relaxation and spending more time with family and friends. Conversely, it was established that first-time visitors tended to be young, energetic and single. This result is also supported by Gitelson & Crompton (1984).

On the balance, it appears that the repeat visitor market segment is a more attractive segment than the first-time visitor group. Oppermann (2000) agrees with this assertion and highlights various reasons why repeat visitation has been regarded as a desirable phenomenon. First, marketing costs needed to attract repeat tourists are lower than first-time tourists. Second, repeat tourists are regarded as a positive indication of tourist's satisfaction. Third, repeat visitation is often linked to loyalty and economic sustainability (Dick & Basu, 1994). Fourth, repeat tourists might recommend the destination to friends and relations, resulting in a positive 'word of mouth.' (Shoemaker & Lewis, 1999)

Similarities in the perceptions (repeat and first-time tourists)

Both first-time and repeat visitors agreed that Ghana had a few unique tourism products that could allow it differentiate itself from its competitors. For instance, Ghana's local cuisines, like red plantain and beans, was seen by the visitor's as a distinctive product that may be used as a marketing tool to attract more visitors. The visitors pull motivation for visiting Ghana was to experience the culture of the people. Local food was described as a major component of Ghana's cultural heritage.

The perceptions of repeat and first-time visitors were also similar in terms of the passive promotion of Ghana in their country of origin. The little internet presence, poor online services, inefficient visa regime and poor infrastructure (roads, rail, water, hospitals and hotels) all contributed to the decision as to whether to visit Ghana are not. They all agreed that the people in Ghana were friendly and kind, mostly communicated in English making travelling in Ghana easier. However, they found accommodation establishments to be expensive.

Differences in perceptions and experiences (repeat and first-time tourists)

On the hand, 90% of repeat tourists were satisfied with tourism in Ghana and would either revisit or recommend Ghana while, on the other hand, 50% of first-time tourists expressed loyalty intentions to Ghana. First-time tourists were generally less comfortable travelling independently than repeat tourists although they were eager to discover new things and indulge more.

Repeat tourists perceived Ghana to be a fairly safe country; however, first-time tourists were suspicious of the kindness and friendliness of the local people. The investigation into the travel behaviour of repeat and first-time tourists has brought to light the fact that one marketing strategy may not be suitable for different market segments. To this effect, Li et al. (2008; p.279) state that, "it is extremely important to understand these differences, since they provide tourism managers with specific direction". Tourism marketers can therefore plan their strategies with the view of moving visitor perceptions closer to reality.

Marketing is all about finding out about customers' needs and wants.

Consequently, when customers' needs and wants are known, it is easier for plans to be made for such things. According to Holloway (2004), marketing is a way of making profitable products and services. It involves both pricing and promoting particular products and services. It is often suggested that, to attract visitors to a destination, the destination should be significantly improved to meet the perception of the visitors.

Tourists' typologies and perceptions on Ghana as a tourism destination

Tourists' typologies are often linked to market segments which group visitors according to their similarities to each other and the fact that they may be dissimilar to members of other segments. Results from the study indicate that most of the tourists visiting Ghana are independent travellers who made their own travel arrangements and are flexible with their travel itinerary as well as choice of attractions. The behaviour of such autonomous tourists is in conformity with what Cohen (1972) classified as non-institutional tourists, as opposed to institutional tourists, who rely on travel intermediaries (e.g. organised mass tourists) to arrange holidays.

Respondents who participated in the survey helped to identify six main target groups that are male travellers, female travellers, travellers from Europe, young travellers aged between 20 and 40, internet users who had looked up Ghana before travelling to the country, and business travellers.

European tourists in Ghana

Most tourism destinations profile tourists from different countries of origin and develop customised marketing strategies for each country (Dolnicar, 2008).

The majority (60%) of the interviewees of this study were from Europe. This finding was in conformity with the statistics on tourism arrivals from the GTA. Woodside and Jacobs (1985) used tourists' nationality as a criterion to classify respondents into groups. They also reported benefits experienced from travelling to the same vacation destination by people from three different countries (Canada, America and Japan). Traditional geographical segmentation such as grouping tourists by the country of origin were among the first segmentation schemes to be used (Haley, 1968).

Young travellers aged between 20 and 40

This market segment comprised majority of respondents who participated in the interviews. Most of them were single, graduate, professional, adventurous, sporty, and novelty seekers. The group was highly interested in nature, culture, and historical relics. The respondents who fell into this segment also believed in word of mouth as a better way of selling a destination like Ghana.

Internet searches on Ghana

Over 80% of the visitors interviewed admitted to using the Internet to make enquiries. The single most important use of the internet, according to the respondents, was for booking air tickets. This was followed by inquiring about tourist attractions, and then for booking hotel accommodation. Travellers who fell into this category were time conscious, curious, and experienced individuals in the middle-income bracket. Topics most frequently searched by tourists were culture, hospitality, education, knowledge and experiencing something new.

Targeting internet users can be described as behavioural segmentation.

This form of segmentation is based on motivation (Cha *et al.*, 1995), benefits sought (Woodside & Jacobs, 1985), user status first and repeat visitor (Lau & McKercher, 2004), information seeking and planning styles (Alvarez & Asugman, 2006), satisfaction (Kau & Lim, 2005), spending (Mok & Iverson, 2000), and travel activity (Jang *et al.*, 2004).

Business travellers

Half of the people interviewed were those who combined work and leisure. This phenomenon seems to be on the rise in Ghana. Most of the business travellers admitted to staying in four and five star hotels, the most expensive in Ghana. The tourists were highly satisfied with the quality of service in their hotels and would stay longer if they had the opportunity. It was found that, on the average, these types of tourists stay in Ghana for 12 days per visit, and spend up to \$5,000 during their stay.

Tourism literature contains some cases in which work and other travel activities are combined. Unfortunately, there are only a few references for this context. Stebbins (2002) for example refers to “business travel” as a work oriented form of tourism while Lew, Hall and Williams (2004) emphasizes that there is the need to appreciate the relationships between leisure, recreation and tourism along with other social practices. The expressions such as drifters, wanderers, long-term budget travellers, backpackers and even nomads are some of the descriptions of the non-institutionalised working tourists found in the literature. Some business travellers also considered comfort, safety, enjoyment, nightlife and adventure as complementary motives that influence the choice.

Tourist's perceptions of tourism in Ghana

The following themes were extracted from the responses of interviewees based on the interview schedule: untrained employees, information availability on the Internet, cleanliness, safety and security, availability of package tours, negative and positive experiences, quality of service, quality of accommodation, cost of trip, accessibility, image of Ghana abroad and language spoken at the destination. The themes were in line with the ones used in previous surveys. It must be pointed out that some of the themes mentioned here surfaced during the interviews with the tourism marketers and hospitality managers hence, they were not discussed in this section.

The UNWTO (2009) establishes the key market drivers for unlocking Africa's tourism potential as improved image and perception of Africa, reduced travel costs and improved sales and internet connectivity. This view is supported by previous researchers such as Murphy et al., 2000. Empirical evidence suggests that the success story of popular tourism destinations in the world has depended on clear perception and image of the destination in the minds of visitors who choose to visit such destinations. The more favourable the perception of the visitor is, the greater the likelihood that of she or her will choose a product from similar alternatives (Reisinger & Turner, 2003).

One of the key objectives of the study was to ascertain tourists' perceptions towards tourism in Ghana. The reason behind this view was to suggest ways of improving tourism in Ghana and ultimately to improve tourists' level of satisfaction and loyalty intentions. The findings on tourists' perceptions

summarised in Table 36 were from the repeat tourists who admitted to having visited Ghana at least once before. The results in Table 36 are supported by a study conducted by the Bank of Ghana (2007) on the tourism industry and the Ghanaian economy.

Table 36: Tourists' perceptions on tourism in Ghana

Perceptions	N (75)	(%)
Lack of trained and educated of tourism staff	17	23
Limited information on the internet	13	17
Filthy beaches and unclean tourism sites	12	16
Poor safety and security	12	16
Lack of package tours and organised tourism	11	15
Ghana's image as a tourism destination abroad	10	13

Source; Fieldwork, 2009 Note N = the number of times the item was mentioned

Firstly, it was reported by the interviewees that very few hotel staff had formal training in tourism and hospitality. Secondly, information on the Internet about tourism, tourist sites, and on group tours being offered by Ghana's marketing agencies was very limited in comparison to that of competitors such as Senegal. The respondents blamed the limited availability of websites for the weak image of Ghana abroad. In addition, the few existing websites were not user friendly, dynamic and interactive. Not enough current videos and pictures were available. Also very few previous visitors were sharing their experiences on the social media (Facebook and Twitter). Thirdly, the standards of cleanliness of the surrounding of Ghana's main tourism attractions to the visitors were poor, especially the Elmina and Labadi beaches.

Moreover, the safety and security of tourists was a major concern to many of the respondents. It was reported that the presence of the police was hardly noticed at the Cape Coast Castle and at the Kotoka International Airport. However, the police were present at the Manhyia Palace Museum. Furthermore, package tours offering an all-inclusive package including airport to hotel service, a comprehensive list of all the major tourism attractions and experienced tour guides were not available in Ghana. It came up from some respondents from China that outbound tourism from their country was booming and that they had travelled to Ghana independently. They admitted that they would have preferred to be part of a group or an institutional tour because that would have been a lot cheaper.

Finally, on the respondent's opinion on the image of Ghana as tourism destination abroad, majority (60%) said the image was weak; 30% said the image was good and 10% said it was excellent. The responses are in line with the UNWTO's observation that Ghana needs to improve its tourism attractions to present a better image in the minds of its visitors.

Destination appeal

The attractiveness of a destination reflects the feelings and the perceived opinion on the destination to satisfy visitors' needs. The more a destination is able to meet the needs of tourists, the more it is perceived to be attractive, and the more that destination is likely to be chosen for a visit. Mayo and Jarvis (1980) define attractiveness as "the perceived ability of the destination to deliver individual benefits". This ability is enhanced by the attributes of destinations. The

importance of these attributes is that it helps people to evaluate the attractiveness of a destination and make the best choice. Attractiveness of a tourist destination pulls people to visit and spend time at destinations. Therefore, the major value of destination attractiveness is the pulling effect it has on tourists. Without attractiveness of the destination, tourism does not exist and there could be little or no need for tourist facilities and services. It is only when people are attracted to a destination that facilities and services follow (Ferrario, 1979). Development of any form will bring with it varying impacts on the social, economic and physical environment in which it takes place. There are two schools of thought on this issue. The first is of the opinion that tourism has a negative impact on the community in which it operates. Francillon (1990) observes that promotion of tourism sometimes leads to “cultural pollution”. Thus, the direct interaction of the local population with tourists can cause change in behaviour and values of the local people. The negative socio-cultural impact of tourism is counteracted by the second school of thought, which McKean (1973) and McTaggart (1980) belong. According to the authors, tourism can help stimulate interest in and conserve aspects of cultural heritage, which aid the preservation of ancient monuments, historic buildings and sites, and traditional arts and crafts.

Implications of findings for tourism planning, development, promotion and marketing

The findings of this study may be used to provide tourism marketers and hospitality managers with the necessary information to create innovative marketing strategies to increase tourists’ inflows into Ghana. The implications are

as follows.

Travel motivations

It was established that international tourists were pushed to Ghana to escape from their home country, and to relax and learn something new. At the same time, they were pulled by attractions such as nature, culture and the cleanliness of Ghana's tourism attractions. The findings imply that tourism marketers must provide strategies to satisfy the needs of the visitors and these include efforts to:

- Improve the infrastructure, especially roads to tourism destinations
- Improve the services at hotels, by training staff properly
- Educate and motivate police to protect international tourists
- Get rid of street beggars
- Reduce charges at the tourists' attractions
- Introduce more exciting activities at the Kakum National Park.
- Introduce or build new attractions, museums, restaurants, monuments, and renovate the numerous forts and castles.
- Reshape the coast, lagoons, lakes and redesign waterways to make them more attractive
- Promote the culture of the people (the Kente and the drums especially)
- Make the Asantehene and other traditional leaders more accessible since many tourists were disappointed that they could not get a glimpse of him

Socio-demographic factors

It was established that the socio-demographic characteristics of

respondents influenced their travel motivations. The implications for the tourism marketers are that, in designing marketing strategies, the following must be taken into account. First, the age of targeted visitors should be considered since tourists below 50 appeared to dominate visitors to Ghana. This implies that activities that will satisfy this youthful group should be provided. For example, a new African experience similar to the Safari in Kenya needs to be created to give adventurers a chance to see wild animals in their natural environment. At the moment, the Accra Zoo is closed down so tourists have to travel for miles to view animals at the Kumasi Zoo or, alternatively, in their natural settings at the Mole National Park near Tamale.

Second, the incomes of most of the international tourists in Accra, Kumasi and Cape Coast were in the lower income bracket. The implication for management is that they should ensure the delivery of value for money on tourism products and services. The majority of tourists were willing to pay for certain services if they were available at reasonable prices.

Third, the gender of tourists had little impact on their travel motivations. The implication is that marketers should provide products that suit all tourists. With regard to marital status, single tourists were the dominant. Tourism marketers therefore need to provide products and activities targeted at independent travellers. The respondents' needs were geared towards arts, dance, music, drama, sports and discoveries while married couples were more into ecotourism and more relaxing lifestyle (like dining, walking, and sightseeing)

Lastly, the level of education among visitors to Ghana was found to be high.

Tourism managers therefore may easily reach tourists through more website based advertising campaigns. Rich culture like the festivals, proverbs, legendary stories, and indigenous lifestyles that motivate tourists can be communicated to motivate potential tourists. The majority of visitors were students and volunteers. Tourism marketers can take this into account in designing marketing strategies. However, as tourism is about providing services to make profit, it is suggested here that marketers should target older retired people who have more money available for leisure purposes. Furthermore, repeat tourists can be targeted as they provide the economy with regular source of income. Baker and Crompton (2000) observe that a strong link exists between consumer loyalty and profitability in the tourism industry.

Satisfaction levels

The study revealed that satisfaction levels were influenced, to a large extent, by pushes and pull motivations. In the same vein, loyalty intentions of tourists to visit Ghana were influenced by the degree of satisfaction. Tourism marketers must therefore ensure a higher level of satisfaction for the visitors and offer incentives such as discounts on hotel rates, discounts on Ghanaian dishes, and free tours for visitors to encourage their loyalty to come Ghana.

Visitor's views

The perceptions of the tourists (especially the repeat tourists) need to be considered in the planning, development, and marketing of destinations in Ghana. The lack of training or education of tourism staff was the first observation reported by the visitors. The implication for hospitality managers is to establish

more training facilities in addition to the Hotel and Catering Training Center (HOTCATT) in Accra.

Also, limited information on the Internet about tourism activities in Ghana was an observation that almost all the tourists interviewed pointed out. The implication being that all stakeholders in Ghana's tourism industry should embrace and not reject ICT.

Tourism authorities, local communities and district officers were criticised for the filthy beaches and unclean tourism sites. Cleanliness was one of the top three factors that respondents considered when choosing a travel destination. Tourists viewed the lack of package tours to Ghana as a deterrent to first-time visitors who preferred to be part of a group (institutionalised). The question of whether management were competent enough to improve attractiveness of Ghana as a tourism destination abroad yielded the following results: optimistic (30 %), moderate (42%) and pessimistic (28%).

In addition to the perceptions of Ghana as a tourism destination, some constraints that need to be acted upon by tourism managers were disclosed by the visitors. The cost of travelling to Ghana was discussed as being high for the majority of travellers who were below 30 and earned around \$20,000 a year. The implication for tourism planners is that they should design cheaper tourism products.

The length of stay in Ghana was found to be short (7-10 days). This duration can be increased if more attractions are provided for variety seeking tourists. In addition, websites should be created to show pictures of new and old

attractions so as to motivate tourists to choose Ghana as their destination. The negative images painted on the destinations can be removed. Familiarisation tours should also be organised for first-time visitors.

Accessibility to tourism attractions, in the view of the tourists, is very poor. Visiting some tourists' sites became impossible due to the bad condition of roads. Efforts need to be made to fix infrastructure if tourism is to flourish in Ghana. Tourists complained about the visa regime and pointed out that managers of destinations need to cut out the red tape in visa processing.

The findings of the study have implications for planning, security and safety of potential and other visitors. The incidence of robbery and terrorism are factors that need to be addressed in all promotional campaigns. As recommendation through word of mouth was found to be effective, products being offered to tourists must be state-of-the art and reliable. Past experiences are often determinants of future behaviour. Unreliable travel agents and misleading information available online were found to be travel constraints. Promises made on the adverts should be fulfilled at the destination to provide higher satisfaction and the willingness among tourists to recommend and to revisit Ghana.

Appraising tourism marketer's efforts for innovative marketing strategies

The last objective of the study were to appraise the efforts of tourism marketers and hospitality managers on marketing Ghana abroad, and then make suggestions on innovative marketing strategies to be adopted in order to attract

more tourists. The discussion and implications of the results of this objective is the subject of Chapter Nine.

Summary

This chapter examined visitors' perceptions on Ghana as a tourism destination. In addition, the best approaches to adopt to satisfy their needs were explored. It was found that the majority of the respondents were highly satisfied with their experiences and tourism offerings in Ghana, and would revisit and recommend Ghana to others. Word of mouth and branding can change some of the negative images held by potential tourists about Ghana as a destination. It has, however, become clear that Ghana needs to speed up the establishment of ICT and TIS systems in the country's tourism facilities to enable efficient tourism marketing communications between international tourists and tourism marketers and hospitality managers.

Repeat and first-time visitors were in unison that Ghana's food tourism was unique, and the different dishes available at the restaurants in Ghana, could not be found anywhere else in the world. This finding presented Ghana's tourism marketers with an opportunity to target their strategies towards cultural culinary tourists in the increasingly competitive tourism marketplace.

CHAPTER NINE

TOURISM MANAGERS' PERSPECTIVES ON ATTRACTING MORE FOREIGN TOURISTS TO GHANA

Introduction

One of the specific objectives of this study was to appraise the efforts of tourism marketers in persuading new tourists to visit and encourage repeat visitors to return to Ghana. To this end, this chapter presents the results of the interviews with tourism marketers and hospitality managers based on their understanding of tourists' behaviour in terms of their travel motivation, characteristics, satisfaction and loyalty intentions. The ultimate aim of this chapter is to link the marketing efforts of stakeholders to the demands of visitors. The discussion of the results and its implications will help the researcher with the final objective of suggesting innovative strategies to increase tourists' arrivals and receipts to the country. In addition, findings from themes on the subject discussed at some fora attended by the present researcher are presented. The chapter is organised into seven main sections which are: Criteria for selecting tourism marketers and hospitality managers, marketing strategies being pursued to attract more foreign tourists, findings from the interviews with tourism marketers and hospitality managers, themes from participant observation, emerging issues from the findings, visitor perceptions versus tourism marketer's efforts and a SWOT analysis on the results.

Criteria for selecting tourism marketers and hospitality managers

The rationale for using purposive sampling, as stated by Sarantakos (1997), was driven by one of the objectives of the study: to gain insight into the work of the tourism officials on the marketing and management of Ghana as a tourism destination. The purposive sampling method was used in the selection of 10 tourism marketers and hospitality managers. This non-probability sampling method was found suitable for the qualitative in-depth interviews. The sample of marketers was based on the researcher's knowledge of the population, tourism management experience of officials, and direction of the study. The researcher made judgements on who should participate on the basis of their knowledge on the topic.

The interviews were conducted during the first week of November, 2009. A list of the respondents is available in Appendix D.

Marketing strategies being pursued by Ghana's tourism marketers

The marketing strategies employed by tourism marketers are discussed in this section. In order to increase tourism earnings, tourism marketers must improve Ghana's tourism products and services with the aim of providing tourists with a high degree of satisfaction. It is also important for marketers to evaluate their destinations' image in order to enhance it. According to Pender (1999), destination image comprises all the associations, images and evaluations, favourable and boring, which a person holds about a place; these are the major influences of destination choice. According to Lee, Lee, & Lee (2005), destinations with stronger positive images are chosen.

This part of the study used qualitative methods to extract the information

being sort through in-depth interviews. According to Kelly (1980), this method corresponds with the nature of the phenomenon being studied, and tourism involves face-to-face interaction between people.

Most often, the tourists' first encounter, after arriving in the country, is with hospitality managers. Therefore, the managers' views are of utmost importance. Six tourism marketers indicated that three strategies followed were the conceptual, customer, and geographic strategies. Four hospitality managers were, however, of the view that only a product and service strategy was pursued.

The conceptual marketing strategy was the method developed by Ghana's marketers and planners to make the country the ultimate African destination that has unique natural, cultural and historical attractions. The customer strategy was explained by the practitioners as differentiating between the target markets. However, the main challenge was the limited use of the Internet and other forms of electronic media due to difficulties with funding. A popular marketing strategy, which the practitioners were exploring, was the geographic strategy. Accordingly, Ghana's core international markets (UK, USA, Nigeria and Germany) were being focused on through geographic information systems. A product and service strategy focused on Ghana's top attractions such as the Kakum National Park. Efforts were aggressively made to promote them to particular market segments such as young and independent Eco tourists.

The product and service strategy was testified by the results of the survey and analysis which indicated that tourists in Ghana were initially pushed by their intrinsic desire to experience something new or gain knowledge, and were pulled

by the nature, culture and cleanliness of the destination. The marketing strategy being pursued was therefore right. However, the problem was with the nature of its implementation.

Main findings from the interviews with tourism marketers and hospitality managers

This section presents findings on issues bordering on the formulation, planning and implementation of tourism marketing strategies.

Tourism marketing and hospitality management

During the interview with two officials from the Ministry of Tourism, it came to light that that their outfit was directly responsible for tourism policy formulation, evaluation and implementation. One of the officials said that tourism reception facilities were in all the 10 regions of Ghana to enable the authorities address enquiries and complaints of tourists. It was explained that the duty of the ministry was to run the tourism industry in conjunction with the Ministry of Trade and Industry and all the tourism stakeholders. The budget for tourism development went through the ministry before it got to its marketing arm, the G.T.A.

One official from the GTA was interviewed. He said that GTA was responsible for marketing Ghana as a tourist destination, and that all marketing communication strategies were dealt with at their office. He further confirmed that the GTA was responsible for monitoring, evaluation and estimating tourism customer demand for services, human resource management, research and training in the tourism industry. He alluded to the fact that their core function was

research and analysis of the tourist decision making process which was essentially about arrivals and receipts data. Other functions were policy formulation (in consultation with the Ministry of Tourism), the planning and implementation of all such policies and marketing strategies, brand management strategies, commissioning of creative marketing consultants and teams to deliver marketing and promotional materials, coordination and communication with all tourism stakeholders to work towards promoting brand Ghana.

The most important observation from this particular interview was the need for more funding from government to promote Ghana on the Internet. This finding corresponds with the results derived from the source of information section of the questionnaire administered to the tourists. Over 80% of the respondents agreed that they used the internet to search for information on Ghana. The official finally requested that tourism information systems (TIS) were needed by the GTA to enable it collect the much needed data on tourists and catalogue information on Ghana's tourism sites in order to meet tourist's information needs.

Service delivery

One topic that was discussed at length with the interviewees was the complaints from tourists about bad services which often resulted in the decision of tourists not to revisit Ghana. In connection with this, one official was interviewed from the Ghana Hotels Association. This private association is the umbrella body for all hotels in Ghana. The official acknowledged that it was the duty of his outfit to facilitate the training of all hotel staff and make tourists comfortable during

their stay in Ghana. He explained by saying that hoteliers were important to the tourism industry because they came into contact with international tourists, hence, they were in a better position to tell the needs of tourists and their level of satisfaction and intention to revisit. He was in support of the researcher's efforts to understand the motivations of tourists and noted that the star-rated hotels (mainly the luxurious ones) provided their guests with questionnaires for feedback that may enable the hoteliers to provide better services and attract repeat business.

It was observed that majority (70%) of tourism marketers had failed to market Ghana as a truly unique destination with special attractions such as its local foods. This suggests that although restaurants took a big portion of tourist's expenditure after hotels in the industry, food tourism (gastronomy) promotion in Ghana had not been explored as having a potential to attract more tourists.

Sources of information for the trip

Another topic that was explored was the availability of information about tourism in Ghana. One very experienced tour guide was interviewed at length. This was the longest interview and lasted one hour thirty minutes. The main finding was the technological breakthroughs that had impacted on international marketing strategies. It also became clear that there was the need for tourism operators to engage new communication strategies, as some tourists have become more sophisticated and increasing use of the Internet to make inquiries and bookings. This assertion was supported by the results of the quantitative study (Table 37).

Table 37: Sources of information for the trips to Ghana

Information sources	Frequency	Percentage
Travel Agent	109	27
T.V/ Radio	13	3.2
The Internet	176	43.4
Book/Magazines	23	5.6
Word of mouth	28	6.9
Others	56	13.9
Total	405	100.0

Source: Fieldwork, 2009

First-time visitors to Ghana complained about the lack of tourists' guides and handbooks on attractions in Ghana. Lack of funds for printing books was cited as the reason for the shortage. Locating tourism sites was sometimes impossible for those tourists who wanted to take little risks and preferred not to be in familiar settings. The implication of this particular interview was the need for training and education of tourism operators to understand the essential role they play in attracting tourists to Ghana. The case for the establishment of a University of Tourism in Ghana was evolved.

Continuously improving and adding value to tourism sites

Improving tourism attractions in Ghana was a theme that most marketers emphasised. This was in line with the pull motivations that drive tourists to Ghana. One official was interviewed from the Central Regional Development

Company. As most of the nation's tourism attractions are in the Central Region, this outfit was established to stimulate high economic growth and sustainable development in the region through the promotion of investment, tourism, agriculture and enterprise development. The official confirmed that Cape Coast, with over 50% of the nation's tourism sites, was the hub of tourism in Ghana. The history of Ghana, its monuments and strong culture need to be explained to international tourists who will in turn inform others by word of mouth to attract more tourists to Ghana. The interviewee also pointed out that there was the need to minimise inefficiency through researches to identify the differences among tourists in terms of their socio-demographic characteristics, market segmentation and their perceived satisfaction levels. Most of the topics discussed supported the initiatives by tourism operators to better understand the needs of tourists.

Collaboration between stakeholders

Another topic discussed during the meeting with repeat tourists was the need for joint control of tourism marketing strategy among all tourism industry stakeholders in Ghana.

According to an official from the GHATOF, cooperation with other ministries, agencies and trade associations was vital for progress in tourism development. For example, the Ministry of Finance, Ministry of Local Government and the Ministry of Environment are key ministries which had to be involved in the promotion, development and marketing of tourism products and services in Ghana. The Ministry of Foreign Affairs and of the Ministry of Interior

were responsible for the issuing of visas and the protection of tourists during their stay in Ghana. The visa regime in Ghana was a subject that came up as a constraint to visiting Ghana. Academics and consultants also have an important role to play in advocating and directing tourism planners, managers and marketers towards increasing Ghana's market share.

The District Assemblies also have a role to play in developing tourist sites and attracting more tourists. The Bosome-Freho District Assembly is responsible for ten communities around Lake Bosomtwe, where tourism potential is huge. The DCE was interviewed and he furnished the researcher with his plans to reintroduce "Meet-Me-There", an annual tourism festival promotes the lake as a tourist attraction. Local residents' participation in the management of tourism attraction was considered by all respondents as a strategy to improve the livelihoods of the locals as well as guarantee the success of tourism development at tourism destinations. However, some negative effects that could affect the lives of the local communities as result of increased tourism activity and the adoption of some undesirable habits from the visitors were discussed. Examples of these were the excessive use of alcohol and sex tourism.

Targeting the African American market segment

This was one of the issues that were debated at length during the interviews. This market segment was found to constitute a third of respondents in the survey conducted. African Americans have become an important target audience for Ghana's tourism industry. They are believed to spend over \$40

billion on domestic and international travel annually (WTTC, 2009), and have increasingly been travelling to Africa.

Although Ghana is not the only country with a landmark of slave trade, it is one of the most patronised by African Americans. As a result, tourism marketers' perception was that due to the sizable and expanding nature of this market segment, special attention must to be given to further development of this market through a niche marketing strategy. For example, special discounts could be offered to African Americans to entice them to visit Ghana in their numbers. The trip to Ghana should be likened to the annual pilgrimage by Muslims to Mecca. Events such as the Emancipation Day and PANAFEST should feature prominently in well-designed packaged tours that should include visits to the Cape Coast and Elmina castles. This pull motivation and satisfaction strategy will, if implemented, encourage tourists to revisit and recommend Ghana as an attractive tourism destination.

Among a section of African Americans interviewed, priorities for choosing Ghana as a tourism destination were as follows: sense of belonging (80%) quality of service (65%), quality of accommodation (62%), cost of travel (44%), accessibility (35%), and the prestige factor (29%).

Current marketing communication strategies

Marketing and communications in the tourism and hospitality industry emerged as an important factor for increasing tourism arrivals in Ghana. According to one travel agent, personal selling, sponsorships, events and fairs,

PR, direct marketing, exhibitions and word of mouth need to be intensified. He said organisations can make effective impact on tourists by using a variety of channels and communication platforms. However, he sounded a note of caution that marketing communications of any sort need to be targeted effectively at organisations identified segments. Almost all the tourism practitioners suggested that effective measures should be implemented to ensure that international marketing methods were used to add tangible value or returns to industry. According to officials at the Ghana Tourist Board, developing international tourists markets have been based on the examination of market trends that relate tourists' markets to tourism products on the analysis of markets and the setting of market targets, and on establishing marketing objectives and strategies which form the basis for strategic actions and programming of tourism promotion. Because Ghana is still emerging as a tourist destination, marketing of tourism is essential. Three main international marketing strategies were suggested to be in place (GTA, 2009).

First, a conceptual strategy, which places Ghana as the prime African destination, was suggested. The second is a customer strategy which, according to the tourism practitioners, focuses more on the typology of the tourists and on the purpose of tourists' visit. The third is the geographical strategy, which involves focusing on core markets such as USA, UK, Nigeria and Germany. These strategies support the researchers' findings on the country of origin of the respondents interviewed. The tourism practitioners did not hide the fact that these strategies had been in use for about 15 years (National Tourism Development Plan

1996-2010). New marketing communications strategies are needed to push Ghana's tourism arrivals from the current 700,000 to 1,000,000 tourists (G.T.A, 2008). Other strategies which need urgent implementation are regulations on keeping the country clean, promoting Ghana as a safe and secure tourism destination.

Tourist's categorisation

Various typologies have been used to classify tourists. Gray (1970) opted for 'wanderlust' and 'sun-lust' while Cohen (1972) opted for 'institutionalised' and 'non-institutionalised' terms to distinguish between tourists. These expressions are similar, apparently indicating two distinct categories of visitors at different evolutionary stages. At one end is an individual interested in 'getting away from it all' (migrant, sun-lust, institutionalized), and at another end is the person who perhaps is motivated mostly by curiosity (sedentary, wanderlust, non-institutionalized). What the classifications do suggest is that, except for a consideration of revenue maximization, arguably the most crucial policy decision a government of any developing country faces in tourism development is the intended tourist population. It became clear after interviewing the tourism practitioners that government had been pursuing a niche market approach to tourism. To date, very few package tours have been introduced. This was confirmed by the results of the survey in which over 70% of the respondents were independent travellers, thus non-institutionalised.

Packaged tour travellers had organised cultural experiences; a situation Cohen (1972) opines is made possible by two factors: the pseudo nature of attractions provided 'to woo tourists'; and mass tourists' connivance with cultural 'voyeurism' which does not involve any strenuous efforts on the part of the tourists. The non-institutionalised tourists view the absence of cultural authenticity as a challenge because it deprives them of the opportunity to establish real contact with the host society – an important aspect of holiday experience. The result is that tourists may move on to another competitive location. The question that arises is why not tailor facilities to meet the needs of a particular group? In many cases, this is what tourists want. All the tourism practitioners were in agreement that something should be done and needed to be done immediately to retain and increase Ghana's market share.

Three practitioners suggested that more research was vital to ascertain travel motivations and perceptions of international tourists visiting Ghana, as more and more tourists come to Ghana all the year round. The future policy direction therefore depends, to a large extent, on the level of satisfaction and the intention to revisit. At a macro-economic level, increased visitor level sets in motion a chain of related reactions. There is a derived demand for increased accommodation for tourists. From a business management principles viewpoint, this may cause indigenous people to lose their control of the accommodation sub-sector, by not only passing locus of control to external agencies, but actually encouraging dependency. Increased visitor levels may mean decreased economic

returns because of lower per capita spending. This might offset the gains from an increase in employment opportunities.

It became obvious after the in-depth interviews that there is the need to improve awareness of tourism sites through aggressive marketing on the Internet. Most tourism practitioners were of the view that a high volume marketing strategy, as suggested by Michael Porter (1981) in his *Competitive Strategies*, will be better than the niche strategy being currently pursued. Ghana could still differentiate its products from that of other competitors and offer a slightly cheaper alternative.

A tourism consultant was of the view that studies of this nature should be conducted on a regular basis if Ghana wants to sustain growth and expand its tourism sector. He said, "The growth is tied to the number of international tourists who patronise our attractions and accommodation facilities and there is the need for collaboration between the public sector, the NGO's, and the private sector." Secondly, he talked strongly against the high cost and cumbersome procedures for acquiring Ghanaian visas from abroad. He recommended the policy of 'Visa on arrival' being practised by popular holiday destinations such as Jamaica. Finally, he stressed on the importance of repeat business, which he lamented will only happen if there was a high satisfaction level, or positive travel experience. According to the consultant, this would only happen if there were improvements in the access roads leading to tourist sites and accommodation, plus if the environmental sanitation of the communities where attraction sites are found were improved.

It came out clearly during the in-depth interviews that there was confusion and duplication of roles of some of the tourism managers. First, between the GTA and the MOT. Second, between the GMMB and the Forestry and Wildlife Division. Lastly, international marketing was poor and ineffective as compared to those of some small countries in Africa. The respondents who had been to international fairs said that Ghana's stand is hardly visible, very poorly organised, with few brochures and few websites of tourism products being promoted.

The Tourism Act, 2011 (Act 817)

It was discovered that a new law, the Tourism Act, 2011 (ACT 817) had been passed by Parliament in November, 2011. The object of the Act is to establish one body, the Ghana Tourism Authority, to regulate the tourism industry. Tourism marketers expected that the new law would foster more collaboration between Ministries, Departments and Agencies. The relationship between the public and private sector as regards to tourism development and promotion was to be strengthened. The Ghana Tourism Authority would also provide the much needed linkage between tourism sector agencies and the agencies that have direct responsibility for conservation of historical, cultural and natural resources. Most importantly, the role of tourism in national development would be enhanced.

Findings compared to previous studies

The result of the interviews were found to be in line with Cleverdon (2002) who points out what tourism operators must do to offer easy access to

Africa's tourism endowments. He suggests that there should be better quality tourism products, strong marketing, collaboration among tour operators and improved banking and communication facilities. He states that, of the 300 million users of the Internet worldwide, only 2 million are in Africa.

The findings of this study are also in line with the observations by Teye (1998) who lists the challenges facing the tourism industry in Ghana. He stresses the lack of human resources capacity needed to implement an ambitious National Tourism Development Plan. Additionally, there was the problem of financing the plan with respect to the magnitude of infrastructure and tourism facilities required. Other challenges were air transportation, accessibility and local community participation.

Themes from participant observation

The researcher, by way of participating in the international fora, benefited from up-to-date information on tourist motivation and satisfaction. Marketing strategies being adopted to attract tourists in some successful tourism destinations were among the topics discussed which are of relevance to this study. For example, Tunisia, although successful, was pursuing a diversification strategy. They were diversifying their tourism mix to attract tourists from Asia, in particular, China in addition to their traditional tourists from Europe and North America.

It was also observed that tourism products are diverse and they satisfy different visitors for varying and complex reasons. They can be natural, cultural, historical, religious, etc. They can also be tangible and intangible. Tourism

products provide satisfaction, experience, and can generally lead to repeat visitation. The other themes discussed that are of relevance to this study included those discussed in subsequent sections.

Visitor information centres

Visitor information centres were very useful in providing the needed information to visitors, and for promoting the country as a tourism destination. Apart from the possibility of setting up a centre at the Kotoka International Airport, it was observed that all countries which take tourism seriously had visitor information centres in their target markets (tourists' countries of origin).

Tourism support services

A tourism industry support office may be set up to support funding and marketing activities. In addition, highly developed tourism destinations (e.g. Seychelles) have Travel Quality Assurance Associations to protect travellers' welfare and travel quality. This can be emulated in Ghana. A company called West Africa Rescue Association (WARA) has been set up in Ghana to assist international travellers who fall sick during their visit to Ghana. It provides medical assistance and is prepared to rescue tourists from anywhere in Ghana. WARA provides tourists with very quick helicopter service, and even arranges to fly tourists back to their country of residence for a fee.

Stakeholder participation and leadership

Various stakeholders in the tourism industry should have the opportunity to buy into marketing and promotional activities. In addition, Ghana should be

committed to take a leadership role in tourism and work with the industry to increase tourism's contribution to sustainable growth.

New tourism product development

It was observed that international leisure travellers seek African experience when they choose to visit Africa. For example, most visitors to Kenya expect to experience a safari and get as close to wild animals as possible. Ghana needs to be noted internationally for its rich culture, ecotourism and heritage. As a result, new products such as its authentic local foods, national parks and festivals need to be at the center of Ghana's marketing strategy.

Market research and projecting the true image of the destination

The government needs to undertake market research and analysis. It is only through studies of this nature that tourists' needs will be identified and the right marketing strategies designed. It is also important for marketers to evaluate their destination's image, by conducting market research, so that they can determine how the image can be enhanced. According to Pender (1999), destination image comprises all the associations, images and evaluations, favourable and boring, which a person holds about a place, and which it is thought to have a major influence on choice of destination. According to Lee, Lee, and Lee (2005), "destinations with stronger positive images are chosen" and Ghana needs to promote itself with a single voice that is easily recognisable, easy to remember, and truly reflect Ghana's image as a nature-based, culturally rich, historic, and friendly destination.

Public private partnerships

An idea that emerged as a way of overcoming the barrier of funding for the development of new tourism attractions was on public and private partnerships. Government can encourage public and private sector partnerships in the development of projects in the hospitality industry, and, in addition, foster more cooperation between tourism operators and service providers. This can work well in the setting up of universities and other institutions where the initial capital outlay for starting up the business is high and ownership could be shared.

Niche marketing strategies

Some successful tourism destinations such as Tunisia have increased the flow of inbound tourists into their countries through the adoption of a niche marketing strategy. Tourism marketers need to develop niche marketing strategies that will market Ghana's five iconic tourism products, which are the beaches, ecotourism, culture, historical and conference tourism. This will encourage longer stays and re-visitations as well as encourage international tourists to spend more in the country.

Adopting information technology systems

A recurring theme in all the fora attended by the researcher was that the future of the tourism industry is technologically based. Tourism is an information intensive activity (Baggio, 2007). Information gathering, processing and application are important to the day to day operations of tourism establishments. Hence the impact of information technology on tourism industry cannot be

overemphasised (Steinbauer & Werthner, 2007). The unique characteristics of the industry make it conducive for management, storage and distribution electronically (Egger et al., 2007).

The industry comprises a wide variety of small businesses and ICT is the lifeblood of the tourism industry. The Web has changed how tourists plan trips and transact business. The potential of the Web is so great that it will be a remiss if any tourism organisation does not explore its usefulness (Leong, 2001).

Ghana's tourism marketers and hospitality managers do not have enough resources at their disposal to fully exploit the potential of ICT. It was observed from the interviews with both repeat visitors and tourism marketers that the only way Ghana can increase tourists' arrivals is through tourism based websites. Tourism based websites remain among the most popular on the Web (Lee & Mills, 2005). All tourism stakeholders in Ghana should therefore be encouraged to use ICT in their operations, and also create websites for their establishments since the existing visitors and potential tourists are becoming far more discerning, knowledgeable and demanding (Buhalis, 1998). Tourists expect to get information on all their travel requirements on the Internet.

Emerging challenges from the findings

Based on the results obtained from the discussions with the tourism marketers, a few challenges were noted. These are discussed below.

Weak marketing communications

It was realised that relatively few tourists visited Ghana as compared to

Kenya and Tanzania (GTA, 2010). This finding was attributed to the fact that there was generally very little detailed information on tourism in Ghana. Only few hotels, resorts and restaurants have been networked, or have websites. According to one tourism marketer, there are several marketing communication strategies that Ghana needs to invest in; these are personal selling, sponsorships, events and fairs, PR, direct marketing, exhibitions and word of mouth. He said that organisations could make effective impact on tourists by using a variety of channels of communication. However, he sounded a note of caution that marketing communications of any sort need to be targeted effectively towards the segments identified by the organisations.

The marketers were of the view that, because Ghana was emerging as a new tourist destination, marketing of tourism was essential. They reported of three main international marketing strategies being pursued by the GTA: a conceptual strategy, customer strategy and geographical strategy. In the last few years, they admitted to developing a position for Ghana as a prime African destination with excellent historical, cultural and natural attractions. Customer strategy, according to the tourism marketers, had more to do with focusing on the typology of the tourists and differentiating between tourists' purpose of visit. Geographical strategy involved focusing on our core markets, which are the USA, UK, and Germany. This strategy is in line with the researcher's findings on the countries of origin of the respondents interviewed during the survey. The tourism practitioners did not hide the fact that these strategies had been around for about 15 years (National Tourism Development Plan, 1996-2010).

The cost of tourism development

Promoting Ghana abroad was considered to be very expensive. The government's budget for the implementation of tourism policies was deemed woefully inadequate. Apparently, year after year, governments had failed to make good budgetary allocations for tourism development. The main reason for this was apparently due to the fact that government had more pressing problems like the provision of water and housing for its people.

Commitment

The majority of tourism marketers were of the view that successive governments did not show any commitment to develop tourism in the country. This has been demonstrated in the little sums of money allocated to the GTB for marketing purposes. Furthermore, several suggestions made to the government on improving tourism attractions have not been heeded to. It was the view of two tourism marketers that a new tourism authority should be created by government to manage and develop tourist attractions in the country.

Competition

It came to light that Kenya and Tanzania were ahead of Ghana in terms of tourists' preferred destinations. Nine tourism marketers were of the view that the cost of travelling to Ghana was on the high side and that hotel accommodation was relatively expensive. They attributed the high cost of hotel rooms to the multiplicity of taxes and high utility tariffs.

Coordination

It was found that there was a general lack of coordination between policy

implementation bodies. The Ministry of Tourism sometimes duplicated the duties of the GTA. The tourism marketers said, “Recently some jobs at the Ministry were redesigned and some staff redeployed from GTB to the ministry”. There is the need to clearly define the mandates of the two tourism authorities in Ghana.

Tourism is a relatively new trade and industry in Ghana. Hence, according to seven tourism marketers, it was important that new laws were enacted to protect tourists. Examples of such laws are consumer protection laws, code of ethics and laws enacted to give tax incentives to tourism investors. It was not clear which authority was responsible for enforcing the Economic Community of West African States (ECOWAS) standards for hospitality establishments.

Education and training

All the marketers were very concerned about the lack of training facilities for tourism personnel. Existing tourism departments in the universities and training institutions such as Hotcatt (Hotels, Catering and Tourism Training Centre) were described as being under-resourced. International tourists were often put off by the said poor services from caterers and hoteliers, and that these had had negative influences on their decision to revisit.

Internet

Sources of information about popular tourist sites and facilities worldwide are mostly found on the Internet. Tourism planners and marketers were of the view that Ghana’s tourism stakeholders needed to promote and market their activities on the internet to help boost tourism arrivals. Most bookings from air-tickets to hotel rooms could be done on the internet. All the tourism marketers interviewed supported this assertion. All the tourism marketers said that GTA was

responsible for marketing Ghana as a tourist destination, and that all marketing communication strategies were dealt with at their office. They further confirmed that GTA was responsible for monitoring, evaluating and forecasting tourism customer demand for services, human resource management, research, and training. They said that their core function was research and analysis of the tourist decision-making process which was essentially about arrivals and receipts data. Also included in their functions were policy formulation (in consultation with the Ministry of Tourism), the planning and implementation of all such policies and marketing strategies, brand management strategies, commissioning of creative marketing consultants and teams to deliver marketing and promotional materials, coordination, and communication with all tourism stakeholders to work towards promoting brand Ghana.

Engaging the private sector

The tourism marketers opined that the private sector, both individuals and trade associations, had important roles to play in the development and marketing of the tourism industry. The private sector has invested in tourism facilities and products which make tourists comfortable enough to want to repeat visits. They said that the more satisfied international tourists were with tourism offerings, the more likely they were to revisit, and repeat visits which increase the nation's revenues. It was suggested that the public and private sector partnerships could help greatly in the tourism industry. Investors in Ghana could bring more economic benefits to the nation. They could also cause a multiplier effect, where business activity and jobs are created in businesses related to tourism, such as bars

and restaurants.

The Ghana Investment Promotion Centre Act, 1994 (Act 478) provides incentives for investors. Notable among these concessions are: tax allowances ranging from 25% to 50%, concessionary rate of 10% duty, 12.5% VAT on imports other than foods, beverages, building materials, and vehicles required for projects in all segments of the tourism industry. In the light of all these efforts, supports, and incentive packages, it is expected that the tourism industry will flourish and attract more visitors.

Visitors' perceptions versus tourism marketers' efforts

Over 80% of the visitors agreed with the marketers that mankind is now living in a world of constant change which is moving towards higher levels of comfort and well-being. They therefore opined that higher quality tourism products were therefore required by tourists. In addition, technological breakthroughs have made the world a smaller place, and tourism marketers were aware that a well thought out marketing plan and new marketing tools were imperative if growth was to continue in Ghana's tourism industry.

Over 50% of the repeat visitors strongly criticised the tourism marketers on their efforts to increase tourism arrivals in Ghana. Their concerns were;

- The unavailability of a niche marketing strategy that promotes special interest (culture/heritage) and adventure tourism (nature/manmade),

- The lack of serious attention on the increasing interest of African Americans and people from the diaspora, and failure to identify and involve them in the slave trade history,
- The need to create an image on the world travel market (regarding Ghana's culture, heritage etc.),
- The need for an investigation into the quality of service in Ghanaian hotels,
- The little efforts made to attract more business travellers,
- Encouragement of group tours, especially for first-time visitors,
- The lack of numerous star-rated hotels,
- The lack of large capacity conference facilities (800+ seating),
- The lack of strategic partnerships,
- The need for event teams to handle big events and host big festivals such as the PANAFEST,
- The need for a strong working relationship with Chambers of Commerce and Industry, locally and internationally,
- The need for more investment into tourism information systems,
- The lack of community participation in tourism development
- Limited targeting tourists from South East Asia and China, and
- Not enough domestic tourism.

Findings of SWOT analysis on Ghana as a tourism destination

Based on the answers to the questionnaire and discussions from the in-

depth interviews conducted with both the tourists and tourism managers, a SWOT analysis was carried out. The main findings are summed up as follows:

Strengths

The natural environment, beautiful scenery and ecotourism were touted by respondents as Ghana's greatest selling points. Other strengths included:

- Rich culture, old traditions and historical heritage,
- Friendly, kind and hospitable people,
- Safe and secure environment,
- The central location of Ghana within the West African Sub-region, making it an easily reachable destination,
- Political stability over the last two decades makes it more attractive than competing destinations in Africa,
- Wildlife and birds.

Weaknesses

Unplanned approach to marketing and feedback on tourist experiences was considered by the visitors to be a major weakness. Other weaknesses were found to be:

- The lack of information and promotional material on Ghana
- High hotel rates,
- Lack of web presence and Internet availability,
- Lack of human resource capacity in tourism,
- Limited financing of the industry,

- Lack community involvement and support,
- Historic lack of marketing strategy and implementation problems
- Slow visa processing and red tape by some authorities,
- Industry and stakeholder apathy,
- Lack of 5 star accommodations,
- Lack of packaged products,
- Lack of 800+ delegate capacity establishments, and
- Obsolete tourism related infrastructure.

Opportunities

Wildlife and eco-tourism were described by the tourists as the possible new growth markets. Package tours should be designed in collaboration with travel agents from specific target markets. Some tourists preferred less bureaucratic tour arrangements. The UNESCO World Tourism sites should be well developed and in some cases restored. Other opportunities included:

- Establishment of a visitor information centre,
- Establishment of a Hospitality and Tourism Management Training Institution in Ghana,
- Promotion of more cultural tourism,
- Strategic approach to tourism marketing
- Community involvement in tourism development
- Private public partnerships in developing tourism attractions
- Diversifying domestic tourism

Threats

As touched on earlier, political unrest in some countries in the African sub-region as well as recent security threats in Kenya, Liberia and Nigeria were described as a major obstacle to travel. In recent times, terrorism in neighbouring countries such as Nigeria was seen as having a negative impact on tourism in Ghana. Ghanaian tourism operators were described as ignorant of international tourists' needs. Other threats were:

- Negative image of Africa in general; wars and famine,
- Lack of maintenance culture,
- Difficulty in measuring return on investment in tourism projects,
- Lack of training schools for the tourism industry,
- Unpreparedness for internet use worldwide,
- To gain first hand tourism experience in Ghana.

The proposed model and its impact on management and marketing

The results of this study provide a clearer picture of the motivations that drive international tourists to Ghana. The influences of trip-related characteristics and socio-demographic variables of push and pull motivations were recognised. This was followed by an investigation into the effects of motivations on satisfaction of tourists before the effect of satisfaction on loyalty intentions was examined. It is therefore, possible to draw the following implications based on the results presented. Tourism motivation is among one of the most significant fields of tourism research, and it is also one of the most complex. In promoting tourism, it is crucial to understand peoples 'motives; as such, an understanding offers a

better explanation of the motives behind tourists' behaviour, and, thus, allows tourism planners to foresee tourists' actions.

Furthermore, an understanding of tourism push and pull motivations will also permit travel service providers to be prepared to fulfil or even exceed the desires of travellers to provide a tourism experience that is highly satisfactory for the tourist and lucrative for the service provider. Such an understanding would form the basis for a successful tourism enterprise.

In the light of prior research such as those done by (Oh *et al.*, 1995; Baloglu & Uysal, 1996), it is useful to examine push and pull motivation in the segmentation of markets, in designing promotional programmes and packages, and when making decisions concerning the development of destinations. Holloway and Plant (1988) maintain that if destination marketers have a clear grasp of the reasons for the demand for their products and services from each market segment group, they will be able to choose advertising and sales messages that inform and prevail upon tourists to buy their products. As well, marketers will be able to tailor their products more closely to their customers' requirements with the ultimate aim of satisfying tourist needs and guaranteeing repeat business.

The findings of this study show that international tourists, especially those from the US and Europe, are motivated by multiple motivations such as escape, relaxation, knowledge, nature, culture and cleanliness. Hence, the tourism planners in Ghana should use these motivations in segmenting international visitors to Ghana. This framework should be the basis for the development of effective marketing strategies. Promotional schemes can be developed to cater for

the needs of different types of travellers as suggested by Gitelson and Kerstetter (1990). Attractions already in existence could be further developed and new attractions added by tourism operators in order to attract particular travellers.

According to one respondent, Ghana has several natural reserves which, when developed, could be transformed into major tourist attractions. Every region has something wonderful to offer tourists. As demonstrated in this study, travellers to Ghana are culture seekers, and it might be possible to attract this segment by offering them special tailor-made tour packages. These could take the form of all-inclusive package tours, or special theme tours e.g. shopping and food, which would precisely address the desires of most of the tourists belonging to a particular demographic group. Furthermore, there is the need for the creation of package tours tailored to suit the particular tastes and requirements. The pivotal success factor hinges on a comprehension of what the tourist really desires and what would attract him/her to Ghana. It was found that little is being done by tourism practitioners to promote new tour packages, and advertising Ghana internationally was generally on the low side. Tourism marketers should constantly highlight the benefits and value of travelling to Ghana, keeping in mind that the simple stand cheapest advertising tools, such as the word of mouth of a satisfied customer can sometimes be the most effective tools.

Recently, tourism has become an important sector for accelerated development and an important foreign exchange earner. It has, therefore, become inevitable to conduct studies of this nature on international tourists, to enable tourism planners and marketers design effective marketing strategies to attract

even more tourists.

Finally, it has become clear that there has been an over-dependency on international tourists for the much needed foreign exchange. As a result any form of crisis in Europe or North America could affect the prospects of Ghana's tourism. It has also been found from the repeat travellers that the socio-demographic profiles of tourists have an influence on their level of satisfaction and re-visitation (loyalty intentions). Most importantly, the repeat tourists have indicated that Ghana is increasingly gaining a reputation as an expensive destination. Hospitality managers have tried to defend this perception by explaining that, the high cost of doing business in Ghana and the multiplicity of taxes are responsible for the increased costs to the visitors. The implication being tourists in their future behavioural intentions might look for cheaper alternative destinations.

The study has presented tourism marketers with a more realistic picture of tourists' behaviour in Ghana. Finally, the study provides a basis for cross comparison between the three destinations (Accra, Kumasi and Cape Coast) selected for the study.

Hypotheses

The push-pull motivations were found to be influenced by respondents' socio-demographic and trip-related characteristics (H1). Secondly, the extent of satisfaction of tourists was highly influenced by their desire to escape, by relaxation and by the quest for knowledge on the one hand and by nature, culture, cleanliness, and heritage on the other hand. (H2). Finally, this study shows that

tourist satisfaction can effectively predict future tourist behaviour in Ghana (H3) which is similar to previous tourism studies by Bigne *et al.* (2001), Lee, Graefe, and Burns (2004), Lee, Yoon, and Lee (2007) and, Y'uksel and Y'uksel (2007). The findings of this study indicate that satisfaction is the most important predictor of future behaviour. The willingness to return and make recommendations to others increases with satisfaction. Further, this study found satisfaction to be a mediating variable in assessing the newly proposed behavioural model, which again supports the findings of earlier studies by Lee, Graefe, and Burns (2004), Yoon and Uysal (2005) and Lee, Yoon, and Lee (2007).

The results of the study also indicate that push motivations of the international tourists are directly linked to the intrinsic desires of Ghana's target markets:

- Holiday/leisure sector: relaxation, events and festivals, entertainment etc.
- Business travellers: knowledge, conferences, conventions, meetings etc.
- Visitors to friends, relatives and others: escape from daily routine.

The results of the study indicate that pull motivations of the international tourists are linked to the attractions at Ghana's developing markets:

- Nature tourists: parks, forests, gardens, flora and fauna.
- Culture tourists: heritage, galleries, festivals and museums
- Historical and heritage tourists: Castles and forts, military museums and slave trade route

Summary

This chapter presented the findings from the in-depth interviews conducted with tourism marketers. The interviews elicited views on what could make Ghana an attractive tourism destination. The main finding was that understanding tourists' motivation, satisfaction and loyalty intentions formed the basis of delivering tourism products that will attract more visitors to Ghana.

Tourism has been noted to play a significant role in poverty alleviation through income generation, employment and infrastructural development for local communities. The competition for tourists has become fierce, and a lot have to be done by host nations, especially in Africa, to reach the right target markets. Countries such as Ghana have been slow to take advantage of the Internet. Almost all the practitioners interviewed agreed that nothing could be achieved without investment in up-to-date TIS. It has been noted that a holistic approach to coordinating the activities of the tourism stakeholders is important. The implication from the study is that all tourism marketers should focus on customer needs and niche driven marketing strategies that could increase Ghana's tourism earnings. Positive images on destinations should be promoted by managers and policymakers responsible for developing and marketing Ghana as a successful tourist destination. Managers also need to redesign marketing efforts through advertising campaigns, investing in international fairs, communicating more online, and identifying specific key areas of tourism opportunities which reflect a mixture of international travel needs and expectations in Ghana.

CHAPTER TEN

SUMMARY, CONCLUSIONS AND RECOMMENDATIONS

Introduction

This concluding chapter comprises six sections. The first section gives a summary of the entire study. An evaluation of the main findings based on the research objectives is presented in section two. Section three outlines the conclusions based on the results of the study and states the implications for marketing, development and management. Contributions to knowledge and practice is the topic for section four and section five presents recommendations for policymakers in terms of innovative marketing strategies to adopt. The final section gives suggestions for future research.

Summary of the study

The purpose of this thesis was to understand the complex topic of travel motivations, satisfaction and loyalty intentions of international tourists visiting Ghana. The study was conducted on the premise that there is a paucity of information in tourism literature on travel behaviour of tourists visiting Ghana. Understanding tourists' characteristics, it was opined, would help tourism marketers and hospitality managers design marketing strategies and adopt best practices to attract more visitors to Ghana. To this end, a behavioural model based on Crompton's (1979) Push and Pull framework by was developed by the researcher. However, the model was modified to include the satisfaction and

loyalty constructs. The model and results from hypotheses test provided answers to the research questions.

It was one of the aims of the study to determine whether the efforts of tourism managers towards marketing Ghana as a tourism destination measure up to the views of international tourists. Based on the results of the study, suggestions were made on the best strategies that should be adopted to attract new tourists' arrivals and receipts to Ghana, and more importantly retain existing visitors. In particular, the objectives of study were to:

- Assess the push and pull motivations that drive international tourists to Ghana, specifically to Accra, Cape Coast, and Kumasi,
- Examine the variations in travel motivations in terms of the socio-demographic and travel-related characteristics of tourists in Ghana,
- Explore the relationships between tourists' motivation, satisfaction and loyalty intentions of tourists in Ghana,
- Evaluate the perceptions of visitors on Ghana as a tourism destination,
- Appraise the marketing efforts of tourism marketers to attract international tourists to Ghana, and make suggestions for the adoption of best practices and innovative strategies.

The study was based on two conceptual frameworks: the Push and Pull theory of travel motivation by Crompton (1979) and the Systems Model by Leiper (1990). In order to be successful in global tourism as observed in the literature on tourism and hospitality, tourism marketers should understand travel needs and behaviour of target markets (Yoon & Uysal, 2005; Jang & Wu, 2006). Studies of

this nature inform and update tourism planners and marketers on the changing needs and desires of tourists. Limited knowledge on travel motivations, extent of satisfaction and behavioural intentions among tourists in Ghana led to the use of the exploratory research design.

A pilot study was conducted at the Labadi Beach Resort in Accra during October, 2009 to develop a reliable and valid research instrument for the study. The fieldwork continued from 1st November, 2009 to 1st May, 2010. In order to achieve the stated objectives, collection of data was done in three forms. The first part was a qualitative study in which ten tourism marketers and hospitality managers were given interviews to gain insight into international marketing strategies and practices being pursued by the tourism experts. The tourism marketers were purposively selected and interviewed in various hotels in Accra, Cape Coast, and Kumasi. In addition, participant observation was used to gain deeper understanding of global tourism trends, destination images, and Ghana's ranking in the global tourism arena.

The second data collection method was done through a study conducted on 75 repeat tourists and 25 first-time tourists in various hotels in Accra, Kumasi and Cape Coast (Appendix E). The interviewees were selected using the accidental sampling method. This qualitative study used content techniques to analyse the data; findings were drawn from the various themes. The results of the study and the experiences encountered during this exercise informed the third study.

The third method was a quantitative technique. Data were collected from

tourists at three locations in Ghana: the Kotoka International Airport, Accra; the Manhyia Palace Museum, Kumasi; and the Castle Restaurant, Cape Coast. The accidental (convenience) sampling method was adopted at all the three study areas. A total of 405 respondents returned their completed questionnaire out of the 600 copies of the questionnaires that were given out. Three hundred and three (75%) of the respondents in the quantitative study were found to be first-time visitors, while 102 respondents (25%) were repeat visitors. Three statistical techniques were employed to analyse the data.

First, the Factor Analysis was performed to establish the major push and pull variables that drive international tourists to Ghana. Second, the Chi-square (χ^2) Statistic was used to measure the degree of relationship between the socio-demographic variables and the push-pull motives. Finally, the Pearson Correlation test was used to determine if a relationship exists between satisfaction and loyalty intentions of the visitors, and to compare the differences between other variables. In terms of travel behaviour, the results refer to the way in which tourists behave according to their attitudes before, during and after travelling. Based on the literature review, three hypotheses were proposed to test the relationships between push-pull factors and tourists' characteristics, push-pull factors and satisfaction and, finally, satisfaction and loyalty intentions. The results found that the push-pull factors influence satisfaction levels as well as characteristics of tourists.

The degree of satisfaction was found to have influence on loyalty behavioural intentions of visitors. This result is supported by Yoon and Uysal (2005) who observe that push motivations such as excitement, relaxation,

achievements, family time, escape, safety and curiosity have direct positive effects on behavioural intentions.

Key findings

Travel motivations of international tourists in Ghana

The results of the study confirm the suggestion by Chon (1989) and Mill and Morrison (1985) that travel motivations fit into Maslow's hierarchical needs, especially those of self-actualization, knowledge and physiology (push factors). It also confirms that some components of destinations such as favourable location, safety, security (pull factors), and destination satisfaction are important motivations for visitors (Mills & Morrison, 1985). The results also show that there are multiple motivational reasons, both 'push' and 'pull' for travelling. This agrees with the results of previous studies (Uysal & Jurowski, 1994; Oh *et al.* 1995; Lubbe, 1998; Eftichiadou, 2001) on the relationship between 'push' and 'pull' motives which describe tourists as having multiple motives for visiting destinations. The present study has established the fact that tourists have needs that must be understood and addressed.

The needs gathered from the present study are internal (push) and external (pull). The first major finding pertains to the top three push motivations of international tourists, which have been found to be to escape from ones' usual environment, relaxation and the need to acquire knowledge. Several respondents wanted to escape from mundane environments. They saw Ghana as a destination that could offer them a unique experience. The need to relax was also alluded to by most of the respondents. In their view, relaxation also implied enjoying different lifestyles and relieving stress. The need to gain knowledge also came up

strongly in third place. Some tourists were curious to find out more about Ghana, especially to experience something different like African culture, music and cuisine. Other needs of the visitors included the anxiety to meet new people, adventure, visiting friends and family, sports (football), desire for sex, excitement, achievement, and safety.

The top three pull motivations or external needs of tourists were identified as Ghana's natural environment, rich culture and general cleanliness of the cities. The study showed that Ghana is fast becoming well known in ecotourism because of its national parks and the many protected areas which the tourists visit. The most cited attractions by the tourists were the Owabi Wildlife Sanctuary, Lake Bosomtwe, Mole National Park and the Kakum National Park. The majority of the tourists admitted to having more than one motive for visiting Ghana. Culture was the second most popular reason given by tourists for choosing Ghana from her competitors. The rich culture of the people was mentioned several times. This heterogeneous nature of tourists' motivations has been highlighted in previous studies (e.g. Kozak, 2002). The visitors commended the interesting arts and crafts, good high-life music, numerous festivals, and colourful fabrics of Ghana.

It was discovered that there was a difference in opinion between repeat tourists and first-time tourists on the third reason (pull factor) for visiting Ghana. Repeat tourists were motivated by historical relics while the first-time tourists indicated their preference for a generally clean environment and clean beaches. Other pull motivations were identified as historical relics (8%), low costs (7%), nightlife (6.5%), events (6%), weather (5%), modern atmosphere (4.9%), accessibility (4.4%) and service (4%). It was found that some tourists were in

Ghana for conference and business tourism. A few international organisations and global corporations had held forums in Ghana, and this was because of the safe and secure environment, and the friendly nature of the Ghanaians.

Few tourists said that they had been partly motivated by the short flying time from Europe and some parts of the Americas, as compared to Asia (e.g. China). Some others said that the language spoken in Ghana (English) and the stable political environment presented Ghana with a positive image among tourists gave Ghana a competitive advantage over its competitors. However, some interruption to the supply of electricity in the respondent's hotels affected satisfaction levels of the visitors.

Differences in travel motivations according to tourists' socio-demographic and travel-related characteristics

One of the objectives of this study was to examine the differences in the travel motivations of the tourists in terms of their socio-demographic and travel-related characteristics. The Chi-square(χ^2) Statistic and Correlation Tests were utilised to establish the associations. No significant relationship was found between gender and tourists' desire to escape from their normal environment. It was, however, observed that male visitors were more adventurous than females. This finding conforms to the wanderlust typology of Gray (1960).

The desire to escape was significantly reliant on the occupation of the tourists. High-income earning middle aged tourists tendered they were highly interested in visiting new destinations such as Ghana. The relationship between the level of education of tourists and the desire to escape was significant. The relationship between the religious denomination of the visitors and their desire to

escape was however weak. Age had strong influence on the decision to visit Ghana. The majority of the tourists who visited Ghana were under 50, energetic, adventurous, and eager to experience new cultures.

The relationship between gender and relaxation was significant. Although there were nearly as many males as females, both sexes were highly interested in destinations that provided quality accommodation and activities that facilitate relaxation. The relationship between relaxation and occupation was however weak. The results indicated that tourists aged 50 and over had a strong desire to relax. A very strong relationship was established between gender and the need of the visitors to educate them. Male tourists were more interested in acquiring knowledge than their female counterparts.

With regard to pull motivations and socio-demographic characteristics, nature was strongly connected to the marital status of the tourists. This finding could be attributed to the fact that married couples preferred to travel together to discover new things. Tourists under the age of 30 were mostly single and were more adventurous. Ecotourism attractions were patronised more by the middle aged tourists, who earned more, than the youth.

No significant relationship was found between the religious denomination of the tourists and their desire for natural attractions. The highly educated tourists were very interested in the traditions, customs and the way of life of Ghanaians. Culture was a very well accepted reason for visitors coming to Ghana. A clean environment was more important to the males than the females. The middle age tourists preferred destinations with very clean beaches, clean hotels and hygienic

food joints. Skilled workers were more interested in destinations with clean environments, clean water and clean air than the unskilled workers.

The results showed that married tourists preferred familiar and tranquil environments. This finding bears some semblance with psychocentrics as described by Plog (1987). Single tourists wanted to visit more attractions with a lively ambience and exiting nightlife. The results also showed that young tourists (mainly single) preferred sports tourism and the idea of travelling to mega-events such as the Confederation of African Cup (CAN 2008).

Another factor that came to light during the survey in Cape Coast was the influence of Ghana's heritage on middle aged tourists' decision to visit Ghana. A significant number of African-Americans interviewed said that the main reason for their visit was their interest in the history of slave trade and their African roots. The majority of the tourists said that they would revisit or recommend Ghana's castles and museums to would be tourists. The quest for nice weather was the desire of many tourists from Europe. Some older tourists had come to Ghana with the motive of avoiding the bad weather in their home country. This finding is similar to the outcome of previous studies by Jang and Cai (2002). Finally, the income level of tourists was found to influence their travel motivation and destination choice. The majority of the respondents who had income of \$20,000 and above per annum were first-time travellers.

The extent of satisfaction among tourists and its relationship with travel motivation and loyalty intentions

The extent of tourist satisfaction was assessed at four levels: information

sources, services, facilities, and experiences. With regards to sources of information, half of the respondents appeared satisfied with their visit. The main challenge highlighted by the tourists was lack of information on the Internet about Ghana's tourism attributes. The extent of satisfaction with information about Ghana in Ghanaian travel and tourism brochures was high. The majority of tourists were satisfied with the friendly and kind nature of Ghanaians. However, when it came to professional service in hotels and restaurants, the level of satisfaction dropped to the lowest ebb.

Facilities and activities at the destination are important pull motivations that can sway tourists to Ghana. Most of the tourists found the quality and availability of accommodation adequate. Cleanliness was average while the facilities at tourism attractions were just up-to-date. A few tourists were disappointed with internal transport arrangements. This was because some of the tourist sites could not be accessed due to bad roads, lack of trains and regular local flights. Policemen and taxi-drivers were singled out by the tourists for criticism for being untrained and unhelpful, while the Ghana Immigration Service and the Banks were lambasted for delays in processing visa and foreign exchange transactions respectively. It was observed that first-time travellers to Ghana had higher expectations than the repeat visitors. Nevertheless, the majority of repeat tourists were satisfied with their trip and they promised to revisit or recommend Ghana to others. Half of the first-time tourists were satisfied. The level of tourist satisfaction is critical to business success in tourism management (Yoon & Uysal, 2005). On the whole, the majority of tourists admitted to having positive

experience whereas a few said they had negative experience and a few others could not decide on this.

As the extent of satisfaction is a core tenet of this study, the additional comments page on the questionnaire (Appendix A) was examined for information about the concerns of the tourists that might not have been captured in the questionnaire. A low level of satisfaction was felt by most of the respondents who made extra comments. The most frequently made complaint was lack of package tours. Secondly, it was observed that Ghana has no approved destination status (ADS) agreement, a well-recognised international tourism standard and code of conduct that provides international travellers with the assurance of the availability of the advertised activities. Certain standards of safety were not adhered to by most of Ghana's tourism establishments. Some tourists raised the question of safety with the Kakum National Park and asked for better safety standards to be put in place.

Some tourists were deceived into booking hotels in Ghana that were supposed to be affiliated to certain recognised International Holiday Groups such as the Holiday Inn even though such affiliations do not exist in the country. This kind of misrepresentation is not good for attracting potential tourists as it would deter interested tourists from choosing Ghana. Again, the tourists reported that it was difficult getting information on tourism in general and specific activities such as theatre performances and cruises on the Volta Lake in particular. The tourists could not identify any tourism information centres.

Moreover, no complaints and feedback procedures were shown to the

tourists in most of the places visited. Some tourists wanted to write down comments on how they had enjoyed the local food; others wanted to provide feedback on the quality of service at the hotel, but no questionnaires were available to ascertain the extent of satisfaction of the tourists. No tourism “hotline” was available for complaints. As a result, some tourists were of the view that tourism authorities and practitioners were indifferent to the needs of tourists. Other forms of dissatisfaction that were made known were unreliable vehicles used for rentals, poor international banking services, no domestic flights to Cape Coast, Ho, and some other regional capitals, regular cancellation of domestic flights, delays in bus rides to tourism destinations and the unavailability of a zoo in Accra.

Differences in satisfaction levels and loyalty intentions according to tourists’ socio-demographic characteristics

The Chi-square (χ^2) Statistic was used to test whether there were significant differences in tourists’ satisfaction and loyalty intentions as described by the socio-demographic characteristics of the international tourists. The findings suggested that age, level of education, and religion of the tourists influenced the satisfaction and the intention to return to Ghana. Marital status was not significant in explaining the intention of tourists to return to Ghana.

The occupation of the visitors did not have any influence on their loyalty to visit Ghana once they (the tourists) were satisfied with the trip. Although the tourists had high expectations and positive perceptions about Ghana, the actual experience at the destination was below expectations. The implication is that an expectation gap exists that should be addressed if Ghana wants to improve her

image as a tourism destination.

Identified market segments and typologies of the tourists

As part of the characteristics of the respondents, this study considered the market segments of the visitors for marketing purposes. It was observed that tourists are not homogeneous. They have diverse expectations and needs. Therefore, instead of viewing tourists as one group, market segmentation was needed to better target and service tourists. The results showed that tourists engaged themselves in a variety of activities which have implications for travel service providers and marketers.

Over half of the visitors were below the age of 40, earning an income of \$20,000 per annum and above. A key feature of this is that adventurous explorers were mostly first-time tourists and educated to the degree level. Furthermore, these youthful tourists were adventurous and were willing to explore new destinations, and also experience different cultures. The youth were the prime target group that tourism marketers need to pay attention to.

Plog (1974) states that tourists who are prepared to venture into new areas and experience different things should be referred to as Allocentrics. These types of tourists are referred to as risk-taking individuals who are not interested in package tours or organised travels (non-institutionalised). The second group of visitors identified in this study were those tourists who aged between 40 and 60 years, institutionalised and preferred revisiting familiar territories. These have been described as matured explorers. Although they enjoyed experiencing new cultures, they were more comfortable being part of a team of travellers organised

by travel agents. This group of visitors have been described as Psychocentrics (Plog, 1974). Gray (1970) describes such adventurous tourists as wanderlust, and no risk taking tourists were described as sunlust.

The third target group identified as being critical to the success of tourism in Ghana were the African American tourists, which falls into the special interest tourists target market. It was realised that Ghana is becoming increasingly popular among African Americans due to personal recommendations by previous visitors. Once they learned key facts such as Ghana's location, stability, security, language, and other attributes about Ghana, misperceptions were set aside by would be tourists and many others became interested in choosing Ghana.

Other segments that were identified were family and independent relaxers. Some of the respondents were very interested in experiencing peace and tranquillity irrespective of their age and trip-related characteristic. It can be opined that, based on the findings, international tourists are becoming more demanding and sophisticated. Some unintended findings came out of the interviews with repeat visitors, such as new motives like the authenticity, proximity and novelty of Ghana, which could be areas that could be investigated if future.

Based on the results of the study, some similarities and differences in the motivations were observed. For example, visitors to national parks were more attracted by the opportunity to experience the comfort of the destination, which is 'push' orientated. On the other hand, visitors to cultural or historic destinations were more attracted by opportunities for self-actualization, or the chance to

identify with historic settings, which are 'pull'-orientated motives. Such broad distinctions seem to agree with Gray's (1970) motivational categories of 'Sunlust' for the former type of destination visitors (parks/ecotourism visitors) and 'Wanderlust' for visitors of the latter type of destination (cultural/historic). Also, visitors to landforms/adventure destinations fit more into the 'Wanderlust' typology of travellers.

Tourists' perceptions of Ghana as tourism destination

The results of the interviews indicated that most international tourists visiting Ghana were divided in their opinions on tourism in Ghana. Some tourists had negative perceptions of Ghana. However, majority of the tourists had stereotypical perceptions of Ghana. From a marketing perspective, they said that Ghana lacks international destination image. Other negative perceptions were lack of infrastructure, expensive hotels, poor sanitation, poor customer service, lack of banking facilities, poverty and disease, and the history of unstable governments. It was observed that international tourists have other subjective perceptions of Ghana, which could be changed by more aggressive promotion. The positive perceptions of Ghana were that Ghanaians were the friendly and kind people, strong and colourful culture, beautiful flora and fauna, nature, sunshine and beaches and historical relics.

First-time visitors versus repeat visitors

It was found that images and perceptions of Ghana differed from first-time visitors to repeat visitors. It was established from the quantitative study that a majority of the respondents were first-time travellers to Ghana. On the other hand,

majority the interviewees for the qualitative study were repeat visitors. Kozak and Rimmington (2000) determined that repeat visitors generally perceived destination attributes to be more satisfying than first-time visitors. The results from this study seem to support his assertion. The repeat visitors were found to have wider information sources, and knew what to expect in Ghana. Their intention to revisit in most cases was not based on the extent of their satisfaction, but on past experience. Whereas the first-time visitors were found to have access to limited information, spent more time on planning their trip, relied on the word of mouth of friends, relatives and professionals, their re-visitation intention depended on their level of satisfaction with their maiden trip to Ghana.

Tourism marketers and hospitality managers' efforts

Ghana must position itself in the increasingly competitive tourism marketplace as a unique destination with a niche marketing strategy that differentiates it from its competitors. In this regard, the SWOT analysis based on the interviews with tourism marketers and the proposed behavioural model for motivation, satisfaction, and loyalty intentions, seem to offer solutions to the research problem.

Conclusions

The purpose of this research work was to gain insight into the travel behaviour of international tourists visiting Ghana. At the same time, the study sought to fill the research gap on studies in tourism literature on why international tourists visit Ghana. The respondents indicated that their real reasons for choosing Ghana as a vacation destination was that they were initially pushed from their

countries of origin to escape from their daily routine, for relaxation and to experience something different. The tourists also singled Ghana out of many competitors because of its friendly people, quiet and clean environment, indigenous culture and natural attractions.

The socio-demographic and travel behaviour characteristics of tourists played a significant role in the tourist's decision to visit Ghana. The three null hypotheses of no significant relationship between push-pull motivations and socio-demographic characteristics, push-pull motivations and satisfaction levels, satisfaction levels and destination loyalty of the tourists were rejected. Based on the results of the hypotheses tested tangible recommendations could be made by the researcher.

The results confirmed motivations identified in previous studies (Crompton, 1979; Venkatesh, 2006). It was also made clear from the results that tourism marketers should continuously conduct studies of this nature to be on top of the changing needs of today's sophisticated visitor. Specifically, it should be a key aspect in the development of an effective marketing strategy for tourism marketers to promote Accra, Cape Coast and Kumasi as unique destinations. The fact that Ghana is an English speaking country was another reason why visitors from the USA and UK chose Ghana as a tourism destination.

A greater level of management, planning and stakeholder participation is necessary to provide wanted activities and experiences that emphasise nature, culture and cleanliness as major attributes of Ghana as a tourism destination. In addition, the findings revealed that travel to Ghana by African Americans is

becoming more popular. The most important drivers for their choice of Ghana, was the desire to connect with the culture of the people and understand more about slavery. It appeared that a trip to Ghana in one's lifetime was something to do in order to see one's land of origin and feel a sense of pride (self-actualisation). The African American market segment holds the greatest promise for repeat business for Ghana and the potential to gain more foreign exchange from tourism.

Although majority of the tourists were satisfied with their experience in Ghana, a section of the visitors intimated that Ghana, as a tourism destination, has some weaknesses, which if addressed, could attract more tourists to Ghana. These concerns included the cost of travel to Ghana, distance and time for travelling to the destination, indecent visitor toilets, and lack of information about Ghana on the internet, high hotel rates, expensive visa tariffs and cumbersome visa regime. Results from this study indicate that international tourists visiting Ghana are not homogeneous, a fact demonstrated by Cohen (1972), Plog (1972) and Smith (1977). Therefore, appropriate measures must to be taken by tourism marketers to meet the needs and expectations of the different types of tourists with a multiplicity of motives. It is only when their experiences exceed expectations that the visitors to Ghana will be satisfied, revisit Ghana and, recommend the destination to others. More efforts should therefore be made by tourism marketers to persuade potential tourists to change their perceptions into positive ones, promote tourism destinations in Ghana (especially those outside Accra, Kumasi and Cape Coast) aggressively, and find unique aspects that can attract visitors to these attractions as tourists are always looking for something different.

The new proposed model offers some solutions to research problem. The model shows that there are differences in the overall satisfaction of tourists in terms of the push and pull factors of the respondents. The study reveals that female tourists are more satisfied with attractions such as the beaches, national parks and museums, than male tourists. Male tourists want more 'traditional' African experience, and decry the lack of safaris and lions. The argument made by over fifty per cent of the visitors was that it was not worth the money to travel all the way to Africa to have none of these typical African experiences. It is, therefore, recommended that tourism marketers should incorporate these into the development of special products and services for their target markets. This finding is supported by previous studies. For example, according to the Virginia Department of Historic Resources (1998), family vacation plans to visit cultural/heritage destinations are typically made by women. The study also revealed that about 75% of respondents had previous experience with heritage destinations. The respondents with previous experience were more satisfied than those without previous experience.

Thus, this finding can be useful to tourism planners to improve and create key attributes for repeat and first time visitors. Tourism planners should also develop special services and products that will make tourists revisit. For example, marketers can send promotional packages to repeat tourists in order to induce and maintain their interest in the destinations and attract potential visitors to cultural or heritage destinations. Various classifications will help tourism marketers and planners to maintain or enhance their strengths and improve their weaknesses. It

is suggested here that marketers should maintain high-satisfaction and high-expectation attributes (historic buildings, cultural villages, museums, theme parks, etc.). They should also focus more extensively on low-satisfaction and high expectation attributes (accommodations) to meet tourists' expectations. It is recommended that marketers should make presentations and interpretations of cultural or a heritage destination by using multimedia in order to improve low-expectation attributes (weaknesses).

Finally, in order to create effective marketing strategies for products and services in the cultural/heritage tourism market, a better understanding of tourists who visit to the cultural or heritage destinations is necessary.

The aim of this thesis was to gain an insight into the travel motivations, satisfaction levels and loyalty intentions of international tourists to Ghana. The findings from this study will add knowledge to the limited studies conducted on the subject in Ghana. Knowledge regarding travel motivation can assist in the marketing, planning and development of tourism in Ghana which can increase the number of visitors to the country's tourism destination. Anholt (2007), states that, "only one thing is certain about the strange phenomenon that marketers reassuringly call consumer behaviour. Predictions are more often wrong than right, and many great marketing successes have occurred as a consequence of an inspired marketer choosing to ignore what consumer research has identified as what consumers want" (p 96). In other words although this study will be useful in designing more effective marketing strategies, tourism managers in addition must be more creative and proactive in coming up with tourism products and services

that are innovative. As some tourists during this study, admitted to not knowing exactly what they desire when they travel, but know it when they experience it.

Implications of the study for tourism planning, development, promotion and marketing in Ghana

The implications of the findings for planning, development, marketing and management are premised on three main issues. First, a targeted marketing campaign that highlights nature-based tourism or ecotourism is vital to persuade potential visitors to choose Ghana. Secondly, an aggressive marketing campaign to attract African Americans to get a sense of belonging and identify themselves with Ghana's rich culture is required. Other entertainment activities (cinemas, shops, bars, restaurants and museums) were requested by repeat tourists to be made available at the top tourists' attractions, particularly the castles. Thirdly, a marketing campaign that projects Ghana as a safe and secure tourism destination with realistic unique tourism offerings needs to be promoted all year round.

Tourism marketers and hospitality managers will find this study very useful in their efforts to attract existing and potential tourists to Ghana. As mentioned in the introductory chapter, the UNWTO (2003) expects tourism arrivals in Ghana to grow rapidly in the coming years, despite challenges being faced by the tourism industry in Africa. Results of a SWOT analysis conducted during the interviews particularly with the repeat tourists indicated that the threats from terrorism, globalisation, electronic and technological revolution are of concern to visitors.

The threat of terrorism implies an environment of fear and uncertainty, which leads to a slowdown of international tourist's movement to destinations in

Ghana. Ghana seems to be suffering from the terrorism activities in East Africa and the West African sub-region. Particularly, Kenya and Nigeria have reduced the flow of tourists from the UK, USA, Germany and China due to terror activities. The results of the study supports the general perceptions held by tourism organisations that terrorism in Africa has a negative effect on Ghana's destination image. Destination image is typically defined as tourists' overall perception of a specific destination (Fakeye & Crompton, 1991). Moreover, destination image can positively or negatively affect on-site recreation experiences, satisfaction, and future behavior (Bigne *et al.*, 2001). In addition, certain perceptions of the attractiveness of a cultural tourism destination may lead tourists to develop an attachment or a rejection of the place (Hou, Lin & Morais, 2005).

Globalisation has made the world a smaller place, and this implies greater interaction between countries. International tourists move freely from all over the world to different destinations, and expect world-class service and a high standard or quality tourism products. It has also been observed from this study that tourists seek new destinations, which offer more authentic experiences and unique tourism attractions at affordable prices. The desire by many tourists to experience personalised tours and tailor-made tourism services in recent times has made new tourism destinations benefit from targeting their attractions at specific markets.

Globalisation has also lead to a reduction in the cost of travel. A section of the respondents mainly from the US were of the view that the cost of travelling to Ghana is high (\$3000 plus) per person on average, and this was a major area of

concern. Constant monitoring should therefore be made on competitive prices by tourism planners and managers, so that they are guided by what pertains in other countries such as Senegal, the Gambia and others. Another challenge that was uncovered was that globalisation had made tourists more sophisticated and demanding.

As indicated in the literature review, satisfaction is the most important predictor of future behavior. The willingness to return and make recommendations to others increased with satisfaction. Again, satisfaction is a mediating variable in assessing the behavioral model of tourists visiting Ghana. Satisfaction therefore plays a significant mediating role in the behavioural model of international tourism. Hence, managers or marketers should advertise satisfaction as a way to promote Ghana's tourism and sustain the competitiveness of destinations. Repeat purchases, recommendations and positive word-of-mouth reflect consumer loyalty, which is one of the most useful indicators for assessing marketing strategies (Engel, Blackwell, & Miniard, 2000). Activities, programs and services at the destination are determinants of satisfaction and the willingness of tourists to recommend. Positive word-of-mouth helps tourism managers to assess their management strategies. Therefore, satisfaction is the most important variable in establishing future loyalty behavioral intentions of tourists (Baker & Crompton, 2000; Bigne *et al.*, 2001; Lee, Yoon, & Lee, 2007; Petrick, 2004; Um, Chon, & Ro, 2006; Yoon & Uysal, 2005). Moreover, loyal tourists are more likely to revisit tourism destinations. Tourism studies have considered whether future tourist behavior can be predicted from the tourist satisfaction model.

Again, as a result of globalisation, international investors should be taking advantage of opportunities available in hotels, resorts, restaurants, bars, golf courses, race courses, lake and water attractions, theme parks, marinas, shopping malls, taxi services, entertainment studios, adventure and sports facilities, aircraft services, boat manufacturing, convention centres, restoration of old castles and forts, and transportation. Ghana has huge tourism potentials and the capability to increase tourism arrivals and receipts. According to tourism marketers this is clear, what is required now are studies of this nature that will suggest innovative marketing strategies as well as the will, commitment and funds to implement the ideas.

Finally, it was observed that Ghana is lagging behind in the use of the Internet. Tourism is growing globally, and that tourists have become more knowledgeable because of the Internet. “The most dramatic force shaping our destiny is technology. The Internet has had a profound effect on the hospitality and travel industries. The Internet has created a new distribution channel for hospitality and travel products. Today, over 50 percent of business travellers, book travel services online, and this is up from just two years ago. Most rental car companies and hotel chains have set up their own online systems, allowing the guest to book directly on line” (Kotler, Bowen & Makens 2006: p. 130)

Ghana’s tourism stakeholders are not taking advantage of ICT. Tourism is an information intensive activity (Baggio, 2007). Information gathering processes and their application are important for the day-to-day operations of tourism establishments. The impact of information technology on the tourism industry

cannot be over-emphasised (Steinbaner & Werthner, 2007). The unique characteristics of the tourism industry, makes it conducive for the management, storage and distribution electronically (Egger *et al.*, 2007). The industry comprises a wide variety of small and fragmented businesses. ICT is the lifeblood of the tourism industry. The web has changed the methods through which tourists source information, plan trips and transact business. The popularity of the web has forced the tourism industry to incorporate the medium into its marketing strategies. In fact, the potential of the web is so great that it would be remiss of any tourism organisation not to explore its possibilities (Leong, 2001). Presently, tourism managers and marketers within the industry do not have enough tools at their disposal to fully exploit this potential.

For tourists the internet has become the channel of choice for seeking and digesting tourism information and making tourism purchases (Collins *et al.*, 2003). Tourism based websites remain amongst the most popular on the web (Lee & Mills, 2005). Tourists and potential tourists are becoming more discerning, knowledgeable and demanding (Buhalis, 1998).

The future of the tourism industry worldwide, to a large extent, depends on technology. Ghana needs to fast track its adoption of TIS. Ghana's tourism websites should be easily reachable, user-friendly, dynamic, and interactive, with more current pictures or video in the text. Users should be able to share experiences on Facebook and Twitter. Ghana's tourism marketers must use the web portal to market their products. They could take advantage of the fast moving

mobile phone technology, embrace change and exploit opportunities rather than resist the inevitable.

Travel is considered the most appropriate product to be promoted by the Internet because it does not usually involve the delivery of a physical product. In addition, the Internet can provide a lot of information, both verbal and visual, to explain and promote a travel product. Travel does not require or does not allow trial, and therefore transactions can be made online conveniently. With a developing country like Ghana, it would seem that the internet is a very effective and efficient way to distribute travel products. Today's travel and tour planning process starts from hotel reservation, airline ticketing, visa processing and approval, tour planning, finding a guide, purchasing tickets for key attractions and even booking a taxi from the airport.

Other Solutions to the research problem based on the Swot analysis are the urgent need to incorporate ICT in all forms of marketing communication and management of tourism activities. Diversifying the tourism mix and keeping a focus on Ghana's top generating markets, while looking towards new markets like China, India and other African countries. It is important to attract more high spending visitors, thus tourists with higher purchasing power and those with time to explore or increase length of stay (older tourists).

Tourism managers must identify iconic tourism offerings that can Ghana can aggressively promote. As it stands our marketing strategy is broad based. Such a move will lead to a niche tourism marketing strategy. The top five areas of

interest to the visitors were; Beaches, Eco-tourism, festivals and rich culture, Forts and castles (UNESCO Heritage/Historical sites) and conference tourism. A niche marketing strategy will help tourism marketers differentiate Ghana's tourism products from its competitors and achieve research objectives. The managers could also encourage homestays for visitors to live with local people for a short time.

Contribution to knowledge

The study contributes to existing knowledge in the following ways: first, it expands existing knowledge on the push and pull motivations of international tourists who visit the West African sub-region and to Ghana in particular. As there is paucity in the literature on the travel motivations of visitors in Africa as opposed to those in developed nations like the UK and USA. This study is therefore part of the pioneering efforts to gather data on the subject in Ghana, and bring to light the emerging demands of international tourists.

According to the results of the study, the characteristics of international tourists to Ghana have changed. Visitors are increasingly nature-based (eco-tourists), young, independent, and culture seeking non-institutional travellers. They wanted a change in environment, relaxation and were eager to learn about Ghana's many attributes. In my opinion this study has brought to the fore that the African American market is the fastest growing segment and needs to be taken more seriously by tourism stakeholders. Most visitors revealed that they had returned to Ghana to enjoy the exotic local foods such as, red plantain and beans (red/red), and special tried and tested activities like the Kakum Canopy Walk.

In the past, most of the research on travel motivation followed either the quantitative or qualitative approaches. This study utilised the mixed method approach to better understand the flow of international tourists to Ghana. A new model, the Motivation, Satisfaction and Loyalty Model (TMSLM) was evolved. It is an improvement on the Push and Pull Model (Crompton, 1979) which did not take satisfaction and its antecedents into account. This new model captured in its entirety the work of the present researcher, and for the first time, research about international tourists to Ghana has combined the question of “why the tourists come to Ghana” with their travel and socio-demographic characteristics, level of satisfaction and behavioural loyalty intentions.

Finally, the study makes unique contribution to information on the perceptions of international tourists on tourism in Ghana. Studies of this nature need to be conducted regularly in Ghana, to keep tourism practitioners updated of the ever changing motives, attitudes, mind-sets and characteristics of foreign travellers in order to be able to enhance the tourism experience and attract more tourists.

Contribution to practice

First, the study highlights the needs and expectations of visitors to Ghana. In the same vein, the results give clear guidelines to tourism planners and marketers to design effective marketing strategies that target the right tourists, to boost international arrivals to Ghana. In practice, this study can act as a reference document that provides new pragmatic insights on the extent of satisfaction and loyalty intentions of international tourists to Ghana.

Second, the study provides scientific data which could be used by the various tourism practitioners and marketers for planning and policy purposes. In practice, the results should prompt the managers to respond to the increasing demand for niche tourism products such as ecotourism and heritage tourism. The SWOT analysis should lead to improvement in the quality of products and services to meet international standards especially where hotels, attractions and infrastructure are concerned. The findings could also lead to the restoration of some tourist sites (Castles) and the creation of new products such as museums and theme parks.

Recommendations for policy, management and improvement

The purpose of this section is to make recommendations to policy makers in Ghana on ways of improving the motivations and satisfaction levels of tourists. The recommendations are based on the findings of the study. Results of the study indicate that a higher satisfaction leads to improved perceptions, re-visitation and recommendation. The suggestions are as follows:

Address the needs of international tourists

Tourism marketers, planners, managers and operators should be more aggressive in the provision and promotion of tourism offerings that will register a positive image in the minds of visitors. The desire of visitors to acquire more knowledge about destinations in Ghana means more information commentary from tour guides regarding pull motives such as nature, culture and history must be put out. The basic needs of international tourists such as clean public toilets, availability of domestic flights and quality hotel facilities, if improved, can induce

more tourists to revisit. Worldwide, the competition for the tourist's dollar is intensifying. As a result, tourists are also being very particular in their choices. Also, the Ghana Police should be properly trained and motivated, as no tourists will visit if their safety cannot be guaranteed. The creation of a tourism police department is an idea which has been floated by some tourism marketers.

Harmonise regulations

According to tourism managers, regulations binding tourism operators are scattered and fragmented. Various departments such as the Food and Drugs Board and the Metropolitan Assemblies issue similar permits to hotels and restaurants. Hence, all regulations that concern the operations of tourism operators should be brought under one umbrella to make management of tourism destination more efficient. Also, tourism establishments should collaborate with each other in terms of working through their trade associations and unions. Tourism marketers should avoid duplication and also reduce operational costs and the multiplicity of taxes.

Improve Government funding

Lack of funds for the development of tourism in Ghana, was identified by tourism managers as the bane of tourism development for over two decades. A tourism development fund was recently created under the Tourism Act, 2011. It will help the promotion of tourism in the target markets if more funds are made available for promotional purposes. Tourism marketers, I suggest should advocate for the creation of a tourism development bank to assist tourism developers and managers in the private sector to be able to embark on attractions that can compete with the ones Ghana's competitors have. In addition, more world-class

hotels could be established to accommodate visitors, big events and conferences.

Improve infrastructure and services

Funds should be made available to the various tourism stakeholders to repair airports, roads, railways, hospitals and utility services that need urgent attention. A great deal of training is needed for the management and staff of tourism establishments. The findings suggest that the tourism sector should develop a better management of tourist destinations so as to develop a stronger attraction of tourism, better amenities, a better accessibility and an appropriate image in the mind of the tourists. Improved services could include fast services and tips on keeping the environment clean.

Other services that could help tourists stay longer and spend more are improved banking services. Furthermore, the government must show more commitment to the tourism industry by providing an investment policy and huge incentives for the tourism sector. Also the Ghana Investment Promotion Center should be better resourced to carry out its mandate.

Formulation of more precise targeting and market segmentation strategies

Holloway and Plant (1998) found it useful to examine push and pull motivations for the segmentation of markets and the development of tourism destinations. They maintained that if destination marketers had a clear grasp of the reasons behind the demand for each market segment group, they would be able to tailor their products more closely to their customer's requirements. Tourism planners should target the young Americans and Europeans, who are non-institutionalised and are prepared to explore. A majority of tourists in this

sector are not married and have expressed their desire to continue travelling and exploring emerging travel destinations such as Ghana. In this context, segmentation studies amongst marketers and managers of Accra, Kumasi and Cape Coast, must be conducted regularly, since they may contribute to the formation of a more effective strategy and a reduction in marketing costs.

Collaboration between tourism stakeholders and consistency in marketing

Collaboration between all tourism stakeholders will lead to sustainable management and effective marketing of Ghana's tourism product. Sustainability in this context relates to distinguishing Ghana from its competitors in the sub-region that are politically unstable. But more importantly, tourism marketers in Ghana must speak with one voice. Over the years there have been several conflicting advertisements from the GTA and MOT with slogans such as the "Golden experience" and "culture, warmth and much more". A consistent message is required from Ghana's tourism marketers that are easily recognisable and a slogan that is short, easy to remember and one that describes Ghana's most important attribute. Such a unified message could lead to a national brand identity and better coordination and marketing of brand Ghana

Reduce the cost of travel and accommodation

According to one of the respondents, "Ghana is gaining the image of being a pleasant but expensive tourist destination". A reduction in transportation costs, hotel room rates and gate fees at the tourism attractions will definitely boost tourism arrivals and value for money. International tourists, during the in-depth interviews, raised concerns about paying up to three times more than Ghanaian

tourists at the gates of the tourism attractions they visited. In addition, hotel room rates are as much as \$300 a night at the Movenpick Hotel in Accra, this puts off potential visitors to Ghana who are constantly browsing the internet for cheap deals in Africa. The government should provide new incentives to investors to attract new tourism businesses to Ghana this will improve the quality of tourism products in the country and increase tourist satisfaction.

Address visa application constraints

A visa on arrival and online services could to be introduced by the Ministry of Foreign Affairs if Ghana wants to be seen as a serious tourism destination. Also, the staffs at the Ghana Immigration Service (GIS) and all other security agencies must to be trained on customer relationship management. Sensitising tourists on safety and security concerns must also be considered. More importantly, the cost of Ghanaian visa must be reduced to attract visitors.

Promote responsible tourism and ecotourism

It is important for Ghana to emulate the experiences gained by South Africa to avoid adverse effects of tourism on its local communities and also showcase Ghana's ecotourism and cultural potentials. Food tourism should be promoted. Ghana has few delicacies that foreigners enjoy, for example, plantain and beans (red-red) and fufu. Ghanaian culture is rich, unique and colourful and should be aggressively promoted. In other words, tourism marketers should focus more on maintaining or improving factors that contribute to the overall satisfaction of tourists. For example, the content of brochures and Web-sites about attractions in Accra, Cape Coast and Kumasi, should reflect such features as

handicrafts, architectures, traditional scenery, museums, galleries, cultural villages, historical buildings, monuments and arts as part of the culture attractions.

Increase the education and training of tourism stakeholders

As revealed by the tourists, a large number of unskilled and unqualified people have been engaged in the tourism sector and this is preventing it from reaching international standards. The existing training facilities need to be taken advantage of, and in addition a hotel management school should be built to offer professional courses in ecotourism, an area in which international tourists clearly expressed preference for. Training in entrepreneurial skills could also empower local communities. Tour guides also need more training and practical experience.

Widen consultation with academia

Policymakers should consult as much as possible tourism researchers at the universities in Ghana for their input during the formulation of marketing strategies. Furthermore, there should be more investments in tourism research as the, motivations, characteristics, market segments and perceptions of tourists keep changing.

Tourism could be introduced in the education curricula of basic schools and tertiary institutions. This will enable a better understanding of the subject of tourism and make young Ghanaians more aware of the importance of the travel and tourism industry.

Finally, academic circles in Ghana should encourage international tourism conferences, exhibitions and events to be hosted in Ghana. Such tourism fairs will highlight new products and services available to meet the desires of targeted

segments. Marketing strategies that differentiate Ghana's tourism offerings from that of her competitors could be portrayed on the worldwide web. Internet use by international tourists has become a regular feature in the processes that leads to the demand and supply of a tourism destination. Some tourists want to preview the attributes of destinations to learn as much as possible about the destination before their arrival, during their stay and after their visit.

Suggestions on best practices to adopt based on results of the study

- Strongly promote natural, cultural and heritage tourist sites and products,
- Adapt more ICT operations in tourism management and marketing,
- Introduce more activities such as speed boats on Lake Bosomtwe,
- Build a few unique tourism offerings such exotic Ghanaian cuisine,
- Promote aggressively the Paragliding festival at (Atibie Eastern Region) ,
- Re-advertise the Joseph Project (Home coming of African-Americans),
- Produce tourism documentaries led by the country's president and other internationally recognised Ghanaians.

Recommendations for future research

Some issues that emerged from this study and need exploring include:

The perceptions and characteristics of repeat and first-time tourists

Although briefly touched upon in this study, the perceptions of repeat tourists as against that of first-time visitors could be investigated in detail. As tourist attitudes and behaviour are always changing, the influence of socio-demographic characteristics on repeat tourists as against that of first-time tourists would be helpful for tourism planning, development, management and marketing.

The role of tourism marketers in attracting tourists to Ghana

Tourism marketers and practitioners have a role to play in shaping tourism attractions and services that could impress tourists and change their perceptions about Ghana as a tourism destination. A study can therefore be conducted to specifically identify the efforts that are being made by tourism marketers and practitioners to attract more tourists to Ghana. Related to this is the need for proper compilation of the records of guests such as visitor books to facilitate up-to-date tourists' comments, remarks and suggestions on destinations in Ghana.

Inclusion of other study settings and expanding the sample frame

In relation to generalisation, the study can be replicated in other regions such as the Volta and the Northern Regions which also have interesting tourist sites like the Mole National Park and the Wli Water Falls. This study was conducted in three major cities often referred to as the "Tourism Triangle", (Accra, Cape Coast and Kumasi). However, there are seven other regional capitals which could benefit from such research. When more attention is paid to other destinations, it would mean more time is being spent on the field and more cost will be incurred; nonetheless, a more reliable result could be obtained.

An extension of this study's research scope to other regions would mean a larger sample frame being collected for the study. However, the larger the sample frame the better it is for rich and valuable information. The purposive sampling method was used to select some managers because, it would have been impossible to interview all the tourism planners and marketers. The sample size in the researcher's opinion was a fair representation of the tourism marketers. As travel

motivations change constantly overtime, such studies need to be conducted regularly and at different times of the year.

Inhibitions to international tourists visiting Ghana

A future study can investigate what inhibits tourists from visiting Ghana, and specifically identify why tourists choose other destinations in the African sub-region. Results of such a study can create insights for tourism managers to better understand the obstacles that need to be removed, to encourage international tourists to visit and revisit in the future. This could also form the basis of providing marketable products and a successful tourism enterprise. Such studies need to be conducted periodically to capture the changing behaviour tourists.

Travel motivations of domestic tourists

The population of the study was limited to international tourists. To overcome this limitation future research could be conducted on domestic tourists. Domestic tourists were excluded from the study because travelling for tourism purposes among Ghanaians is not as vibrant in Ghana as it is in the more advanced countries. It seems to be the preserve of those who are well off in Ghana and the tourism marketers have hardly designed strategies that promote domestic tourism. The government understandably is more interested in the foreign exchange earnings it makes from international tourists. In some of the world's top tourism destinations such as Spain, UK, France and USA, domestic tourism accounts for over 60% of their tourism arrivals (WTTC, 2009). Ghana over depends on international visitors. Therefore a decline in the arrivals of foreign tourists could lead to a drop in foreign exchange earnings for the country.

The majority of Ghanaians have more psychological needs and see tourism as a form of self-actualisation and therefore as a luxury they cannot afford.

Local community participation in tourism development and planning

Finally, an investigation could be conducted into local community participation in the planning of tourism development and marketing strategies. Tourists form part of their impressions about Ghana through their interactions with local communities. Therefore, such a study will provide a better understanding of the attitudes of the local residents, and their behaviour towards visitors. As well, locals will be sensitised on the costs and benefits of tourism.

Most rural areas in Ghana are characterised by underdevelopment, unemployment, low literacy rates and a lack of basic infrastructure. However, some natural, cultural and heritage products (UNESCO Heritage Sites like Elmina castle) can be found in such areas. Little attention has been given to tourism in rural areas, although tourism literature has revealed that non-institutional tourists are keen to explore new areas. As stated by MacCannell (1977), younger tourists' views travel as a 'learning experience' and not a 'vacation'.

By extension, a broader picture of the nature of guest-host relationships and effect could be established in future studies. On one hand, future studies could identify the concerns of the host communities and the consequences of increased tourists' arrivals, such as sex tourism, and on the other hand, research could examine spending patterns of the tourists to establish what they spend their money on and how it benefits the local communities. Ultimately, such cost-benefit analysis will add to existing knowledge on tourist's behaviour in Ghana.

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APPENDICES

APPENDIX A

DEPARTMENT OF HOSPITALITY AND TOURISM MANAGEMENT
UNIVERSITY OF CAPE COAST, GHANA

Dear Respondent,

This survey is for a PhD thesis I am conducting in the Department of Hospitality and Tourism Management at the University of Cape Coast. The study is based on a selected sample, so your participation and honest opinion is of utmost importance. The results of the study will enable tourism planners, marketers and managers design effective marketing strategies, to attract more international tourists to Ghana. The information you provide will remain confidential and will only be for academic research purposes. Thank you for your help.

With Kind Regards,

Nana Yaw Ofori-Kuragu

STRUCTURE OF QUESTIONNAIRE

SECTION 1 SOCIO-DEMOGRAPHIC CHARACTERISTICS

SECTION 2 TRAVEL HISTORIES

SECTION 3 TOURISTS' NEEDS

SECTION 4 DESTINATION ATTRIBUTES

SECTION 5 LEVEL OF SATISFACTION

SECTION 6 LOYALTY INTENTIONS

RESPONDENT IDENTIFICATION

QUESTIONNAIRE NUMBER

RESPONDENT NUMBER

NUMBER IN GROUP

DATE OF INTERVIEW

TIME OF INTERVIEW

DURATION OF INTERVIEW

NAME OF INTERVIEWER

SITE OF INTERVIEW

OTHER REMARKS

SECTION 1

SOCIO-DEMOGRAPHIC CHARACTERISTICS

1. Sex Male Female

2. What is your age? _____

3. What is your occupation? _____

4. What is your level of education? _____

1. High School Graduate 4. No Formal Education

2. College Graduate 5. Other (please specify)

3. Postgraduate _____

5. Marital Status (Please tick one)

1. Single 3..Divorced/Separated

2. Married 4. Widowed 5. Other

(Please specify) _____

6. Religious Denomination? (Please tick one only)

1. Christianity 2. Atheism 3. Agnostic

4. Islam 5. Non-denominational

6. Other (Please specify) _____

7. How many people are travelling with you (including yourself)?

8. How many holidays do you take in a year?

9. What is your country of permanent residence?

10. Are you an African American? Yes No

11. Are you a Ghanaian living abroad? Yes No

12. Did you hear about President Obama's visit to Ghana? Yes No

13. Are you a first time traveller to Ghana? Yes No

14. Purpose of visit? (Please tick all that apply)

1. Business 2. Conference/Meetings 3. Study/ Training

4. Visiting Friends/Relatives 5. Holiday/Leisure event 6. Other

(Please specify) _____

15. Which category of income comes close to your household income per Annum?

1. Less than \$ 19,999 2. \$ 20,000 to \$39,999

3. \$ 40,000 to \$59,999 4. \$60,000 to \$79,999

5. \$80,000 to \$99,999 6. \$100,000 and above

SECTION 2

TRAVEL CHARACTERISTICS

16. How long do you intend to stay in Ghana?

17. Where are you lodging while in Ghana? 1. Hotel 2. Family house

3. Other (please specify) _____

18. Which airlines did you travel on?

1. _____ 2. _____

19. Please indicate the sources of information for this trip? (Please tick all that apply)

1. Travel Agent 2.T.V/Radio 3.TheInternet 4.Books
 5.Magazine 6.Wordofmouth 7.Other (Please specify)

20. How long did it take you to obtain your Visa for Ghana?

21. A. Have you been to Africa before? Yes No

B. Which countries did you visit? 1. _____ 2. _____

22. What comes to mind when Ghana is mentioned? (Please tick all that apply)

1. Africa 2. War and fighting 3.Great footballer 4.GoldCoast
 5. Famine 6.Friendlypeople 7.Disease
 8.Democracy
 9. No opinion 10.Other (please specify) _____

23. Which country in Africa would you choose to visit apart from Ghana?

24. How did you travel to Ghana? Independently Package tour

SECTION 3:

TOURISTS' NEEDS (Push factors)

25. Please indicate the extent of your agreement or disagreement with each of the following statements on a 1-5scale. 1. Representing "Strongly agree" 2. "Agree" 3. "Neither agree nor disagree" 4." Disagree" 5. "Strongly disagree" (Please tick one only)

I am in Ghana to		SA	A	NAD	D	SD
A	Escape	1	2	3	4	5
1	Get away from home.					
2	Experience a different lifestyle.					
3	Do something about my boredom.					
4	Get a break from my job.					
B	Relaxation					
1	Rest.					
2	Relieve stress and tension.					
3	Experience simple lifestyle.					
4	Do nothing.					
C	Education/knowledge					
1	Learn about a different country.					
2	To associate myself with the slave history.					
3	Visit heritage sites.					
4	Try new foods.					
D	Social interaction					
1	Meet new people.					
2	Get a sense of belonging.					
3	Attend a conference.					
4	To gain others respect.					
E	Adventure					
1	Take risk and discover new things.					

2	Take advantage of reduced air fares.					
3	Experience and enjoy unfamiliar places.					
4	Visit a unique and exotic place.					
F	Family and friends /togetherness					
1	Be together with the family.					
2	Visit friends and family.					
3	Visit places my friends have not been to.					
4	Visit the place my family comes from					
G	Sports tourism					
1	Watch a sporting tournament.					
2	Participate in assorting activity.					
3	To visit sports arenas for nostalgic reasons.					
		SA	A	NAD	D	SD
H	The desire for sex	1	2	3	4	5
1	Meet new sexual partners.					
2	Visit prostitutes.					
I	Excitement and having Fun					
1	Do something challenging.					
2	Meet people of the opposite sex.					
3	Find thrills and excitement.					
4	Rediscover myself.					
J	Achievement					
1	Go where my friends have-not been.					

2	Improve my status in society.					
3	Boast about my trip on my return home.					
4	Make a dream come true.					
K	Safety					
1	Feel safe and secure.					
2	Be in familiar settings.					
3	Enjoy a peaceful atmosphere.					
4	Take advantage of a prearranged Holiday.					

SECTION 4

DESTINATION ATTRIBUTES (Pull Factors)

26. Please indicate the extent of your agreement or disagreement with each of the following statements on a 1-5 scale. 1 representing “Strongly agree”, 2 “Agree”, 3 “Neither agree nor disagree”, 4 “Disagree”, 5 “strongly disagree” (Please tick one only)

	I am attracted to Ghana because it has	SA	A	NAD	D	SD
A	Nature	1	2	3	4	5
1	Beautiful parks and scenery.					
2	Wildlife and birds.					
3	Ecology and greenery.					
4	Mountainous areas.					
B	Culture					
1	Interesting arts and crafts.					
2	Good music and dance.					

3	Diverse cultures from different ethnic groups.					
4	Colourful fabrics (Kente) and clothing.					
C	Cleanliness and shopping					
1	Easy shopping.					
2	A generally clean environment.					
3	Hygienic facilities.					
4	Clean beaches.					
D	Historical Attractions					
1	Old forts and castles.					
2	The slave route and history.					
3	Old towns and villages.					
4	Museums.					
E	Expenditure/low-cost budget					
1	Cheap accommodation and food.					
2	Cheap facilities and beach resorts.					
F	Events and festivals					
1	Pan-African festival (Panafest).					
2	International football tournaments and games.					
3	Religious convention.					
G	Nightlife and local cuisine					
1	Good bars and nightclubs.					
2	Good local food.					
H	Weather and ambience					

1	Reliable weather.					
2	Personal safety.					
3	Peaceful environment.					
I	Modern atmosphere	SA	A	NAD	D	SD
1	Nice hotels.					
2	Exotic atmosphere.					
3	Casinos.					
4	Inexpensive restaurants.					
J	Accessibility/Convenience					
1	Internal flights.					
2	Reliable local transport.					
3	Most communication is in English.					
4	Direct flights to the nation's capital Accra.					
5	Manageable size.					
K	Service					
1	Good service.					
2	Well trained staff.					
3	Kind and friendly people.					
4	Quick service.					

SECTION 5:

LEVEL OF SATISFACTION

27. Please indicate the extent of your agreement with each of the following statements on a 1-5scale. 1. Representing "strongly agree" 2 "Neither agree" 3."neither agree nor disagree" 4."Disagree" 5."Strongly disagree" (Please tick only one)

	I think	SA	A	NA/D	D	SD
		1	2	3	4	5
1	I have enjoyed every bit of this trip to Ghana and I am satisfied with my vacation.					
2	I have had value for money for this trip.					
3	This visit was worth my time and effort.					
4	The benefits of coming to Ghana now Exceed my earlier expectations.					
5	Ghana is worse than similar countries I Have visited as a vacation destination.					
6	Ghana's tourism should be better promoted Internationally.					

SECTION 6:

LOYALTY (INTENTION TO REVISIT)

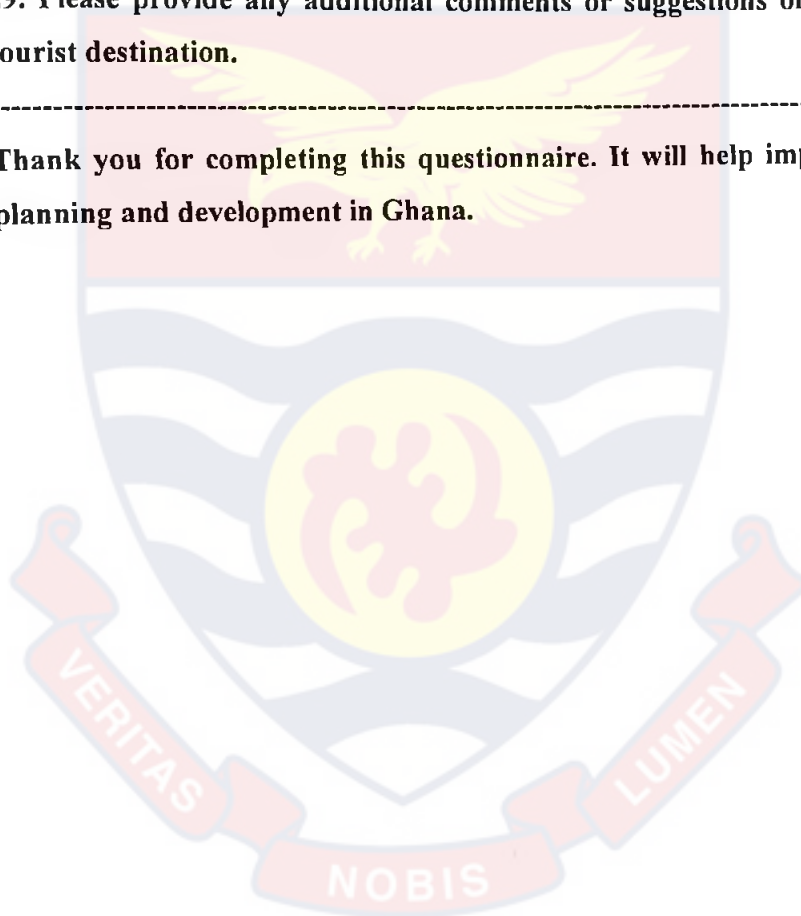
28. Please indicate the extent of your agreement with each of the following statements a 1-5scale.1.Representing"stronglyagree"2. "Agree" 3."Neither Agree nor disagree" 4."Disagree" 5. "Strongly disagree". (Please tick only one)

	I will	SA	A	NAD	D	SD
		1	2	3	4	5
1	Most likely take another vacation to Ghana because, I am generally satisfied with the travel experience.					
2	Always remember this trip to Ghana for good reasons.					

3	Return to Ghana because my relatives live here.						
4	Return to Ghana because I have been able to move Freely and felt safe throughout my trip.						
5	Return to Ghana for the desire for sex and alcohol.						
6	Tell all my friends, relatives and others about how Interesting and exciting Ghana is as a vacation destination.						

29. Please provide any additional comments or suggestions on Ghana as a tourist destination.

Thank you for completing this questionnaire. It will help improve tourism planning and development in Ghana.



APPENDIX B

In-depth interview guide for Tourism Marketers and Hospitality Managers

Department of Hospitality and Tourism Management

University of Cape Coast, Ghana

Dear Sir/Madam,

The information being sort is for a postgraduate degree study on the travel motivations and perceptions of international tourists visiting Ghana. Your participation will be highly appreciated and you are assured of strict confidentiality in the analysis and dissemination of the findings. Thank you.

Questions:

1. What is your role in this establishment?
2. How long have you worked here?
3. What are your main duties?
4. Why do you think international tourists come to Ghana?
5. How can Ghana attract more international tourists?
6. Who are Ghana's main competitors in the international tourism arena?
7. What are the challenges facing your outfit?
8. How are you promoting Ghana abroad?
9. Is Ghana safe for our tourists?
10. What could we do about the general cleanliness of our country?
11. How do you assess what tourists needs are?
12. Is sex tourism prevalent in Ghana?
13. Does Ghana have a tourism policy?
14. Why do you think tourism is important to Ghana?
15. How can tourists' experiences be improved?
16. What international marketing strategy is being pursued by your outfit?
17. Sex:
18. Age:
19. Marital Status:
20. Highest qualification:

APPENDIX C

In-depth interview guide for Repeat and First-time International Tourists**Department of Hospitality and Tourism Management****University of Cape Coast, Ghana**

Dear Sir/Madam,

The information being sort is for a postgraduate degree study on the travel motivations and perceptions of international tourists visiting Ghana. Your participation will be highly appreciated, and you are assured of strict confidentiality in the analysis and dissemination of the findings. Thank you.

Questions:

1. What is your country of residence?
2. How many times had you visited Ghana prior to this visit?
3. When did you first arrive in Ghana?
4. What was your purpose of visit then?
5. What is your purpose of visiting Ghana now?
6. What is your occupation?
7. Did you travel independently or as part of a group?
8. Please tell me what motivated you to visit Ghana?
9. How long do you intend to stay in Ghana?
10. Describe your experiences in Ghana both positively and negatively?
11. How did you find the services provided by the staff and personnel of the Various establishments visited?
12. Have you had similar experience elsewhere?
13. What were your likes and dislikes of your trip to Ghana?
14. Have you recommended Ghana to your friends abroad? Will you do so again?
15. What were your main sources of information on Ghana and were they detailed enough?
16. What do you think of Ghana's facilities and activities?
17. Were the facilities clean and up-to-date?

18. How satisfied are you with the trip?
19. Would you revisit Ghana and why?
20. What do you think are the main problems you faced as a visitor to Ghana?
21. What would you suggest to improve tourists arrivals to Ghana?

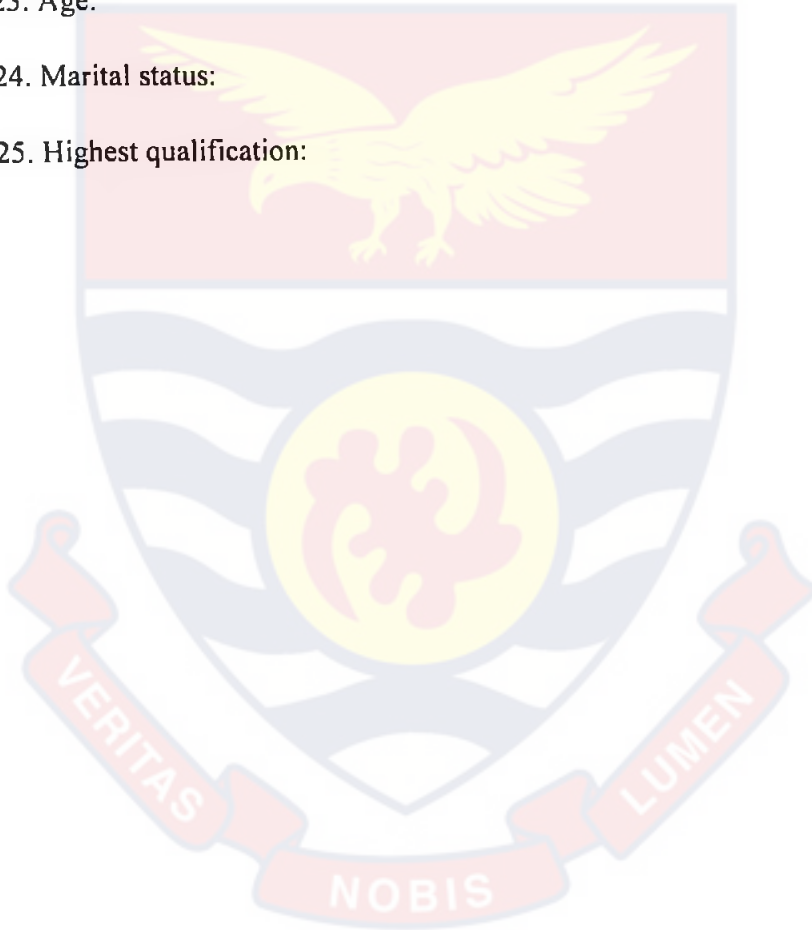
Personal Data

22. Sex:

23. Age:

24. Marital status:

25. Highest qualification:



APPENDIX D

Tourism Marketers and Managers qualitatively interviewed

Name of Practitioner	Officer Interviewed	Place	Remarks
Ministry of Tourism	Dep. Minister of Tourism	Golden Tulip. Hotel. Ksi	Excellent
Ministry of Tourism	Director operations	Cozylodge hotel. Ksi.	Excellent
Ghana Tourism Authority	Dep. Director Marketing	GTA HQ Accra	Very interesting
Central Region Dev. Commission	Director	Elmina Beach Resort	Good
Kakum National Park	Tour Guide	Kakum National Park	Very good
Ghana Hotels Association	National President	Rest Inn, Accra	Excellent
Ghana Tourism Federation	National Secretary	Crystal Palm hotel. Accra	Good
Ass of Car rentals	National President	Golden Tulip Hotel, Accra	Good
NGO – Tourism Madamfo-Ghana	Consultant	Axim	Good
Bosome-Freho District Assembly	District Chief Executive	Apewu, Lake Bosomtwe	Excellent

Source: Fieldwork, 2009

APPENDIX E

List of Hotels in which pilot study was conducted

Name of Hotel	Location
Cozylodge Guesthouse	Kumasi
Georgia Hotel	Kumasi
Hutchland Hotel	Cape Coast
Elmina Beach Resort	Cape Coast
Spintex Inn	Accra
Labadi Beach Hotel	Accra

